

Is it time to amp up your customer loyalty program?

Does your loyalty program deliver the results you want? Could it be improved? Or is it in need of a complete transformation? Consumer behaviors, buying trends, and brand loyalty are undergoing significant transformations. If you want to keep your loyalty program in step with changing motivations, this quick quiz can help you decide how your program needs to evolve.

Where does your program stand? Rate your current program on these nine core metrics.

1. The benefits

Assess your current program's success in these areas:

- Revenue growth, and an easier path to upsell and cross-sell
- Referral, lower cost of new customer acquisition
- The BIG win: Access to data and deep customer insights used to inform your strategy, promotion, product, and other critical business directions



Self-assessment

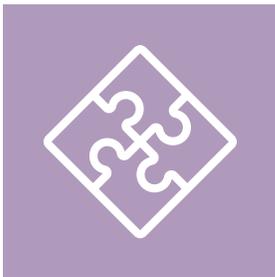
Yes, I've got this covered **(+ 2 points)**

I've sort of got this covered **(+ 1 point)**

No, I don't have this covered **(0 points)**

2. Loyalty *strategy* vs. loyalty *program*

Your loyalty strategy should guide the loyalty program mechanics. Your strategy must be true to your company's culture and express itself in ways that feel authentic to the consumer. If the program doesn't embody your consumers' values—or isn't right for your company—they will notice, and they will leave. Is your strategy clearly articulated across brand, content, promotions, sales, reputation, and other parts of the business?



Self-assessment

Yes, I've got this covered **(+ 2 points)**

I've sort of got this covered **(+ 1 point)**

No, I don't have this covered **(0 points)**

3. Exclusive experiences, not just discounts

Discounts are a fleeting reward, a brief emotional high that's not memorable. Unique experiences can create a far more durable impression and lasting impact on the consumer. Does your program lean more toward experiences, exclusivity, and non-transactional incentives?



Self-assessment

Yes, I've got this covered **(+ 2 points)**

I've sort of got this covered **(+ 1 point)**

No, I don't have this covered **(0 points)**

4. Enhance customer profiles

Brands can collect zero- and first-party data on their customers through loyalty program enrollment. Enhance that customer data through surveys, customer engagement measurements, and other personalized activities. Continue to collect additional data points from members with moment-in-time questions. This data will help you understand their preferences so you can gamify their program and drive more frequent engagement.



Self-assessment

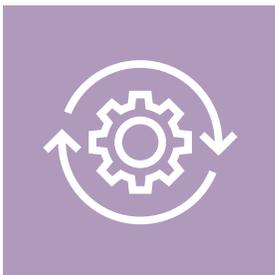
Yes, I've got this covered **(+ 2 points)**

I've sort of got this covered **(+ 1 point)**

No, I don't have this covered **(0 points)**

5. Technology compatibility and connectivity

It's not uncommon for an existing platform to be the limiting factor in what a loyalty program could be. The overall strategy (see, there it is again) must influence—even drive—platform selection. Does your current platform interface and exchange data with the larger technology stack?



Self-assessment

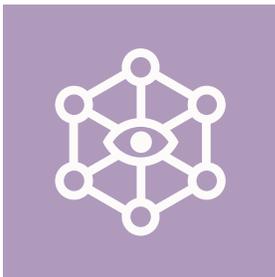
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6. Program evolution, need for flexibility

No loyalty program should remain static. Too many changes are happening at a never-before-experienced speed in areas of consumer sentiment, channel buying disruption, consumer expectations, and competitive threats, to name a few. Your program needs agility to quickly evolve to meet internal and external challenges.



Self-assessment

Yes, I've got this covered **(+ 2 points)**

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No, I don't have this covered **(0 points)**

7. Building blocks to brand trust

Consumers today want to interact with a brand that is consistent at multiple points and in multiple channels. They don't just want—*they expect*—a consistent and seamless experience. Is your loyalty program positioning in line with other channel messaging? Is the experience cohesive across channels (e.g., customers can sign up for the brand fanatics club seamlessly in-store, on the website, on the app, and in social channels)?



Self-assessment

Yes, I've got this covered **(+ 2 points)**

I've sort of got this covered **(+ 1 point)**

No, I don't have this covered **(0 points)**

8. Measuring emotional engagement

Create higher customer lifetime value by combining emotional and behavioral measurements that help you predict customer behavior and create a deeper connection.



Self-assessment

Yes, I've got this covered **(+ 2 points)**

I've sort of got this covered **(+ 1 point)**

No, I don't have this covered **(0 points)**

9. Measuring program success

First-generation, coupon- or spending-based programs measured success with simple metrics such as redemption scores. But today's more sophisticated, engagement-based loyalty programs have completely reimagined how success is measured. Does your program measure and reward engagement, participation, dialog, and brand advocacy? Does it personalize rewards based on member behavior (e.g., rewarding in-store visits vs. event participation)?



Self-assessment

Yes, I've got this covered **(+ 2 points)**

I've sort of got this covered **(+ 1 point)**

No, I don't have this covered **(0 points)**

Where do you go from here?

Tally your total points. Rate your program on the scale below to see where you are today. This should give you a high-level view of whether your program is leading the pack, doing well-enough for now, or needs to be transformed. **Is it time to amp up your customer loyalty?**



0-8 points — You have a lot of opportunity for improvement, and that's good! Your current program may have worked in the past, but consumer expectations are rapidly changing. [Drop us a note](#) if you want to learn how top-tier brands leverage the latest technology and best practices to manage super successful loyalty programs.



9-14 points — The good news is you've got some basics covered. But there is still room for improvement. Watch the [Oracle CrowdTwist quick tour](#), to learn how we can help you increase profitability, deepen customer relationships, and improve customer retention.



15-18 points — Congratulations! You've crafted a loyalty program that is in very close alignment with your customer's expectations and motivations while also meeting essential business objectives. If you're interested in sharing your story and success with others, [just let us know](#). We'd love to hear about it.

Let's amp it up

Oracle CrowdTwist helps you build loyalty and retention through our ability to:

- Gather rich first-party data
- Create personalized experiences
- Incentivize ongoing customer engagement

[View Oracle CrowdTwist](#)

Schedule a call with an Oracle rep to learn more about amping up your loyalty strategy and program:

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