



Connect. Engage. Improve.



Travel





A cloud-based, user-driven engagement engine –
using data to connect with consumers in powerful
ways.

Why BlenderConnect™



BlenderConnect™ **uses a unique combination of tools** to make data meaningful, useful and actionable.

BlenderConnect™ allows you to **target market audiences and engage** your customers and in ways that are **beneficial to both you and your customers.**

Whether alerting, assisting, educating or just communicating, BlenderConnect™ can **deliver personalized and relevant information to users based on their profile and their interests.**

How BlenderConnect™ works

1. Connects with, aggregates and organizes your data and content.
2. Employs a content management system based on user profile information to deliver targeted, relevant messages and content.
3. Provides a reward and incentive program to encourage frequent and ongoing use.

The screenshot displays the 'My Family' dashboard for a user named Charlton Slaughter. The dashboard includes a profile picture, a '70 Points' badge, and links to 'Edit My Profile' and 'Manage Family'. Below this is a 'Family Members' section with a photo of two children and a '0 Pending Family Invitation(s)' indicator. There is also an 'Invite Friends to Join Parentivity' button and an 'Add Child' button. A 'Pulse Check' section asks 'How are you planning on managing the pain of labor and delivery?' with three radio button options: 'I want a completely natural childbirth - no medical interventions for me', 'I want a natural childbirth experience - I am open to medical intervention should I need it', and 'I want the least amount of pain'. A '1 New Referral' badge is visible in the top right corner. A 'Friendly Reminder!' banner at the top right prompts the user to update their security questions, profile, and account information. A featured article about Mother's Day is shown below the reminder. A large graphic of a yeti is featured in the center, with the text 'In Search of the Yeti: Separating the Crowd-Sourced Myth from Breastfeeding Fact' and a 'Learn more' button. At the bottom, an 'Action Steps' section shows 'In Progress' with buttons for 'Go', 'View All', 'Add Action Step', and 'Add Calendar Event'. An 'Urgent Events' section lists 'THURSDAY APR 14 Complete 4 Workspaces for 1000 Points Family Member: Self OVERDUE' and 'THURSDAY APR 26 Doctor Appointment Family Member: Julie Slaughter OVERDUE'.

Stand Out in a Crowded Marketplace

- Communicate
- Educate
- Collaborate
- Expand Your Market Reach
- Build Brand Loyalty



Features



Personalization

- User Profiles
- Customizable Individual Dashboards
- Relevant content based on user profiles and other information collected by the system



Engagement & Collaboration

- Workspaces
- Expert Forums and Webinars
- Community Chats
- Points, Badges
- Build Network of Friends
- Pulse Checks
- Surveys
- Notifications
- Discussion Boards



Service Referral System

- Connect users with appropriate service provider
- Tracking and Localization



Content Management

- Full-Feature Content Management System
- Digital Interactive Formats



Sales & Marketing

- Rewards and Incentives
- Special Offers and Deals
- Coupons
- Promotions



Administration & Security

- Role-Based Access
- System Configuration Tools
- Secure User Registration
- Secure Hosting
- Network Redundancy



Statistics

- Tracking
- Reporting

What BlenderConnect™ Travel can do for Tourism Bureaus & their Destinations

- BlenderConnect™ Travel isn't just a website. It is social and can help Tourism Bureaus lay the foundation for a unique consumer travel and tourism marketplace.
- BlenderConnect™ Travel will allow the Tourism Bureaus to provide consumers a responsive travel and tourism platform where consumer led engagement can drive real value for both consumers and the Destination
- BlenderConnect™ Travel will give Tourism Bureaus the tools for a one-to-one, personalized Destination marketing and consumer engagement platform for travel and tourism.

ROI Value Points

Consumer and Visitor Market Intelligence

- Invite consumers to create unique profiles around their interest areas
- Aggregate consumer demographics, interests and demand
- Collect marketing, product and services feedback from your consumers
- Identify products and services that will meet consumer interests and expectations



ROI Value Points

Consumer and Visitor Driven Engagement

- Engage with consumers on their terms around their profile, interests and feedback
- Motivate consumers to keep profiles current through pulse checks
- Better match travel products and services to consumers



ROI Value Points

Grow Consumer and Visitor Traffic and Revenue

- Focus your marketing and engagement efforts by matching market products and services to consumer demographics and interests
- Create targeted promotions
- Engagement tools enable true one-to-one consumer marketing
- Build strategic travel industry sales and marketing relationships and partnerships
- Develop new marketing and revenue generation opportunities with travel partners and other third parties around aggregated consumer intelligence and demand





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