

7 TOP TIPS

For boosting
reward fulfillment



Great rewards drive great performance



IMA reported that **82%** of businesses show improved morale with a merchandise reward program, with **72%** reporting significant business growth due to merchandise rewards.



A Gallup study found that business units and teams with highly engaged members resulted in:

↑ **23%** profitability

↑ **66%** in wellbeing

↑ **18%** productivity

↓ **43%** turnover

↓ **81%** absenteeism

7 tips for boosting reward fulfillment

- 1 Offer a wide selection of the brands members love - including local brands that mean more
- 2 Offer more than just merchandise — giftcards, prepaid cards, travel rewards, mobile top-up, charitable rewards, savings benefits
- 3 Curate and customize
- 4 Manage your customers, not data
- 5 Include the reassurance of 24/7 support
- 6 Deliver fast, with local shipping
- 7 Run seasonal campaigns and promotions



TIP #1

Offer a wide selection of the brands members love

Global Reward Solutions has created a global network of trusted local brands and vendors to source and deliver over 10 million authentic merchandise rewards.

Our global merchandise categories:

- Appliances
- Automotive
- Baby
- Beauty
- Bed
- Electronics
- Fitness & Sports
- Jewelry & Fashion
- Luggage
- Musical Instruments
- Office Products
- Outdoor Sports
- Tools
- Toys & Games
- Watches



PHILIPS



OPPO

SAMSUNG



dyson



NINJA



BOSE

Breville



SONY



TIP #2

Offer more than just merchandise

Members love choice. And the more reward options you provide, the more they will return and redeem. In addition to merchandise rewards from the brands people love, Global Reward Solutions offers an extraordinary choice of gift cards, prepaid cards, travel rewards, mobile top-up and charitable rewards.

