

Welcome
to
CMO goes TECH

12th "meet-up", February 18th, 2021

Loyalty Is Dead, Long Live Loyalty!

Gül Heper, Ulf Kruse, Alexander Niléhn

#CMOgoesTECH

www.CMOgoesTECH.com

A sense of belonging or a data trap?

Source: Merkle's 2021 Customer Engagement Report

Thanks to our partners!



Linklaters

apegroup

Confetti

Elsa Bernadotte

*Elsa Bernadotte, co-founder of food waste startup
Karma*

Åsa Leckner Tham

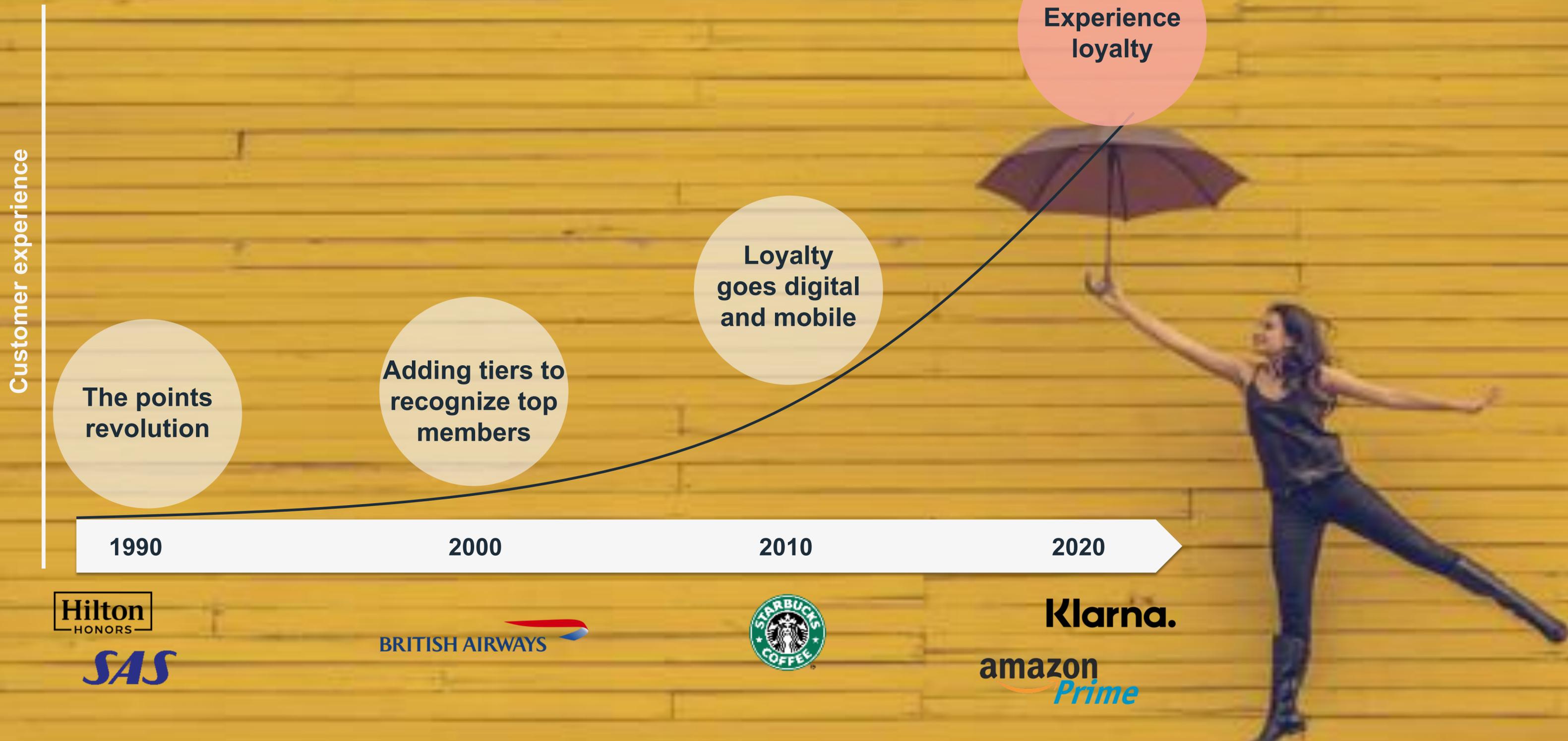
*Client Director and Head of CRM & Loyalty,
Kaplan, Part of Accenture Interactive*

The background of the slide is a teal-colored marbled pattern, resembling stone or liquid swirls. The text is centered and rendered in white.

KAPLAN
Part of Accenture Interactive

Loyalty Trends 2021

The Loyalty Evolution



The Loyalty Evolution – a journey towards experiences

Structural

Lock-in effects and exit barriers

Adding tiers to recognize top members

The points revolution

Rational

Monetary benefits and cost-savings

Emotional

Engaging with personalized experiences

Experience loyalty

Loyalty goes digital and mobile

Functional

Simplifying the customer experience

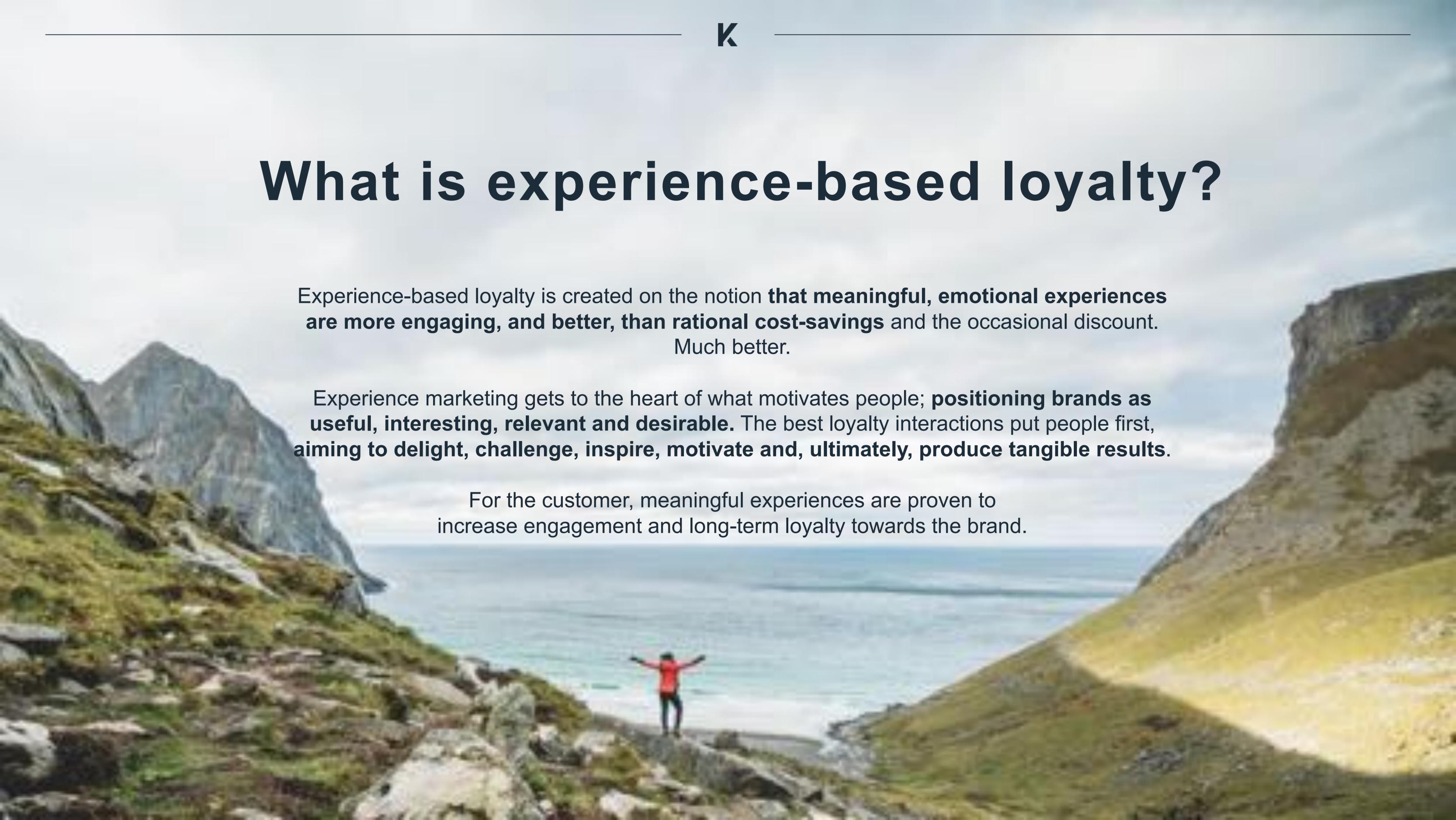


What is experience-based loyalty?

Experience-based loyalty is created on the notion **that meaningful, emotional experiences are more engaging, and better, than rational cost-savings** and the occasional discount. Much better.

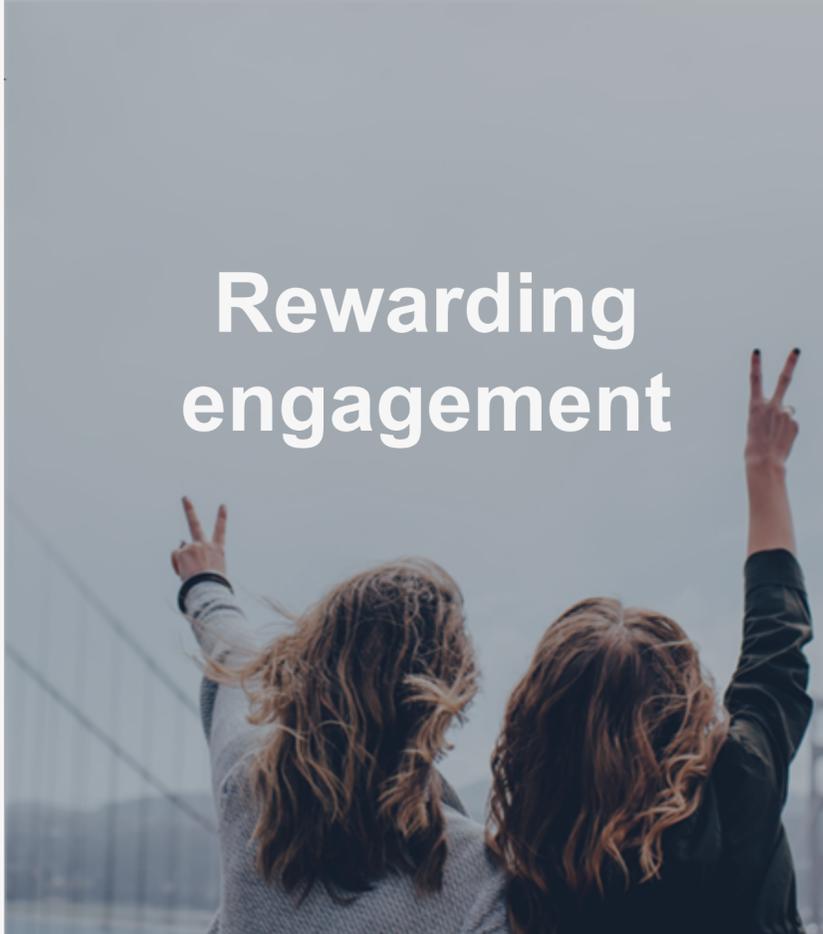
Experience marketing gets to the heart of what motivates people; **positioning brands as useful, interesting, relevant and desirable**. The best loyalty interactions put people first, **aiming to delight, challenge, inspire, motivate and, ultimately, produce tangible results**.

For the customer, meaningful experiences are proven to increase engagement and long-term loyalty towards the brand.

