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Customer Experience Cloud

The Future of Loyalty

25th September 2018

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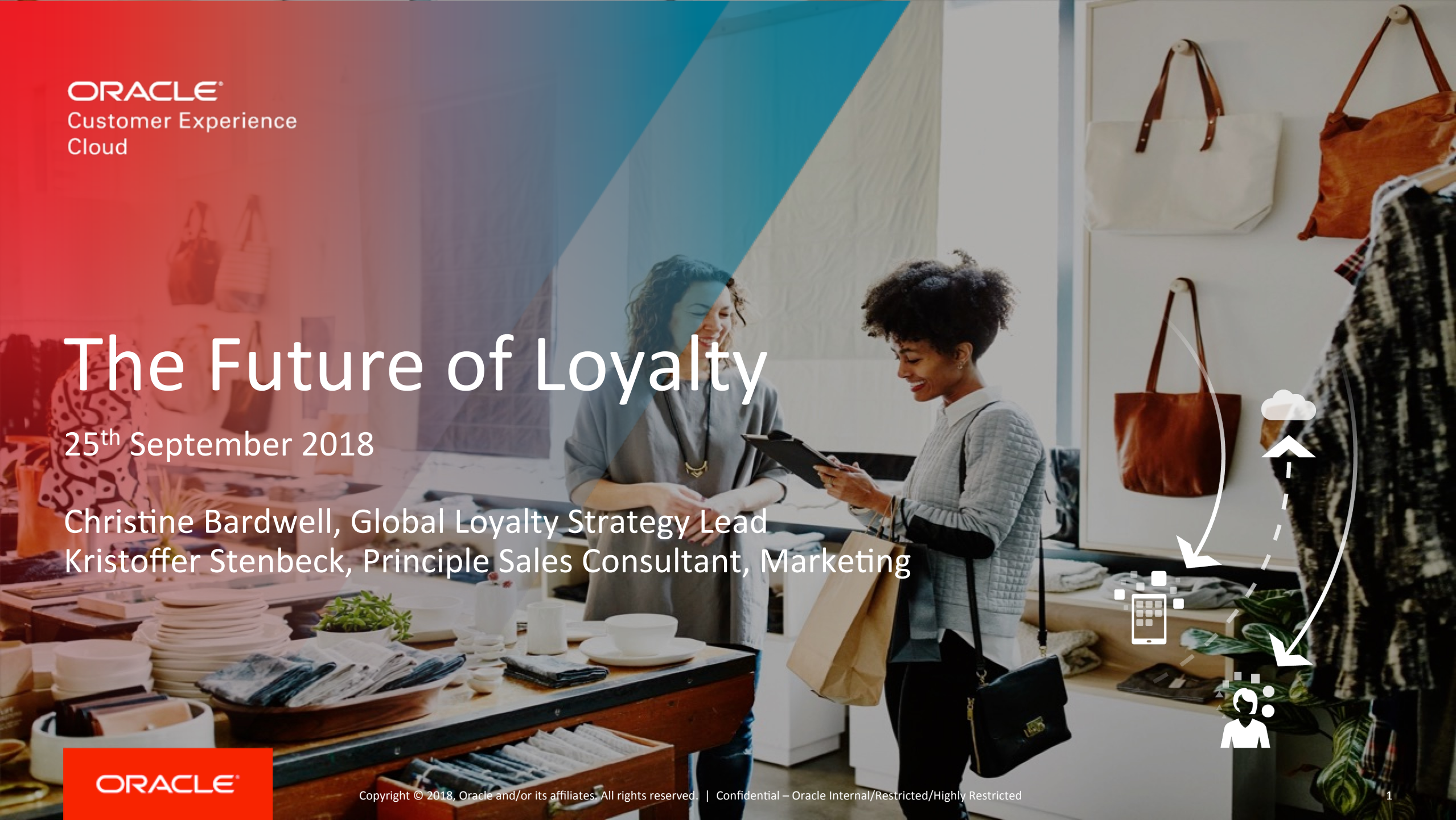

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CUSTOMER LOYALTY IS DEAD

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Customer Loyalty is Declining

46% of consumers believe they are more likely to switch compared to 10 years ago.

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41% of consumers said they

ditched

a company because of

"poor personalization and lack of trust"

Source: Accenture Strategy Global Consumer Pulse Research

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Consumers Feel Expectations Are Not Met

Hotels are failing to engage with the modern guest

of guests said their hotel did not deliver a tailored customer experience

of guests who shared their complaints with a hotel were not happy with the outcome

bad hotel experiences are shared online with potential guests every second

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Loyalty Program Member Numbers are Growing…

15% increase in loyalty members enrolled in US schemes in 2 years

US Loyalty Membership Growth

Source: The 2015 COLLOQUY Loyalty Census

…but over half of members are inactive

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“Customer relationships are now the only remaining source of competitive advantage, which makes earning customer loyalty mission-critical in the age of the customer.”

