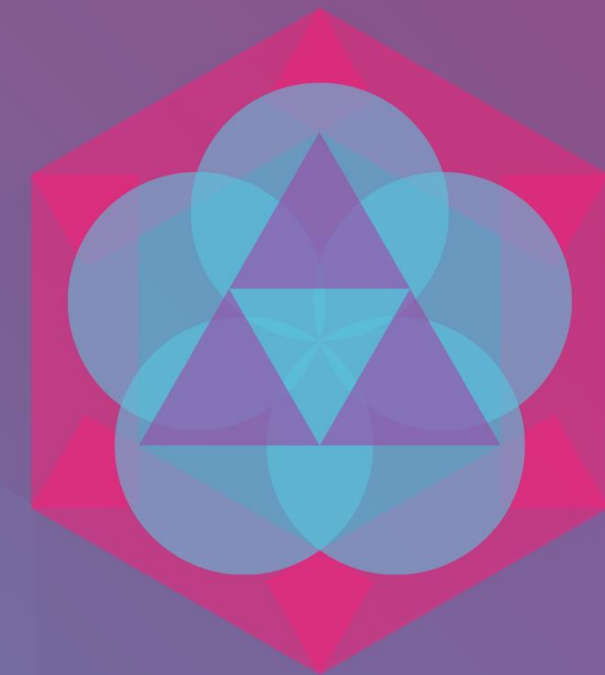


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Why Emotional
Loyalty Matters Now
More Than Ever



Why Emotional Loyalty Matters.

01

Why Emotional Loyalty matters

02

Why Emotional Loyalty matters
now more than ever

03

How emotional loyalty has shifted
in consumers and how Kobie is
shifting too



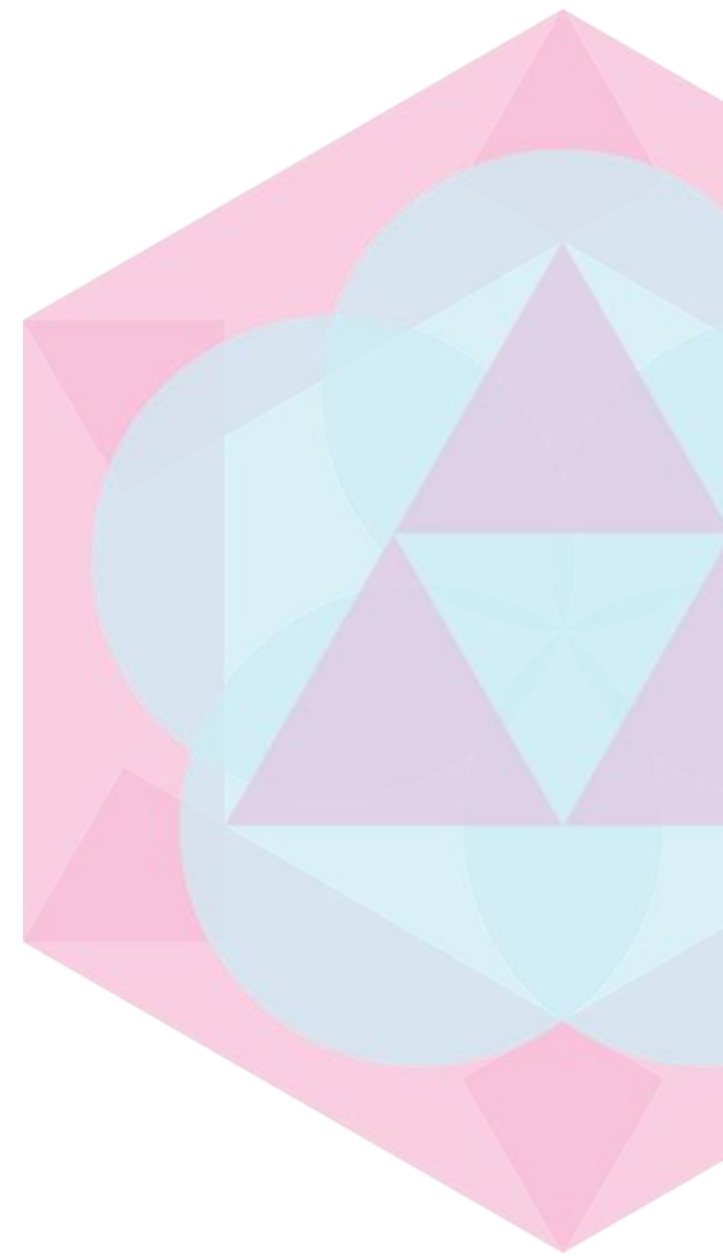
Why Emotional Loyalty Matters.

Rider: Conscious, verbal, thinking



Elephant: Automatic, emotional, visceral

Human beings are both **rational** and **emotional**, but mostly emotional.



