



LOVE
Unlimited loyalty and engagement



Traditional loyalty strategy and operations need to be reinvented

Organizations are struggling with acquiring and maintain customers as competition is increasing and barriers to entry are lowering. Also, the new digital era forces organizations to compete for customer attention span: loyalty is much harder to achieve when consumers have so many different expectations and especially when these expectations keep changing every day.

On the other hand, as the market becomes crowded with similar products and services, a company's brand becomes the most important asset enabling it to differentiate itself and increase customer demand.

To win and retain customers, organizations need a loyalty strategy and operation to target customer segments, create special programs and manage client data, programme metric and loyalty operations. Creative connection drives loyalty, and loyalty fuels business growth.

LOVE is Deloitte's approach to loyalty and engagement.

Our core proposition of value goes beyond loyalty programs, focusing also on the set of processes and operations that promote and guarantee customer loyalty.

Why you should invest on loyalty and engagement

-  **Digital connection**
 - Use digital tools and platforms to open new channels and broaden customer reach
 - Real time contact with your customers
-  **Relevant client data**
 - Truly know your customers
 - Adapt your communication, products and services
 - Make decisions based on metrics
-  **Win-win strategies**
 - Increase customer satisfaction
 - Increase loyalty and customer engagement
 - Reduce customer churn
 - Sustain your growth and increase brand awareness



Loyalty is more than a strategy, it's about relationship

Loyalty goes beyond a company's brand and is definitely not a one touch-point strategy. To effectively add value and make the brand relevant to the customer, the strategy must align with their preferences, passions and concerns, establishing benefits that address them. At the same time, we need to keep the customer interested and engaged.

LOVE helps you define the overall loyalty operation and its identity, detailing the model and the technology to support it, including the strategy operation, implementation and its evolution over time.

Imagine
Making use of our multidisciplinary team, we define the strategy and operation model, also detailing the technology components that best support it.

Design & Deliver
We set up the operation and ensure its implementation. Take advantage of our partnership with a major software platform that contains a loyalty engine which is able to quickly implement and adapt to the client's business.

Run
We ensure not only the operationalization of the strategy over time, but also provide support to its evolution.



We've done it before

Digital Engagement for a major Energy leader

Deloitte implemented and fully transformed a major Energy leader customer digital experience in an end-to-end strategic program (imagine-deliver-run approach).

The project consisted in the definition, design, coordination and management of initiatives associated with the **transformation of the customer's digital experience**, ensuring their contribution to **make the world more sustainable**. This was achieved with the implementation of an app based on the engagement and gamification components.

A new, fresh and innovative frontend combined with a dynamic and engaging loyalty program is helping to create a path towards a more sustainable brand. In the first 6 weeks it was possible to achieve: +200k program registrations, 6.9 million unique devices impacted, +47 NPS (29 before go-live), from 3.9 to 4.2 on overall rating in stores and a +30 sustainable brands ecosystem.

Ready to spread some LOVE? Let's talk.



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