

باشگاه مشتریان از ایده تا عمل...

علیرضا جعفری

اسفند ۹۵



Yasan

مرکز همایش های بین المللی صدا و سیما

چهارمین کنفرانس بین المللی

وب برنامه های وفاداری مشتریان

باشگاه مشتریان



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سخنرانان:

با جوایزی به ارزش ۵۰ میلیون تومان بدون قرعه کشی

۸ بهمن ۱۳۹۴

LOYALTY EQUATION

OLD EQUATION

$$\boxed{\text{LOYALTY}} = \boxed{\text{POINTS}} + \boxed{\text{REWARDS}}$$



LOYALTY EQUATION THAT WE KNEW TILL TODAY

LOYALTY HISTORY



FIRST COUPONS

1900's



American Airlines®



FIRST MILES PROGRAM

1981



FIRST STAMP PAPER

1985



FIRST RETAIL REWARDS

1991



FIRST CARD PROGRAM

1995

TIMELINE

LOYALTY EQUATION

OLD RULES



CARD PROGRAMS

$1+1=2$
 $2+2=4$

POINTS COLLECTION

%50!!!

DISCOUNTS



CATALOGUE BASED

ENJOY



GIFTS CHOSEN FOR YOU

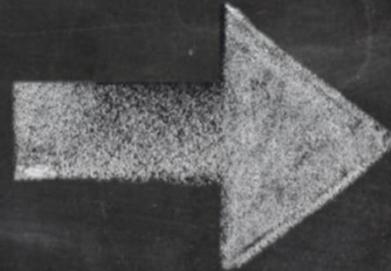
Oops!



BUT CUSTOMER EXPECTATION HAS EVOLVED

EVOLUTION OF EQUATION

OLD EQUATION
R.I.P.