2,500+

Merchandise
Brands

1M+

Hotel, Travel
& Experiences

2,500+

Gift Card
Brands

850+

Mobile Top-Ups
Carriers

750k+

Global Savings
Offers

1.8M+

Charities

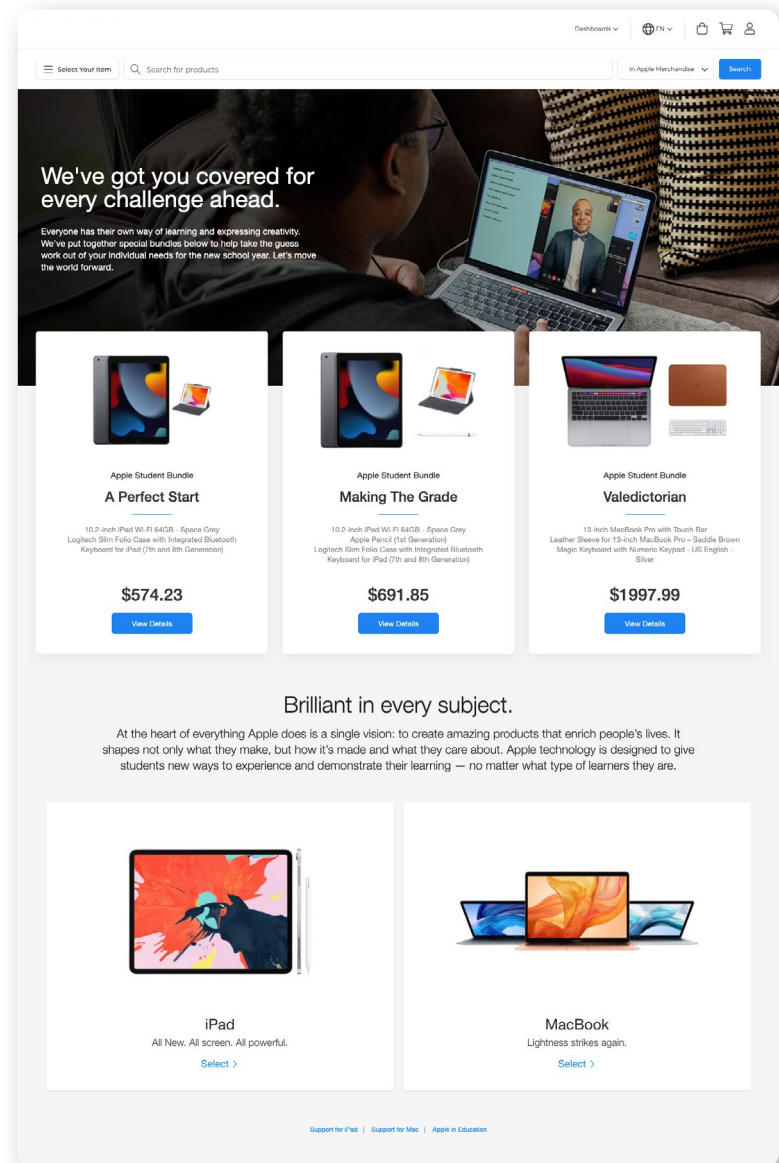
TIP #3

Curate and customize

Take control of the rewards you offer, with advanced curation tools that let you quickly build customized catalogs. Offer only the brands you prefer, or the categories you want, within the margin or pricing guideline you need.

Capabilities include:

- Each member will see only the catalogues associated with their program and country, and only those categories and products that you have pre-approved
- Apply client margin by catalogue
- Quick access and set-up to filter any catalogues
- See instant results as filters are implemented as created
- Our Portal Dashboard provides complete access to all reward data and performance metrics
- Dynamically manage multiple brand level exceptions to MSRP filters.



TIP #4

Manage your customers, not your data

Great rewards drive powerful customer loyalty programs. Managing a real-time global supply chain of local vendors is a complex data and risk-rich process. Cost control, quality control, stock availability, taxation, currencies and customer support all require careful management. We take care of everything.



Simplified data management

Millions of rewards, thousands of vendors, hundreds of countries... the most effective reward programs use our real-time data management solution to boost program use, member engagement and ROI.



Easy program management

Launch international storefronts in seconds, curate and customize catalogs, connect member campaigns, track actionable program analytics...all seamlessly coordinated with one dashboard.



Seamless 24/7 global support

We'll mind the store while you grow your business with 24/7 anywhere customer support, order management and direct in-country shipping.

TIP #5

The reassurance of 24/7 support

Global Reward Solutions provides a dedicated 24/7 global contact centre where all e-help enquiries are automatically linked to our internal customer service ticketing system.

- All communication is logged, and all Tickets and Resolutions are viewable by the clients Customer Service team.
- Dedicated program support e-mail addresses
- Our customer service team is focused on delivering a positive experience for all program member
- Single point of contact for all program support



98%

Achieve 98% order
escalation resolution
in less than 1 day

TIP #6

Fast local delivery of country-specific rewards

Our in-country supply chains ensure that every reward we offer is offered in the correct currency (or points), language, packaging, voltage, is covered by full local warranty, and critically, is fully tax compliant.

