

PTTOW!
RESOURCES

THE FUTURE
OF LOYALTY

A Letter From Your Friends At PTTOW!

The PTTOW! community is a private, curated group of C-suite leaders from the world's most influential culture-shaping organizations. Throughout the year we convene to build relationships and share best practices as we create the beautiful world of tomorrow together.

During the 2023 PTTOW! Summit we held a Think Tank Hack-a-thon where we explored the formula to building a successful loyalty program utilizing a hybrid (physical and digital) model. The themes from these discussions directed the creation of this Resource guide, curated from world-class sources to help you tackle your most crucial challenges for you and your organization.

Feel free to share this guide with colleagues and friends so we can continue circulating dynamic strategies that capture consumer attention and drive consumer loyalty programs into the future.

Always in awe,
Your Friends At PTTOW!

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IT PAYS TO BE LOYAL

A1. Loyalty Programs: Supply Chain's Next Consumer Engagement

Abstract: Many organizations struggle with executing loyalty programs effectively and retaining consumer loyalty. The key to success will lie in the adaption of a hybrid approach with a structured loyalty program that is convenient and uniquely beneficial, providing a more seamless and customized consumer experience.

Key Takeaway: Improving and leveraging supply chain capabilities, blending digital and physical channels to bring consumers products they want as well as evolving the brick-and-mortar shopping experience, and offering benefits that surpass expectations, including ways to support issues consumers hold close to heart will capture limited consumer attention and turn it into loyalty.

Read the full article here!

A2. 5 Tips For Implementing A Loyalty Program During An Economic Downturn

Abstract: While loyalty programs are beneficial in retaining and increasing consumer loyalty, it can be difficult to justify the creation and implementation during an economic downturn. If you're not an organization that can afford to do so just to keep up with the competition, Forbes provides 5 ways to successfully execute a loyalty program during the uncertainty.

Key Takeaway: Organizations should implement a well-planned strategy including pre-testing the program through A/B testing, replacing discounts with points, personalizing the consumer experience, offers, and setting reasonable expiration dates for bonuses. This will ensure success while remaining cost-effective.

Read the full article here!

A3. The Long Game: Retaining Your Audience's Brand Loyalty

Abstract: Engaging with online audiences is a dynamic process that demands constant adaptation. While capturing initial audience interest is important, the challenge lies in maintaining long-term commitment and brand loyalty. Forbes provides three k

Key Takeaway: To foster long-term brand loyalty, marketers should treat all audiences as valued members, offer real value in return for feedback to deepen relationships, and maintain personalized outreach based on segmentation. By consistently delivering value and building positive connections, brands can create a loyal customer base that supports their long-term success.

Read the full article here!



IT PAYS TO BE LOYAL (CONT.)

A4. Rethinking Your Loyalty Program — With Halle Stern

Abstract: As consumers expect more than traditional discounts from loyalty programs, Gartner's Halle Stern offers insight on reinvigorating your loyalty strategies beginning with understanding who your customer is and what they want to create a more personalized, interactive experience.

Listen to the full podcast here!



THE FUTURE IS UNIQUE & PHIGITAL

B1. Overcoming The ‘Sea of Sameness’ In Loyalty Programs

Abstract: 90% of companies have loyalty programs, however Forbes reports that 71% of consumers feel that these programs lack “uniqueness”. Every brand wants to secure loyalty from their consumers but often fall into the trap of using traditional loyalty programs that don’t separate them from the competition. To ensure stand out and successfully retain customers, organizations must embrace consumer trends and utilize first-party data to create personalized loyalty programs.

Key Takeaway: Businesses should explore innovative ways of rewarding customer loyalty, such as incorporating experiential rewards, allowing customers more control over their rewards, and leveraging first-party data for personalized experiences. This approach can help businesses differentiate themselves in a competitive market and foster lasting relationships with their customers.

[Read the full article here!](#)

B2. Defense Of Ploygamous Reward Programs: Lesions From Gap, Ulta & More

Abstract: As it is impossible to completely monopolize consumer attention, brands should look towards utilizing split attention to their benefit. Poly-reward programs in retail, inspired by polyamorous consumerism, offer a fresh approach to loyalty initiatives by fostering open partnerships among brands.

Key Takeaway: By sharing customer insights, forming strategic alliances, and providing flexible rewards, retailers can enhance customer engagement and stand out in the competitive loyalty landscape. This approach will drive increased spending and long-term loyalty from their customers, while also allowing customers to earn and redeem points across a range of products and services.

[Read the full article here!](#)

B3. Fast Gamification For Businesses: Three Mini Games For Loyalty Program Development

Abstract: It is imperative for organizations to diversify the way they hold consumer attention. Gamification such as spin-to-win, roulette, and scratcher mini-games can be a great way to increase customer loyalty, engagement, and average cart value within a short period of time while remaining cost-effective as it is quick to implement into an existing loyalty program infrastructure.

Key Takeaway: While gamification can be a great way to attract and retain consumers, organizations must customize their approach to reflect their objectives. It’s possible to use existing infrastructure to fast-track the development and integration into a loyalty program, but taking the time for custom development will greatly benefit an organization in the long run.