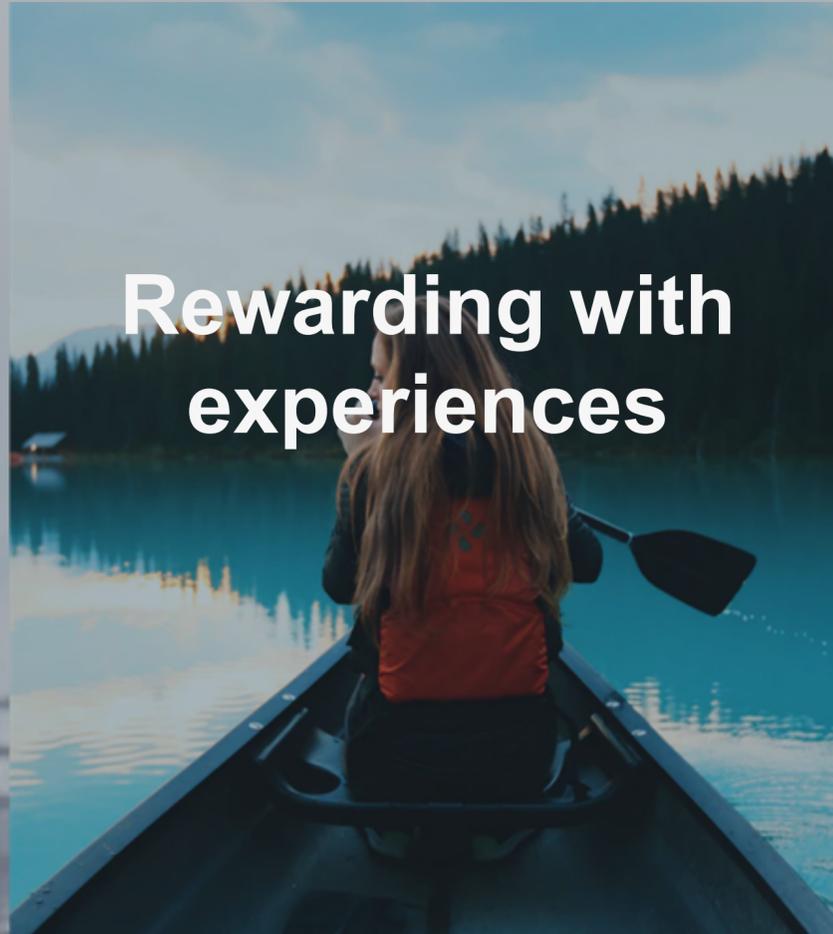


7 Key Loyalty Trends 2021

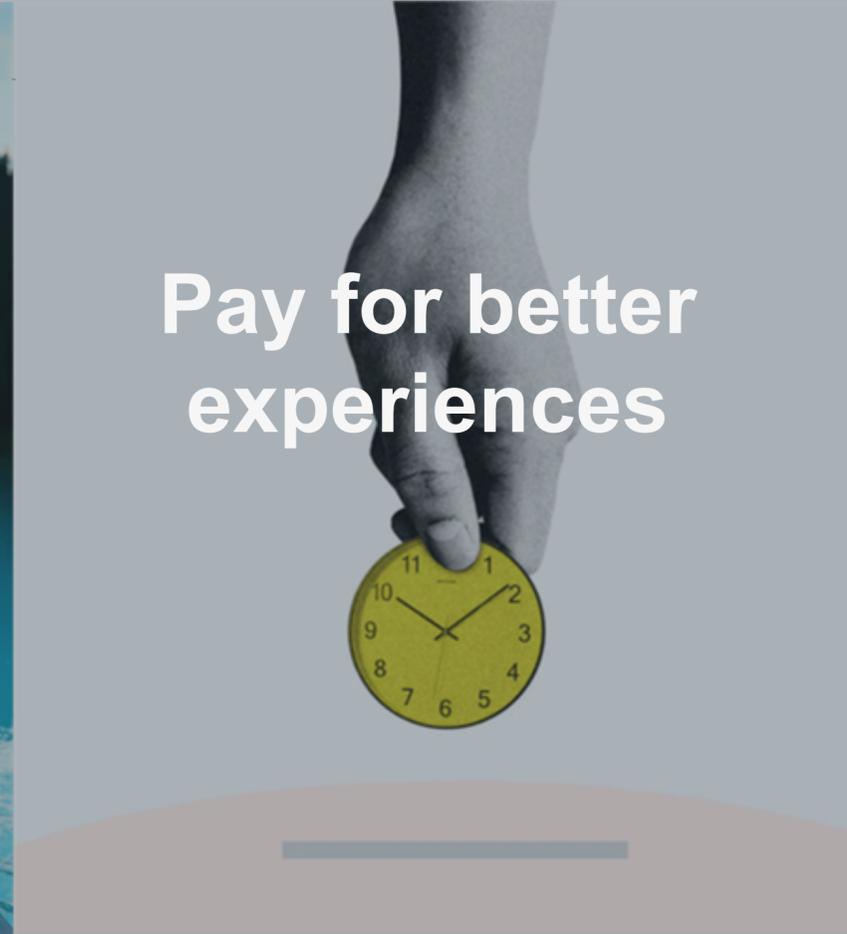
Rewarding engagement



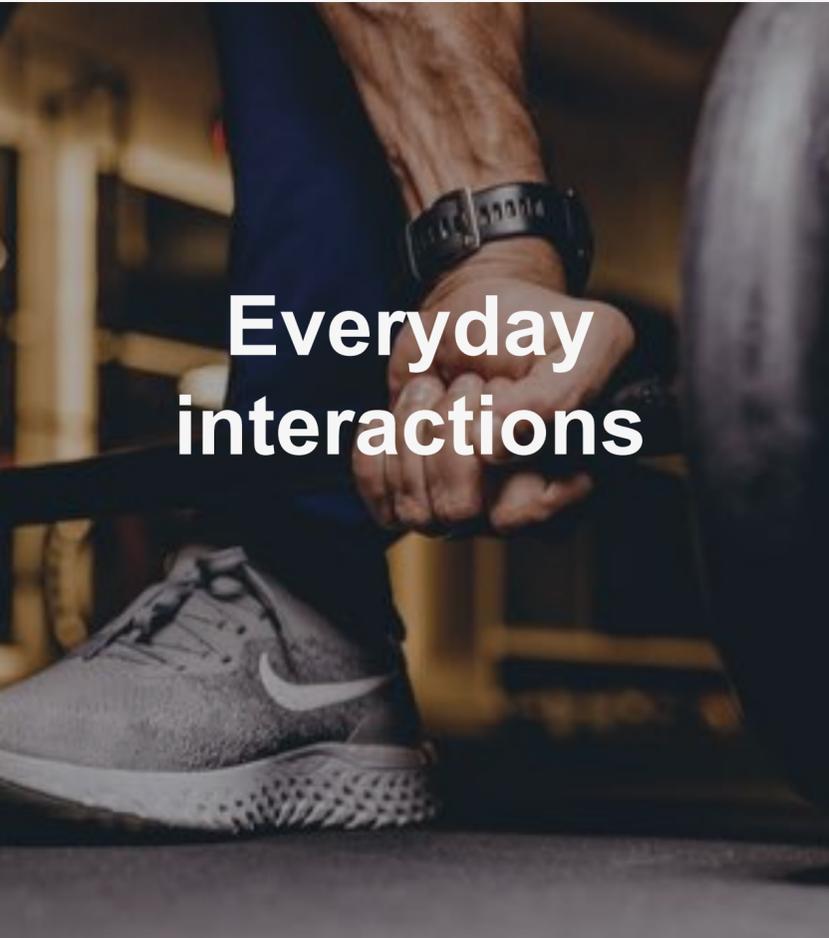
Rewarding with experiences



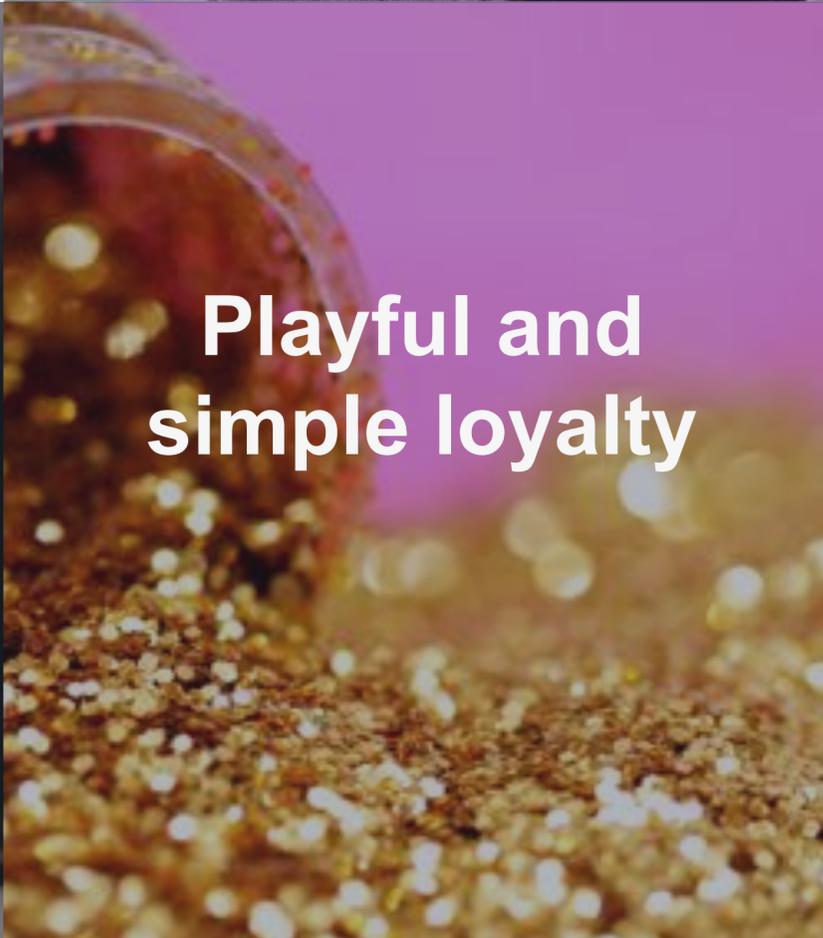
Pay for better experiences



Everyday interactions



Playful and simple loyalty



Loyalty on my terms

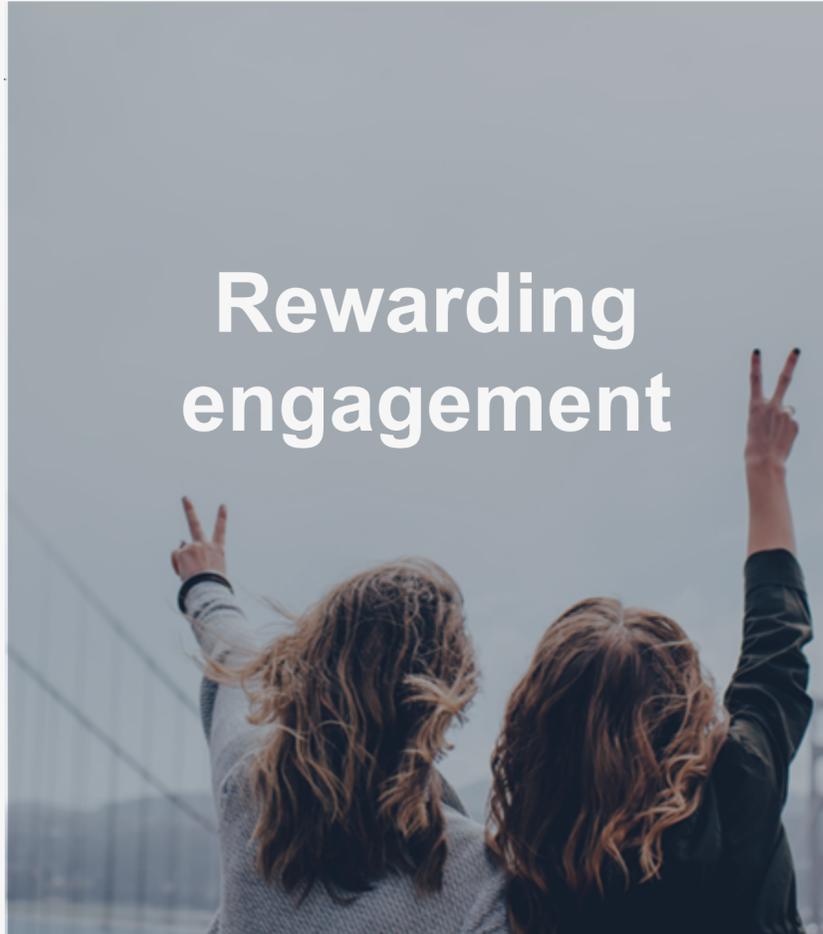


Cross-industry loyalty

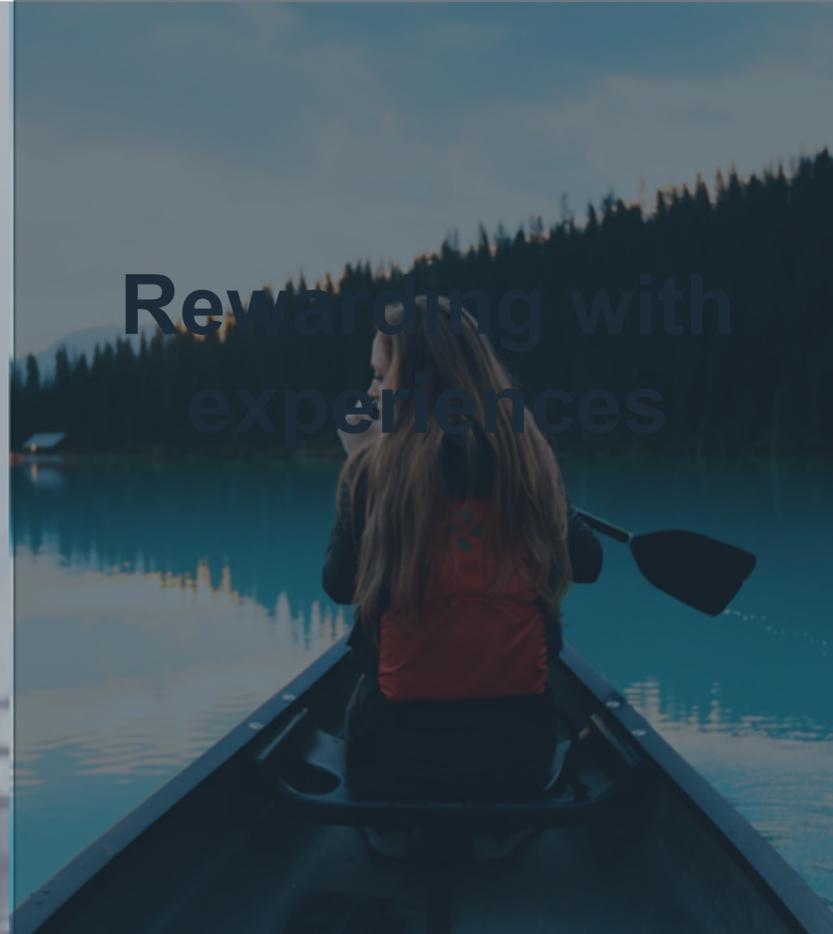


7 Key Loyalty Trends 2021

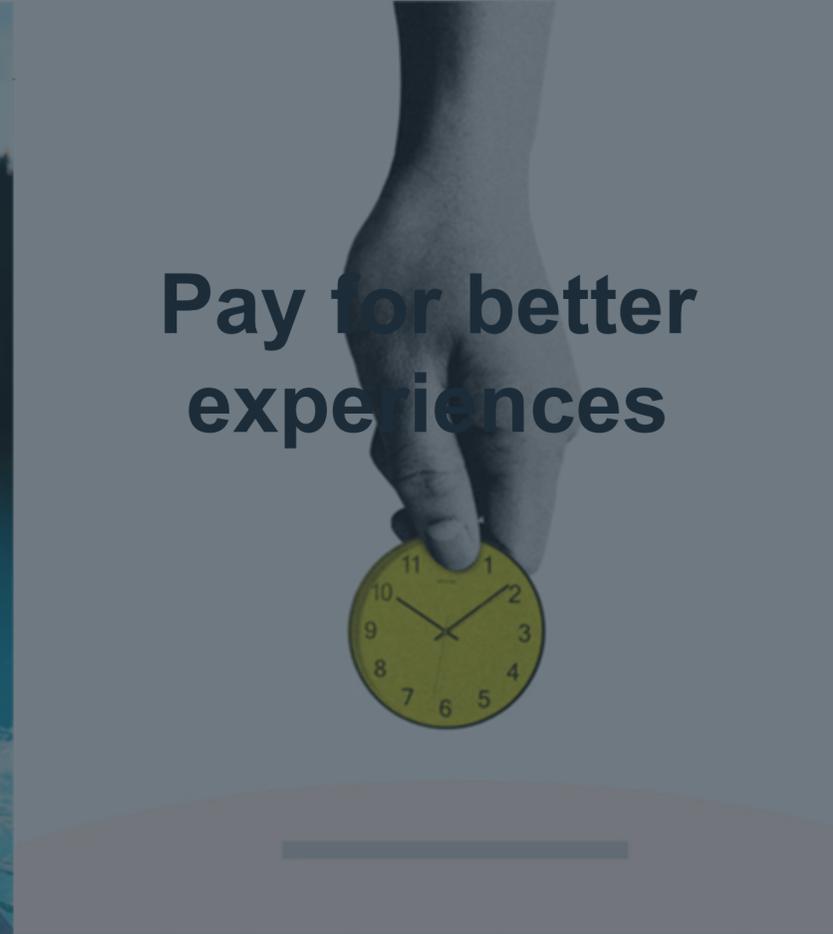
Rewarding engagement



Rewarding with experiences



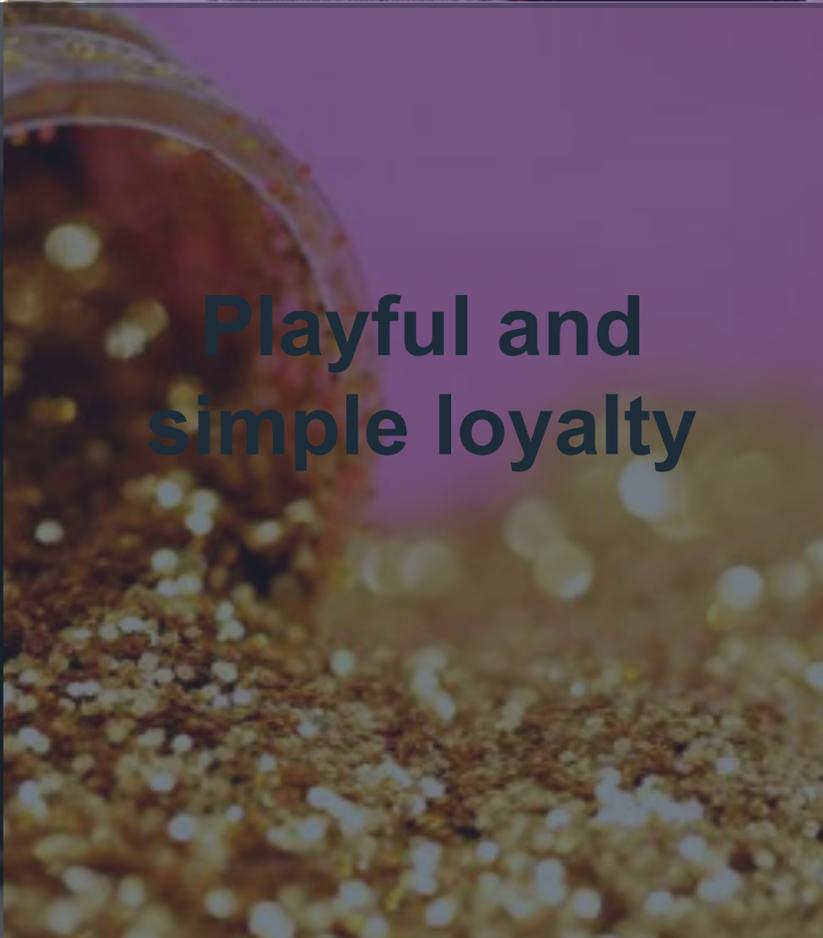
Pay for better experiences



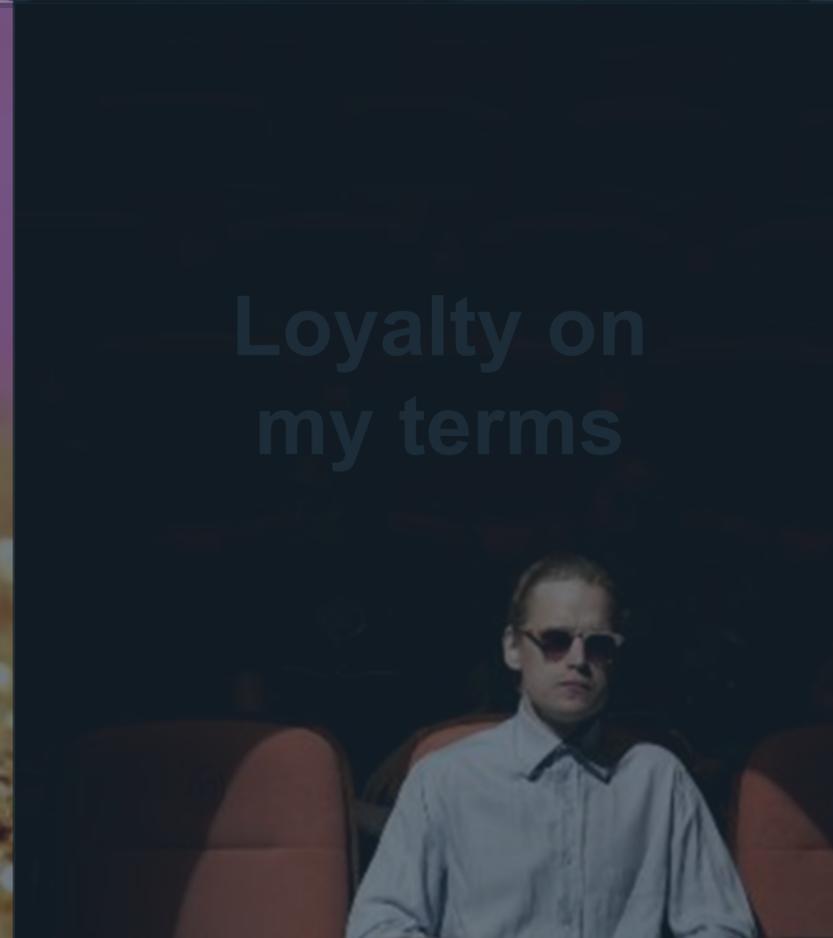
Everyday interactions



Playful and simple loyalty



Loyalty on my terms



