

A New Loyalty Program for World's Largest Hotel Franchiser

CHALLENGE: New servicing interface with real-time connectivity.

SOLUTION: Created a distributed model for real-time enrollment, earning and redemption at point of purchase.

CHALLENGE: Standardized set of tools for nine brands and 6,500 locations.

SOLUTION: Provided consistent servicing and delivery across all touch points.



An enterprise platform with multiple partner integration.

CHALLENGE: Consultation conversion and integration with many partners.

SOLUTION: Created a card registration and currency transfer between rewards accounts.

CHALLENGE: Leverage segmentation capabilities to vary customer experience.

SOLUTION: Provided branding and offers specific to the selected brand.