Bilendi

Services and Technology
for customer engagement and loyalty

Design, implementation and management of your Customer Loyalty Programme

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 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

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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 of 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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