# TeN

**Bank App**

Total Balance
**$12,983.32**

iBAN
GB12B ARC2 00318 1237 2737

Assets

Accounts

Settings

Concierge

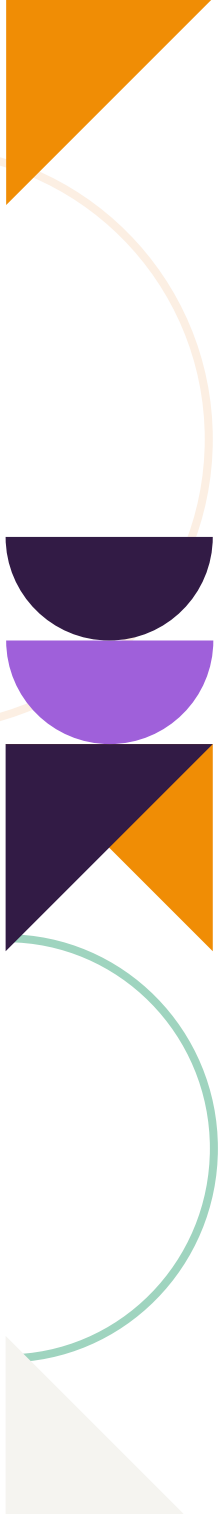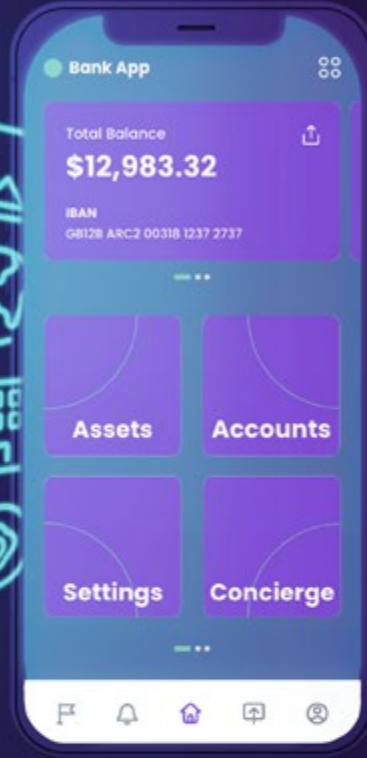## Ten Open APIs

Q3 2021

# Lifestyle services Open APIs fuel customer experience and value

Many leading consumer-centric banks and financial services firms offer travel and lifestyle concierge services to increase their relevance and value to customers, whilst building brand trust and advocacy. Open APIs allow these companies to surface the most relevant lifestyle services to their customers using an easy-to-integrate system within their consumer-facing branded digital platforms and apps, growing acquisition, retention, engagement and card spend.

# Welcoming customer experience innovations in banking ecosystems

We're welcoming a new era in the financial services sector, as innovative digital transformations are disrupting the traditional banking landscape. A significant driver in these improvements is the efforts of financial regulators globally to **push innovation through utilizing third-party open APIs** (Application Programming Interfaces) to create open banking ecosystems [1].

In the technology sector, the evolution to API ecosystems and online marketplaces has been progressing for years – highlighted in the rapid growth of multiple start-ups, including eBay, Airbnb and Uber, who use open APIs to deliver engaging and highly personalized customer experiences [2]. Banks and financial services, which have traditionally been slower on the uptake of new technology, are now shifting priorities toward open banking for the same benefits.

## Introducing Ten's Open APIs

With the Ten Lifestyle Group Open APIs, our clients have a unique customer experience (CX) solution that puts the

service directly in the hands of customers, **offering even easier access to the benefits of concierge.** It's optimized to build on the banking core strengths of trust and brand recognition while driving customer engagement and card spend in an innovative way – all under the client brand name.

Offering six modules – travel, dining, entertainment, offers, events, and inspiration – our APIs are easy to integrate and robustly supported. For those interested in the detail, Ten Open APIs are available on a request/ response model, and are **fast and easy to use.** The modules provide an extension of our lifestyle services, which can be customized end-to-end, from browsing to booking to payment. What's more, it's versatile, allowing you to integrate only what you need – from the full suite to only a specific proposition suited to your business.