FORRESTER®

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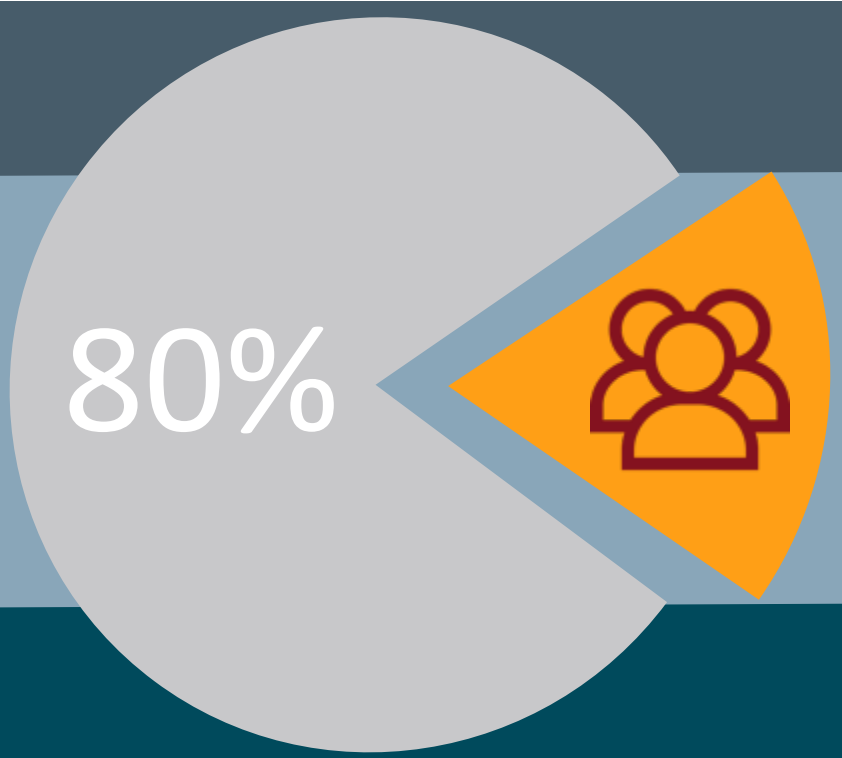

80% of future profits will come from **20%** of existing customers

Source: Marketing Metrics: The Manager's Guide to Measuring Marketing Performance

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4 great reasons to focus on customers

1. PROFIT: 5 percent increase in customer retention can lead to an increase in profits somewhere between 25 and 95 percent.
2. UPSELL: Existing customers are 50% more likely to try new products.
3. BASKET SIZE: Customer spend 31% more, on average, when compared to new customers.
4. COST OF SALE: The probability of selling to an existing customer is 60 – 70%, while the probability of selling to a new prospect is just 5-20%.

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CX = CUSTOMER LOYALTY

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Loyalty in Every Interaction

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Retention marketing is not a priority

Most companies spend less than 30% of their time and budget on customer retention-focused messaging and content

Despite the importance of customer retention, less than a third of business executives *consider it a priority*

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Customer Loyalty is a Company-Wide Responsibility

Changes to Make - Today!

Get Smarter With Data
Harvest all internal and external data to deliver highly personalized experiences

Create Memorable Moments Using AI and Data-Driven Insights
Deliver actionable, real-time insights using modern AI tools to create memorable moments

Deliver Total Experiences "Beyond the Transaction"
Deliver a seamless and frictionless experience across the end to end customer journey