BRANDS & CORPS

CUSTOMERS



REASONS TO CHANGE

CHANGING CORPORATE PARAMETERS



ECONOMIC CRISES



INCREASED COMPETITION



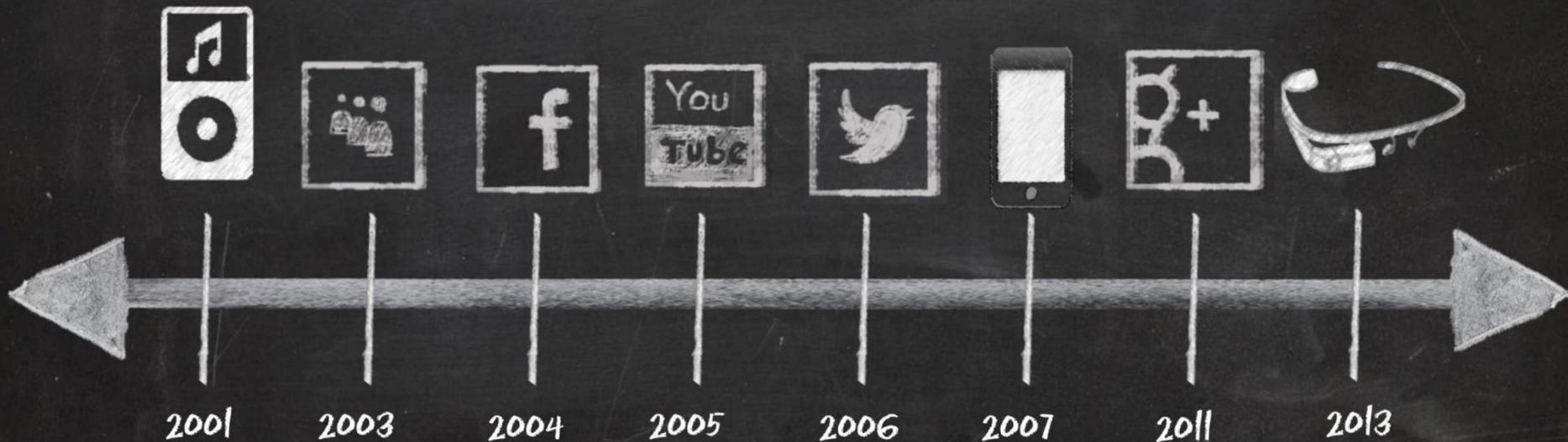
CUSTOMER IGNORANCE



ONLY 4 OUT TOP 10 BRANDS RETAINS 50 PERCENT OF HIGHLY LOYAL CONSUMERS YEAR OVER YEAR

REASONS TO CHANGE

FACTORS ENHANCING CUSTOMER EXPERIENCE



★ MORE MOBILE, MORE SOCIAL

RESULT OF CHANGE

TODAY'S CUSTOMER



MORE SOCIAL



MORE FREE



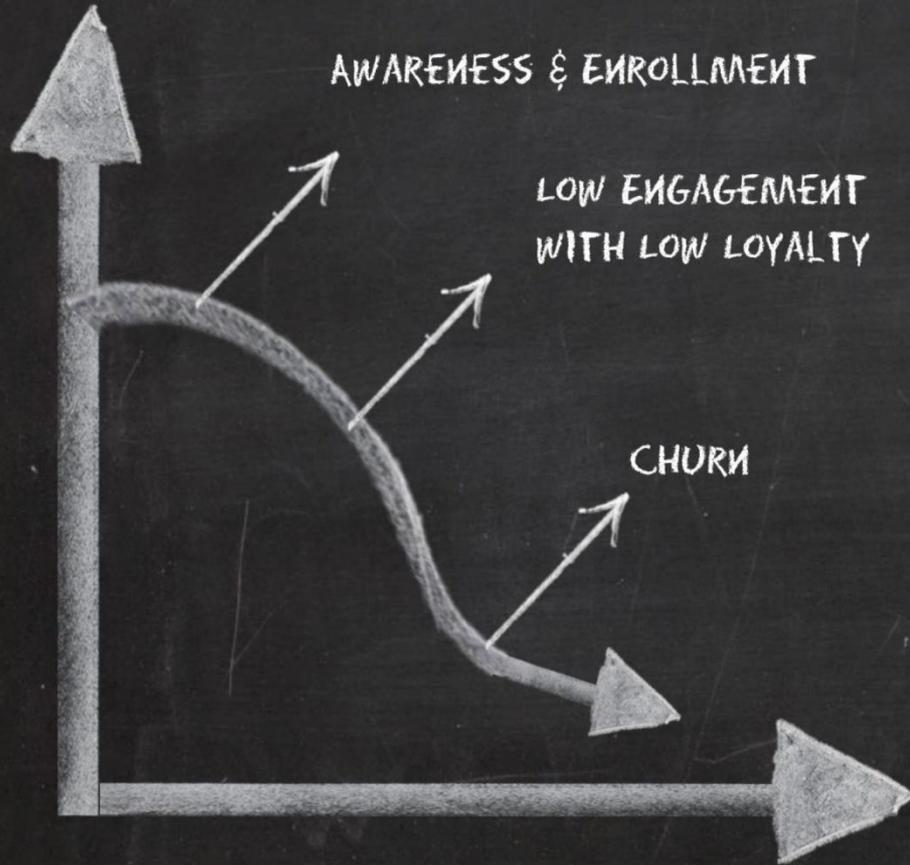
MORE AWARE



COMPLETELY DISLOYAL

REACTIONS TO CHANGE

ENROLLING PEOPLE



AWARENESS & ENROLLMENT

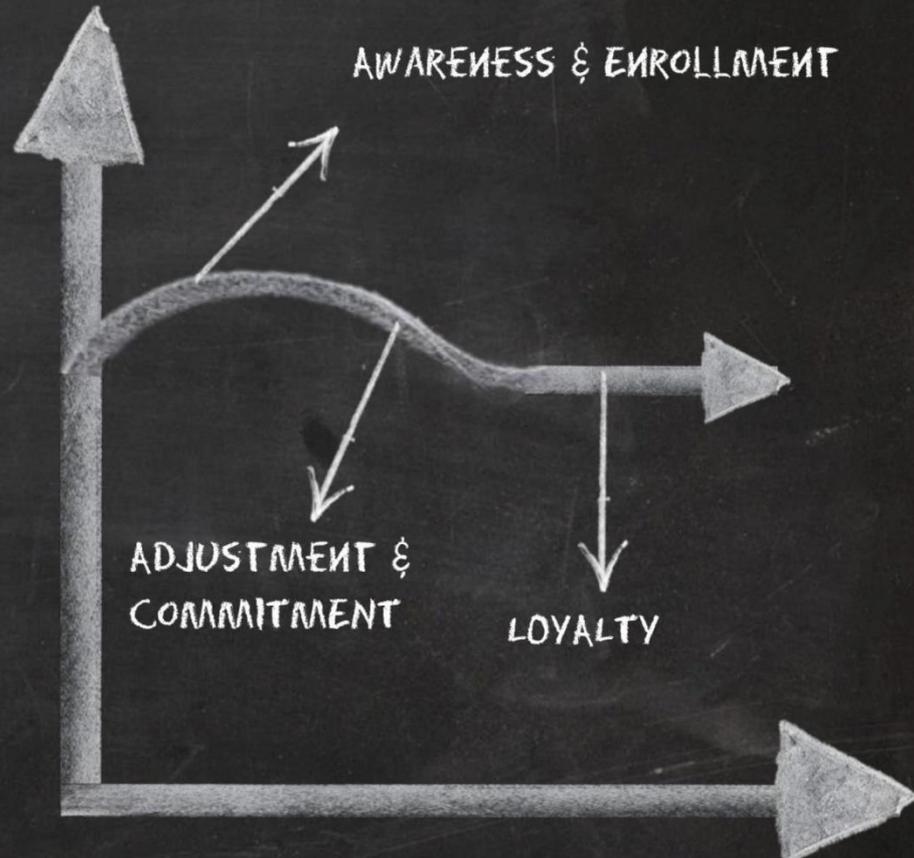
LOW ENGAGEMENT
WITH LOW LOYALTY

CHURN

LIFE-CYCLE OF OLD
EQUATION

TIME

ENROLLING PEOPLE



AWARENESS & ENROLLMENT

ADJUSTMENT &
COMMITMENT

LOYALTY

NEED TO SHIFT THE
CURVE WITH NEW
EQUATION

TIME

LONG LIVE THE NEW EQUATION

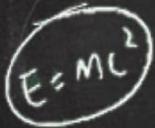


NEW EQUATION

NEW RULES



CUSTOMER BASED



NEW POINT MECHANICS



MORE ENGAGEMENT



APPLICATIONS/SCREENS



AUGMENTED REALITY



CUSTOMER DEFINES THE REWARDS



