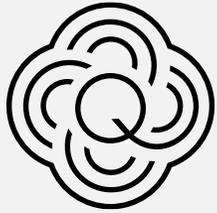


OSF | DIGITAL



**ELEVATING LUXURY MEMBERSHIP
EXPERIENCES THROUGH CUTTING-EDGE
DIGITAL PORTAL**

ABOUT QUINTESSENTIALLY



Quintessentially is the world's leading lifestyle management group. Offering wide-ranging services to enable and enhance every aspect of its members' lives, Quintessentially takes the concept of luxury concierge to an entirely new level.

A single touchpoint with a dedicated lifestyle manager allows unprecedented responsiveness and access for a truly life-changing service.



QUINTESENTIALLY'S CHALLENGES

Enhancing Member Experience: Addressing Communication Challenges and Embracing Digitalization

Quintessentially operates through traditional communication channels where members reach out to their Lifestyle Managers via email, phone calls, and WhatsApp to make requests. These requests are then logged into **Salesforce** and managed through completion.

Additionally, Quintessentially sends out general communications to its members through newsletters, email campaigns, etc.



QUINTESSENTIALLY'S CHALLENGES

Enhancing Member Experience: Addressing Communication Challenges and Embracing Digitalization

1

Difficulty Tracking Requests

Members find it challenging to track the requests they have made due to the current communication setup. The current process lacks transparency and accessibility for members.

2

Limited Visibility of Membership Benefits

Members struggle to see the full spectrum of benefits available through their membership. This lack of visibility may result in underutilization of services and dissatisfaction among members.

3

Keeping Up with Local Events

Members find it difficult to stay informed about events and activities in their area, resulting in missed opportunities for engagement and enjoyment of their membership benefits.

4

Ease of Connectivity with Lifestyle Managers

Members need an easier and more streamlined way to connect with their Lifestyle Managers.

5

Corporate Client Expectations for Digital Platform

Corporate clients increasingly demand a digital platform to interact with Quintessentially's services.

QUINTESSENTIALLY'S CHALLENGES

Enhancing Member Experience: Addressing Communication Challenges and Embracing Digitalization

In pursuit of elevating its service standards and fostering growth, Quintessentially has established overarching objectives aimed at enhancing member engagement, driving sales, strengthening corporate relationships, and optimizing communication dynamics.

- Bolster member engagement.
- Acquire new members to expand the client base.
- Increase sales volume.
- Optimize communication processes.
- Modernize and streamline communication channels between Lifestyle Managers and customers.
- Expand corporate partnerships.
- Offer co-branded or white-labeled sites to corporate clients, fostering monetization opportunities and additional revenue streams.



OSF'S SOLUTION

A comprehensive CMS for personalized customer experiences at scale

OSF Digital leveraged **Salesforce Experience Cloud** to develop a new online portal and mobile app for Quintessentially. This platform empowers Quintessentially to deliver rich content and offer members an additional channel to place and track their requests.

This project involved:

Building a digital member portal through Experience Cloud, which is accessible via Mobile app on the Apple and Google Play stores.

Users will also be able to:

- Receive Push Notifications
- Unlock the app using Face/Touch ID

Two templates were created:

one for co-branding and another for their white-label site versions.



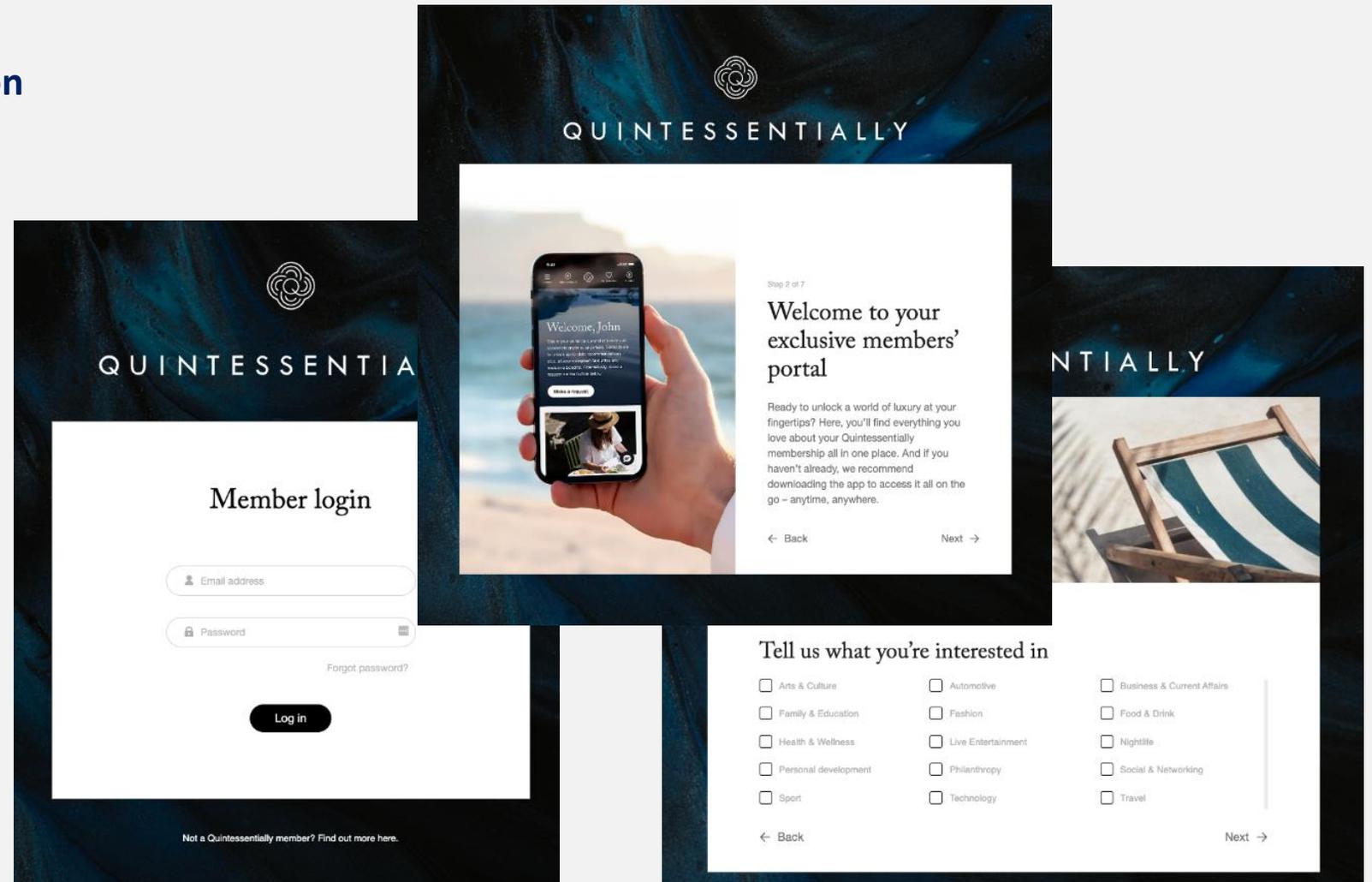
OSF'S SOLUTION

Enhancing Member Experience: Key Portal Features

Welcome Journey and Personalization

Upon initial login, members are greeted with a welcome journey that introduces them to the portal's features and allows them to personalize their experience.