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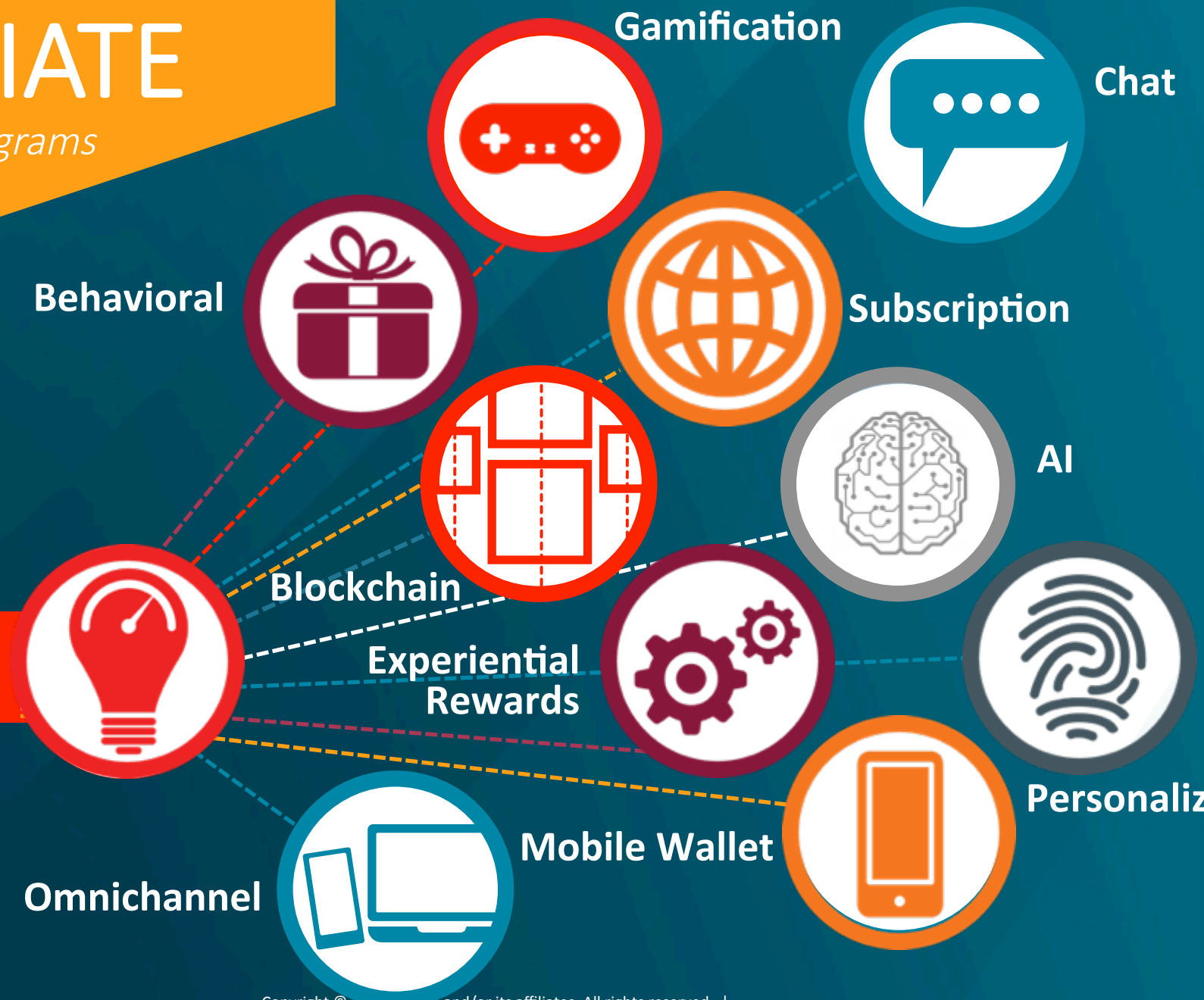
DIFFERENTIATE

From Other Loyalty Programs



Innovation

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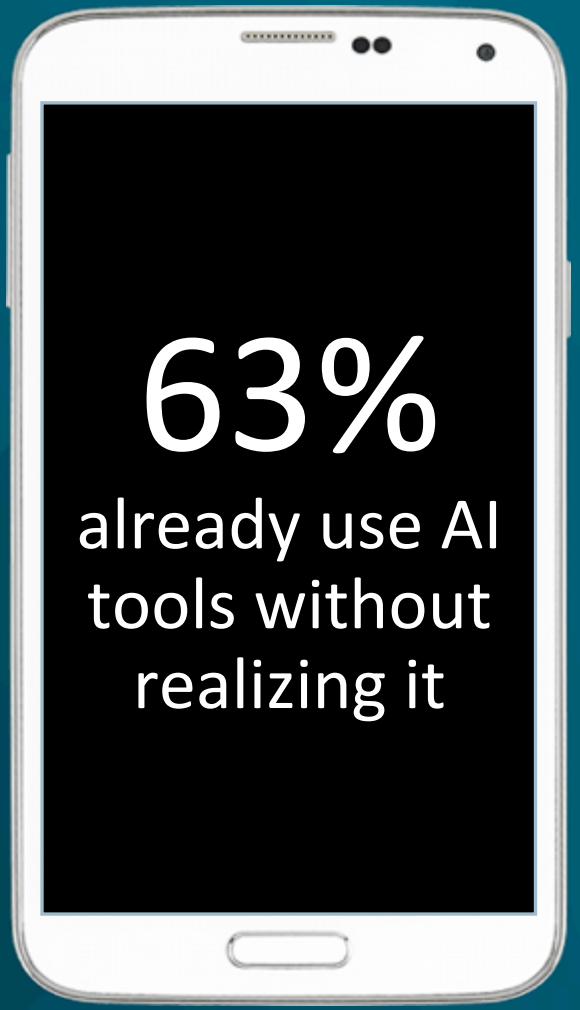
AI for personalization



