propello



Playbook for Launching a Digital Loyalty & Reward Programme

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Introduction

Building customer loyalty is one of the greatest challenges for businesses today.

Yet, devoted consumers are much more likely to increase spending and recommend your brand to others.

The challenge in cultivating loyalty is that the modern customer is spoiled for choice, and it shows. With technology making information readily available, competition continues to increase, and customers are always looking for a better deal.



Mark Camp

Founder & CEO
Propello Cloud

Beyond your products or services, the customer experience will often determine whether or not customers remain loyal.

Even a single negative experience is enough to push 32% of customers towards competitors these days.

But it's not all doom and gloom. With a comprehensive loyalty strategy, you can deliver positive and memorable experiences that add real value to everyday transactions and encourage loyalty.

A well-designed loyalty programme is typically the epicentre of successful loyalty and retention strategies. It provides a channel to reward, engage, and incentivise customers, building loyalty through ongoing value and positive experiences.

This guide will examine the steps involved in building a successful loyalty programme. We'll also cover some must-have features for your programme and how to measure success.

1. Finalise Programme Design
2. Develop Technical Infrastructure
3. Create a Programme Marketing Plan
4. Set Up Analytics and Reporting
5. Train Staff
6. Integrate with Existing Systems
7. Conduct Internal Testing
8. Soft Launch
9. Final Pre-Launch Check
10. Full Programme Launch

Understanding Loyalty Programmes

Loyalty programmes have revolutionised retention strategies for businesses by prioritising the needs of their customers. An effective loyalty programme can help you build an army of devoted patrons and scale your business cost-effectively.

What is a Loyalty Programme?

A loyalty programme (or rewards programme) is a marketing tactic businesses use to reward customers by providing them with benefits, cashback, discounts, and other incentives to enhance their overall experience and promote customer loyalty.

Nevertheless, customer loyalty programmes are more than just another marketing tool. They are an effective way to build meaningful relationships with your customers. This often means meeting customer expectations, such as:

Extra Value:

Customers expect loyalty programmes to add value to everyday purchases. This could mean earning points they can exchange for discounts or other perks.

Relevant rewards:

Your rewards must be relevant to the target audience. Showing customers that you understand what satisfy their needs encourages them to stick around.

Flexible redemption options:

Offering relevance also means recognising that customer needs differ. Providing multiple redemption options gives customers more control—and, consequently, satisfaction—from their rewards. These include Card Linked Offers (CLO), Cashback, eGift and Promo Codes

Exclusivity:

Loyalty programmes spark FOMO (fear of missing out) among customers via member-only benefits. Whether it's early product access or unique experiential rewards, earning exclusive rewards creates an emotional connection with your brand.

Types of Loyalty Programmes

Modern loyalty programmes come in all shapes and sizes.
Each model takes a unique approach to meeting customer preferences.

The main types include:

Always On / Instant Reward Programmes

An instant rewards programme is where participants receive immediate benefits or incentives for their actions or purchases, rather than accumulating points over time. It involves providing instant gratification. Rewards can be redeemed instantly after signing up for the programme.

This programme is best suited for businesses with a subscription, membership or recurring revenue business model.

Points-based programmes:

In this model, customers earn points when they make purchases or complete specific actions—like making referrals. Points can be redeemed for rewards, discounts, or other benefits.

Rewarding shoppers with points for their spending that can be redeemed for discounts, exclusive offers, or other valuable perks.

Tiered programmes:

A tiered scheme introduces levels (tiers) customers progress through as they spend and engage with the programme and brand. Higher tiers offer better benefits and exclusive perks, encouraging customers to spend and engage more.

Airline frequent flyer programmes are a great example of this loyalty model.

Paid membership programmes:

As the name implies, customers get exclusive benefits and discounts by subscribing to a membership plan. Benefits often include early product access, free shipping, special pricing, and bundled partner packages.

Amazon's "Prime" membership programme is a popular example of a paid scheme.

Cash-back programmes:

Cash-back schemes return a percentage of customer purchases as cash or store credit. This straightforward reward system is well-suited for budget-conscious consumers. Rakuten's cash-back scheme uses this model to great effect.

Coalition programmes:

Multiple brands often form a coalition to offer customers a shared loyalty programme. Customers get access to a larger reward catalogue, enhancing programme value.

