BlenderConnect™ uses data to build a new kind of online travel community

blender connect

Benefits

- Put the consumer first
- Create rich, meaningful content with a full-featured content management system
- Differentiate yourself by creating an online community
- Deliver targeted content and offers based on user-defined profiles
- Continue to gather valuable consumer information via pulse checks, surveys and other site activity
- Activate a rewards and incentives program to encourage site activity
- Engage users online with forums, discussions, news, collaborative workspaces, promotions and special offers
- Expand your reach
- Build brand loyalty
- Proactively communicate important information during disaster relief, recovery and rebuilding

Features

Content Management
- Full-Featured Content Management System
- Digital Interactive Formats

Personalization
- User Profiles
- Personalized Dashboards
- Relevant content delivery based on user-defined 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
- Tracking and Localization

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