



Realtime-XLS™

Drive engagement with every interaction

Our enterprise-grade, real-time loyalty solution, Realtime-XLS, tracks and rewards all customer transactions, strengthening loyalty and driving profitability through an innovative and seamless customer experience.



Strengthening loyalty and driving profitability

We understand the importance of connecting with your customers the right way at the right time with the right offers, every time. So, we developed our enterprise-grade loyalty management solution Realtime-XLS to do just that.

The powerful rules engine at the heart of this high-performing platform effortlessly tracks and rewards, in real-time, every customer transaction and interaction across all channels.

Realtime-XLS will help you understand and influence your customers' banking, spending and redemption behaviours – so it's the perfect solution to gain customer insights, strengthen loyalty and drive profitability.



23+ million daily
loyalty transactions



100+ million
end customers



2 million
retailers



Put loyalty at the heart of your business with smarter customer engagement

Real-time rewards

Your customers get a more enjoyable experience, earning rewards and instant gratification at the moment of payment, or during interactions with their bank.

With the ability to earn across channels and on their everyday purchases, these rewards, such as instant discounts or coupons at the point of sale, help deliver an enhanced customer experience.

Flexible redemption

We give your customer the flexibility to redeem how and when they choose – with the ability to pay with points, shop via an offers catalogue or gain a discount or cashback credit.

By offering easy redemption and points tracking capabilities, the Realtime-XLS online white-label member portal facilitates further customer engagement.

Intelligent targeting

You can configure and adjust every element of your reward programme with the powerful Realtime-XLS rules engine.

Targeting the right customer segment more precisely with relevant campaigns and offers motivates spending and other profitable behaviours.

Our merchant mobile portal/app empowers your partners to easily set up promotions in real-time at POS, choosing how and when to reward their customers.

Deeper insights

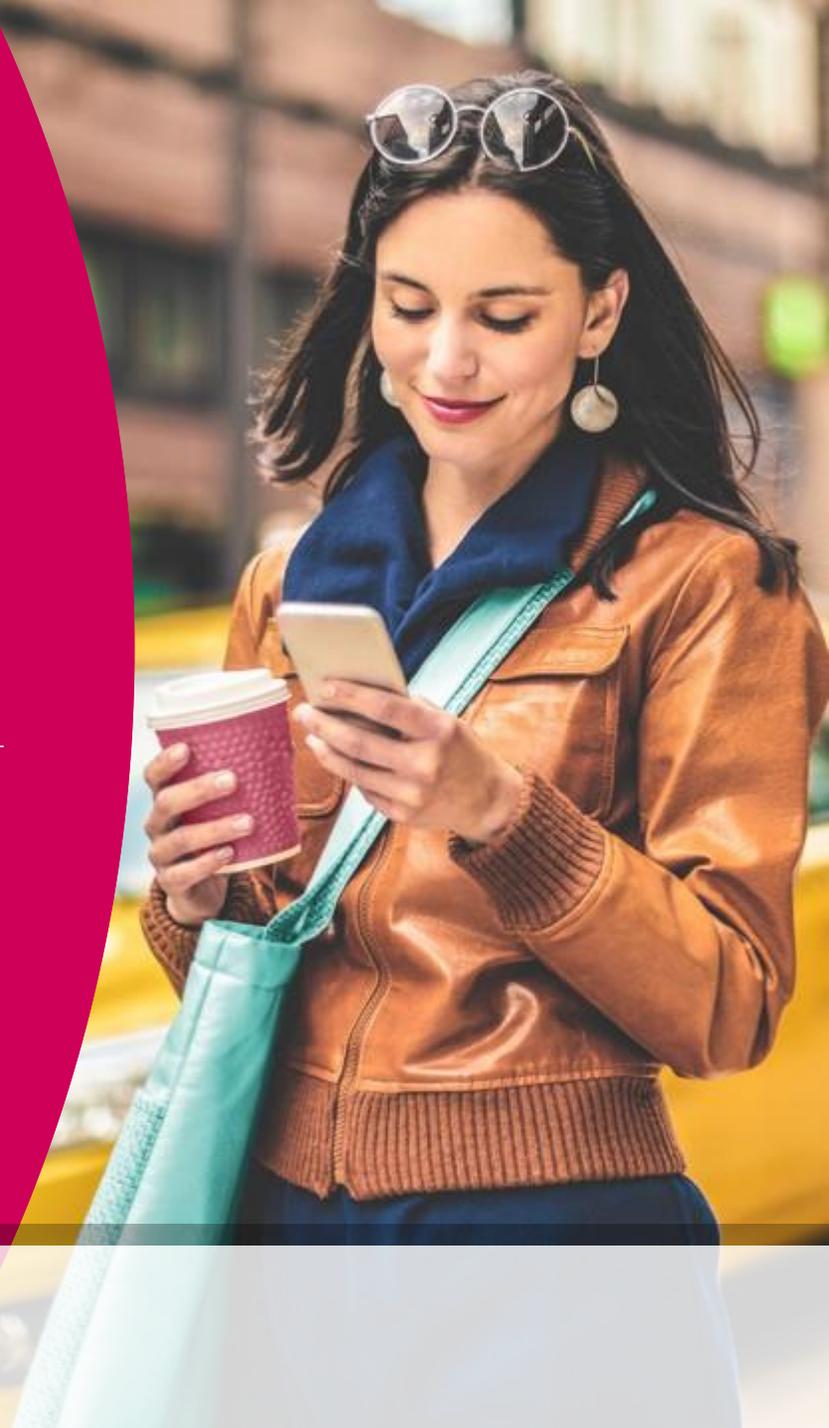
Generate insights into your customers' behaviour and your programme performance with our full suite of reporting and descriptive analytical tools.