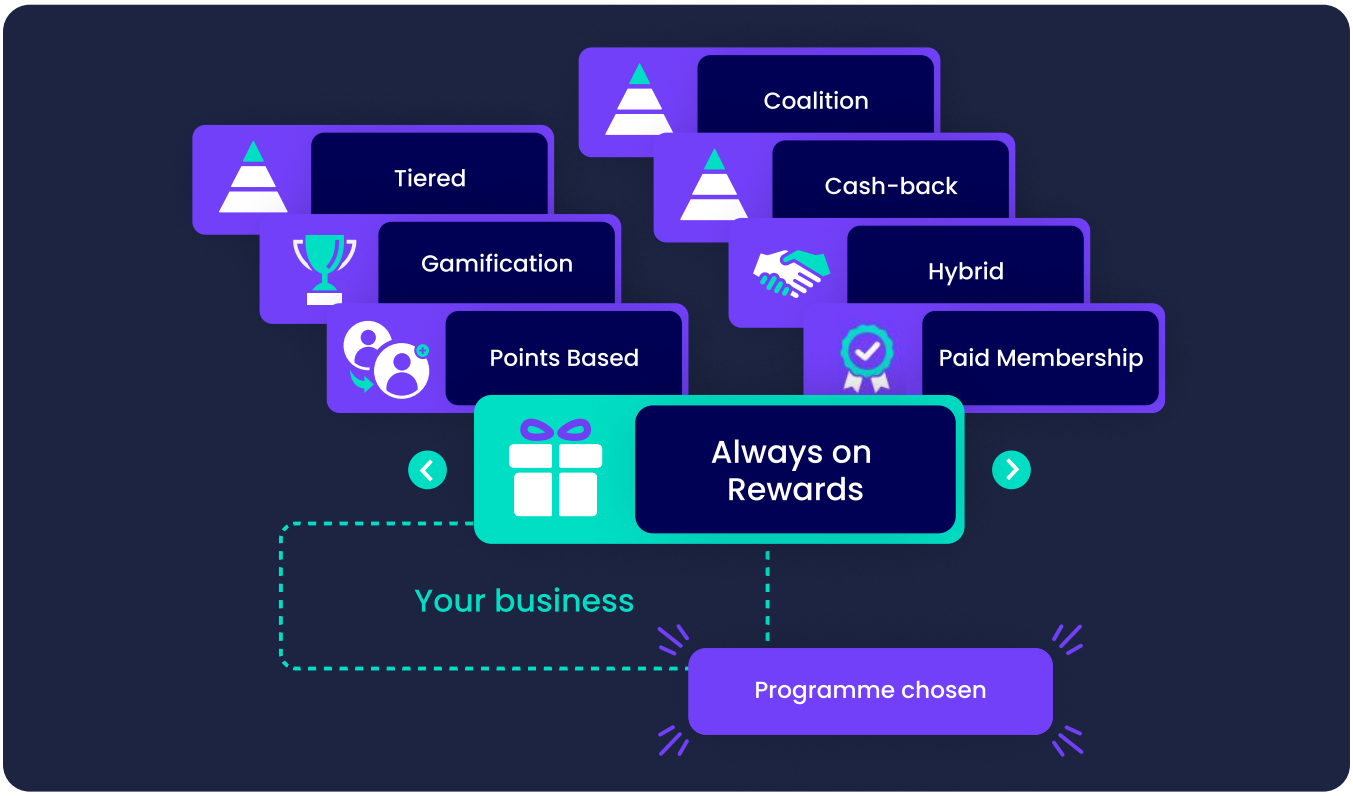
Gamification programmes:

Gamification elements like challenges, leaderboards and prize draws, drive engagement in loyalty programmes. Gamified schemes like Starbucks Rewards' Star Dash challenges show how much customers value memorable experiences. Gamification elements can actually feature across several loyalty programme types such as Always on and Tiered programmes.

Hybrid programmes:

The hybrid model combines elements of multiple programme types to meet specific business and customer needs. Nike's membership programme combines points earning, tiers, and experiential rewards for maximum impact.

Each programme type has its strengths and weaknesses. To make the right choice, you must consider your business goals, customer preferences, and operational capabilities.



Benefits of Loyalty Programmes

Besides nurturing loyalty, reward programmes have many other advantages for your business.

Competitive Advantage:
- Differentiates the brand in a crowded market.
- Creates switching costs for customers, reducing churn.

Increased Customer Retention:
- Encourages repeat purchases.
- Builds long-term relationships with customers.

Data Collection and Insights:
- Gather valuable customer data and purchasing patterns.
- Enables personalised marketing and product development.

Increased Sales and Revenue:
- Drives additional purchases through rewards and incentives.
- Encourages customers to reach spending thresholds for rewards.

Higher Customer Lifetime Value (CLV)
- Loyal customers tend to spend more over time.
- Increases average order value and purchase frequency.

Improved Customer Experience:
- Allows for personalised offers and communications.
- Enhances overall customer satisfaction.

Cost-Effective Marketing:
- Retaining existing customers is often cheaper than acquiring new ones.
- Loyal customers can become brand advocates, driving word-of-mouth marketing.

Here are some stats that back up these benefits:

- 72% of customers say loyalty programmes are important to relationships with businesses.
- Over 58% of internet users agree that earning rewards contributes to a satisfying customer experience.
- Loyalty programmes increase customer retention by as much as 84%.
- 75% of customers will stay loyal to businesses that invest in understanding them on a personal level.
- 64% of customers will increase their spending to accumulate more loyalty points.

Digital Loyalty & Reward Programme Components

Even though they're highly effective, loyalty programmes still require the right environment to succeed. Incorporating certain key elements ensures that your programme matches customer expectations and helps you achieve your business objectives.

While the features and components you take on will depend on your programme type and audience, here are some must-have items to add to your list.

Reward Engine & Partner Ecosystem

A loyalty programme can have several 'reward layers'

- Your own brand rewards - those incentives that are intrinsic to your brand e.g discounts on your own products or services
- Rewards offered by your own existing partner network
- 3rd party partner reward network
  - Offered by the loyalty solution provider to provide audience relevance
  - Loyalty platform integration to an affiliate network with a catalogue of advertiser brands willing to publish offers to your programme

Building a partner ecosystem involves forming alliances with other businesses with similar target audiences. Partnering with brands offering complementary products gives the potential to expand your reward catalogue to include partner offers, creating one-of-a-kind experiences.

Propello gives clients access to a rewards catalogue of over 1000 potential brand partners. This allows our clients to offer their customers valuable and relevant rewards from global brands.



AWIN

Our brand partner network takes the hard work out of building your own partnerships and helps reduce time to market for your programme.

Example of how Propello works with the Awin affiliate marketing network.

Seamless partner management

With a native Awin integration we take the hassle out of managing and publishing your partner offers. Simply select your desired partner offers from a ready enabled catalogue and where and how you'd like to promote them within your programme.