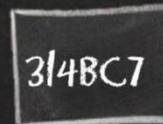
NEW CAMPAIGN & OFFER MECHANICS



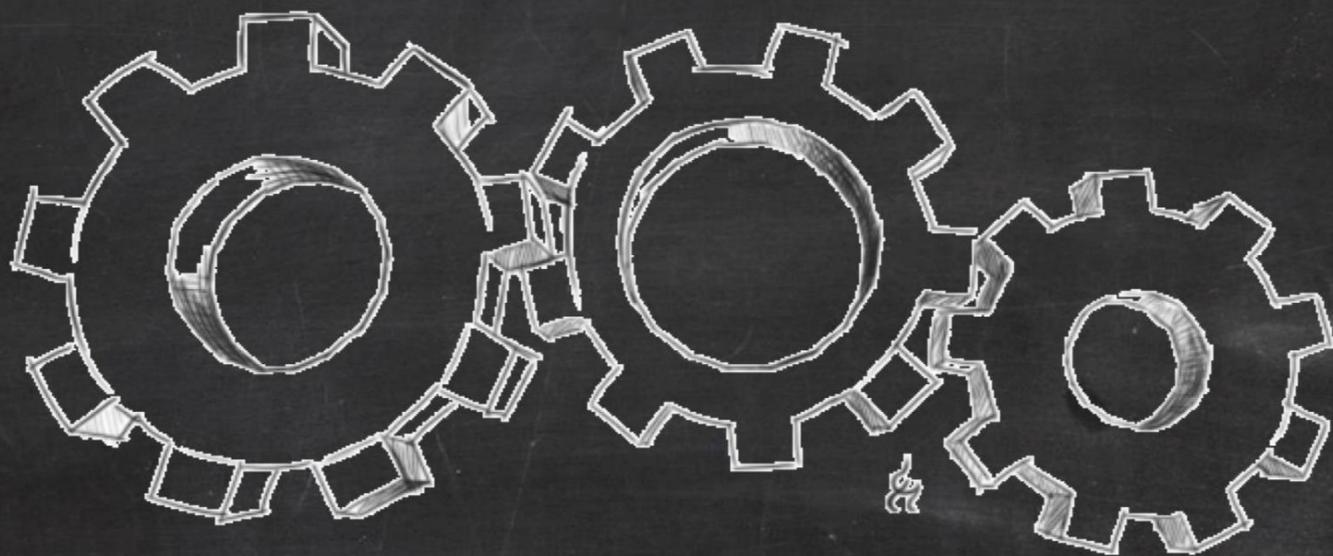
LOCATION BASED



SOCIAL MEDIA



MOBILE COUPONS



NEW PARAMETERS

DETAILED NEW PARAMETERS



EXPERIENCE



SOCIAL



LOCAL



MOBILE



ACTIONABLE
INSIGHT

EXPERIENCE



CUSTOMER EXPERIENCE IS A PRODUCT BEHAVE FOR USE OF CONVENIENCE WHICH RELATED TO CONTENT AND SKILLS TO BE MORE EFFECTIVE AND EFFICIENT



THEREFORE THIS EXPERIENCE HAS CAUSED TO IMPROVED TECHNOLOGY SPEED ALSO IN OUR LIVES AND MADE INTO MAIN CONSUMPTION BEHAVIOUR

SOCIAL



ONE IN FOUR PEOPLE WORLDWIDE USE SOCIAL NETWORKS IN 2013.



40 PERCENT OF PEOPLE SOCIALIZE MORE ONLINE THAN THEY DO FACE-TO-F



IN 2012, EVERY MINUTE;

100,000 TWEETS ARE SENT

684,478 CONTENT ARE SHARED ON FACEBOOK

2 MILLION QUERIES ARE SEARCHED IN GOOGLE

48 HOURS OF VIDEO ARE UPLOADED TO YOUTUBE

3,600 PHOTOS ARE SHARED ON INSTAGRAM

MOBILE



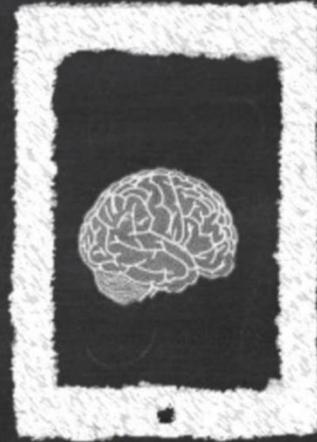
★ **IN 2014**, WILL BE MORE IN-USE CELL PHONES THAN THERE ARE PEOPLE ON THE PLANET

★ ACCORDING TO RESEARCH WITH SHOPPING APPS:
