

Customer loyalty is often seen as a pillar for brand success. Through consistent and effective messaging you can create a more valuable long-term relationship with your customers. Compelling omnichannel experiences driven by unique tailoring and personalization can drive repeat purchases, higher ROI and cross-category sales — and it all starts with understanding your customers and what motivates them.

Whether you're a retail apparel company, a grocer who wants your customer's entire share of wallet, or a service provider who uses customer reviews and referrals as a KPI, companies are looking at their loyalty investments with a close eye on the measurable return on their marketing spend.

Yet how many companies truly deliver on the value that warrants their customers' loyalty? Beyond offering comprehensive loyalty programs that have become table stakes, it's the companies that succeed at providing a seamless customer experience that are also successful at enhancing and maintaining long-term customer loyalty.

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A narrow view of the customer experience might lead one to believe that the in-store and online purchase flows are the only touchpoints where a brand can get the customer experience right or wrong. Taking a step back shows brands the bigger picture. It highlights the need to consider all channels as opportunities for building, maintaining and (where necessary) repairing customer relationships to lay the foundation for true customer loyalty.

For example, a retailer invests in a loyalty program that allows their customers to earn base and bonus points, take advantage of savings on products and redeem for cash at checkout. Besides ensuring that the technology and infrastructure seamlessly support the program mechanics in real time, the retailer also invests in:



A regular cadence of email communication to promote personally targeted offers to their customers



Relevant in-store and out-of-home advertising that speaks in the brand's voice



A personalized online experience through targeted and relevant content presented to the customer



Customer Service training and tools to resolve customer experience issues whether in-store, at the till or out-of-store through a contact center



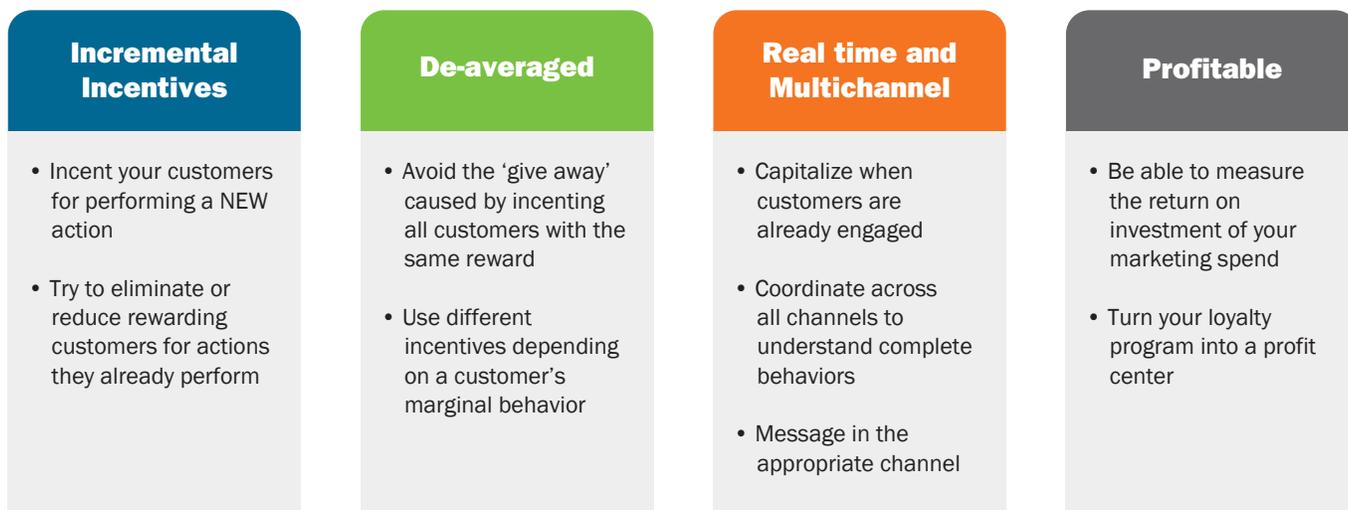
Associate training at the store level to ensure healthy customer acquisition and better program penetration through in-store, in-person dialogue

From the moment a customer receives an email and launches their smartphone app or online portal, they'll see personalized offers tailored just for them. They might even appreciate that the retailer analyzed their previous buying behavior, and even their purchase gaps to get them to try and fall in love with something new.

In-store, they'll find associates who are well-versed in the program, over and above their deep product knowledge, that drives home the retailer's ability to provide the customer with a better shopping experience. And should they have questions or concerns, knowledgeable and empowered customer service agents are just a phone call or online chat away to help resolve any issues.

Making it Personal: How to Drive Immediate and Long-term ROI with Individualized Incentives

How to reach all customers, across all channels by personalizing the right offers:



The relationship a brand can build with their customer is invaluable; from initial contact, through the process of engagement and into a long-term relationship across every touchpoint. The customer experience impacts not just the loyalty program's success, but has far deeper implications. The right loyalty strategy is imperative now more than ever, and using the right tools to differentiate yourself from competitors will turn your marketing spend into a profitable retention tool and keep your customers coming back for years to come.

If you are interested in improving your current loyalty program or would like to drive more ROI through personalized incentives, visit www.exchangesolutions.com to learn more.

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