

**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](http://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*



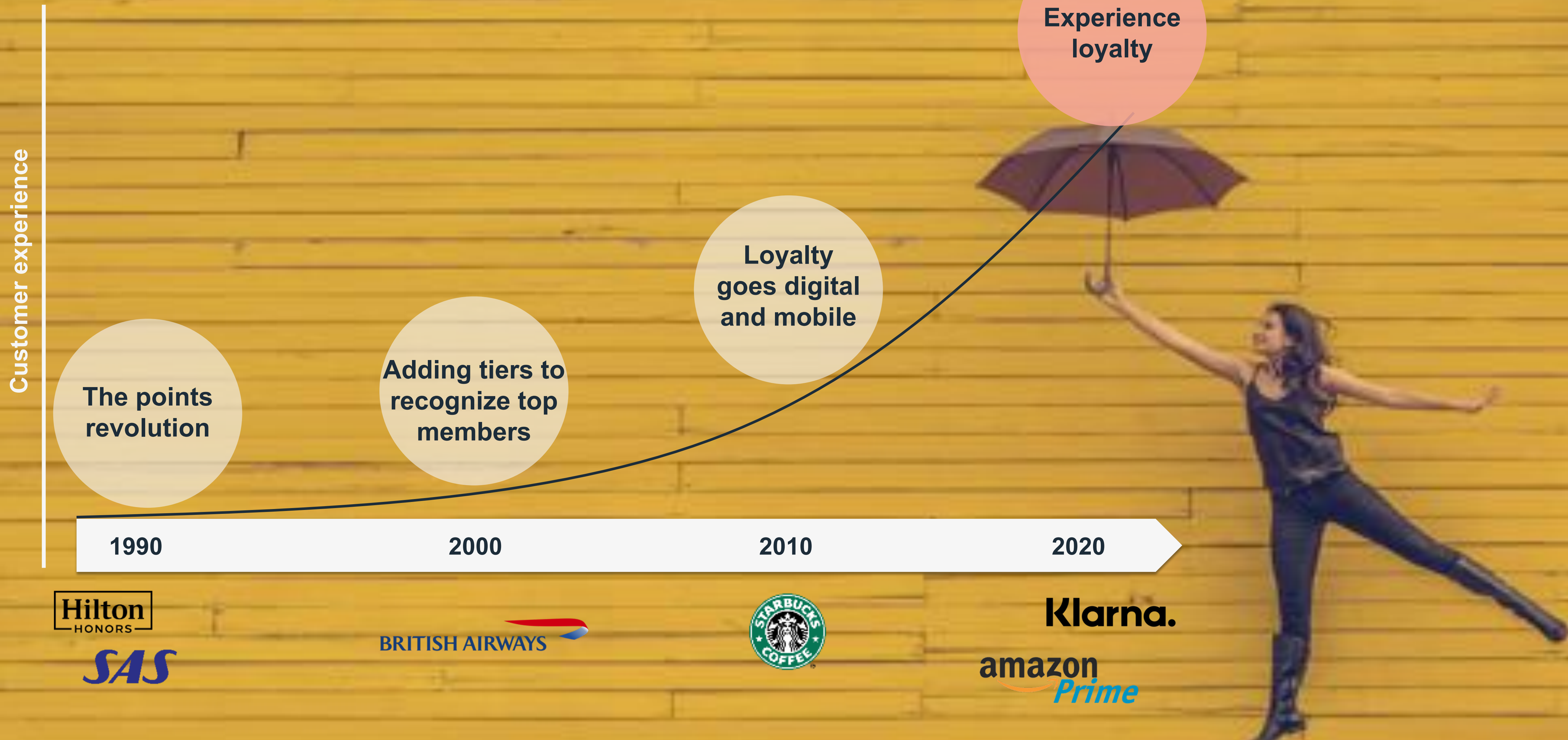
The background of the slide is a teal-colored marbled pattern, resembling stone or liquid swirls. The text is centered and rendered in white.

**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



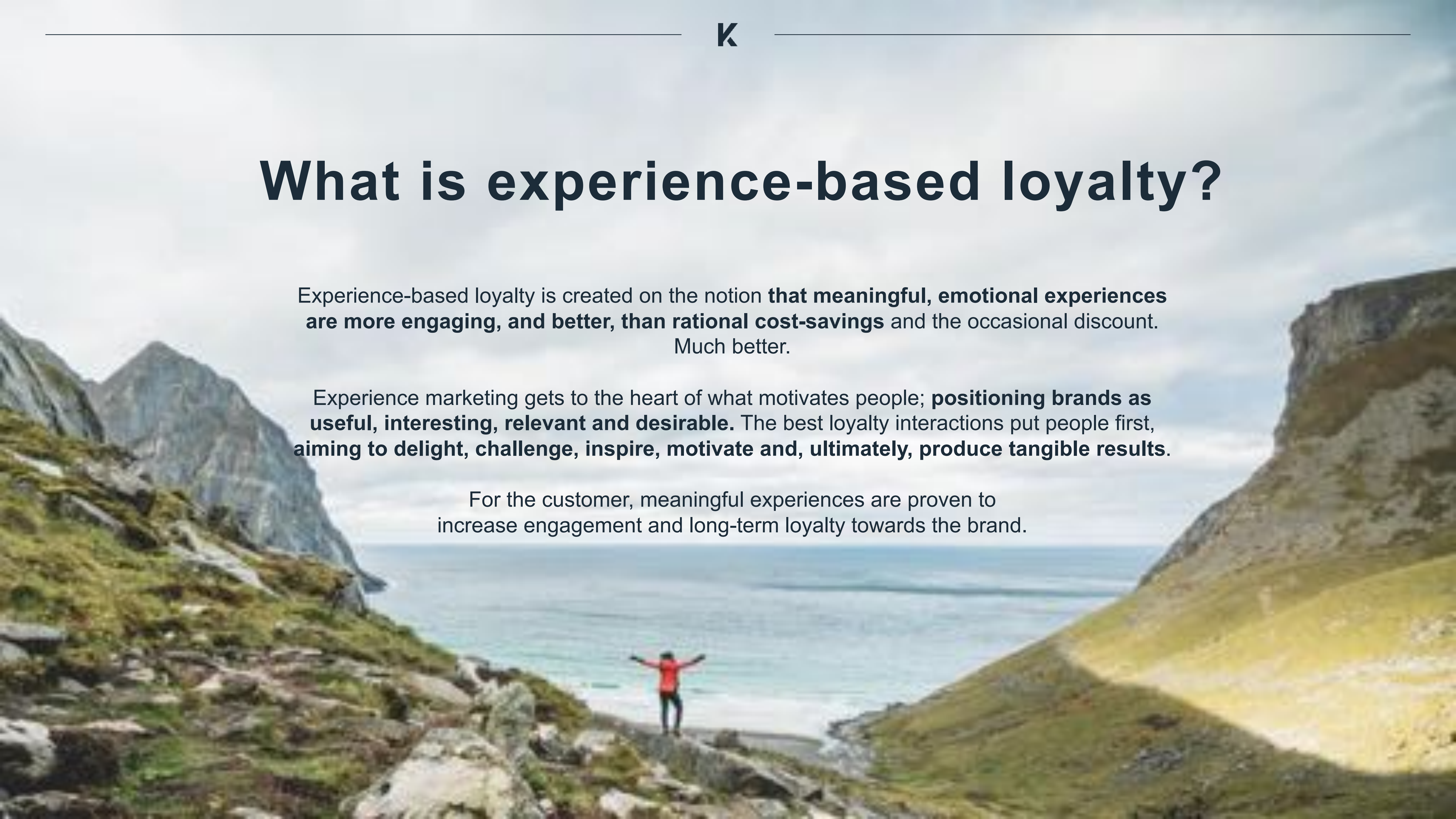


# What is experience-based loyalty?

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**.

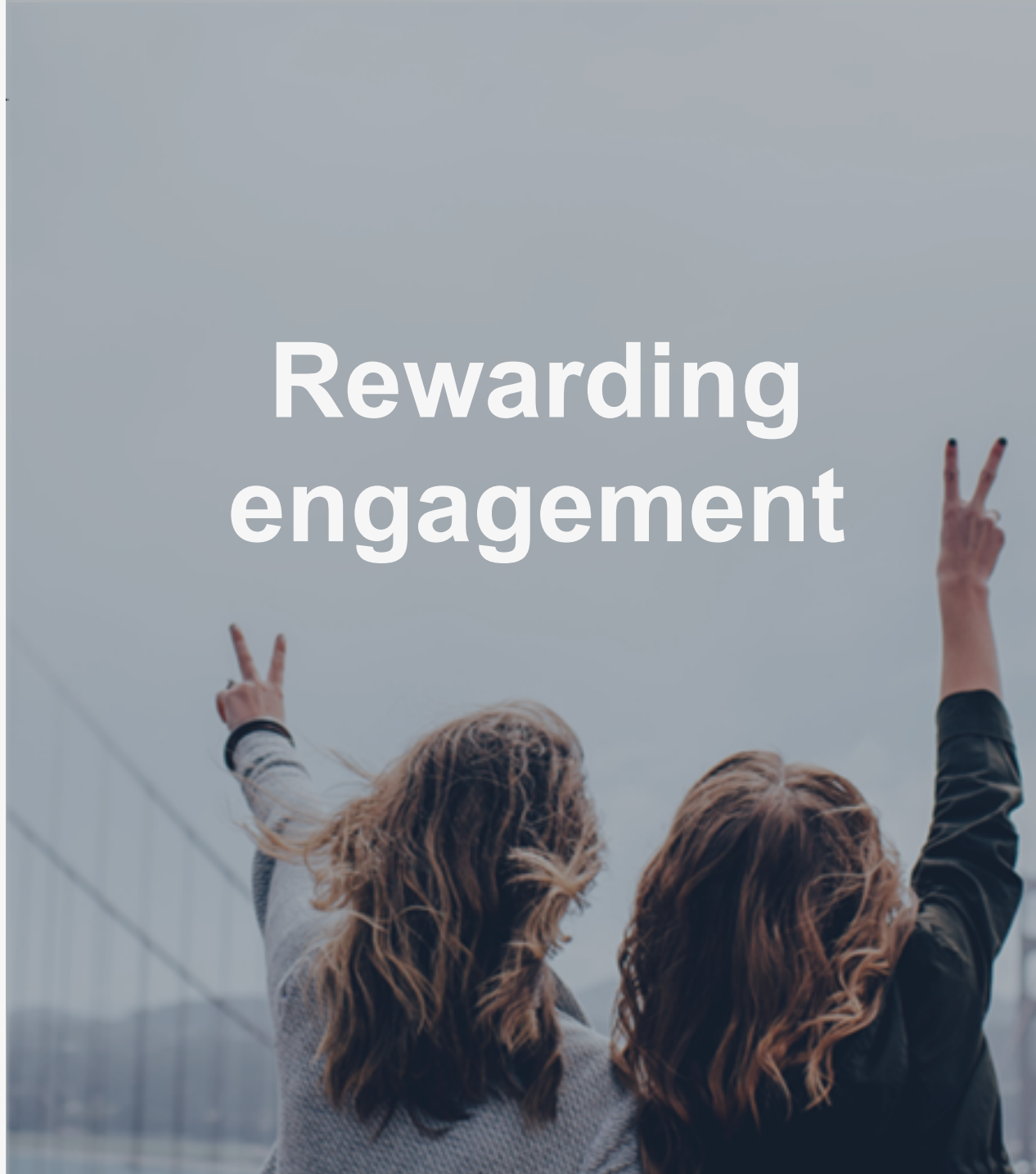
For the customer, meaningful experiences are proven to increase engagement and long-term loyalty towards the brand.



