



# COMMUNICATIONSUITE

YOUR DIRECT CONNECTION TO IMPROVED ENGAGEMENT AND MOTIVATION.

**DELIVER PERSONALISATION, RELEVANCE AND ADDED VALUE TO YOUR BEST CUSTOMERS.**

Why throw a party and not invite anyone? Member communications are often the most neglected element of an incentive, loyalty or engagement program. The more engaged your customers are with the programs, the more they spend with you. Your member communications plan and its associated creative elements make it come alive. If your program communications fail to engage your customers or employees and encourage them to participate, then your brilliant program design will be for nothing.

Enter Incentive Solutions. Our **Communication Suite** of web, mobile, and print communications strategic design and production capabilities work in conjunction with our Design Suite and Analytics Suite services to accelerate your communication plan and maximise your program's effectiveness. Our highly analytical, versioned, and segmented approach to member communications delivers superior results—and we'll help you rigorously measure those results to deliver tangible return on your communications investments. Incentive Solutions create your direct connection to loyalty, engagement and business performance.

## THE DRIP DIALOG METHOD

One of the most effective customer loyalty tactics is the practice of "drip dialog: the process by which you collect small but important bits of customer insight and then demonstrate immediate reciprocal value by acting on that insight. Here are two examples:

- A hotel program asks members whether they travel primarily for business or pleasure—and then funnels them into two primary communications streams based on their answers.
- A contractor loyalty program asks contractors whether they work primarily in residential or commercial construction. Then offers targeted promotions based on their sector.

## WE SPECIALISE IN THE FOLLOWING SECTORS:



### B2B

Your business depends on demonstrating trust and commitment to your best customers. Incentive Solutions can help you find your direct connection to B2B loyalty.



### CONSUMER

Loyalty marketing isn't about bribing consumers— it's about demonstrating loyalty. Incentive Solutions can set you on the path to more profitable consumer relationships.



### EMPLOYEE

The first step in building loyal customer relationships is cultivating engaged, committed employees. Incentive Solutions can help you blaze new trails with employee reward and recognition programs.

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Our affordable communications solutions reflect sound digital and print design principles designed to deliver engagement in today's digital, mobile, and omnichannel world. Incentive Solutions can work with you and/or your agency to help craft the essential communications elements of your program. Some clients ask us to do it all; others want us to lend our expertise to their agency. It's your call, we're flexible.

**Communication Suite** services include:

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### BRANDING

Your program brand should complement your master brand and speak to your members. Incentive Solutions offers full program concept development, including program identity and logo design, program identity and logo design.

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### DIGITAL

Our digital design teams and programmers will deliver complete responsive web solutions for member sites, redemption centres, and promotional microsites.

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### MOBILE

In today's wired world, mobile program capabilities are essential. Our developers will build mobile-friendly loyalty solutions including member SMS text messaging programs.

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### CREATIVE

Your creative material should reflect the strength of your brand. We offer copy and graphic design services for digital and print statements, email campaigns, membership cards, member kits, and reward catalogues.

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### DIALOG

We'll match creative ability with analytical insight to design versioned campaign strategies, customer service and member care scripting, public relations support, and campaign scheduling and budgeting.

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