

CASE STUDY

Multi-channel retailer loyalty

We designed a retailer's customer experience with **a new loyalty program**

CUSTOMER LOYALTY

- Have we segmented correctly?
- Who are our priority segments?
- What do they want?
- Where can we have the most impact on spend, share or wallet, and retention?



SATOV APPROACH

- Conducted exhaustive primary research
- Redid customer segmentation
- Worked with internal team to develop program
- Supported internal PMO all the way to launch

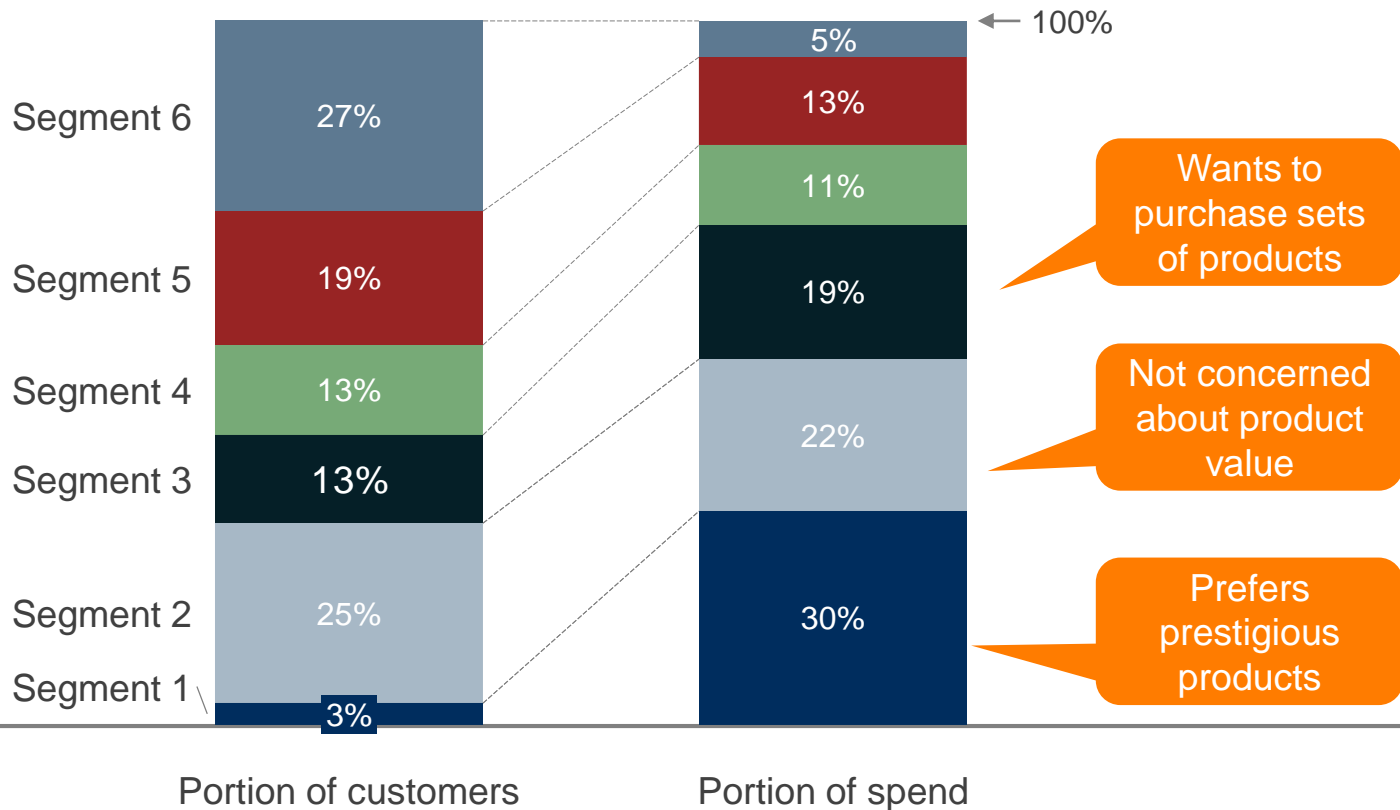


WE HELPED THE CLIENT

- Increase retention and engagement for most valuable customers
- Drive revenue growth
- Implement quickly

Does this sound interesting? Email us to get more details.

We identified **which customers mattered** and what mattered to them



We roughly mapped loyalty tiers to segments

Segment characteristics

- Compulsive behaviour
- Respond to cues and rewards

- Highest value customers
- Higher attrition
- Interest in product details



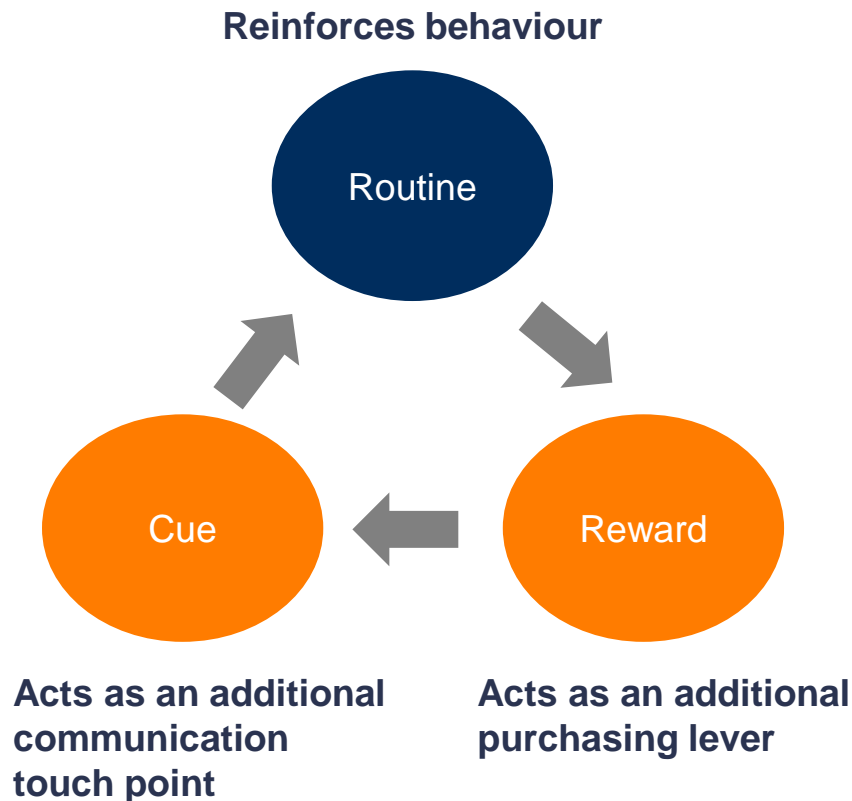
Program elements

- **Low level tiers**
 - *Achievable reward targets*
 - *Communications occasions*

- **High level tiers**
 - *Significant rewards and recognition*
 - *Engagement opportunities*

We explored the use of points as a **future option**

The power of point rewards



Point reward tactics

- Increase point accumulation during traditionally slow sales periods
- Offer additional points for select products
- Create unexpected point rewards
- Notify collectors about point balance, tier status, promotions etc.
- Offer customers points to apologize for a poor customer experience

We enabled a range of benefits

