

GfK LOYALTY CARDS CZ

A woman with dark, wavy hair is the central figure. She is wearing a black cardigan over a brown, strapless, polka-dot dress with a wide belt. She is holding a large brown paper shopping bag with a floral pattern and a black garment. The background is a blurred indoor setting with warm lights.

Supermarkets & Food
Drugstore & Cosmetics
Pharmacy & Health
Shoes & Clothing
Sport Goods
DIY & Furniture
Shopping Malls
Petrol Stations
Other Retail
Transportation & Travelling
Finance
Cafes & Fast Food Chains
Other Services
Multipartner Loyalty Cards

STUDY ANALYSING CUSTOMER'S ATTITUDES TOWARDS LOYALTY CARDS AND PROGRAMS

GfK Loyalty Cards is a non-exclusive study bringing information about awareness, ownership and usage of loyalty cards. This study describes customers' attitudes towards loyalty programs and benefits, provides segmentation of loyalty cards users. Study brings valuable information for companies planning to introduce a loyalty program as well as for companies that are considering loyalty program optimization.

Attitudes towards loyalty cards

- » Number of owned/used loyalty cards
- » Attractiveness of benefits offered
- » Barriers discouraging the use of loyalty cards
- » Mobile application for managing loyalty cards

Loyalty cards

- » Awareness, ownership and usage of individual loyalty cards
- » Net Promoter Score
- » Overall satisfaction with loyalty cards
- » Appreciated features of loyalty cards
- » Impact of loyalty card on the frequency of purchase in the store
- » Emotional relation to loyalty cards

Segmentation of customers

- » Distribution of customers into individual segments
- » Socio-demographic characteristics of segments
- » Behaviour of segment in relation to loyalty cards
- » Preferred benefits and attributes of loyalty cards
- » Loyalty cards used above average

Profile (Scorecard) of selected loyalty cards

- » Share of loyalty card users among chains' customers
- » Socio-demographic characteristics of loyalty card users
- » Representation of individual customer segments
- » Evaluation and perception of loyalty card (Net Promoter Score, overall satisfaction, appreciated features, barriers of usage)

Methodology

- » On-line (CAWI)
- » Quantitative survey, representative sample of Czech on-line population aged 15-65 years
- » Number of respondents - 700

Availability and price of the report

- » Price of the first copy (CZ or ENG version) is CZK 89,900,- (excl. VAT)
- » Price of other option (CZ or ENG version) is CZK 4,000,- (excl. VAT)
- » The study is issued in November 2016
- » The study is available both in hard copy and on CD

FOR MORE INFORMATION, PLEASE CONTACT

Petra Nadaská | petra.nadaska@gfk.com | +420 251 117 530
or visit www.gfk.com/cz