21 PERCENT OF PEOPLE HAVE INFLUENCED TO SHOP MORE THAN PLANNED
15 PERCENT OF PEOPLE HAVE INFLUENCED TO MAKE UNPLANNED PURCHASES

★ MOBILE PAYMENT TRANSACTION VALUES WILL REACH **\$235.4 BILLION** IN 2013, A **44 PERCENT** INCREASE FROM 2012 VALUES OF **\$163.1 BILLION**

★ ACCORDING TO FORECASTS, MOBILE PAYMENTS MARKET WILL BE WORTH **\$721 BILLION** WITH MORE THAN **450 MILLION** USERS BY 2017

ACTION INSIGHT



WITH NEW WORLD, THE IMMEDIATE UNDERSTANDING OF A DIGITAL PRODUCT FOR THE USER ACTION AND PREFERENCES HAS BECOME MORE SIGNIFICANT AND FORCED TO TAKE ACTION BY DIGITAL CORPORATES



BUSINESSES THAT ARE CURRENTLY PERSONALIZING WEB EXPERIENCES ARE SEEING AN INCREASE IN SALES **19 PERCENT** OF AVERAGE



53 PERCENT OF MERCHANTS RESPONDS: TO HAVE IN INSIGHT PERSONALIZING DATA HAS AN HIGH IMPACT ON ROI WHILE SAYS **71 PERCENT** EFFECT ON ENGAGEMENT IS HIGH



EARLY RESULTS OF EQUATION EXPERIENCE

EARLY RESULTS



THE EARLY RESULT OF THIS NEW WORLD HAS SHOWED
TO USE ABOVE PARAMETERS FOR A NEW PROJECT

Loyalty tools...

Then...



Now...