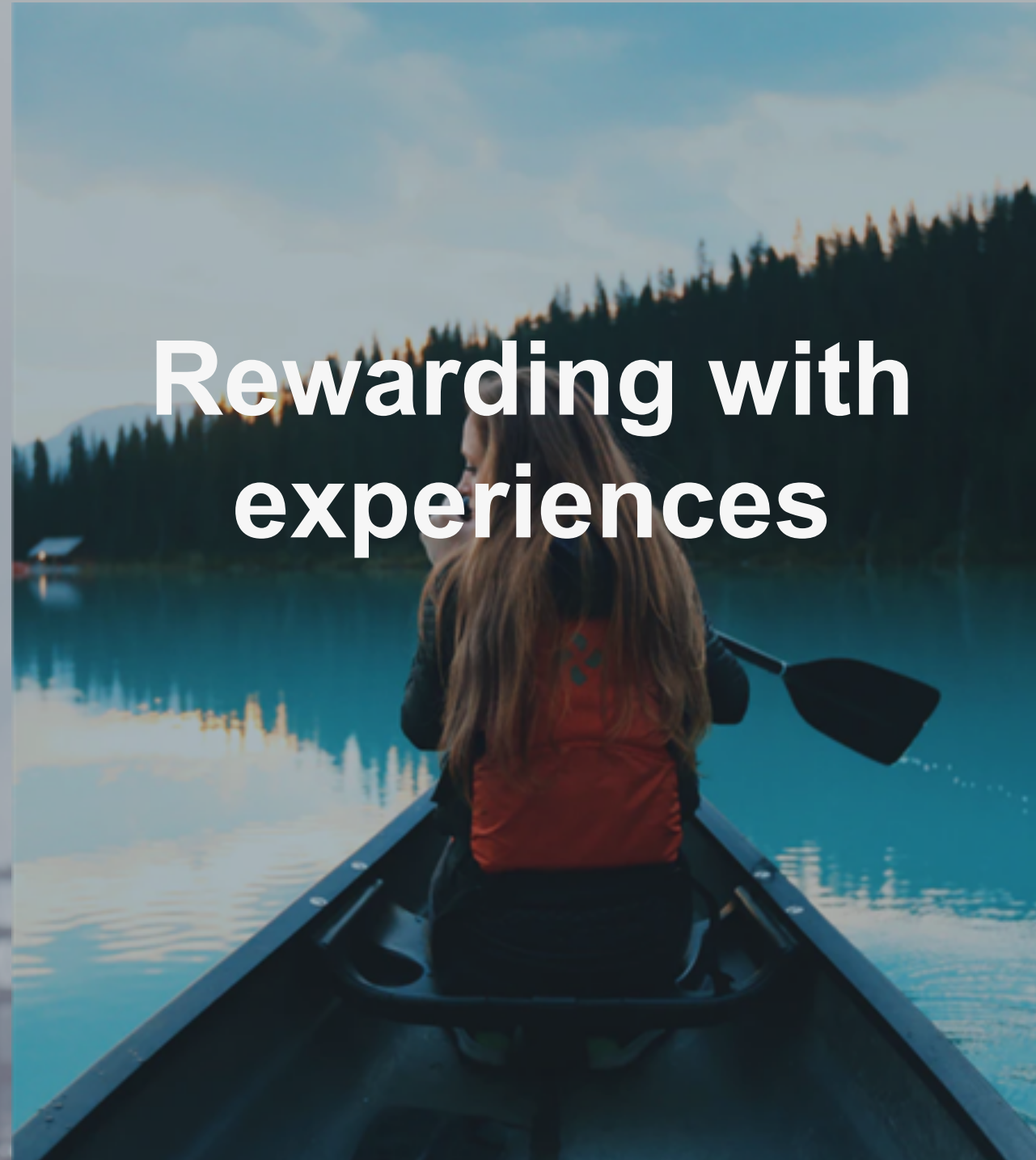


# 7 Key Loyalty Trends 2021

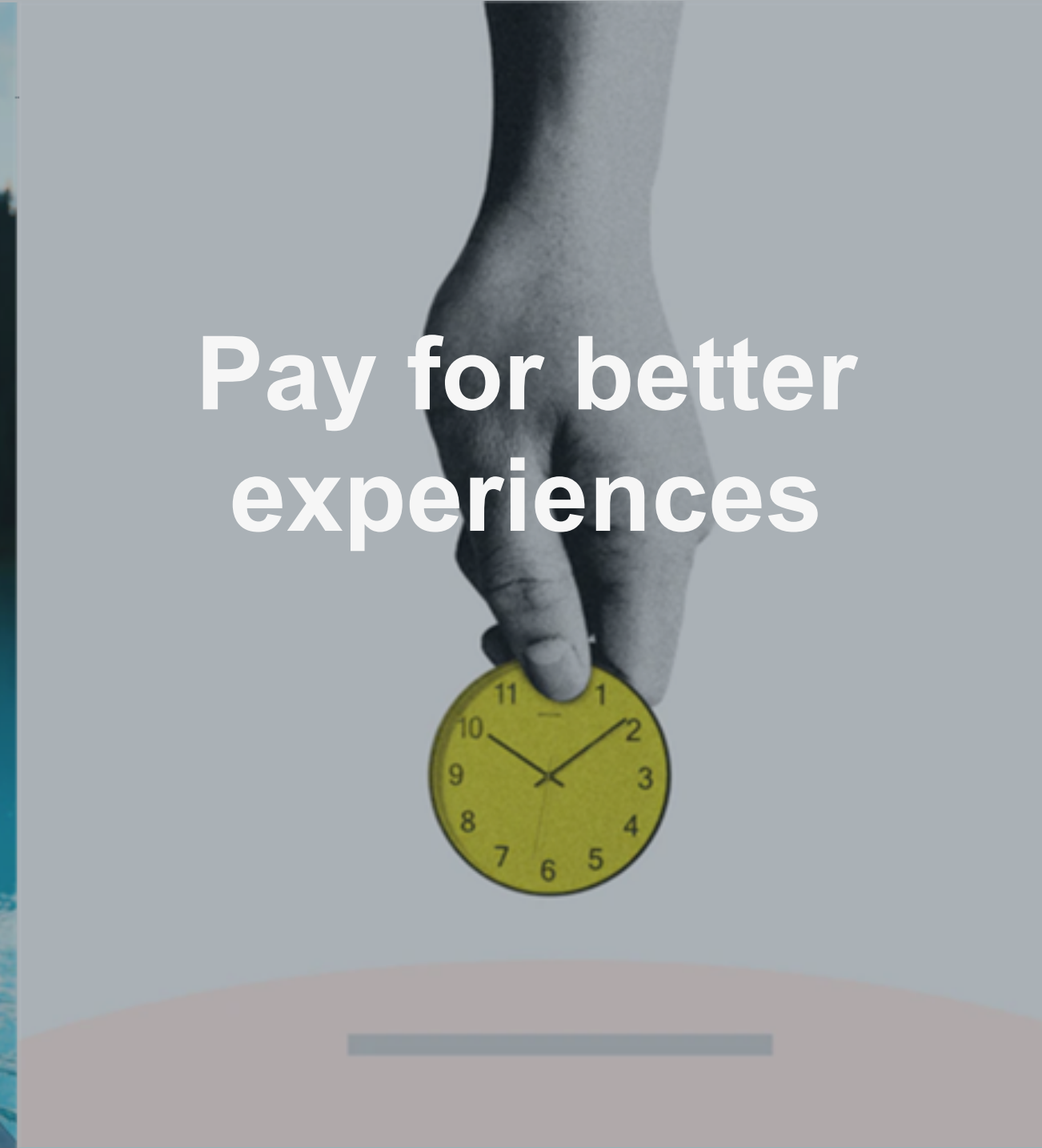
Rewarding engagement



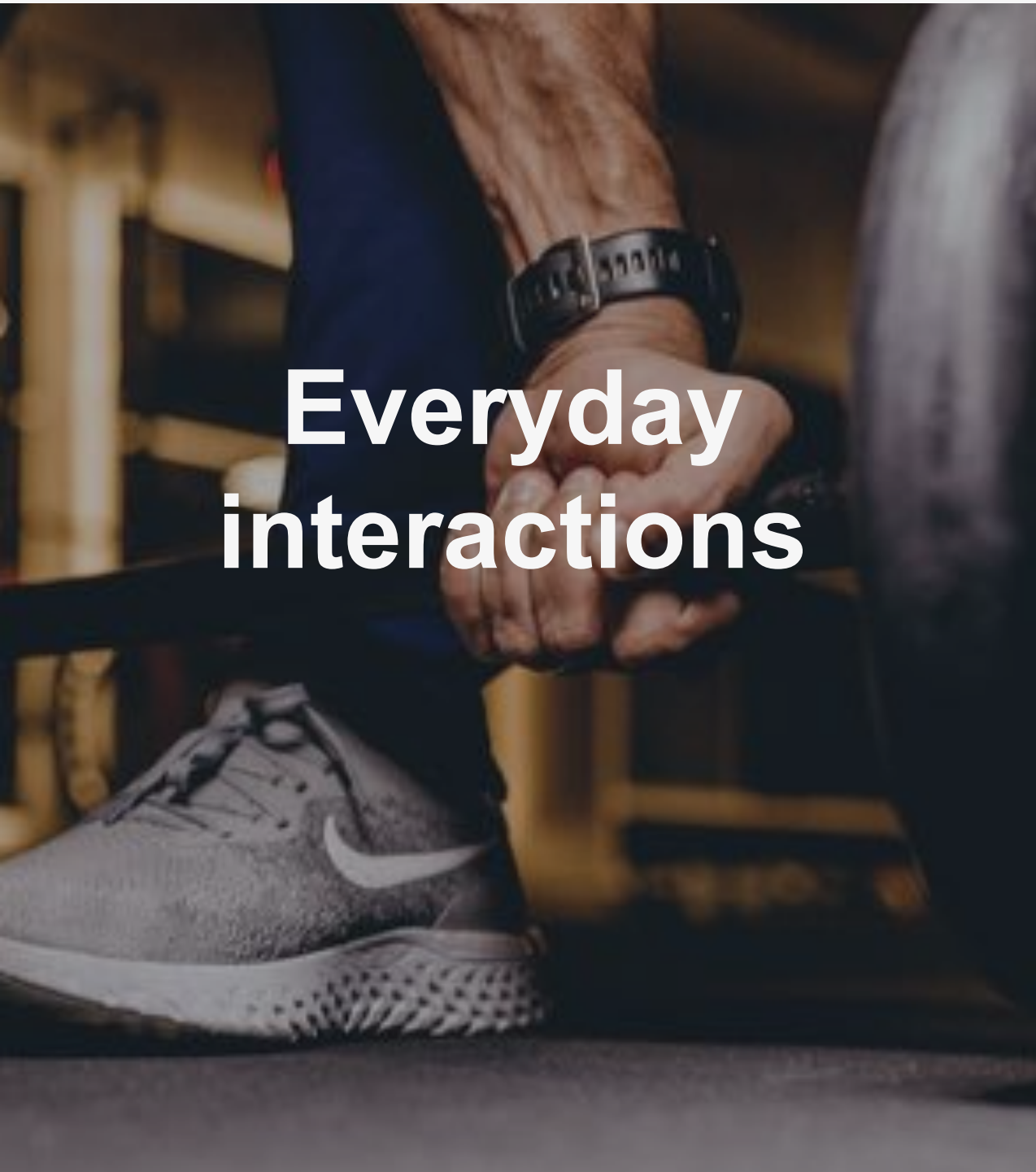
Rewarding with experiences



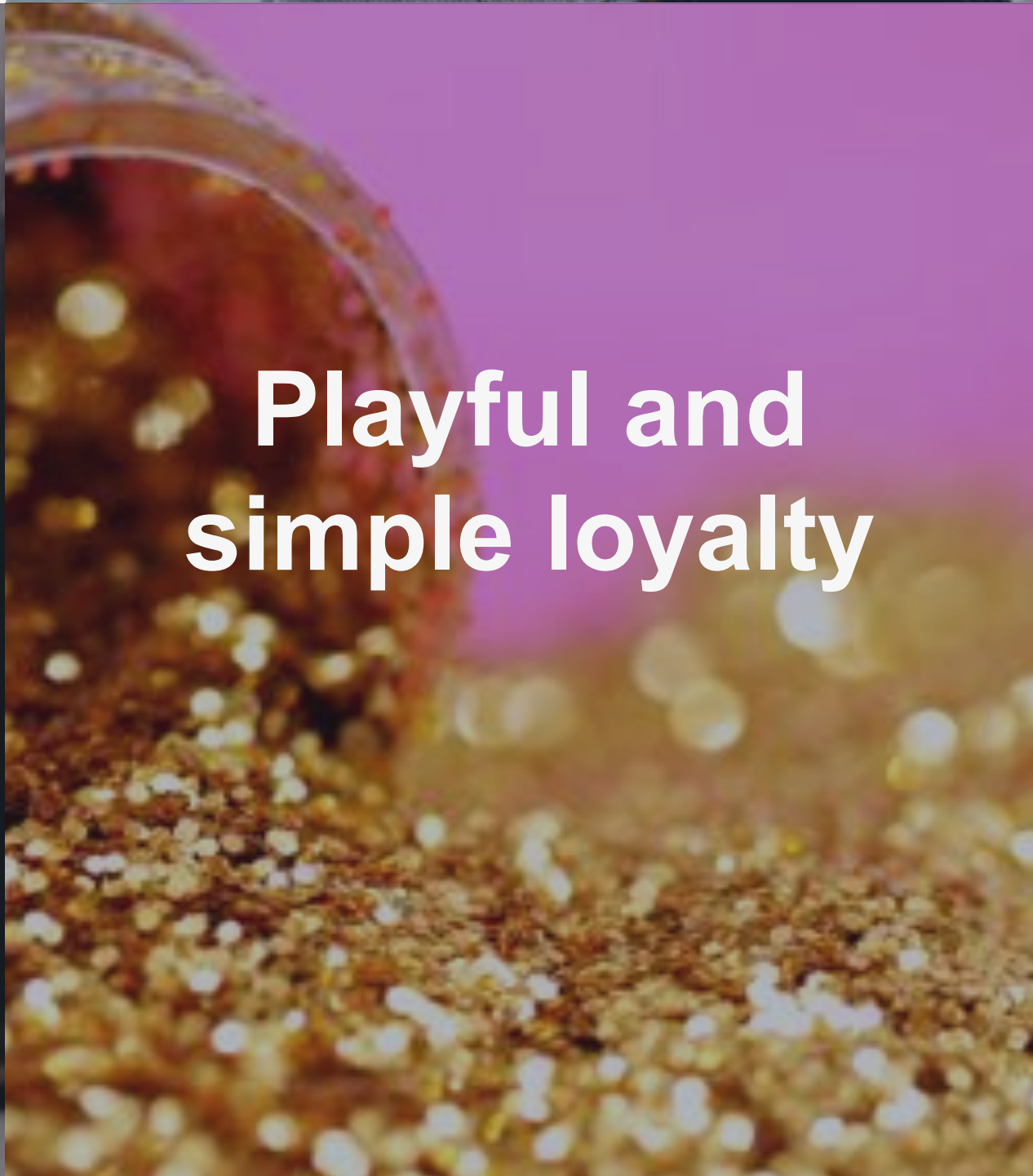
Pay for better experiences



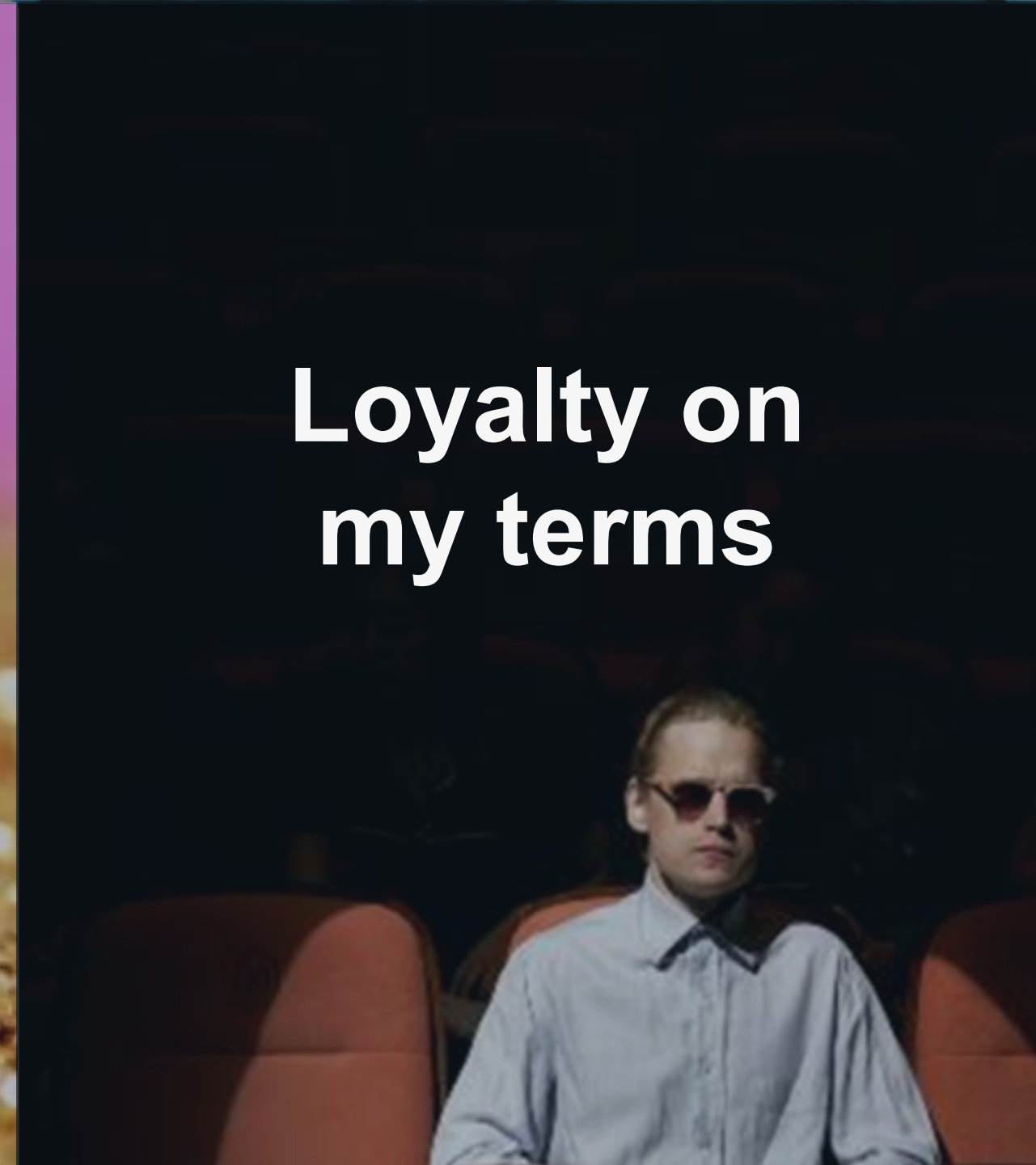
Everyday interactions



Playful and simple loyalty



Loyalty on my terms



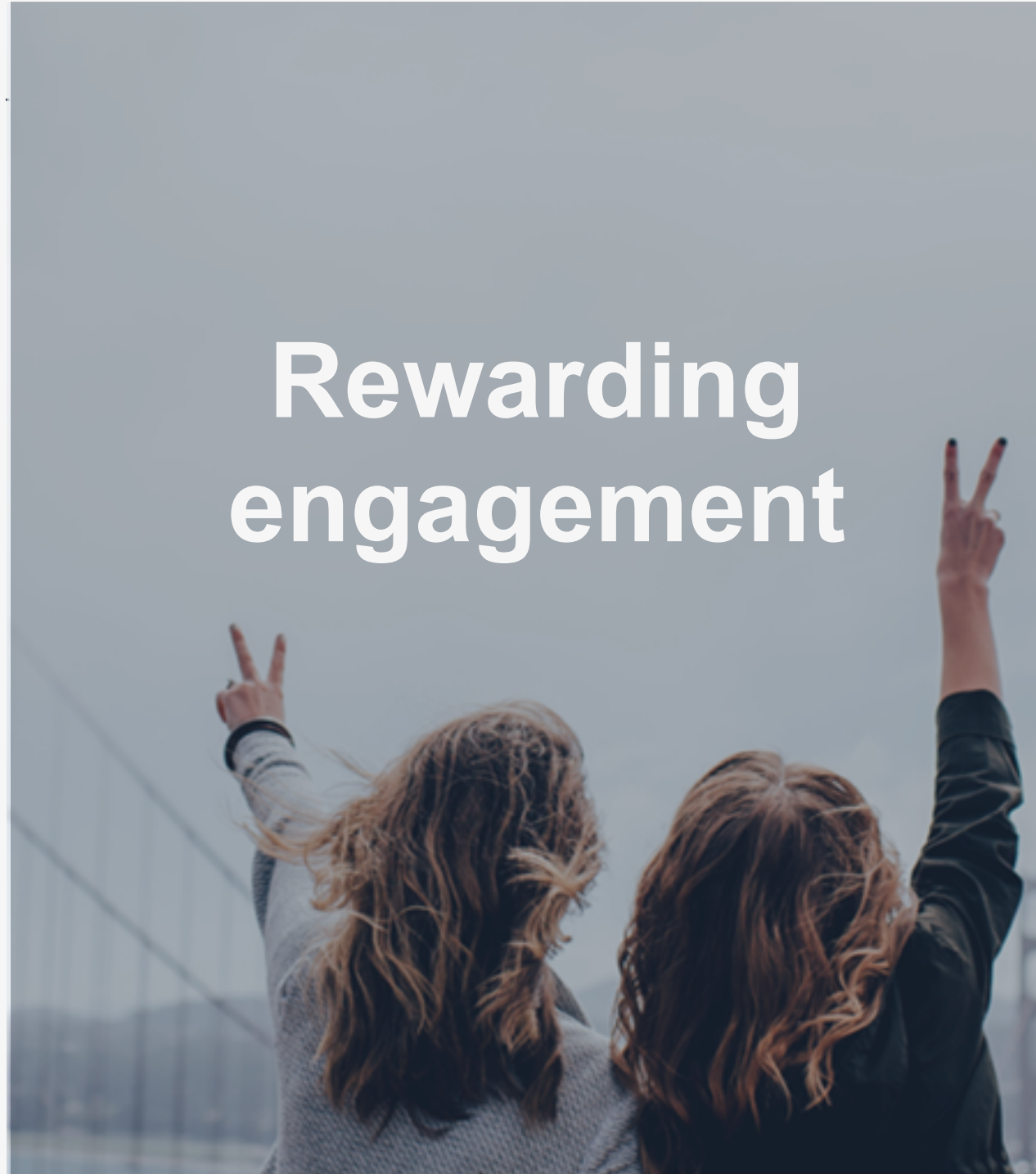
Cross-industry loyalty



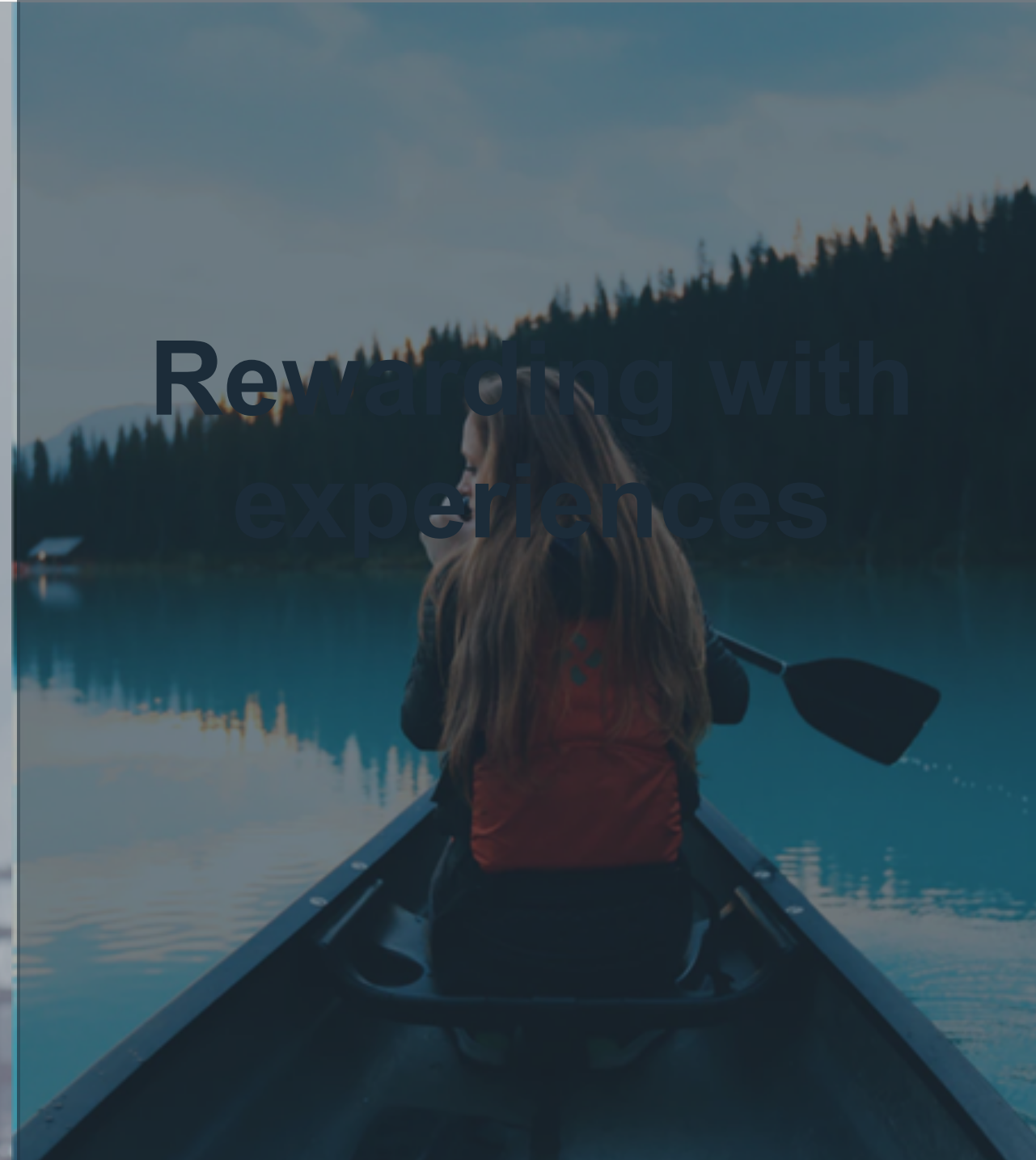


# 7 Key Loyalty Trends 2021

Rewarding engagement