Emotionally Loyal Customers by the Numbers.

3X

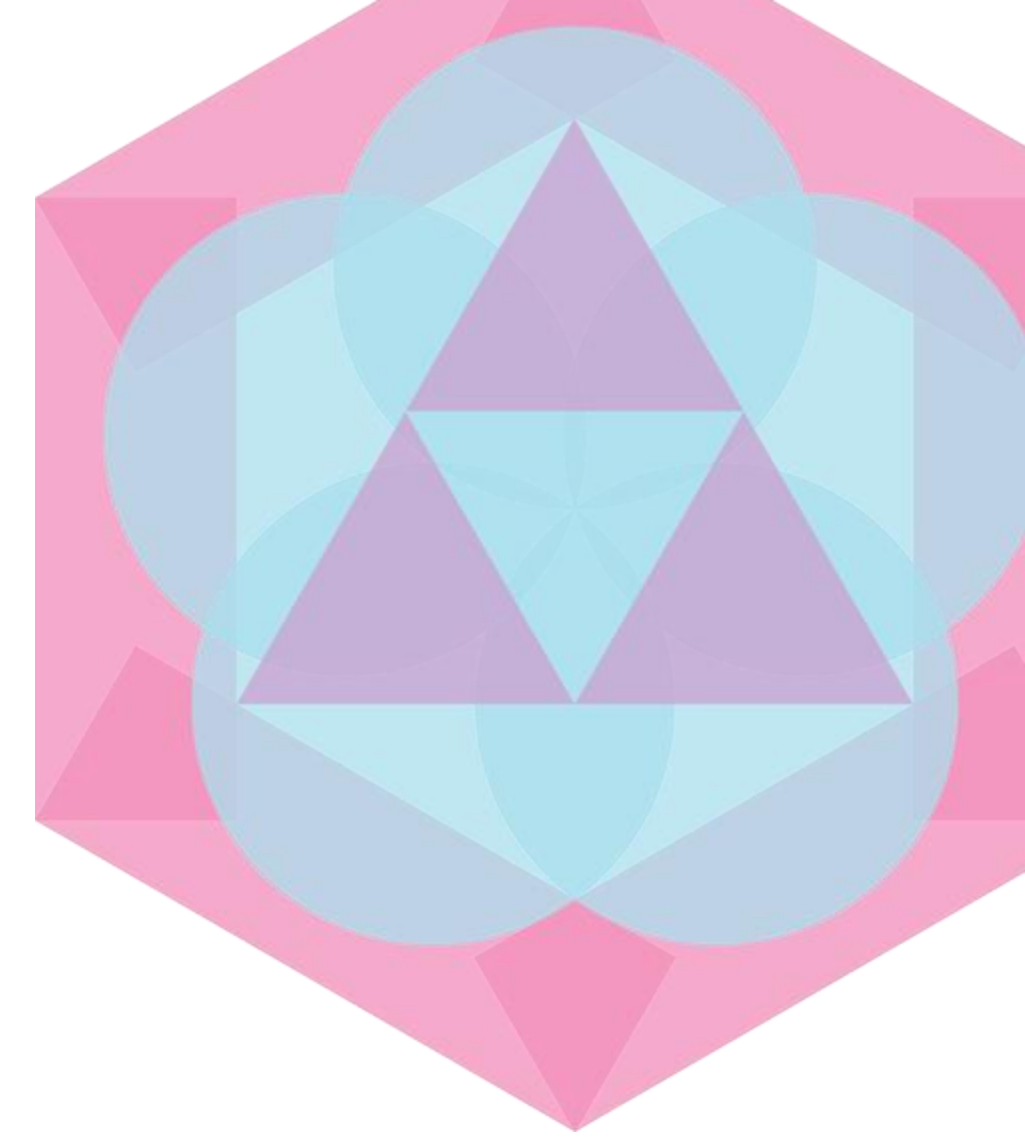
Emotionally loyal customers deliver three times higher lifetime value than satisfied customers.

1.5X

Emotionally loyal customers stay 1.5x longer than satisfied customers.

1.4X

Emotionally loyal customers are 1.4x more likely to rate the brand a “10” in standard NPS metrics.

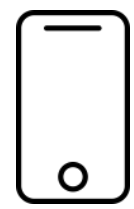


Why Emotional Loyalty Matters Now More Than Ever.

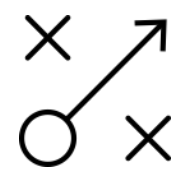
Because everything has changed.



