

# DRIVING LOYALTY IN AN ERA OF EMPOWERED CONSUMERS



## CUSTOMERS EXPECT A LOT FROM THEIR RELATIONSHIP WITH YOU

### Personalized Recommendations



Based on touchpoints and transactional history

### Consistent Experiences On Every Channel



Online

Mobile

Store

## YET CUSTOMER LOYALTY IS DECLINING

# 60%

MORE LIKELY TO SWITCH BRANDS COMPARED TO 10 YEARS AGO<sup>1</sup>



# 7X

## ACQUIRING NEW CUSTOMERS IS EXPENSIVE

It costs 7 times more to find a new customer than to keep an existing one<sup>2</sup>

5% RETENTION

95% PROFIT

## RETAINING CUSTOMERS IS KEY TO YOUR BOTTOM LINE

Increasing customer retention by 5% can increase profits by 95%<sup>3</sup>

## THE SOLUTION A Customer Loyalty Program

# 3.8 BILLION

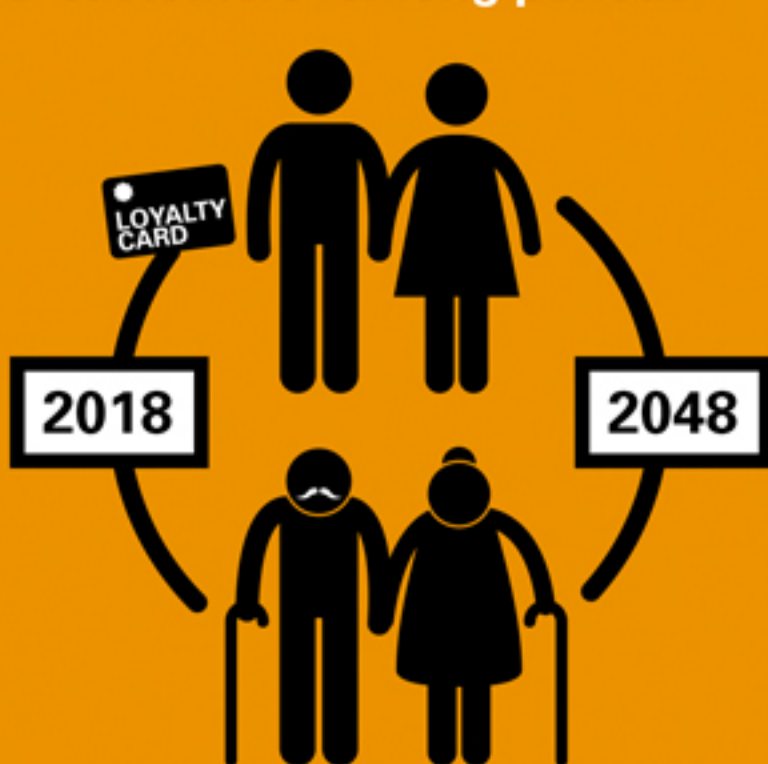
LOYALTY PROGRAM MEMBERS IN THE US

### LOYALTY PROGRAM MEMBERS ARE

1. More likely to speak highly of your brand<sup>4</sup>



2. More likely to stay customers for long periods<sup>4</sup>



3. More likely to buy additional products and services<sup>4</sup>



## BUT BEWARE OF DISENGAGEMENT AND BOREDOM

# 54%

of US loyalty program members are inactive<sup>5</sup>



### Top 4 Reasons Loyalty Members Abandon Programs

- 26% no smartphone app<sup>5</sup>
- 30% too many or irrelevant communications<sup>5</sup>
- 54% rewards are not interesting<sup>5</sup>
- 57% too long to earn rewards<sup>5</sup>

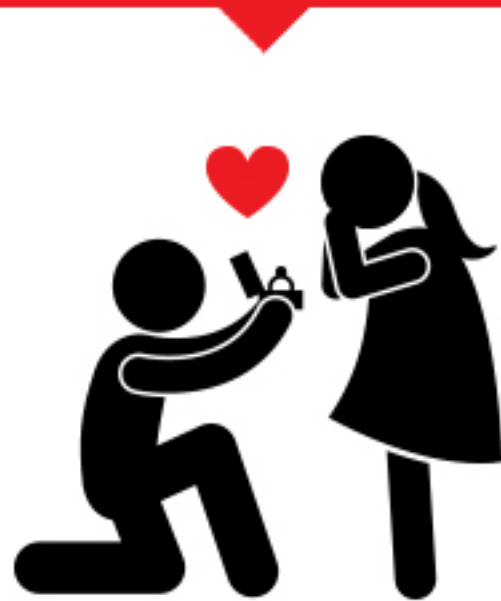


## STAYING RELEVANT IS KEY

### 4 STEPS TO A SUCCESSFUL LOYALTY PROGRAM



1. Create an emotional connection with your customers, not just a transactional one



2. Offer relevant and compelling rewards



3. ...that can be achieved in a reasonable time-frame



4. Make it convenient and easy to engage

## MAKE YOUR CUSTOMERS FALL IN LOVE WITH YOU ALL OVER AGAIN



Build a Smarter Loyalty Program with

ORACLE LOYALTY CLOUD

The next generation loyalty program management platform designed to provide you with the flexibility you need to stay competitive.

Powerful • Innovative • Unified • Customer-Centric

To learn more, visit [cloud.oracle.com/loyalty-cloud](https://cloud.oracle.com/loyalty-cloud)

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1. Source: Customer 2020: Are You Future-Ready or Reliving the Past?, Accenture  
2. Source: Value Online Customer Loyalty You Capture – Bain and Company, Apr 2000  
3. Source: The Economics of E-Loyalty, Bain and Company Study  
4. Source: How Consumers Really Feel About Loyalty Programs, May 2017, Forrester  
5. Source: 2017 Colloquy Loyalty Census, Colloquy