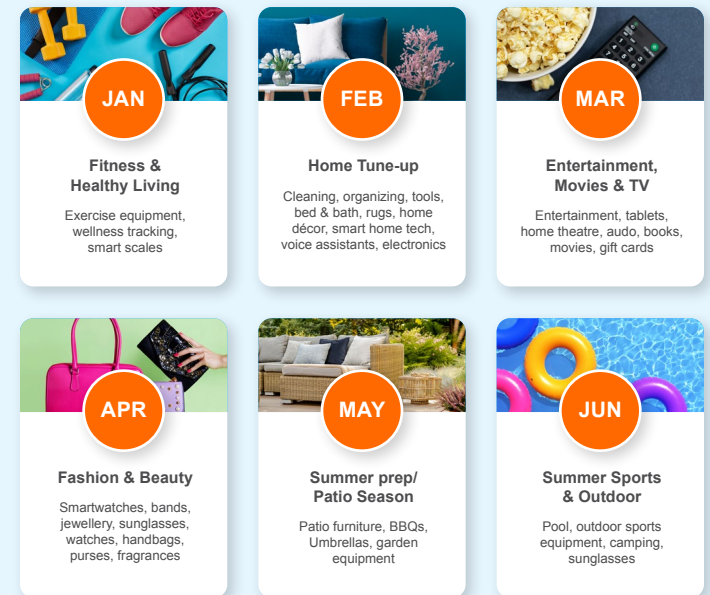
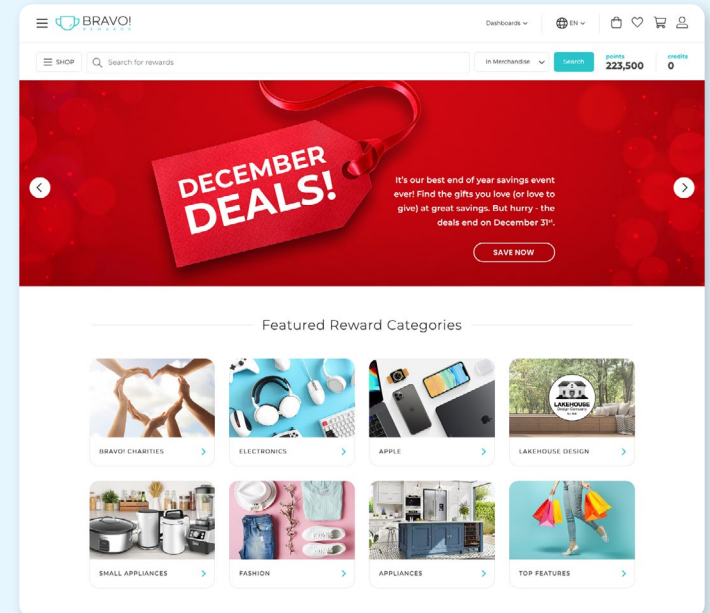


TIP #7

Run seasonal campaigns and promotions

The more that members use your rewards program, the more engaged, motivated and productive they become. Surfacing great deals on popular products from the worlds most loved brands is a proven way to engage members.

- Our promotional program is based on 12 monthly themes around which marketing materials can be developed to promote a specific category of rewards
- Over the course of the year, all major reward categories are promoted
- Each month the theme is used to trigger new Storefront marketing assets and Outbound client & member communications





More Rewards, More Brands, More Countries

Local in-country sourcing & delivery

Faster local shipping and full product warranty support

Merchandise

Gift Cards

Program & store customization

Dedicated client 24/7 support

Detailed analytics & KPIs

Local currency, language and full tax compliance

Always risk-free authentic products from the original manufacturer

Prepaid Cards

Hotels

Cruises

Car Rentals

Travel excursions & activities

Flights

Concert & Event Tickets

Mobile Top-Up

Charities

Local coupons and savings

Eco-action tree funding with every transaction

APAC + 170 countries

APAC + 170 countries

**10 million rewards
in 185 countries**

**17,000 gift cards
in 85 countries**



APAC + 170 countries



1 million+

31 cruise lines

49,000 locations

Globally

900 airlines



1 million

500,000

**Over 17 million
trees funded**

Each transaction funds trees

For each merchandise transaction, we are funding the planting of new native trees around the globe, in conjunction with Eden Reforestation Projects. Founded in 2004, Eden Reforestation Projects is recognized as one of the most cost-effective reforestation partners on the planet.

When we plant trees, we're also growing communities. Eden Reforestation projects target high-priority sites suffering from deforestation and severe poverty.

Our direct funding is being used to plant in Madagascar, Nepal, Kenya, Mozambique and Indonesia. Today, we've already planted over 17 million trees and are track to fund 100 million trees each year.



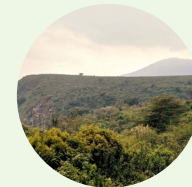
Eden Reforestation Projects



Madagascar



Nepal



Kenya



Mozambique



Indonesia



LEARN MORE AT:

carltonone.com/products/global-reward-solutions