Easily accessible key metrics help you understand what drives your customers' spending habits - creating insights that optimise your programme and drive profitability.

Integrated with success

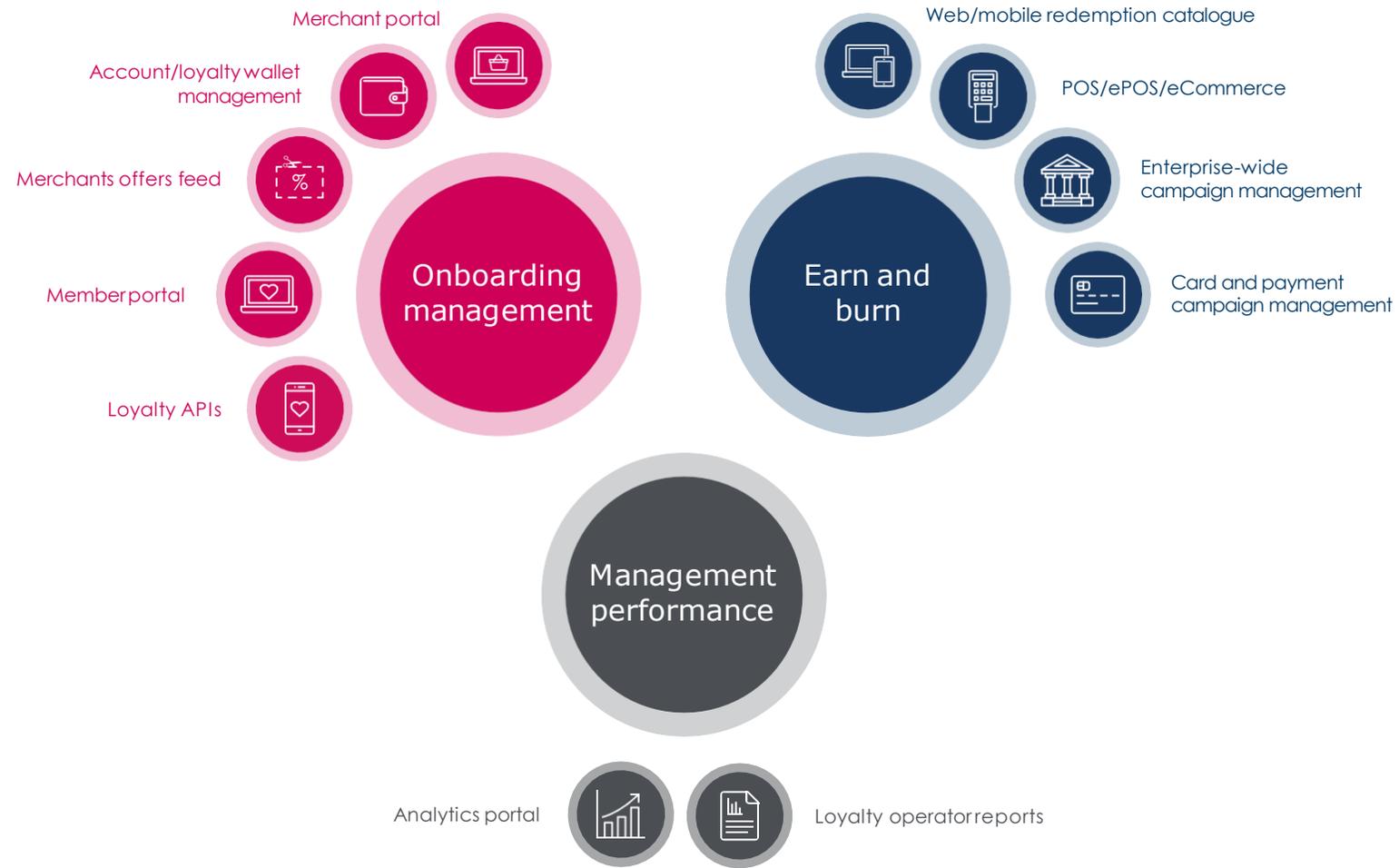
Our versatile solution supports a wide-range of value propositions including coalitions, enterprise-wide, pay with points, merchant-centric and payment-based.