Cross-industry loyalty



Rewarded engagement

What is it?

A loyalty program which recognizes and rewards engagement, rather than spend, and where all customers are rewarded based on a broader definition of loyalty

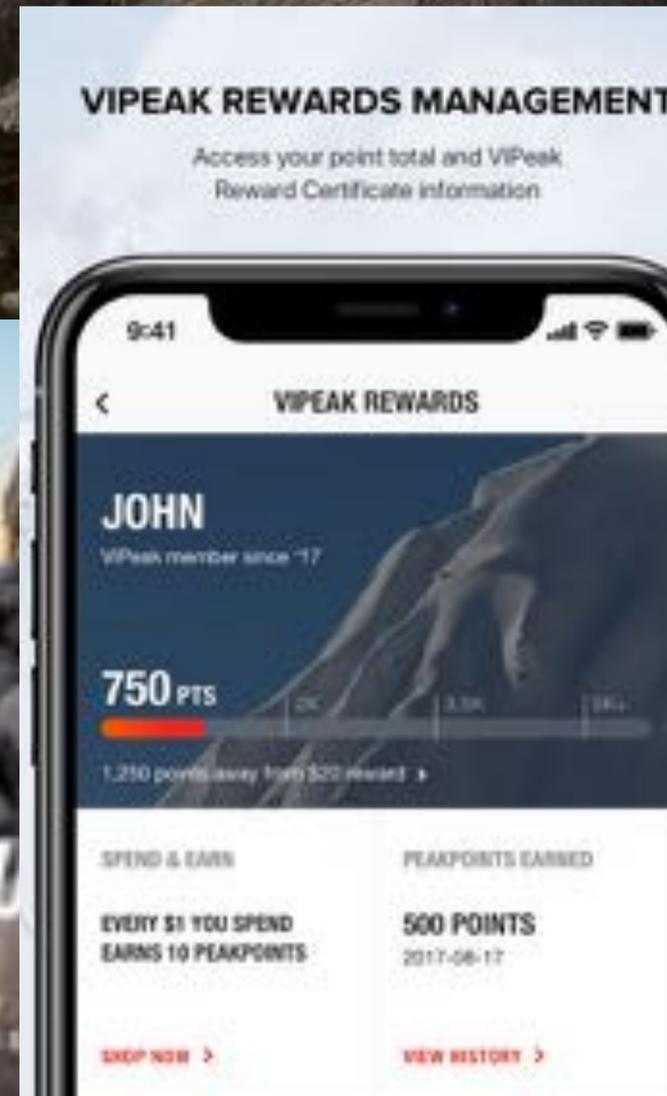
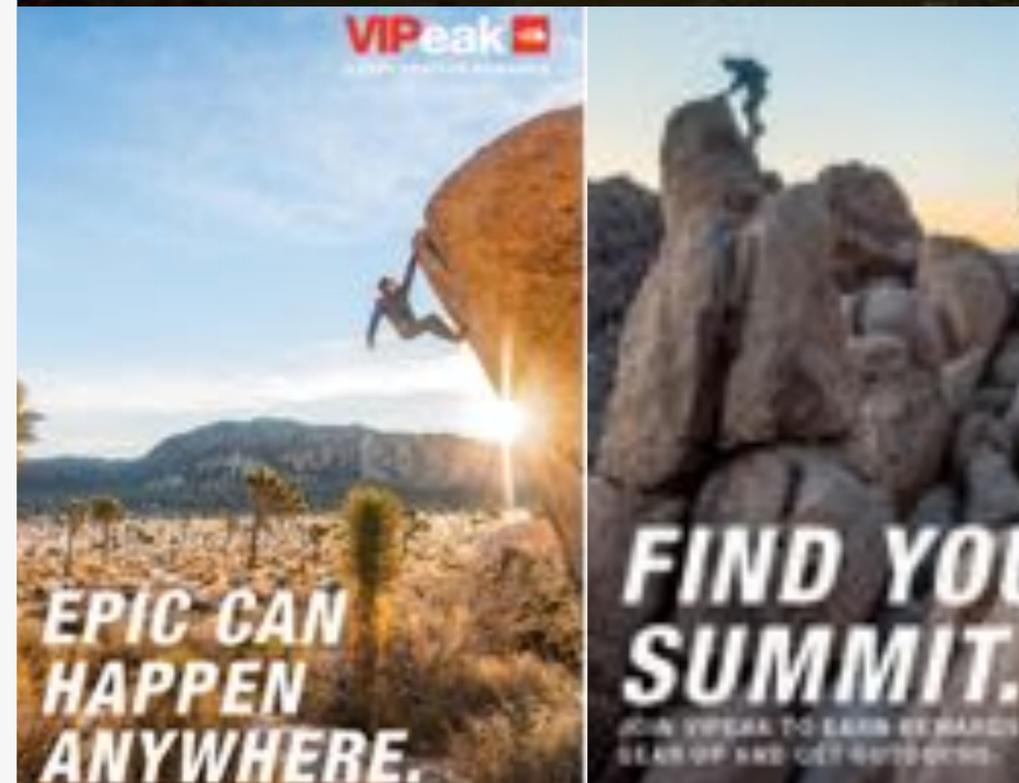
How does it increase customer engagement and loyalty?

It creates the foundation for rewarding all members in a more personal, valuable and engaging way – no matter the tier level (which is usually based on spend).

Who is doing it well?

- The North Face
- Sleep Number
- Reebok
- Virgin

EXPLORATION REWARDED

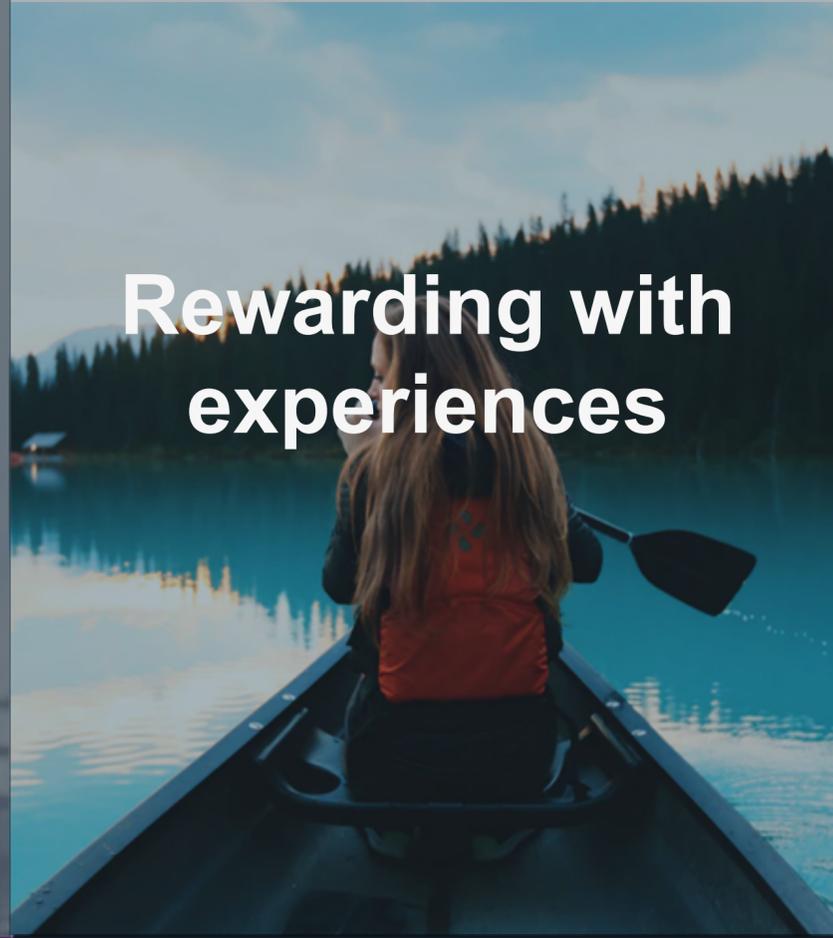


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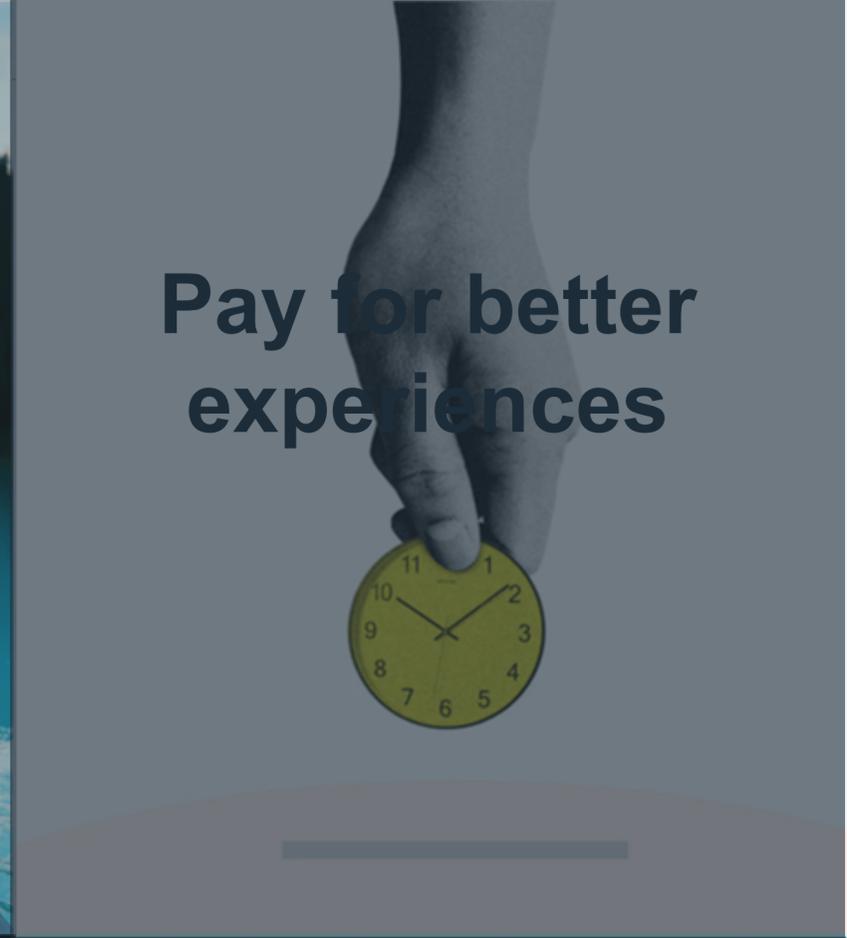
Rewarding engagement



