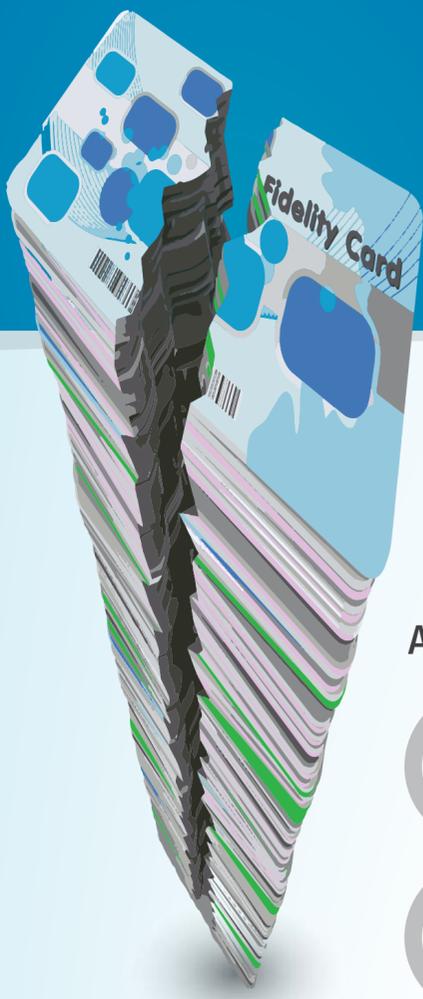


Reinventing Loyalty Programs for the Digital Age



Loyalty programs are meant to engage, but they're not

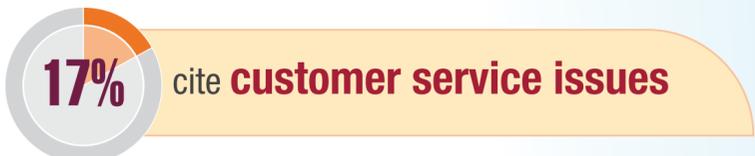
Active participation rates are low:



Social media sentiment on loyalty programs reveals strong dissatisfaction:

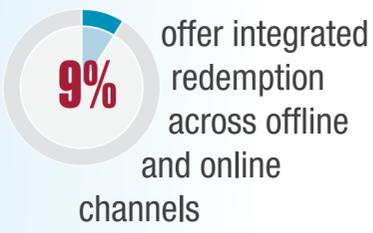


The negative social media sentiment can be attributed to specific reasons



Loyalty programs have not evolved with the digital age

Cross-channel redemption



Personalization of loyalty programs



Engaging the customer



The leaders have done it right, others need to follow suit

Starbucks “My Starbucks Rewards”



Loyalty program **seamlessly enmeshed** within mobile app
Hugely successful, with **8 million** active members³

Air Canada “Earn Your Wings”



Employs **gamification techniques** by awarding badges to flyers that are redeemable in air-miles
Reported an ROI of **560%**⁵

02 “Priority Moments”



Provides **targeted, location-based** offers
Became **fastest growing program** in the UK within 18 months of launch⁴

Walgreens “Balance Rewards”



Mobile app connects with **digital health tracking devices**
Members awarded points whenever they engage in a healthy activity⁶

¹Loyalty.com, “The 2013 COLLOQUY Loyalty Census”, 2013
²Maritz Loyalty, “THE 2013 MARITZ LOYALTY REPORT”, May 2013
³Starbucks 2014 Investor Day, Presentation by Adam Brotman, Chief Digital Officer
⁴TheGuardian.com, “The mobile revolution is here – are you ready?”, 2014
⁵Spafax.com, “Air Canada Earn Your Wings Wins COLLOQUY Recognizes Award”, June 2014
⁶Walgreens.com, “Balance Rewards for healthy choices™”

*Some companies reward customers for participating in online games, as a way to enhance engagement with the brand
Source: Research and Social Media Scan Conducted by Capgemini Consulting

Reach out: Interested in reading the full report?
Head to <http://www.capgemini-consulting.com/Reinventing-Loyalty-Programs>
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