With our set of APIs you can easily integrate loyalty initiatives into your own payment or banking systems, front-end or mobile applications. And it can be deployed on premise or through cloud-based, managed services.





A flexible loyalty engine for your programme management



Realtime-XLS is part of our innovative suite of loyalty solutions and services that deliver smarter experiences to drive more profitable relationships.

Our full loyalty solutions suite:

Points Redemption

SmartRedeem Store
Online, proprietary, own-branded redemption store with multiple redemption options for a better experience.

SmartRedeem Travel
Online travel catalogue redemption platform delivering valuable rewards for your customers.

Loyalty Platforms

SmartEngage
Scalable customer engagement platform for travel and retail.

Realtime-XLS
Enterprise-grade, real-time loyalty solution to track and reward all customer transactions.

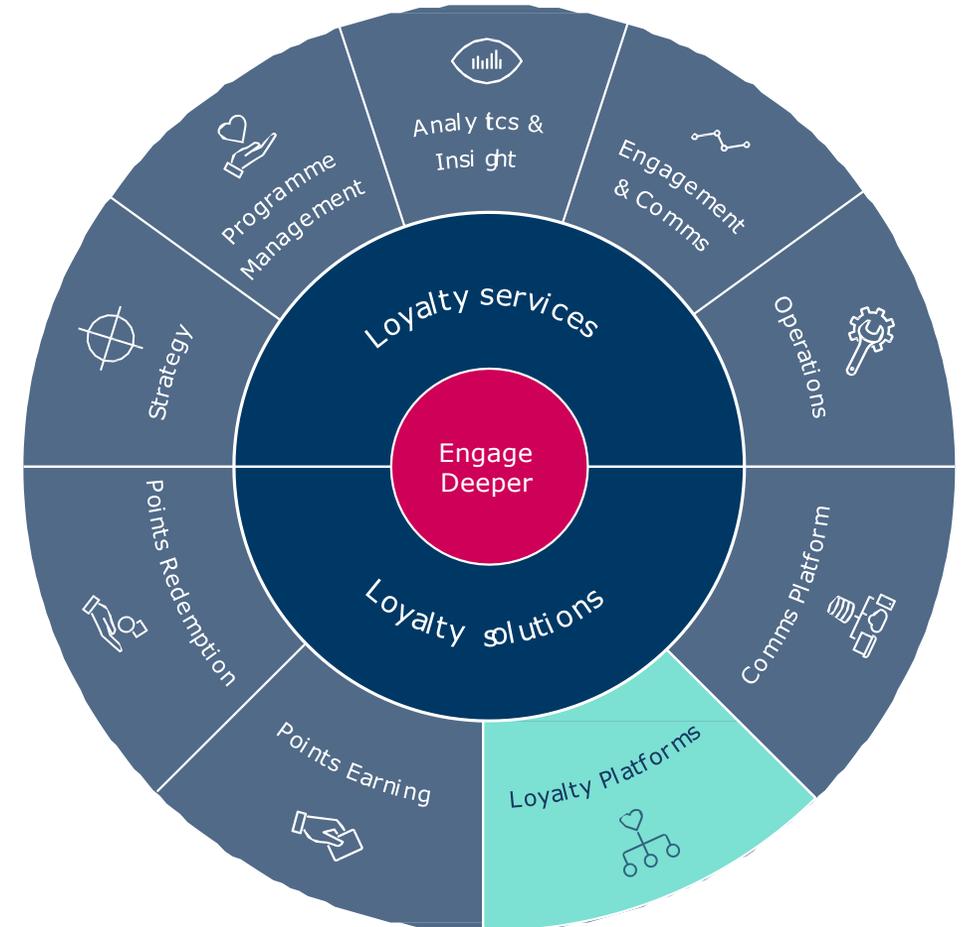
Points Earning

SmartEarn
Online, proprietary, own-branded insight-driven points earning portal.

SmartLink
Clever in-store points earning solution delivering automatic points accumulation.

Comms Platform

SmartConnect
Multi-channel, data-driven communication platform for 1:1 engagement.



About Collinson

Collinson is a leading global loyalty and benefits company. We craft customer experiences that enable some of the world's best-known brands to acquire, engage and retain the most demanding, choice-rich customers.

Our loyalty experts differentiate our clients' propositions using our unique combination of loyalty strategy, award-winning solutions and loyalty services. We drive long-term engagement by creating deeper, more meaningful connections.

We have 30 years' experience working with the world's leading payment networks, over 600 banks, 90 airlines and 20 hotel groups in over 170 countries. Our clients include Air France KLM, Alpha Bank, American Express, British Airways, Hilton, IKEA, Intercontinental Hotel Group, Mandiri, Mastercard, Qatar Airways, Radisson Hotel Group and Visa.

Contact us

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