

Unlocking loyalty

Building lasting relationships beyond mere tactics

The **loyalty landscape** is rapidly **evolving** as consumers expect brands to be more relevant, making it more competitive than it has ever been before. We share **key differentiators** that can set a program apart, we highlight how to **create enterprise value** and how to get started with Deloitte's **Loyalty Maturity Model**



Loyalty is more than a marketing tool. **It drives enterprise value...**

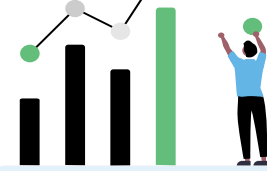
70%

of consumers **spend more and engage more frequently** with brands & retailers whose loyalty program they are a member of vs. brands where they are not¹



2.5x

Increase in revenue growth for loyalty leaders compared to less mature industry peers²

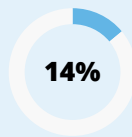


...but current maturity is insufficient. Companies need to rethink their loyalty strategy, program and execution to meet the expectations of their consumers³



<25%

of programs are **personalized member experiences** based on previous interactions and purchase history



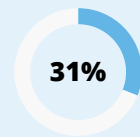
14%

of loyalty programs are actively fostering and incentivizing **community-building**



30%

of programs use member status, hierarchies, and tiered benefits to formally **recognize and incentivize** their members



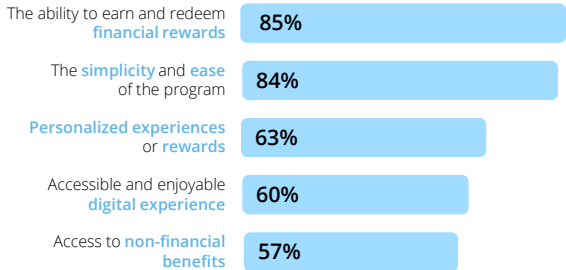
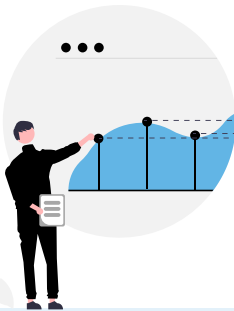
31%

of consumer loyalty programs today allow members to earn through **non-transactional** means

What does it take to stand out?

Standing out in today's environment starts with defining loyalty as an **implicit or explicit agreement** between a consumer and brand to have a relationship, which is mutually beneficial in a variety of forms over a period of time

Top 5 most important loyalty program attributes across industries¹

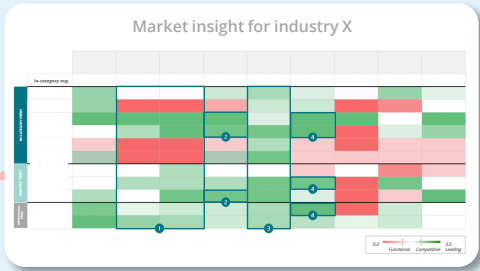


In order to succeed, brands should provide a distinctive, well-balanced offering that meets the needs of their customer

Our **proprietary loyalty maturity model** quickly evaluates companies across a set of loyalty drivers to determine **value creation investment opportunities**

Scores help to understand **customer industry expectations**, benchmark **against competitors** and identify **key opportunities** that can guide future loyalty program strategy

Important **opportunities** identified through the assessment include finding the optimal **balance** between financial and non-financial **benefits**, **personalized activation** based on important **life stages** and **activation through employees**



Do you want to join the maturity assessment?

Start the conversation on what loyalty could mean to your company

Get in touch with our expert team



Kasia Blicharz
Partner
kblicharz@deloitte.nl



Nicholas Pinfold
Manager
npinfold@deloitte.nl



Benthe Maertens-Gommers
Manager
bmaertens-gommers@deloitte.nl



Wouter Slotemaker
Senior Consultant
wslotemaker@deloitte.nl



Anne-Sophie van Galen
Analyst
anvangalen@deloitte.nl

Sources: ¹Deloitte's 2022 Loyalty Consumer Survey, ²Harvard Business Review (2020), ³Transcending expectations in the new loyalty landscape Deloitte (2021)