



Smart Solutions Marketing **Company profile**

SSM OVERVIEW

- Leading global provider
- High quality turnkey paid membership programs
- Creation
- Implementation
- Management
- Marketing (via propriety CRM / e-Commerce technology)
- Generate incremental revenues and profit
- Target for local SME market



SSM Group
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SSM CORE SERVICES:

Our mission is to do marketing for our partners (Hotels, Restaurants and Hospitals). Total solution provider increasing hotels, restaurants, hospitals and medical centers profit through long term partnerships, we have customer databases which we know that is good enough to provide good profit for our partners needs and wants. To make is short, we are doing a free marketing for our partners as long as they are giving our members the benefits they deserve, as we will write in the contract if you agree. We are offering services that is given by the both parties with their agreed benefits. We will promote your hotels with thousands of our members. You can find all our services in our Company Profile attached.



COMPANY HISTORY:

Over 8 years of growth and expansion...

- Established in 2013
- Hotel & Restaurants Loyalty Programs
- Health Care Loyalty Programs
- 8 Years of Experience
- 2 corporate offices
- 50 sales staff
- Over 100 Partner Restaurants
- Over 100 Partner Medical centers & Hospitals
- 15 Cities Middle East and Europe
- SSM owned Sales & Support Offices



10 Years of Experience in Middle East/Europe

SSM Operates with fully compliant Legal Entities in each country, no client resources required

SSM Manages:

- Membership sales (existing and pre-openings)
- Revenue collection, banking, taxes
- Hiring of sales staff
- Payroll, social security, withholding
- Fulfillment
- Tracking of all usage
- Program Multilingual Websites
- Multilingual Customer Service
- Reservations voice and online
- Marketing Strategy and Support
- Social Media Marketing
- Total engagement with Member



Our Partners:



"SALAMTK" is a Medical Tourism company offering high quality medical travel services to Germany. A team of young professionals with German and Arabic background and with a wealth of experience and expertise in the tourism and medical sector is taking care of your health travel arrangements on behalf of you from start to end to ensure a tailor made treatment abroad. We partner with the highest quality hospitals and doctors in different main medical cities in Germany with main focus on cardiac and orthopedic surgery, diabetes and any kind of rehabilitation treatments.

Our services include a medical consultation with expert doctors from Germany to ensure that you are directed to the right clinic and doctors and provided with the best treatments and services. We will also take care of everything starting from your flight arrangements, hotel accommodation and transportation to concierge service and even visa assistance, personal escort service as well as translation service if required to let you rest assured that not only you but also your family members are taken care of and feel home away from home.

Website: <https://salamtk.com/>

Our Partners:



Al Hamd Group of Companies, established since 1989, is working in the market of UAE, Middle East, Germany, America and Europe.

Al Hamd Group is a conglomerate of six companies, diversified into different avenues of which includes medical tourism, food stuffs, information technology services, real estate, furniture, PRO and businessmen services.

The Al Hamd group of companies has been providing solutions to these sectors in the region for over 25 years. Today, the synergy provided within the Group allows the company to service these important sectors in a seamless manner in more than one way. Al Hamd's commitment to total client satisfaction begins with its vision of becoming the preeminent leader of fast-track construction in the Gulf industrial and commercial markets, delivering total solutions to its clients. The ability of the company to achieve its vision is dependent on satisfying and retaining

Website: www.salamtk.com

Our Partners:



Hotel Express is one of the world's leading international closed hotel discount programs, established in 1987. In 1990 Hotel Express was established in Europe, with focus on the Scandinavian countries. During the nineties Hotel Express International was developed in the rest of Europe and other parts of the world. The international head office is located in Kristiansand, Norway with sales and reservation offices covering 60 countries.

The staff at the Head Office and through the national offices work continuously to develop and improve the program, and quality is given highest priority in all respects. Not only do the staff work to increase the number of member hotels and additional services, but also ensure that all hotels and suppliers comply with our product guidelines and honour the discounts offered through our various programs. Its clients who understand and value the element of time saving.