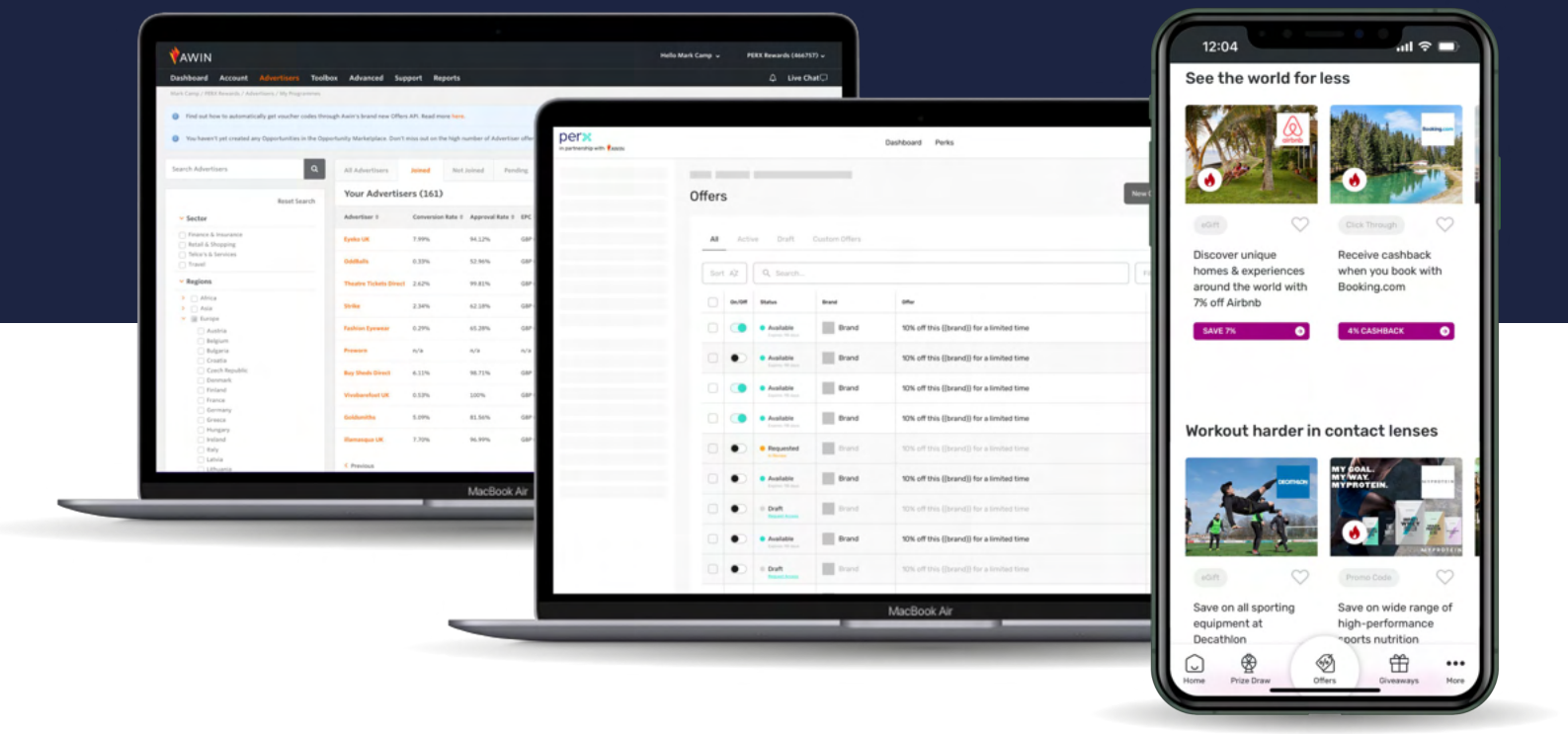
Direct access to thousands of brands

Through the Propello and Awin network you'll get direct access to thousands of more partners within a few clicks. Apply to join programmes within Awin. Once approved, your offers automatically port over into the Propello programme, published without any further admin burden.

Rotate partners and create engaging campaigns

Drive audience engagement by rotating partners or promoting key strategic alliances across a multitude of touchpoints within just a few clicks - or fully outsource everything to our experienced customer success team.

1. **Select your Partners**
2. **Publish**
3. **Activate & Promote**
4. **Optimise & Grow**