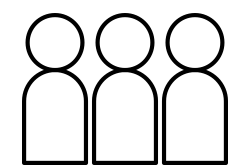
The market landscape



Technology



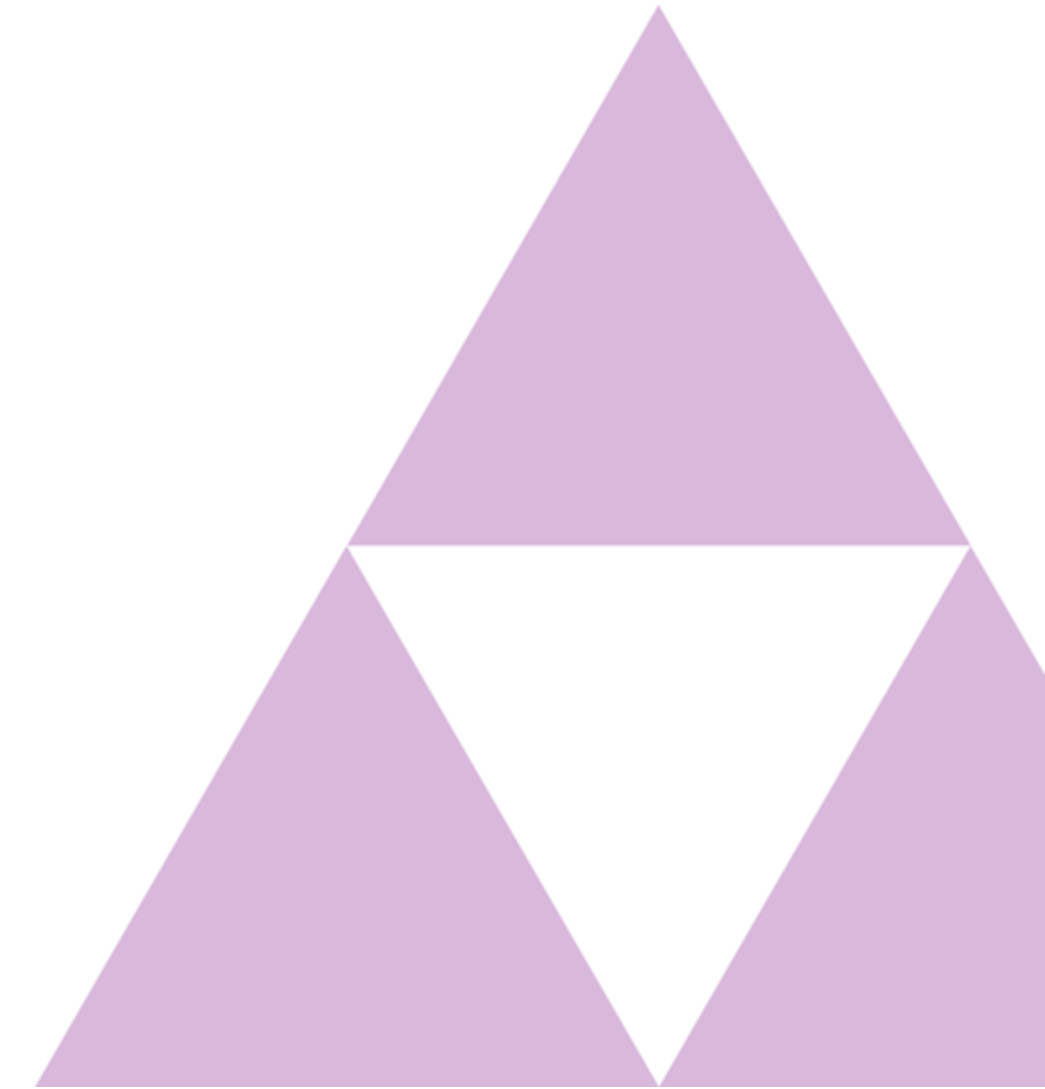
Loyalty strategies



Your customers

“The only thing that stays the same is change.”

Understanding your customers’ emotional loyalty is critical to seeing these changes as great opportunities, not insurmountable challenges.



The Market Has Changed Rapidly in the Last 18-24 Months.

New things and ways to buy

- Spend shifts and surges
- Pivot from multi-channel to omnichannel

New ways to engage

- High-touch experience when not face-to-face
- Supply chain and staffing challenges

