

# INSPIRELOYALTY

ENGAGE AND **REWARD**



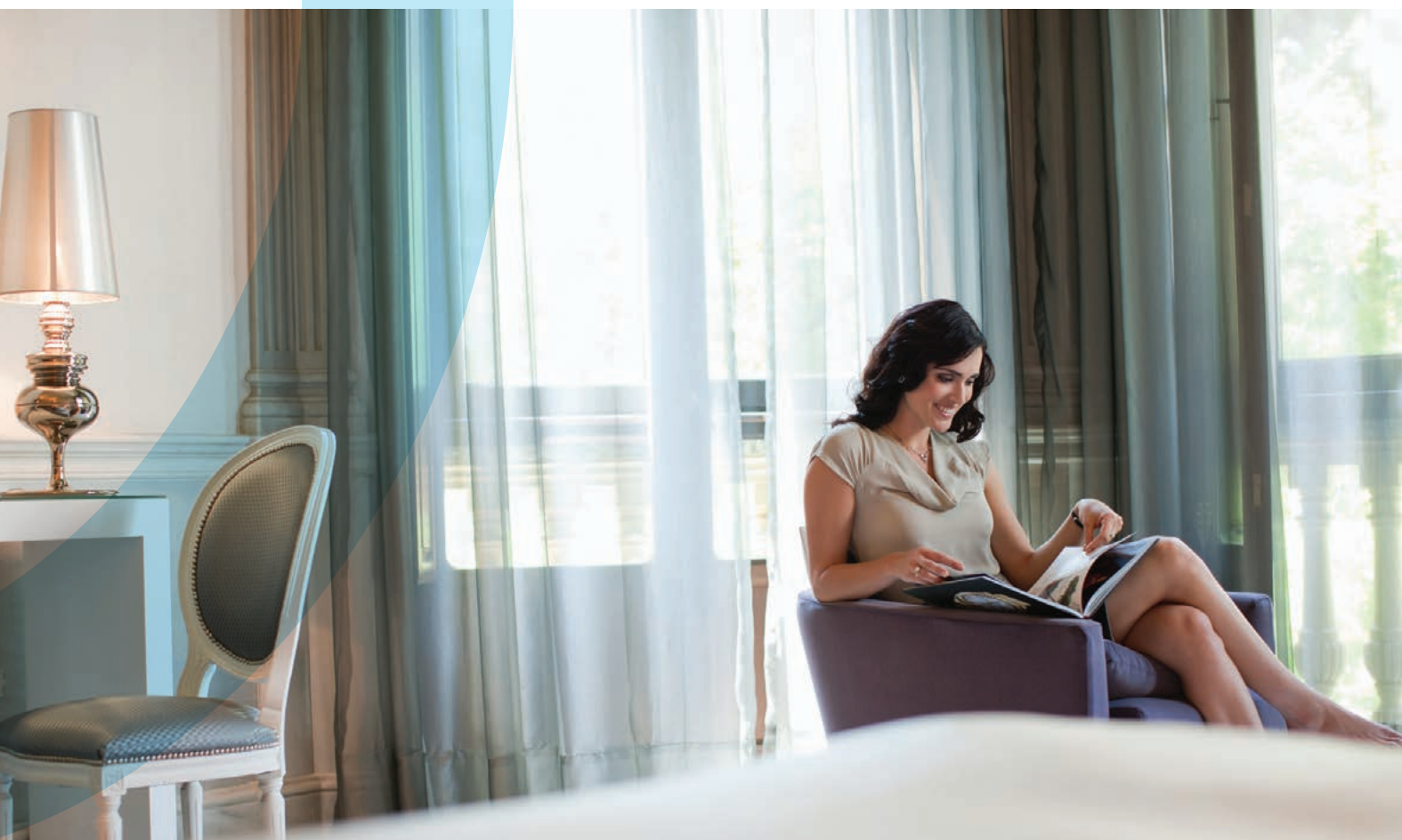
[www.inspireloyalty.co.uk](http://www.inspireloyalty.co.uk)

## Secure repeat and direct business with **Inspire Loyalty**

Loyalty programmes are used to enhance customer relationships and equip you with information, so your guests feel more valued. When used to their potential, loyalty becomes an essential extension of great hospitality. That means your customer's are more likely to engage with your hotel and book direct, saving you travel agent commission.