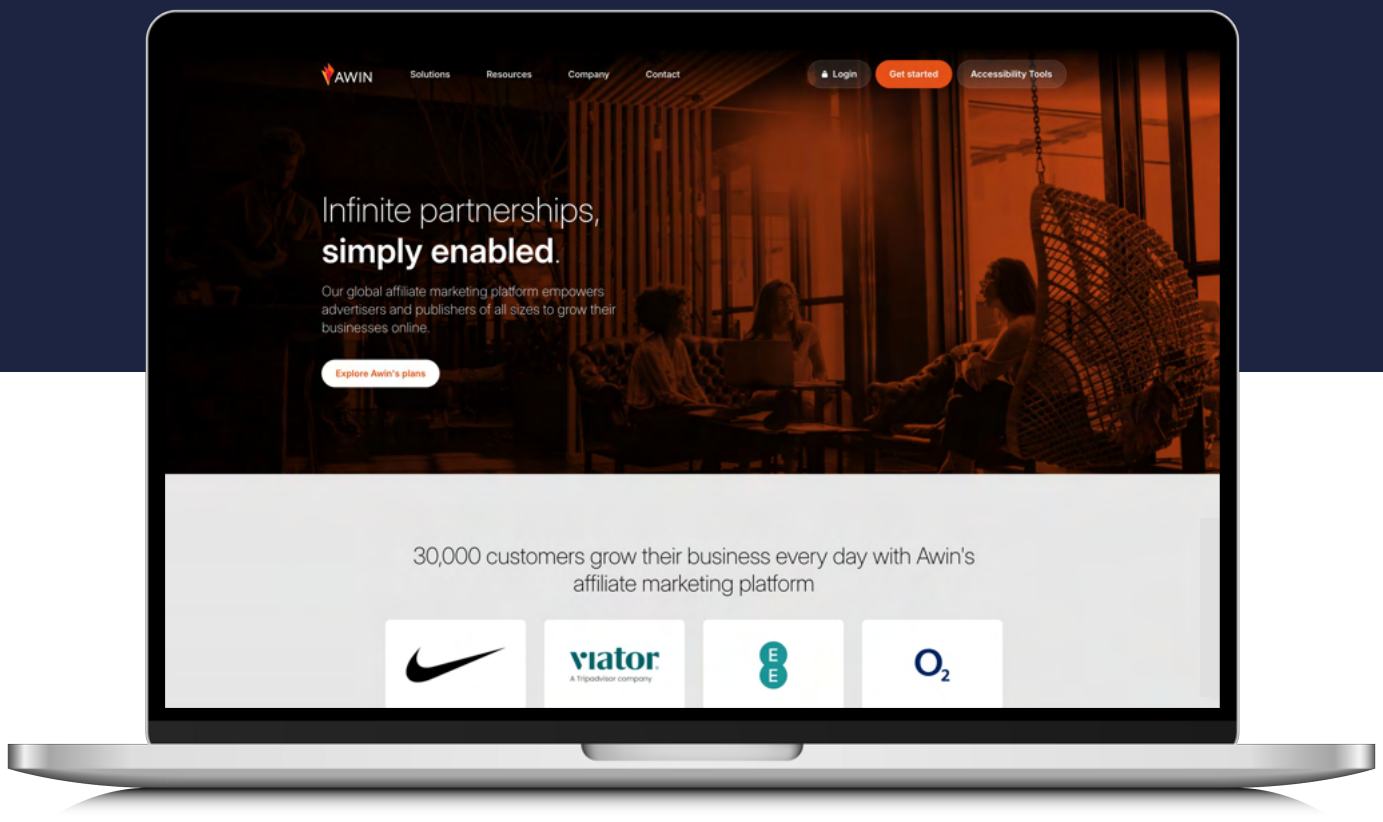


Lee Metters | Client Partner Brand Parnterships **Awin**

The beauty of the Awin and Propello partnership lies in its simplicity and efficiency. Brands can benefit from a library of offer imports from Awin's leading collection of advertiser clients. With Propello's streamlined campaign management, this collaboration enables brands to leverage our extensive advertiser network, seamlessly incorporating a diverse range of offers into the Propello reward platform. The outcome is a more compelling value proposition that enhances customer engagement and promotes long-term loyalty.

We've witnessed remarkable success across various industries, with brands reporting increased customer engagement, higher retention rates, and significant revenue growth. The flexibility of an Awin and Propello integrated reward programme caters to both established brands and growing businesses, ensuring that loyalty programmes remain a dynamic and effective tool in customer relationship management.

Our partnership with Propello creates new opportunities for brands to collaborate with complementary advertisers, expanding their reach and visibility across diverse customer segments. This synergy not only amplifies brand exposure but also serves as a catalyst for revenue growth.

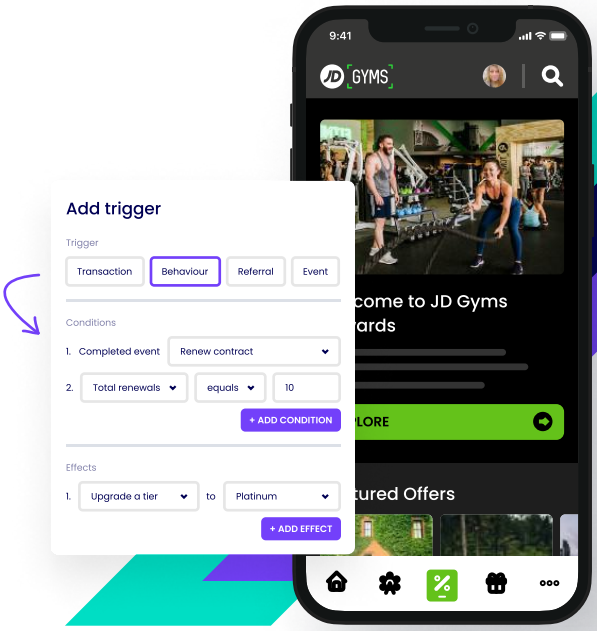


Reward Structure & Redemption Mechanisms

Create clear earning and redemption mechanisms.

Earning could be spend-based points, triggered rewards, or hybrid models. Redemption options range from exclusive discounts and products to experiential rewards.

Ensure your reward structure balances attainability with perceived value to maximise engagement. Customers want rewards worthy of the effort they put into earning them.



Personalisation

Analyse customer buyer behaviour and preferences in your CRM to inform your promotions and reward choices. Loyalty programme data, such as previous redemptions, provide insights for personalising the rewards experience. Set up triggers to motivate specific customer actions like contract renewals.

Omnichannel Approach

- Cross-channel consistency: Maintain uniform experience across in-store, online, and mobile
- Universal earning/redemption: Allow customers to interact with the programme regardless of channel
- Cohesive branding: Ensure consistent messaging and visual identity across all touchpoints

Allow customers to engage with the programme via their preferred channel—online, in-store, and mobile. Maintain a consistent customer experience across these channels. Cohesive branding means keeping messaging and visual identity consistent, no matter the touchpoint.

Data Analytics

Leverage data analytics to segment customers based on purchase value or buying preferences. Tracking their behaviour allows you to identify the most relevant rewards to offer them.

Applying predictive modelling to customer data helps you anticipate customer needs and optimise your targeting efforts.

