

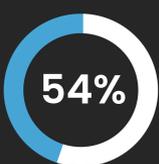
Loyalty Simplified

How automation drives engagement

Loyalty programs on a spreadsheet can harm your business



Customers have a negative perception of loyalty programs



Loyalty programs are inactive



Customers abandon loyalty programs without redeeming any points

SOURCES: Digital Transformation Institute, "Fixing the Cracks: Reinventing Loyalty Programs for the digital age", Capgemini 2015; Colloquy Customer Loyalty Census, 2017.



Automation can fix a broken loyalty program

- Target specific customers based on criteria like customer segments, demographic data, purchase patterns, and customer interests
- Encourage not only customer purchases but non-sale behaviors too
- Use the intelligent rules engine to define and experiment with how a customer can move up the ladder
- Automate and customize communications with customers -- for timely action and information
- Reward redemption involving points, cashback, and business benefits
- Reports and dashboards to help managers garner insights regarding the program's performance and customers' purchase behaviors

The four pillars of a successful loyalty program



1 Excite

Foster loyalty programs that offer meaningful value to the customer. With automation, you can provide rewards that are tailored by location, behavior or preference



2 Engage



The most successful reward program actively encourages more redemption. Brands that provide customized and digital notifications about redeemable rewards as soon as customers enter their locations will see greater success and engagement

3 Recognize

The most successful rewards programs involve real-time, customized omnichannel marketing techniques to increase engagement and customer activity



4 Reward



Consumers want and expect to be contacted by their loyalty programs with relevant value-adds

Gamification can further **enhance** the customer experience

Impact

When you offer a well constructed, automated loyalty program, you foster emotionally engaged customers who spend more on your brand.

70%

Customers with high emotional engagement spend up to two times or more on brands they are loyal to.

49%

Consumers with low emotional engagement say the same.

SOURCES: Capgemini, "How Emotions Drive Genuine Engagement", 2017