## With the Ten Open APIs you can:

- Offer lifestyle services in your own branded digital ecosystem
- Deliver enhanced customer experience that consumers are now demanding within their chosen platform, increasing customer trust and loyalty to your brand.
- Maintain control over your desired digital experience as your digital teams are able to customize user interactions and flows from end to end.
- Obtain increased data to better understand member profiles and customer behavior – more than 85% of customers typically agree to share GDPR-compliant data from Ten Lifestyle Group with their bank.
- Have access to an easy-to-use, easy-to-implement (with multiple integration options), secure and PCI-compliant system (for more information on data security, please visit the appendix).

# Travel API

Offer your most valuable customers the highest quality hotels at exclusive rates. We've spent decades cultivating strong partnerships with the world's best hotels, allowing our clients to utilize this versatile collection and rich content. Our travel API comprises the following:

Dynamic collection of 650,000 luxury hotels, many of which offer added-value benefits such as complimentary breakfast, room upgrades, and credit for spa treatments.

Access to our exclusive Global Hotel Collection, a carefully curated selection of 2,500 luxury, premium and boutique hotels and resorts across the world with further added-value benefits.

More than 100,000 intelligent geography definitions to provide a range of hotels within specific regions, including rates and availability.

More than 2,000,000 high-resolution images, including rooms, amenities and general areas for an optimal booking experience to encourage conversions.

Up to 30% discount on car-rental options, including local transportation.

# Dining API

Enable your customers to browse and book the most exclusive restaurants anywhere in the world, anytime they want. With the knowledge that our members spend up to 67% more than the average diner, we've formed close relationships with world-renowned chefs and restaurateurs to ensure anyone booking through Ten receives top-quality service and member-exclusive benefits.

Offer priority access to more than 10,000 restaurants globally, including Held Tables at peak times at 1,000-plus restaurants, and benefits such as complimentary welcome drinks, additional courses, and discounts.

More than 100,000 intelligent geography definitions to provide a range of choices within specific regions, from iconic Michelin-starred establishments to hidden gems.

More than 10,000 high-resolution images for an optimal booking experience to encourage conversions.

For more information on why restaurants choose to work with Ten, please watch this video:

# Entertainment API

Offer customers tickets to thousands of events without any mark-ups, thanks to our relationships with a network of fully vetted, trusted primary and secondary ticket sources, including Ticketmaster, SISTIC, AEG Presents, and Eventim.

**The best tickets to thousands of events without any mark-ups.**

Guarantee the best tickets, as well as access to VIP and hospitality packages, for a wide range of events at venues across the world – covering music, theatre, sport, comedy, and attractions – by using multiple box offices, venues, ticketing platforms, and promoters. This includes bookings for Ten-owned assets, such as VIP access to The O2 arena, the Royal Opera House, and Golden State Warriors.

Offer customers efficient booking processes, with no constant refreshing of websites or virtual waiting rooms – access is straight into the supplier's allocation.

More than 20,000 high-resolution images for an optimal booking experience to encourage conversions.
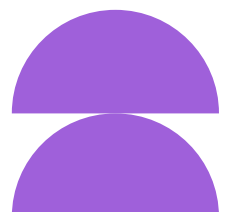
# Events API

Open up opportunities for your customers to join like-minded guests at our global private events, allowing them to get up close and personal, and venture behind the scenes with leading brands across the world – in person or virtually.

Offer access to a collection of exclusive events hosted in partnership with some of the foremost names in fine dining, wine, fashion, jewelry, travel, and much more. Past events include a Champagne tasting at the Moët Hennessy headquarters, a takeover at Le Gavroche with chef Michel Roux Jr, and virtual masterclasses and shows including a Q&A with the Broadway cast of *Hamilton*.

Exclusive in-person events held for members globally in countries including the USA, UK, Canada, Hong Kong, Singapore, the UAE, China, Japan, and Mexico.

Give access to our library of virtual events, all available globally.

# Offers API

Give your customers access to the very best offers and discounts available on the world's most sought-after brands – they'll never have to worry again about deciding what gifts to purchase for loved ones.

Offer access to exclusive offer codes and deals on both top and up-and-coming brands, including Apple, Bloomingdales, Harvey Nichols, Lane Crawford, and Moët Hennessy, negotiated by our partnership managers.

Offer access to inspirational content through our curated seasonal promotions and high-quality gift guides (for more information, please see the section on our Inspiration API).

Local offers are available globally, including in the UK, France, USA, Canada, UAE, South Africa, Russia, Singapore, Hong Kong, China, Australia, Taiwan, Japan, Mexico, Brazil, and Argentina.