New ways to interact

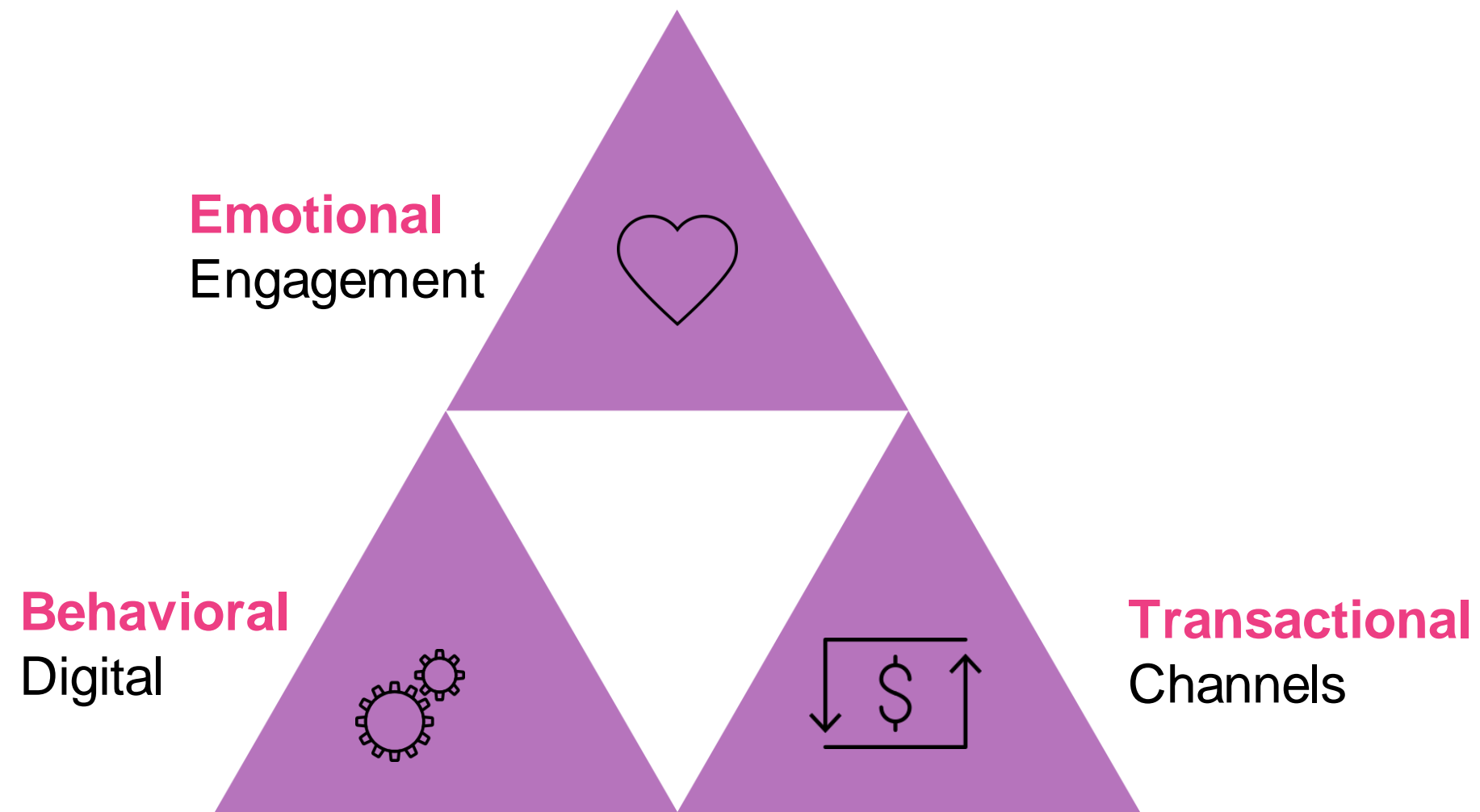
- New platforms for engaging virtually, face-to-face
- The new workplace environment



As Market Dynamics Have Changed, So Too Has the Loyalty Technologies Needed to Address Those Changes.

Technological changes now allow us to capture the data to know a customer's level of emotional connection.

Triple Play Data



Key question:

What new technology will stick?



Loyalty Strategies are Working Harder to Deliver an EVP (Emotional Value Proposition).

More companies are infusing emotional elements into their loyalty strategies:

- Values
- Community
- Social



Kobie's Emotional Drivers.



Status

"I feel more valued than others."



