

7 REASONS WHY

YOU SHOULD CONSIDER GETTING A LOYALTY PROGRAM

According to a 2020 study by Harvard Business School, a **5% increase in customer retention increases profits by 25% to 95%**. The best way to retain customers is by implementing a loyalty program or revamping your existing one to perfectly fit your consumers' needs and expectations (1).

#1

RETAIN YOUR CUSTOMERS

The primary goal behind investing in a loyalty program is retaining customers by rewarding them for their loyalty and engaging with them in a personalized way.

According to Forbes, your chances of **selling to a new customer are just between 5% and 20%, whereas it rises to 60% to 70% for existing clients.** (2)



#2

GET A POWERFUL COMMUNICATION CHANNEL

Your loyalty program serves as a direct communication channel with your customers.

You can communicate with your members through SMS, push notifications, emails, in-app messages or survey, and better understand their expectations to satisfy them perfectly.

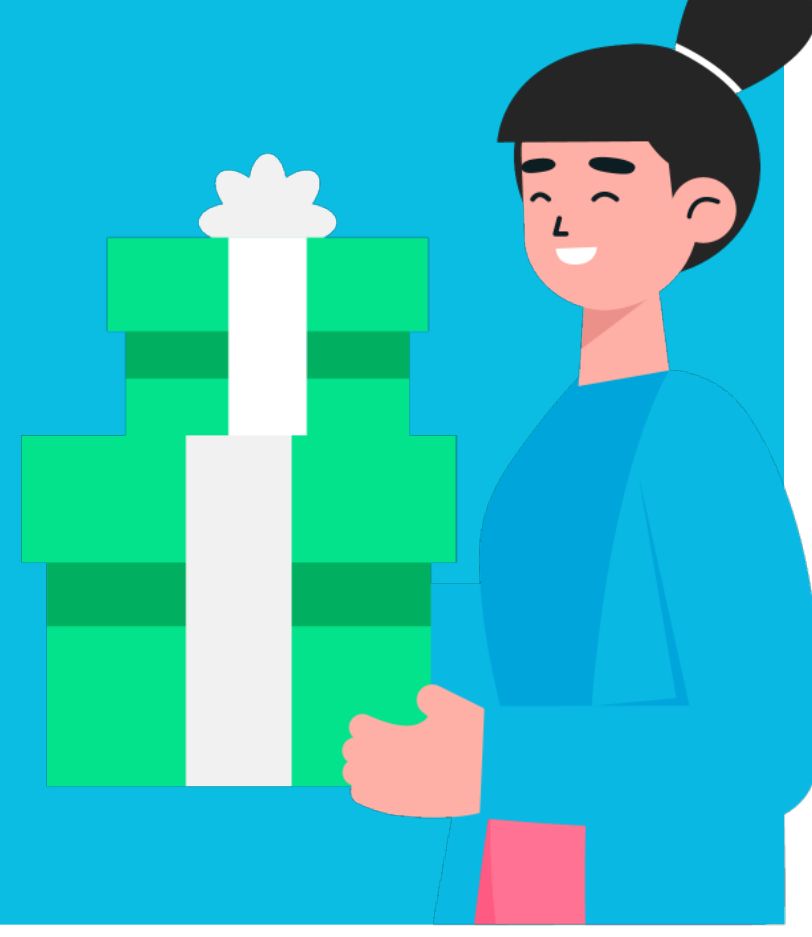


#3

CREATE EMOTIONAL CONNECTION TO YOUR BRAND

According to Hubspot, customers with an emotional connection to a brand have a **customer lifetime value 4x higher than the average customer** (3).

A loyalty program is your best ally to build a wow customer satisfaction and add fun & emotion to your guests' interactions.



#4

REWARD YOUR CUSTOMERS FOR THEIR LOYALTY

There is nothing more exciting than getting rewarded from your favourite stores! This keeps your customers coming back for more - and turn them into brand ambassadors.