Rewarding with experiences



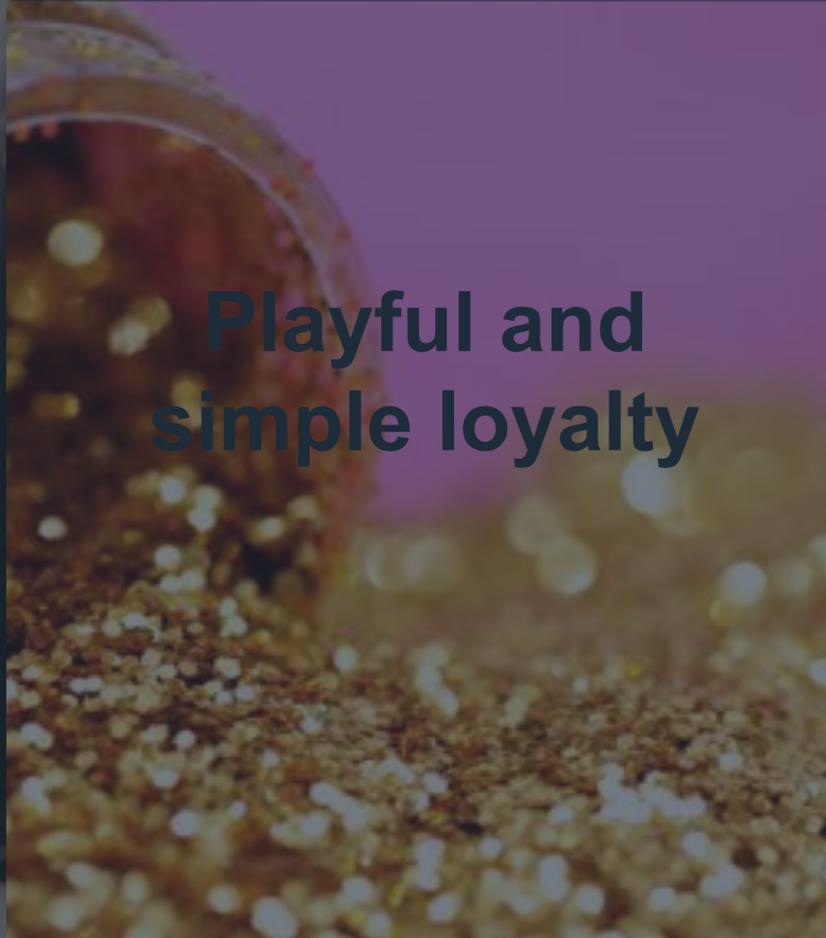
Pay for better experiences



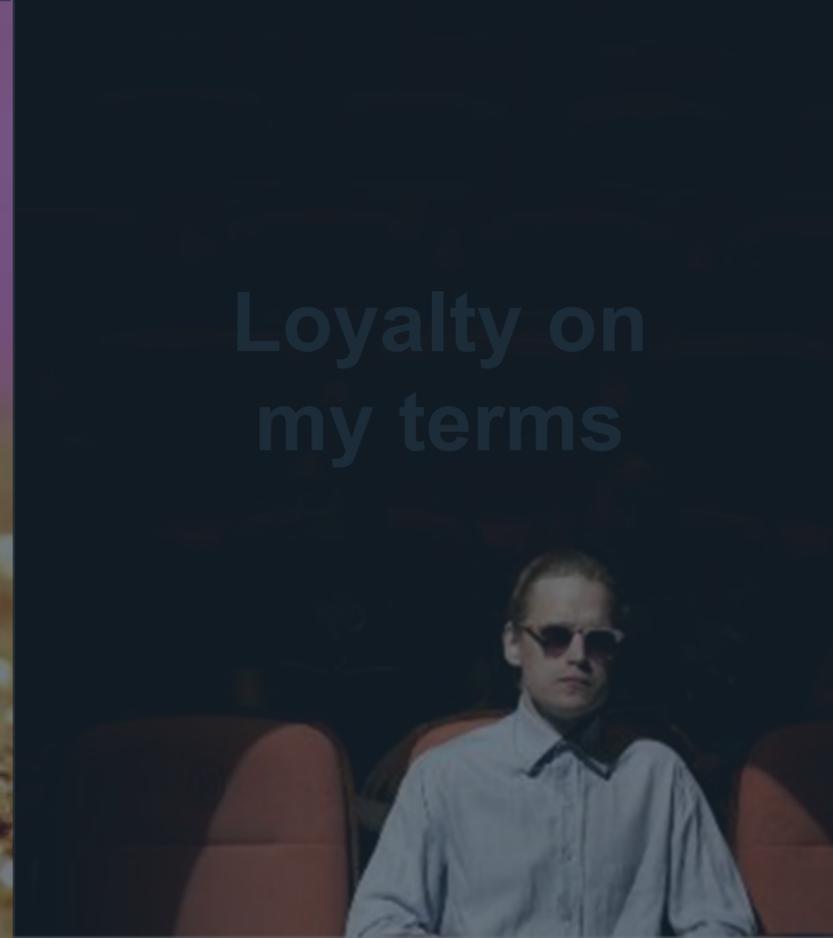
Everyday interactions



Playful and simple loyalty



Loyalty on my terms



Cross-industry loyalty



Rewarding with experiences



What is it?

Instead of rewarding loyal customer behaviour with rational benefits and cost-savings, give them something that truly drives engagement and long-term loyalty: experiences to remember.

How does it increase customer engagement and loyalty?

Loyalty is nurtured by meaningful and engaging experiences. It's not about saving money. It's all about experiences.

Who is doing it well?

- Marriot Bonvoy Moments



**BID ON
EXPERIENCES
WITH POINTS**

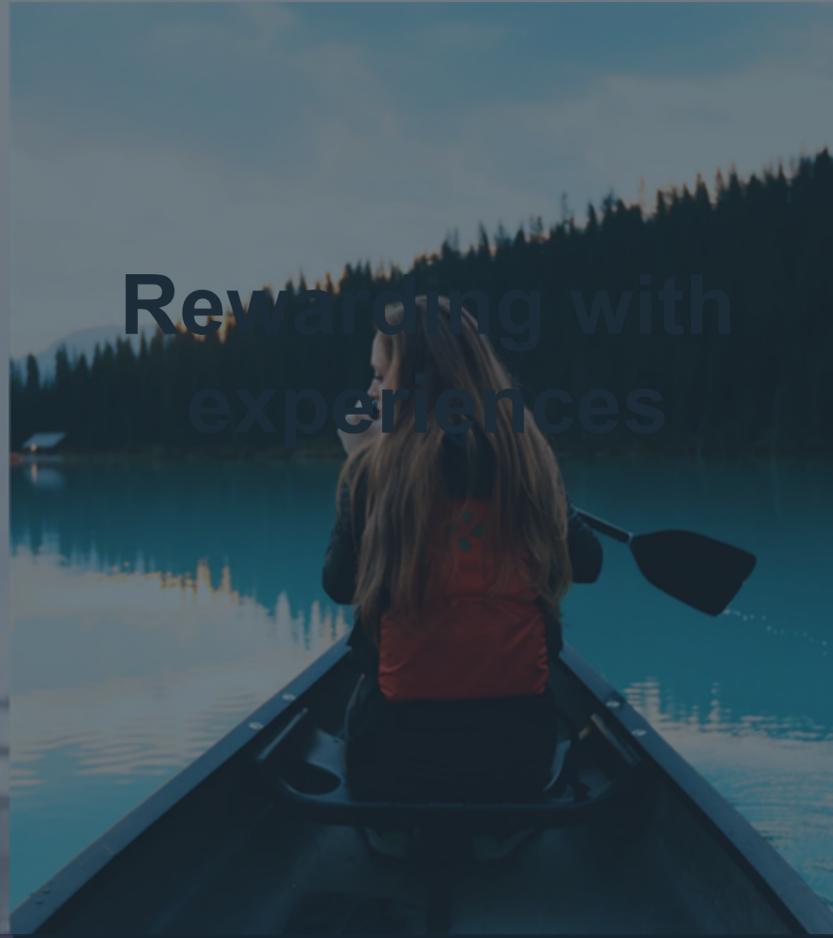
MARRIOTT
REWARDS moments

7 Key Loyalty Trends 2021

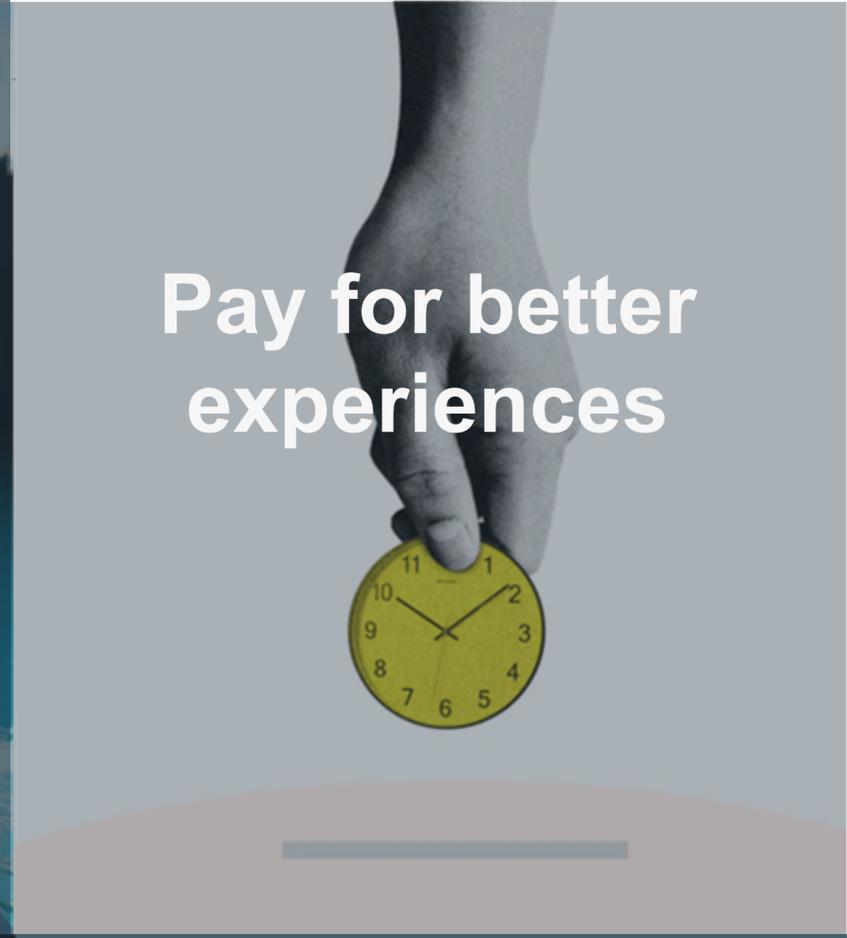
Rewarding engagement



Rewarding with experiences



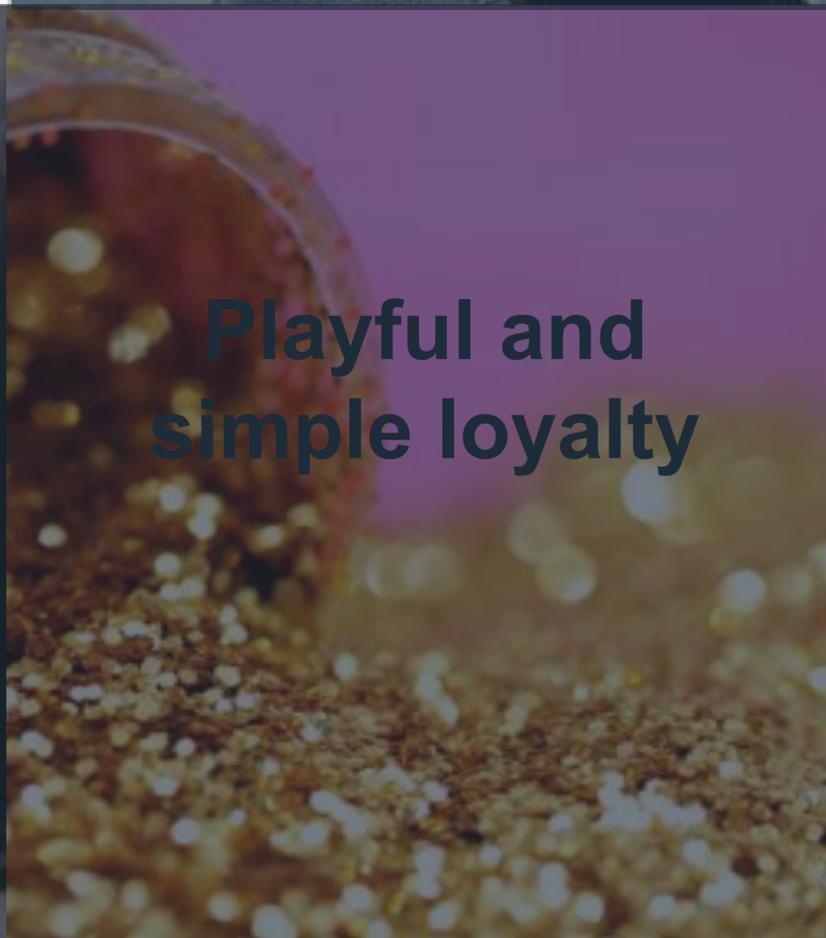
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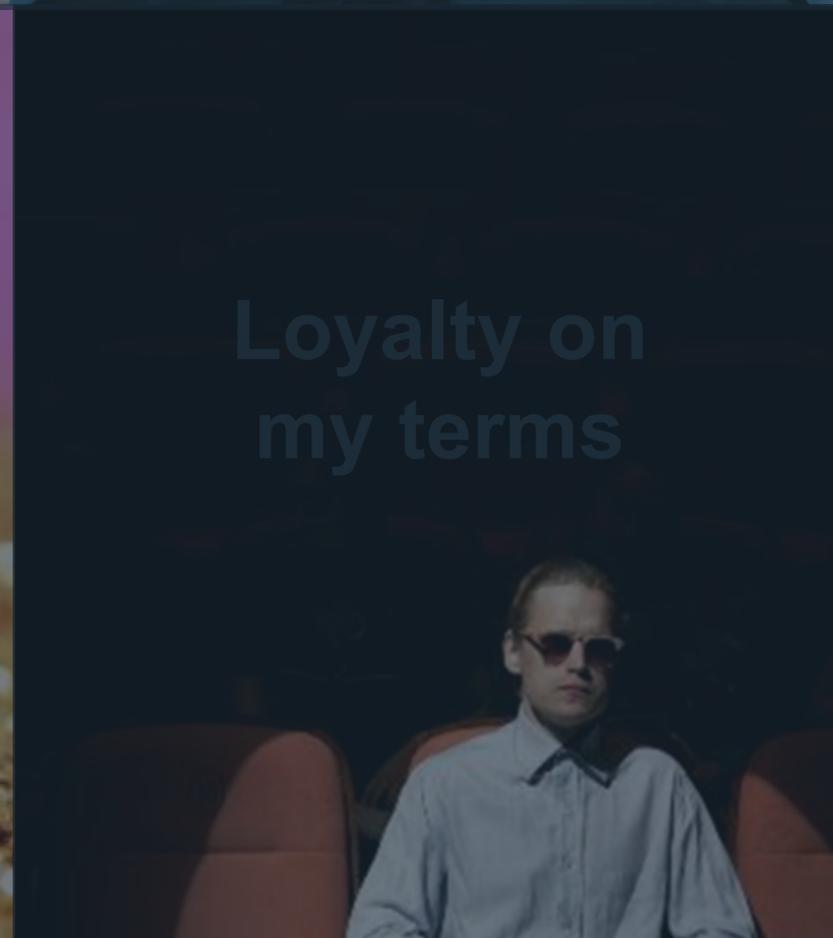
Everyday interactions



Playful and simple loyalty



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Pay for better experiences

What is it?