Mobile First

Think mobile first when planning your programme. Mobile devices are everywhere, and you must meet your audience where they are. A mobile first programme offers a seamless customer rewards and loyalty experience which includes simple and smooth reward redemption, point balances, tier progression and easy programme access and management.

Offering easy access to programme information eliminates the guesswork, allowing users to focus on earning.

Gamification Elements

Leverage game-like elements to create memorable experiences. Challenges, like time-limited tasks and treasure hunts, create a sense of urgency and anticipation that boosts engagement.

A study found that gamifying marketing increased customer engagement by 60%.

Other Ideas Include:

- Introducing leaderboards, achievement levels, or progress bars to display visual progress.
- Adding milestones and badges to customer profiles to reward specific actions or offer special recognition.
- Creating prize draws to offer unexpected rewards.

Tiered Structure

Create multiple tiers (Platinum, Gold, Silver, and Bronze) with rewards that increase in value as customers rise through the ranks. Ensure that the advancement criteria are clear and the requirements are achievable. Having something to strive towards keeps customers locked in.

Customer Support

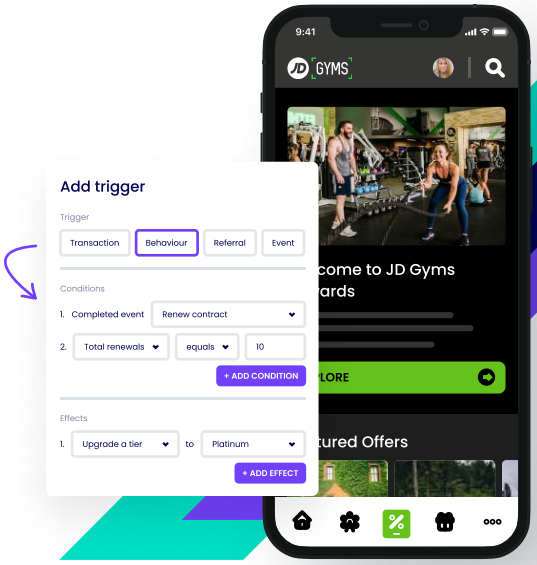
Offer specialised support for all programme-related queries. Create detailed self-help resources and an online community to help members resolve common issues. It's also worth having a strong online presence to offer dedicated assistance via your social profiles.

Feedback Mechanisms

Send out regular surveys to get more information on customer needs. Data analytics might reveal trends and patterns but surveys allow you to hear directly from customers. You'll learn how they feel about the programme, rewards, and the overall experience.

Use a mobile app or other improvement channels to collect customer opinions and suggestions. Adopt an adaptive approach and adjust the programme based on member input.

Designing Your Loyalty Programme



Your design strategy determines programme outcomes. Brands struggling with underperforming programmes are often guilty of underestimating the importance of the design stage.

Let's discuss some useful design tips for creating a successful loyalty programme.

Define Your Objectives

Clearly outline the primary goals of your loyalty programme, such as increasing customer retention, boosting sales, or enhancing brand loyalty.

Set specific, measurable targets that align with these objectives, such as "increase repeat purchase rate by 20% within 6 months." Ensure these goals match your overall business strategy to create a cohesive approach to customer engagement.

Know Your Audience

Study your customer base, examining demographics, purchasing patterns, and preferences. Use surveys, focus groups, and data analytics to gain deeper insights into what motivates your customers to buy and remain loyal.

This understanding will be crucial in designing a programme that resonates with your target audience and meets their needs and desires.

Choose the Programme Type

Pick a loyalty programme structure that fits your business model and customer preferences. Options include points-based systems, tiered programmes, cashback offers, or hybrid models combining multiple elements.

Consider the complexity of implementation, ease of understanding for customers, and alignment with your brand identity when making this decision. Your choice significantly impacts customer engagement and success.

Integrate referrals

Integrating a referral scheme amplifies the reach and impact of your loyalty programme. Encourage existing programme members to refer friends and family by offering exciting rewards.

People trust word-of mouth far more than most marketing channels. That trust delivers a host of commercial benefits:

- Reports suggest that referral programmes can help grow revenue 86% faster.
- Referral leads have a higher conversion rate (30%) and lifetime value (16%) than leads acquired via other marketing channels.
- 60% of marketers also say that referrals generate a high volume of leads.
- Over 50% of consumers will recommend others for a reward, recognition, or exclusive loyalty programme membership.

Set Programme Rules

Establish clear, concise, and fair terms and conditions for your loyalty programme. Determine policies for point expiration, if applicable, ensuring a balance between encouraging regular engagement and avoiding customer frustration.

Create comprehensive guidelines for earning and redeeming rewards, ensuring they are easy to understand and follow. Clear rules help prevent misunderstandings and ensure smooth programme operation.

Plan the Technology Infrastructure

Decide whether to build your loyalty platform in-house or use a third-party solution, considering factors such as:

- Cost
- Customisation Needs
- Technical Expertise

Ensure that your choice can seamlessly integrate with existing systems such as point of sale (POS) and customer relationship management (CRM) to provide a unified customer experience.

Going with a third-party loyalty solution supports future scalability and potential enhancements to accommodate growth and evolving business needs.

Simplify Onboarding and the User Experience

Develop a clear, streamlined onboarding process that quickly demonstrates the programme's value to new members. Implement easy-to-understand progress tracking features that keep members engaged and motivated to participate in the programme actively.

Develop a Marketing Strategy

Plan a comprehensive launch campaign that creates buzz and excitement around your new loyalty programme, utilising multiple channels to reach your target audience.

Create ongoing promotional materials that keep members engaged and informed about programme benefits, special offers, and new features. Design specific strategies to re-engage inactive members, such as personalised win-back campaigns or special incentives to encourage renewed participation in the programme.

