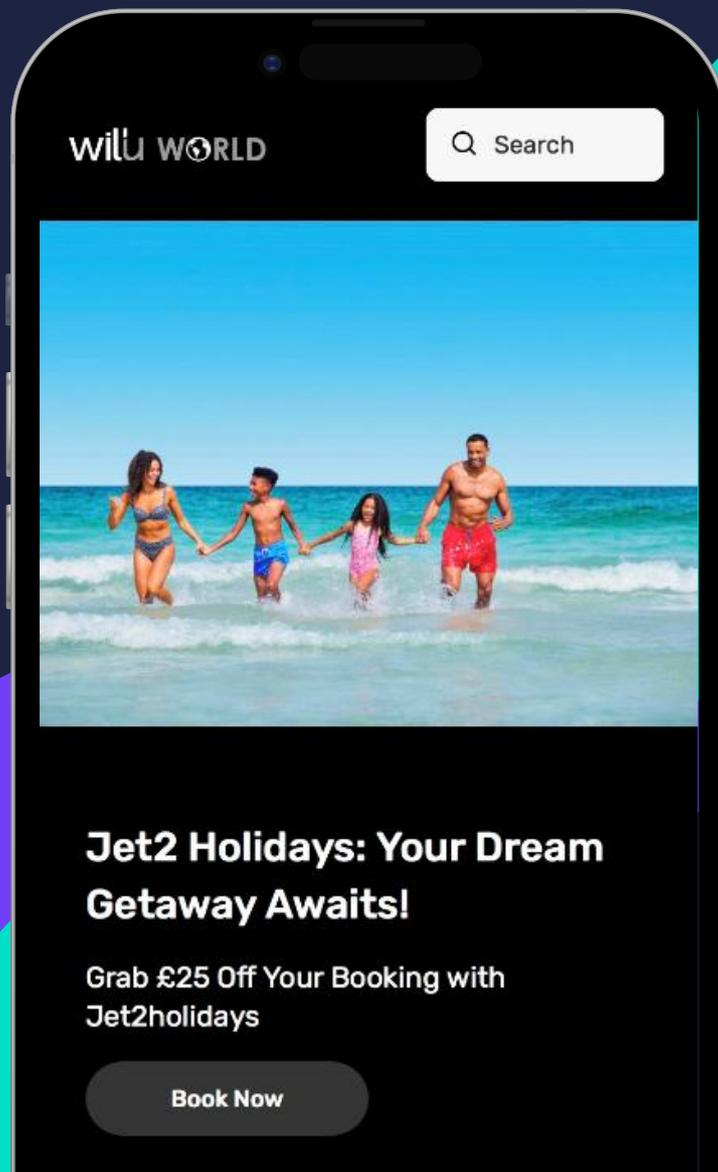




How WillU Boosted Client Retention to 95% with the Propello Loyalty Platform



How WillU Boosted Client Retention by over 95% with the Propello Loyalty Platform

WillU Financial Group, an innovative player in the financial services sector, wanted to enhance their offerings with tangible value, thanking their clients with discounts, rewards, and brand partnerships. They turned to Propello's next-generation customer and loyalty platform.

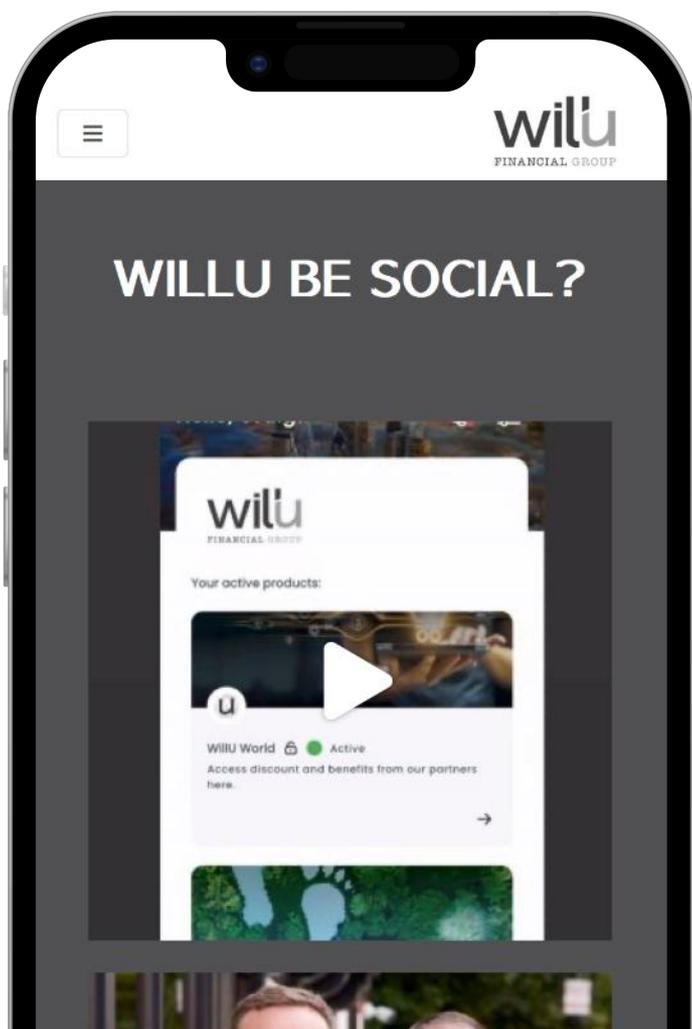
Together, we've succeeded in adding extra value in WillU's versatile hub (known as WillU World) that has transformed their client relationships, and opened new avenues for B2B business growth.