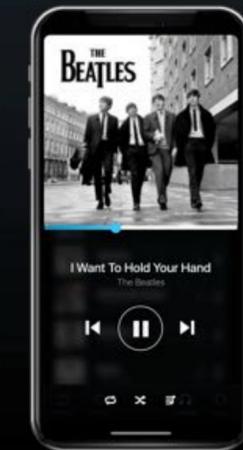
Paying a one-time fee or subscribing to a loyalty program, all of the coveted benefits are at the disposal of the member from day one.

How does it increase customer engagement and loyalty?

The customer will know upfront exactly what to expect from the program and what to attain. It is very easy to assess the benefits of joining with a clear CVP and offering that is available to all (paying) members of the program.

Who is doing it well?

- Amazon Prime
- YouTube
- Lululemon
- Rapha

The Amazon Prime logo, featuring the word "amazon" in white and "Prime" in blue, with the orange arrow logo underneath.The Amazon Music logo, consisting of the word "music" in white and the orange arrow logo below it.

Rapha®

CYCLING CLUB

Unique experiences

Member-only training rides (from Rapha stores)

Travels and training camps for members

When traveling abroad, borrow a bike at a Rapha store

Reserved places in the world's biggest amateur cycling races

Community belonging

Daily training meetups with other members at "Clubhouse"
(i.e. Rapha stores)

Free coffee for all members

Free bike storage

Members app to connect with members, get training tips, find new routes etc.

Exclusive products and offers

Signature members-only collection

Limited edition releases

Special member prices and early access to sales

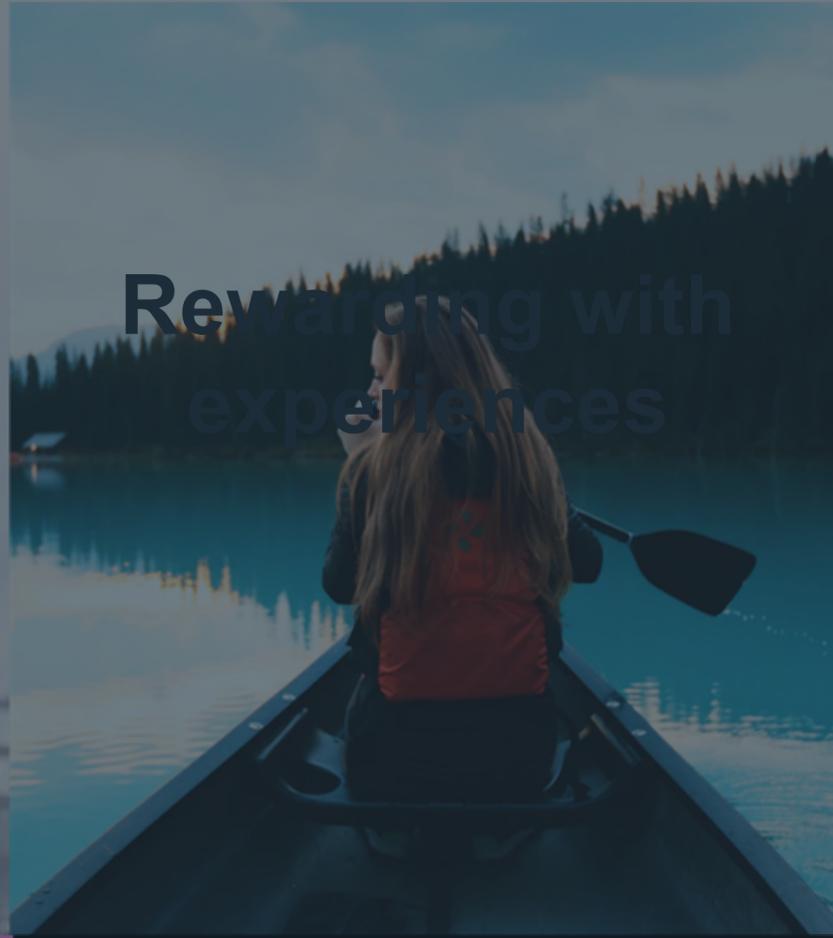


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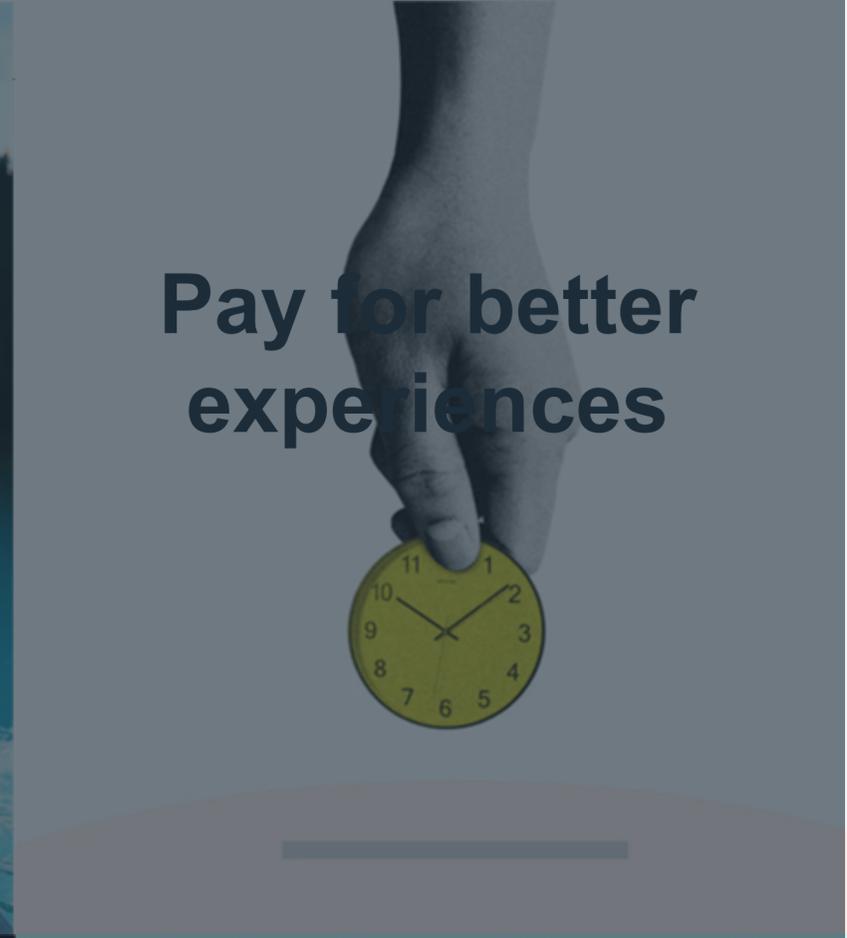
Rewarding engagement



