

# Understanding Your Program's Benchmark

How does my loyalty program  
or strategy stack up against my  
competitors?

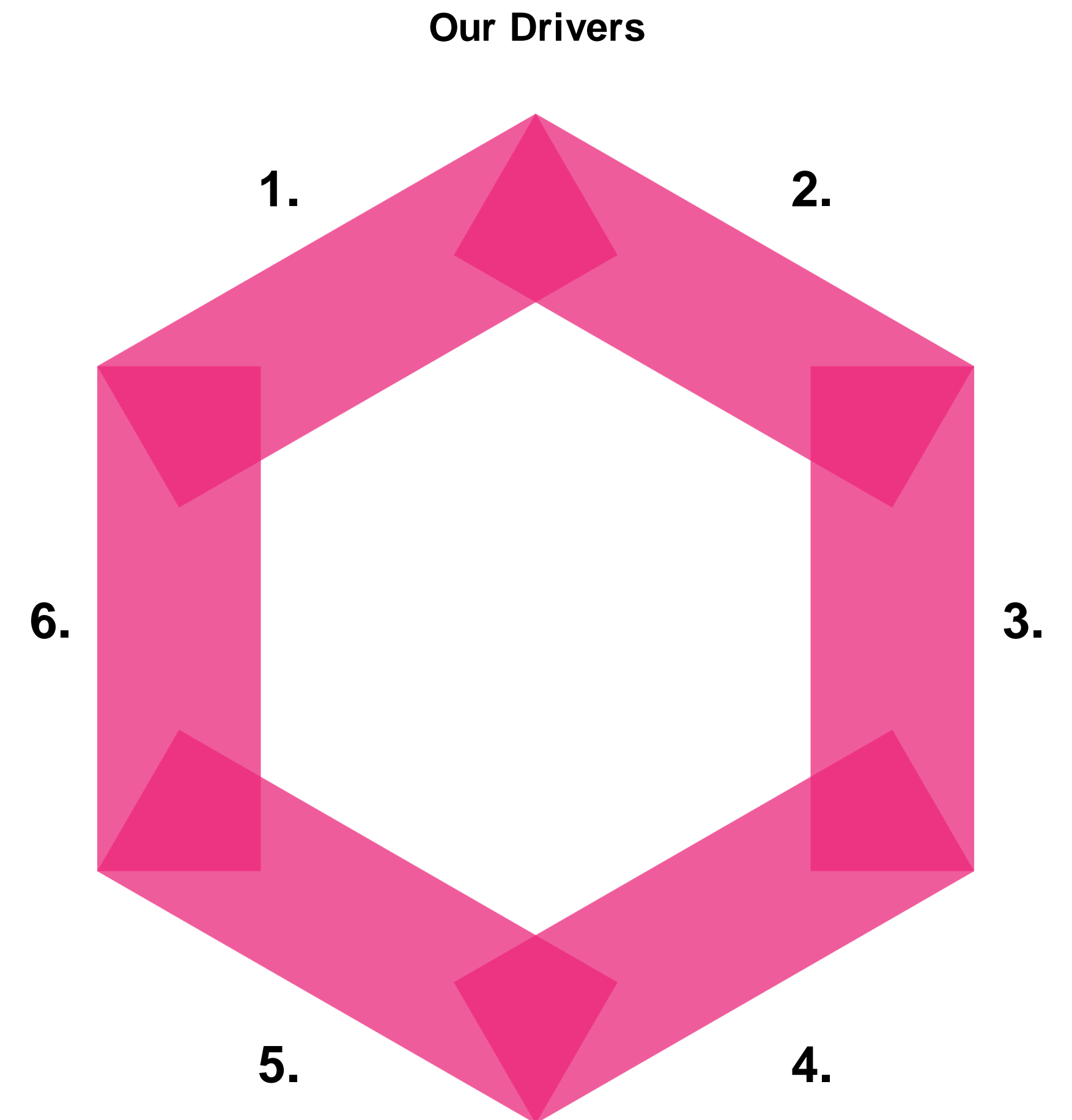


# Drivers of Brand Loyalty.

These drivers go beyond programmatic loyalty and extend to all marketing activities and consumer experiences.

