



Rewards Optimizer

Maximizing rewards for customers and companies

Does your rewards program deliver value for money?

A Loyalty program is expensive to set up and administer. In return it should deliver results. It should both attract and retain customers and foster **Profitable Loyalty**. Does yours?

We have created the **Rewards Optimizer** research solution to help our clients develop relevant and impactful customer loyalty programs. Our approach results in program designs that are:

- Better revenue generators
- The most relevant to your customers
- Likely to build and strengthen customer relations

Ipsos Loyalty can help design your program to:

- Remove barriers to loyalty and build positive customer experiences.
- Be an inherent part of the customer experience and build both emotional and rational elements of the relationship.
- Align brand and company strategy – successful programs are part of a company-wide customer agenda.
- Optimize the exchange of value between the company and each customer.

Typical Client Concerns:

- Is the customer really getting value? The lack of real value can be a key barrier to success.
- Earning versus burning – “what is the point in earning a currency that you cannot spend?”

Ipsos’ global research indicates that customer satisfaction with rewards programs is relatively low.

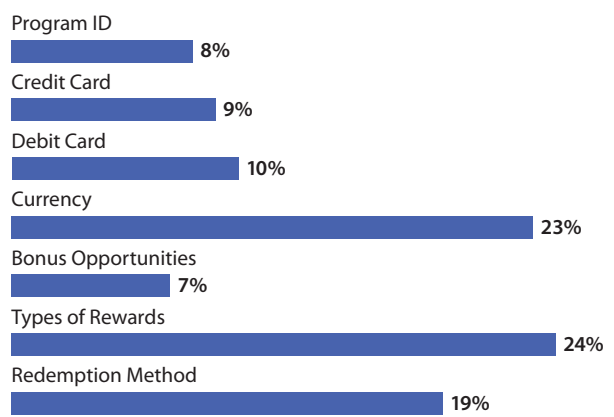
Typical Company Concerns:

Is your loyalty program worth the high cost or are you just giving stuff away? Are you truly enhancing loyalty or just buying it for the short term? Does the program drive incremental customer spend and truly engage the customer? Is it differentiated from your competitors?

Participation is not enough. The key challenge is to drive engagement among members to maximise the effectiveness of the scheme. At Ipsos Loyalty we use a two pronged approach to achieve this.

Optimizing the Offer

Which particular features of the program are driving interest?



First **qualitative research** to explore program concepts and their elements to ensure relevancy, proper tone and the right content for marketing communications. A summary report provides direction on the relative attractiveness of program elements and recommended refinements.

We overlay this with **quantitative research** to prioritize and optimize features of a current or potential rewards program and provide key outputs you can really use. A summary report identifies the most attractive program elements and the “optimal” offer. We also offer a simulator that allows you to compare the benefits of different reward options. So you can have the rewards program that suits your organization and budget, and results in delighted and loyal clients.

About Ipsos Loyalty

Ipsos Loyalty is the specialized division of Ipsos dedicated to improving business performance through proactive management of customer and employee relationships.

At Ipsos Loyalty we compare a successful organization to a successful community. Both thrive on mutually beneficial relationships.

At Ipsos we believe nobody’s unpredictable.

For further information contact your local Ipsos office, details at: www.ipsos.com/loyalty.



Ipsos Loyalty
The Customer and Employee Research Specialists