



## Why SC?

Superior Choices has over ten years' experience in the CRM, loyalty and appreciation arena, focusing on acquisition, retention, activation and usage. The company has an innovative, out-of-the-box style and an enthusiastic approach paired with vigour.

The Superior Choices Group has a reputation in the marketplace for providing professional, top-quality products and services to a variety of high-profile clients. The company's opinion is sought-after within the industry and the media.

The Superior Choices Group has significant strategic alliance partnership agreements with a number of global blue-chip brands including Louis Vuitton, Moët & Chandon, Hennessy, Krug, Veuve Clicquot, Rolls-Royce, Land Rover, Jaguar, Aston Martin, Ford, Mazda, British Airways and Emirates Airlines.

The Superior Choices CRM programmes, MICE events and design projects are unique and diverse in their offering, covering all income levels and various interest groups.

Despite the current challenging economic climate, the Superior Choices CRM usage drive programmes have experienced a significant year-on-year and month-on-month growth.

The Superior Choices signature attention-to-detail code of conduct is well known throughout the industry, complemented by its strong and longstanding relationships with its supplier-partners. Superior Choices also operates a hands-on approach and differentiates itself on the quality of the offers it procures and the high levels of service standards it delivers.

Superior Choices operates open and ongoing trustworthy communication with all its supplier-partners, which allows the group to manage all aspects of the CRM programme positively, efficiently and effectively. This is combined with administration systems that support all operational and administrative requirements of each individual CRM programme, with specific regard to the management and maintenance of legal documentation, financial records and management information reports.

we create happiness!

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The Superior Choices Group offers its clients the luxury of flexibility in a very fluid market segment, based on customers' demand and month-on-month usage cycles.

Superior Choices has hand-picked its strong team based on their dedication, enthusiasm, entrepreneurship, knowledge and motivation to deliver the best that the market has to offer; achieved by continual market research, relevant product and service identification and information analysis.

The Superior Choices Group operates its own award-winning in-house design team, which ensures that the gathering of its partner collateral (copy, images, etc.) remains of the highest quality at a below-market price rate.

Following various achieved successes to date, Superior Choices continually seeks new challenges. The company's culture is to expand and reinvent existing models on a continuous basis, while maintaining the integrity and values on which the company was founded.

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