## Kobie's Drivers of Brand Loyalty:

1. Brand Affinity
2. Product Value
3. Rewards
4. Convenience
5. Special Access
6. Personalization



# Drivers of Brand Loyalty.

## 1. Brand Affinity

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- Awareness
- Engagement
- Affiliation

## 2. Product Value

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- Price vs. Experience
- Product Access/Availability
- Competitive product value

## 3. Rewards

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- Attainability
- Value (personal)
- Optionality (personalized)

## 4. Convenience

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- Channel equality
- Customer service
- Digital Integration

## 5. Special Access

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- Exclusivity
- Experiential
- Community

## 6. Personalization

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- Segmentation
- Targeted Messaging
- Call to Action

### HABIT

“I am on autopilot with the brand”

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“This brand makes me feel special”

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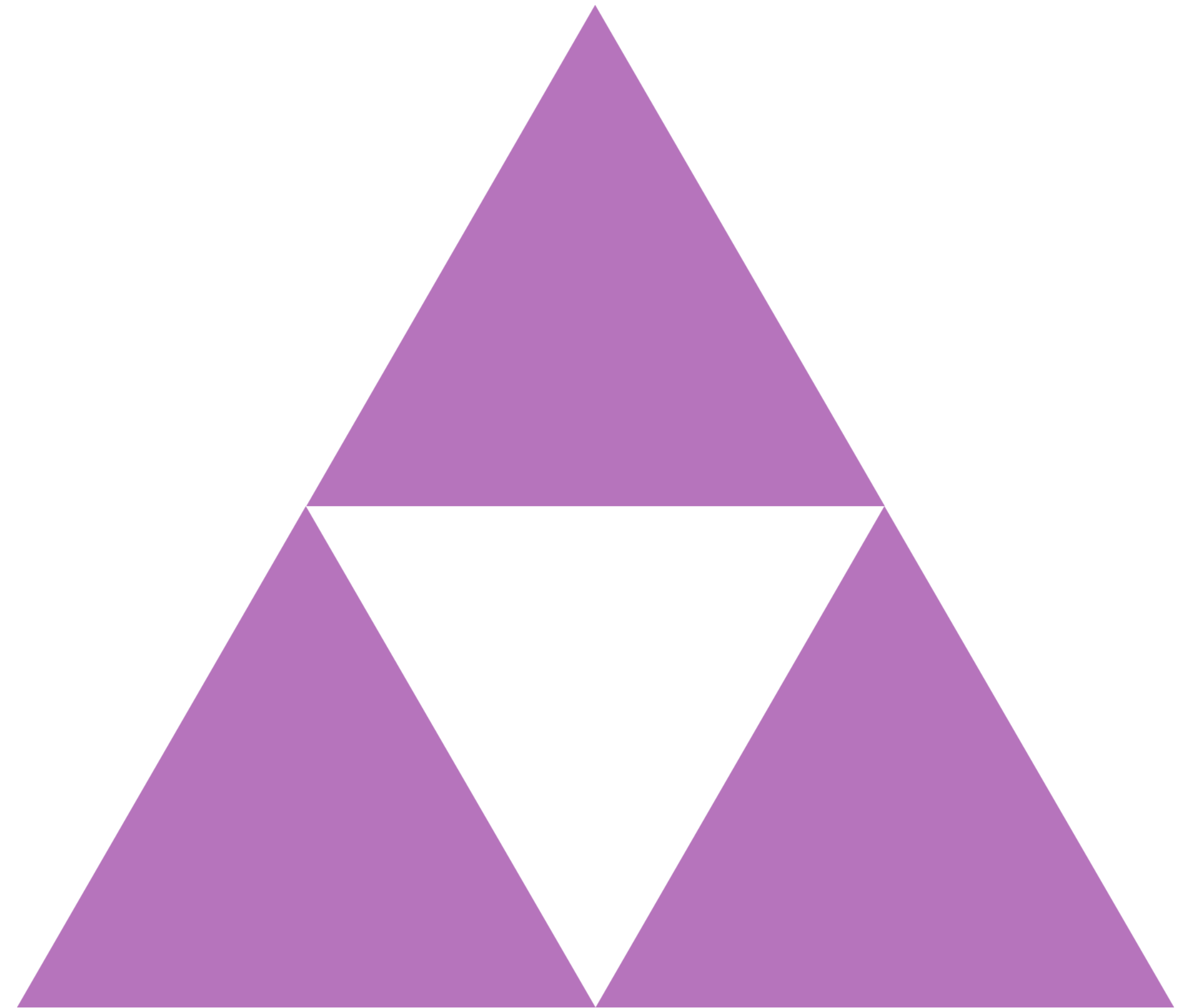
“This brand makes me feel special”

### RECIPROCITY

“I value my relationship with the brand”

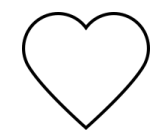
The Loyalty Assessment is:

An **OBJECTIVE** evaluation of your program from your **CUSTOMERS** perspective against a competitive set.