Base:1,426 consumers in the US, UK, Ireland, Germany, Mexico & Colombia
Source: HubSpot Global AI Survey, Q4 2016

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Conversational Loyalty

20%

of mobile searches on Google are made via voice

By 2020, the customer will manage

85%

of its relationship with an enterprise without interacting with a human

Source: Gartner

56%

say engagement through messaging is ROI positive

Source: BusinessInsider.com, May 12, 2016

65%

of consumers prefer using a messaging app when contacting a business

76%

of online retailers will have implemented chatbots by 2020

Source: Oracle, Can Virtual Experiences Replace Reality?

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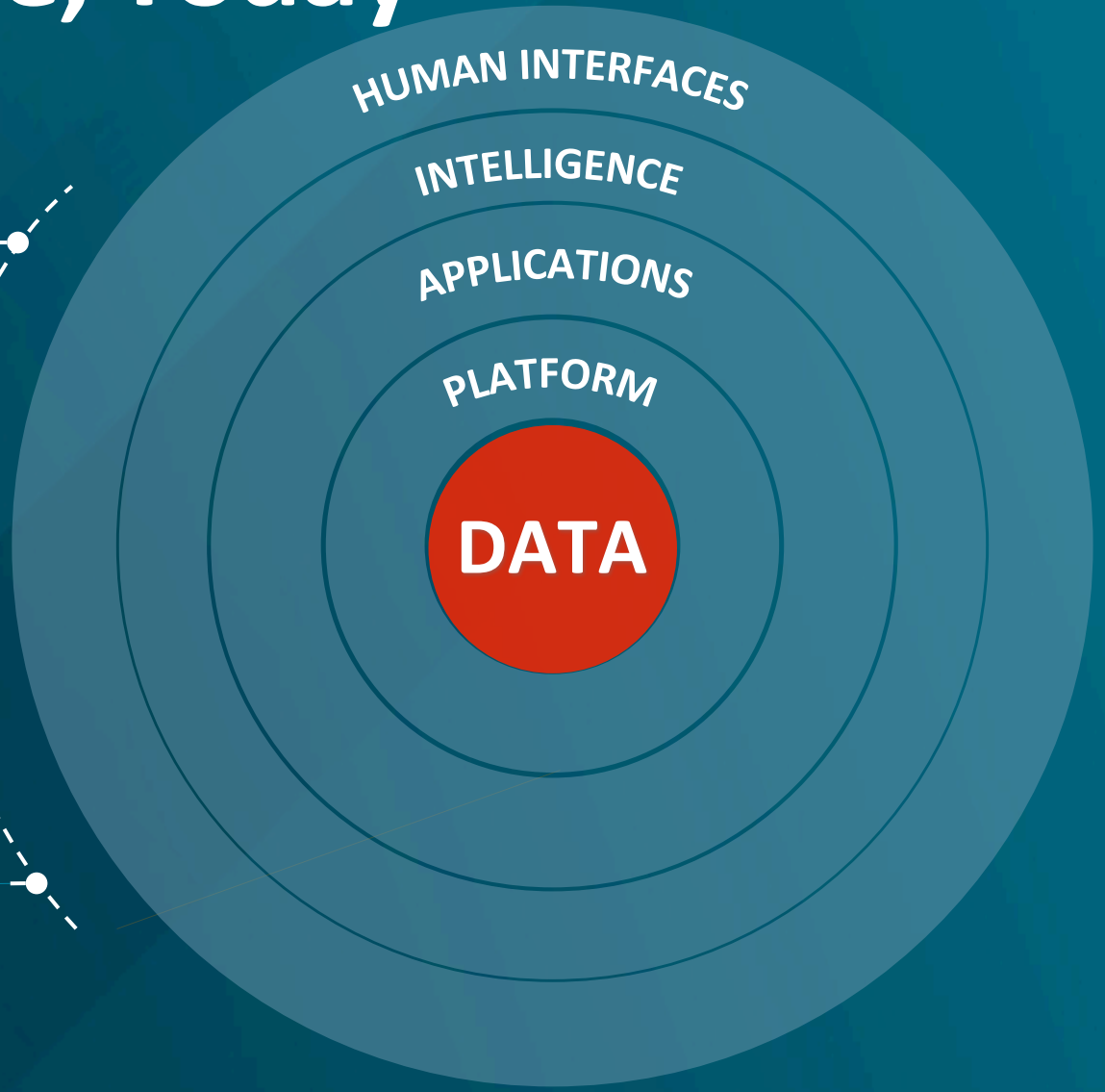
Tomorrow's Enterprise, Today