Members can indicate their preferences, helping to tailor the portal's content and services to their interests.

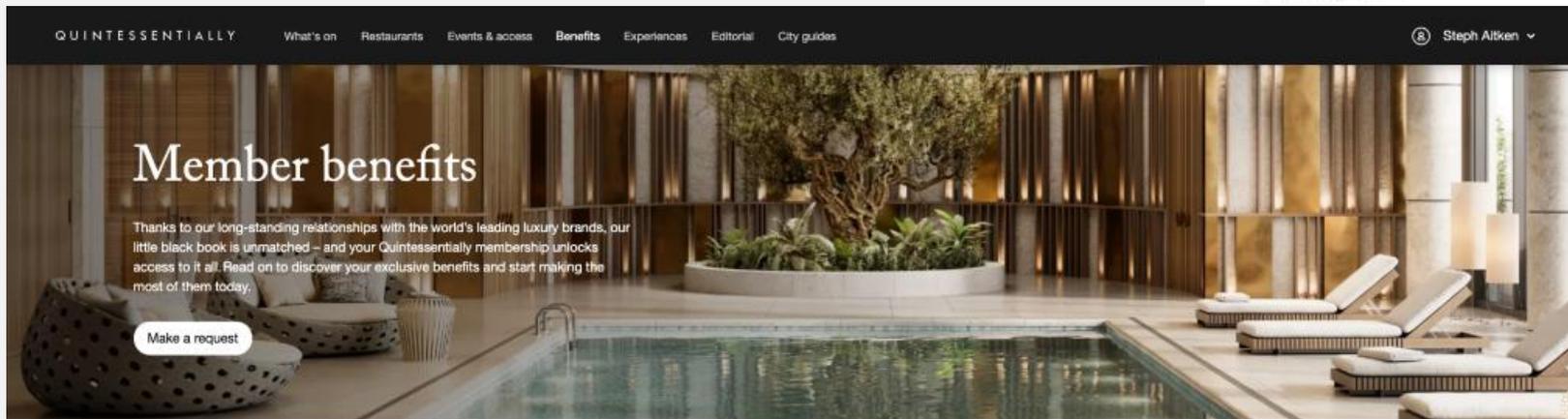
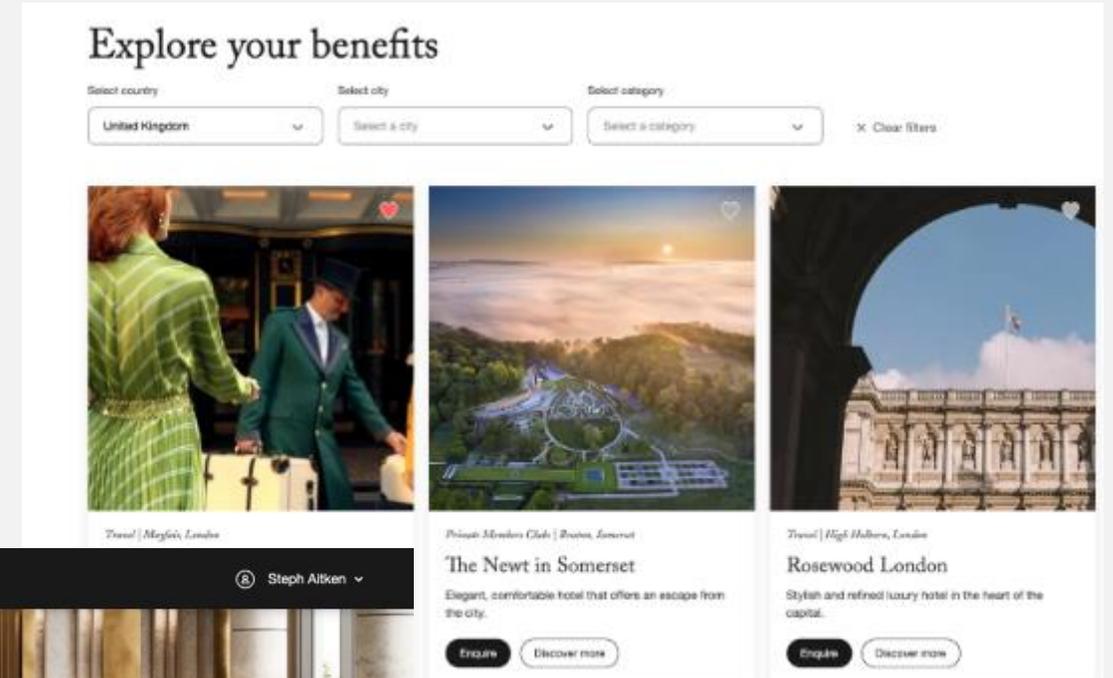


OSF'S SOLUTION

Enhancing Member Experience: Key Portal Features

Self-Service Exploration

The portal enables members to self-serve and explore available services, benefits, and experiences.