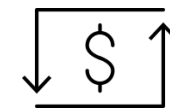


# Triple Play Data Evolves Loyalty Beyond Transactional Data.

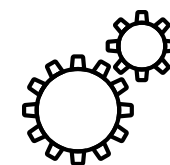
In order to drive personalized experiences a good loyalty strategy needs to understand:



**A Member's Emotional Score**

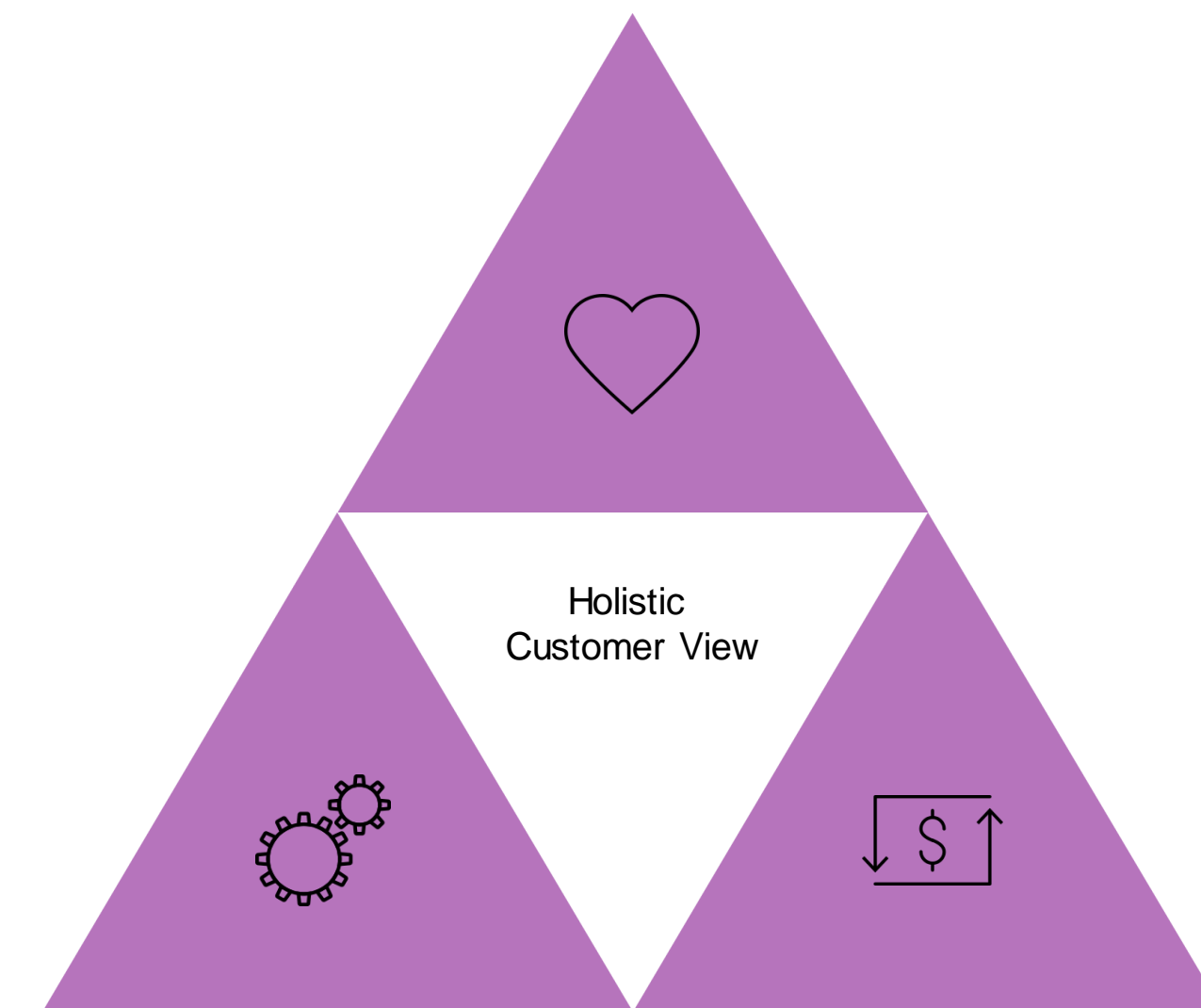


**A Member's Transactions**



**A Member's Behavioral Activities**

## Triple Play Data



# Triple Play Data Drives a Holistic View of the Customer.

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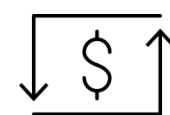
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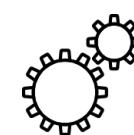
Key



Emotional



Transactional



Behavioral

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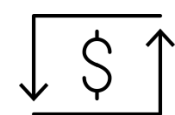
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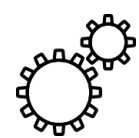
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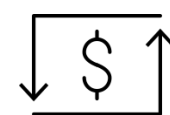