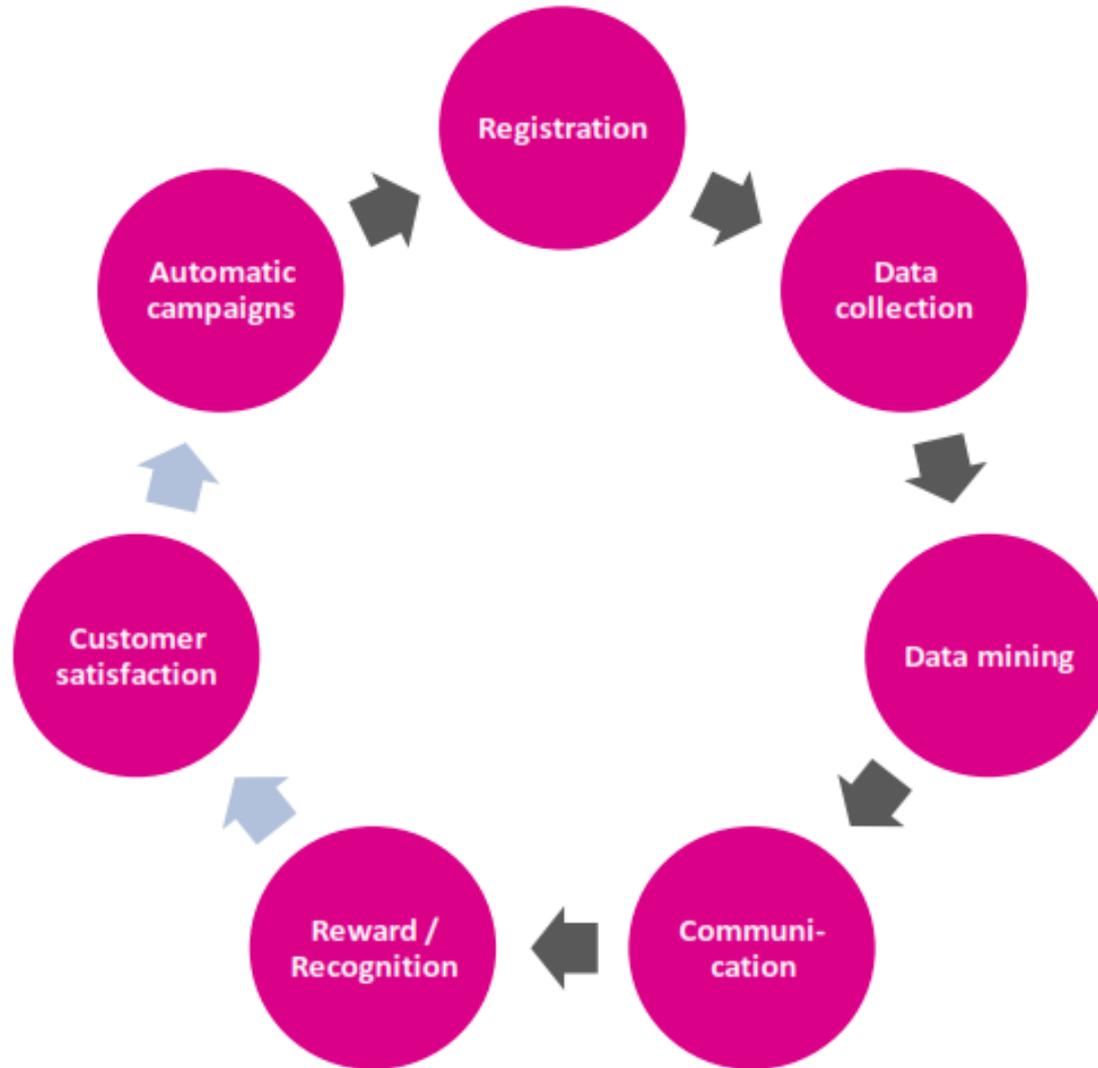
Mobile loyalty is a modern and easy way to:

Grow your customer base and increase foot traffic.

