

Beyond transactions: New research shows the importance of optimizing program attributes to build emotional loyalty

True emotional loyalty is earned.

Our foundational **Humanizing Loyalty** research identified six drivers that must be present to earn genuine emotional loyalty. We grouped these drivers into three key themes.

In our latest research, we asked respondents to rank the importance of a variety of brand and loyalty program attributes and how the brands they engage with most are delivering in these areas. Each attribute explored in this research aligns to one of the three key themes shown here.

Trust & Reliability

Appreciation & Investment

Empathy & Shared Values

Gaps exist: Customer expectations and their experience with brands lack alignment.








MIND THE GAP

Our research showed that loyalty programs aren't fully delivering on expectations. Brands must evolve and meet customers where they are to cultivate true emotional loyalty.

Don't get left behind.

Industry insights: Top 5 ways brands can act on the biggest gaps to earn emotional loyalty.

 RETAIL (clothing, grocery, cosmetics, appliances, etc.)	 HOSPITALITY (hotels, vacation rentals, etc.)	 TRANSPORTATION (airlines, rental cars, trains, rideshares, etc.)	 DINING (restaurants, coffee shops, fast food, etc.)	 ENTERTAINMENT (casinos, movie theaters, sporting events, etc.)
Provide options for redeeming	Surprise with meaningful extras	Surprise with meaningful extras	Provide options for earning	Provide options for earning
Provide options for earning	Provide options for earning	Provide options for earning	Surprise with meaningful extras	Surprise with meaningful extras
Surprise with meaningful extras	Stand out from competitors	Help members realize savings	Provide options for redeeming	Provide options for redeeming
Leverage tiered benefits	Help members realize savings	Leverage tiered benefits	Explore valuable partnerships	Explore valuable partnerships
Recognize your best customers	Use data to personalize	Stand out from competitors	Help members realize savings	Help members realize savings

 TRUST & RELIABILITY  APPRECIATION & INVESTMENT  EMPATHY & SHARED VALUES

Interested in hearing more about our latest research findings?

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