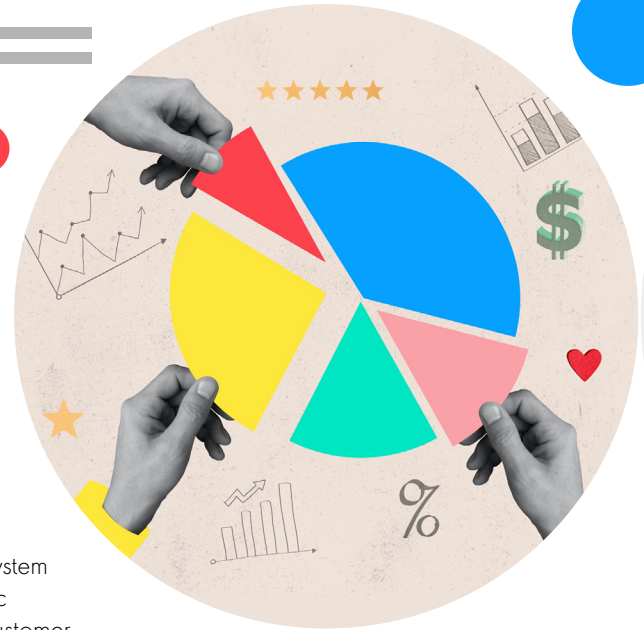# publicis sapient

Customer Engagement

Customer Loyalty

Offering summary

Reimagine your customer loyalty strategy by evolving your company's ecosystem to meet the wants and needs of today's consumers with a holistic, systematic approach including data, technology and organizational enablers. Our Customer Loyalty service offering helps you to build impactful, emotion-driven customer loyalty in multiple ways, such as personalized omnichannel connected experiences. These solutions enable you to unlock new business potential by advancing from, for example, a points program to a disruptive loyalty-driven customer engagement platform.

Solving digital transformation challenges

Nurturing an emotional customer connection.

While loyalty programs have long existed and are now ubiquitous across consumer-facing companies, the rapidly evolving expectations of today's customers call for greater nurturing to deepen the relationship. When done well, these programs are valuable to customers and generate incremental revenue for brands. The challenge, however, lies in a brand's ability to distinguish itself in a crowded field of competition and inspire true loyalty that moves the retention needle. The proof is in the data—customers are active in only ~50% of loyalty programs in which they are members*.

To overcome the challenge, brands must reconnect loyalty with overall strategy, gain senior leadership oversight and address fragmented data and technology obstacles to build customer-centric, personalized experiences. By understanding customer segments and needs, businesses can create emotional loyalty through personalized experiences and ecosystems—not just transactional programs.
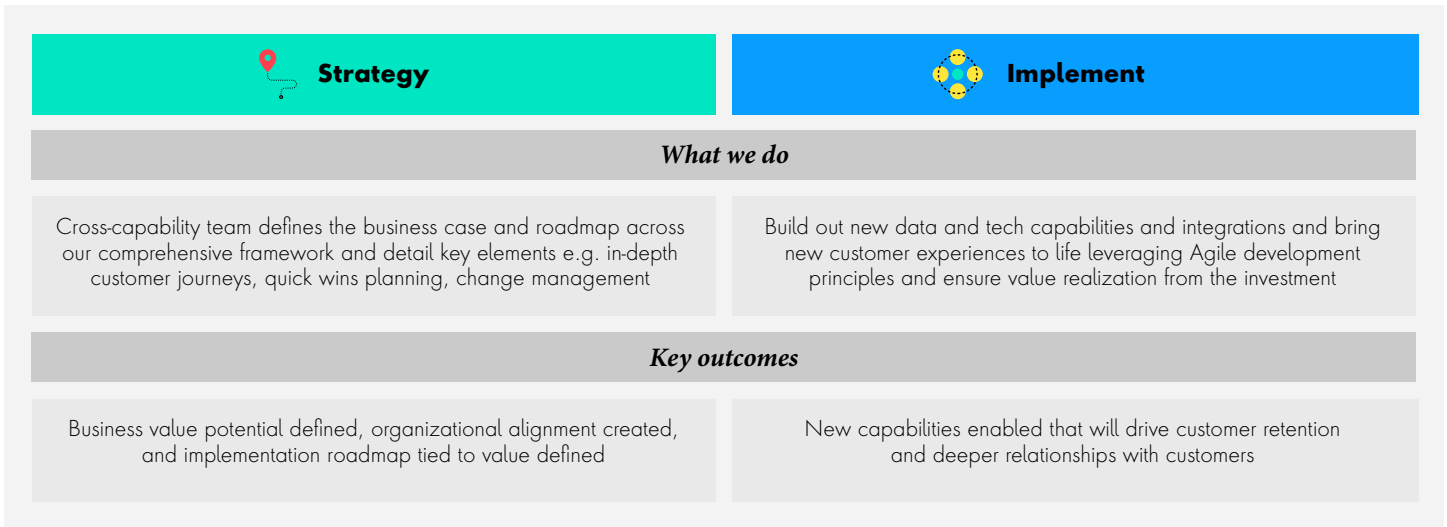
It's time for a fundamental shift in the concept of loyalty as a marketing program toward true customer loyalty driven by value, experience and connection.

