# DESIGNING AND IMPLEMENTING CUSTOMER LOYALTY PROGRAMS

*Boost Profitability of your Organization through Effective Designing and Implementing Customer Loyalty Programs.*

**egnatium™**
*experiences*

## About the Workshop

The effective use of development and retention strategies by any organization could potentially have double impact on your profitability with very limited effort. Designing and implementing effective loyalty programs is one of the activities used by organizations to increase customer share of wallet and life span.

While having a loyalty program may be useful and trendy if not done right could have an adverse impact on your organization. There is evidence that a large number of loyalty programs fail to get the appeal of the customers or fail to deliver the business benefits.

Doing it right the first time requires a number of tools starting with competency of the loyalty managers, the correct strategy, correct loyalty logic, correct tools, appealing rewards and incentives, effective communication platform with members and so on. In addition to these issues you have to worry about Data protection laws and civil suits but consumers and so.

This interactive two-day workshop will help you safe huge cost resulting from doing it wrong or simply copying wrong models of loyalty programs or adopting good programs that do not fit your business. This course delivers to you the tools and best practices to design and implement a best-in-class solution for your organization.

## Learning Outcomes

By end of this workshop you will be able to learn how to:

1. List criterion for management decisions to approve or review a customer loyalty program.
2. List the customer loyalty strategies and how to assess the suitability to your business and strategic plan.
3. Select a range of loyalty logics and conduct cost benefit analysis for each logic and the support structure required to implement each loyalty logic.
4. Incorporate the brand essence and values and customer experience in designing and implementing loyalty programs.
5. Incorporate the user requirement in loyalty programs through VOC management and co-creation.
6. List of tools to effectively manage, communicate and redeem customer loyalty programs.
7. Measure the ROI or effectiveness of Loyalty programs for your organization.

# DESIGNING AND IMPLEMENTING CUSTOMER LOYALTY PROGRAMS - COURSE OUTLINE

*Boost Profitability of your Organization through Effective Designing and Implementing Customer Loyalty Programs.*

## Module 1: Understanding Customer Loyalty

- Customer Experience Economy
- VOC Management and Co-Creation
- What is Customer Loyalty and how it is different from other forms of Customer Behavior
- ADR Strategies
- Customer Retention and Customer Lifetime Value
- Issues and challenges in Customer Loyalty
- The components of the Wheel of Loyalty

### ✍ Activity # 1:

Calculate the customer lifetime value for a fixed line telephone service. Discuss how company could influence its customer loyalty.

## Module 2: Understanding Loyalty Programs

- Point-Based Loyalty program
- Discount or Rebate Loyalty program
- Tier-Based Loyalty program
- Paid Loyalty program
- Punch Loyalty program
- Coalition Loyalty program

### ✍ Activity # 2:

Based on the case given compare and contrast two types of loyalty programs. Which loyalty program is better for this kind of business? Discuss your finding.
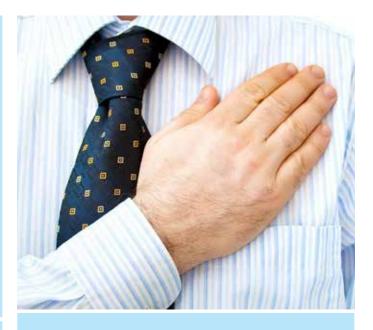
## Module 3: Designing a Loyalty program

- Decision Criterion to launch or keep a loyalty program
- Tools Required to design and implement loyalty program
- Support structure for any given loyalty programs
- How to choose a Loyalty Strategy
- Loyalty program Structure, Delivery, Economics
- Readiness assessment

### ✍ Activity # 3:

Assess the readiness of the organization given to design and implement the loyalty program. Highlight key findings.

## Module 4: Implementing the loyalty Program

- Member Acquisition Strategies
- Loyalty Framework and tools
- Communication Management
- Loyalty Administration
- Review and continuous improvement

### ✍ Activity # 4:

Select any of the Loyalty programs implementation aspects and come up with a plan of action. Present your plan of actions.

## Module 5: Measuring the Impact of Loyalty programs

- Measuring the effectiveness of the loyalty programs
- Cost Benefits Analysis of Loyalty programs
- Measuring the ROI of Loyalty Program and other metrics of effectiveness
- Measuring the impact on Customer Experience
- Measuring the Impact of revenue increase

### ✍ Activity # 5:

Calculate the main costs and the Return on Investment for a loyalty programs applied in your given case. What is the Impact of Your Loyalty program of key business aspects? Present your findings.

## ALI KASA

*Adjunct Lecturer. LLB (Hons), MCL, MBA in Entrepreneurship, CEM)*

Ali is the President and CEO of Egnitus Holdings Pty Ltd with offices in Australia, Malaysia, Saudi Arabia, United Kingdom and Albania providing business growth solutions to businesses around the world. Ali is the founder of the Customer Studies Institute in Malaysia. Beside managing his businesses and coaching the corporate leaders, Ali dedicates time to sharing his knowledge with marketing professionals.

He is the co-author of the *"Guide to Pricing Research"* and the contributing author of the book *"The Joy of Pricing"*.

Ali brings more than 13 years of practical experience in designing, implementing, measuring and improving customer experience for start up companies, medium and large businesses and multinational companies.

Organisations with various needs for customer experience and experience management call upon Ali to consult CEO-s, CMO-s, Customer Experience Managers and Service Recover on areas such as Branded Customer Experience, Service Excellence, Service Recovery and VOC Management as well as Six Sigma for Service Quality.

*Companies who Ali has worked with:*

*Ali is a sought after speaker and facilitator of customer experience, customer satisfaction measurement and related topics for high level executives globally as well as in-house and public workshops.*

## In-house Training

This course is available for private presentation, either on your own premises or 'off-site'. We can deliver this program exclusively tailored to your organisation. Contact us to discuss and customise your learning needs.

## Testimonials:

"Well presented and rich in experience."
**AVP, CIMB Bank**

"Contents-very relevant and quoting the actual situation in the current business environment"
**Ramlah Bte Hj Rabaha
Kristal-ASTRO And Bhd**

"He is a very good trainer, most of the module I can apply to my company"
**Fahrizan Binti Yahya
ASTRO**

"Understandable way of presentation, involving discussion, good relationship among delegates to make the course the most interesting ever!!!"
**Nur Azkiah binti Aziz,
Pos Malaysia Berhad**

"Their contents and logistics were great"
**Porrkodi
KWSP**