

# 6 Customer Experience Goals— and How Loyalty Helps You Achieve Them

According to McKinsey & Company, experience-led growth leaders invest in new offerings and experiences—and loyalty data can help inform these decisions—enabling brands to improve their customers’ experiences while monetizing customer data.

## 1. Know your customers

McKinsey & Company reports growth outperformers are much more likely to know their customers personally. Your loyalty program gives you endless opportunities to ask members directly about their preferences, values, lifestyle and more—collecting unique [zero- and first-party data](#) with consent at scale.



**Big Hammer Wines uses a product recommendation quiz to personalize its offering and segment its audience, collecting email addresses in exchange for a \$50 discount on orders over \$150.**

## 2. Personalize and act on customer data in real time

[Progressive profiling](#) allows you to add unlimited attributes to member profiles that you can use to personalize content, offers and rewards. Loyalty platform functionality, such as [advanced segmentation](#), makes it easy to create segments based on any combination of attributes.

Investing in personalization can drive revenue growth of

**10–30%**

(McKinsey & Company)

Consumers are willing to pay up to a

**16%**

premium for products and services delivered through a personalized experience

(Adweek)

Consumers spend

**34%**

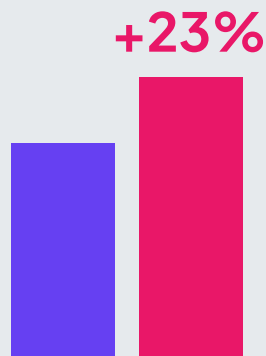
more on average when their experience is personalized

(Twilio)



### 3. Increase engagement

Modern loyalty solutions offer a wide range of engagement options, including [social loyalty](#), [gamification](#), [referral programs](#), [ratings and reviews](#), and more. These make your customers' experiences more fun and rewarding, especially if you incentivize participation.



Fully engaged customers represent a 23% premium in terms of share of wallet, profitability, revenue and relationship growth compared to the average customer.

(Gallup)

### 4. Add unique value that goes beyond transactions

Your loyalty program is the perfect way to add value between and beyond purchases, creating emotional bonds. Leveraging robust loyalty data and [today's loyalty technology](#), you can add value through exclusivity, partnerships, early access, subscriptions, convenience—even simple recognition.



of customers in loyalty programs say they have better experiences with brands because their connection transcends the transactional.

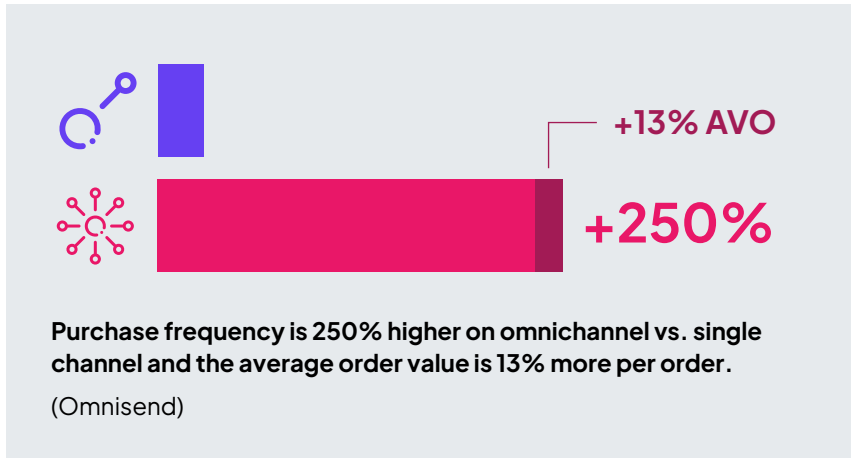
(Queue-it)



Mathis Home's subscription loyalty program gives members exclusive pricing, free delivery and loyalty points for just \$139 per year. The program has three levels based on spend—Shopper, Designer and VIP. Higher levels get additional benefits, such as early access to sales, extra points earning days, extra points on birthdays and special offers on luxury brands.

## 5. Deliver a seamless, consistent omnichannel experience

The right **loyalty platform** can be the glue that connects the dots, so you can recognize and reward customers no matter where they engage and shop, plus **redeem loyalty rewards** through any channel. And **integrations** push data across your entire ecosystem, enabling personalization at every touchpoint.



## 6. Drive growth

Forbes reports that loyalty programs are proven to **increase customer lifetime value** by up to 30% by increasing frequency and spend per visit, and winning back lost customers. And they're a more cost-effective way to gain new customers through advocacy.



Existing customers buy **90% more frequently**, spend **60% more per transaction**, and bring in **23% more total revenue and profitability** than newer customers.

(Rosetta Consulting)



Read the full guide to get more tips on improving your brand's customer experience.

Ready to explore how loyalty can get you closer to your CX vision?