## Do your guests feel valued?

Understanding what makes your customers tick is the key to retaining repeat business. Our innovative points based loyalty programme provides the tools to reward your guests. Combined with personalised email communications, your guests will feel acknowledged and encouraged to come back again and again, just by registering their details on your branded loyalty website or loyalty app.



## What is Inspire Loyalty?

Inspire Loyalty is an innovative loyalty programme designed specifically for independent hotels. We work with you to nurture the relationship you establish with guests, to enhance customer experiences, while encouraging direct and repeat business.



### What we provide

- We provide a bespoke loyalty website and loyalty cards in your brand identity. For millennials, the Inspire Loyalty app allows members to register, store their digital loyalty card, keep track of their points balance and redeem a gift code for future use.
- Our interface is used to apply points earned and register guests at every point of sale, while providing your staff with a snapshot of your guest profile.
- Integration with your booking engine increases registration levels by 50% and provides a seamless flow for your member's booking process, while increasing direct business.
- Comprehensive reports help you shape future marketing strategies and exclusive monthly communications keep your loyalty members engaged.
- We guarantee a 24-hour response to member and staff enquiries.



Our clients experience **an average 50:1 Return On Investment** by rewarding and engaging with their guests. Look no further!







## Return on your investment

Boost and control your profits with a loyalty programme. Save up to 25% commission, by shifting behaviour of your guests from booking Online Travel Agents to booking direct on your website. By booking direct, members can receive benefits and exclusive offers.

- Integrating our loyalty programme with your booking engine increases direct business and member registration by 50% and puts you in control of your guest information.
- Enjoy direct and frequent communication with loyalty members to encourage repeat business and reduce cost of acquisition.
- Discover new opportunities to cross-sell and upsell with engaged customers.

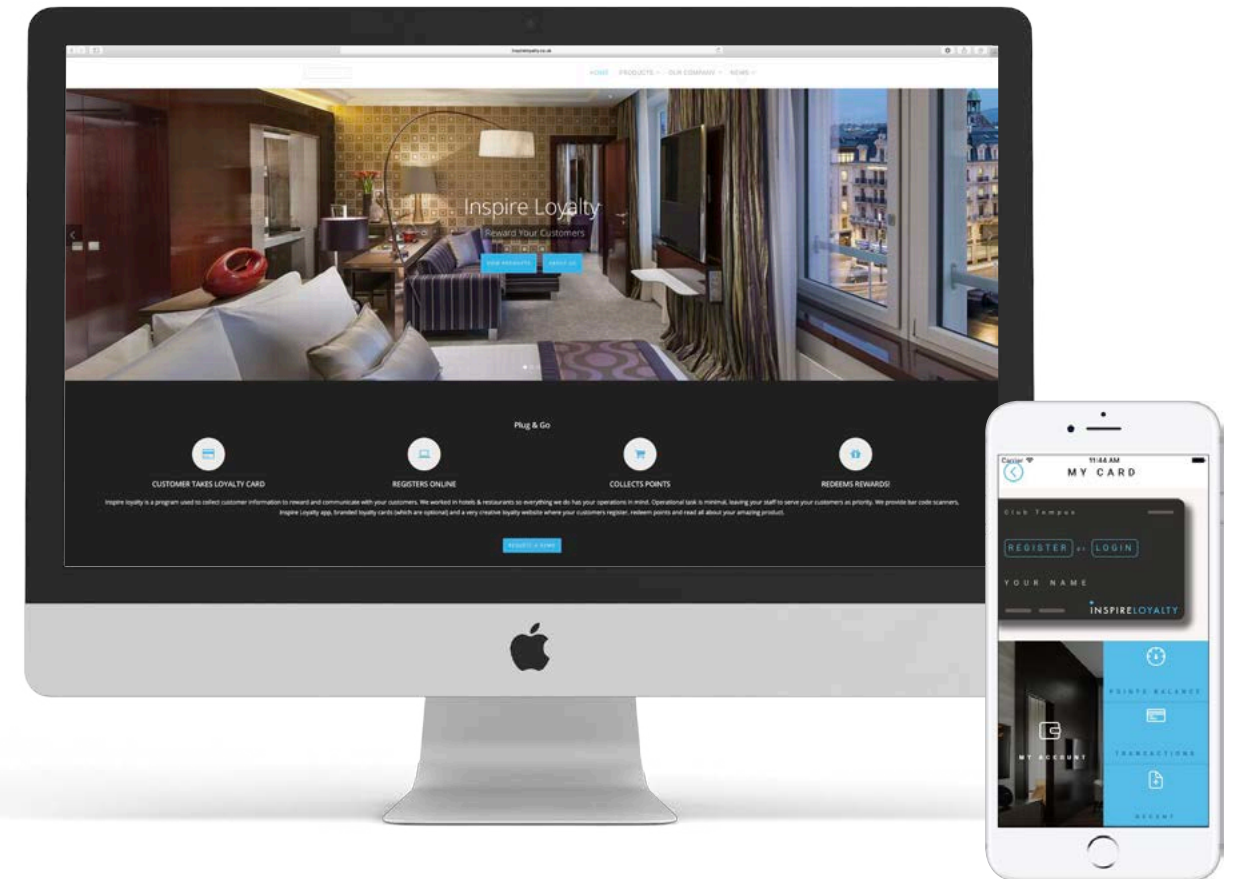
Inform staff with guest information gathered from loyalty registration and transaction history to **offer guests a warmer welcome**

