



Mvine empowers Quintessentially Lifestyle to deliver personalised concierge services to its elite membership



Challenge

- Create a tailored Member experience.
- Gain deeper understanding of Members requirements and needs.
- Easier Member access to services and concierge team.
- Intuitive Member access to relevant content based on role, preference and location.
- Create an intelligent & adaptive user centric experience for mobile Apps.
- Build a portal for suppliers to publish offers.
- Seamless integration of diverse data sources.
- Attain and maintain 100% Security of personal information.

About Quintessentially Lifestyle

Quintessentially Lifestyle is an award-winning luxury concierge service with over 60 offices around the globe. It offers bespoke services to three tiers of membership.

• Together • Securely • Anywhere •

Mvine - Enhancing User Experience

Mvine builds secure, integrated websites and mobile apps that make it simpler for companies to do business and easier for employees to do their job. We help clients move from a world of one-size-fits all web solutions and isolated apps to an intricate yet flexible environment where systems, data and communities mesh seamlessly and securely.

The award-winning platform provides secure workspaces where each organisation's employees and customers can connect and share intelligence in real-time. It is value costed, deeply customisable, and deployable within weeks.

Providing personalised lifestyle services

Quintessentially Lifestyle could see the growing popularity of smart mobile devices and felt this channel offered a great opportunity to enhance Member experience.

They engaged Alpha Digital Design to develop a concierge mobile app and then needed a portal solution that included intelligent multi-tier membership management and secure integration capabilities out of the box – something Mvine was easily able to provide.

Where it all started

When Alpha Digital Design, saw the Mvine Portal, they knew it would be perfect. Not only could it integrate securely with Quintessentially Lifestyle's booking and concierge systems, but Mvine's built-in multi-tier membership features would enable functionality and content to be tailored to individual Member needs.

"With any other company, Alpha and Quintessentially would have had to start from scratch. As Mvine already had an intelligent multi -tier membership platform it was possible to build precisely the solution needed within a short timeframe. Our speed to provision along with our flexibility and the comprehensiveness of our offering are three of our strengths."

Frank Joshi, CEO and Founder Mvine Ltd

The solution includes three applications: a Mobile App for Members to engage with their Lifestyle Managers; a Portal for Suppliers to upload their offers; and a Portal for Lifestyle Managers to moderate Suppliers' offers and communicate with Members.

Combining data for deeper insight

To provide the deep insight that Quintessentially Lifestyle relies on to deliver a service highly tailored to individual Member's needs, the Mvine broker mines historical information from Quintessentially Lifestyle's booking and concierge systems and intelligently combines it with knowledge learnt about Members through the mobile app.

Mvine Solution

Mvine Customer and Partner Portal offers Quintessentially Lifestyle one solution to integrate all its various databases whilst providing a secure and intelligent broker combined with a mobile app that together delivers Member services tailored to specific needs.

Features

- Mobile application
- Multi-tier membership
- Mined intelligence
- Federated ID
- Two-way integration

Benefits

- Tailored Member experience
- Deeper understanding of Members
- Easier Member access to services
- Intuitive Member access to relevant content based on role, preference and location

"The app enhances the way in which we engage with our Members. Personal relationships are still paramount; but the app provides us with an efficient solution to deliver a seamless on-the-go experience for our Members, allowing us to grow our service and improve it."

Aaron Simpson, Co-Founder and Group Chairman at QL

Mvine’s Federated Identity technology ensures Members receive a seamless, unified experience even though the intelligence combines numerous different information sources.

With Mvine it is possible to securely and seamlessly integrate multiple databases, suppliers, Members, content and editorial. Members will have seamless access to a wealth of functionality and different pieces of information coming from multiple systems in multiple countries.

The concierge service today

Quintessentially Lifestyle’s Suppliers use their bespoke Mvine Portal to upload details of their services and offers. Once uploaded, Quintessentially Lifestyle’s Lifestyle Managers use another Mvine Portal to identify three or four Members who might be interested based on the deep insight provided by the Mvine broker.

The Lifestyle Manager sends the offer to the Members’ mobile apps. As soon as someone accepts the offer, it is closed and deleted from all other mobiles.