Rewarding with experiences



Pay for better experiences



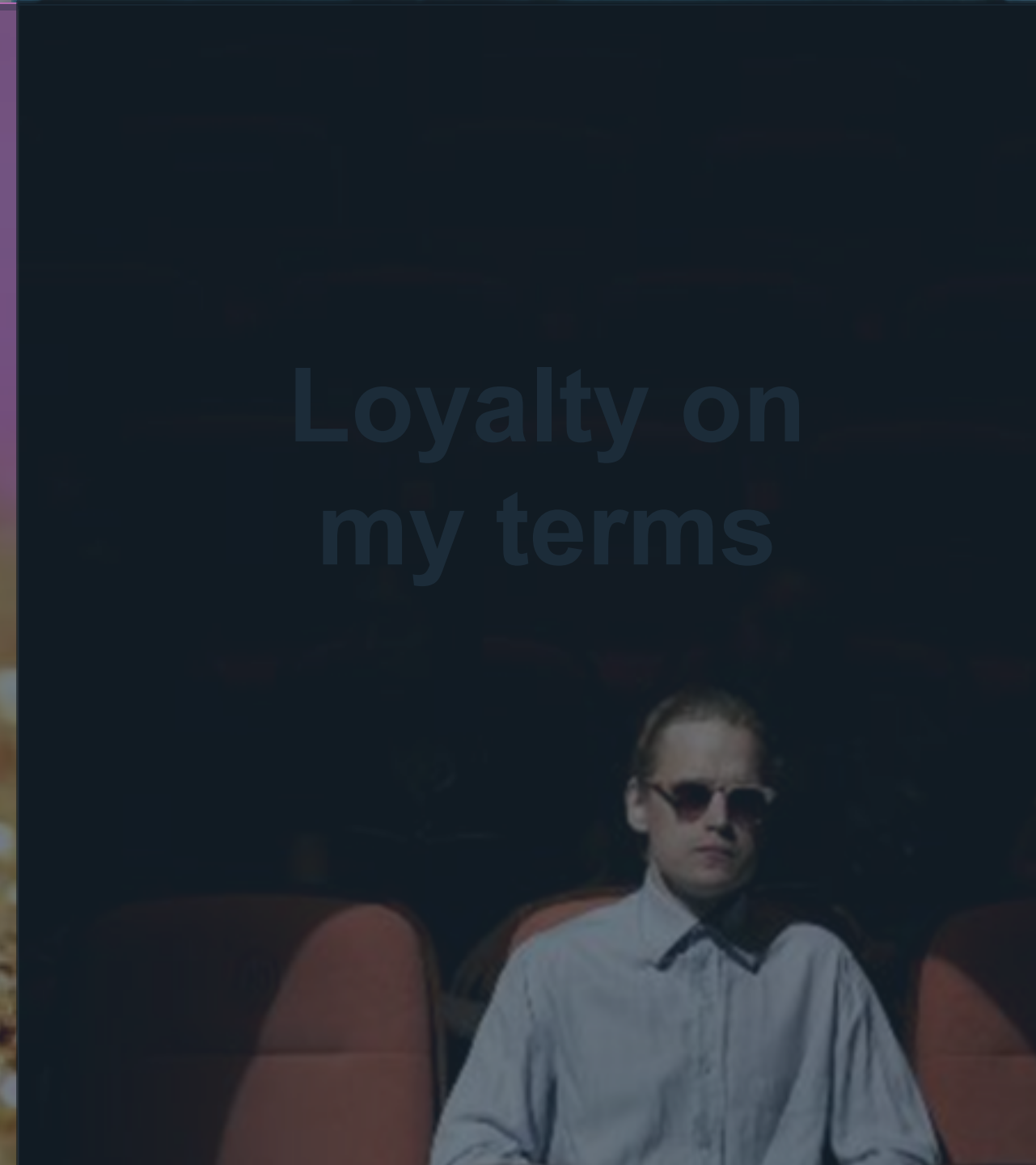
Everyday interactions



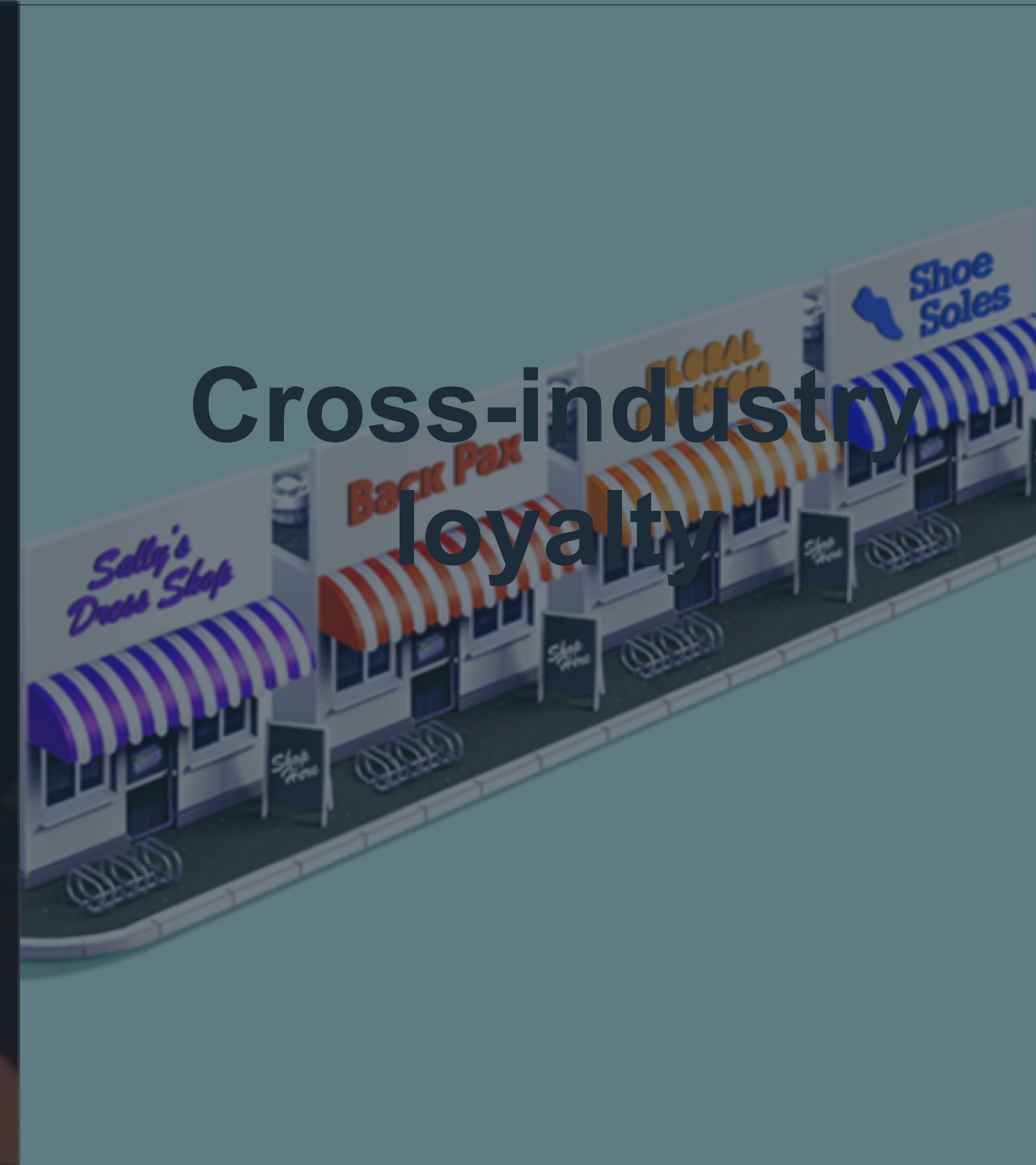
Playful and simple loyalty



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

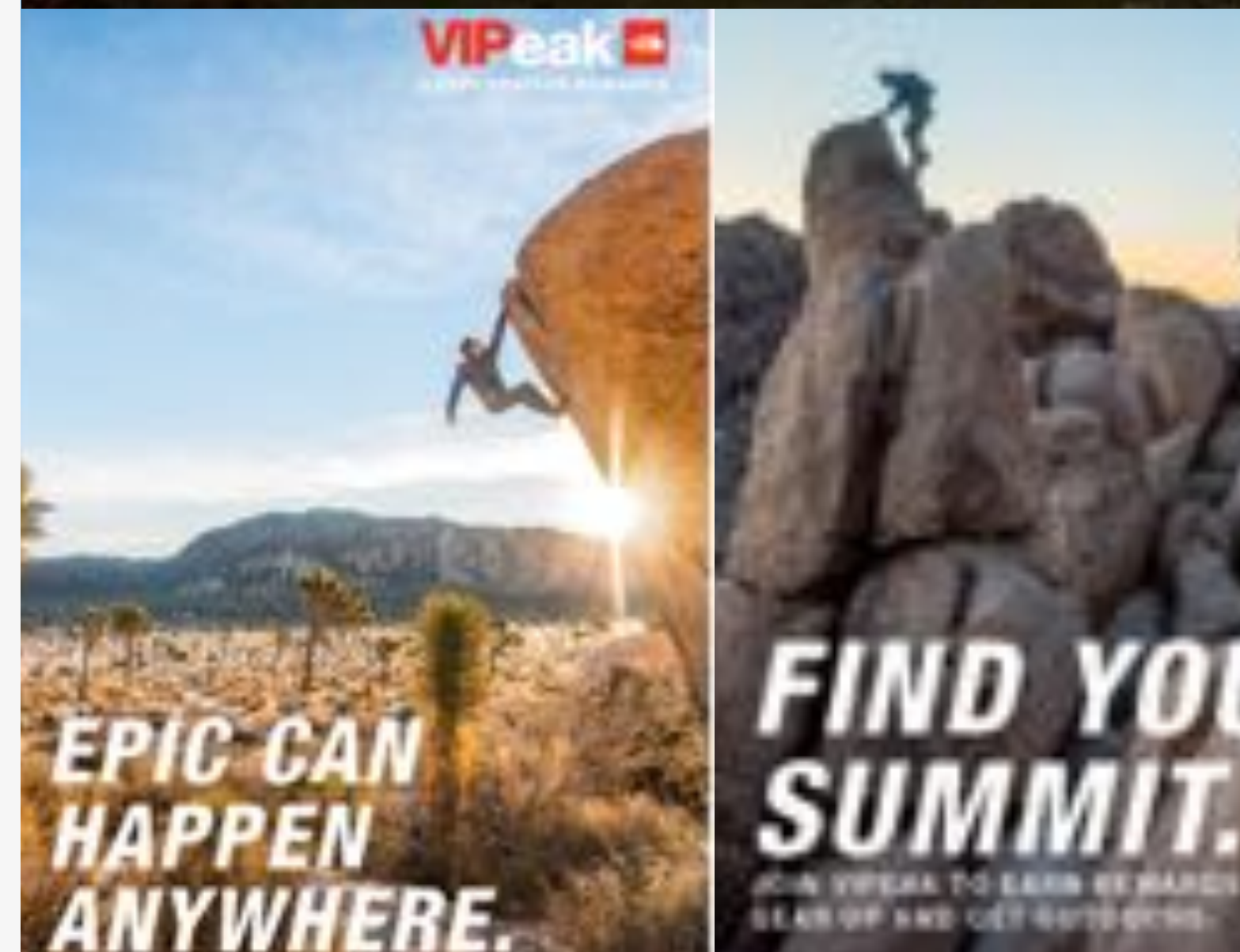
## How does it increase customer engagement and loyalty?

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



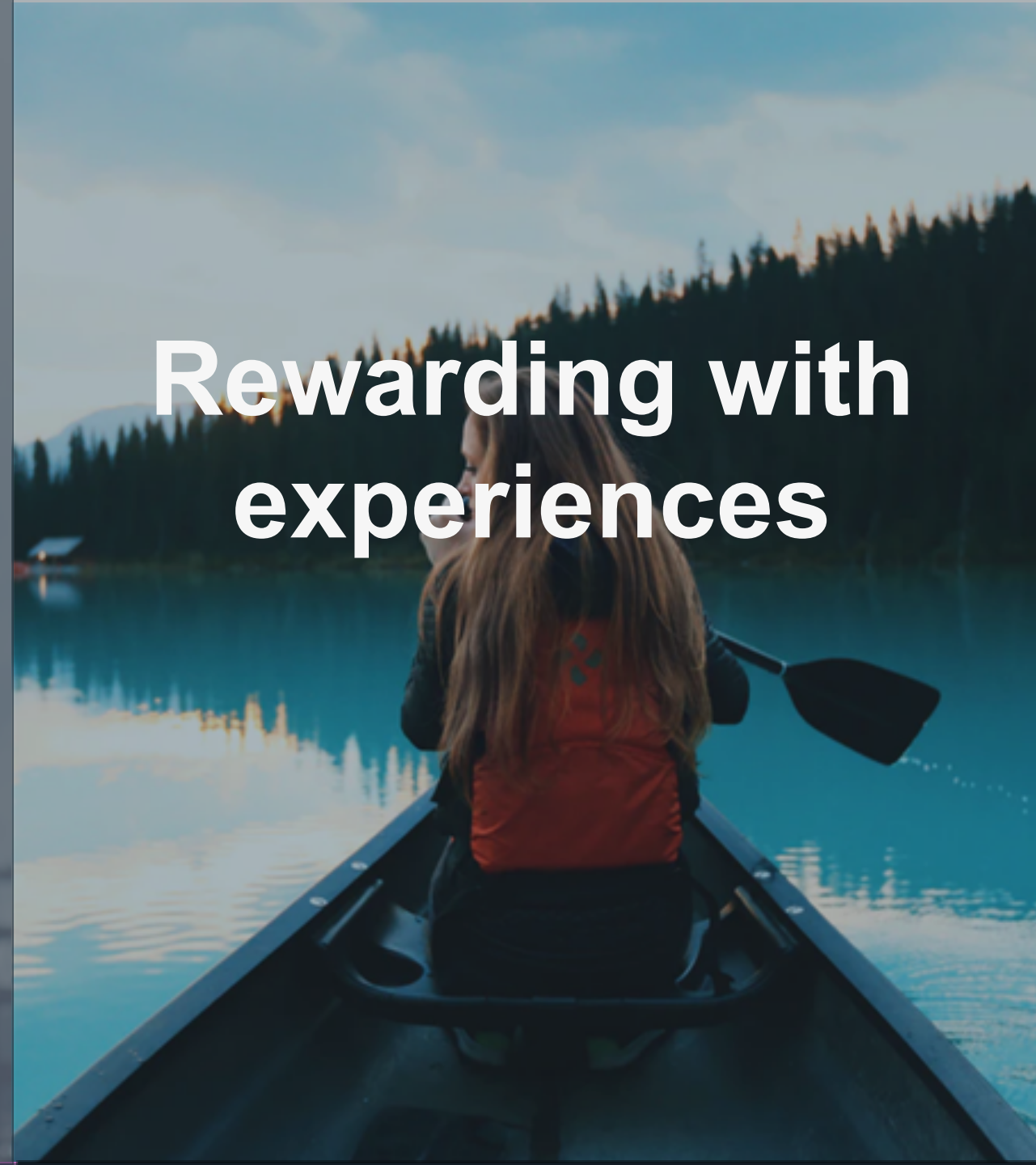


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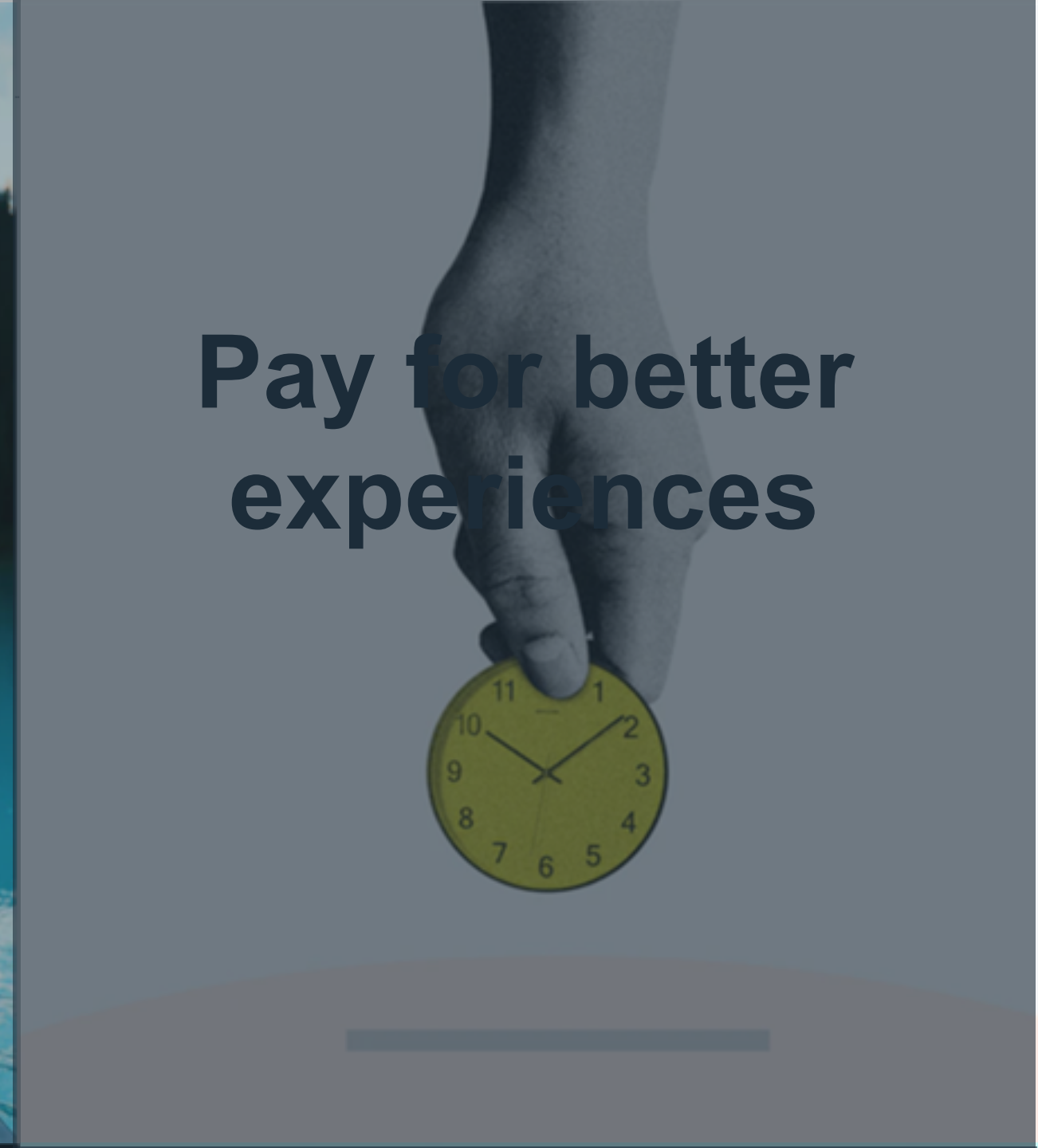
Rewarding engagement