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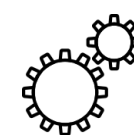
Key



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# A Deeper Look Inside The Assessment.

**How We Benchmark**  
Loyalty Assessment

 **Transactional**

- Hard Benefits
- Payout
- Data maturity

 **Emotional**

- Soft Benefits
- Experiences

 **Behavioral**

- Online Experience
- App Experience
- Onboarding and Profile

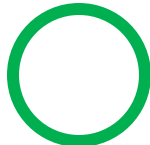



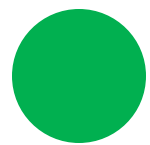
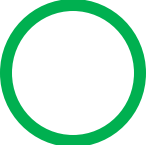
**Loyalty Drivers Alignment**

**Rewards  
Product Value**






**Special Access  
Brand Affinity**

**Convenience  
Personalization**

# Overall Assessment Score.

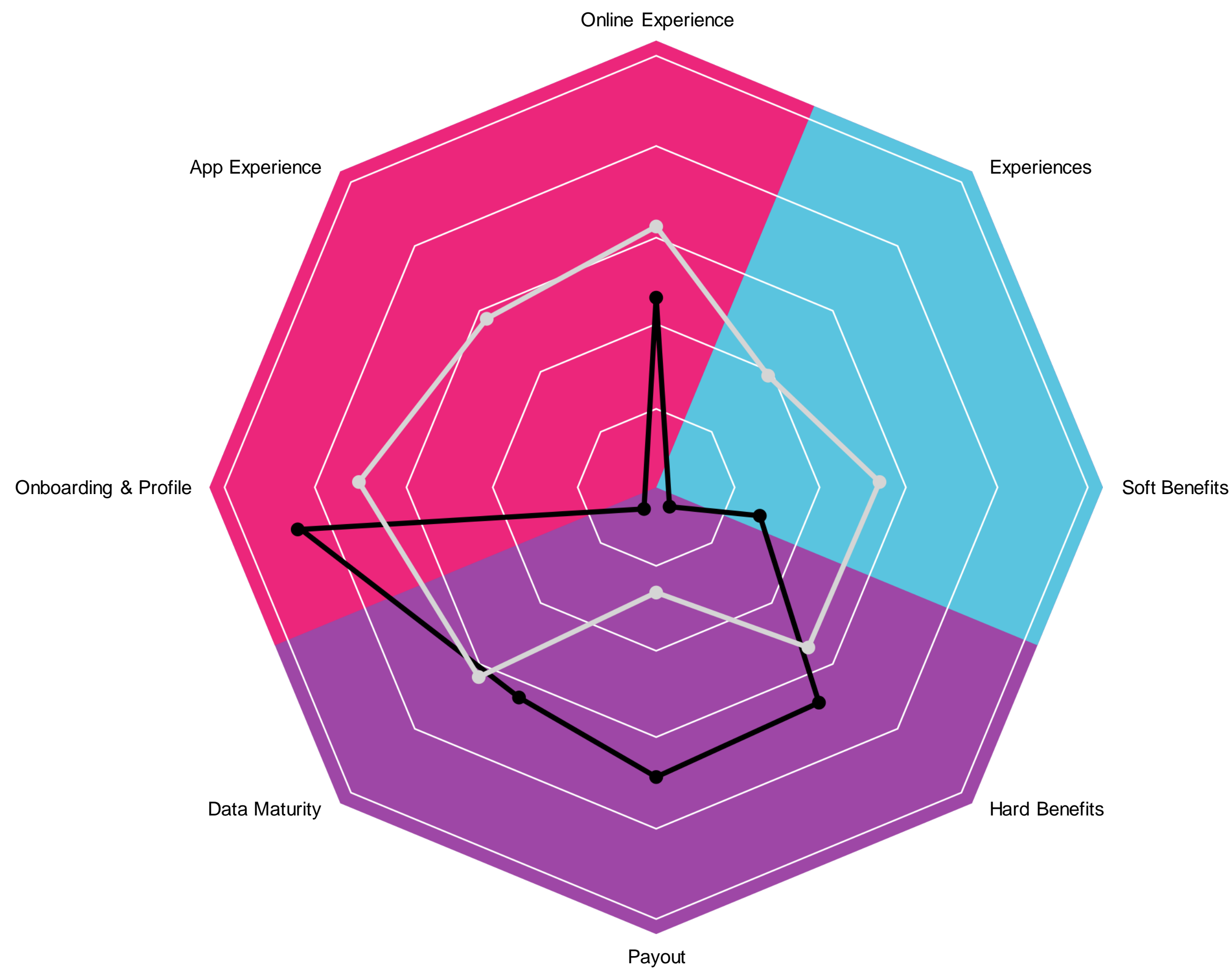
| Brand                      | Competitor #1   | Competitor #2   | Competitor #3   |
|----------------------------|---|---|---|
| Loyalty Assessment Results |    |    |    |
| CX Assessment Results      |  |  |  |