Customers

Products

Employees

Partners



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Tomorrow's Customer Experience, Today

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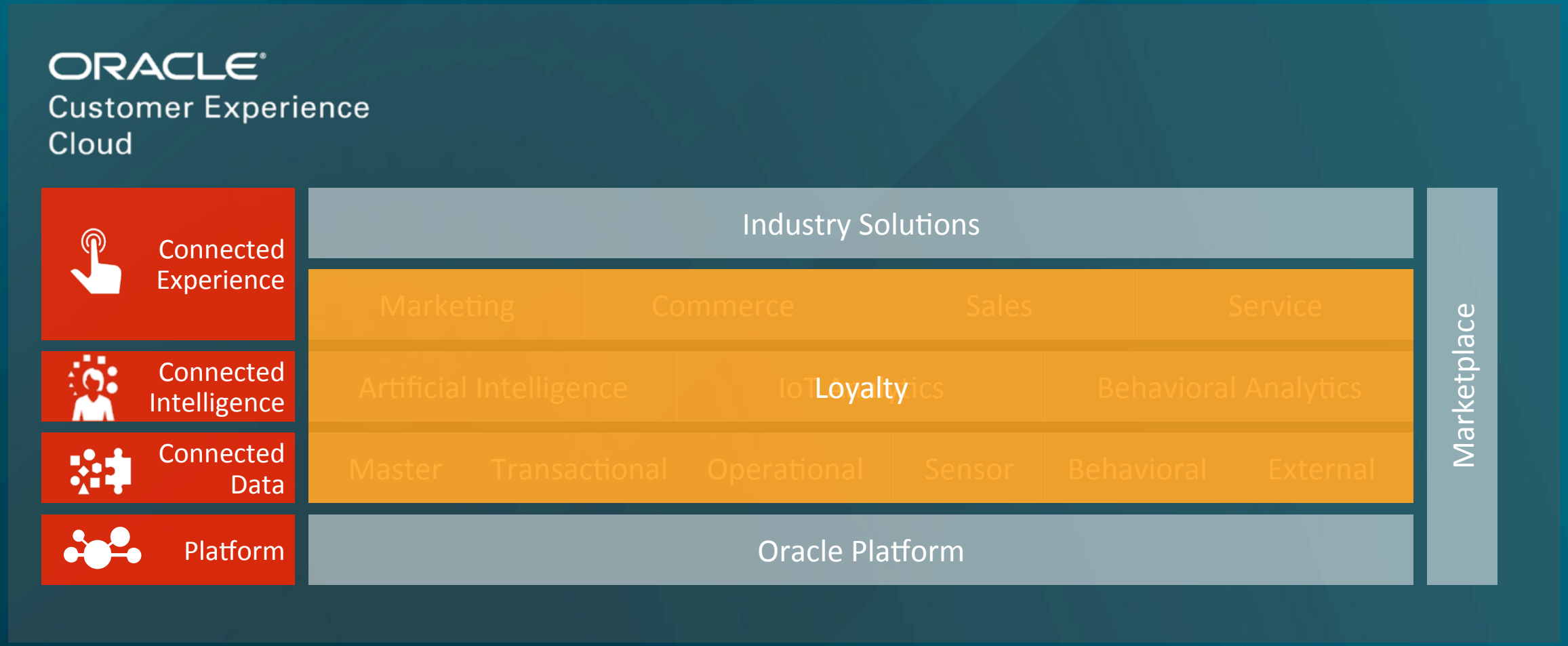
Tomorrow's Customer Experience, Today



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Loyalty program members are:

	advocates	loyal for longer	bigger spenders
	10% …more likely to speak highly of your brand	13% …more likely to stay customers for long periods	9% …more likely to buy additional products and services
	15% …more likely to speak highly of your brand	13% …more likely to stay customers for long periods	14% …more likely to buy additional products and services

Source: Forrester, Brief: Loyalty Program Members Give Brands Higher Customer Experience Index Scores, August 7, 2015

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TO CELEBRATE 20 YEARS
WE'RE GIVING AWAY FLIGHTS!
Hi Alex
It's our 20th anniversary this year and we're sharing the love. To celebrate this easyJet milestone we're giving away free flights to five lucky travellers. All you have to do is make your easyJet booking between the 6th and 9th November 2015 to any easyJet destination your heart desires, and you may get it for free. If you're a winner, we'll give you a call to let you know.
So what are you waiting for? Book that trip now.
HOW 20 YEARS HAVE FLOWN
Hi Alex
Faro
96,066 kms