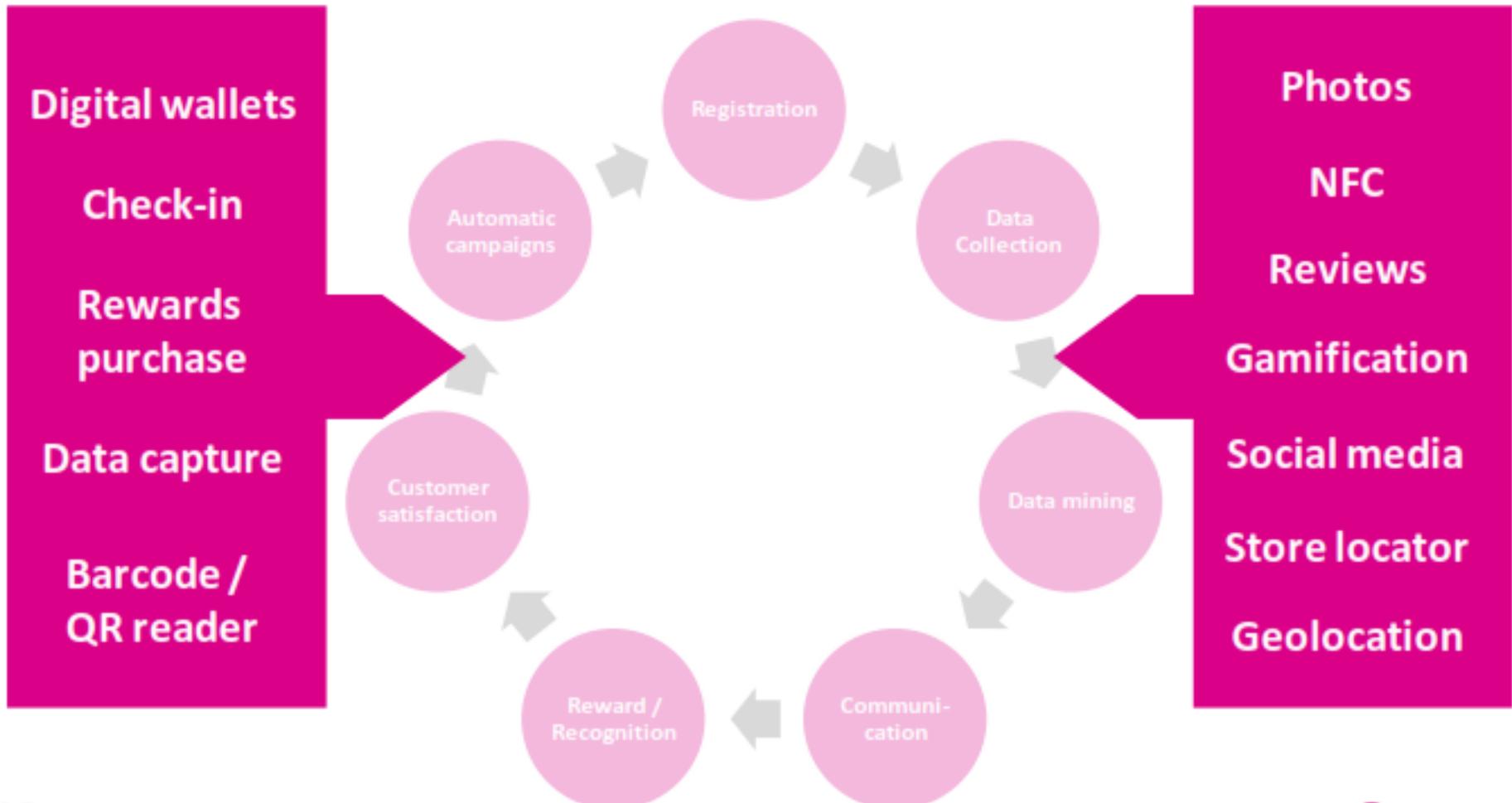
Convert one-time visitors into loyal customers.

Make existing customers spend more.

The traditional loyalty cycle remains valid...