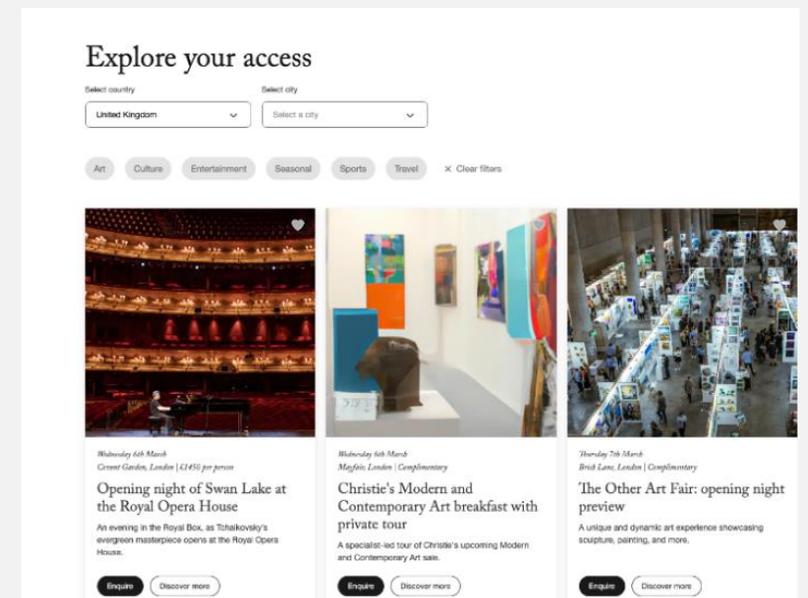
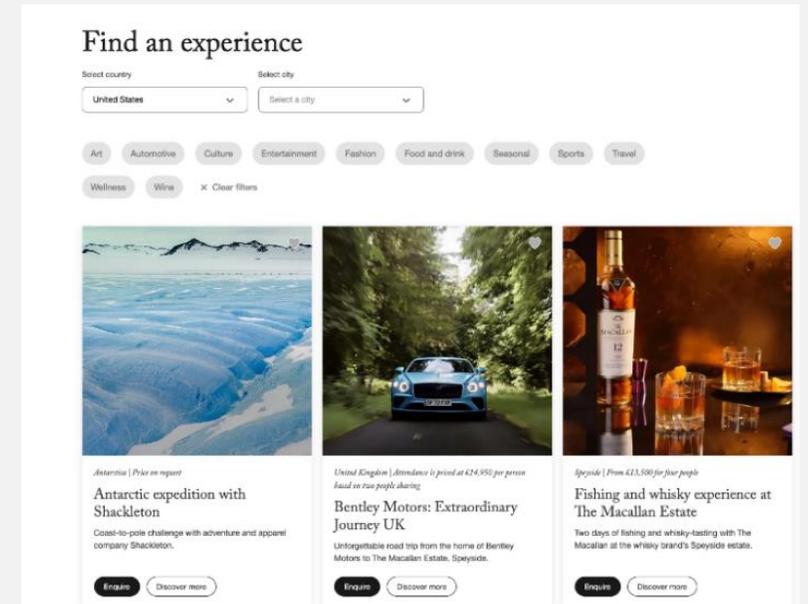
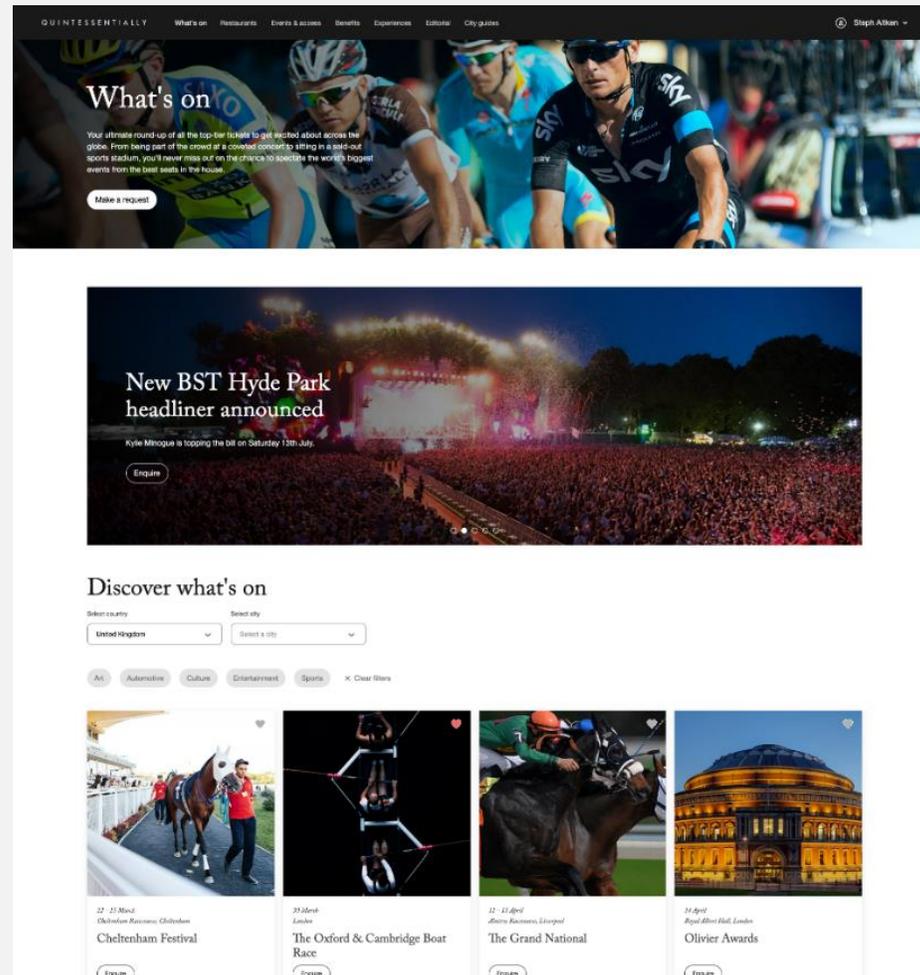


OSF'S SOLUTION

Enhancing Member Experience: Key Portal Features

Self-Service Exploration

Members can browse through various offerings, such as restaurants, experiences, and benefits, at their leisure, without relying solely on contacting a lifestyle manager.