## How it works

- Register & engage guests instantly at hotel reception using our interface, loyalty website or app. Guests can also register online before arrival.
- Integrate member benefits with your booking engine to encourage direct business.
- Effortlessly award points for transactions with supplied interface and card scanners.
- Members can check their points balance on your bespoke loyalty website or app and redeem points for hotel experiences, hotel voucher codes or retail gift codes.

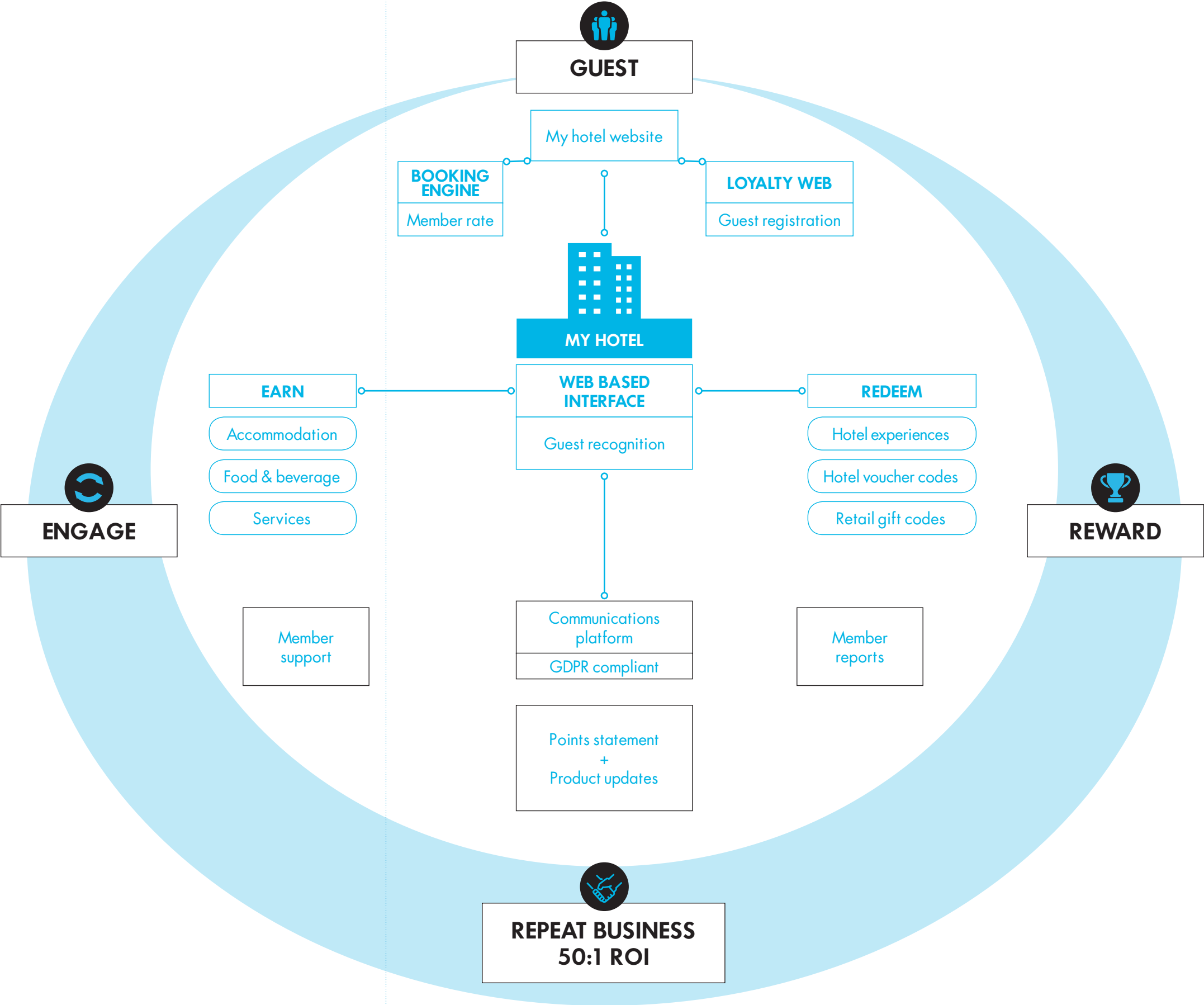
### Access reports on member activity

Use guest data to encourage repeat business by offering advanced or exclusive promotions in monthly member statements, which we fulfil. We'll keep you up to speed with a monthly report to measure success.



INSPIRE LOYALTY  
YOUR GUEST REWARDS  
PROGRAMME PARTNER

We understand your business has operational priorities. That's why we make sure our product is simple to use by staff and your guests. Get real results with a loyalty programme that is easy to integrate and manage.







## Reward your staff

A happy team is a productive team. Incentivise your employees and reward them for their hard work. We've partnered with the UK's best-loved retailers so your employees can choose their own rewards.

Adding a staff programme allows you to award points and track KPI's with ease. Your staff redeem points for retail vouchers when they achieve target, keeping them incentivised to perform, while promoting financial, physical, and emotional well being across your company.