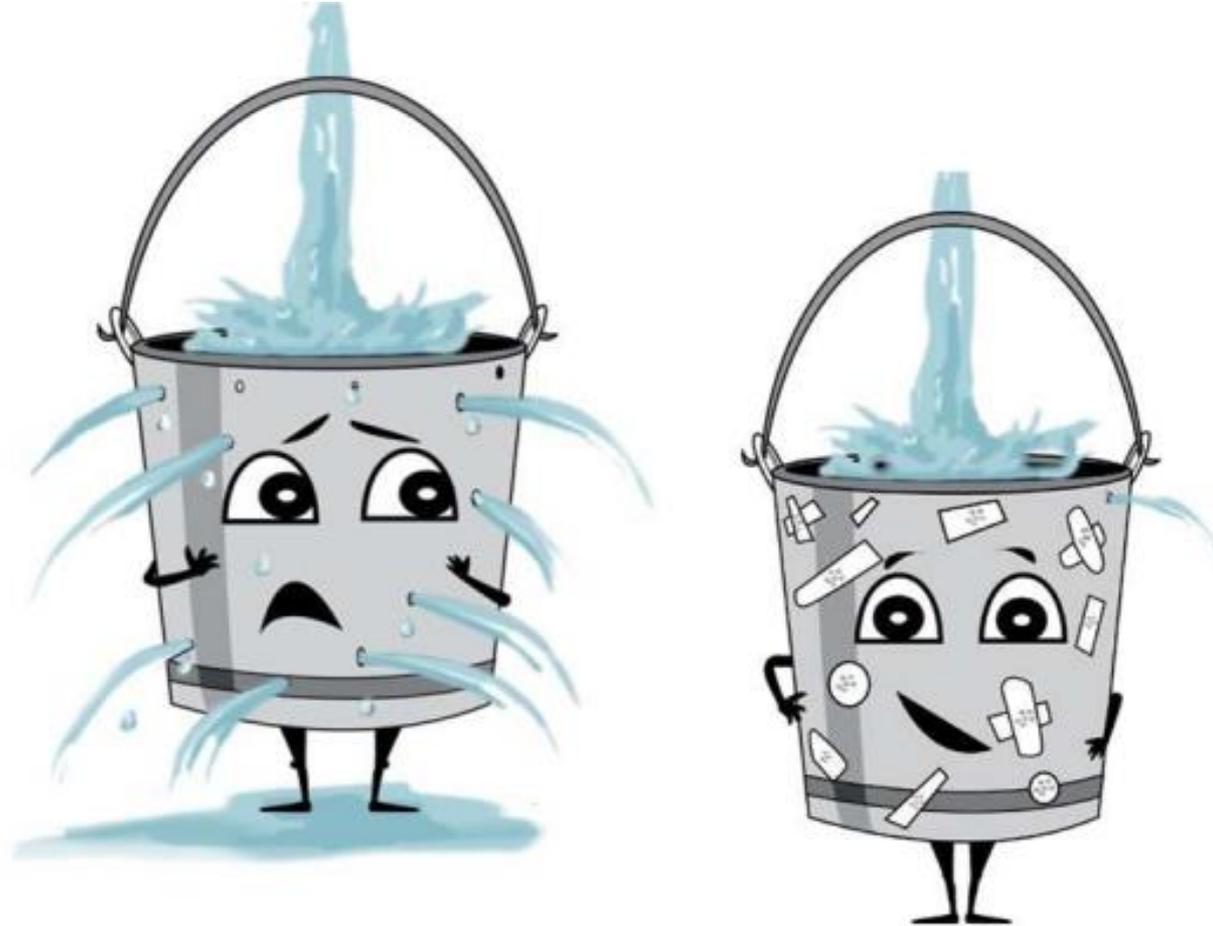
But with multiple new opportunities



App development needs



User retention is the key



“65% of a company’s business comes from existing customers, and it costs five times as much to attract a new customer than to keep an existing one satisfied.”

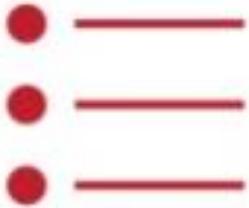
Source: Gartner

So retention is important, but how do you improve it?