Rewarding with experiences



Pay for better experiences



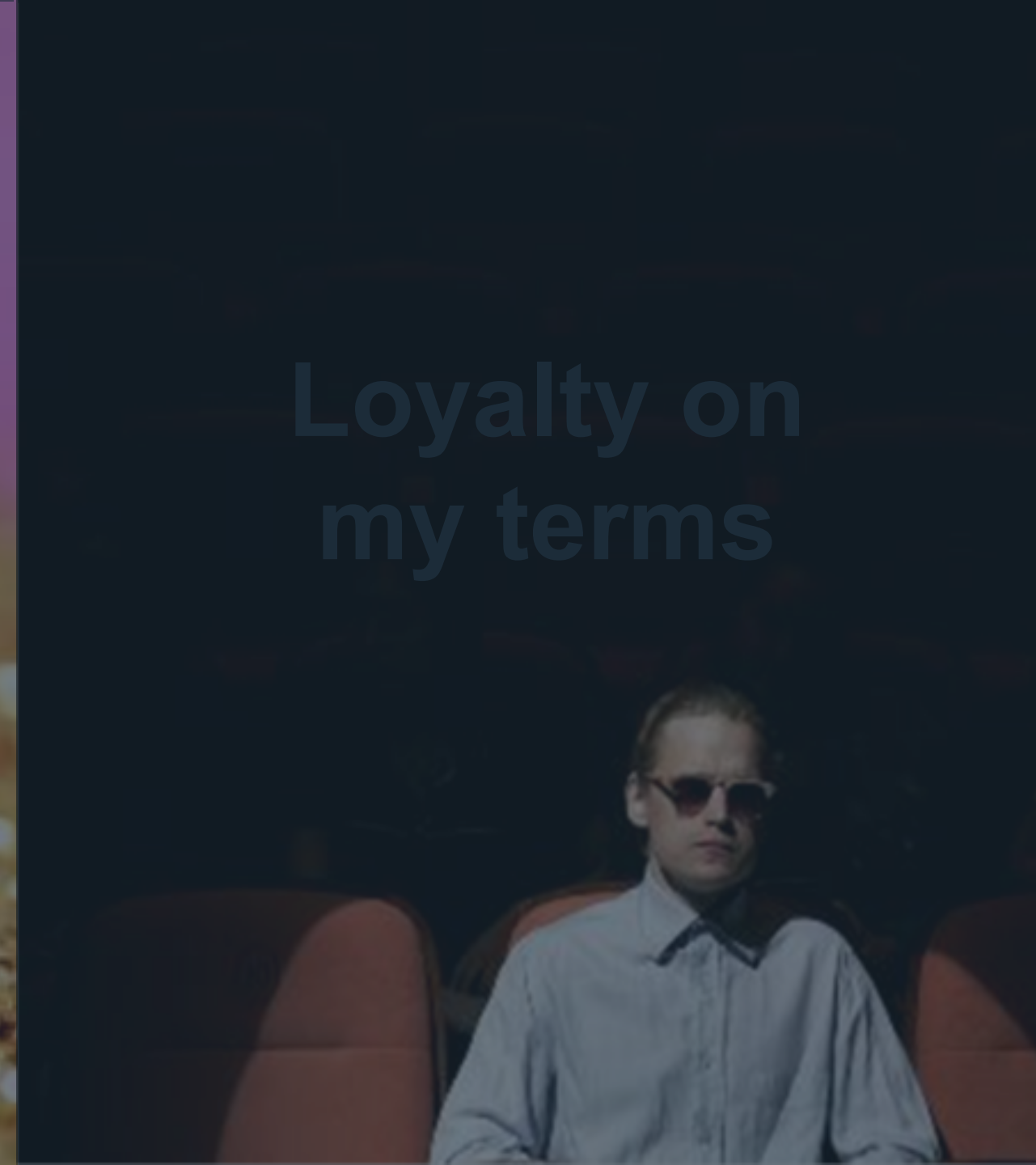
Everyday interactions



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Cross-industry loyalty





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# 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