With Mvine an offer can be pushed out much faster. A button is pressed rather than writing an email to each person and monitoring responses manually.

Location-aware, the mobile app enables Members to quickly find and select nearby services of interest. The information – comprising a bespoke city guide containing the things Quintessentially Lifestyle knows the Member would like and what Quintessentially Lifestyle thinks of them – is more comprehensive than Lifestyle Managers previously provided over the phone.

Accessing these services is quick and simple.

“A Member simply presses a button and they go directly through to the right person. And when the Member is talking, the app tells the Lifestyle Manager what they are looking at. This helps Lifestyle Managers serve Members more quickly.”

Neil Klerk, Director at Alpha Digital Design

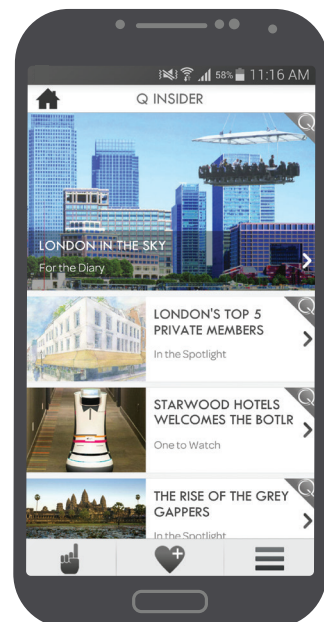
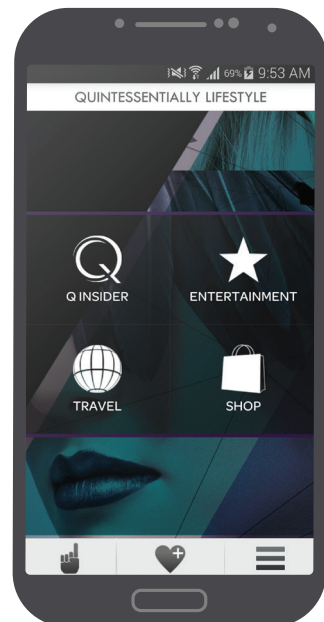
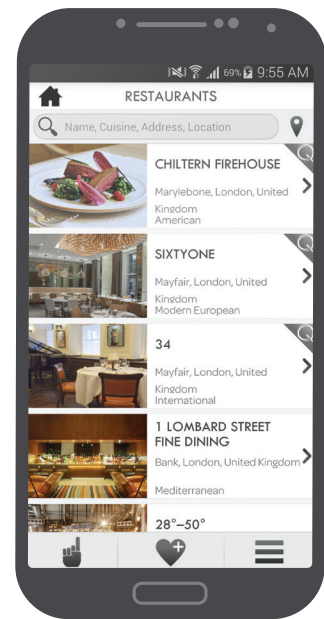
Members’ confidence and information is of utmost importance to Quintessentially Lifestyle, the app draws on information from a diversity of sources – some of it exceptionally personal. Rigorous testing by Quintessentially Lifestyle’s own operations team showed Mvine’s Cloud Integration to be completely safe and secure.

A service enhanced

The solution has not only altered Quintessentially Lifestyle’s service model; it has enhanced it.

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Aaron Simpson, Co-Founder and Group Chairman at QL





About Mvine

Mvine Ltd is an established British SME headquartered in London. The business is privately owned, stable, auto-financing and growing in its chosen markets. Its primary line of business is authoring and selling Cyber-Secure Platforms for Collaboration Portals and for Identity Management as well as delivering cloud support services.

Information confidentiality, integrity, availability and security is at the heart of everything we do. Our business complies to numerous standards; among the better known ones is Cyber Essentials. The Mvine platform itself has won plaudits for its superior cyber-security architecture, achieving a prestigious A rating in Qualys penetration testing.

www.mvine.com

About Quintessentially Lifestyle

Quintessentially Lifestyle is an award-winning global private Members' club providing world class luxury concierge and lifestyle management 24/7. The company offers specialist advice, insider access and exclusive benefits. Quintessentially's Members get the best of what life offers adjusted to their needs and preferences.

www.quintessentially.com

To find out how Mvine can help transform your organisation,
please call +44 (0) 208 392 4820 or email sales@mvine.com