[Read the full article here!](#)



THE FUTURE IS UNIQUE & PHIGITAL (CONT.)

B4. Web3 Opens New Paths To Customer Loyalty

Abstract: Web3 technology has the power to break through the noise of similarity, low user activity, and difficult scalability that plagues many current programs. With incredible potential to enhance loyalty programs through tokenization and utility-driven NFTs, it also brings opportunities for organizations to partner and access each other's communities.

Key Takeaway: Despite recent setbacks in crypto, web3's power lies in its versatility and ability to bridge digital and physical, offering unique experiences to consumers that encourages them to have more meaningful interactions with brands. To start, organizations should start small, spending time to build their strategy and test offerings.

[Read the full article here!](#)

B5. Securing Brand Loyalty In The Third Wave of CX

Abstract: The "third wave" of customer experience (CX) focuses on predicting and personalizing individual customer interactions, driven by the digitization of CX and AI adoption. While loyalty remains crucial for business growth, companies need to leverage AI and data strategically within CX to differentiate themselves and outpace competitors.

Key Takeaway: To maintain customer loyalty, businesses must prioritize exceptional CX, invest in customer intelligence capabilities, foster cross-functional collaboration, and ensure unique and authentic experiences that deliver value to customers. While Net Promoter Score (NPS) still plays a vital role, companies should complement it with AI-driven customer sentiment analysis to gain a deeper understanding of customer experiences.

[Read the full article here!](#)



HYBRID IN ACTION

C1. How Companies Like Starbucks And Nike Are Innovating With Web3 Customer Loyalty Programs

Abstract: Brands such as Starbucks and Nike exemplify the effectiveness of gamified loyalty programs powered by Web3 technology. Starbucks' Odyssey loyalty program rewards customers with digital points and collectibles for exclusive benefits, while Nike's .SWOOSH platform engages customers through community challenges and co-creation of virtual products.

Key Takeaway: By embracing Web3 and leveraging decentralized digital identities, brands can authenticate customers, ensure rewards reach the right recipients, and create authentic relationships, ultimately driving customer loyalty and brand success.

[Read the full article here!](#)

C2. Mastercard Exec Says Consumers Are Increasingly Interested In Loyalty Rewards

Abstract: With the rise of loyalty programs, consumers, particularly Gen Z, are seeking direct value and flexibility in reward systems and have become savvy in evaluating program value. Mastercard's EVP of Global Loyalty, Stephanie Meltzer-Paul, emphasizes the importance of providing customers with the freedom to choose how they use their rewards, which contributes to program appeal and engagement. This aligns with a PWC study revealing that 43% of respondents consider flexibility in rewards as a crucial aspect of a personalized experience, driving loyalty and repeat purchases.

Key Takeaway: Mastercard's focus on integrating experiences into their loyalty programs highlights the increasing demand for "The Experience Economy," where consumers seek memorable adventures and events over material possessions. By offering experiential rewards such as live events, concerts, sports games, and theater shows, brands can tap into this trend, enhancing customer engagement, loyalty, and advocacy. As the world embraces the post-Covid era and consumers value experiences, loyalty programs that provide unique and immersive experiences have the potential to stand out and create lasting connections with customers.

[Read the full article here!](#)



HYBRID IN ACTION

C3. This Hospitality Leader Is Launching 'Dis-loyalty' Program Designed For Instant Gratification

Abstract: Ennismore, the hospitality company behind brands such as 25hours Hotels, Mama Shelter, The Hoxton, Mondrian, and SLS, is disrupting the traditional loyalty program model with its "dis-loyalty" program. Operating on a paid membership model with five core benefits, providing instant gratification and exclusive perks at more than 75 hotels and 150 restaurants and bars within the Ennismore collective. By focusing on simplicity, flexibility, and unique experiences, the program aims to attract travelers and food enthusiasts looking for curated adventures and genuine value.

Key Takeaway: Ennismore's "dis-loyalty" program takes a bold step away from conventional loyalty programs by offering a straightforward, paid membership that allows members to enjoy immediate discounts, explore new locations, and receive enticing benefits across a diverse range of lifestyle brands within the Ennismore network. By embracing simplicity and instant rewards, the program aims to enhance customer engagement and create a community of travelers and food enthusiasts who value seamless experiences and frequent exploration.

[Read the full article here!](#)

C4. Lacoste Reveals The Next Phase Of Its NFT UNDW3 Loyalty Program And It's Got Bite

Abstract: The French brand Lacoste has introduced an NFT loyalty program called UNDW3, embracing blockchain technology to reward brand builders and creators. Through this Web3 loyalty program, UNDW3 holders can participate in creative contests, interactive games, and fashion design challenges, earning points and exclusive rewards that increase the asset's value, fostering a more inclusive and experiential digital realm.

Key Takeaway: Leveraging blockchain technology and NFTs to create a dynamic and interactive platform, the UNDW3 loyalty program is set apart through its prioritization of co-creation. The program not only adds value to the NFT assets but also fosters a strong sense of community engagement and loyalty while extending its collective ethos across its brand.

[Read the full article here!](#)



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