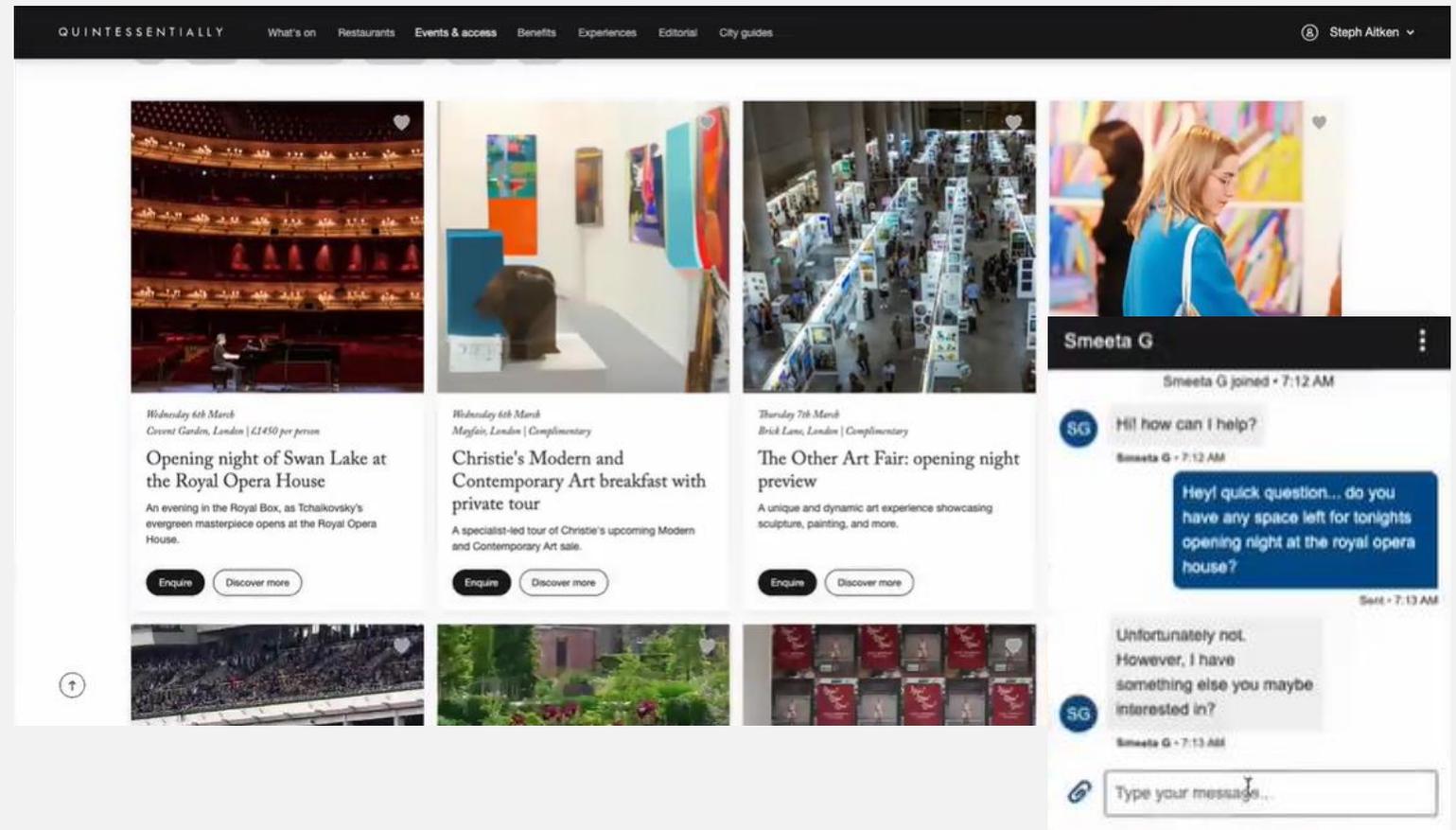
OSF'S SOLUTION

Enhancing Member Experience: Key Portal Features

Personalized Chat Support

Despite the emphasis on self-service, the portal maintains a chat feature and a "make a request" option.

Members can still directly communicate with their lifestyle managers for personalized assistance and requests, preserving the one-to-one interaction and service experience.