# Inspiration API

Ten is the only business globally that creates original, tailored content for members based on the actions and interests of high-net-worth and ultra-high-net-worth individuals, using insights from 7 million-plus data points by award-winning journalists and specialists. You'll be able to increase conversions through our platform and other APIs, as people reading our articles are three times more likely to convert.

Offer a access to a library of branded content including 120 guides to the world's key travel destinations; customizable digital magazines covering dining, wine, travel, fashion, and home; plus interviews with A-list influencers and experts, including Christian Louboutin, Heston Blumenthal, Daniel Boulud, and Dominique Crenn.

Each piece of content contains engaging headlines, compelling storytelling, clear and concise hooks, and high-quality visuals to promote conversions.

20-plus translators and writers ensure the content is available globally, in local languages.

# Benefits of the Ten Open APIs

Ten's Open APIs can have higher-order commercial benefits, as working with Ten provides a unique CX opportunity to transform service offerings. Firstly, it will enable you to **increase customer acquisition** by offering a more relevant proposition and broader range of choices, effectively giving your customers one place to do it all. Secondly, and perhaps most importantly, it will also **increase customer retention** with added trust and loyalty, and will help to engage the **next generation of clients with your brand, driving asset retention upon wealth transfer.**

**64%** of affluent clients, rising to 73% of under-45s, seek expert help for non-financial matters, including health and fitness, and family life [3].
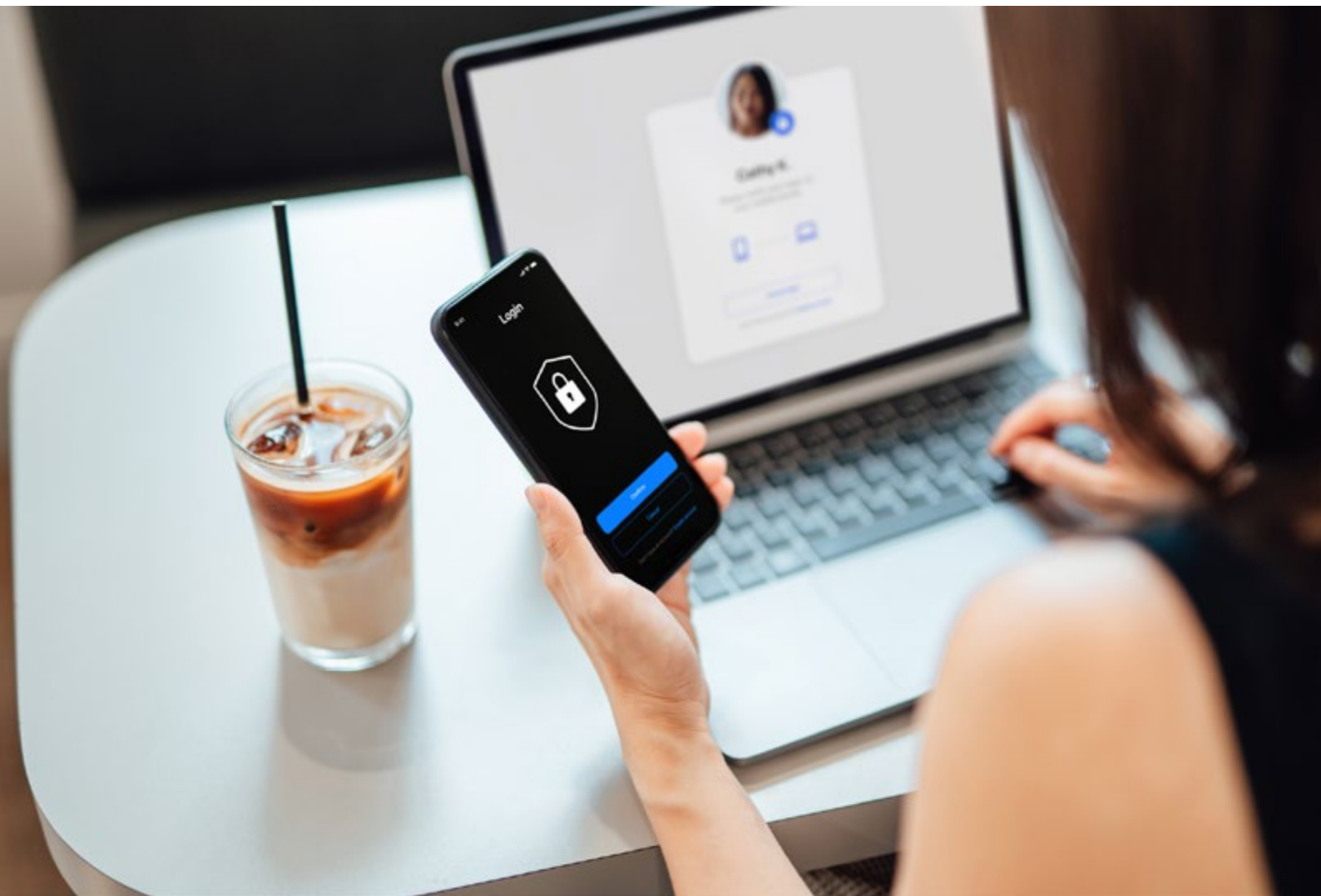
**97%**
Millenials