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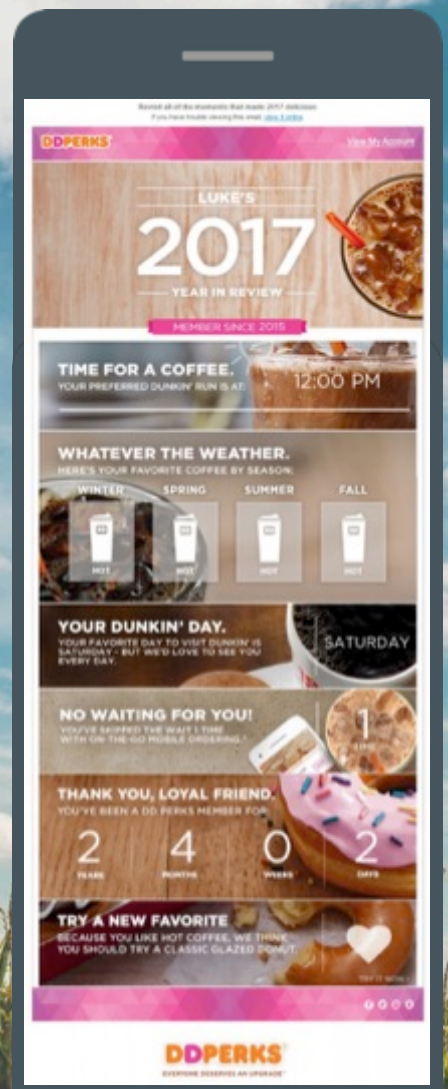
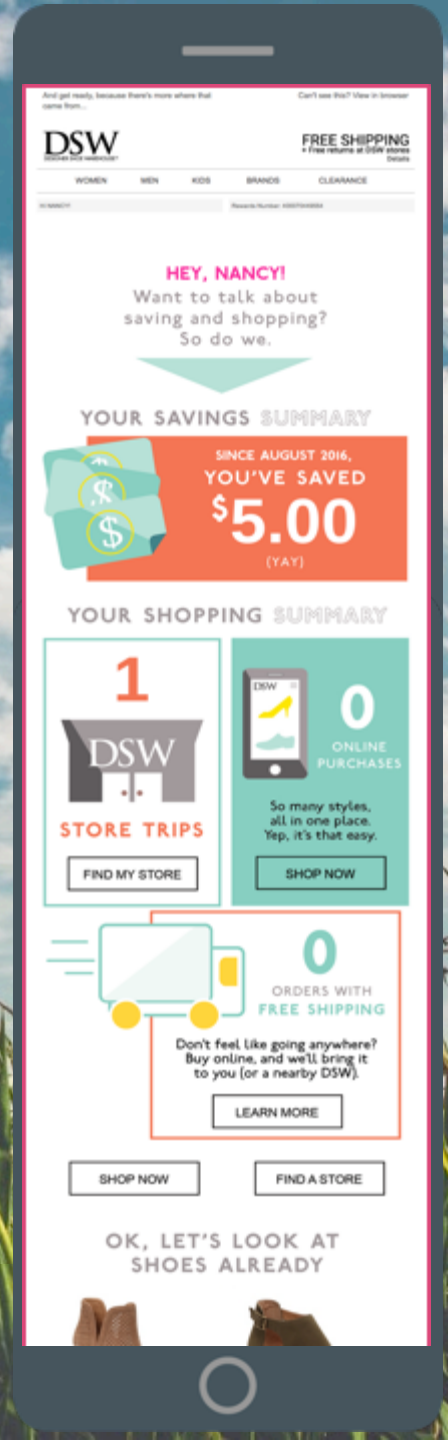
HOW 20 YEARS HAVE FLOWN
Hi Alex
It's been 20 years since we first opened our hangar doors – how #timeflies.
And now it's time to celebrate your journey with us.
Remember your first ever trip? It was 8th July when you left Luton behind and stepped off the plane in
Faro

Hilton
account login
hi Una.
It's your anniversary with Hilton Honors, and we wanted to take a moment to thank and congratulate you.
Congratulate you on what, you ask? On a few things, actually.
On being savvy enough to stick with Hilton Honors for
10
years
that's
38
total stays
across
24
hotels!
On staying at
the most
but also being open enough to try
4
of our other hotel brands.
On allowing us to be your travel partner in the
5
countries you've visited with us.