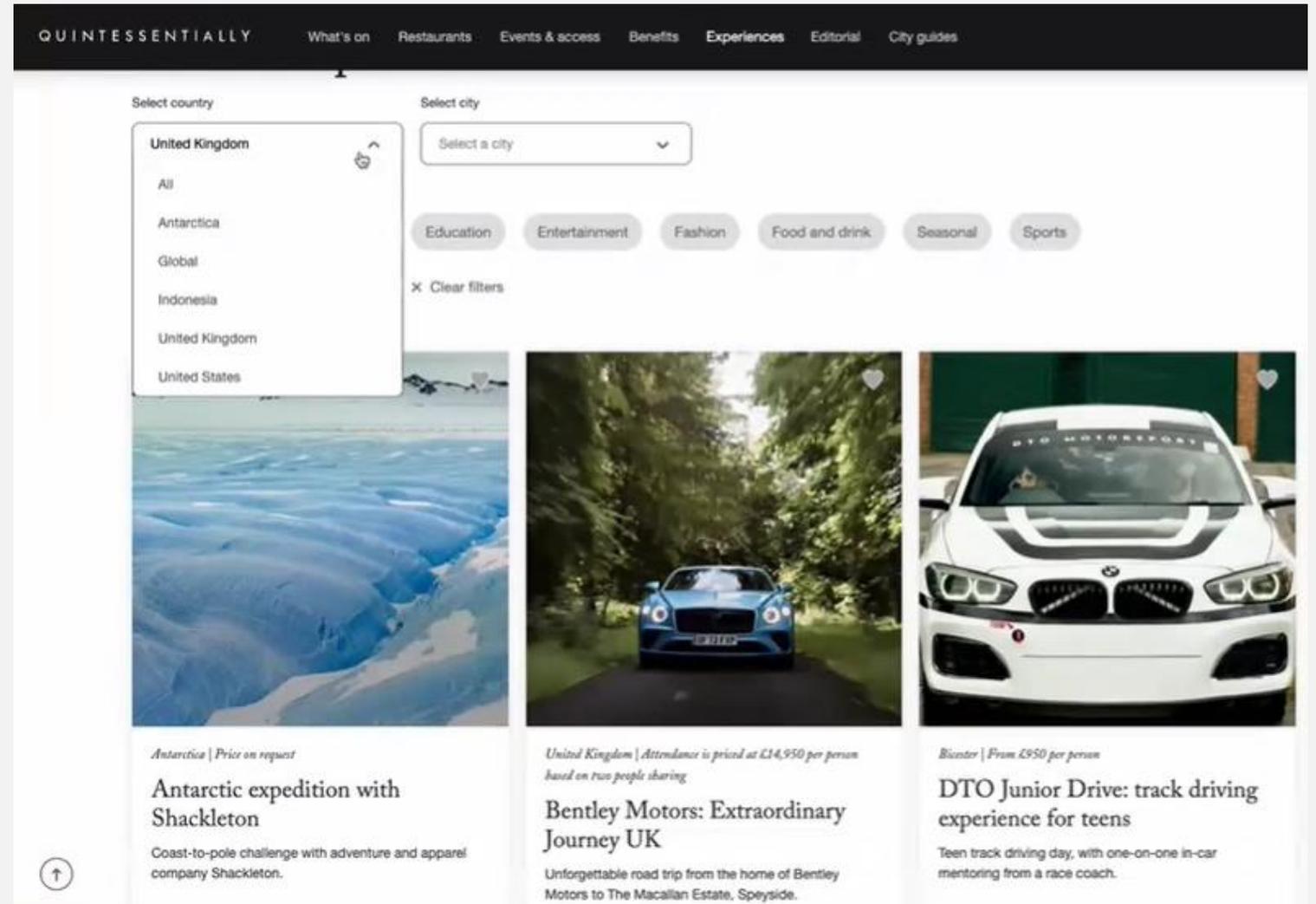


OSF'S SOLUTION

Enhancing Member Experience: Key Portal Features

Global Access

The portal offers global access, allowing members to filter and explore services in different countries and cities.

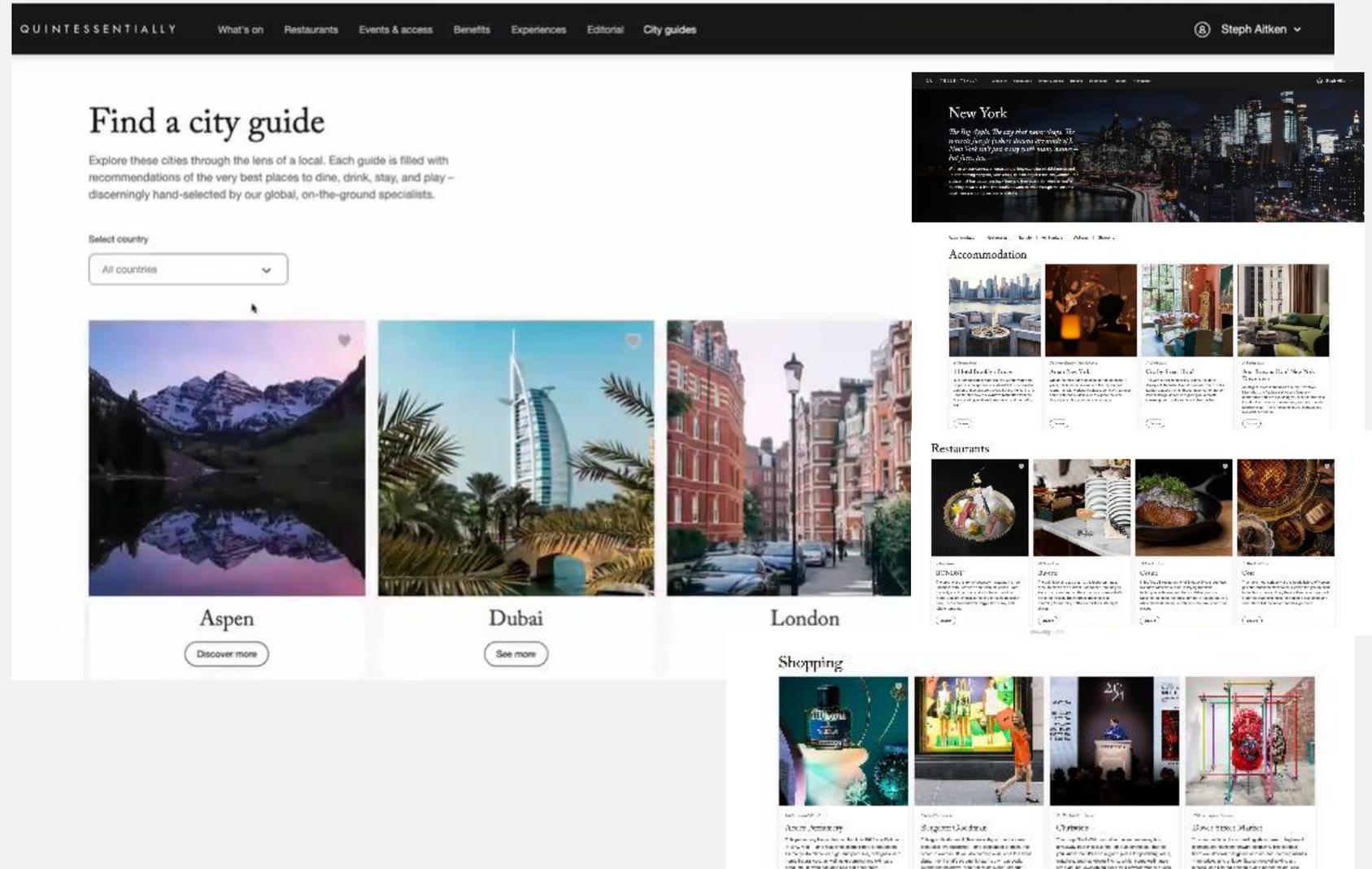


OSF'S SOLUTION

A comprehensive CMS for personalized customer experiences at scale

Travel Planning Made Easy

City guides provide members with curated recommendations and information about various cities, including accommodations, attractions, and dining options.