#5

GET INSIGHTFUL FEEDBACK

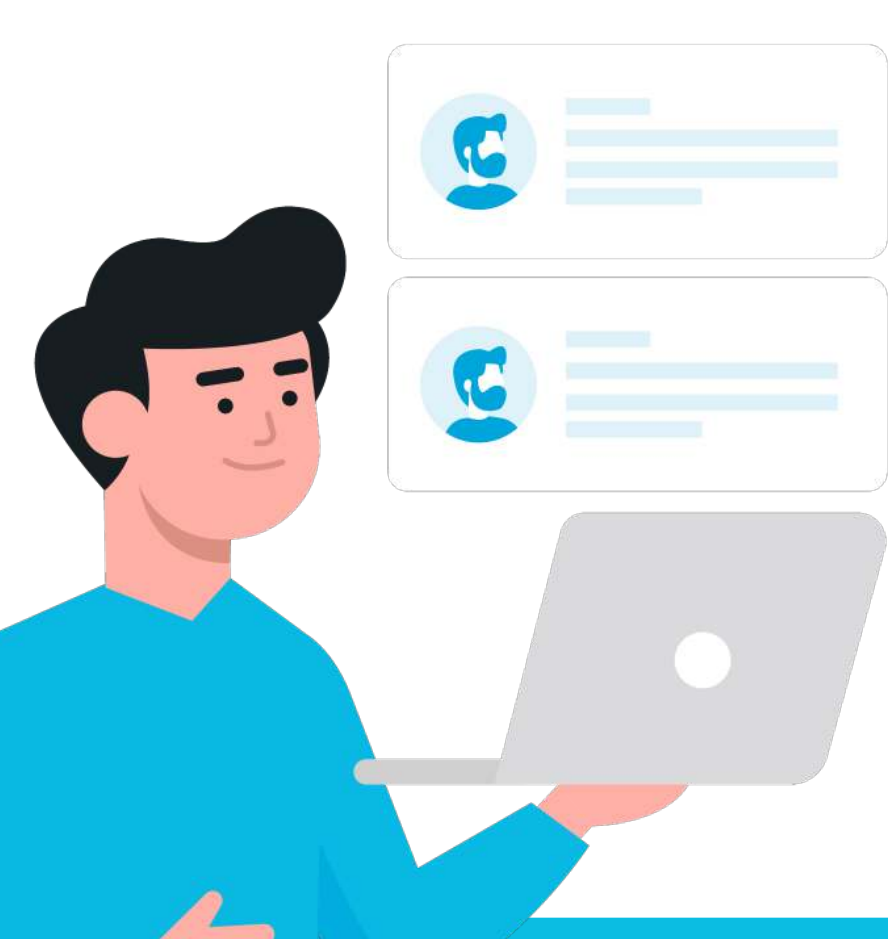
Now that you have a direct communication channel with your customers, gain valuable insights from them with feedback forms, surveys and in-app ratings & reviews. Feedback are key to stay aware of your clients' expectations, to improve your service and offer, and always compete with the best.



#6

ACCESS VALUABLE DATA & ACTIONABLE INSIGHTS

Having full access and control over your customers' data is critical, especially when sending customized rewards, location-based offers and generating hyper personalized marketing campaigns.



#7

GAIN NEW CUSTOMERS

Thanks to enticing rewards and offers, loyalty programs help your business gain new loyal customers.

**Amazon** is one of the most successful use cases: their Prime loyalty is doing tremendously well to the point that a special season just for the members is now an e-commerce holiday!



Sources:

(1) <https://hbr.org/2014/10/the-value-of-keeping-the-right-customers>

(2) <https://www.forbes.com/sites/blakemorgan/2019/09/24/50-stats-that-prove-the-value-of-customer-experience/?sh=27c6928e4ef2>

(3) <https://www.google.com/search?q=According+to+HubSpot%2C+customers+with+an+emotional+connection+to+a+brand+have+a+customer+lifetime+value+that%27s+4x+higher+than+the+average+customer&og=According+to+HubSpot%2C+customers+with+an+emotional+connection+to+a+brand+have+a+customer+lifetime+value+that%27s+4x+higher+than+the+average+customer&qq=chrome..69157.298j0j4&sourceid=chrome&ie=UTF-8>