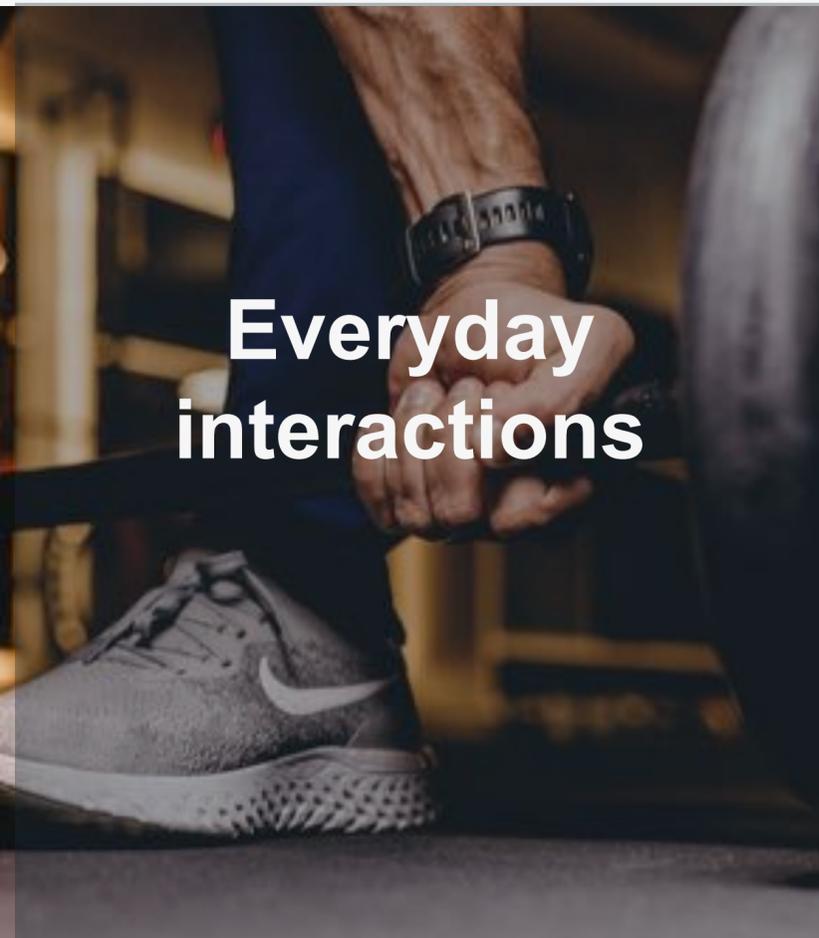
Rewarding with experiences



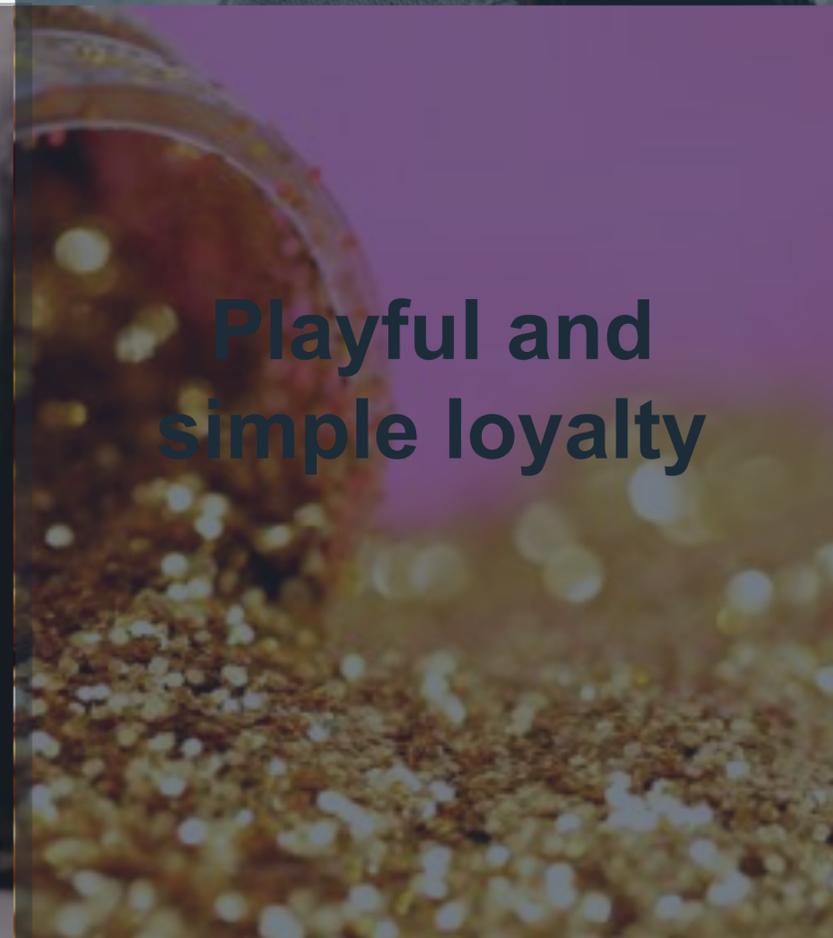
Pay for better experiences



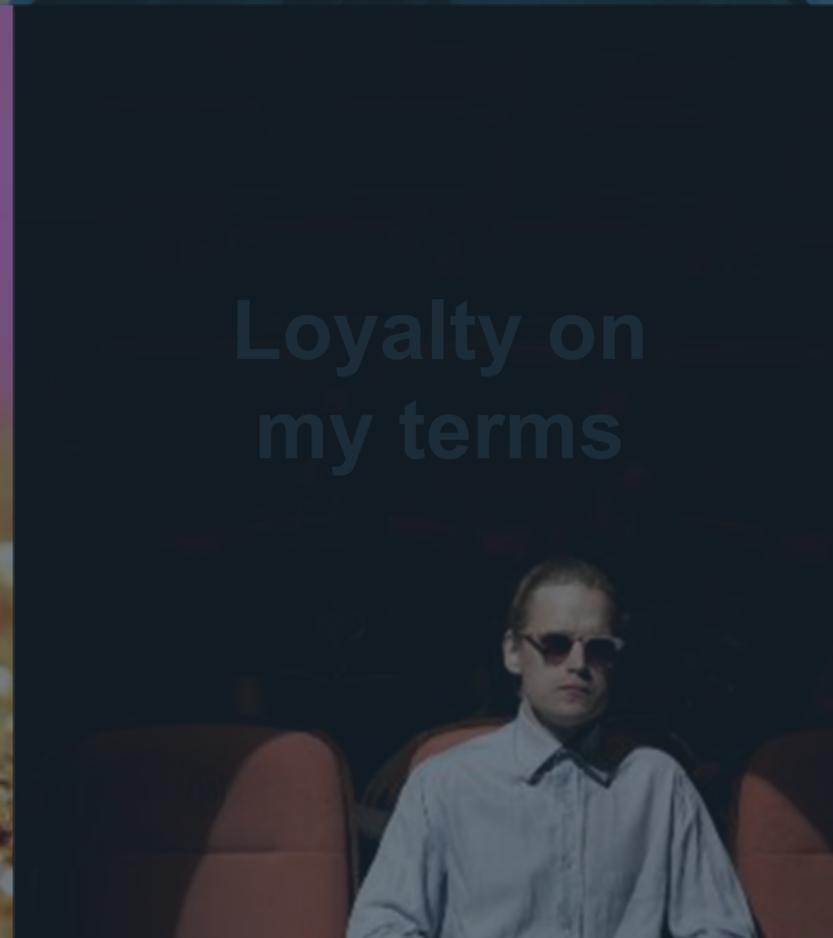
Everyday interactions



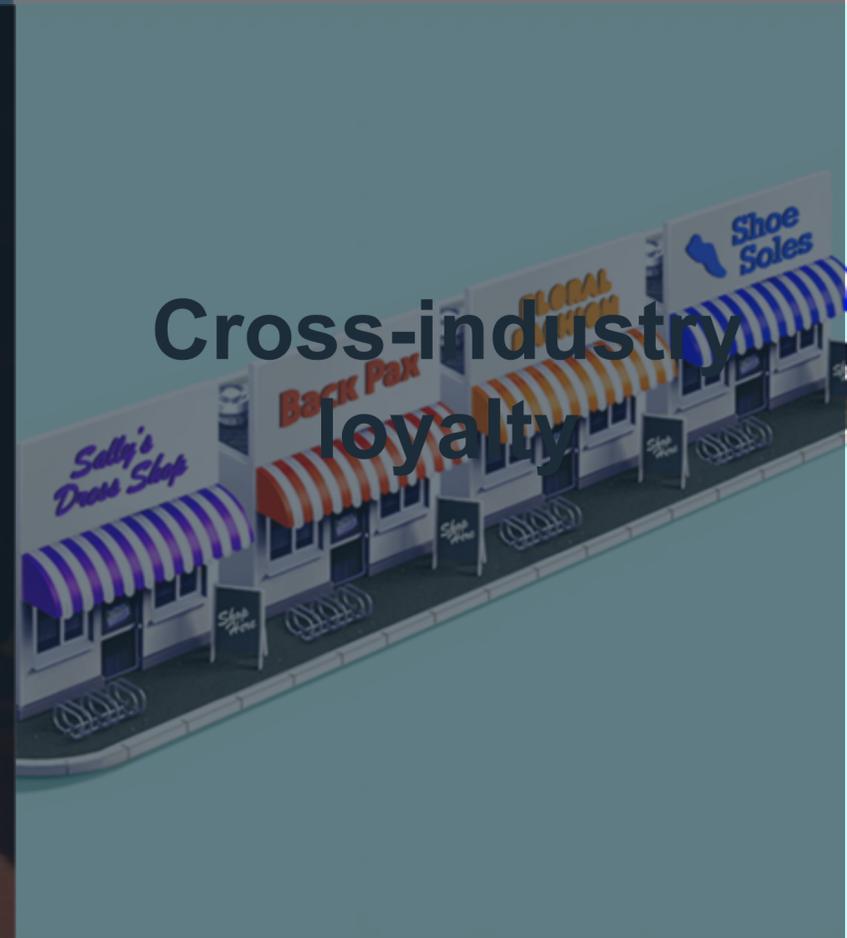
Playful and simple loyalty



Loyalty on my terms



Cross-industry loyalty



Everyday interactions

What is it?

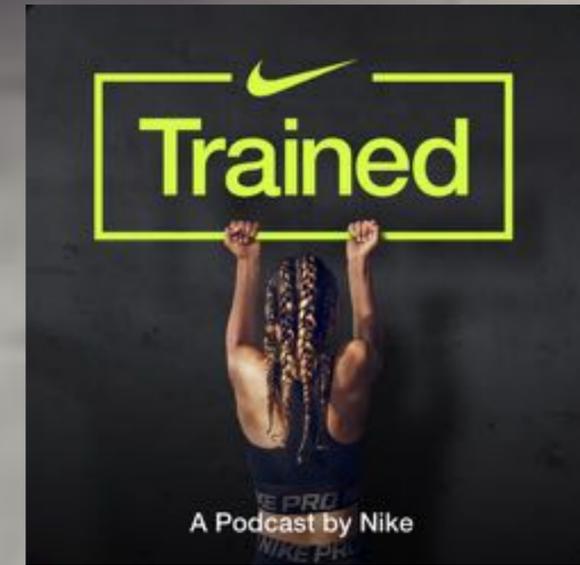
Delivering on customer needs that goes beyond the product and traditional customer journey, in order to provide the customer with meaningful value in their everyday life.

How does it increase customer engagement and loyalty?

By extending the customer experience beyond the core offering, the member/customer will have more ways to interact and engage with the brand.

Who is doing it well?

- Nike
- Ica

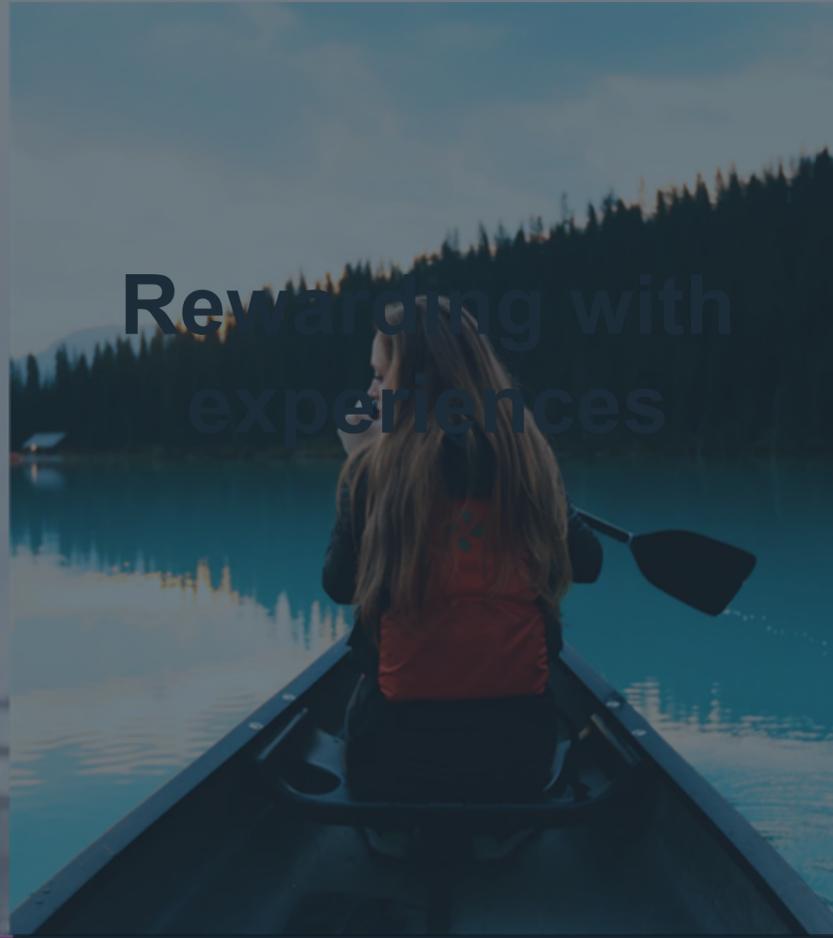


7 Key Loyalty Trends 2021

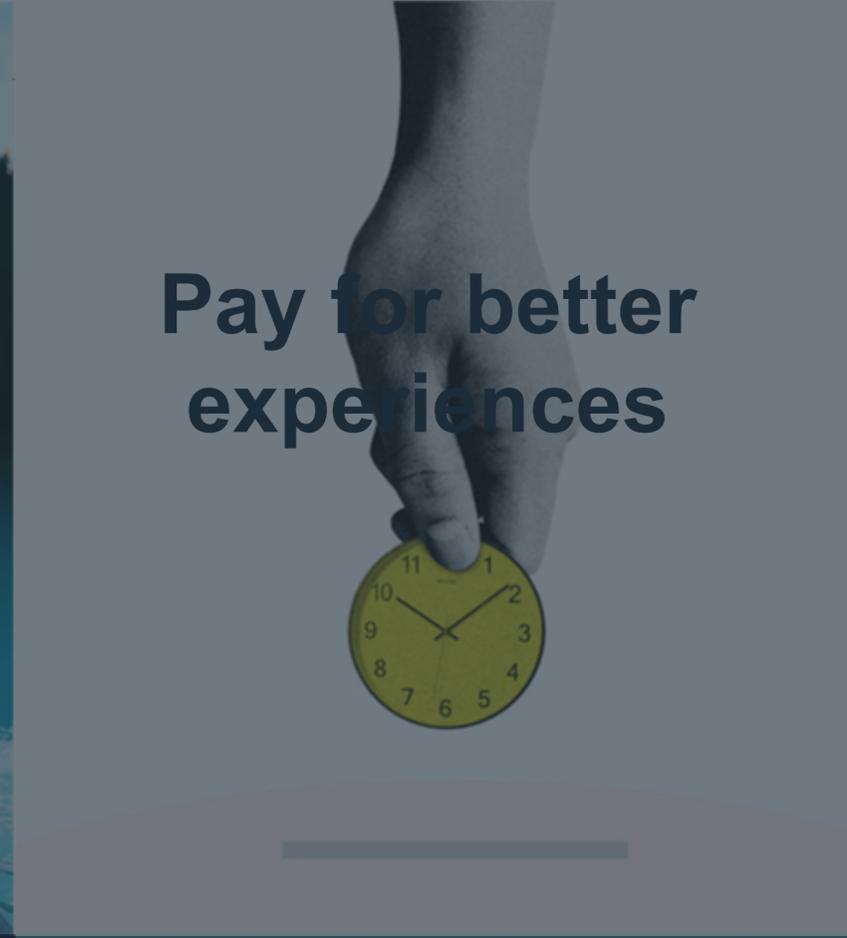
Rewarding engagement



Rewarding with experiences



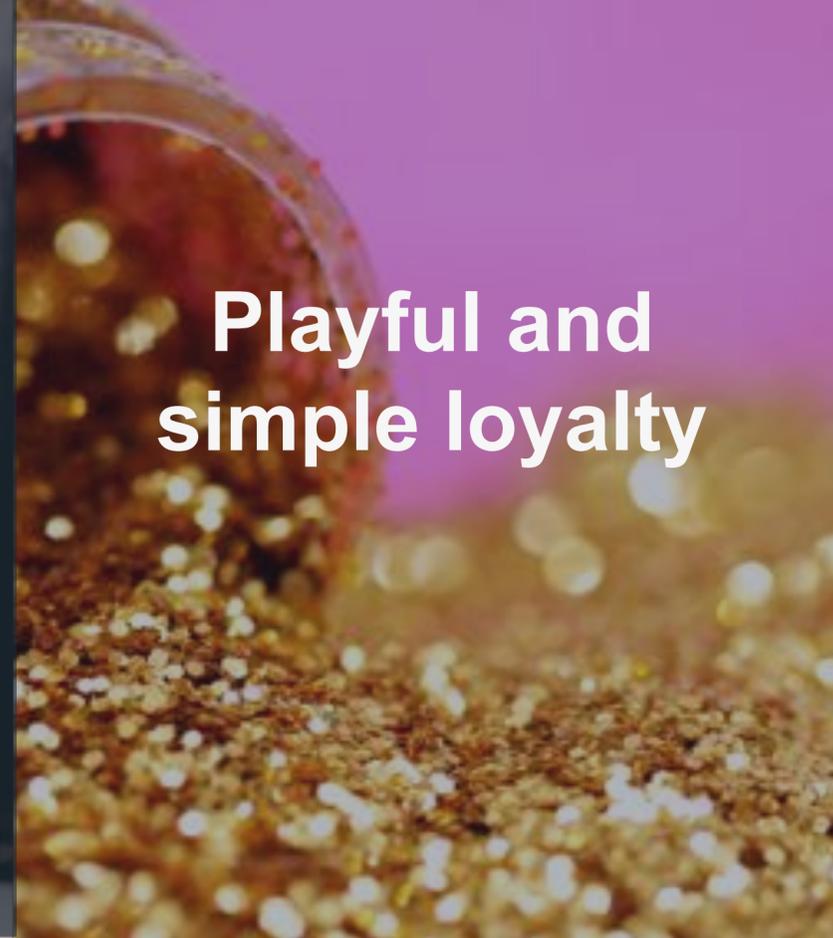
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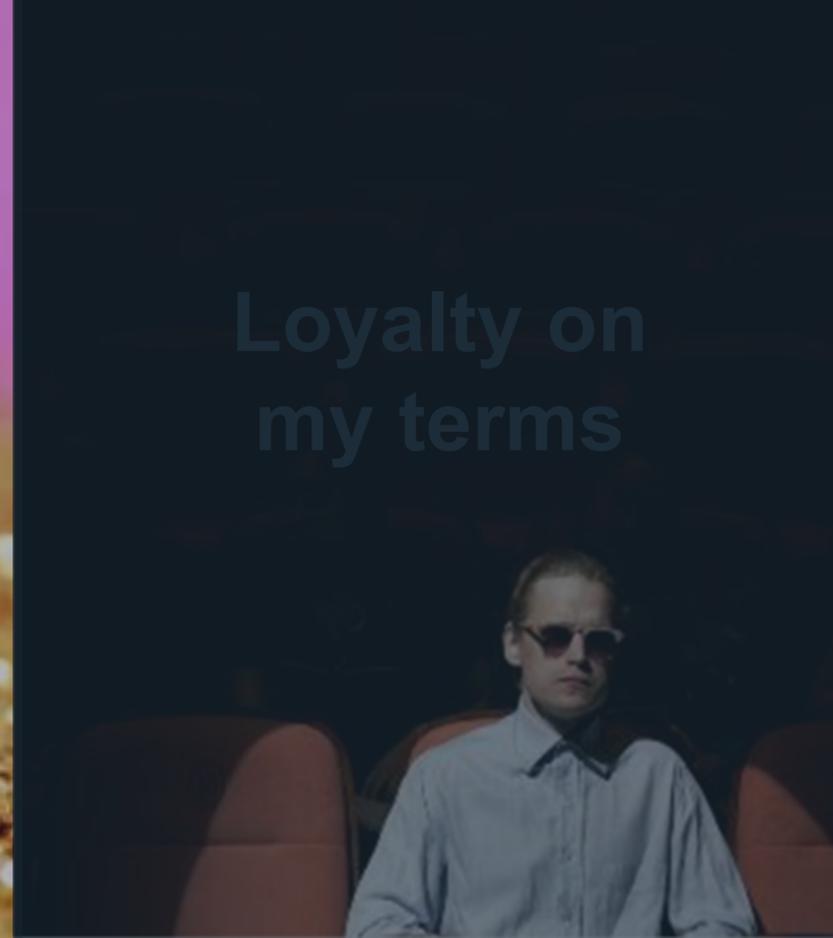
Everyday interactions



Playful and simple loyalty



Loyalty on my terms



Cross-industry loyalty



Playful and simple loyalty

What is it?

Simple and easy to grasp loyalty program – with a playful touch

How does it increase customer engagement and loyalty?

