



Winning
Customers,
Building
Brands



Loyaltybuild

A managed loyalty
programme that impacts...



Loyaltybuild managed programmes work to build customer loyalty for businesses and brands, using a unique 'Simplicity' model, based on 'one superb price, thousands of holiday and leisure choices' as the reward.

Over 2.2 million Europeans have availed of our reward breaks and we have helped major companies achieve their 'loyalty-build' objectives, generating over €1.5 billion in the process



Loyaltybuild

winning customers
building brands



*Loyaltybuild is ideally suited to
'branded as your own' large-scale
customer loyalty campaigns*



Loyaltybuild

Loyaltybuild - the managed customer loyalty programme that's building businesses and brands

Loyaltybuild is an international Loyalty Marketing company, headquartered in Ireland.

Established in 1999, we partner with leading companies across Europe in many sectors, to create, manage and deliver innovative customer *Loyaltybuild* programmes to help build businesses and brands.

The objective of the *Loyaltybuild* programme is to enable our partners to reward and retain their existing customers and to win new ones, using thousands of holiday and leisure offer options at just 'one superb price'.

It is a simple but highly effective formula and its effectiveness comes from its sheer simplicity. This 'one superb price, thousands of choices' formula is very easy for our partners to communicate to their customers and is a simple proposition that customers easily grasp and respond to.

A proven, sophisticated management and support system

Despite the simplicity of the offer, behind it all is a very sophisticated management and support system that we make available free of charge to drive large-scale loyalty campaigns that are 'branded as your own'. We typically manage the whole process, from concept through to ongoing delivery and administration.

A specialised team is assigned to work on each project, and we provide all the holiday and leisure offers to an agreed brief, as well as



sophisticated web, booking engine and database technologies. In addition our own 100-seater multilingual call centre can provide a partner-branded customer interface. A guiding principle of our programmes is that it is the business and the brands of our partners that must always shine.

Impactful programmes

The impact of *Loyaltybuild* programmes has seen over 2.2 million Europeans avail of our holiday and leisure-based loyalty offers, with our partners benefiting from the resultant goodwill generated. This has resulted in over €1.5 billion in revenue for our partners, through sustainable programmes that don't require budget-draining investment.

There are no set-up or management costs!

The remarkable thing about all of this is... we don't charge a set-up or management fee.

To the constant amazement of our partners, there are no costs associated with *Loyaltybuild* managing the whole process, from creative concepts through to partner-branded websites and our call centre support.

Loyaltybuild receives its income through the bookings made by customers who are very happy to receive such brilliant offers!





Loyaltybuild



Loyaltybuild rewards loyalty, allowing access to thousands of superb one-price holiday offers



How the Loyaltybuild programme works

The *Loyaltybuild* programme is unique and, as our partners confirm, extremely effective.

However, while the programme is managed and made available free of any set-up or operational costs, it is not suited to every business. *Loyaltybuild* is best suited to companies who have a large customer base and a strong commitment to developing a loyalty programme.

Loyaltybuild... in action!





What we offer...

The opportunity for you to reward your customers with memorable holiday breaks

- ▶ *Loyaltybuild* can develop loyalty campaigns to our partners' specification, utilising superb 'one price' holiday and leisure offers as a reward. These offers can vary from simple "short breaks" to comprehensive '**branded as your own' Travel Clubs**. The Travel Clubs can involve multiple country destinations and customer benefits, e.g. hotels, holiday homes, river cruising, golf, car-hire, ski, spa, luxury and city breaks, 'Brilliant Days Out' and other activities.
- ▶ Under our '*Loyaltybuild Supply*' programme, we work with **leading hotels, holiday homes and other holiday, travel and leisure providers** around the world to secure our superb-value one-price offers.

A managed programme that doesn't involve set-up, administrative or managements costs for partners

- ▶ Our partners are pleasantly surprised to learn that, unlike other loyalty programmes, *Loyaltybuild* does not require them to purchase expensive software or invest in loyalty cards, staff, administration or management of the programme. It is all **free of charge**.
- ▶ *Loyaltybuild* **manages all the creative, administrative and fulfilment activities** for the loyalty campaigns. On the creative side, we typically work closely with our partners' marketing departments to fully align to their brand objectives and guidelines.



Loyaltybuild



Loyaltybuild - the managed customer loyalty programme that's building businesses and brands



What we offer (continued)...