DDPERKS
LUKE'S
2017
YEAR IN REVIEW
MEMBER SINCE 2015
TIME FOR A COFFEE.
12:00 PM
WHATEVER THE WEATHER.
WINTER
SPRING
SUMMER
FALL
YOUR DUNKIN' DAY.
SATURDAY
NO WAITING FOR YOU!
THANK YOU, LOYAL FRIEND.
2
4
0
2
TRY A NEW FAVORITE
DDPERKS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FREE SHIPPING
HEY, NANCY!
Want to talk about saving and shopping? So do we.
YOUR SAVINGS SUMMARY
SINCE AUGUST 2016,
YOU'VE SAVED
$5.00
(YAY)
YOUR SHOPPING SUMMARY
1
STORE TRIPS
FIND MY STORE
0
ONLINE PURCHASES
So many styles, all in one place. Yep, it's that easy.
SHOP NOW
0
ORDERS WITH FREE SHIPPING
Don't feel like going anywhere? Buy online, and we'll bring it to you (or a nearby DSW).
LEARN MORE
SHOP NOW
FIND A STORE
OK, LET'S LOOK AT SHOES ALREADY

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Introducing new Justice League LEGO® characters.
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All THEMES
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THE SHIPPING'S ON US FOR ANY ORDER OVER $75!
Here's what else is in your bag:
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Cloud Cuckoo Palace
Thank you for shopping with us!
FREE EXCLUSIVE Mini Volkswagen T1 Camper Van
CREATOR
There's more fun waiting at shop.lego.com
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SHOP
SETS
EXCLUSIVES
BRICKS
EXTRAS
DISCOVER
XX,XXX LEGO® fans took the quiz!
And the most popular minifigure in the U.S. is...
[minifig name]!
Maraca Man 55%
Trendsetter 20%
Surfer Girl 20%
Computer Programmer 5%
Thanks to everyone who participated!
Keep checking your inbox for more fun games and quizzes!