By simplifying the loyalty structure in an easy way and moving towards a more playful approach, barriers for interaction and engagement will be lowered.

Who is doing it well?

- Domino's
- American Express
- 7-Eleven

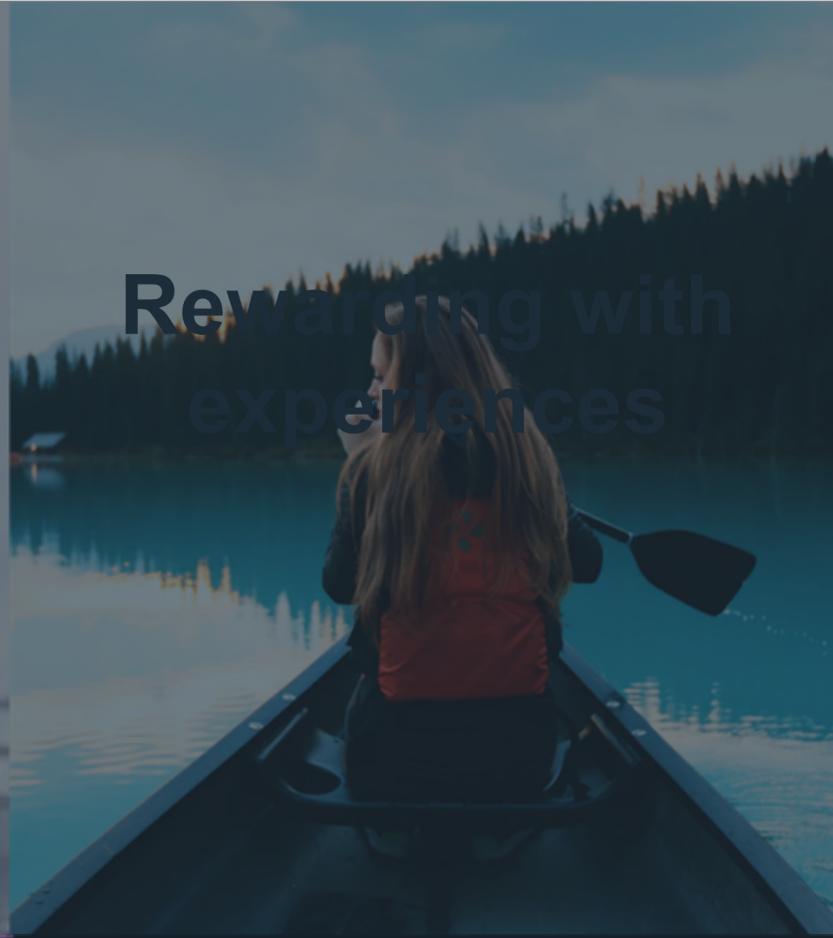


7 Key Loyalty Trends 2020

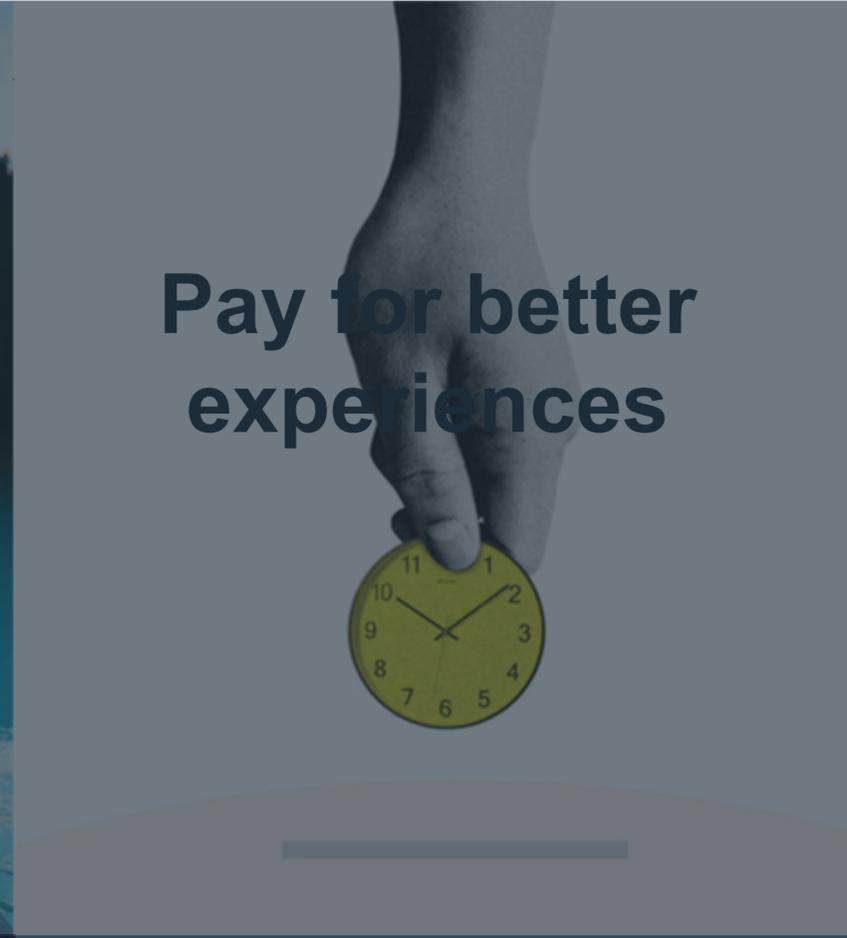
Rewarding engagement



Rewarding with experiences



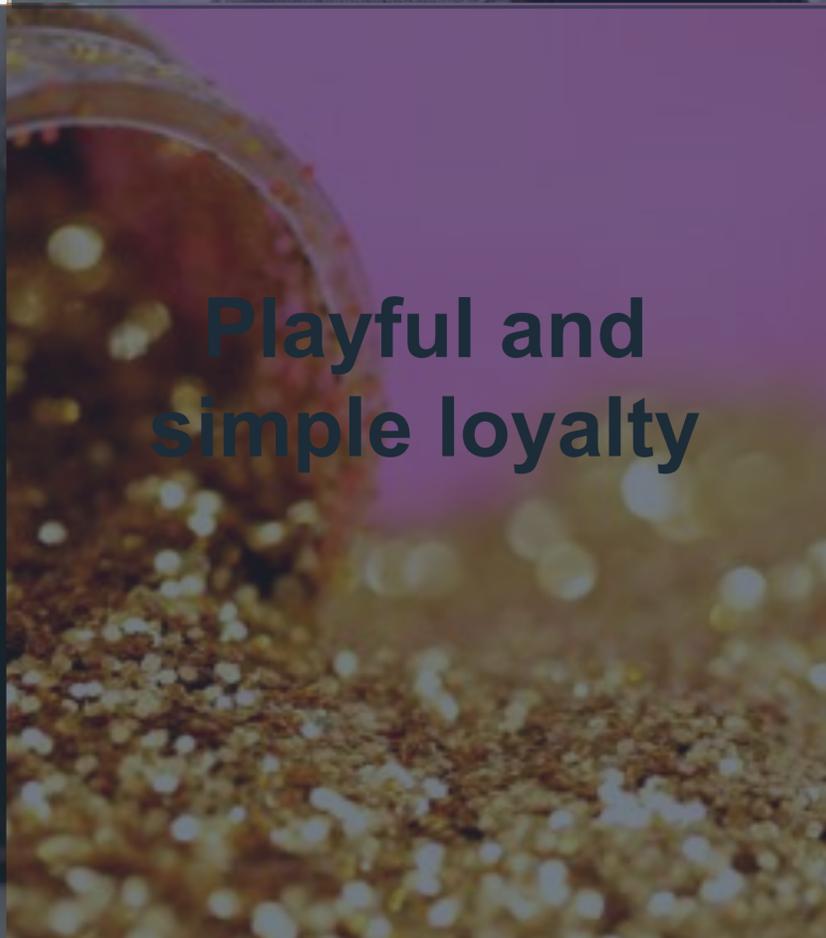
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Everyday interactions



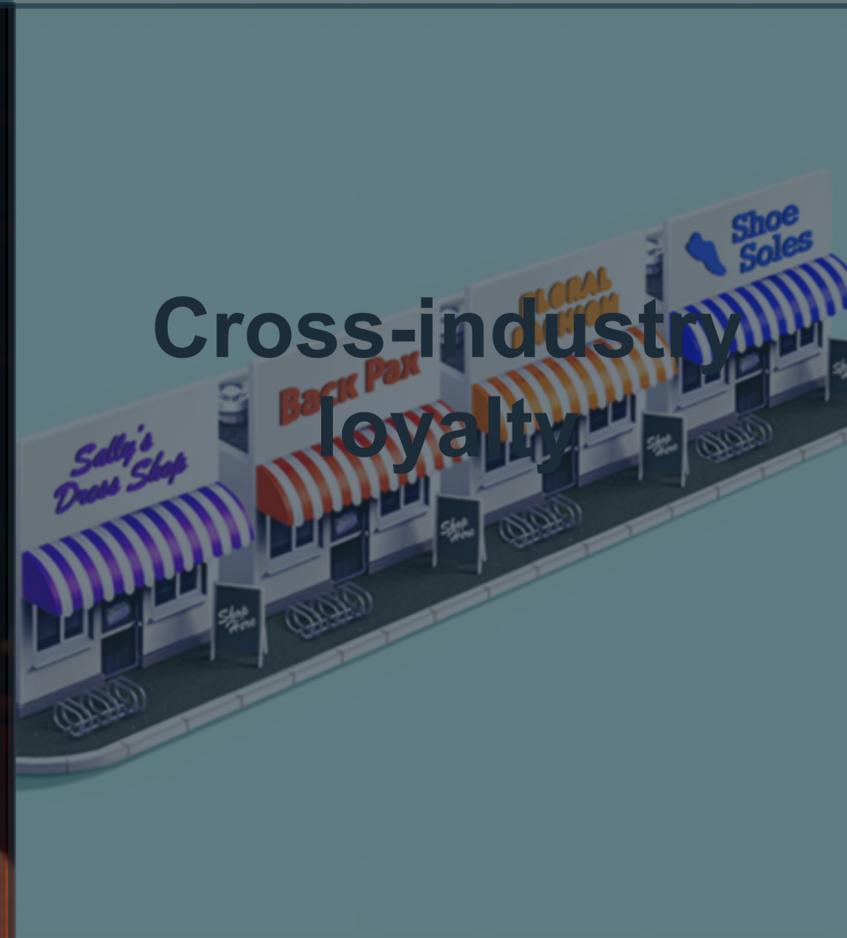
Playful and simple loyalty



Loyalty on my terms



Cross-industry loyalty



Loyalty on my terms

What is it?

By letting the member create his/her own benefits, rewards and ways to earn and burn, the program becomes truly personal.

How does it increase customer engagement and loyalty?

One size does not fit all, and by giving the member a choice of how to engage with the loyalty program, a deeper relationship and more long-term meaningful loyalty is created.

Who is doing it well?

- Norwegian
- Sydbank
- Virgin Get in The Know

norwegian



It only takes 6 flights before you receive your first reward: 2% CashPoint boost

You can then choose between:



+2 % CashPoint boost on all LowFare tickets

This can be collected five times (up to 10% CashPoint boost)



Free Fast Track on all flights



Free seat reservation on all flights



Free baggage on all flights

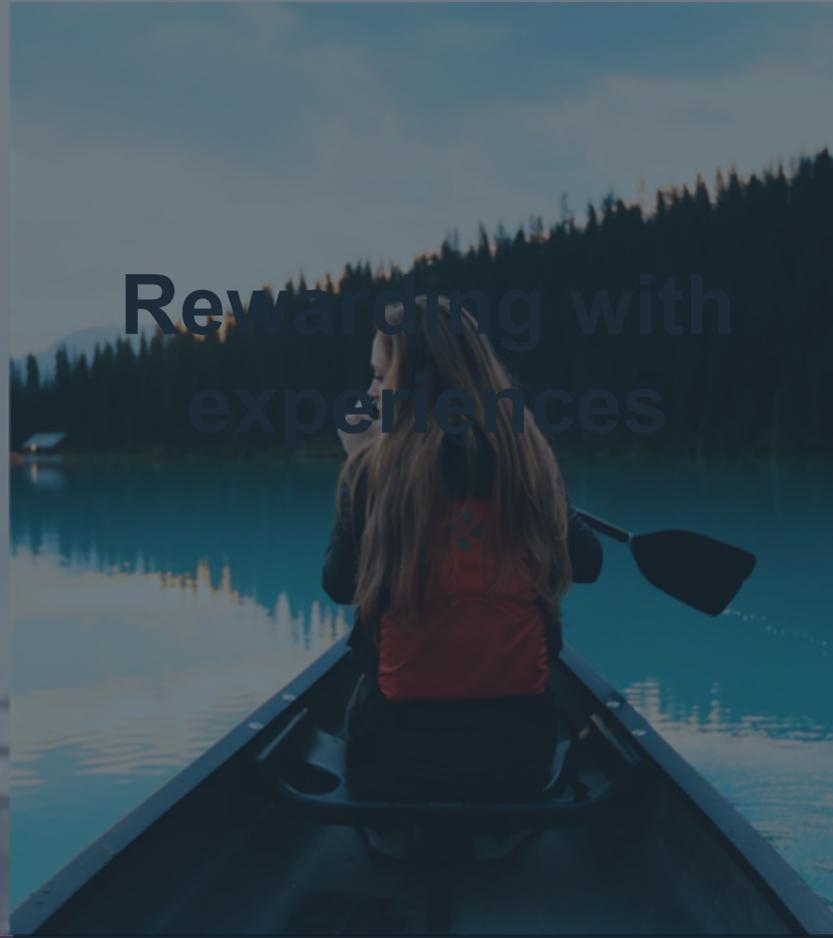
May be selected when you have reached 18 flights.