Website: <http://ho.hotel-express.com/uae>

Also you can visit our website for more details: www.ssmgroup.ae and you can download our application in your iPhone or Android just search for SSM GROUP and "HEI online hotel reservations" in Apple Store or Play Store.

Sample of SMS and Pdf card

Dear Mr. Name: _____ you're Care & Save medical Membership code is **DOGQOA07**.
Exp On: **15/Nov/2022** ready to use. For any customer support please call +97167477113 or visit
www.ssmgroup.ae you can download our Application in your iPhone and Android Phones, just
search for SSMGROUP and download your E-card.

CARE AND SAVE MEDICAL MEMBERSHIP



Dental: 40 - 50 %
Physio: 22- 40 %
OP: 10 - 40 %
Optical: 2- - 40 %
Abroad: N/A
Expiry: 1/08/2024



Name: Ahmad Adel
Member Code: XD08CJH1

CARE  SAVE

Our Brands:

CARE



SAVE

Gold



Package

Club

SELECTED SSM PARTNERS

Gold Club partners:



COPTHORNE
HOTELS AND RESORTS

COPTHORNE HOTEL DUBAI



COPTHORNE
HOTELS AND RESORTS

COPTHORNE HOTEL SHARJAH



ACACIA
BIN MAJID HOTELS & RESORTS

ACACIA HOTEL RAK



BEACH RESORT
BIN MAJID HOTELS & RESORTS

BEACH RESORTS IN RAK



BIN MAJID

BIN MAJID



BIN MAJID
HOTELS & RESORTS

BIN MAJID HOTEL AND RESORT



MANGROVE
BIN MAJID HOTELS & RESORTS

MANGROVE HOTEL



NEHAL
BIN MAJID HOTELS & RESORTS

NEHAL HOTEL AND RESORT

GRAND

HYATT[™]

GRAND HYATT



Sheraton[®]

SHERATON SHARJAH BEACH RESORT & SPA

SELECTED SSM PARTNERS

Gold Club partners:



HYATT REGENCY



KEMPINSKI HOTEL MALL OF THE EMIRATES



HILTON DUBAI AL HABTOOR CITY



MÖVENPICK HOTEL



RAFFLES DUBAI



ADDRESS
DOWNTOWN

ADDRESS DOWNTOWN



ARMANI HOTEL DUBAI



THE H DUBAI



SOFITEL DUBAI



Jumeirah Beach – Dubai

AMWAJ ROTANA

SELECTED SSM PARTNERS

Gold Club partners:



SELECTED SSM PARTNERS

Care and save partners



Saudi German Hospitals Group
(Dubai, Ajman, Sharjah)



Al Lubnani Medical Centre (Sharjah)



Sanabel Medical Centre



Al Buhairah Medical Centre (Sharjah)



Al Mariya Polyclinic (Dubai)



Al Sharq Hospital



Balsam Dental Clinic



H.M.R.T. Medical Polyclinic



International Radiology Centre



Al Tadawi Specialty Hospital



LANA LIFE CARE HOME SERVICES

SELECT SSM PARTNERS

Care and save partners



Cure Medical Center Physiotherapy



New Hope IVF



Al Luluah Al Baidhaa Dental Clinic



Elite Medical Center



Advanced Diagnostic Center



Sharjah Corniche Hospital



Burjeel specialty hospital



Dona Medical Clinic



Dr. Ayman Hawari



City Lab



Ibn Sina Medical Center



Tajmeel Cosmo Clinic

SELECT SSM PARTNERS

Care and save partners



Al Muntasir Medical Center



NICE CARE Medical Center



AlBalsam Al Shafi Medical Center



Tajmeel Kid's Park Medical Center



Al-Bisharah Medical Center



Doctors Medical Centre



Amina Medical Center



New Ibin Sina Medical Centre



TAJMEEL SPECIALIZED MEDICAL CENTER



My Smile Dental Clinic (Sharjah/Dubai)



