INTRODUCTION
Scope
Key findings

REGIONAL OVERVIEW
APAC is a diverse region in terms of economics and demographics
Economic slowdown require companies to restrategise customer engagement
Digitalisation in APAC is accelerating, with superapps embedded in consumers’ lives
Enhanced digital connectivity does not guarantee deeper consumer engagement
Retailing landscape impacts consumers’ engagement levels with a brand
Earning points and being “loyal” have different meanings for consumers in APAC
Embracing diverse communication channels to drive efficient loyalty programmes
Measuring the impact of loyalty: Sizing loyalty contribution within a market
Loyalty contribution level differs by industry and by market
Understanding the loyalty contribution

HOW TO WIN ASIA PACIFIC CONSUMERS’ HEARTS
Transactional rewards are a prerequisite given the economic headwinds
Strong foundation of transactional rewards: Introducing loyalty ecosystems
Examples of loyalty ecosystems in APAC
Shinsegae Universe: expands its loyalty scheme to reach new customers
V Point: Japan’s latest loyalty rewards alliance to be launched in early 2024
Point liability challenges return on investment for a pure transactional loyalty programme
Rakuten Point: Transactional loyalty ecosystem that embraces emotional loyalty strategies
Emotional loyalty is the whitespace in APAC customer loyalty
China’s Betterwood: Repositioning interaction through emphasis on brand experience
China’s Haidilao: Building emotional loyalty with the help of experiential rewards
Capitalise on social media apps to build emotional loyalty
China: Mobile-led loyalty facilitated by social media and superapps

EXPLORING PAN-REGIONAL LOYALTY
Standardisation vs localisation: Current state
Challenges behind standardising a loyalty programme across markets
Inter IKEA Systems BV: Blending standardised features with diverse local specifics
DFS Group: DFS Circle offers unique global loyalty programme
7-11 and Lawson: Successful collaboration drives cross-border loyalty

KEY TAKEAWAYS
The winning loyalty formula depends on the business objectives
Key summary

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