

The Retail Reality

Research into Loyalty, the Customer Experience and the Quest for Personalisation

Loyalty schemes are valuable and help retailers



64%

Reward customers



54%

Help them deliver exceptional customer experiences



50%

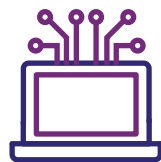
Understand customer needs

Implementing in-store loyalty schemes can be challenging



52%

say it's the willingness of customers to sign up



36%

say existing IT systems are an issue



31%

say lack of buy-in from senior management is the problem

Personalisation is important



44%

of retailers see loyalty schemes as a way to help deliver personalised offers

But there are barriers in this quest for personalisation



34%

of retailers don't have the right technology



38%

don't have access to the right data

To read the full story, download our report [The Retail Reality](#)

Ecrebo commissioned independent research company Opinium to conduct research into how retailers view loyalty schemes, in terms of challenges, opportunities and the ways in which they are being used. The research company conducted an online survey across a sample of 101 senior decision makers in the UK retail industry. The interviews were conducted between December 2017 and January 2018.

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