GAELAN HOSPITAL



Al Sajad Medical Center



Al Mutatawer Diagnostic Laboratory



AL GHAD CENTER



Thumbay Labs

SELECT SSM PARTNERS

Care and save partners



Burjeel Oasis Medical Center



Burjeel Royal Hospital Al Ain



Burjeel For Advance Surgery



Mdeor Hospital Al Ain



Medeor Abu Dhabi



Tajmeel Dubai



Medeor 24x7



Tajmeel Dental Cnter Abu Dhabi



The Health Team Medical Center



Sama Al Sham Dental Clinic



Burjeel hospital Abu Dhabi



Hala Medical Center



Clinica Lenn



TULIP MEDICAL CENTER

SELECT SSM PARTNERS

Care and save partners



Thumbay Hospital Ajman



Thumbay Hospital Fujairah



Thumbay Medicity



Thumbay University hospital



Thumbay physical therapy and rehabilitation hospital



ZO&MO Opticals



Al Falah Optics LLC



Marod Health Care



د. سليمان الحبيب
DR SULAIMAN AL HABIB
المجموعة الطبية [الشرايف]

Dr. Sulaiman Al Habib



Olivia Medical Center



FRENCH MEDICAL CENTER



Olivia Medical Center

SELECT SSM PARTNERS

Care and save partners



BAREEN INTERNATIONAL HOSPITAL(ABU DHABI)



NMC Royal Medical Centre – Karama



NMC Royal Medical Centre – Shahama



Golden Sands Medical Center(ABU DHABI)



NMC Mesk Al Madina Medical Center(ABU DHABI)



NMC Alpha Medical Centre(ABU DHABI)



NMC Oxford Medical Centre(ABU DHABI)



Nucleus Clinic FZE & Nucleus clinic LLC



800DOCTOR DMCC



Luzan Dental Center LLC



Al Moosa Medical Center Sharjah & Al Moosa Day Surgery



Glory Aesthetic clinic

SELECT SSM PARTNERS

Care and save partners



Bachir Jumaa Polyclinic



SHARIF EYE CENTERS

YOUR SIGHT • OUR VISION

Amman • Dubai • Abu Dhabi

Sharif Eye Center



Amina Hospital



Ugarit Dental Center



Labcare

- Biotech Ajman
- Al Safwa Radiology center
- Taibah Pharmacy
- Beauty Medical Center
- Al Duha Medical Center
- LAMASAT MEDICAL CENTER
- Emirates International Medical Center
- AL BORG MEDICAL LABORATORIES
- Tarek Almousa Medical Center
- Dar Eloyoun
- MAG Clinic (NICE CARE MEDICAL CLINIC) - Al Qema Dental Clinic LLC



Ajman Specialty General Hospital



Tajmeel Specialized Medical Center



Ibtisamat Al Nejoum Dental Clinic



KKT International Medical Center



Dr. MONA ZAKI MEDICAL CENTER



VICTORIA
CARDIAC CARE

HEALTHY VICTORIA CARDIAC CLINIC



American Academy Cosmetic Surgery Hospital

Acquisition:

SSM sells and distributes memberships via a variety of channels:

- Telemarketing
- Bulk Sales
- Partnerships
- E-Commerce
- Social Media

Direct Marketing

Telemarketing: Dedicated call center on/off site, supported by our worldwide sales organization and regional sales centers

Partnerships/Bulk Sales

Local and regional strategic alliances to explore and/or provide access to new customer bases: airlines, banks, credit cards, etc.

