

Designing a Successful Customer Loyalty Program

Inspire loyalty, inspire success.



Looking for better ways to maintain relationships with your current customers or create new relationships with prospective customers? A customer loyalty program can grow long-term brand loyalty, leveraging unique gamification techniques and tiered creative marketing programs. It's all a matter of asking the right questions.

Why do I need a Customer Loyalty Program?

- Maintain and strengthen relationships with current customers
- Build new relationships with prospective customers
- Grow long-term loyalty for your brand
- Promote repetitive purchasing behavior from customers
- Generate incremental sales
- Transform your company into a “preferred” supplier
- Build a robust and comprehensive customer database which can be utilized in future marketing efforts



How do I choose the right Customer Loyalty Program?

When choosing a program to implement, you must have a clear understanding of:



Your program objectives and goals

What customer behavior(s) do you want to encourage and incentivize?



Your audience

Who are your customers and what will motivate them so that your program objectives/goals are achieved?



Your budget

This can be a fixed amount or set as a percentage of projected gross margin or sales

How does a Customer Loyalty Program work?



Identify

the customer behavior(s) you want to reward: frequent purchases, specific purchases (by SKU, product line, etc.), providing feedback



Communicate

regularly and with consistent messaging



Update

participants regularly on their program status (i.e. point balance)



Incentivize

participants with rewards that will resonate (surveys and redemption pattern analysis can provide this data)



Analyze

results and modify the program on an on-going basis to ensure continued engagement and success

What are the necessary components for my Customer Loyalty Program success?

Communicate clearly and often

The most innovative program in the world will fail without effective marketing and communication

Make it easy

Your customers should feel that the program is rewarding them for behaviors they would be performing anyway

Keep your program fresh

Rewards and messaging should be updated often

Include unique gamification techniques

And/or promotions to keep your program top-of-mind and build excitement.

Be in it for the long haul

Commit to your program for the long term. Gaining customer loyalty on a large scale can take a while – but it is well worth the wait!

Tools & Solutions

Frequent Buyer Programs

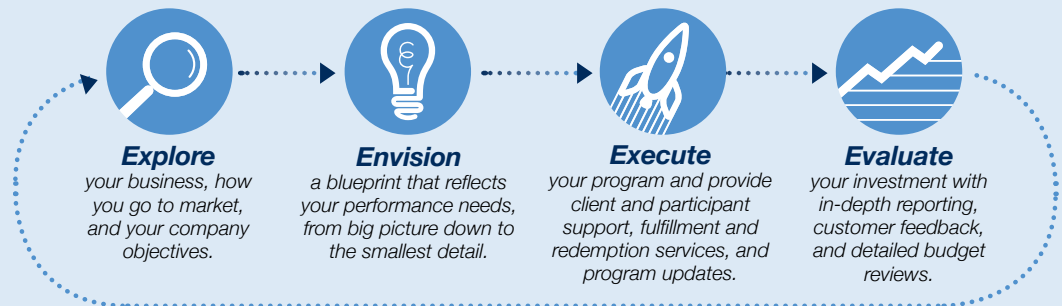
Points-based Initiatives

Travel Incentives

How will HMI work for you?

When you call on HMI for incentive solutions, we make your success our top priority. We promise you a dedicated partnership offering full-service performance improvement that honors your trust, values your collaboration, and takes you where you want to go.

The key to achieving success and keeping our promise to you is the **HMI Excellence Approach** – a four-stage process to ensure excellence and lock in results.



HMI Excellence Approach



Founded in 1980, **HMI Performance Incentives** is a global leader in designing and implementing effective incentive strategies. We partner with you to create programs that increase sales and market share, accelerate customers' purchase frequency, strengthen brand loyalty, support product launches, differentiate channel strategies, and drive customer/employee engagement.

Ready to go?
We're here to help.

Visit us online at:
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