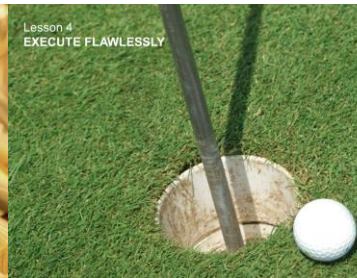
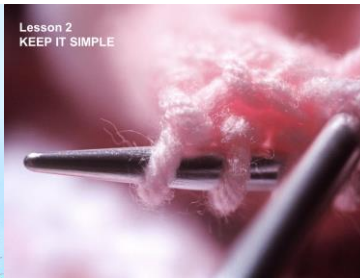


TEN LESSONS IN LOYALTY

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TEN LESSONS IN LOYALTY



Lesson 1

STAND BY YOUR BRAND

CHALLENGE

A coalition loyalty brand is an especially delicate creature; it must be strong enough to resonate with consumers, but must not overshadow the brands of its coalition partners

SOLUTION

Be ever vigilant against brand complacency

Build a brand with legs that enables you to evolve with your customers

Leverage every customer touchpoint – don't skimp on communications

Lesson 2

KEEP IT SIMPLE

CHALLENGE

Consumers can perceive a coalition programme as naturally complex

SOLUTION

Consistent, simple proposition

Treat every day as if it was your first

Over- rather than under-communicate

Lesson 3

CHOOSE FRIENDS WISELY

CHALLENGE

Creating a coalition based on common interests, goals and a shared commitment to the future

SOLUTION

Complementary partnership

Plan for the long term

Jointly define success

Lesson 4

EXECUTE FLAWLESSLY

CHALLENGE

Getting a great idea to market fast, without operational perfection or imperfection killing it

SOLUTION

Expect the unexpected

But at the same time, prepare for the best case scenario as well!

Empower your team to solve problems in real time



Lesson 5

BE TRUSTWORTHY

CHALLENGE

Ensuring your customers trust you to manage and use their personal information appropriately and fairly

SOLUTION

Place clear and simple data values at the heart of your business

Transparent
Added Value
Control
Trust

Lesson 6

MARKET SMARTER

CHALLENGE

Getting cut through with your marketing, whilst working with tighter budgets and savvier consumers

SOLUTION

Reward the behaviour you seek

Become more customer relevant and differentiated

Improve the customer experience



Lesson 7

HARNESS INSIGHT

CHALLENGE

Making the most of the information you have on your customers when both the number of datapoints you hold and customer expectations are growing exponentially

SOLUTION

Identify true customer insight

Trust the data

Focus on long term customer value

Connect the dots

Lesson 8

DELIVER TANGIBLE VALUE



CHALLENGE

Ensuring that collectors attain real value from the currency they've been collecting

SOLUTION

Recognise that there are differing needs

Savers and spenders

Rewards that reflect those needs

Consistent and attainable
earn and burn rates



Lesson 9

INNOVATE OR DIE

CHALLENGE

Keeping up with technology or customer expectations in today's fast paced, saturated world

SOLUTION

Don't be afraid to test and learn

Innovate with your friends

Lesson 10

IMAGINE TOMORROW

CHALLENGE

Being distracted from our core business by the latest and greatest innovation

SOLUTION

Remain true to the loyalty principles

Embrace marketing evolution in social and mobile

Continue to build trusted customer relationships



Putting it into practice

EBAY AND NECTAR

Step forward
in digital
profile of
Nectar brand

Simple
proposition,
underpinned
by real
insight

Smart
marketing,
well
executed



THANK YOU