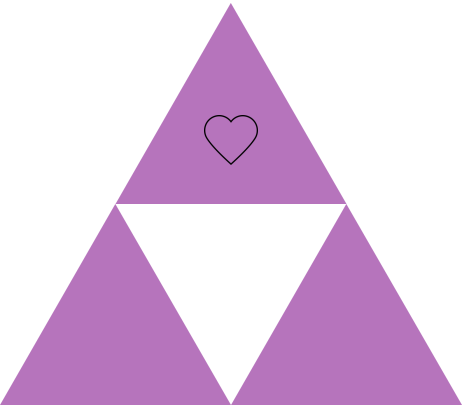
Key



InnovativeAverageMissing

# Another View Of Your Overall Assessment.

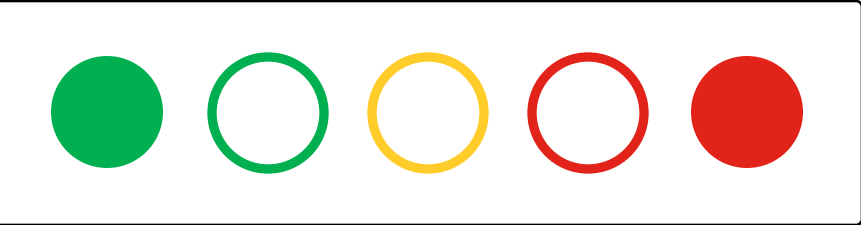


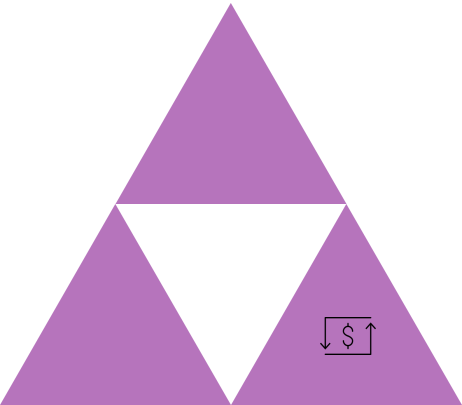


# Special Access Assessment Score.

|                            | Brand | Competitor #1 | Competitor #2 | Competitor #3 |
|----------------------------|-------|---------------|---------------|---------------|
| Special Access             | ●     | ○             | ○             | ●             |
| Exclusive Offers           | ●     | ○             | ○             | ●             |
| Events                     | ●     | ○             | ●             | ●             |
| Charity Options            | ●     | ●             | ●             | ●             |
| Dedicated Customer Service | ●     | ○             | ○             | ●             |
| Personalized Content       | ●     | ○             | ○             | ●             |
| Gaming                     | ○     | ●             | ○             | ●             |
| Community                  | ○     | ●             | ○             | ●             |
| Payment Options            | ○     | ●             | ○             | ○             |