## Premier incentives for your most loyal customers...

Are you looking for a simple solution to gain a competitive edge? We can tailor your loyalty programme with membership tiers, so you can further reward regular guests with incentives to reach the next level.

If you wish to indulge bookers and your corporate market and make a lasting impression, why not present your valued customers with a choice of your own product vouchers and /or retail codes for big name brands such as Amazon, John Lewis, Virgin Wines and more.

Let us build your incentive programme and guide you to achieve your corporate goals!

**amazon.co.uk**



**John Lewis**

**buyagift.com**





**We think you will love our Loyalty programme. And your guests will too.**  
**But don't just take our word for it...**

“...loyalty members have generated £1.6m sales from 3000 active members, saving high % commission levels paid to Online Travel Agents due to an increase in direct bookings.”

***The Townhouse Collection***

“Inspire Loyalty is the most flexible platform at a reasonable cost. We have found the whole process very easy to implement and administer... the Inspire Loyalty platform works particularly well for an independent hotel, giving us the opportunity to offer our guests (UK & International) a variety of rewards.”

***Apex Hotels***



# Want to see it in action?

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Independent businesses have individual needs.  
And it's important to us that we provide a loyalty  
programme to suit your specific requirements.

To Inspire Loyalty, email today for a  
demonstration and **free introductory trial**.



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