Prepare Analytics & Reporting

Define key performance indicators (KPIs) that align with your programme objectives, such as:

- Member Acquisition Rate
- Redemption Rate
- Customer Lifetime Value

Implement robust tracking tools that can accurately measure these KPIs and provide real-time data on programme performance. Create a schedule for regular reporting, ensuring that stakeholders receive timely insights to inform decision-making and strategy adjustments.

Consider Legal and Compliance Issues

Ensure your loyalty programme adheres to all relevant data protection laws, particularly regarding the collection, storage, and use of customer data. Review industry-specific regulations that may impact loyalty programmes in your sector, such as financial services or healthcare.

Consult with legal experts to navigate complex regulatory landscapes and ensure your programme is fully compliant, protecting both your business and your customers.

Pilot Test

Consider a soft launch with a select group of customers to test the programme in a controlled environment. This phase will help you gather initial feedback on the user experience, reward structure, and overall programme appeal.

Conducting thorough testing of all technical systems, including point accrual, redemption processes, and data tracking, will reveal any issues before the full launch.



10-Step Process to Loyalty Programme Implementation and Launch

Launching your programme requires the same level of planning and preparation as the design stage. It's not uncommon for a programme to fail at the implementation stage. You want to do everything you can to ensure that yours doesn't fall into this category.

Here is a 10-step implementation plan to get your programme up and running. Again, this process might differ based on your specific needs, but this list covers the essentials for a successful launch.

1. Finalise Programme Design

Conduct a comprehensive review of all programme elements, ensuring every aspect aligns with your initial objectives and design principles. Verify that the programme structure, rewards, and user experience correspond with your business goals and brand identity.

Secure final approval from key stakeholders, including executives, marketing, IT, and finance teams, to ensure organisation-wide support and alignment before implementation.

2. Develop Technical Infrastructure

Build or integrate your chosen loyalty platform, whether a custom-built system or a third-party loyalty solution. Set up robust data collection and storage systems that can handle large volumes of customer information securely and efficiently.

Implement stringent security measures to protect sensitive customer data, including encryption, access controls, and regular security audits, to maintain the integrity and trustworthiness of your programme.

3. Create a Programme Marketing Plan

Create a comprehensive multi-channel marketing plan to generate excitement and awareness about your new loyalty programme. Prepare compelling launch announcements tailored for various platforms, including social media, email, and your website.

Design eye-catching promotional materials for in-store, online, and email channels that effectively communicate the programme's benefits and encourage sign-ups.

Produce engaging member communications, including welcome emails, reward notifications, and programme updates, that reflect your brand voice and effectively convey programme information

4. Set Up Analytics and Reporting

Implement tracking mechanisms for your defined key performance indicators (KPIs) to measure programme success accurately. Create intuitive dashboards that provide real-time monitoring of crucial metrics, allowing for quick insights and decision-making.

Establish regular reporting schedules to keep all stakeholders informed about programme performance, trends, and areas for improvement.

5. Train Staff

Provide comprehensive education to all staff members on the details of the loyalty programme, including its benefits, rules, and operational procedures.

Prepare your customer service team by equipping them with the knowledge and tools to promote the programme efficiently. Ensure all departments understand their role in the programme's success, facilitating a company-wide commitment to its implementation and ongoing management.

6. Integrate with Existing Systems

Connect your loyalty programme with existing POS systems to enable real-time point accrual and redemption. Integrate with your CRM and marketing automation tools to leverage customer data for personalised experiences.

Ensure smooth data flow between all systems to maintain consistency and provide a unified customer experience across all touchpoints.

7. Conduct Internal Testing

Perform rigorous testing of all programme functions, including point accrual, redemption processes, and user interfaces. Run simulations of various customer journeys to identify any pain points or areas for improvement in the user experience. Identify and fix any technical issues, bugs, or glitches before launching to ensure a smooth and positive experience for your members.

8. Soft Launch

Roll out your programme to a limited audience, such as your best customers or a select group of early adopters. Use this phase to gather valuable feedback on the programme's functionality, appeal, and user experience.

Test the system's load capacity and performance under real-world conditions, making necessary adjustments before the full launch.

9. Final Pre-Launch Check

Conduct a thorough review of all systems and processes to ensure everything works as intended. Hold a final stakeholder meeting to address any last-minute concerns and confirm readiness for launch.

Prepare contingency plans for potential issues during the launch, ensuring you're ready to respond quickly to any challenges.

10. Full Programme Launch

Activate all planned marketing channels to announce your loyalty programme to your customer base. Begin the customer enrollment process, ensuring a smooth and engaging onboarding experience.

Monitor all systems closely for any issues or unexpected behaviour, ready to implement your contingency plans if needed. Celebrate this milestone while remaining vigilant and responsive to early member feedback and performance data.

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Measuring Success and Optimising Your Programme

The work doesn't end after implementation. Your loyalty programme needs continuous optimisation to hit your targets.

Review Key Performance Indicators (KPIs)

Regularly reviewing your loyalty programme's KPIs is crucial for understanding its performance and identifying areas for improvement. Here's a detailed look at key metrics to monitor:

- **Member acquisition rates**

  Track how many new members join your programme over time. Look for trends in sign-up rates and correlate them with marketing efforts or programme changes.

  A healthy acquisition rate indicates your programme's appeal and the effectiveness of your promotional strategies. If rates decline, it may signal a need to refresh your value proposition or boost awareness.

- **Customer retention and churn rates**

  Measure how well your programme retains members and identify any concerning churn patterns. Calculate the percentage of active members who remain engaged over specific periods.

  High retention rates suggest your programme is successfully fostering loyalty, while increased churn may indicate dissatisfaction or a lack of perceived value. Analyse the reasons for churn to address underlying issues.