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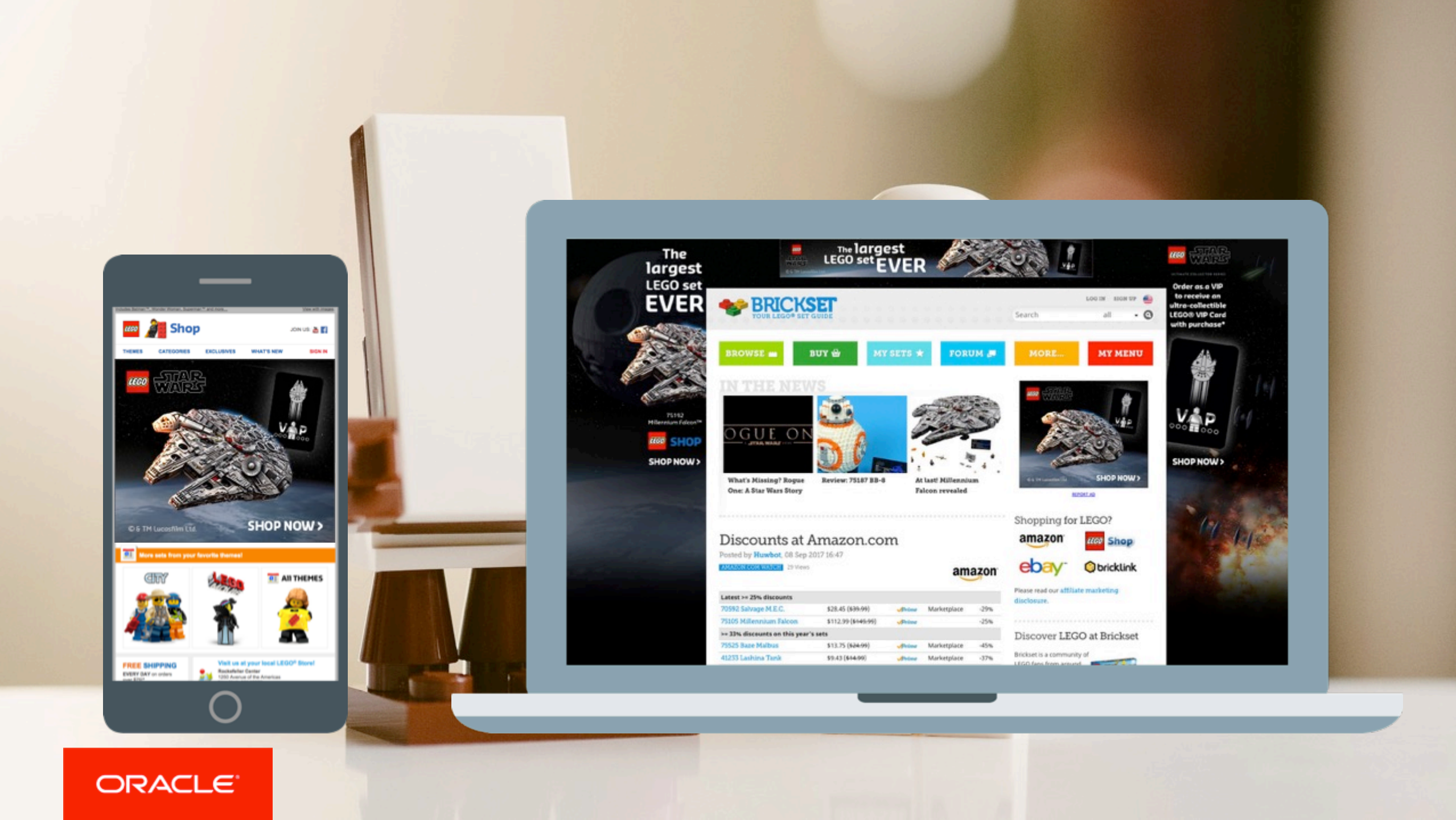
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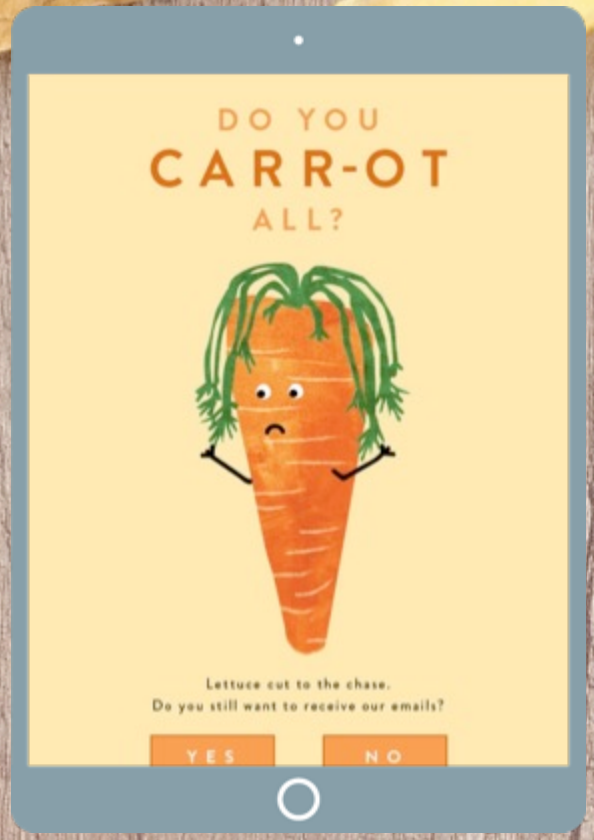
CORN-FUSED
But we've noticed you haven't opened
our emails for quite dome thyme.
Well we're pleased you opened this.
Here's a little something for you.
DIG IN

IT'S
BEAN
A WHILE
We've noticed you haven't opened our
emails for quite some time.
Well we're hap-pea you opened this one.
Here's a little something for you.
DIG IN


DO YOU
CARR-OT
ALL?
Lettuce cut to the chase.
Do you still want to receive our emails?
YES
NO

Welcome Back
WE MAKE A GREAT
PEAR
Here's 15% OFF just for you
OFFER CODE: XXXXX
WOMEN
MEN
GIRLS
BOYS
BABY
HOME

Inbox (8)

From: BRAND

To: Me

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Draped printed silk-chiffon blouse

£595

VICTORIA BECKHAM

Wool-felt coat

£2190

SOPHIA WEBSTER

Leilou glitter-finished leather sandals

£450

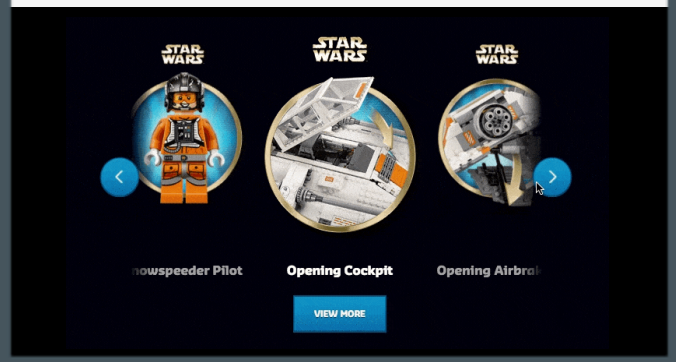
SAINT LAURENT

Monogramme small leather shoulder bag

£1235

Inbox (8)

Inbox (8)



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