Game in loyalty programs

- Customer oriented point of view



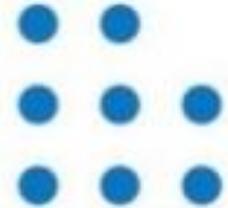
Leaderboard



Badges

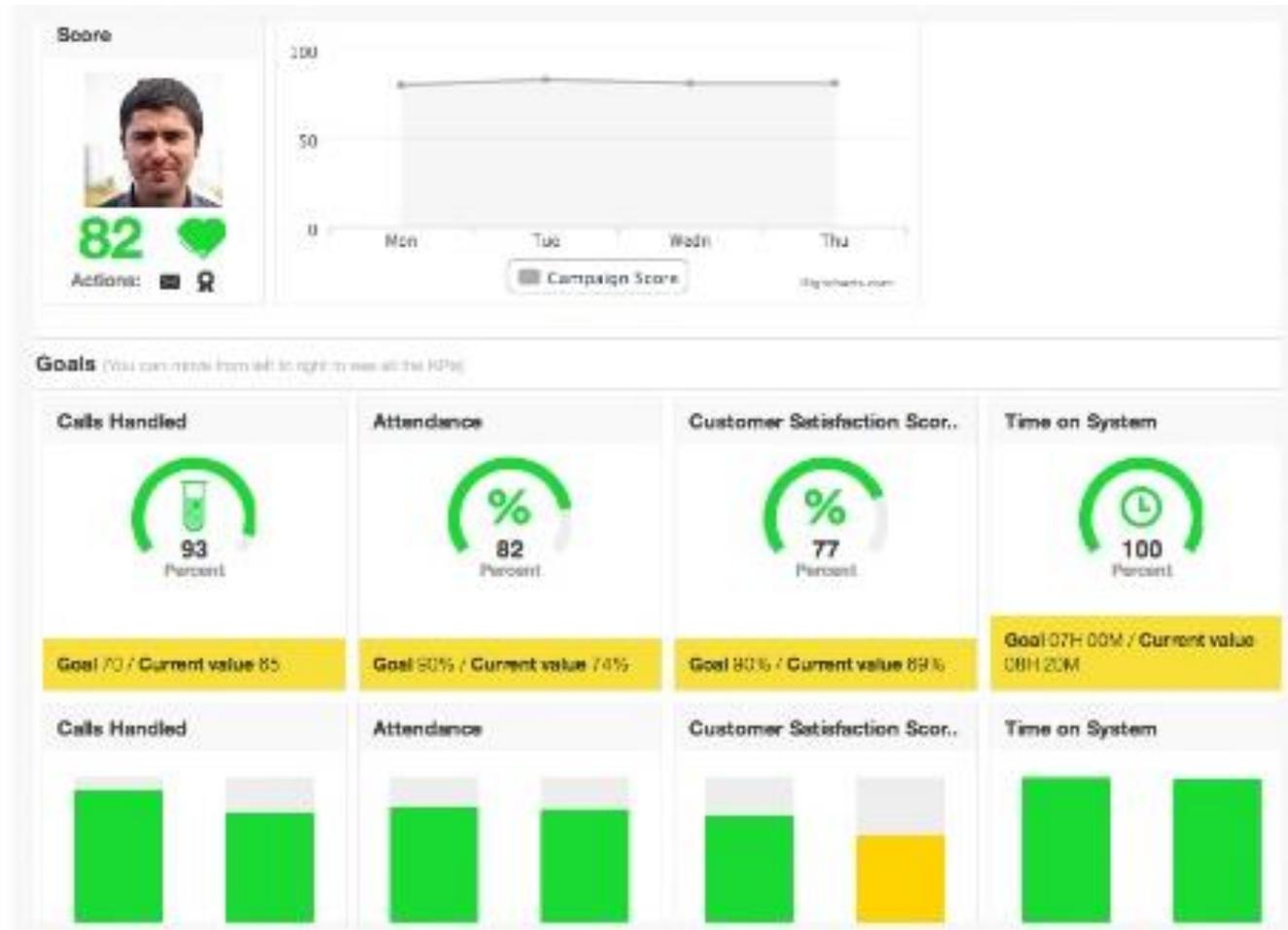


Levels



Points

Performance Management



Training and Coaching



Social recognition and Rewards

The image shows a screenshot of a rewards dashboard. At the top left, there is a profile picture of a man. To the right of the profile picture, the text reads "Your current balance is" followed by a blue box containing the number "300" and the word "credits." To the right of this text are three buttons: "Redem" (green), "Rewards" (blue), and "History" (blue). Below this header is a section titled "Redem". Underneath, there is a grid of eight redemption options, each with a card image and a credit cost:

- Amazon.ca Gift Certificate CAD\$25**: 2428 credits
- Xbox Live \$25 gift card**: 2500 credits
- Nike E-Gift Card \$50**: 5000 credits
- Starbucks E-Gift Card \$5**: 500 credits
- Applebee's Digital Gift Card \$10**: (Credit cost not visible)
- Best Buy E-Gift Card \$50**: (Credit cost not visible)
- Fandango \$25**: (Credit cost not visible)
- Target E-Gift Card \$15**: (Credit cost not visible)

Swipely



Other Payment Methods