Premium gifts, corporate employee gifts, lifestyle cards, credit cards, banks

E-Commerce

New membership sales, renewals, incentivized member referrals

Offline Member Acquisition

- Telesales
- Referrals
- Lead Generation in Member Company
- Member for a Visit or a day
- In Person Presentations
- Corporate Partnerships
- Optional Kiosks

Alliances & Corporate Sales

- SSM partners with banks, airlines, credit card providers, car rental companies, etc. to distribute high-volumes of memberships via these partners' channels
- While these partnerships sometimes call for lower revenue per membership, the high-volume, lower Cost of Sales, and fewer included benefits make these distribution channels very attractive.

Online Member Acquisition

- Member Website
- The hub of the online acquisition strategy
- Optimized for e-commerce and SEO
- Online Advertising
- Traffic Generation
- Search Engine Marketing (SEM), Affiliate marketing, targeted ad banner networks, social media network campaigns, SMS and targeted email list campaigns
- Retargeting Campaigns
- Search Engine Optimization (SEO)
- Lead Generation Microsites

E-Commerce Channels

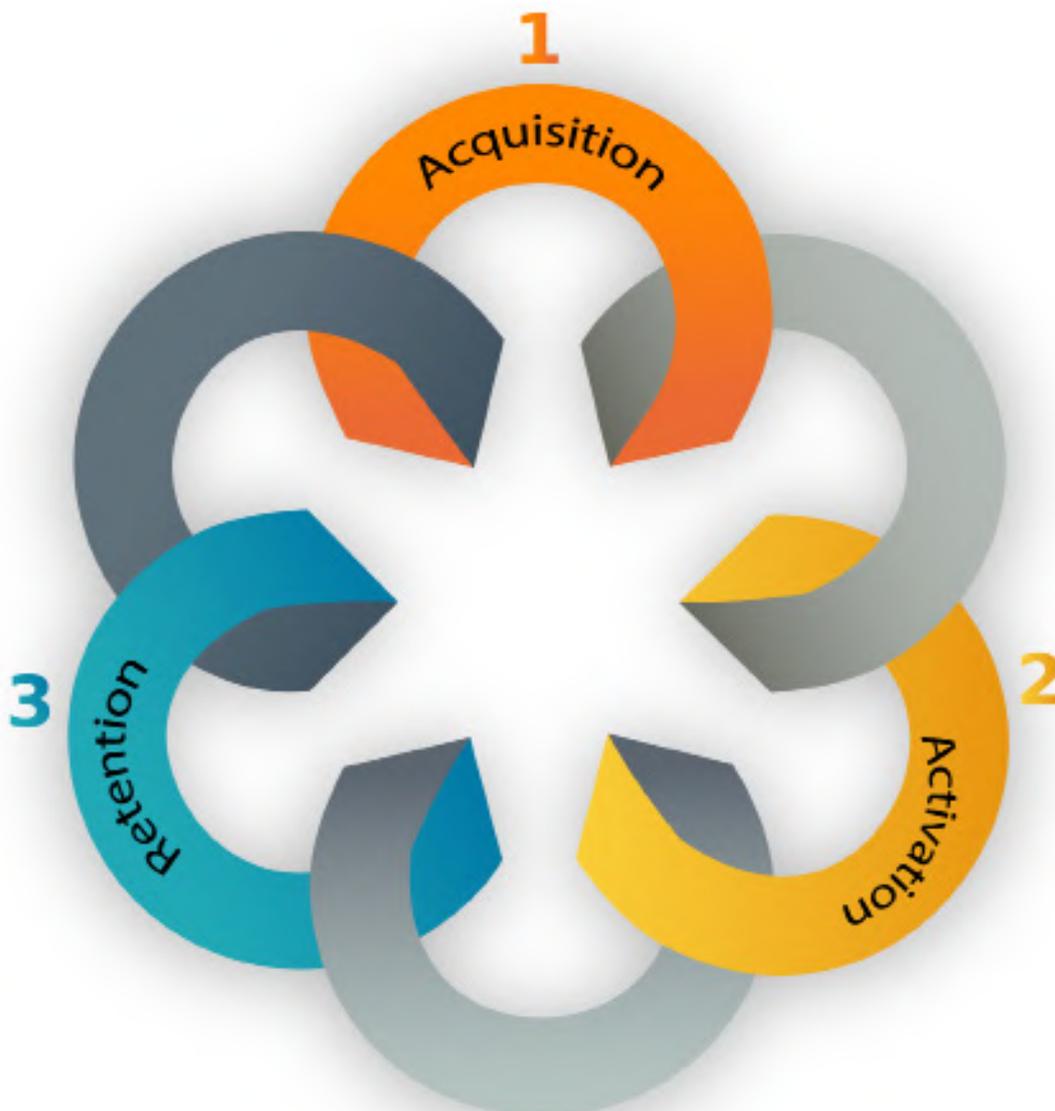
- SSM sells thousands of memberships online each year, and in some markets online sales represents as much as 35% of the total membership base
- SSM leverages a combination of online advertising (SEM), EDM's, Social Media, SEO, and Retargeting technologies to drive online sales via our SSM-managed custom-built e-commerce websites