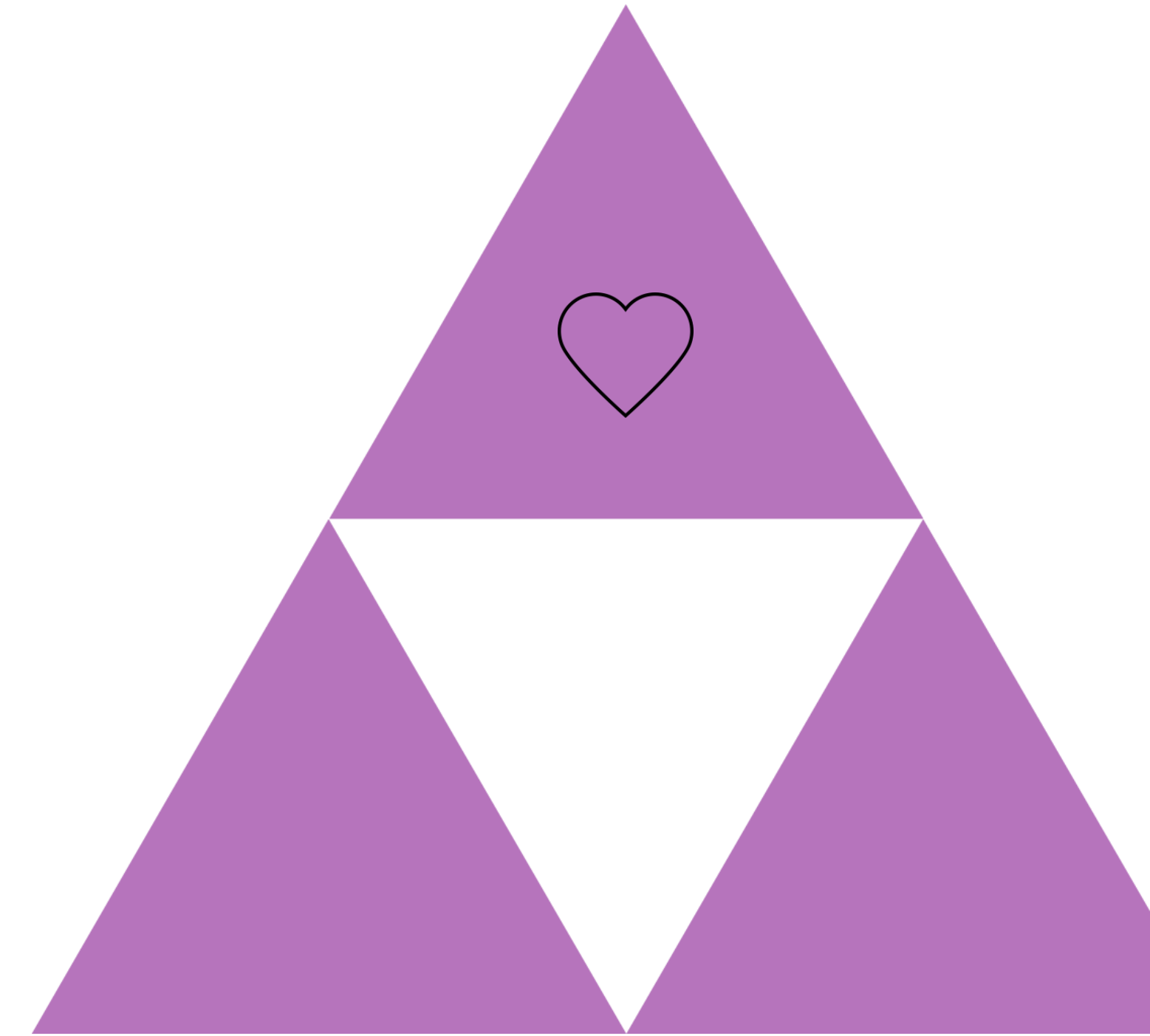
Habit

"I find comfort and convenience in things that are familiar."



Reciprocity

"I feel grateful for the treatment I've received and the relationship I have with you."



Cross-study Analyses Have Shown That Consumers' Emotional Loyalty Have Also Changed.

The Reciprocity Surge



Reciprocity has become an increasingly prominent driver; loyalty strategies need to consider the new omni-experience to address this new surge.

The Emo-Combo



Emotional loyalty drivers are rarely uni-dimensional; Understanding the combinations of your customers should inform your next loyalty strategy evolution.

