

# Mobilise Your Customer Loyalty Programme and Improve the Bottom Line

Although consumers today belong to an average of 13 loyalty programmes, studies show they're active in only seven.<sup>1</sup> The excitement of joining a loyalty programme for the promise of points, perks and rewards often leads to an inevitable decline in a consumer's programme activity, sometimes culminating in rejection of the brand.

However, it doesn't have to be this way. To retain customers who stray, mobile offers a critical lifeline as part of your proactive customer communication strategy. Mobile offers can enhance your loyalty programme usage and rewards redemption while also improving response rates, customer satisfaction and your bottom line.

By 2020, more than six billion people will be using smartphones, equivalent to nearly 70% of the world's population.<sup>2</sup> The rapid rise of mobile users worldwide has changed how consumers communicate, as well as their behaviour in general. Consumers have shorter attention spans, are less loyal to brands, and are more likely to engage in "showrooming" (previewing goods and services at retail locations, then buying online).

Given how quickly many consumers have discarded landlines and have become mobile-first, if not mobile-only, businesses will follow suit in their customer engagement strategies and loyalty programmes. This shift happened quickly, and many businesses haven't yet altered their loyalty strategies or implemented cross-functional and cross-channel communication programmes, particularly in proactive customer communications. On a mobile device, multiple contact channels and technologies co-exist: voice, SMS and MMS text messaging, email, web, chat, apps, and push notifications. Mobile allows you to enhance your loyalty programmes to become richer, more convenient, and include more context and data.

## GETTING PERSONAL

According to an Accenture Strategy report, "Digital Disconnect in Customer Engagement," US companies lose \$1.6 trillion each year due to poor experiences.<sup>3</sup> A solution to this problem is hyper-personalisation of your customer engagement strategies. Hyper-personalisation combines historical data points, such as contact information, demographics, purchase history and channel preferences, with events happening in real time, such as current location, current interaction channel and last action taken. This information is useful for customising special offers, promotions and rewards to customers on the channel of their choice. By reflecting the customer's past shopping behaviour in the offers you present, you can maximise for engagement and revenue.

In addition to building long-term loyalty, getting personal with your mobile loyalty programme gives you an advantage over your competition. Consumers want their experiences to be gratifying and they want to feel respected. Giving your highly valued, loyal customers extra rewards for their patronage lets them know you cherish their business.

## MOBILE STRATEGY

Some initial efforts at introducing mobile into loyalty programmes don't succeed because of limited long-term planning, lack of effective process and limited expertise. A more effective approach is to develop a formal strategy focused on engaging the customer at key moments along their journey (for example, when the customer is using a product, driving near a store, speaking with a salesperson or customer service representative, interacting with the brand on social media, and more), and considering multiple communication channels. When carefully nurtured, these carefully planned journeys create loyal customers.



Additionally, consider integrating your loyalty programmes in your mobile app. With a touch or swipe on their mobile devices, your customers can browse, shop, load money, track rewards, make payments, and use their rewards directly at checkout. This is convenient and lowers your customer's effort, which is another way to create brand loyalty.

## CONTINUE THE CONVERSATION

Mobile devices changed the game in communications between companies and customers. You've got more opportunity than ever before to engage with your customers wherever and however they need you. Take advantage to mobilise customer engagement and loyalty programmes before competitors and customers leave you behind.

Learn more about how Genesys Outbound can help mobilise your customer loyalty programme and improve your bottom line. Check out our Frost & Sullivan Analyst Executive Brief, "[Mobile Engagement Delivers Great Customer Experiences.](#)"

### References:

1. Bond Loyalty: "The 2016 Bond Loyalty Report" (2016)
2. Ericsson: "Ericsson Mobility Report" (2016)
3. Accenture: "Digital Disconnect in Customer Engagement" (2016)