

# SmartSpending™

Going live on: 24th October 2014



**By Angela Angjelovikj**

“SmartSpending™ is all about one thing - the customer experience. To make that experience the best we can, we’ve introduced Insider Guides and Saving Tips to help our customers get the very best deals and make the most out of their discount platform”

## What is it?

SmartSpending™ is all about your employees experience on the site. To make that experience the best we can, we've introduced Insider Guides and Saving Tips to help them get the very best deals and make the most out of your discount platform.

## Why have we done it?

Our main priority is to help your employees engage with every aspect on the site. We have so many amazing discounts that sometimes it's hard for them to know where to look or how to make the most of them.

Through the new SmartSpending™ programme we hope to improve their experience with valuable insight on the best deals as well as easy to understand tips on how they can get better value for money.

## How does it work?

SmartSpending™ is part of the SmartHub™ products that we've built. It sits in its own area and contains five sections - Discounts and Tips, Saving Tips, Insider Guides, Gym Discounts and our EasySaver™ card.

### Discounts and Tips

Our new and improved discounts page showcases the best offers and the best deals of the week. At the same time it pulls the useful advice and tips from the Saving Tips and Insider Guides that apply to our retailers.

### Saving Tips

Saving Tips provides great suggestions on how to make employees money go further. Interesting and easy to read, the information will range from exclusive retailer tips to why booking flights on a Monday will cost you more.

### Insider Guides

Reading our Insider Guides - written by experts in the industry - will help your employees discover all the best ways to save on certain items. From electronics to handbags, if they're searching for the best place to buy anything then the Insider Guides will let them know. The guides are always kept up to date so that all the best information will always be at the tip of your employees fingers.

### Gym Discounts

Gym Discounts are part of SmartSpending™ even though this is already a product on our site we have included as part of Smart Spending to make the user journey even easier.

### EasySaver™ card

Our EasySaver™ card is already fantastic with a 7.5% discount on over 40 retailers, but we've added a little surprise to make it even better. Now the EasySaver™ card can be topped up almost instantly, 24 hours a day, so your employees never have to worry about remembering to load their card in advance.

For more information please contact the product manager, Patch Thompson.  
[patrick.thompson@rewardgateway.com](mailto:patrick.thompson@rewardgateway.com)

If you have any questions about SmartSpending™  
please talk to the Product Manager  
**Angela Angjelovikj**  
[angela.angjelovikj@rewardgateway.com](mailto:angela.angjelovikj@rewardgateway.com)