The Status Cycle

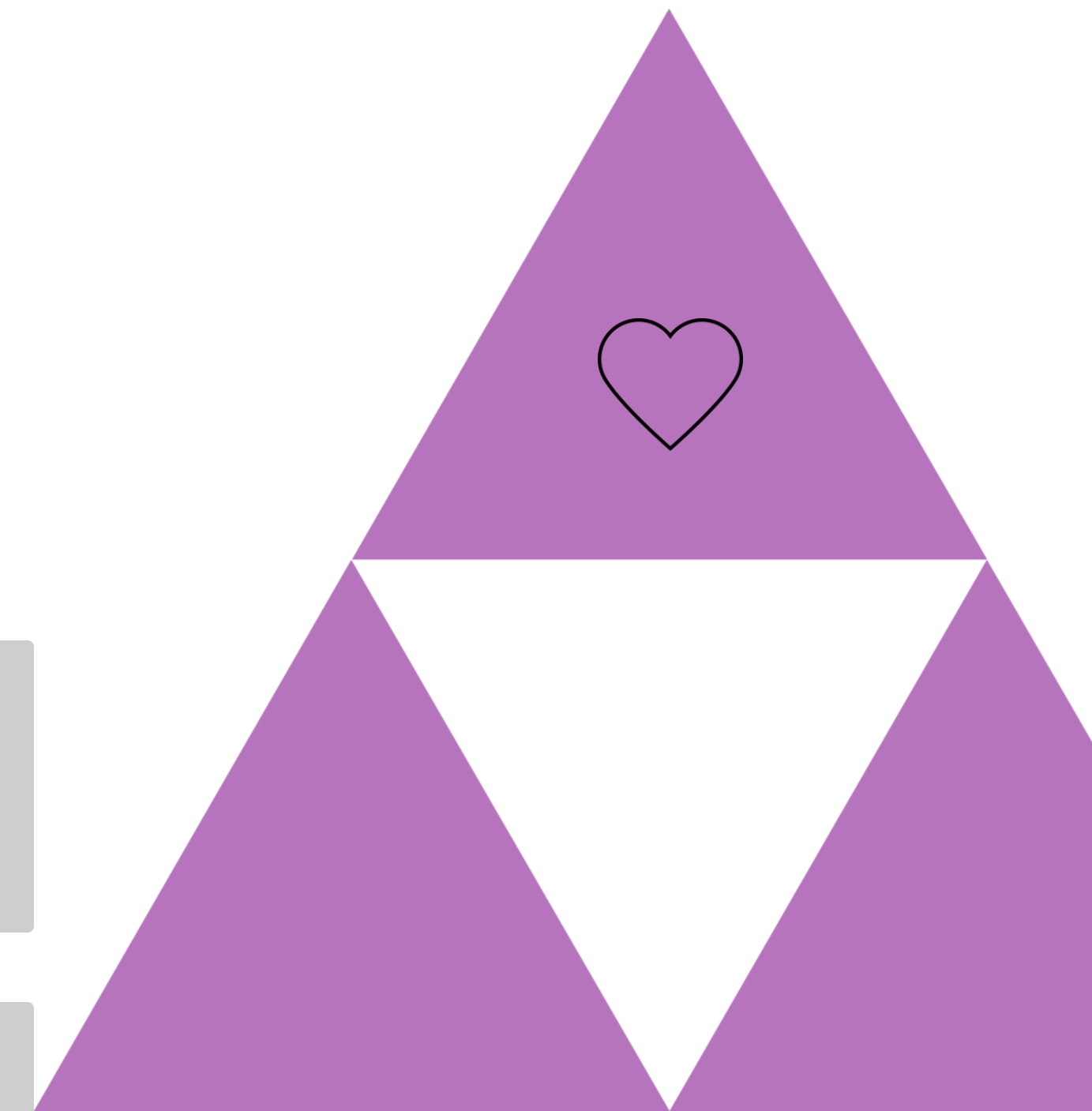


Your loyalty strategy needs to address how to communicate to your status cravers in ways that reinforce emotional loyalty.