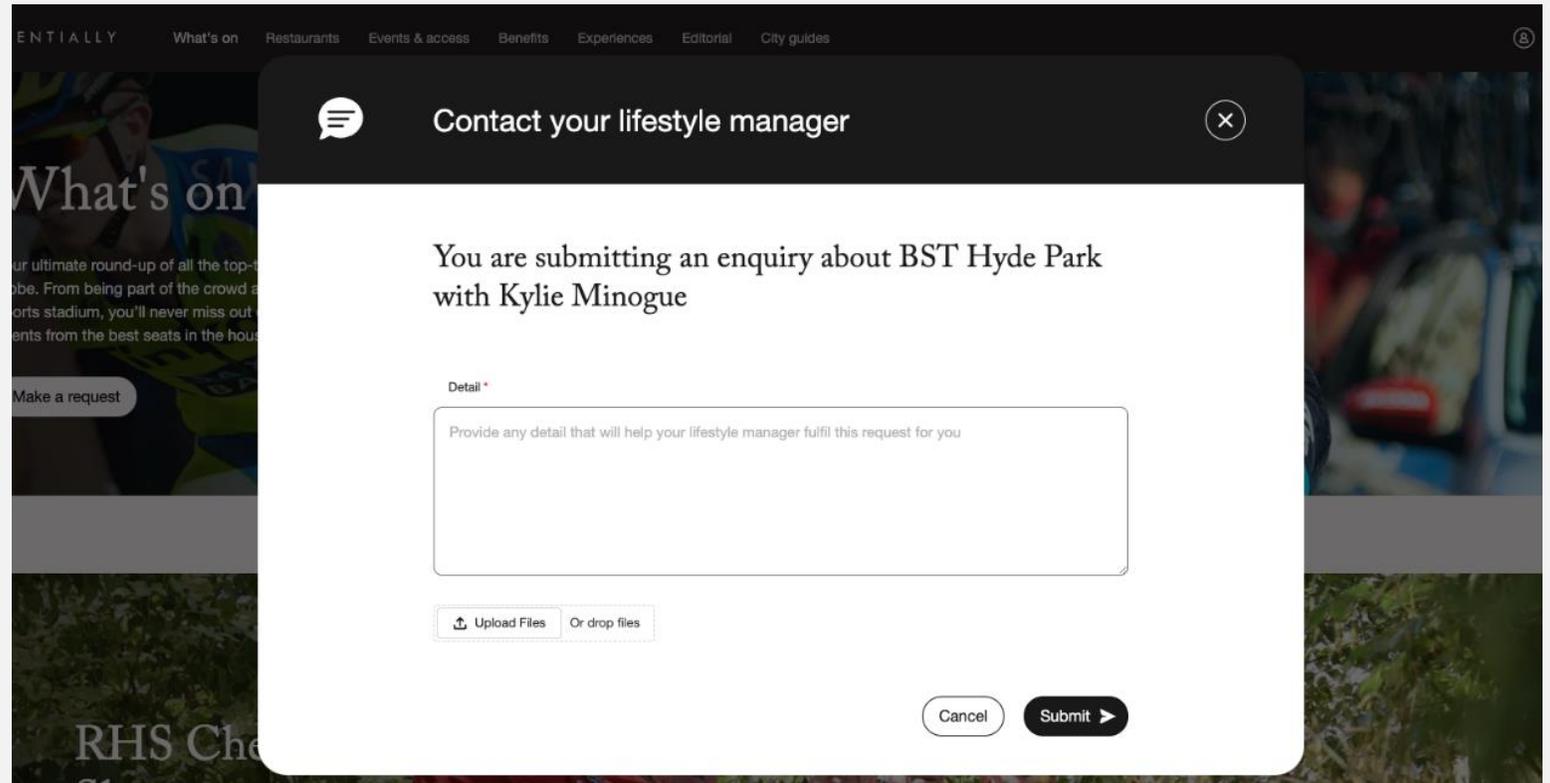
OSF'S SOLUTION

Enhancing Member Experience: Key Portal Features

Quick Enquiry

Members can attach files, such as images or documents, to their requests for additional context or information.

This feature enhances communication between members and lifestyle managers, facilitating smoother transaction processes.

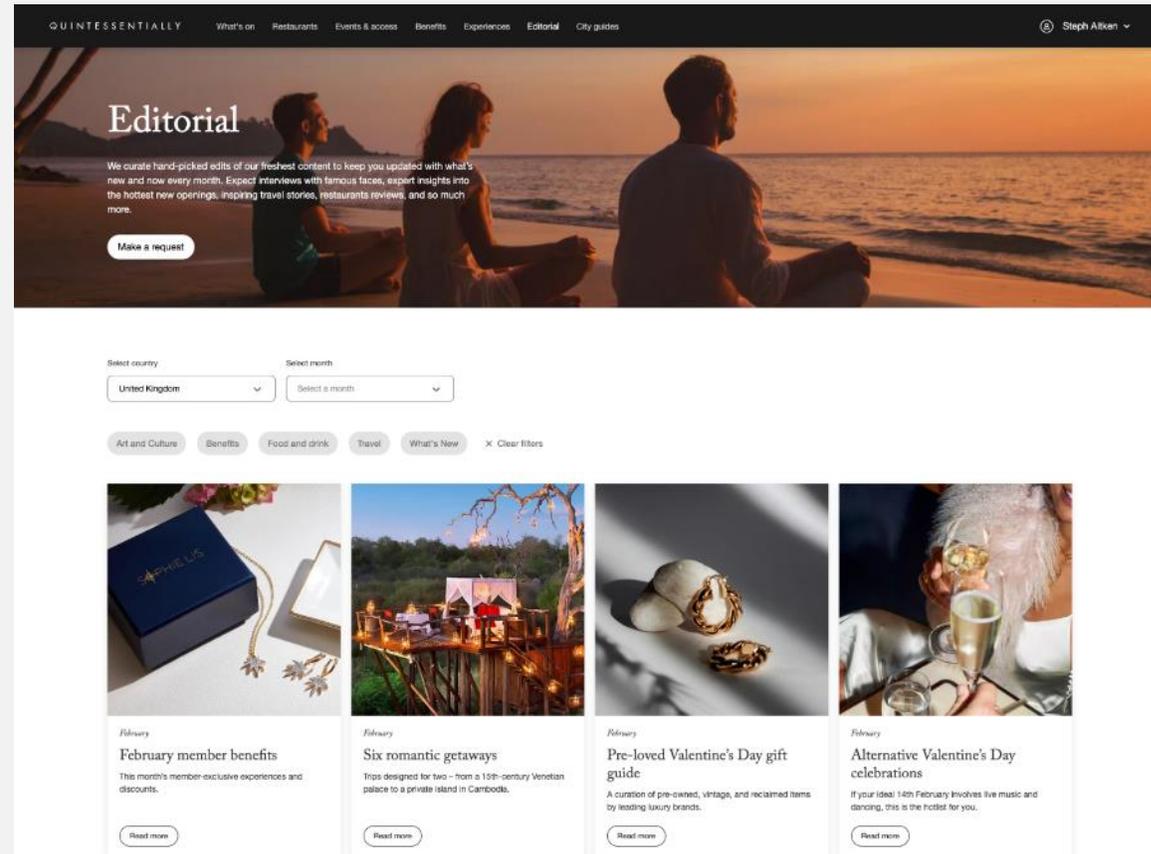


OSF'S SOLUTION

Enhancing Member Experience: Key Portal Features

Inspiring Content

The portal includes an editorial section, featuring thematic content curated for members, such as event highlights, travel tips, and lifestyle articles.