Key

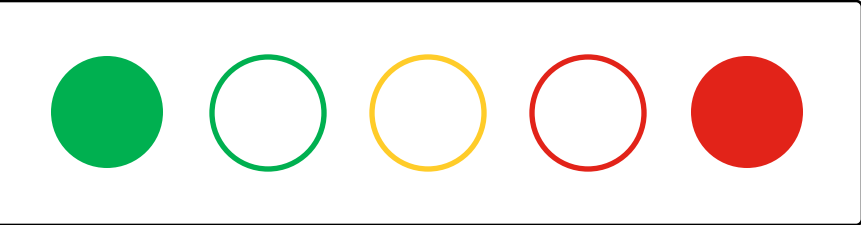


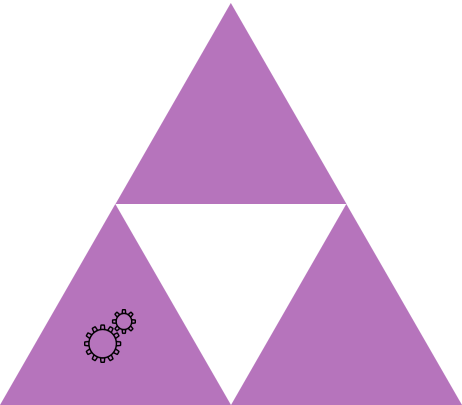


# Rewards & Value Assessment Score.

|                      | Brand       | Competitor #1 | Competitor #2 | Competitor #3 |
|----------------------|-------------|---------------|---------------|---------------|
| Welcome Offer        | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Free Shipping        | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Discounts / Vouchers | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Rewards / Points     | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Birthday Offer       | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Free Returns         | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Credit Card Rewards  | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Real-time Rewards    | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Partnerships         | <div></div> | <div></div>   | <div></div>   | <div></div>   |

Key





# Behavioral/Digital Assessment Score.

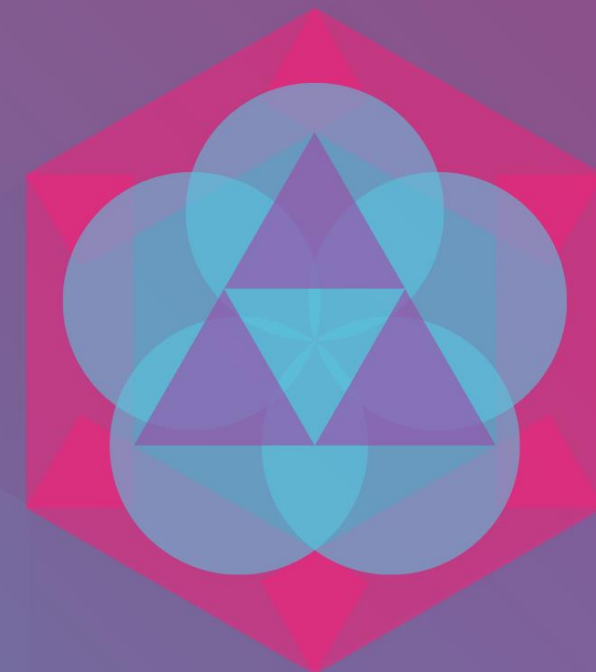
|                        | Brand       | Competitor #1 | Competitor #2 | Competitor #3 |
|------------------------|-------------|---------------|---------------|---------------|
| Clear Message          | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Emotional Appeal       | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| User Control & Freedom | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Visual Consistency     | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Clear Flows            | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Visual Appeal          | <div></div> | <div></div>   | <div></div>   | <div></div>   |
| Error Prevention       | <div></div> | <div></div>   | <div></div>   | <div></div>   |

Key



We drive enterprise value through loyalty.

— KOBIE —  
**ONPOINT**  
LOYALTY CONFERENCE



Thank you!