- ▶ Partners can have their own-branded 'one price' holiday offering or Travel Club promotion, **supported by a website and call-centre**, branded to their guidelines, without any set-up or ongoing management costs.
- ▶ *Loyaltybuild* earns its revenue through the bookings made by **happy customers** who receive their holiday at a superb 'one-price' rate – a fraction of the normal costs.
- ▶ Our *Loyaltybuild* programmes and supports are designed for loyalty programmes of scale. Therefore, they are **best suited to companies who have a very large customer or membership base**. Typically, our partners are major retailers and service providers.

Leading Edge Technology – free

- ▶ *Loyaltybuild* provides partners with **attractively designed websites**, branded as their own, to promote the holiday offers.

The websites are feature-rich and present a world of holiday possibilities to our partner's customers. Content includes:

- Hundreds or thousands of 'one price' offers.
- A range of search options to ensure that offers best suited to a customers' needs are easily found and booked.
- Competitions to encourage site visits and exploration.
- Downloadable vouchers that confer privileges to our partners' customers to any specification, e.g. discounts to top attractions, cinemas, theatres and restaurants; 'value extras' at accommodations; discounts on purchases of our partners' products or services, and much more.

See www.SuperValuGetawayBreaks.com as one example of our 'branded as your own' partner websites.



- ▶ Our *Loyaltybuild* travel booking engine is simplicity itself and is also designed to create and maintain customer databases for **multiple marketing purposes**.
- ▶ *Loyaltybuild* has its own **100 seat, multilingual call-centre** that can support branded, campaign-specific websites to handle customer enquiries and holiday bookings from all over the world.

Loyaltybuild is adaptable to any market or sector

- ▶ Our *Loyaltybuild* programmes are **adaptable to work for any market, industry sector or language**. In 2006 we will manage campaigns across Europe in English, French, Swedish, Norwegian and Danish for a number of major retail, insurance, automobile and media companies.

Loyaltybuild... the impact of our programmes

Since the company's launch in 1999, our *Loyaltybuild* programmes have generated over €1.5 billion in revenue for our partners, building sustainable customer loyalty programmes without any budget-draining investment.

An added bonus, which our partners are proud of, is that our programmes also contribute millions in terms of revenue spend to the domestic tourism economies of the countries in which we operate. As a result, we often link to Government Tourism Departments and agencies, encouraging them to support our partner programmes in order to help destinations achieve their tourism growth targets. Any promotional support received from these sources helps our partners to accelerate their customer *Loyaltybuild* objectives.

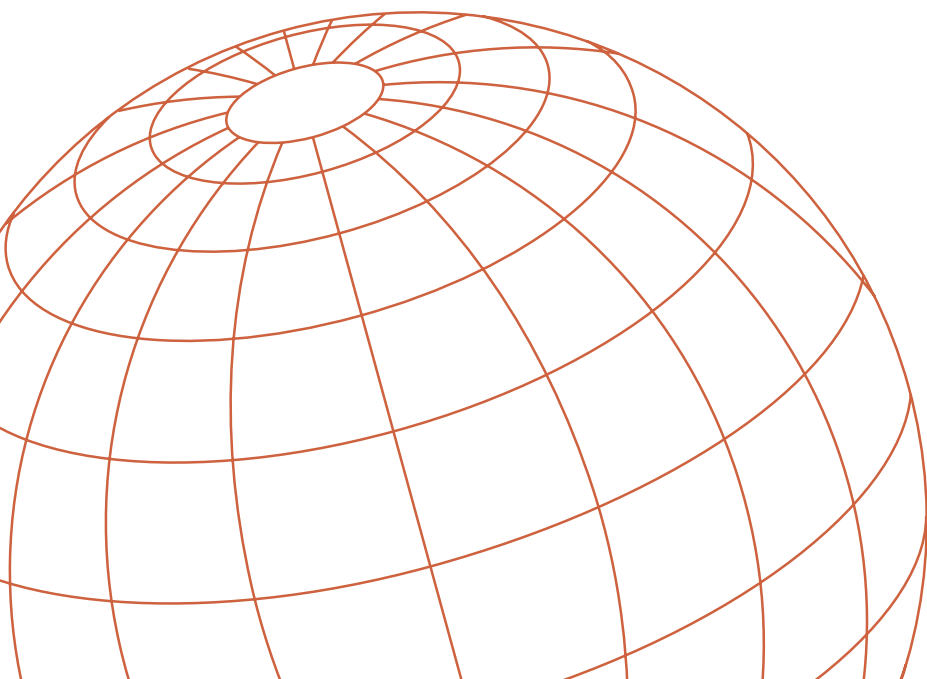
Around
the
world...



... happy
customers



... are
loyal
customers



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