This case study explores how WillU and Propello created a unique, branded experience that goes beyond traditional perks and rewards.

The Client's Story

WillU Financial Group is a forward-thinking financial company that has built its reputation on providing tailored solutions for both business and private clients. They have committed to offering innovative financial products and services that meet the evolving needs of a diverse clientele at every stage of life.

In the spring of 2021, WillU took a huge step towards building customer loyalty, introducing WillU World to their customer base. This innovative in-house platform diversified their offerings and created additional value for their clients and customers. In addition to offering rewards, the versatile hub strengthens partnerships, expands the portfolio of business clients, and positions WillU as a word-of-mouth magnet.



WillU's Opportunity for Customer Engagement

Before partnering with Propello, WillU identified several opportunities to enhance their client engagement:

➔ Client Appreciation:

WillU sought a platform to thank their customers for choosing their services, recognising the potential to strengthen these relationships.

➔ Value-Added Offerings:

There was an opportunity to provide clients with discounts, rewards, and incentives that would add tangible value to their experience with WillU.

➔ Brand Integration:

WillU needed a solution that seamlessly integrated with their brand, effectively becoming an extension of WillU Financial Group.

➔ User Experience:

The potential for a user-friendly platform streamlined as a purchasing system was identified as a key area for future improvement.

➔ B2B Expansion:

WillU saw the opportunity to onboard their clients' brands, creating a network effect that could drive business growth.

WillU teaming up with Propello was a step towards their goal of creating more engaging, value-driven experiences for clients.

How Propello Cloud Responded

From the outset, we wanted to gain a deep understanding of WillU's vision and requirements. A sense of collaboration had to permeate the partnership, marked by a strong sense of support, and lay a solid foundation for further development of WillU World together.

Our approach focussed on:



Customisation

It was important to offer flexible customisation options for WillU to create visually appealing and easily navigable loyalty and reward platform interfaces. A white label solution that not only aligned with their branding but could also work in a way they preferred.



Diverse Rewards

WillU selected the highly resonating cross-brand gift vouchers and discounts from our rewards catalogue.