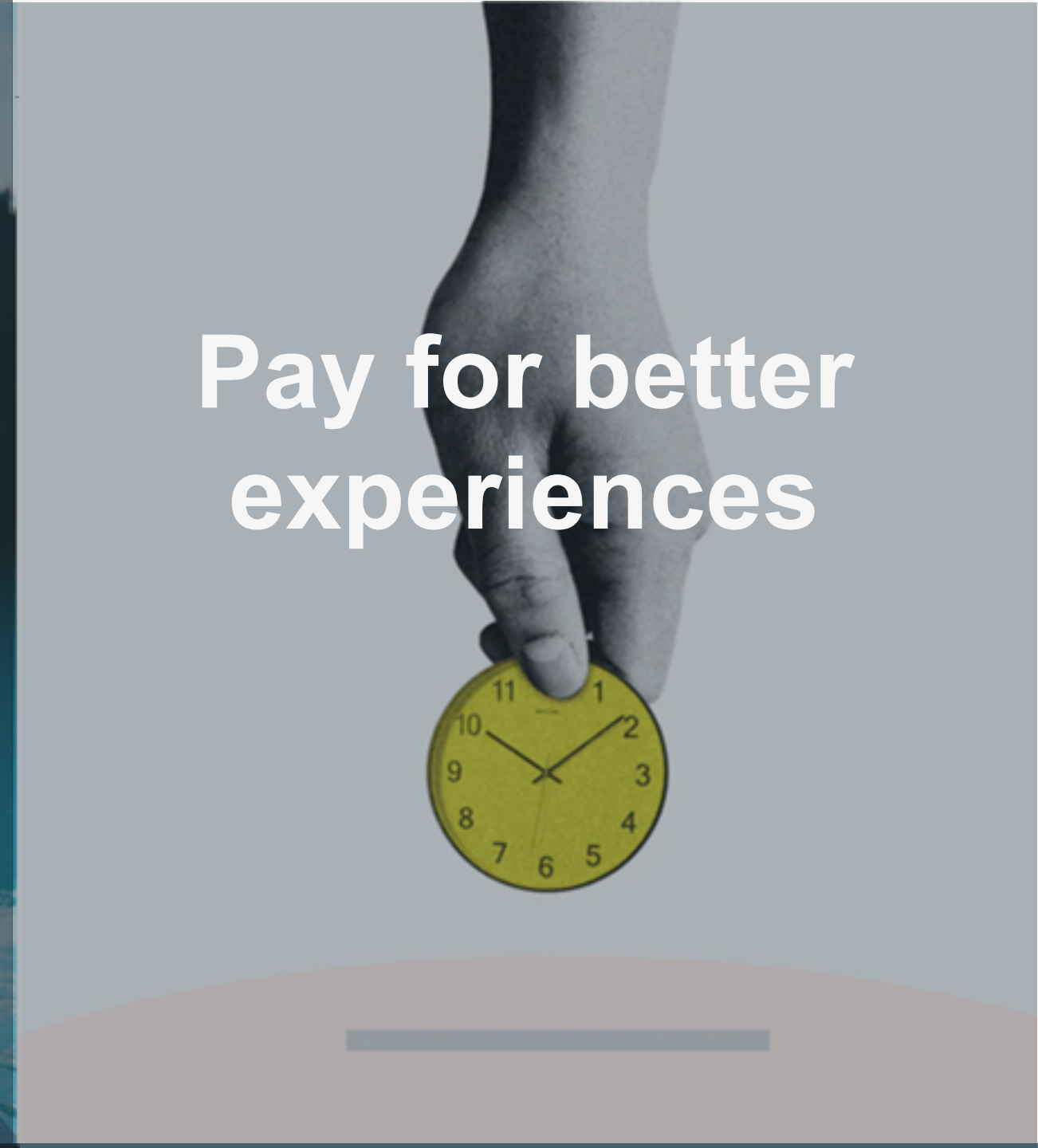
Rewarding engagement



Rewarding with experiences



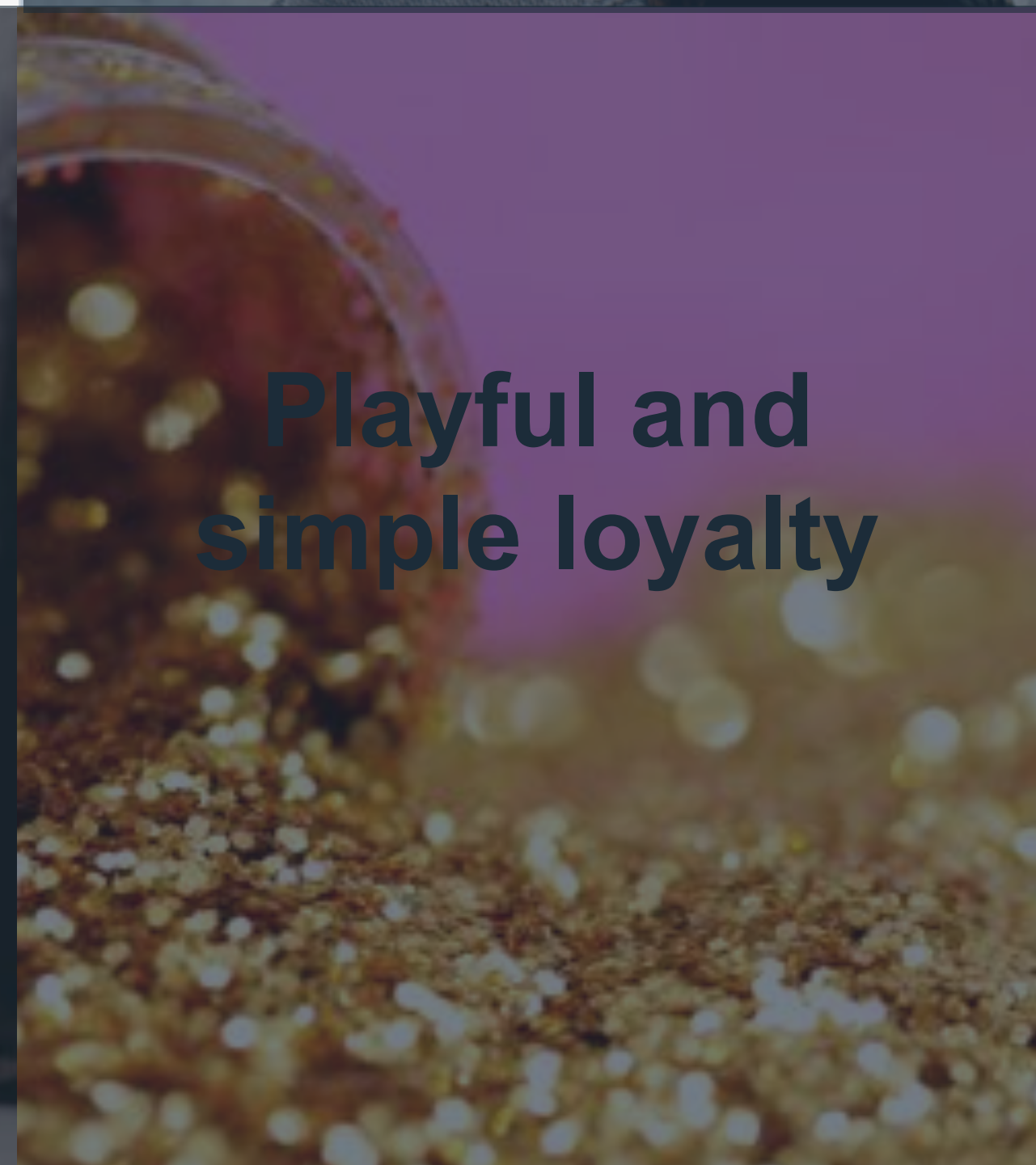
Pay for better experiences



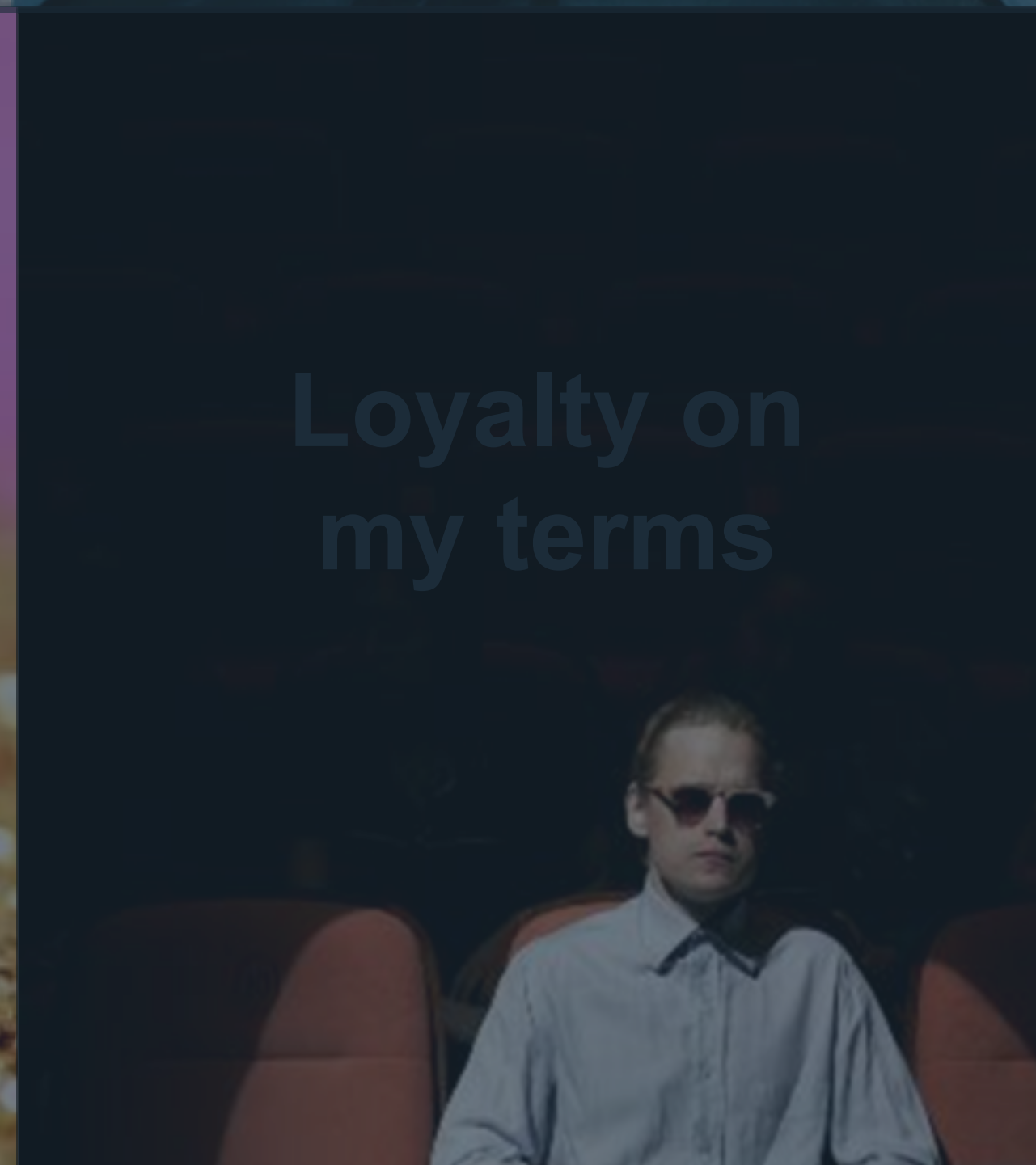
Everyday interactions



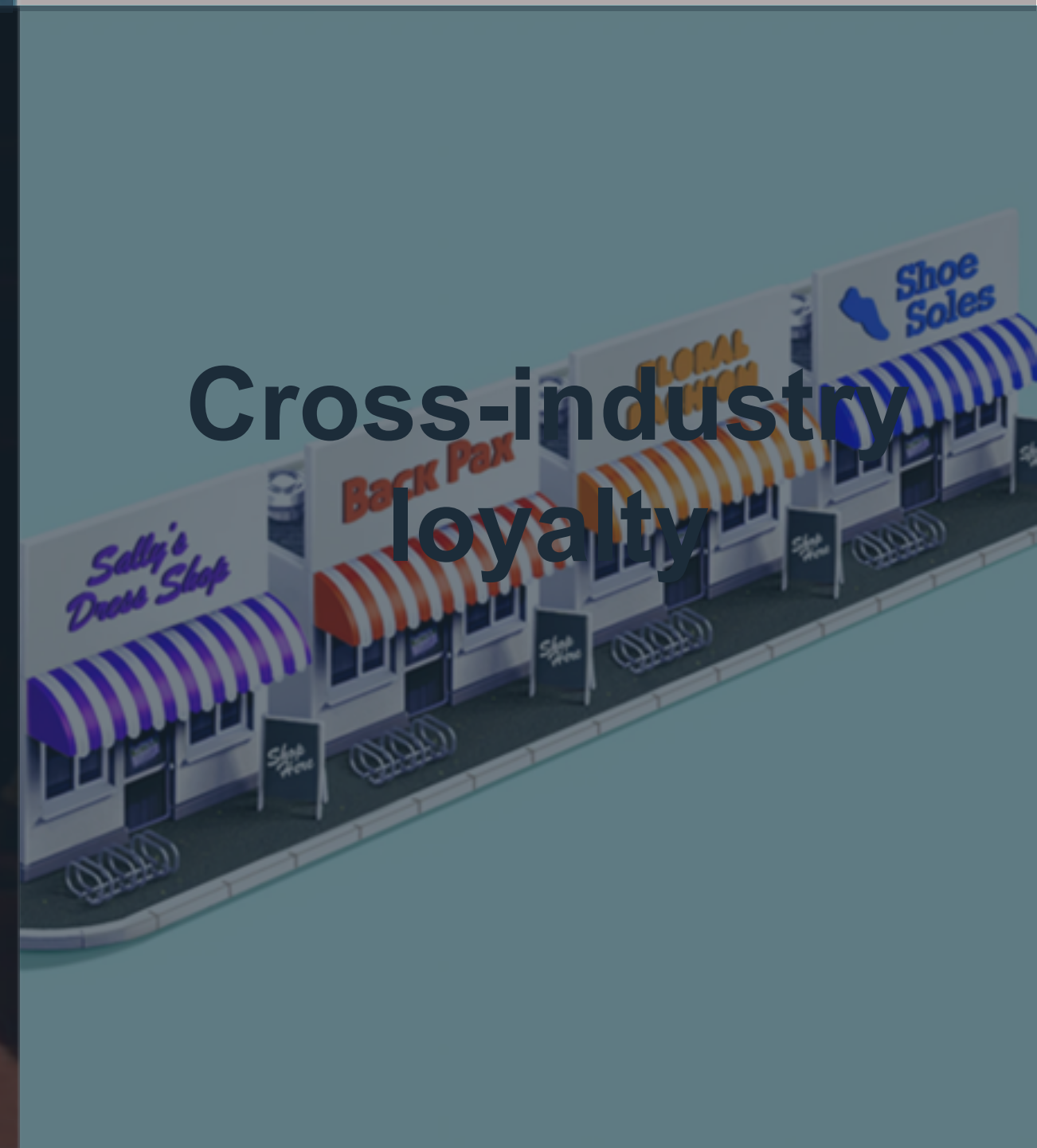
Playful and simple loyalty



Loyalty on my terms



Cross-industry loyalty





# Pay for better experiences

## What is it?

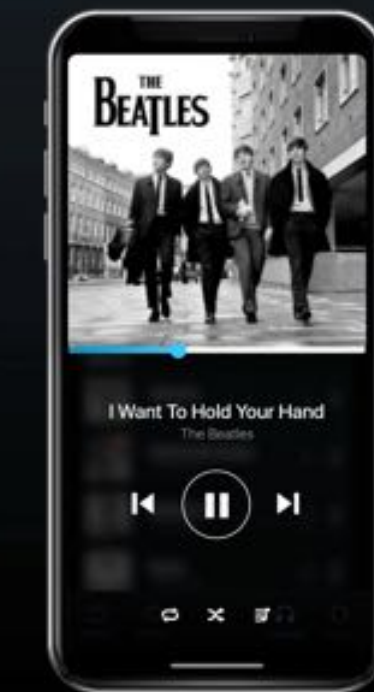
Paying a one-time fee or subscribing to a loyalty program, all of the coveted benefits are at the disposal of the member from day one.

