INTRODUCTION

About the report
Key Findings

LOYALTY AND THE NEW NORMAL

Defining customer loyalty
Loyalty is not one-way-street communication only between the brand and the consumer
The reinvention of customer loyalty through the years
Traditional types of loyalty schemes
Traditional types of loyalty schemes (cont.)
Top 10 leading retailers ranked by retail value sales in 2022 and their loyalty structure
COVID-19 forged a major reset for loyalty programmes
The power of loyalty is building an emotional connection
Looking beyond rewards
Connecting with customers: the key to higher acquisition and retention rates
Supercharging customer loyalty with the help of decentralised ecosystems
The emerging triggers and enablers of loyalty
Customer loyalty at a crossroads
Privacy-first loyalty programmes: a long-term investment
Case Study: North America – among the most dominant regions in terms of loyalty spend
Missed opportunities for leading brands: can loyalty schemes help increase consumer reach?
Walmart leads but more can be done
Designing successful cross-border loyalty schemes requires full digital optimisation

LOYALTY FROM THE CONSUMER’S EYE

Consumers turn to loyalty along with careful spending in uncertain times
What does loyalty mean for consumers?
Loyalty is a mix of transactional and emotional satisfaction
A simple and safe platform is also a key component to build the base of loyalty
Introducing Euromonitor’s “Engaged Loyalist” profile
Consumers gain trust when they share the same values and beliefs
Retaining loyalty is a challenge with fickle consumers
Case Study: Star Alliance’s loyalty challenged on social media
Key areas for businesses to learn from consumers

DRIVING VALUE FROM LOYALTY

Mapping the journey to customer loyalty
Trust begins with a company’s values
Turning trust into advocacy
Trust beyond the loyalty programme
Building trust in action
Loyalty drives multiple types of value
Steps to increase loyalty programmes’ value

REIMAGINING NEXT-GEN LOYALTY FOR COMPETITIVE EDGE

Four key trends that will shape next-generation loyalty
Fragmented market calls for shift to emotional appeal for better engagement and retention
Rethinking ways of engagement to build trust and long-term relationships
BAO gamifying restaurant experience with BAOverse
Hugo Boss Experience to reward customers through improving brand experience
Hyper-personalisation adds value to the consumer journey which builds reliance and trust
Delta’s Delta Sync to offer seamless and personalised on-board experience
Web 3.0 to drive decentralisation and empower consumers in next-gen loyalty
Visualising the shift from closed to open ecosystem for loyalty programmes
Expedia’s One Key to offer greater flexibility and value to customers
Cha Cha Matcha launches Web 3.0-based loyalty programme with experiential rewards
Community-driven loyalty programmes to groom brand advocates
Sephora’s Beauty Insider creates own beauty community enabling peer-to-peer interactions
Cymbiotika’s Arise aims to reward customers for staying committed to their health

KEY TAKEAWAYS
Futureproofing brand loyalty is a must to help unleash true potential
Embrace holistic approach to curate next-generation loyalty schemes

Glossary

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/state-of-play-of-customer-loyalty/report.