**91%**
Gen-Xers

**79%**
Baby Boomers

With 97% of millennials, 91% of Gen Xers, and 79% of baby boomers using online banking [4], drive spend on card and ROI by advertising Ten's lifestyle services, optimized to promote conversions, to the majority of eligible customers (increasing their lifetime value).

# Security detail

Clients gain access to the Ten Open APIs via a set of credentials – security keys issued by Ten required for authentication and a secret key for security purposes. The Ten Open APIs are a set of stateless services – whereby sessions are not supported, and authentication credentials must be supplied for each API call made. Access to the Ten Open APIs is also restricted by source IPs to ensure only approved clients and partners can access them.

A summary of Ten information and data protection policies.



For a detailed explanation of Ten's information and data-protection policies, please visit **Three Key Questions To Ask When Selecting a Concierge, Lifestyle And CX Provider.**

# About Ten

As the world's leading lifestyle management service, Ten has 20+ years of experience, a strong global team of lifestyle managers and a fully transactional digital platform. Ten works with more than 50 of the world's major banks, and wealth managers and premium brands to develop relationships with clients and their families.
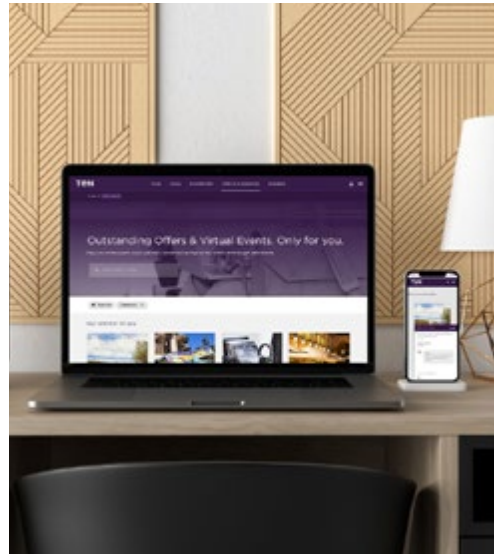
# Bibliography

1. <u>Leverage Open APIs – the glue that will hold your ecosystem together</u> - Capgemini

2. <u>Transforming the bank to an Open API Ecosystem</u> – Joris Lochy, Finextra

3. <u>Sink or Swim: Why wealth management can't afford to miss the digital wave</u> - PWC

4. <u>State of mobile banking in 2021: top apps, features, statistics and market trends</u> – Alicia Phaneuf, Business Insider
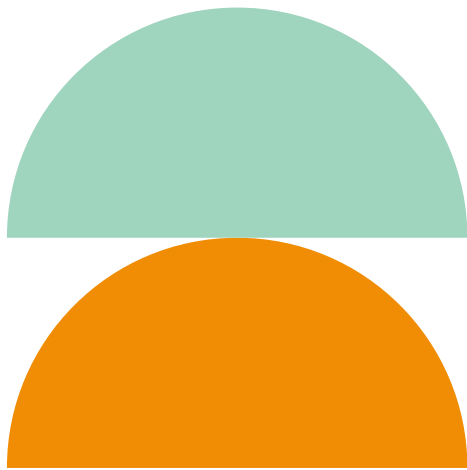
# Contact details

Contact us at **businessdevelopment@tengroup.com** to discuss how Ten can support you or visit us at **www.tenlifestylegroup.com** to find out more.