## 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 Amazon arrow underneath.



# 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





# 7 Key Loyalty Trends 2021

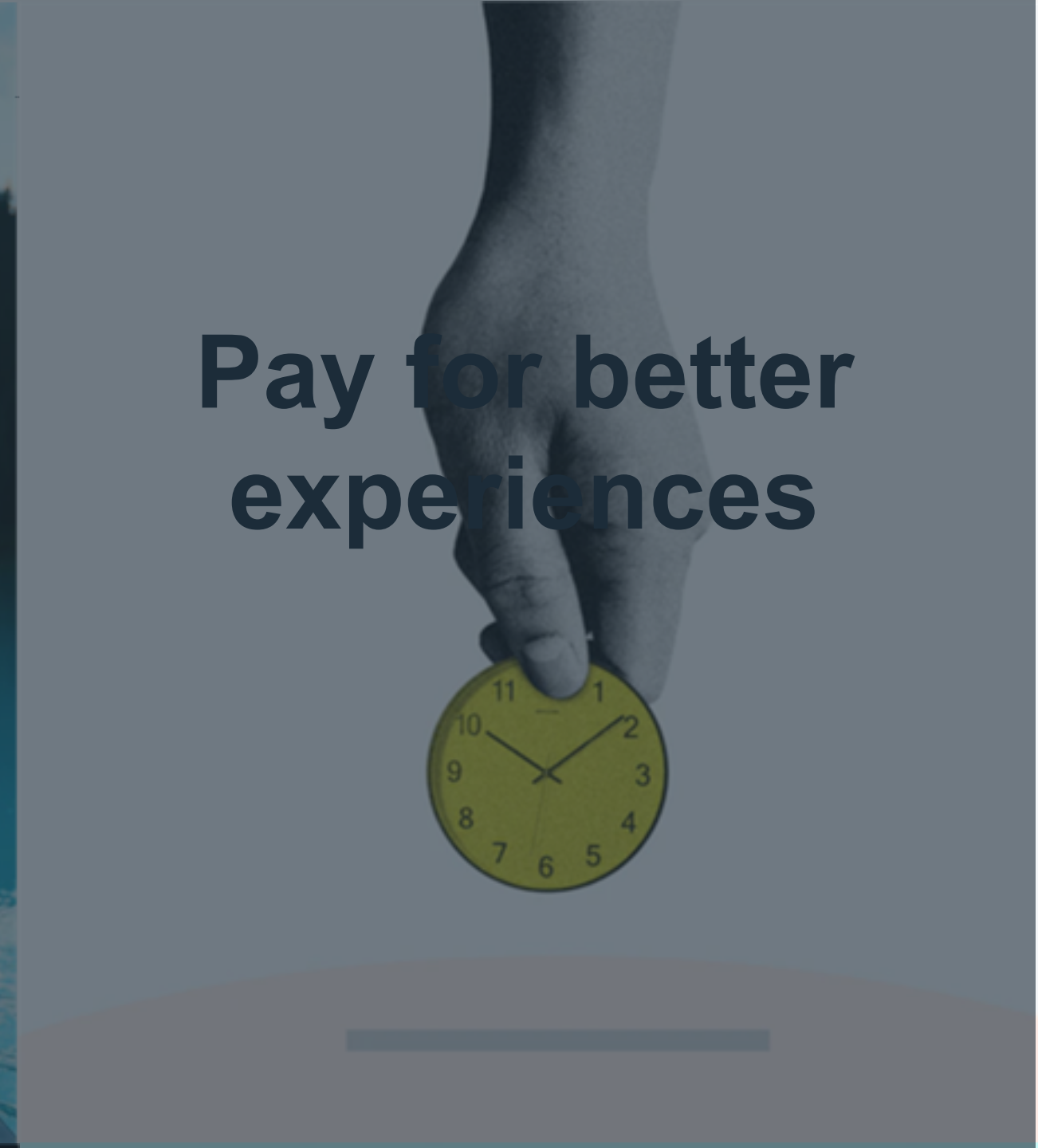
Rewarding engagement



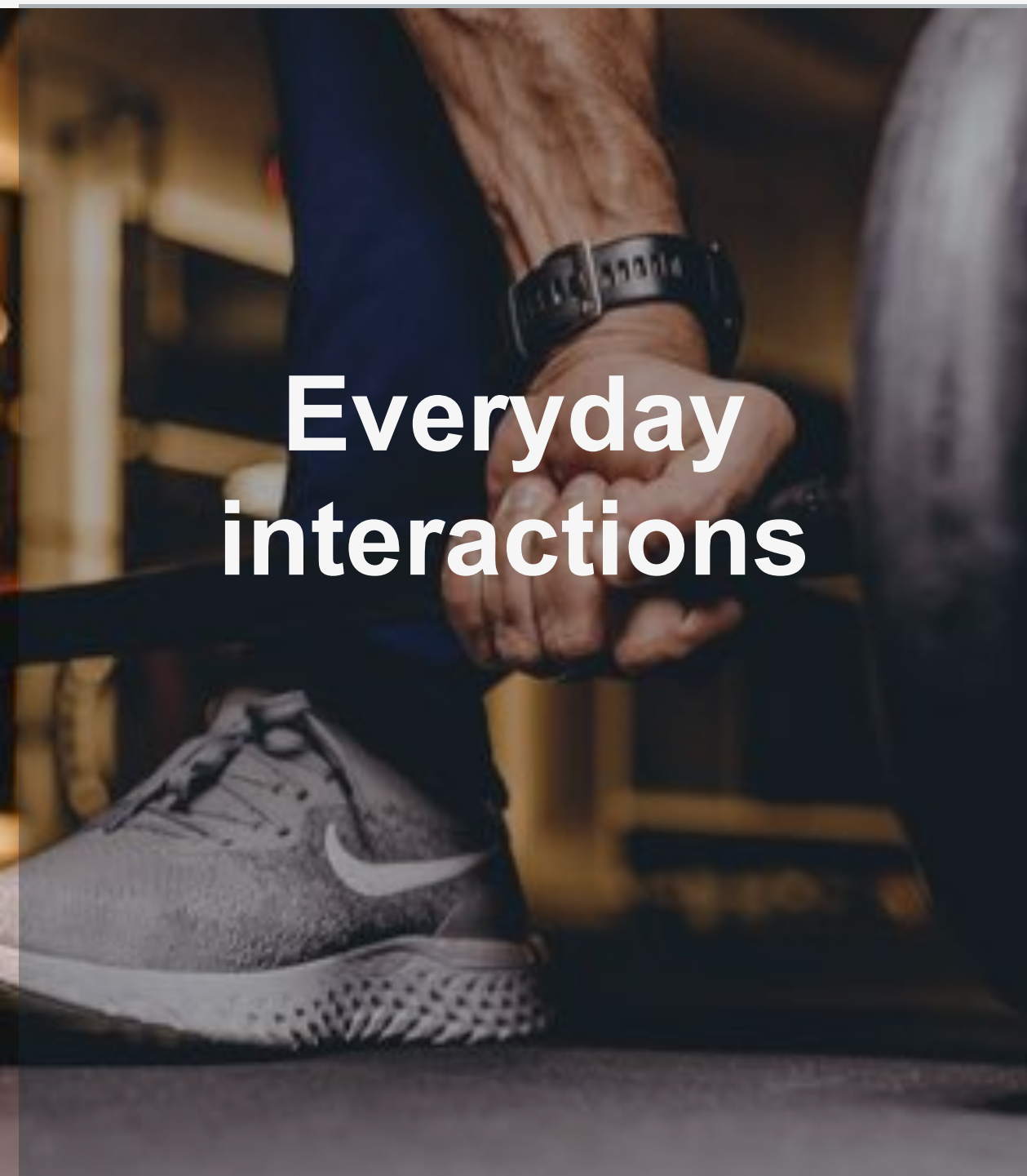
Rewarding with experiences



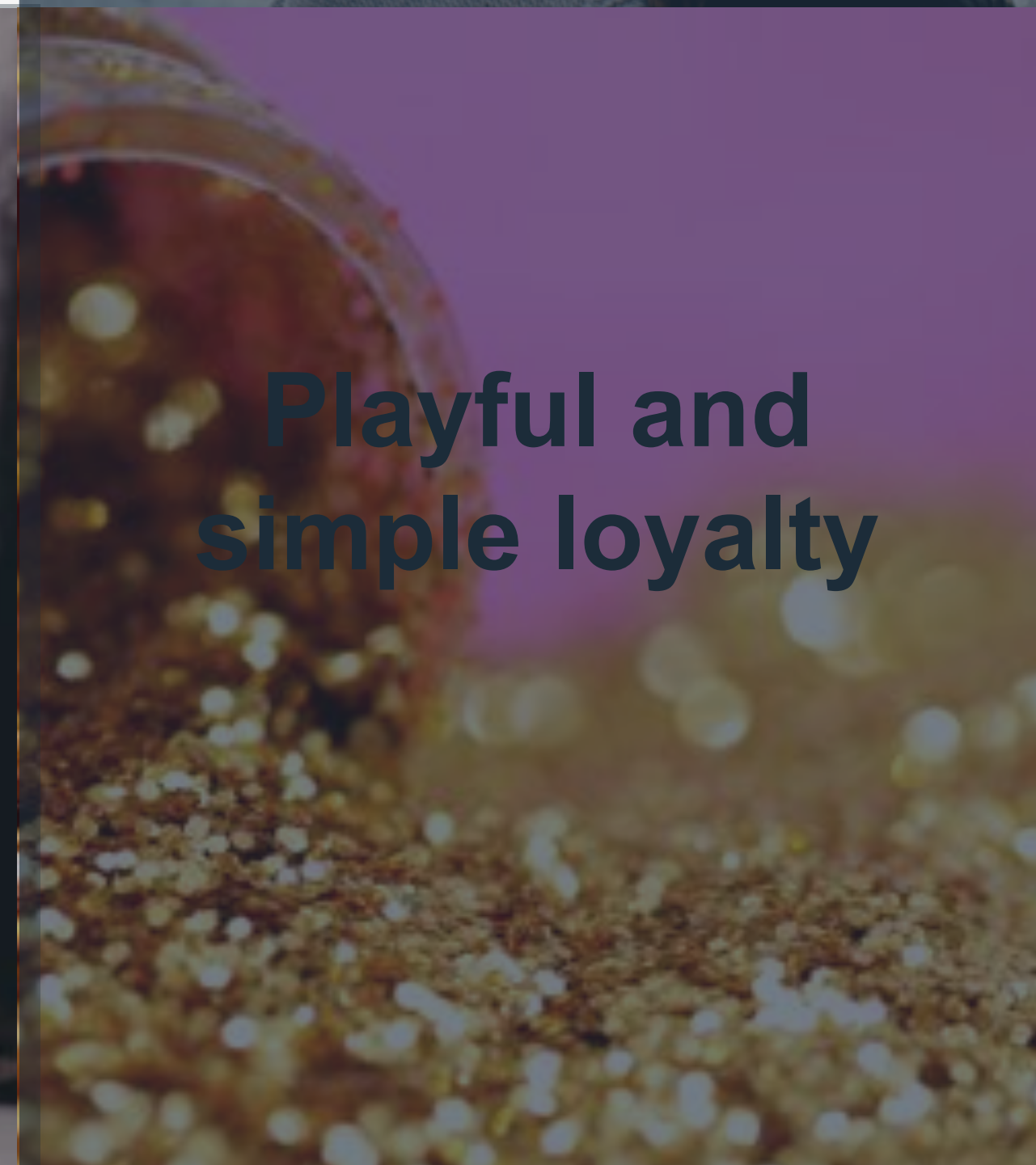
Pay for better experiences



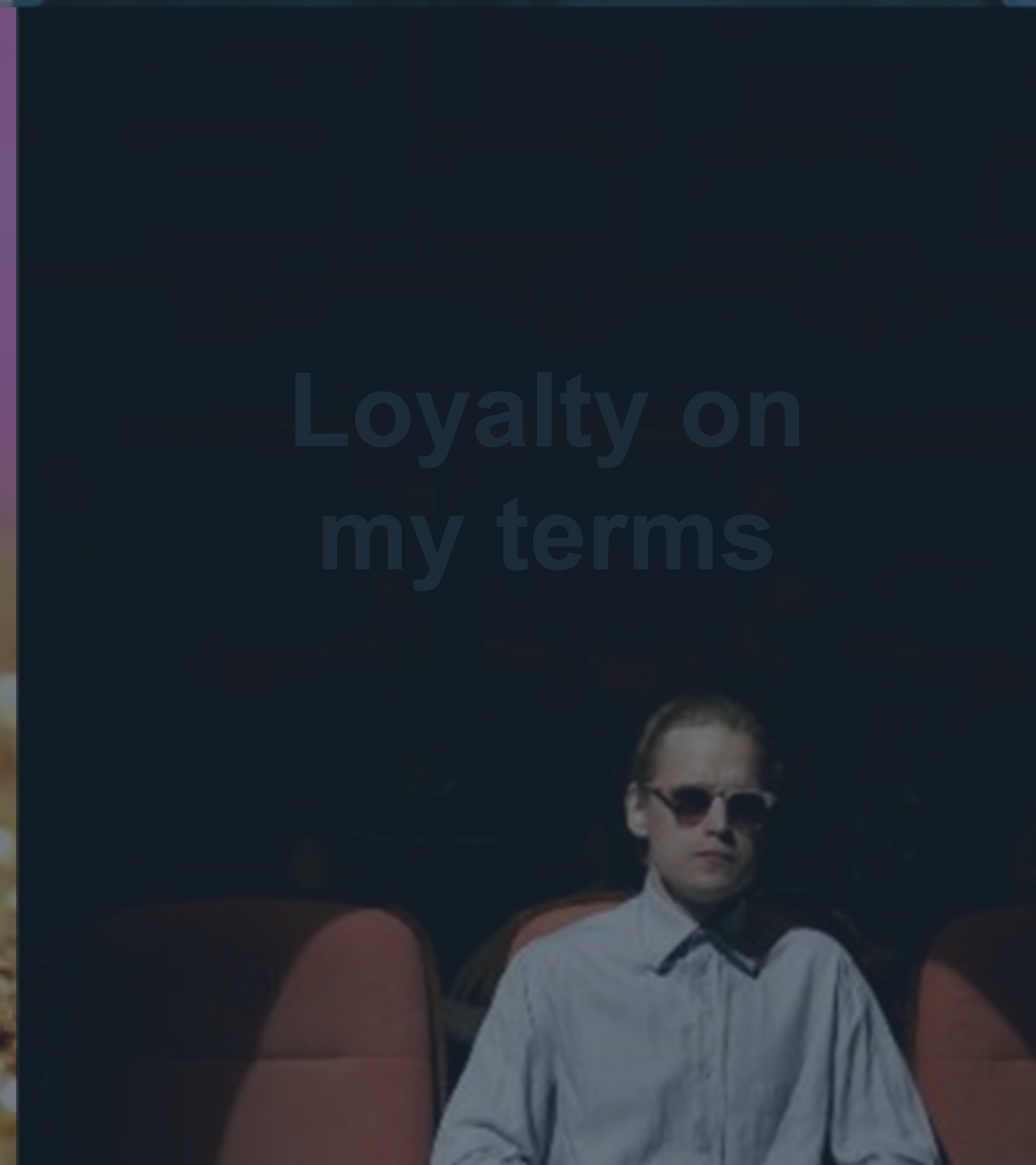
Everyday interactions



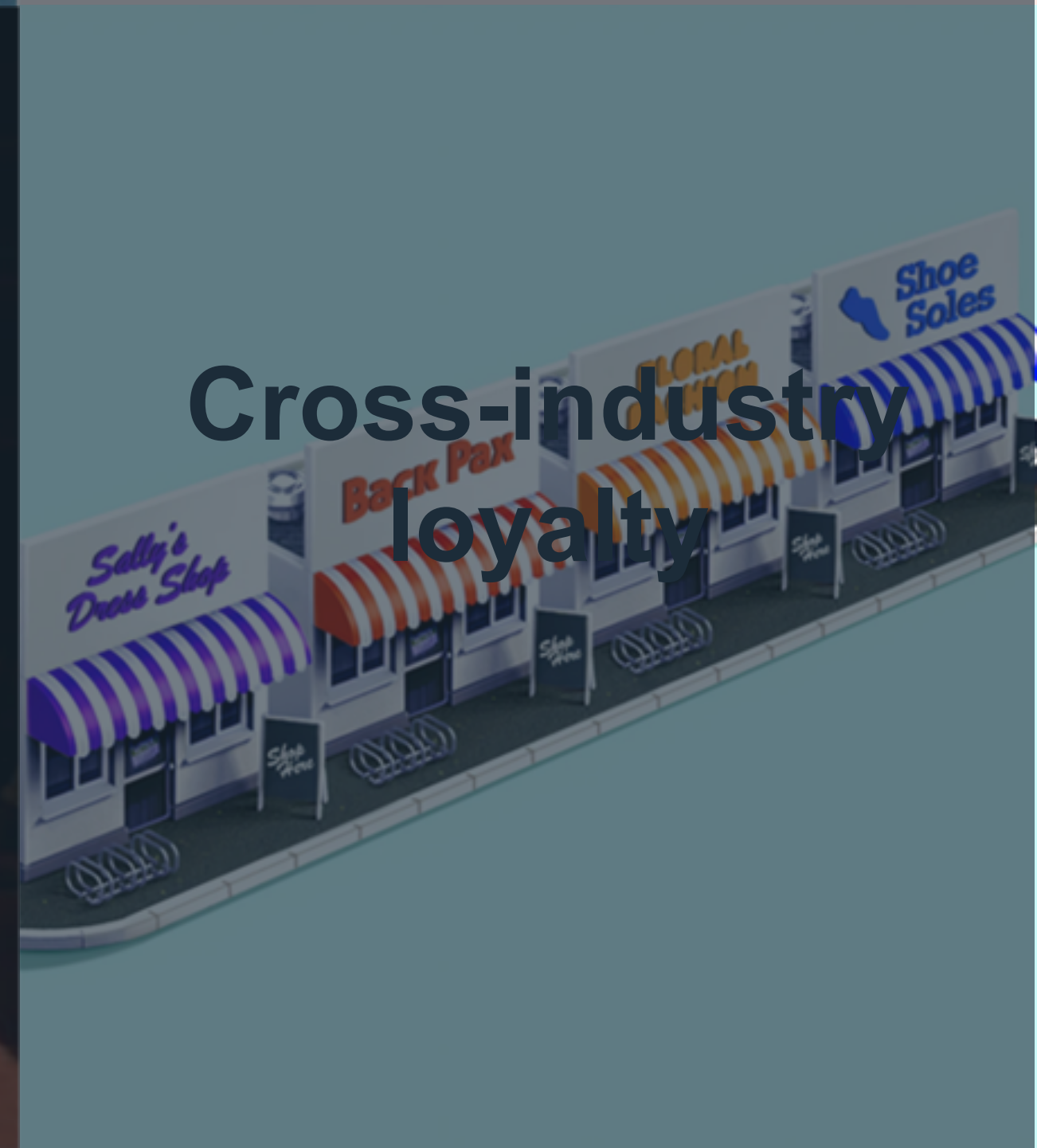
Playful and simple loyalty



Loyalty on my terms



Cross-industry loyalty





# Everyday interactions

## What is it?

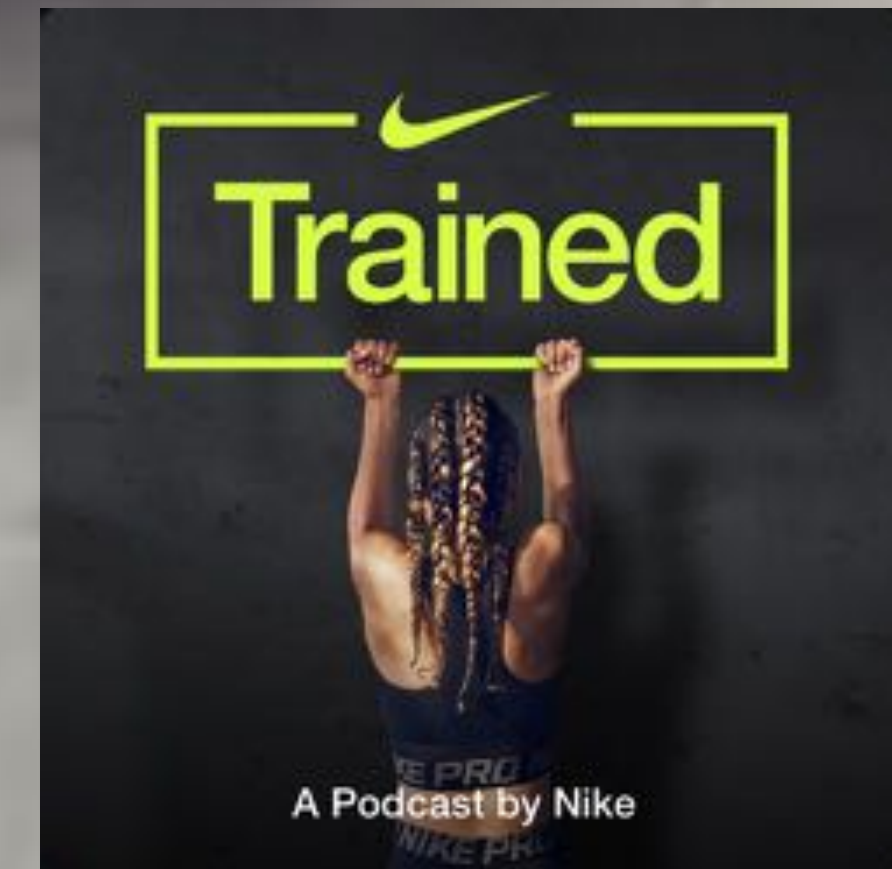
Delivering on customer needs that goes beyond the product and traditional customer journey, in order to provide the customer with meaningful value in their everyday life.

## 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

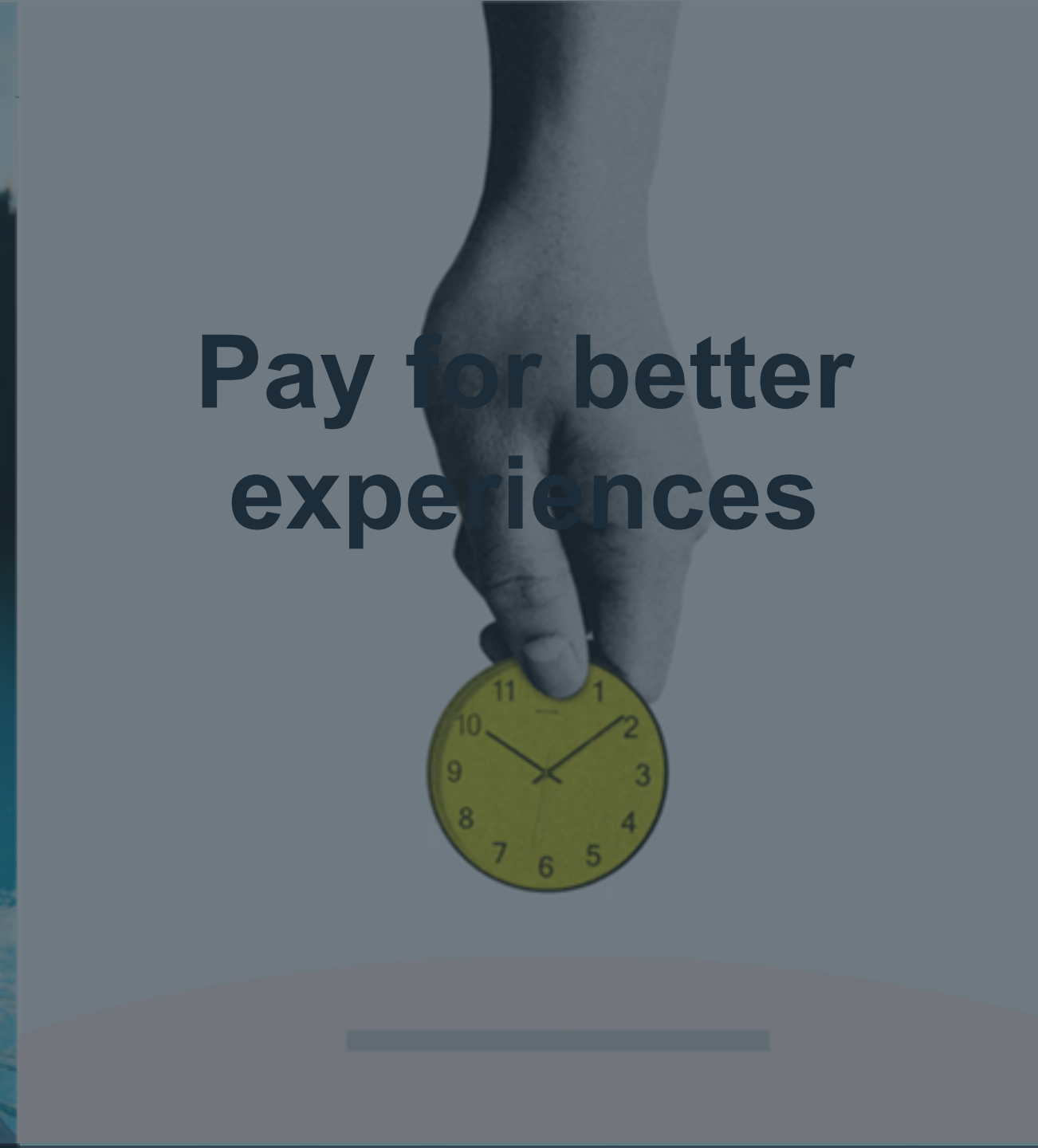
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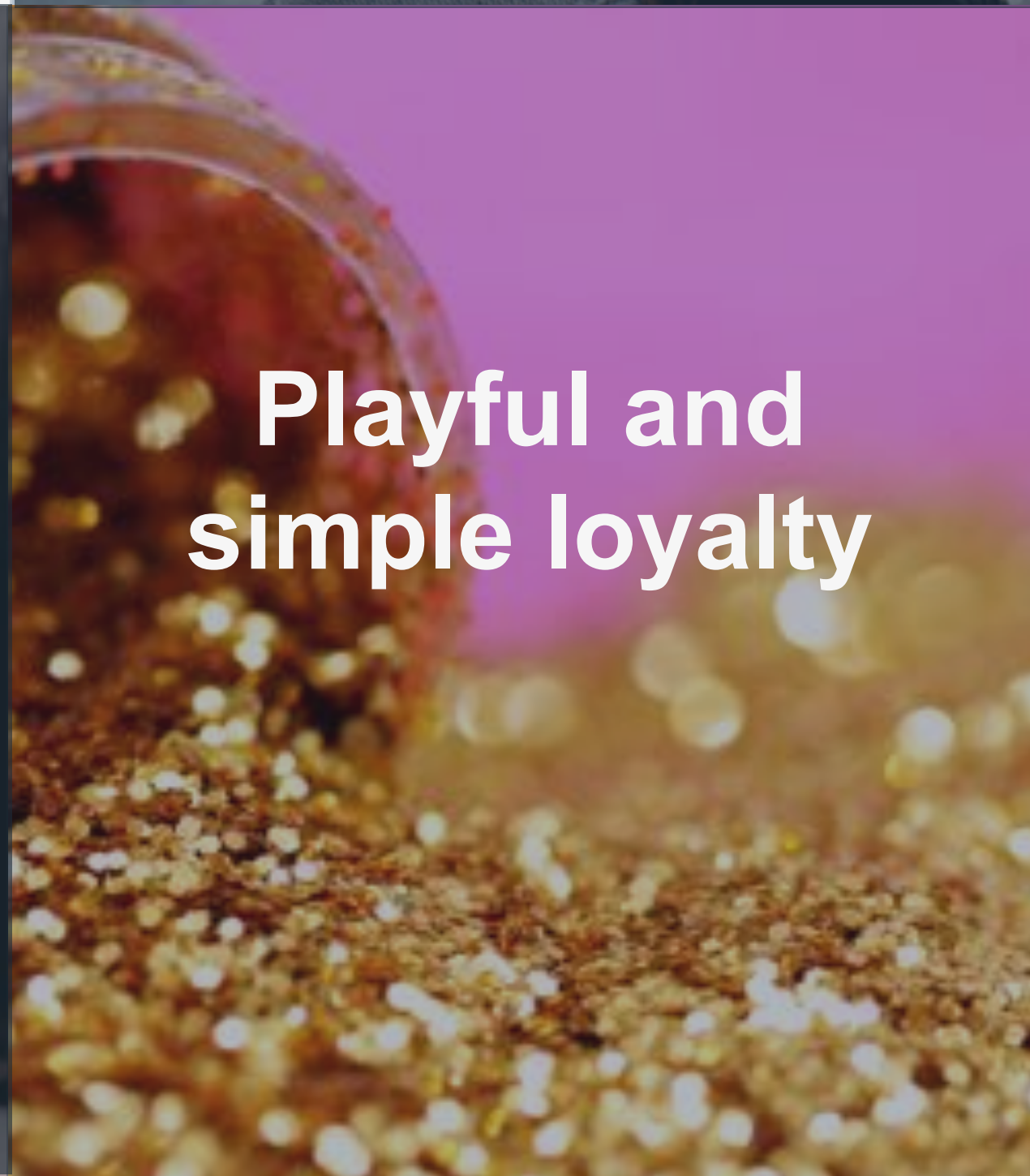
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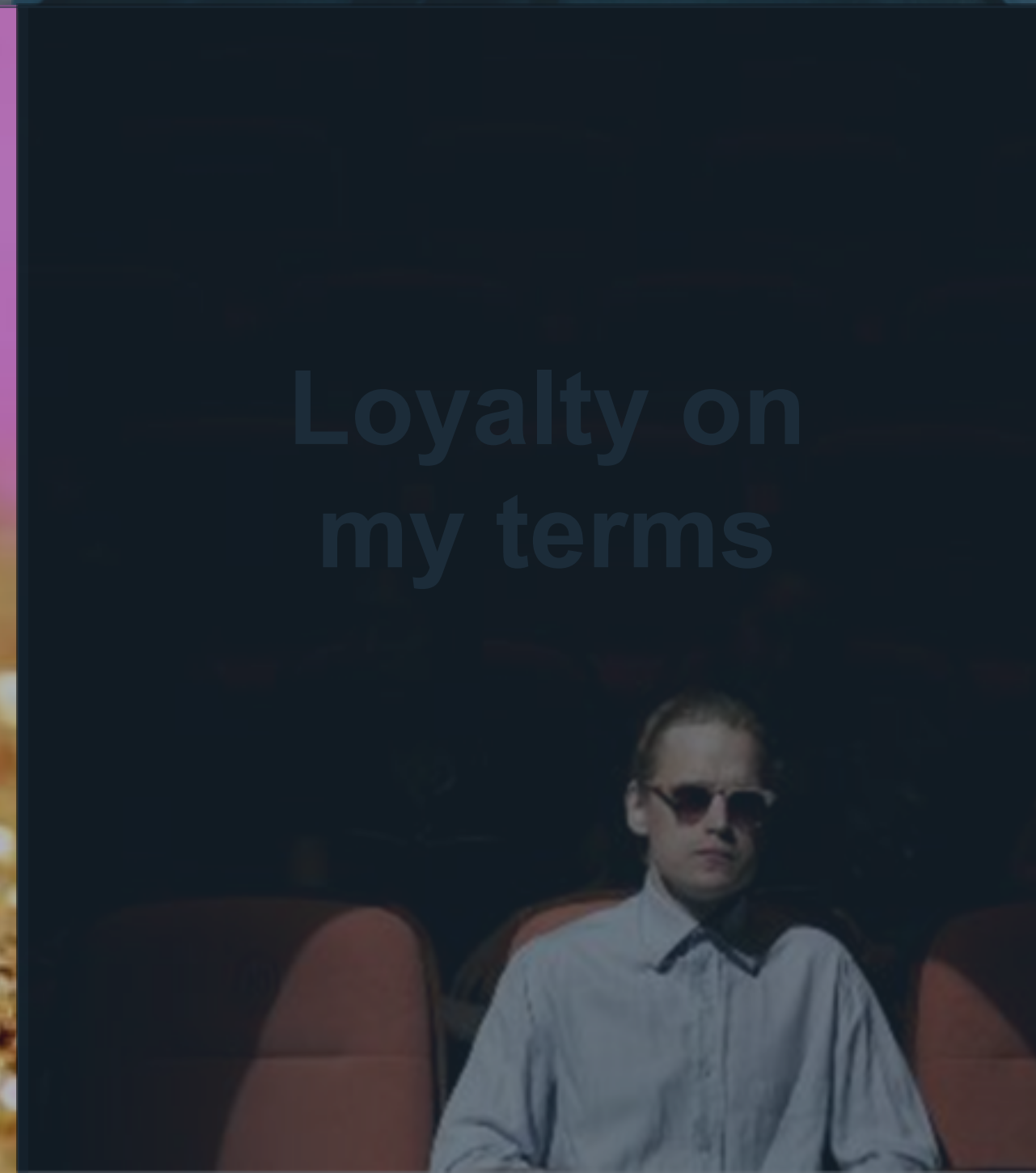
Everyday interactions