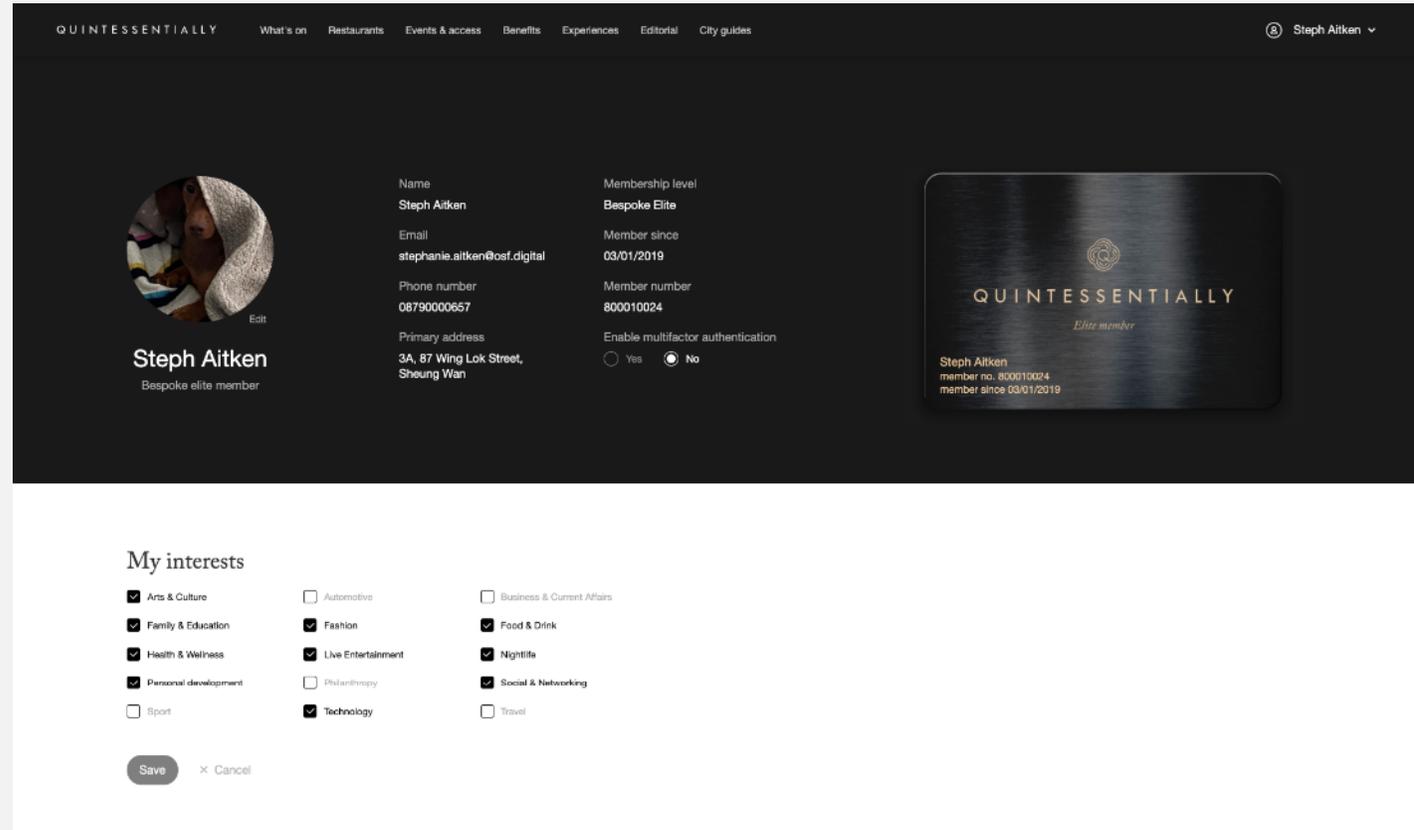


OSF'S SOLUTION

Enhancing Member Experience: Key Portal Features

Profile Management

Members can view and manage their profile information and preferences within the portal, ensuring up-to-date information and personalized experiences.



OSF'S SOLUTION

Enhancing Member Experience: Key Portal Features

Request Tracking

Members can view the status of their requests within the portal, providing transparency and easy access to information.

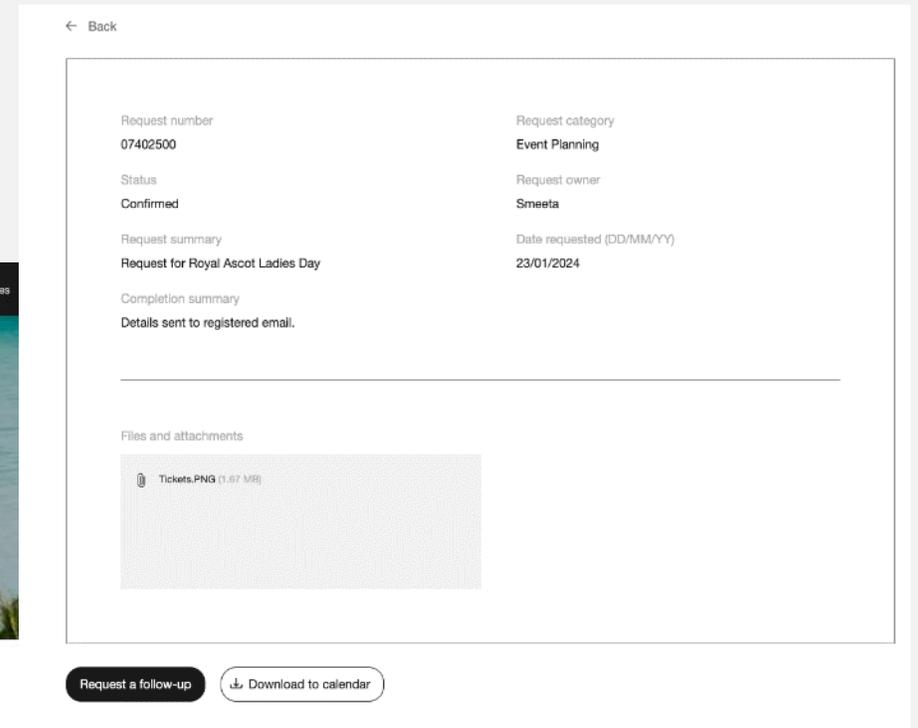


Open requests Completed requests

Filter by category

Select category Attachment

Number	Summary	Category	Status	Attachment	Add to calendar
07428823	Request for Bentley Motors: Extraordinary Journey UK	Sports and Leisure (excl tickets)	Information Provided	Yes	
07426910	Request for Olivier Awards	Event Planning	Information Provided	No	
07402500	Request for Royal Ascot Ladies Day	Event Planning	Confirmed	No	Download