- **Average order value and purchase frequency**

  Assess how your programme influences customer spending behaviour. Compare the average order value and purchase frequency of programme members against non-members.

  Look for increases in these metrics over time, which would indicate that your programme is successfully encouraging more frequent and higher-value purchases. If these metrics stagnate or decline, consider adjusting your reward structure or communication strategy.

- **Redemption rates and types of rewards chosen**

  Monitor how often members redeem their points or rewards, and which rewards are most popular. A healthy redemption rate suggests members find value in your offerings, while low rates might indicate rewards are too difficult to attain or unappealing.

  Analyse which rewards are redeemed most frequently to optimise your reward catalogue and ensure you're offering incentives that truly motivate your members.

- **Engagement levels**

  Evaluate how actively members interact with your programme through metrics like app usage, point-earning activities, and response to programme communications.

  High engagement levels indicate that members find the programme valuable and easy to use. Look for patterns in engagement across different customer segments and touchpoints. If engagement is low, consider simplifying programme mechanics, improving the user experience, or launching targeted activation campaigns.

Measuring programme performance to optimise your strategy goes beyond just tracking KPIs. The following measures will give you a more comprehensive view of programme performance and inform optimisations.

Analyse Financial Impact

Calculate the return on investment (ROI) of your loyalty programme to ensure it's delivering value to your business. Evaluate the programme's impact on overall revenue to justify its continuation and potential expansion.

Assess changes in Customer Lifetime Value (CLV) to understand how the programme affects long-term customer relationships. Carefully monitor the cost of rewards and programme administration to maintain profitability and efficiency.

Segment Analysis

Calculate the return on investment (ROI) of your loyalty programme to ensure it's delivering value to your business. Evaluate the programme's impact on overall revenue to justify its continuation and potential expansion.

Assess changes in Customer Lifetime Value (CLV) to understand how the programme affects long-term customer relationships. Carefully monitor the cost of rewards and programme administration to maintain profitability and efficiency.

Competitive Benchmarking

Regularly compare your programme's features and performance to those of competitors to ensure you're staying competitive in the market. Stay informed about industry trends and innovations to identify opportunities for differentiation and improvement in your programme.

Identify Areas for Improvement

Pinpoint underperforming aspects of the programme, such as low engagement rates or unpopular rewards. Recognise opportunities for enhanced personalisation to increase relevance and engagement. Identify technical issues or user experience problems that may be hindering programme success.

Implement Optimisations

Adjust reward structures based on redemption data to ensure you're offering incentives that truly motivate your members. Refine targeting and personalisation algorithms to deliver more relevant experiences.

Enhance the user interface based on usage patterns to improve ease of use and engagement. Update programme rules or terms as needed to address any issues or capitalise on new opportunities.

Continuous Learning and Adaptation

Stay informed about evolving customer preferences through ongoing research and analysis. Adapt to changes in technology and data capabilities to keep your programme cutting-edge. Regularly review and update programme goals to ensure alignment with changing business objectives and market conditions.

Checklist

Project Management

- [ ] Digital Integration
- [ ] Reward Structure
- [ ] Personalisation
- [ ] Omnichannel Approach
- [ ] Data Analytics
- [ ] User-Friendly Interface
- [ ] Gamification Elements
- [ ] Social Integration
- [ ] Tiered Structure
- [ ] Customer Support
- [ ] Partner Ecosystem
- [ ] Feedback Mechanisms

Designing Your Loyalty Programme

- [ ] Define Your Objectives
- [ ] Know Your Audience
- [ ] Choose the Programme Type
- [ ] Integrate Referrals
- [ ] Set Programme Rules
- [ ] Plan the Technology Infrastructure
- [ ] Simplify Onboarding and the User Experience
- [ ] Develop a Marketing Strategy
- [ ] Set Up Analytics and Reporting
- [ ] Consider Legal and Compliance Issues
- [ ] Pilot Test

10-Step Process to Loyalty Programme Implementation and Launch

- [ ] Finalise Programme Design
- [ ] Develop Technical Infrastructure
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- [ ] Final Pre-Launch Check
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Measuring Success and Optimising Your Programme

- [ ] Review Key Performance Indicators (KPIs)
- [ ] Analyse Financial Impact
- [ ] Segment Analysis
- [ ] Competitive Benchmarking
- [ ] Identify Areas for Improvement
- [ ] Implement Optimisations
- [ ] Continuous Learning and Adaptation

Loyalty Programme Examples

When building a modern loyalty programme, it's valuable to learn from existing successful programmes. Here are a few notable examples and the lessons they provide:

JD Gyms PLUS+

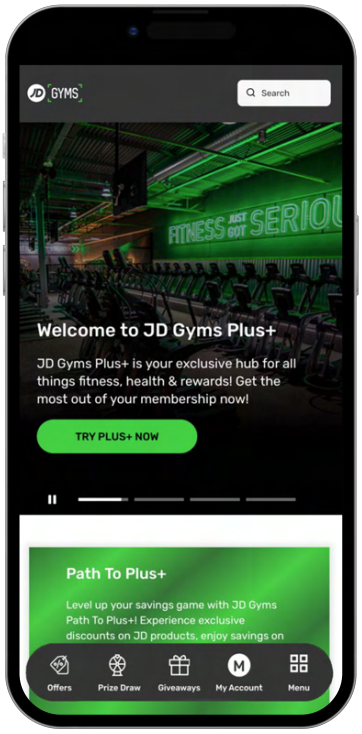
JD Gyms offers a tiered membership programme, JD Gyms PLUS+, designed to incentivise loyalty and provide enhanced benefits to members.

