

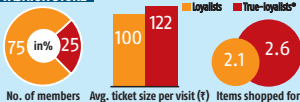
DATA TRACKER

Loyal, but not exclusive

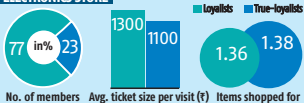
Relationship status: Complicated, says a recent survey by Hansa Cequity, between customers and the purveyors of loyalty programmes. While these schemes are extremely popular with nearly every store, airline and hotel, customers don't see loyalty as a one-store or one-company affair. And although the reach and impact of these programmes is significant, the survey shows that marketers still need to walk a distance before the schemes can evolve from being purely transactional affairs to those that provide shoppers with unique and personalised experiences

IN SEARCH OF TRUE LOYALTY

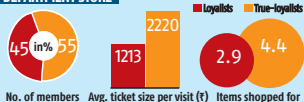
FASHION STORE



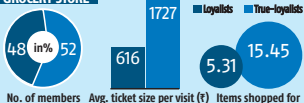
ELECTRONICS STORE



DEPARTMENT STORE



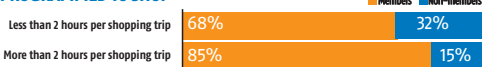
GROCERY STORE



* Members and repeat shoppers

- The key reason why marketers commit themselves to build and run loyalty programmes is customer data
- Consumers are loyal to at least seven loyalty programmes at the same time; some are engaged with over 20
- Many are loyal to many programmes within the same category at the same time. A Jet Privilege customer is also enrolled in the Flying Returns Program of Air India, a Shoppers Stop First Citizen member is also part of Westside's ClubWest
- Across categories the ticket size or the number of items shopped for, by a repeat visitor, is higher when compared to a customer who is just a one-timer
- Non-loyalty customers spend less time on shopping trips as compared to loyal members
- 73% customers say quality of the product is most important, 51% say price and discounts are the most critical reasons for loyalty

PROGRAMMED TO SHOP



- 60% of customers say they were asked for personal information when they shopped and 88% of those who asked say they do not object to sharing the details
- 85% of respondents sign up for the rewards and privileges that are a part of

a loyalty programme

- All other things being equal (distance, facilities, variety), 81% prefer to go to a store or buy a brand where they are loyalty/rewards programmes members rather than where they are not