



## LOVE Unlimited loyalty and engagement

### Digital Engagement

#### Highlight

Companies are making an overall and solid investment to offer more sustainable products and services. At a time when it is essential to positively reinforce this position with customers, Deloitte helped one of its clients create a benchmark Sustainability Program in Portugal. This is how the solution emerges: an Engagement program that seeks to bring together customers and partners in the same ecosystem, promoting a change of behavior in society, leading towards a more sustainable world.

#### Business & Issues

The challenge was to create a digital experience that customers felt engaged with, as well as reinforce the brand position towards sustainability. In addition, and due to its ability to gather new data from the customer, which is a crucial contribution to customer knowledge, the program would allow communication with the customer in a truly personalized way, as well as data driven marketing operations.



“The Client’s goal in implementing the new Engagement Program, was to reinforce its position as a sustainable brand and to create a digital experience that customers felt more engaged with.”



#### Approach

The project started with the engagement and loyalty strategy, defining the type of loyalty program and the Client’s ambition: a Sustainability Program, capable of aggregating in the same ecosystem both customers and partners, while promoting a behavioral change in society.

Additionally, it was necessary to drive the customer experience as a whole, in terms of web and mobile application, as well as defining the operating model and creating all of the initial contents of the program.

The project was composed by five work streams and the support provided focused essentially on three aspects:

- › **Detail of the model and set-up**  
Detail the model and the technological components that should support the Sustainability Program. Define and operationalize the setup of the engagement component.
- › **Design and support (UX and UI)**  
Develop the UX and UI component of the engagement program, supporting its implementation in a continuous and agile way. Namely, carrying out tests with users and systematizing the opportunities for improvement identified.
- › **Project Management Office (PMO)**  
Planning the overall approach to the project, resources, tools, controls and schedule to guide and support project execution effectively and efficiently.

Deloitte is also in responsible of the program operation, namely running the engagement and loyalty dynamics (e.g. challenges, partners, awards), advisory on program and platform evolution and on content production (visuals and copywriting).

“A new, fresh and innovative frontend combined with a dynamic and engaging loyalty program is helping the Client in its path towards a more sustainable brand.”

#### Results

In 6 months, Deloitte fully transformed the customer’s digital experience in an end-to-end strategic program (imagine-deliver-run). A record-time implementation.

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In the first 6 weeks of operation, these were the results:

- › +200k program registrations
- › 6.9 million unique devices impacted
- › +47 NPS (vs 29 NPS registered before go-live)
- › from 3.9 to 4.2 on overall rating in stores
- › +30 sustainable brands ecosystem

With only 3 months of life, the new Engagement Program already had +270 registrations and an ecosystem of +40 sustainable brands/ partners.



#### Case study results

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 6.9 million impacted devices

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 +40 sustainable brands ecosystem

Ready to spread some LOVE? Let's talk.



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