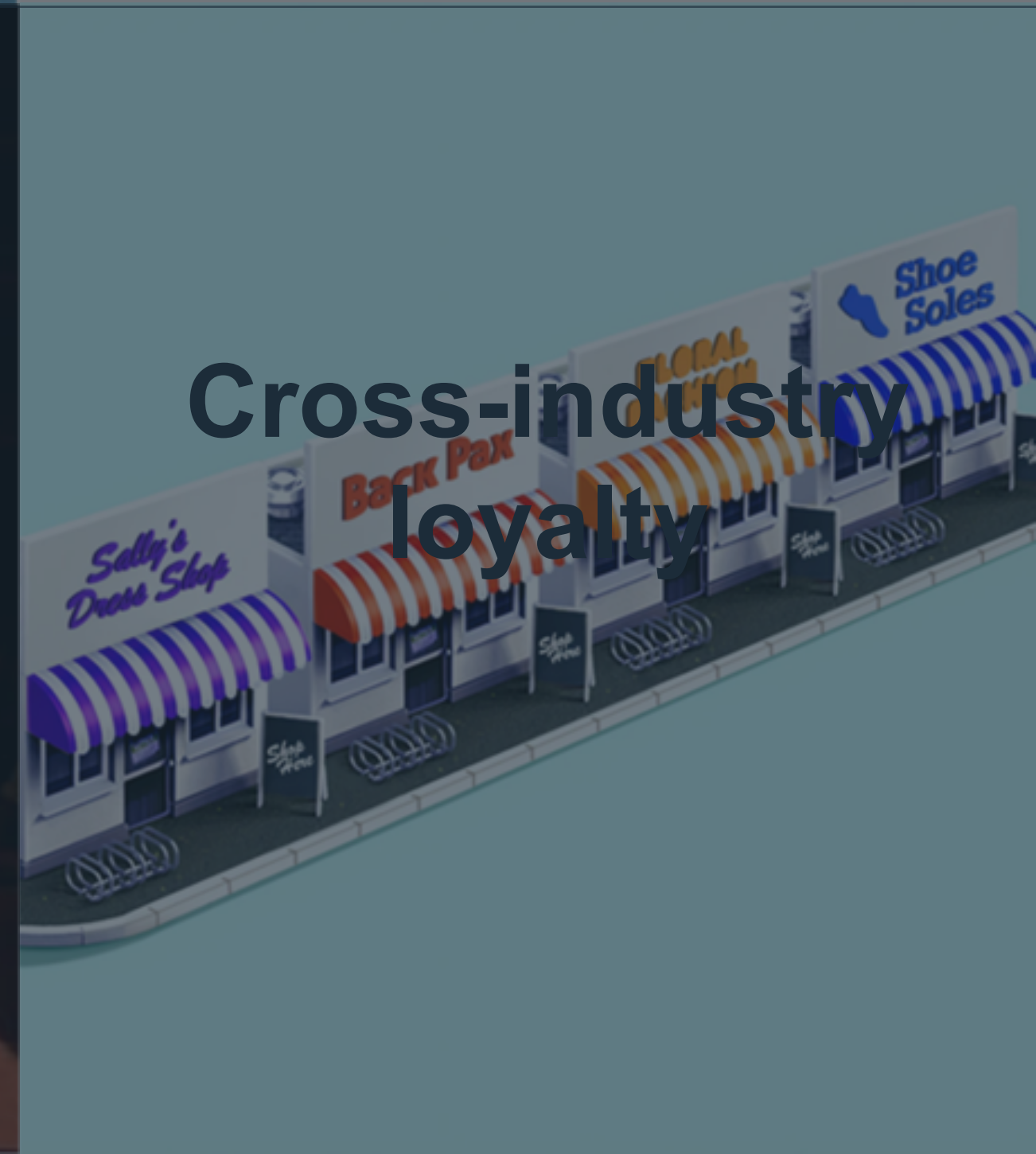
Playful and simple loyalty



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



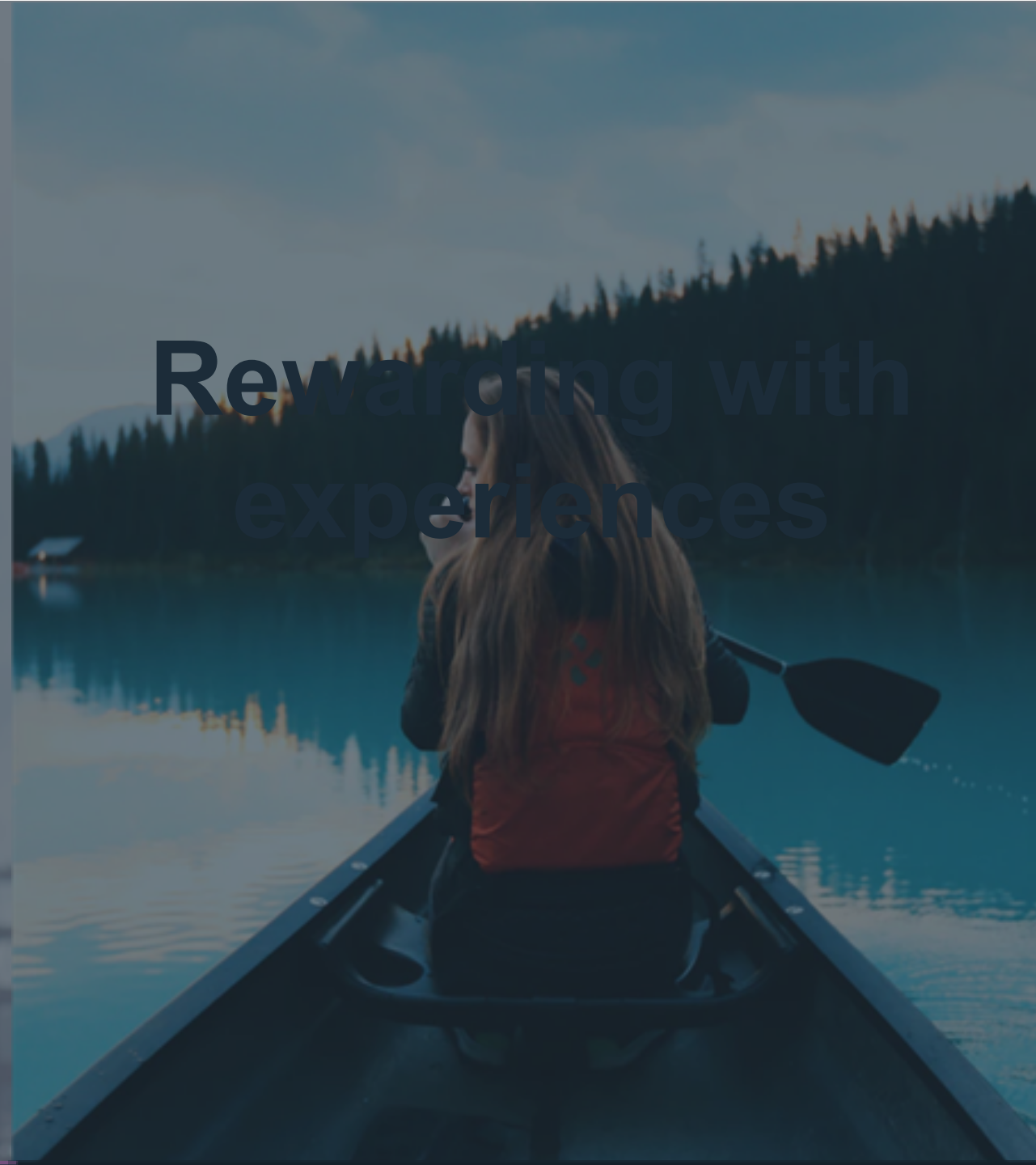


# 7 Key Loyalty Trends 2020

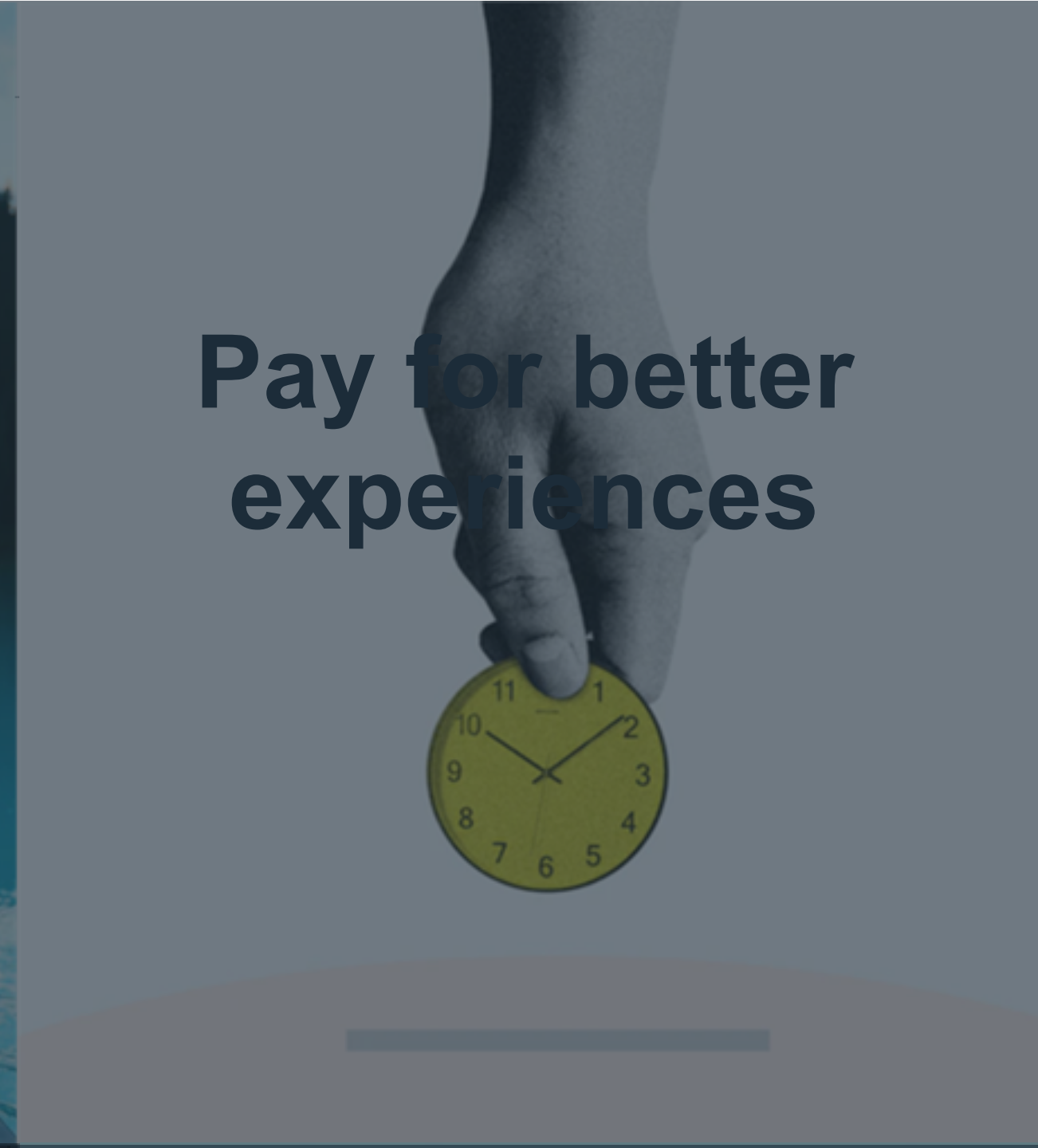
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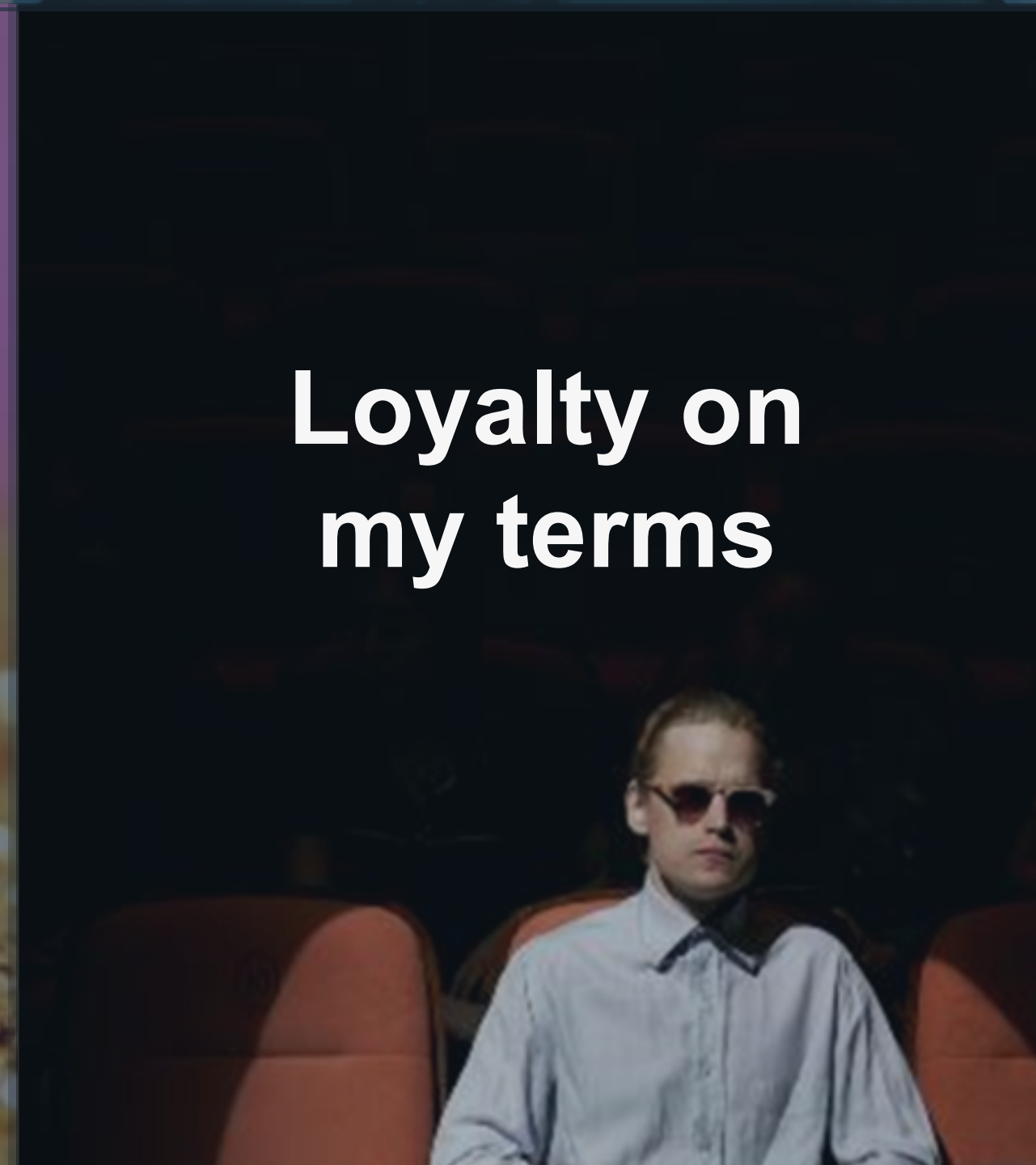
Everyday interactions



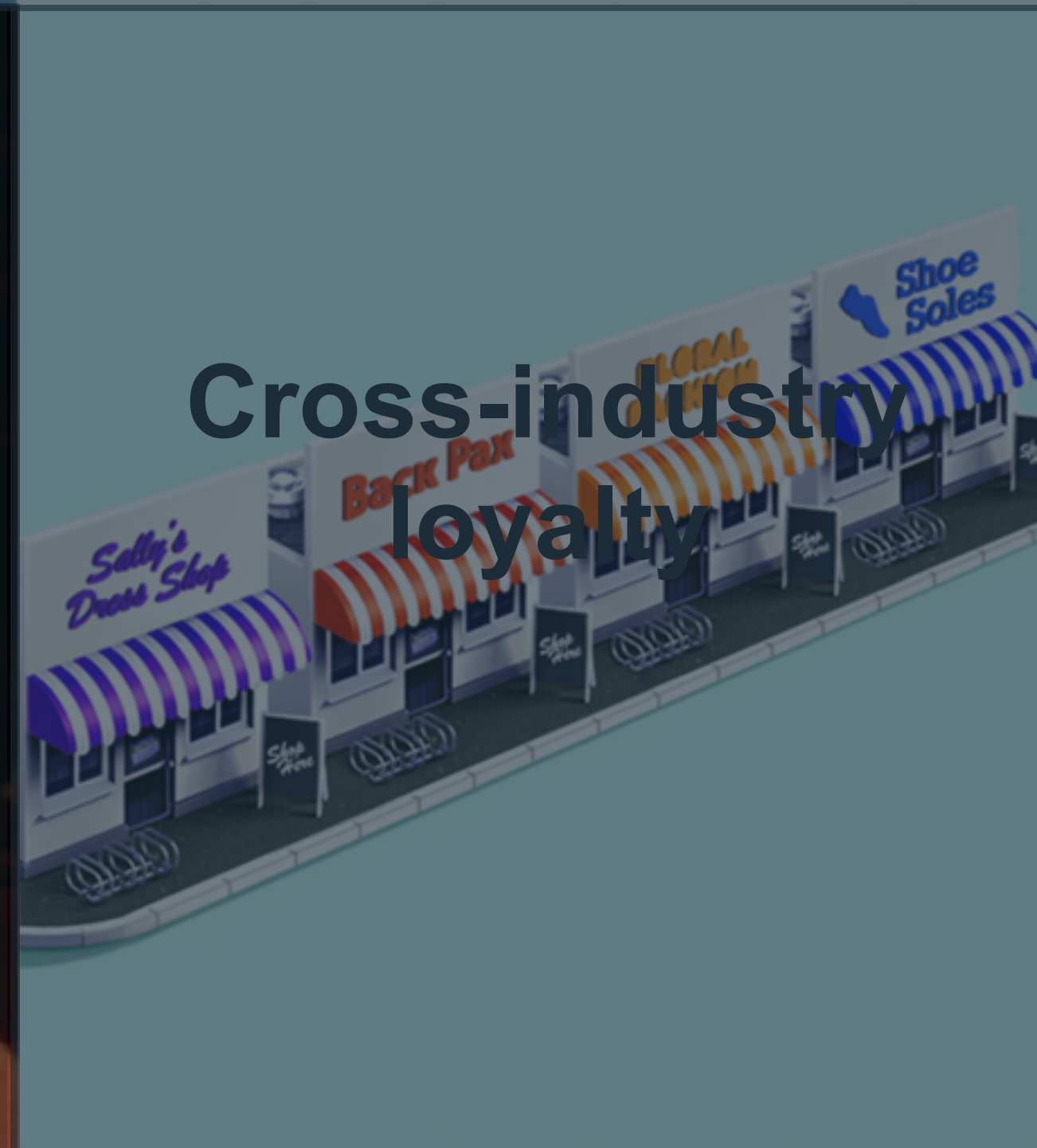
Playful and simple loyalty



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.