Key Elements

- Tiered Memberships: Three tiers (£24.99, £29.99, and £35 per month) offer varying levels of access to gyms across the UK.
- Upgrade Flexibility: Members can easily upgrade to access more locations.
- Exclusive Access: Higher tiers grant access to additional facilities.

Lessons Learned:

- Flexibility in tier choices allows members to select plans that best fit their needs.
- Encouraging loyalty via increased benefits at higher tiers encourages long-term membership and regular gym use.



HelloFresh

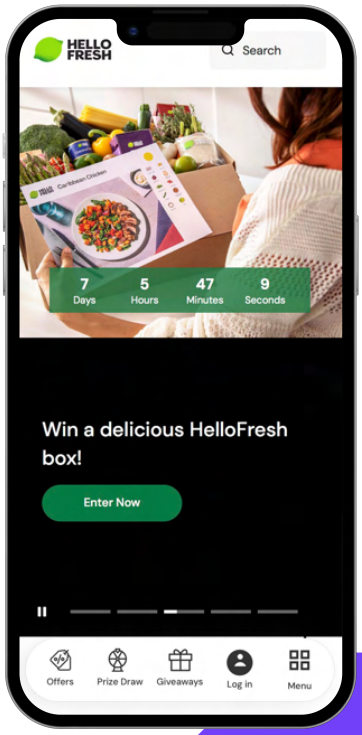
HelloFresh leverages a comprehensive loyalty programme to enhance customer retention and encourage consistent use of their meal kit delivery service.

Key Elements

- Instant Rewards: Customers earn rewards immediately with purchases.
- Referral Programme: Discounts are offered for referring new customers.
- Seasonal Promotions: Regular promotions and discounts to keep customers engaged.

Lessons Learned:

- Immediate gratification through instant (always-on) rewards drives frequent engagement and satisfaction.
- Referral programmes effectively expand the customer base through word-of-mouth marketing.



ISM (International Society of Musicians)

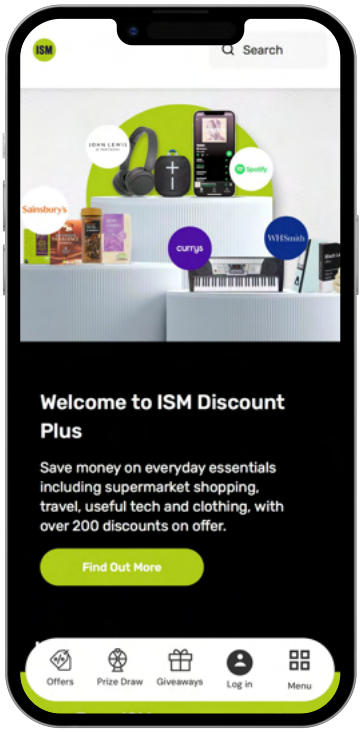
ISM offers a loyalty programme (ISM Discount+) that provides discounts and referral benefits to its members, enhancing the value of membership.

Key Elements

- Discounts Plus: Members receive discounts on various products and services related to their professional needs.
- Refer-a-Friend: Members earn rewards for referring new members.

Lessons Learned:

- Offering discounts on relevant services adds significant value to professional memberships.
- Referral programmes foster a sense of community and mutual benefit among members.



Money Expert Rewards

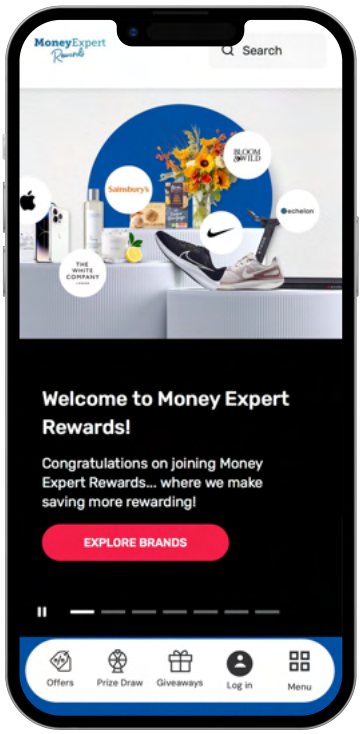
Money Expert's "MEX Rewards" programme provides rewards for using its financial comparison and advisory services, aiming to retain clients and encourage more frequent use of its offerings.

Key Elements

- Rewards System: Clients earn points for engaging with Money Expert's services.
- Exclusive Access: Loyal clients receive access to premium financial tools and advice.
- Personalised Consultations: High-value clients get personalised financial planning sessions.

Lessons Learned:

- Rewarding clients for regular engagement encourages consistent use of services.
- Offering premium content and personalised services enhances client satisfaction and loyalty.



These case studies demonstrate diverse approaches to loyalty programmes, highlighting the importance of customisation, flexibility, and value addition in enhancing customer retention and satisfaction.

Each programme is tailored to the specific needs of the business and its customers. This showcases the versatility of loyalty strategies across different industries.

Secure Brand Loyalty With Propello

Remember, the key to a successful loyalty programme lies in continuous refinement and adaptation to your customers' evolving needs. With the right tools, you'll create a loyalty programme that retains customers and turns them into passionate brand advocates. Embracing Propello's white-label loyalty solution offers significant advantages for swiftly and effectively deploying a modern loyalty programme. This approach allows you to launch a feature-rich loyalty initiative without the need for extensive coding.

With comprehensive data tracking and analytics at your fingertips, you'll gain deep insights into customer behaviours and preferences, enabling continuous optimisation of your loyalty strategies. You'll also have access to a vast network of global brand rewards. This means offering attractive incentives, enhancing your overall value proposition, and creating stronger brand loyalty. Our white-label solution allows you to focus on your core business activities while delivering exceptional loyalty experiences that meet the high expectations of modern consumers.

Download the Template here >

Contact us today for a quick 20 minute demo

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