The Habit/Optionality Challenge



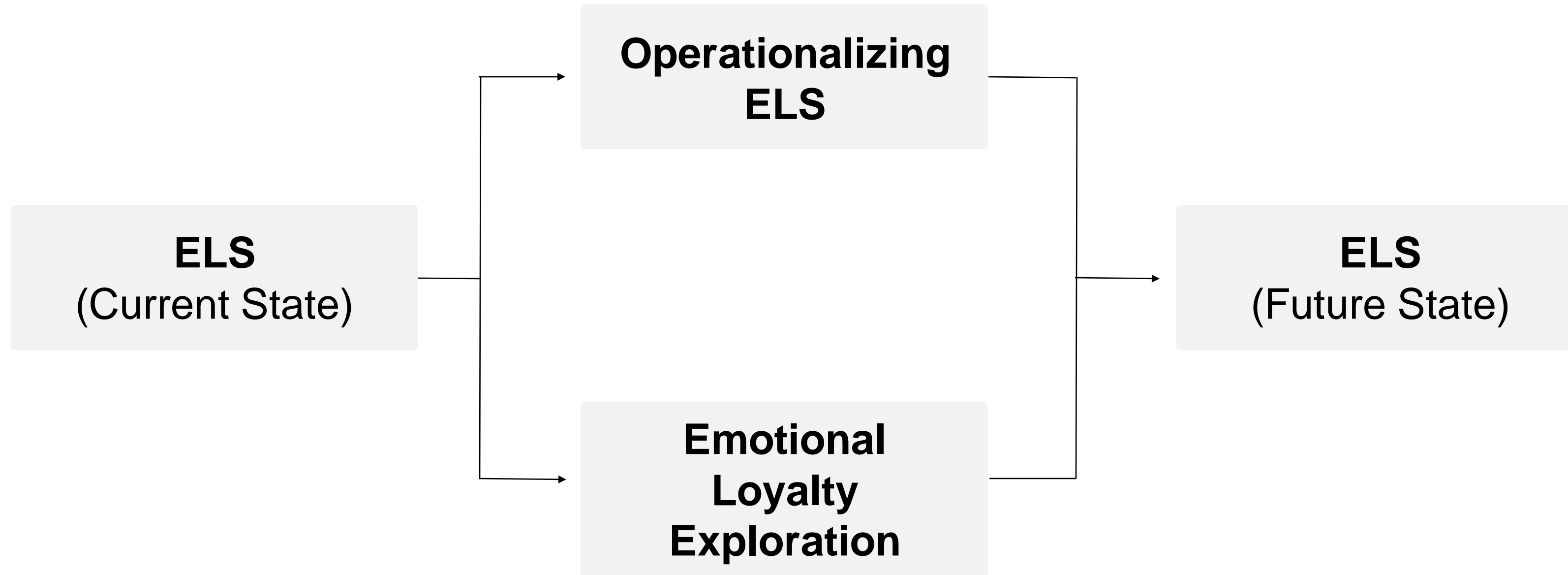
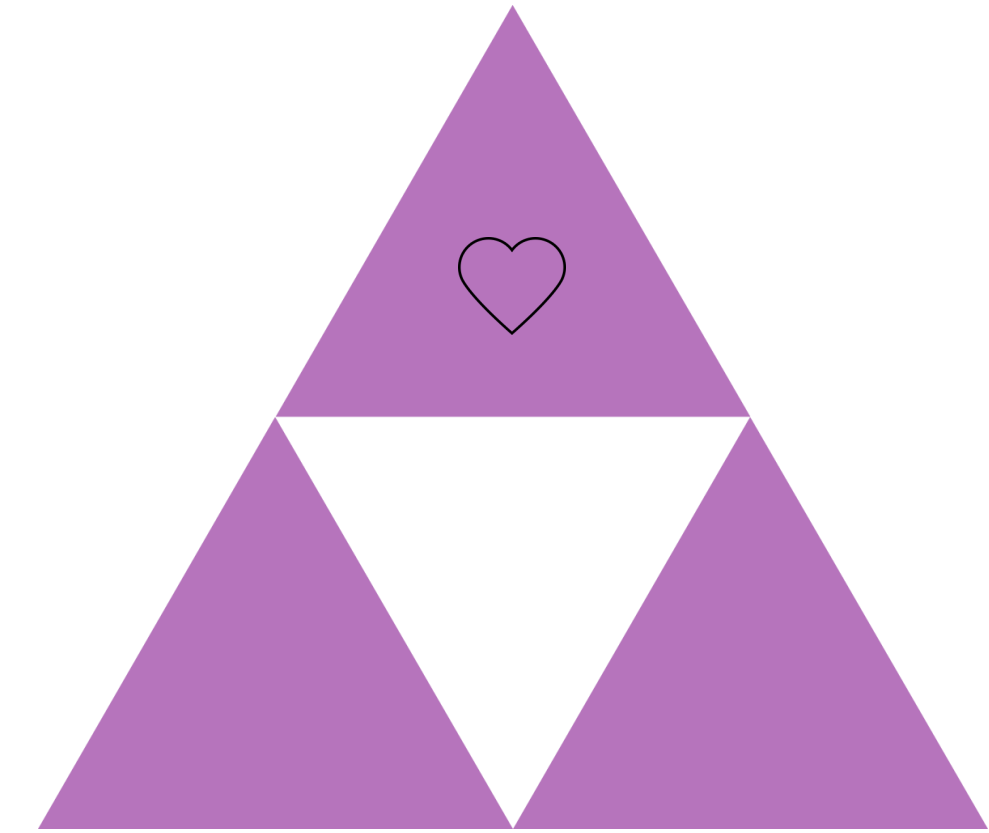
Your habit-motivated customers have been through a lot lately. When rolling out new benefits or experiences, expect to support their adoption more fully than other customers.



Your Customers Changing, So is Kobie!

Kobie is actively looking at ways to evolve our ELS product.

®



Key Takeaways.

