



LOYALTY - What Next

3radical

93%

of Brits have at some point **SIGNED UP** to a brands loyalty scheme



75%

are **ACTIVE** for more than 12 months



If they like a scheme



This is **GREAT NEWS** if you are one of those popular schemes
But too many other schemes struggle to sustain consumer interest

61% only **USE** one or two schemes on a regular basis

So WHAT do **CONSUMERS WANT** from brands in **exchange** for their continued **LOYALTY**?

59%

would like to earn rewards for activities leading up to purchase like -

- ✓ Researching the brands products
- ✓ Providing personal information to help brands be more relevant

76%

would like rewards to be more relevant to them as an individual



To **STAND OUT** from the crowd brands must

- 1** Develop a personalised, interactive experience to grab consumers attention and create a bigger impact

 - Present consumers with frequent challenges that are enjoyable
 - Research the brand
 - Visit outlets
 - Answer quizzes
 - Try a product or service

.....as consumers switch to 'active mode' they become more receptive
- 2** Reward every brand interaction instantly & cost effectively.....

 - Virtual badges
 - Unlocking of features or unique content
 - Entries into prize draws
 - Competitions with leader boards

.....only offer monetary rewards for corresponding value (purchase)
- 3** Create compelling ways to collect rich demographic data and leverage the segmentation data you already have

 - Interactive quizzes
 - Purchase history
 - Outcome data

.....learn from every interaction, so that you can deliver appropriate challenges and timely rewards
- 4** Sustain interest over time - get them to perform a fun task every day.....

 - Share brand generated content
 - Share a photo
 - Visit a location to progress
 - Take a profiling quiz

.....to keep your brand in mind, so they turn to you when ready to buy
- 5** Leverage mobile to overlay a rich layer of contextual data and to encourage location based interactions:

 - Scan a QR code, barcode
 - Show a voucher to a retailer
 - Receive a location based offer

.....collecting and analysing mobile data helps to build more accurate Consumer profiles
- 6** Ensure you extend a 'Challenge & Reward' approach to your existing loyalty scheme

 - Make participants feel special with the occasional surprise
 - Personalise every communication
 - Streamline the experience - remove friction
 - Give them convenience, entertainment and status

..... friends believe friends
- 7** Encourage and reward consumers for advocating your 'unique customer experience'

 - Like and follow on Facebook and twitter
 - Member get member acquisition
 - Recommending a product or service
- 8** But remember to also

The **EMOTIONAL CONNECTION** created by regular, relevant, valuable interaction sets a brand apart.

ABOUT 3radical

Organisations today are increasingly competing on the experience they deliver to their customers.

- To win, they must find new ways of engaging:
- their employees - giving them the information, tools and networks they need to be engaged and effective
- their consumers - getting and keeping their attention over time

3radical has developed a software platform, Voco, which comes with a set of built-in best practices to promote relevant behaviours and achieve exceptional engagement with these audiences.

Voco enables business users to create personalised and interactive experiences in a real-time environment by delivering informative, relevant, and interesting content using a cross-channel approach via existing digital channels such as web, email, mobile app, social and chat.

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