New advanced options

SSM has the technology engine to deploy unique more advanced redemption and reward schemes such as:

- Smart Code – no more vouchers. All membership benefits are pre-loaded onto the membership Code. Benefits can be added, tactically, during the membership period to stimulate desired usage behaviors
- Bank or Burn – member has option to take the discount immediately, or “bank” the credit to be used at a later date in any participating Client
- Trigger Awards – gifts awarded automatically to members at each spending threshold
- Escalating benefits – membership benefits that escalate along with member spend.

Program Life Cycle :



Activation:

Driving Member Engagement

- In collaboration with our hotel partner, SSM will customize a 360 member communication plan at the launch of the program
- Includes touch-points such as Welcome Emails, Monthly e-Newsletters, Non-Activation calls and emails
- SSM also integrates a specific, highly-customized communications plan
- Driven by a detailed marketing calendar, into the overall MARCOM strategy for each market to ensure program optimization
- Initial activation is typically driven by “Early Usage” benefits which are built into the core membership benefits for each program.



Activation:

E-Commerce Websites

- Local language support: Each program's website is created and managed in the local language by local marketing experts
- Program benefits, Terms & Conditions, Special Offers and Promotions
- Integration with today's leading social media websites
- Members can manage their online member profile and view their spending
- Electronic communications such as welcome emails and special offers originate from SSM's e-commerce platform and link back to the Member Website
- SSM's Member Websites are geared from the ground-up for the most optimized e-commerce experience available

Social Networking Strategies

- SSM will continue to build on our early adoption of social networking technology through our sales and marketing efforts
- Distribute all promotions via Facebook and Twitter – sometimes earlier than other channels
- Run specific social network campaigns to develop substantial user bases (e.g., sweepstakes for Facebook and Twitter followers)
- Leverage social networks to enroll new members via word-of-mouth and paid advertising campaigns.

CRM Marketing Channels

- SSM marketing channels available to your hotel include:
 - EDM (electronic direct mail) to local members
 - EDM to feeder markets – regionally or overseas
 - SMS and MMS
 - Special Offers webpage
 - Facebook and Twitter page
 - Optional dedicated Facebook and Twitter page (and other local social media), managed by SSM
 - Location-based Social Media Promotions (e.g. geo-check-ins via Top guest)

Maximize Acquisition Opportunities

The Program can also capitalize on activation of existing potential member databases available through Clients and SSM internal organization

* OTA Leads

- Bookings made through OTAs and tour operators are non-loyal customers and they carry a high cost
- Converting these customers to New Program members will commit their loyalty and also create a “channel shift” to direct bookings

* SPG Members

- Paid members are 5 times more active than point-based rewards program members
- Since the two loyalty programs complement each other and cause no conflict

Retention:

Usage Drives Retention

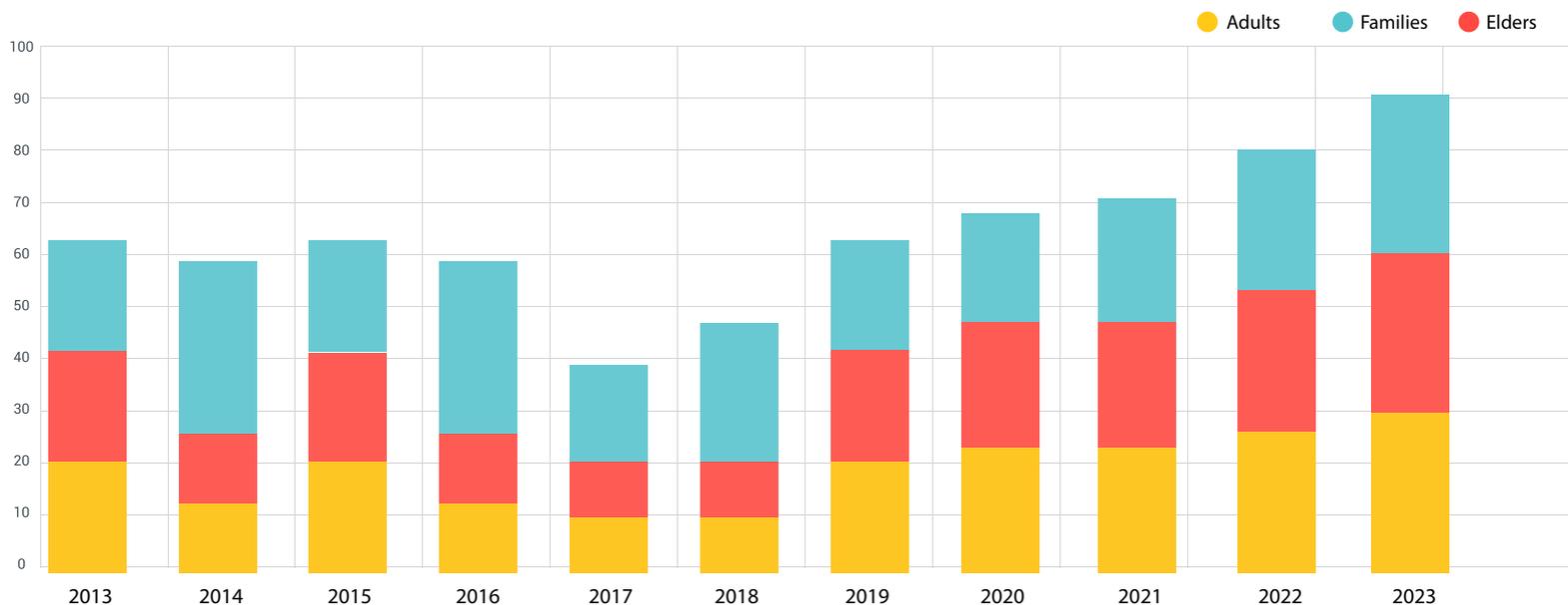
- The number one way to ensure high-levels of retention is to drive usage consisting of multiple visits
- SSM provides a state-of-the-art online tracking system with real-time connectivity in any location, and cutting-edge, easy-to-use CRM system
- SSM's robust CRM system enables the marketing of highly targeted and relevant email and direct mail campaigns to select member segments
- Based on geographic location or behavioral criteria such as usage patterns ranging from Top Spenders to Zero Visit users
- Through SSM's technology platform clients may also deploy advanced redemption and reward schemes such as Smart Code, Bank or Burn, Trigger Awards, and Escalating Benefits

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Renewal ratio for the last 8 years

Renewal Ratio



Retention:

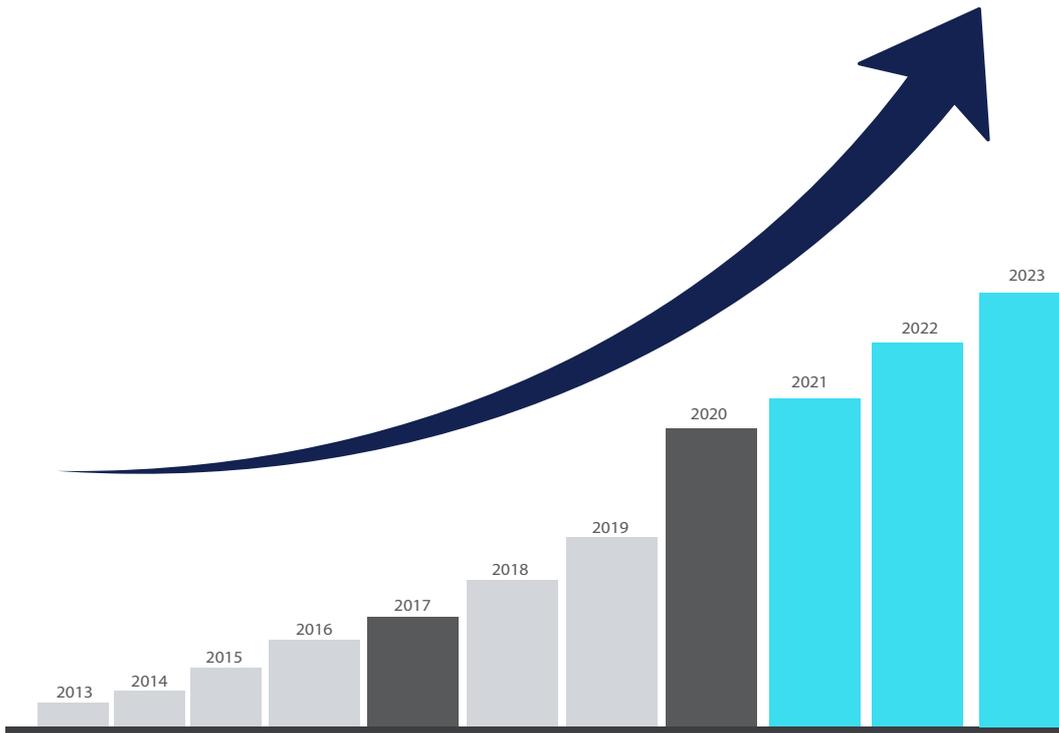
Monthly e-Newsletter

Members receive monthly newsletters via email.

Retention Summary

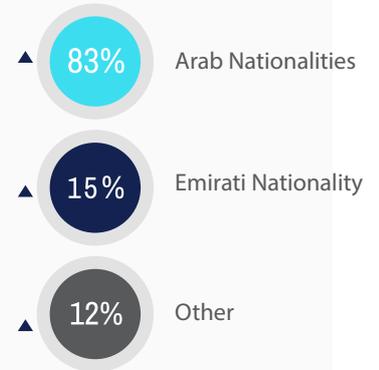
- SSM has developed world-class, purpose-engineered solutions and partnered with best-of-breed technology and distribution providers to offer clients the best CRM platform available
- Combined with SSM's 360 MARCOM tactics and strategies, in addition to SSM's innovative online renewal approaches, SSM's CRM ensures that members enjoy high-levels of usage and are retained for many years

Examples of Actual SSM Programs



Members

Ajman and Sharjah	+86,054	↑
Other Emirates	+23,432	↑



In Conclusion

Partnering with SSM will give Clients:

- Access to 8-years of Loyalty expertise with proven success globally
- Unparalleled CRM technology to effect member communications, improve member retention, and drive tactical marketing strategies
- Advanced technology options that can place Client in the forefront amongst paid membership programs
- True Turnkey business model that does not burden hotels with HR, Accounting, or other program-related concerns
- Immediate leverage of SSM's global infrastructure, and if desired, over 100,000 members in many key feeder markets
- Ultimately, a partner with a complete business vision and looks beyond membership sales; one who embraces and drives technology innovations in the loyalty industry.

Scan Now



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