

[REDEFINING LOYALTY]

CHILLI
PEPPER.

Customer Loyalty Trends To Drive Your Strategies Forward

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The Power of Customer Loyalty Trends



05

Most importantly: They now PLAY the loyalty game!
Consumers are savvy and can spot a cheap version of a Loyalty Programme a mile away!
So its more important than ever to get it right!

04

Customers demand relevant communication.
"If you ask for my details and want to track my behaviour – use it appropriately."

03

Customers want their voice to be heard!
They want to give you feedback AND be in on the build.

02

Customers **demand** more **added value**, through **balanced rewards & incentives**.

01

Customers **expect** new Loyalty Programmes to **embrace technology**



05

**Most importantly:
Rewards for non-transactional activities.**
[Points & Rewards for Action are vital in driving emotional loyalty]

04

Social Awareness, Community, CSR
an intrinsic part of any loyalty initiatives.

03

Seamless Omni-Channel engagement.
[Customer Experience]

02

Custom Content to drive engagement.
[Increases loyalty by up to 32%]

01

Socialising your Loyalty
initiative has now become
imperative.



**Participation
is the
holy grail**

Drivers of Customer Loyalty & Reward Success

1

Links with the **Brand positioning** & ethos.

2

Taps into a unique **customer insight**.

3

Built on customers **needs & motivations**.

4

Drives high levels of **participation & engagement**.

5

Rewards customers for **action**.

6

Has strong **Core Rewards**.

7

Recognises **high value customers** & treats them differently.

8

Integrates digital & mobile across all devices.

9

Leader in differentiation & innovation
Differentiates from the competition & other Loyalty & Reward Programmes in the market.

10

Underpinned by rock solid metrics
Measuring the real drivers of loyalty:
Penetration, Participation, Engagement, Retention. CLTV; CSS; NPS: TNPS / RNPS etc.

The Power of Customer Insight Led Strategies

Customer Insight Led Loyalty Strategy



<https://www.youtube.com/watch?v=U9TlxdyYNUY>

The Power of Balanced Rewards & Incentives

**Strong CORE
Rewards** increase
participation
upwards of 20%

No.1 Rewards
demand from Brands
is **RANGE &
EXCLUSIVITY**

93% of customers
rated the **types of
rewards** that they
receive to be the
main driver of
loyalty.

Some statistics about Customer Rewards

No.1 reason that
customers leave a
Loyalty Programme
is due to the **rewards
not being relevant.**

Customer Loyalty Trends
Customer Insight Led Strategies
Balanced Rewards & Incentives
=
Success for you, the customer
& the brand!

Thank You
