MARKETERS ARE LEAVING LOYALTY ON THE TABLE: PERSONALIZATION AND CUSTOMER EXPERIENCE DRIVE SATISFACTION DIVIDENDS

Percent of Members Satisfied with Program is 8X higher among those who are very satisfied with level of personalization (vs. Members who are very dissatisfied)

higher among Members whose program representatives make them feel special and recognized

higher when program experience is consistent across touch points

THE CONSUMER HAS SPOKEN: THE 2016 LEADERS IN LOYALTY (SELECT TOP PROGRAMS BY SECTOR)

DRUG STORE & GROCERY

GAS & CONVENIENCE

DINING

RETAIL, OTHER

HEALTH & BEAUTY

TRAVEL HOSPITALITY

TRAVEL AIRLINE

CPG

COALITION

THE PROGRAM PAYOFF: PROGRAMS INFLUENCE POSITIVE CONSUMER BEHAVIORS AND RELATIONSHIPS

“PROGRAMS MAKE ME MORE LIKELY TO CONTINUE DOING BUSINESS WITH BRANDS”

“PROGRAMS ARE PART OF MY RELATIONSHIP WITH BRANDS”

“I AM MORE LIKELY TO RECOMMEND BRANDS WITH GOOD LOYALTY PROGRAMS”

CONSUMERS ARE WILLING TO CHANGE BEHAVIORS

92% of USA consumers are influenced by a rewards program to make a purchase.

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THE 2016 BOND LOYALTY REPORT

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