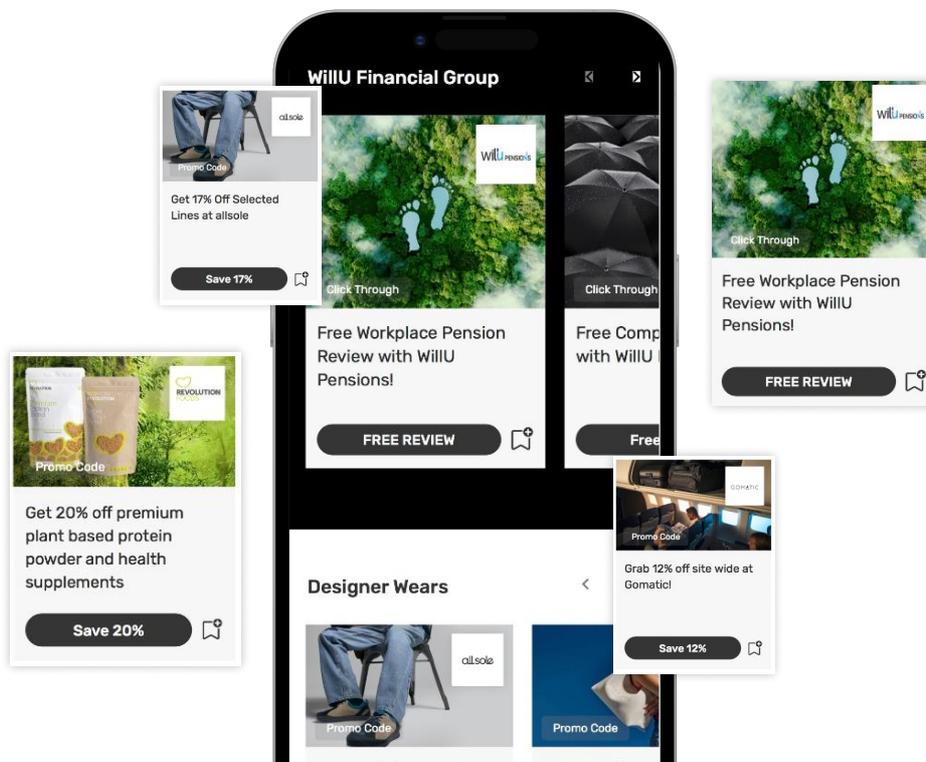
White-Label Solution

Propello's white-label platform fulfilled all of WillU's needs, providing a seamless branded experience.



Ongoing Support

A dedicated support team needed to be on hand as and when WillU needed us. From a smooth onboarding process to friendly UI in the back end for launching the project.



The Outcome

The partnership between WillU and Propello has yielded impressive results:

Enhanced Client Offering

WillU World has significantly elevated WillU's client offering, perfectly complementing their existing services.

Business Client Engagement

The platform has proven to be an ideal solution for business clients to roll out to their teams, aiding in employee retention and motivation through gift voucher options.

Private Client Satisfaction

WillU World has gained popularity among private clients who enjoy using the discounts with their families.

Innovation Catalyst

The success of WillU World has inspired the development of the new WillU Wallet app, consolidating clients' finances into one place - a unique offering in the market.

Versatile Usage

The platform serves multiple purposes, from developing partnerships to expanding WillU's portfolio of business clients.

Commission Generation

WillU has positioned itself as an effective referring company, earning commissions through valuable connections facilitated by the platform.

"These outcomes transformed WillU's client relationships and reinforced their decision to partner with Propello. As they put it, "We can't thank them enough!"

Customer Testimonials

The partnership between WillU and Propello has yielded remarkable results, transforming WillU's client engagement strategy. In WillU's own words, "WillU World has elevated our client offering and is the perfect accompaniment to the other services we provide."

The platform has successfully fulfilled WillU's goals of creating a user-friendly, visually exciting, and engaging platform that feels like an extension of the WillU Financial Group. With its excellent and ever-growing selection of discounts, WillU World has become a dynamic tool that evolves with regular updates to meet changing needs. We're proud that our white-label solution has not only met but exceeded WillU's expectations, offering the "wow factor" they were searching for in the market.

The positive impact of WillU World is evident in the feedback from both WillU and their clients:

"WillU World has been fantastic for our team. Great discounts with lots of brands, helping our staff reduce their outgoings. We also love the wallet functionality which allows us to put money into their WillU World account and reward the employee of the month."

- Satisfied Member ★★★★★

"The savings we make on days out through WillU World are massive. We get to take the kids to fantastic places without breaking the bank!"

- Satisfied Member ★★★★★



"Working with WillU has been a fantastic experience. Their vision for client engagement aligns perfectly with our platform's capabilities, and we're thrilled to see the positive impact it's having on their business. The success of WillU World showcases the versatility of our solution. From enhancing added-value for clients to facilitating B2B growth through increased retention, it's rewarding to see our platform deliver on multiple fronts."

Mark Camp, CEO of Propello



Mark Camp
 Founder & CEO
 Propello Cloud



"The flexibility of Propello's white-label solution allowed us to create a truly branded experience that feels like a natural extension of our services. Our clients love it! Since implementing WillU World, we've seen a significant boost in both client satisfaction and retention—which is at 95%. It's been a game-changer for our business."

Craig Copeland, CEO of WillU Financial Group



Contact us today for a quick 20 minute demo

[Book a demo >](#)



propellocloud.com/contact



0333 202 88 33



sales@propellocloud.com