01

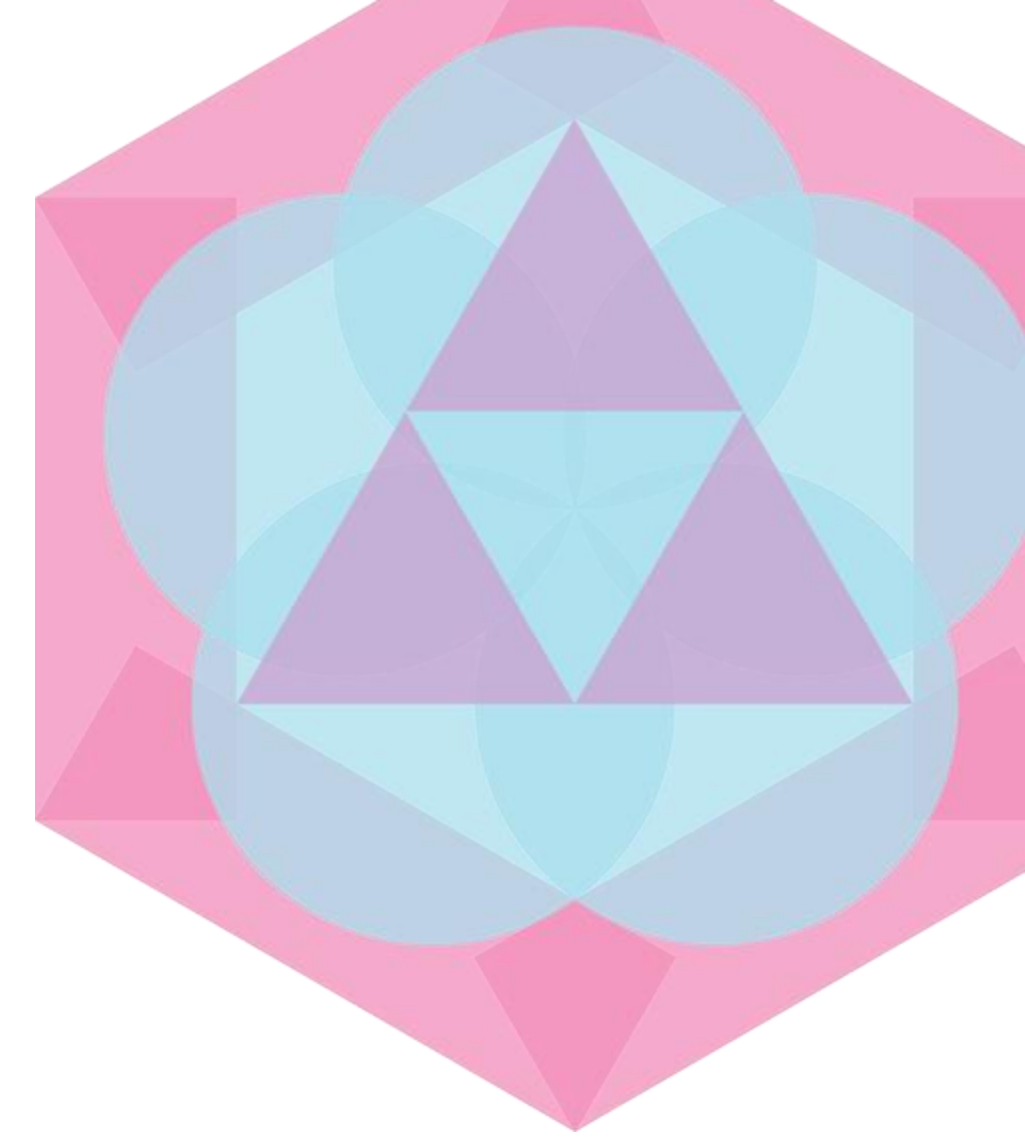
Understanding how your customers' emotional loyalty has changed is the key to turning recent change into opportunities.

02

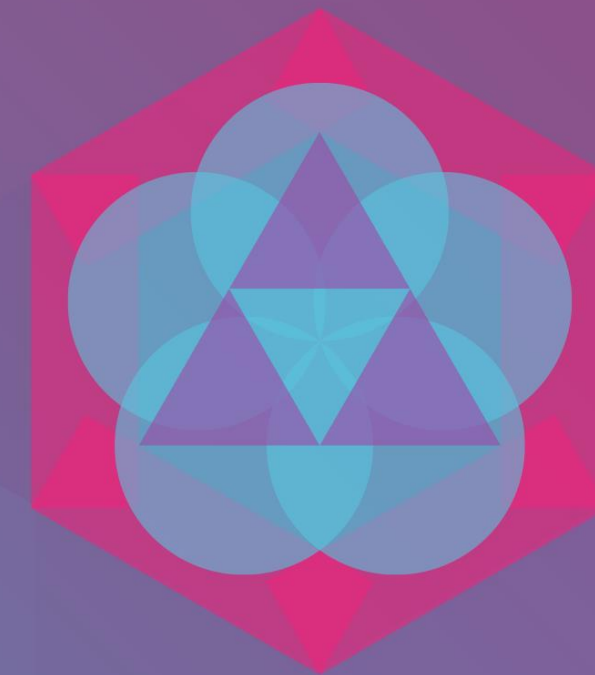
Brands can craft and deliver an Emotional Value Proposition that drives member response and strengthens the emotionally bonds at the same time.

03

Kobie will continue to find ways to respond and adapt to the constant state of change by operationalizing its ELS product as well as expanding it into new avenues to drive emotional loyalty.



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Thank you!