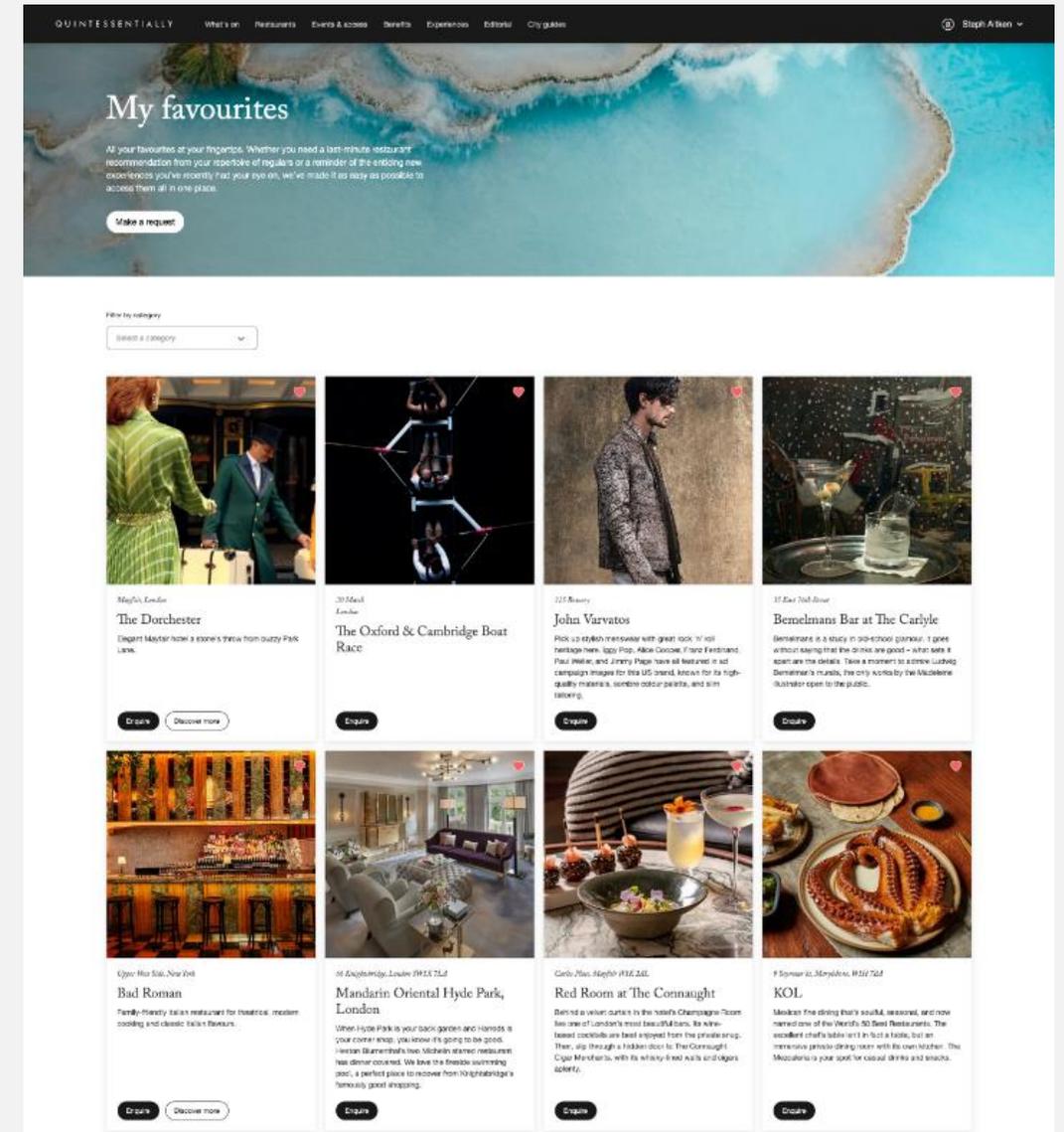
OSF'S SOLUTION

Enhancing Member Experience: Key Portal Features

Customized Favorites

The Favorites Management feature allows users to curate a personalized collection of preferred items within the member portal.

Members can easily bookmark restaurants, experiences, events, and other content of interest, enabling quick access and ensuring a tailored and enjoyable experience within the portal.



RESULTS

Elevating Quintessentially: Unlocking Value Through Streamlined Communication and Tailored Solutions

By seamlessly blending Salesforce technology with unparalleled personalized service, Quintessentially's portal not only enhances the individual member experience but also propels the company towards greater business success.

✓ Enhanced Communication Efficiency

Centralizing all communications through Salesforce ensures streamlined and efficient interaction between Lifestyle Managers and clients. This leads to quicker response times and improved customer satisfaction.

✓ Improved Data Integrity

Salesforce serves as the single source of truth, ensuring data consistency and accuracy across all interactions and touchpoints. This enhances decision-making and allows for better insights into customer preferences and behavior.

✓ Tailored Solutions for Corporate Clients

The availability of co-branded and white-labeled versions for corporate clients provides customization options that cater to their specific branding requirements. This not only strengthens brand partnerships but also opens up an additional revenue stream for Quintessentially.

TESTIMONIAL

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Our work through the eyes of our clients

“

OSF Digital delivered a solution that seamlessly integrates into our operations, providing an innovative platform that provides an amazing content hub, facilitates better access for our members to connect with their dedicated Lifestyle Managers and also empowers our Lifestyle Managers with unparalleled visibility into our members' ever-evolving interests. With this enhanced communication capability, we're able to curate bespoke experiences tailored to each member's preferences, ensuring that we consistently exceed their expectations and elevate their Quintessentially journey to new heights.

James Wall

Global Marketing Director at Quintessentially

”

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THANK YOU!
