Why Bilendi?

- A tailor-made solution that adapts to your needs and objectives. The Bilendi Membership System allows you to operate loyalty programmes through different modules:
  - Transactional and Status Engine,
  - Segmentation of Data
  - Omnichannel Messaging
  - Rewards Catalogue
  - Customized Reports

All these modules can be adapted to your requirements.

- Our platform interfaces easily with your existing systems using our native and customised API connectors.

- This accelerates your time to market, allows you to control your budget and allows your programme to adapt and evolve.

- A dedicated team of experts supports you throughout the project from implementation to operation.

A reliable partner

- Listed group with a presence in 15 countries.

- Over 200 loyalty programmes designed and operated in over 20 years, both in B2C and B2B markets.

- We preserve the integrity of your data. Our platforms are hosted in the European Union on our own secure servers. All processes are set up following GDPR legislation.

www.bilendi.com

Contact us: contact.uk@bilendi.com
An experienced team will accompany you throughout your project.

1. **Design of the programme**
   - Audit, analysis and implementation of customer segmentation
   - Definition of objectives and KPIs
   - Selection of mechanisms (points, cashback, status and gamification)
   - Generosity modelling of the Programme

2. **Specification of technical elements**
   - In collaboration with your IT department and your partners
   - Audit your information flows and all points of contact with your customers, prospects or users
   - Functional and UX/UI specifications
   - Technical specifications and testing scripts

3. **Integration into your digital ecosystem**
   - Integration and harmonisation of your customer, product and distribution data within our Bilendi Membership System
   - Easy implementation through native or customised API connectors
   - Assistance in consolidating multiple platforms into a singular view system
   - The ability to integrate with any future systems you may rely on

4. **Implementation of the programme**
   - Creation of user interfaces: responsive website and mobile application
   - Implementation of communication push and trigger tools (emails, notifications, SMS)
   - Ad hoc development and configuration of reporting tools
   - Sourcing and fulfilment of rewards

5. **Execution of launch campaigns**
   - Digital and physical launch of the programme including recruitment of new members and migration of existing members
   - Implementation and monitoring of any promotional plan, competitions, occasional bonuses, etc.
   - Management of any required rewards catalogue including sourcing of bespoke rewards
   - Management of customer service

6. **Expanding the programme**
   - Qualification of members based on declarative, transactional or passive measures
   - The provision of new features based on new trends or technologies
   - Constant monitoring of member behaviour to identify new requirements or features
   - Assistance in the promotion of your programme to the desired markets

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