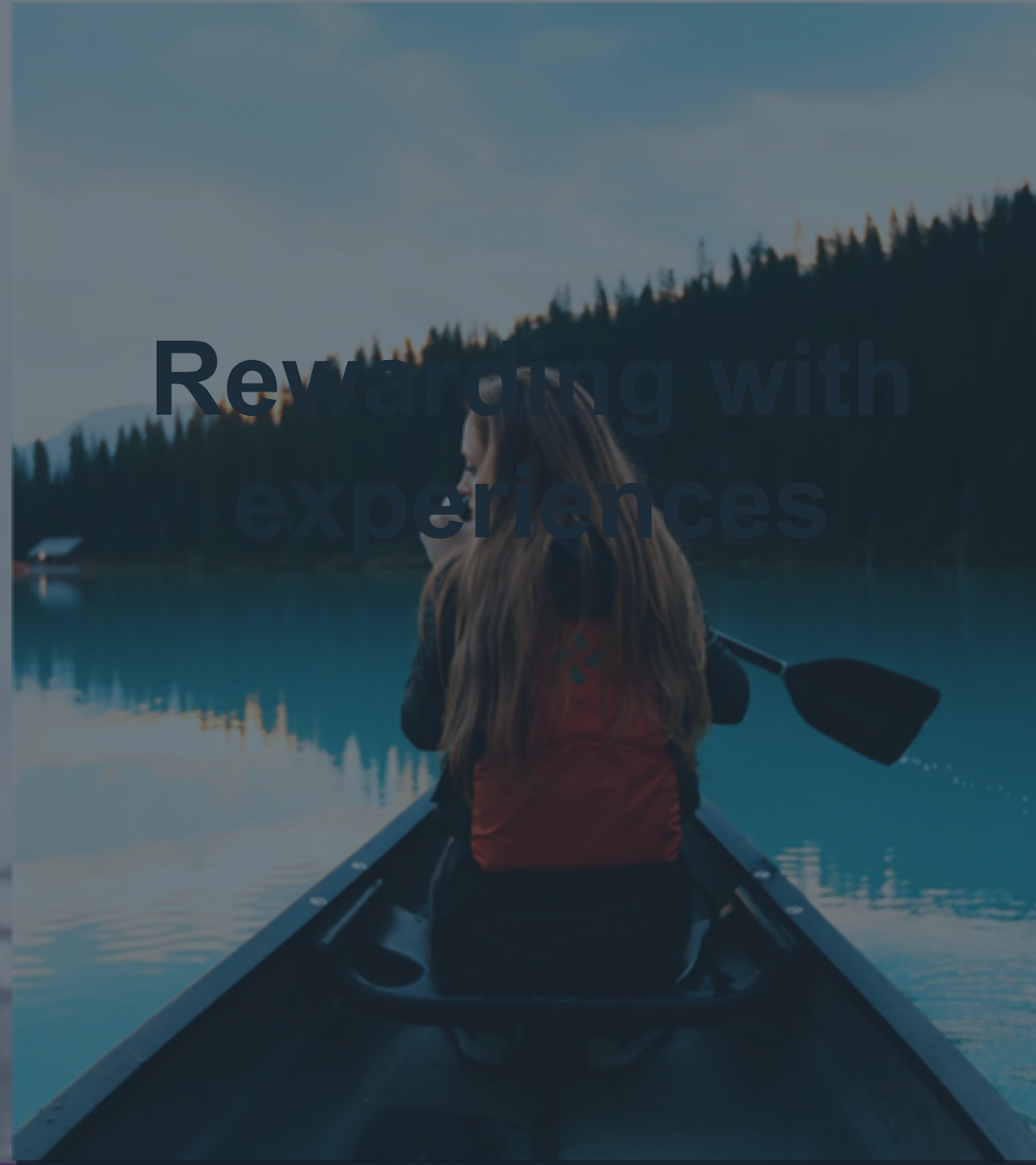


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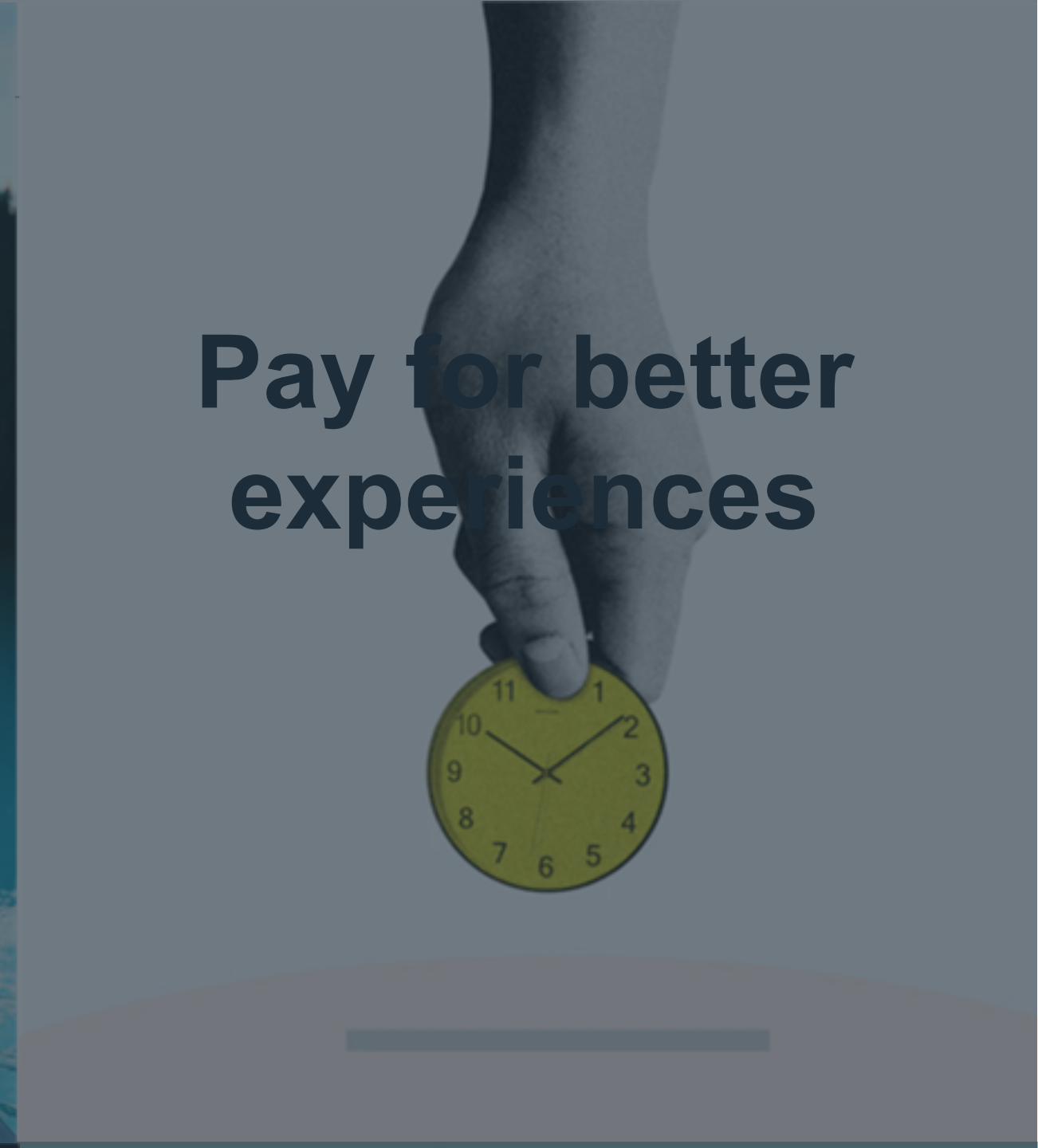
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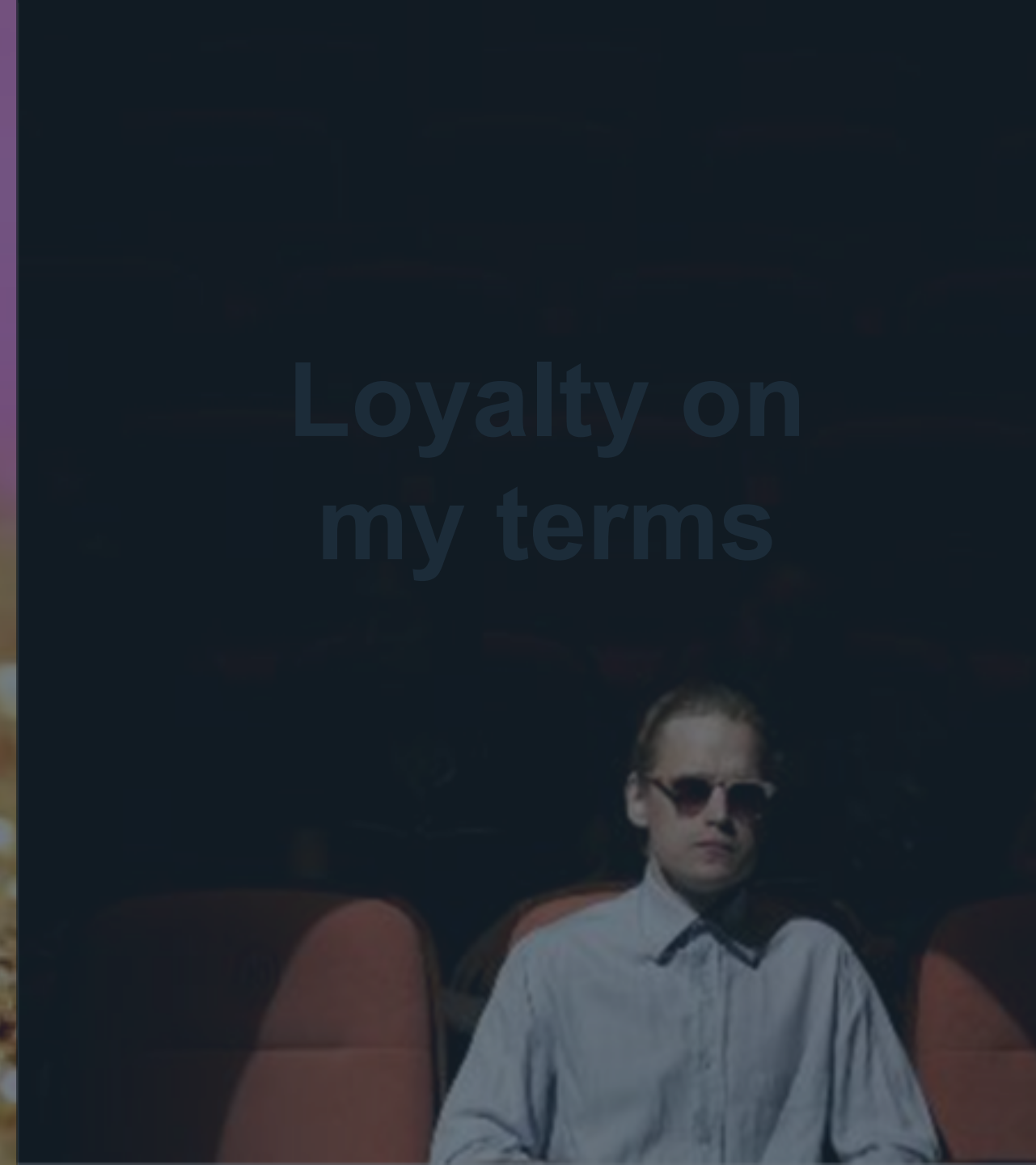
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Loyalty on my terms



Cross-industry loyalty





# Cross-industry loyalty

## What is it?

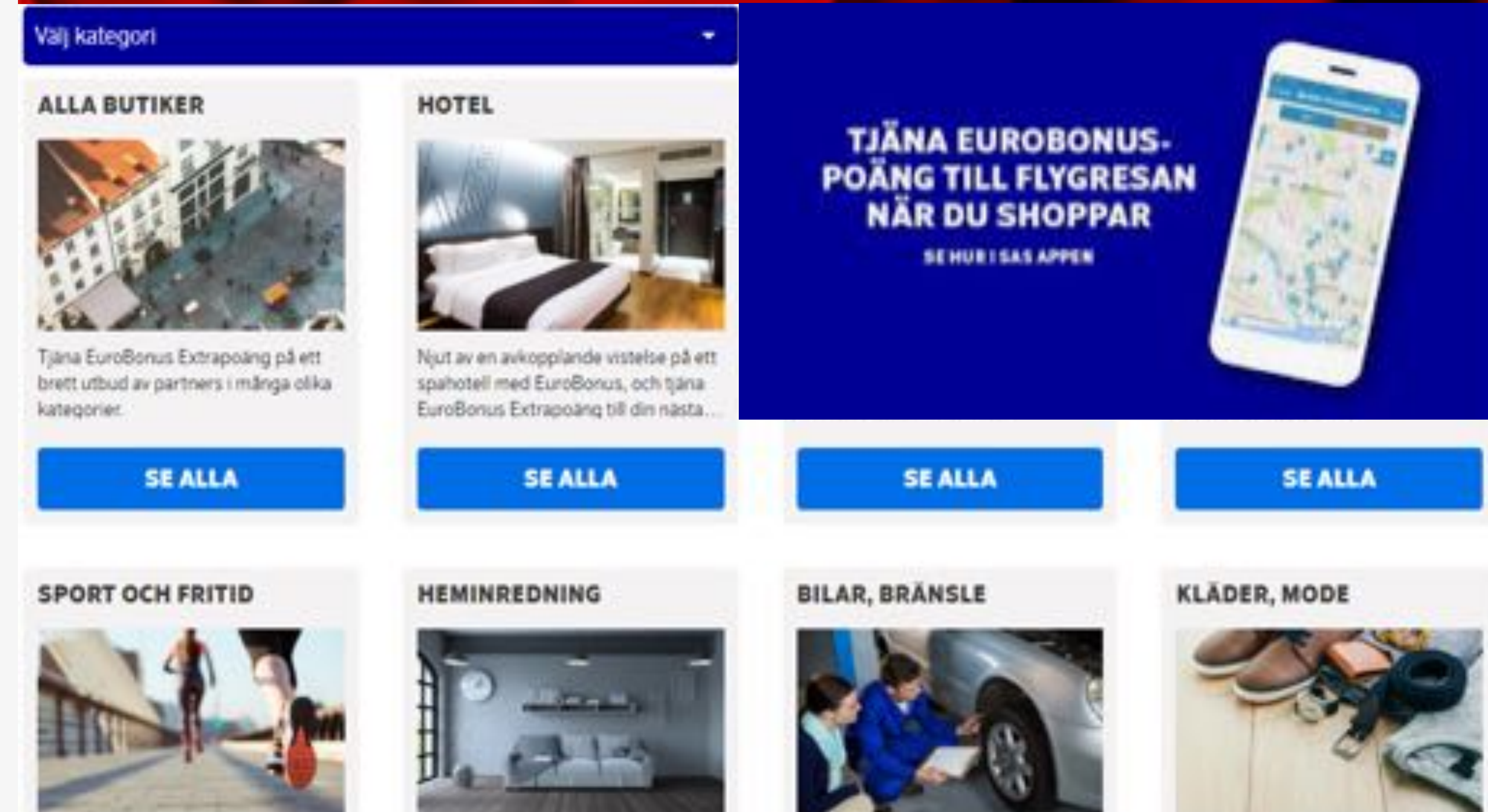
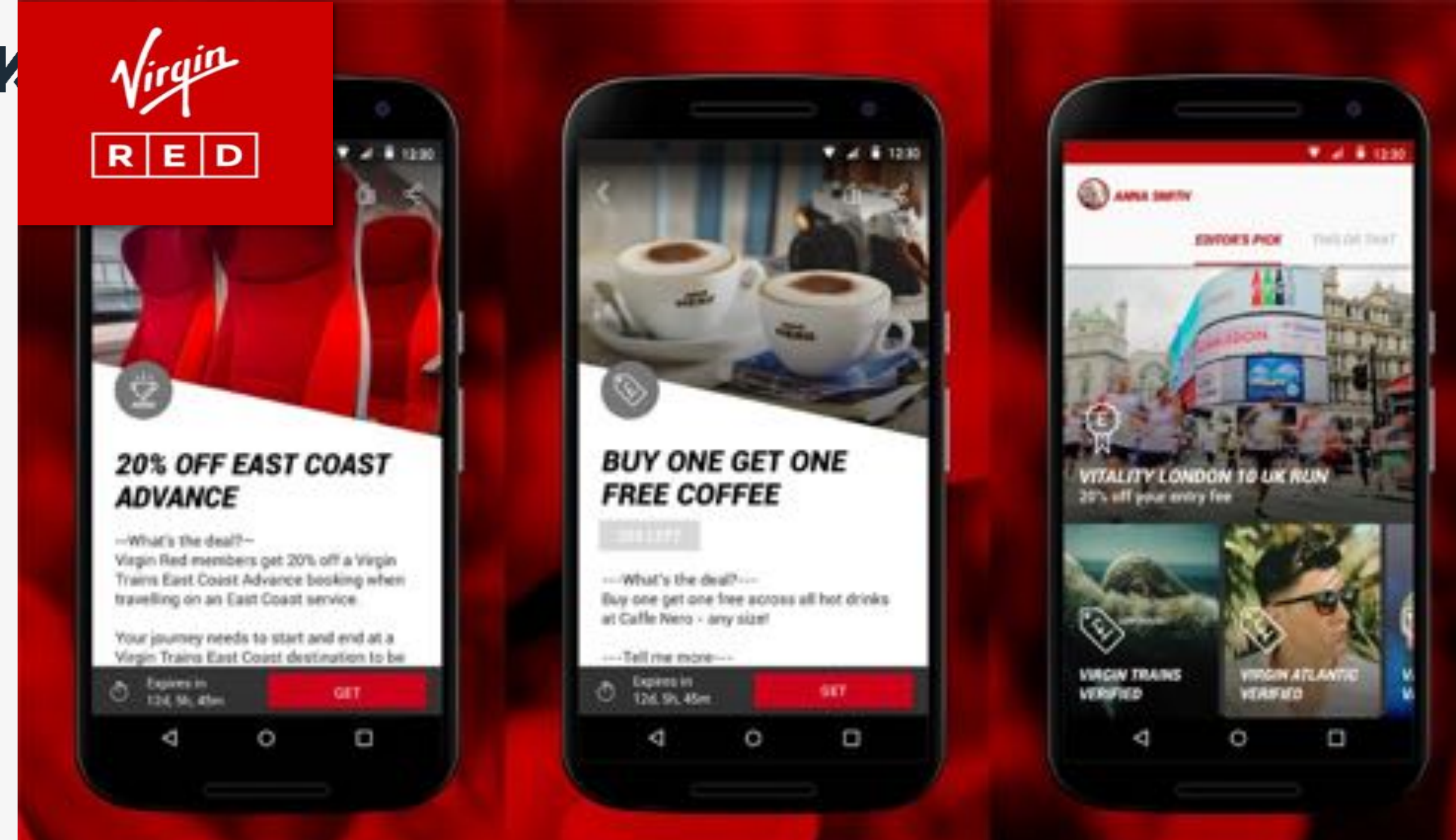
Creating loyalty across an ecosystem of cross-industry services, by designing a unifying loyalty concept

## 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





**KAPLAN**

Part of Accenture Interactive



# Time for Panel discussion!



**Elsa  
Bernadotte  
Karma**



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Kaplan,  
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**Ceyhun N. Pehlivan,  
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Protection, Managing  
Associate - Linklaters  
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**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.*