7 Key Loyalty Trends 2021

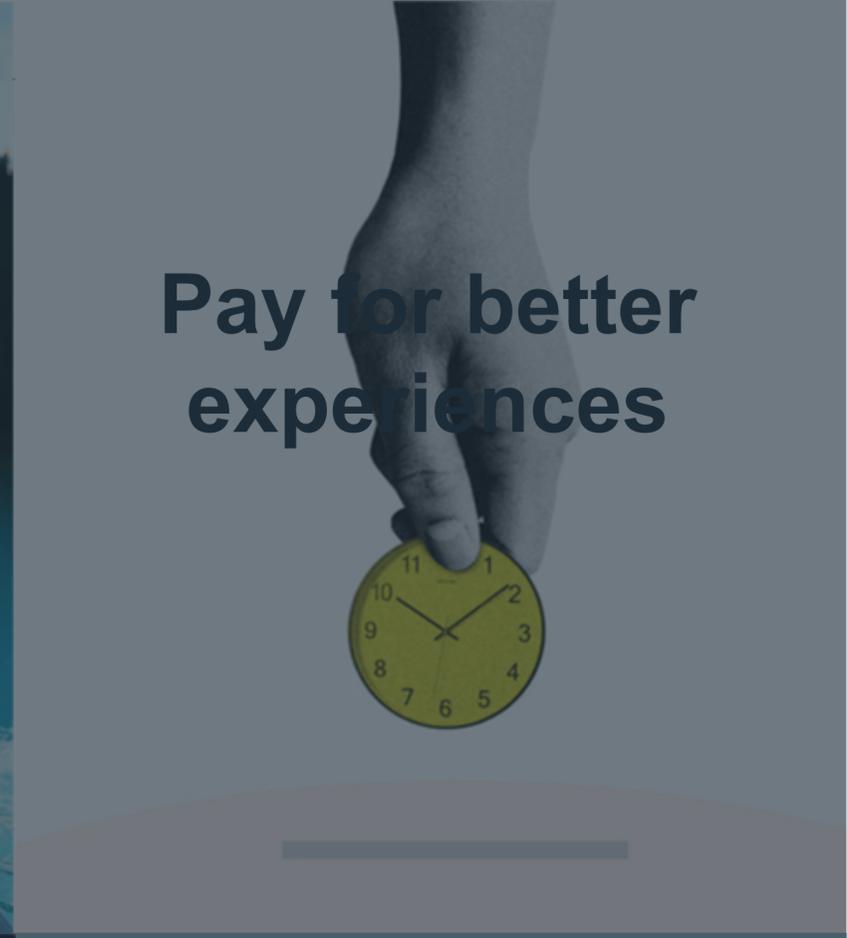
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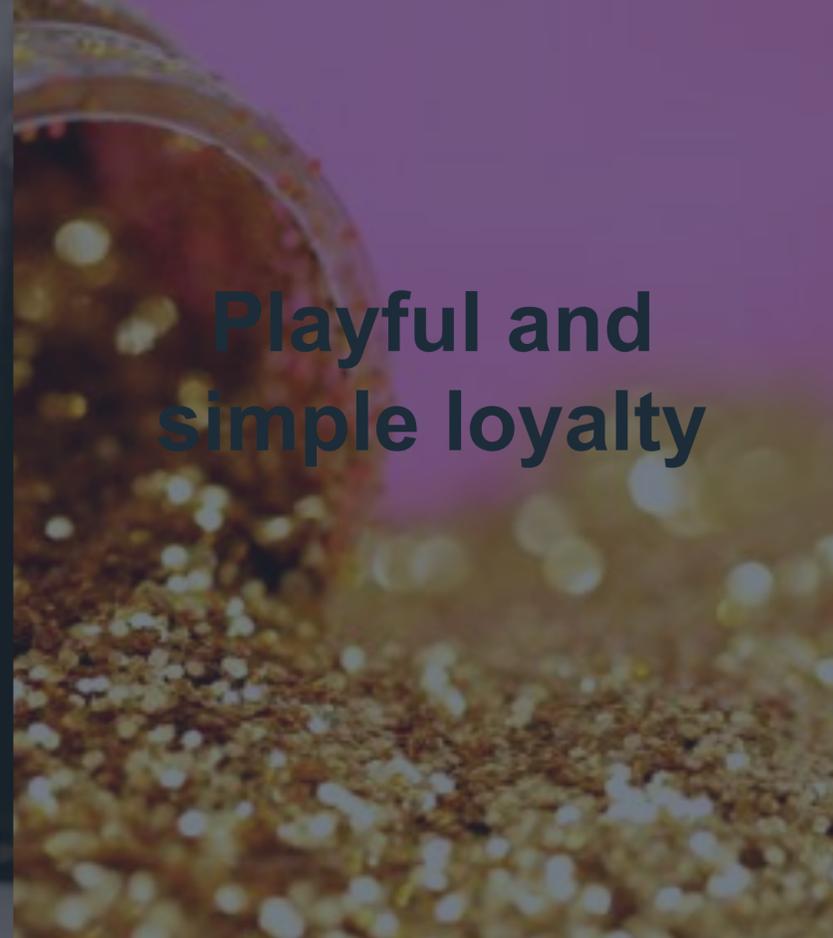
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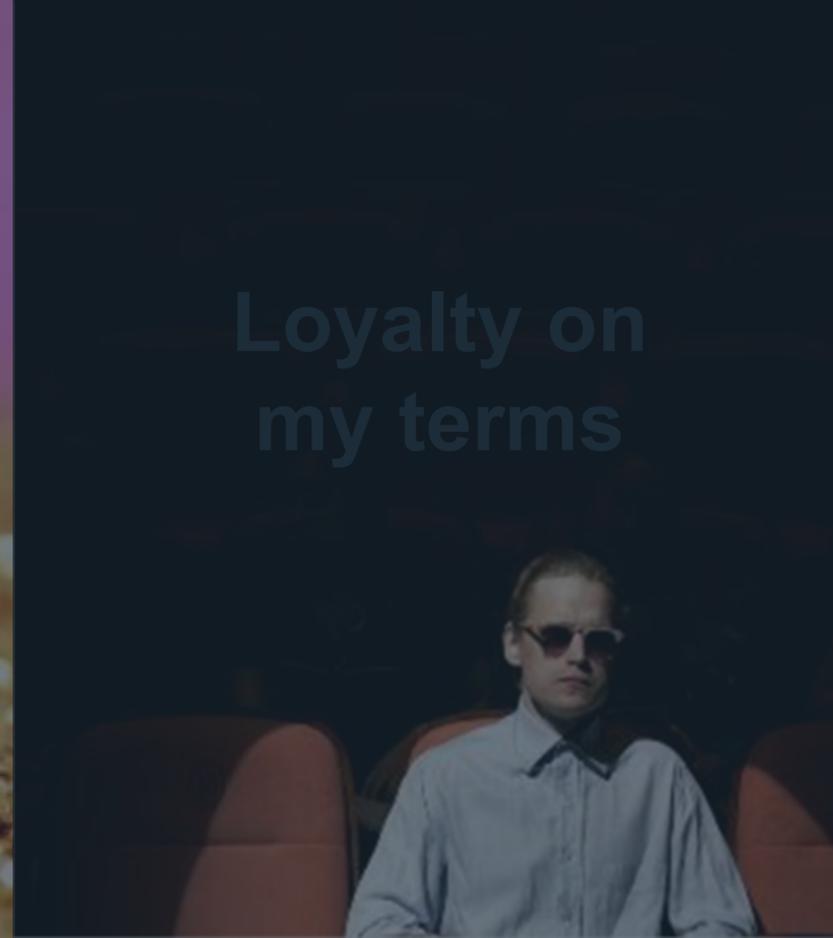
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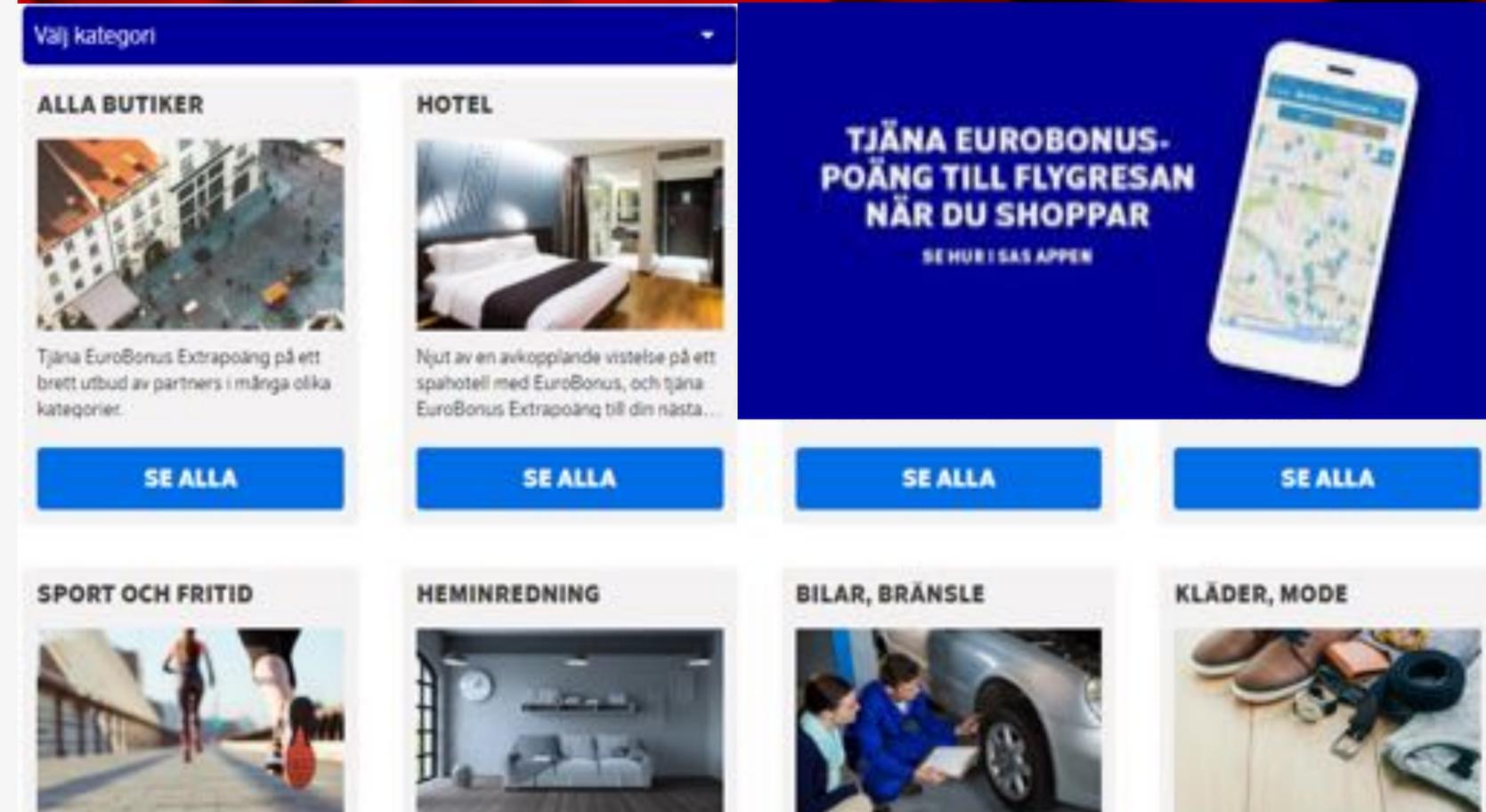
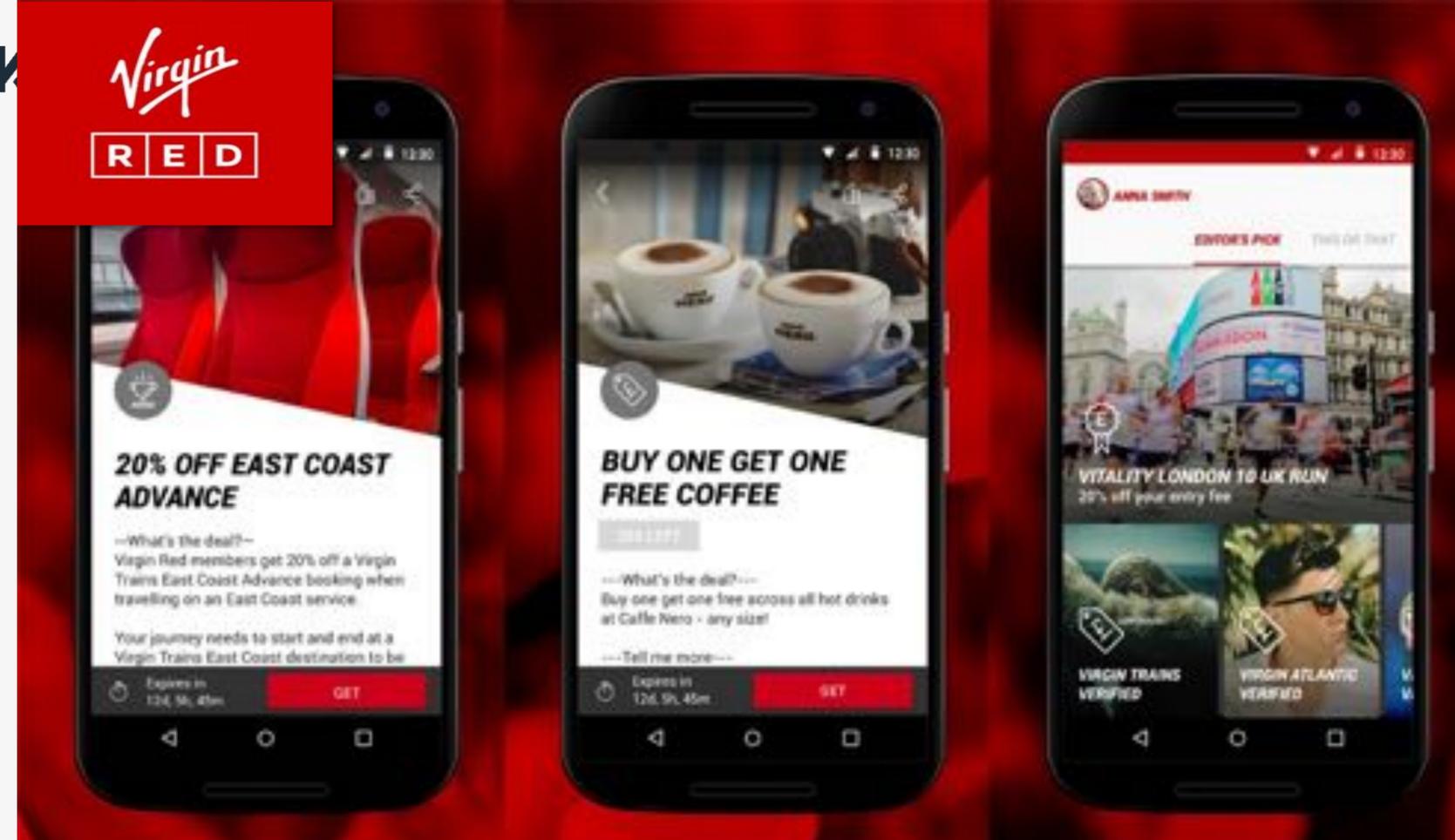
Creating loyalty across an ecosystem of cross-industry services, by designing a unifying loyalty concept

How does it increase customer engagement and loyalty?

The member/customer can be rewarded in new ways from being loyal and engaged across multiple industries.

Who is doing it well?

- Amazon Prime
- Virgin Red
- SAS
- Klarna Vibe



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Part of Accenture Interactive

Time for Panel discussion!



**Elsa
Bernadotte
Karma**



**Åsa Leckner Tham
Kaplan,
Part of Accenture
Interactive**



**Ceyhun N. Pehlivan,
Co-Leader TMT and Data
Protection, Managing
Associate - Linklaters
(Madrid)**



**Mattias Olsson
CEO &
Partner,
Apegroup.**

CMO goes TECH

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*We are looking forward to seeing you all at the next meetup
in May.*

You decide on the agenda! Let us know your ideas.