

Is your loyalty program limiting growth or accelerating it?

Take this simple assessment to identify potential gaps, limitations and areas for improvement.



INSTRUCTIONS: Select Yes or No for each of the following statements as they relate to your current loyalty program and platform capabilities. Then get your score.

Strategy & Performance	YES	NO
Building customer loyalty is a company-wide focus and priority		
Our loyalty program strategy is an essential part of our overall growth plan		
Our loyalty program has clear performance goals that align with our business goals		
Our loyalty program helps us accomplish our five core loyalty metrics: acquisition, spend, retention, advocacy and data collection		
We leverage loyalty data to improve forecasts and identify which investments will have the greatest impact		
We can quickly & easily identify which investments (members, promotions, rewards, etc.) will have the greatest impact on growth & revenue		
We can quickly & easily identify how improvements and changes in member behaviors translate into incremental revenue		
TOTAL YES		

Program Design	YES	NO
We've identified & prioritized the high-impact moments where we can deliver unique, value-based interactions		
We've clearly identified the transactional and non-transactional behaviors we want to recognize, incentivize and reward across our entire customer journey		
We've identified where/how our loyalty program can stimulate/incentivize/reinforce desired behaviors at each stage of the customer journey		
We've identified the type of loyalty program best suited for our company/brand/industry		
TOTALYES		

Data & Platform YES NO

Our platform easily supports unlimited growth	
We clearly understand our member preferences and values	
We can collect data beyond demographics (name, email, etc.) and purchases, including unlimited customer attributes	
We can easily configure custom, granular customer segment on any combination of attributes	
We can easily run targeted promotions and campaigns on custom segments	
We can easily create different rules for different members (i.e. vary how individual groups or segments earn points, or when those points expire)	
We can easily select and rank key customer segments to find our best customers, biggest spenders, newest customers and those ready to churn	
We continually collect additional data about members to complete their profiles and identify changing preferences	
We can dynamically configure an infinite combination of controls for points, tiers, actions, rewards and campaigns	
We can easily re-configure/update our platform without development or paying for additional services	
We can view and manage programs by brand, region or enterprise-wide	
TOTAL YES	

YES NO

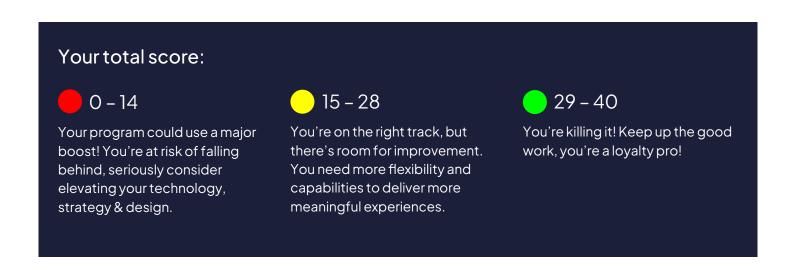
TOTAL YES

Our program is easy to join and participate in All business teams can access and fully leverage complete, consistent member data to personalize interactions and communications Members are onboarded, so they clearly understand the program rules and features Members are rewarded as soon as they sign up We can easily customize our loyalty program for individual brands, regions, languages and currencies We can quickly create and modify customer segments to execute targeted campaigns We can easily test different offers and rewards, quickly see what is/isn't resonating, and adapt Our members have fun ways to interact and engage with the program We use our in-depth, unique knowledge about our members as a differentiator to improve retention Members can provide feedback (surveys, polls, etc.) to shape their experience based on their preferences Members receive value day one and get continual reminders of our program's value We make it clear to members what they can earn and how Members receive personalized communications (emails, push notifications, in-app messages) based on individual preferences Members receive notifications re: how close they are to rewards and when rewards are expiring We can offer a wide range of rewards, including discounts, gift cards, products, experiences and more Members can earn & redeem rewards via all their preferred channel

Personalization & Experience

(ecommerce, in-store/POS, mobile)

Members are rewarded for both transactional and non-transactional behaviors	
We keep our program fresh by continually updating features, offers and rewards	
Our program goes beyond behaviors to offer value that builds emotional connections (exclusivity, shared values, unique experiences, partnerships)	
TOTALYES	



The right loyalty technology can make a huge difference. Let's explore how a SaaS-based solution can put you in the green!