Six pillars form the foundation of a successful loyalty approach—these include:

Purpose & Vision	Emotionally Engaging	Customer-Value Exchange	Personalized & Omnichannel	Actionable Customer Knowledge	Surprisingly Simple & Transparent
Create a vision that is true, relevant and omnipresent across everything the brand says and does	Propel customers to form emotional connections not just with the program, but also with the brand	Balance transactional and emotional loyalty; drive loyalty by appealing to the customer values that drive action with rewards & experiential benefits relevant to customers and their lifestyle	Delivering real, orchestrated journeys across relevant physical and digital channels	Data-driven design and knowing each customer: who they are, where they are in their journey, and how they feel, through individual-level data (1P, 3P, etc.)	Prioritize ease of use to engage with, action and understand

Where to start—our approach to customer loyalty

Our team supports you by partnering to define your customer loyalty strategy and/or implement the required capabilities to achieve the strategic vision.

Strategy	Implement
What we do	
Cross-capability team defines the business case and roadmap across our comprehensive framework and detail key elements e.g. in-depth customer journeys, quick wins planning, change management	Build out new data and tech capabilities and integrations and bring new customer experiences to life leveraging Agile development principles and ensure value realization from the investment
Key outcomes	
Business value potential defined, organizational alignment created, and implementation roadmap tied to value defined	New capabilities enabled that will drive customer retention and deeper relationships with customers

Customer Loyalty strategy approach

Define the Loyalty Strategy and Customer Value Prop	*Prioritize and Design Personalized Experiences*	*Set out Target State Data and Analytics Capabilities*	*Define the Technology Capabilities*
What is the Loyalty vision, strategy and roadmap to maximize benefits?	What are the customer journeys by segment that should be prioritized?	What are the incremental data and analytics requirements to enable the strategy?	What are the technology requirements and capabilities to enable the strategy?

Customer Loyalty benefits

- Increased customer lifetime value and revenue
- Higher customer retention
- Increased brand affinity
- More efficient marketing spend
- Coordinated omnichannel customer experiences

Publicis Sapient's full suite of Customer Engagement offerings tie directly into our Customer Loyalty solution and can set your company's loyalty strategy up for success:

- **Customer Data Platform (CDP):** Bring together all relevant data to create a unified view of the customer.
- **Data Monetization:** Turn your first-party data from a cost center into a revenue-generating asset.
- **Digital Identity:** Plan for a cookieless future by enhancing your data strategy to enable hyper-personalization across external and internal experiences with full journey data.
- **Personalization:** Create richer, more meaningful connections with your customers by knowing them, anticipating their wants and communicating with them across channels seamlessly.

What sets Publicis Sapient apart?

Move from a traditional outlook to a next-generation loyalty model with our loyalty proposition. We help shift your mindset from thinking about loyalty as a marketing program to true customer loyalty driven by value, experience and connection.

- We take a holistic, systematic approach to rethink loyalty beyond the traditional points program.

- We enable brands to deliver personalized omnichannel experiences and build loyalty that directly leads to incremental earnings and customer lifetime value.

- We have deep relationships with partners across the MarTech and Loyalty ecosystem.

- We bring cross-functional teams across Strategy, Product, Experience, Engineering and Data & AI to deliver integrated and comprehensive solutions and provide an end-to-end Loyalty solution bridging the gap from strategy to execution.

- From strategy to design and build, we bring together the strength of the Publicis Groupe and its partner ecosystem to enable a holistic strategy, technology and organization structure.

How we've made an impact

GLOBAL TRAVEL AND HOSPITALITY PROVIDER

The imperative for change:

- Our client sought to develop its next-generation loyalty program that brought together its full portfolio of 30+ brands and transform itself from a hotel company to the world's favorite travel company.
- The brand's fragmented loyalty footprint across brands and new product offerings required a holistic approach to experience design, redemption and marketing to achieve its ambition and business results.

The transformative solution:

- Loyalty Experience Design: Digital experiences on a website across 30+ brands and partnerships; highly personalized experiences tailored to customer segments.
- Loyalty Platform Build: Platform design and build for reward redemptions for new product offerings.
- Loyalty Program Launch: Loyalty launch during the Oscars to drive broad awareness and engagement.
- Loyalty Marketing & Media: Customer segmentation, customer relationship management (CRM) activation and paid media to drive engagement.

The business impact:

- **359% increase in bookings year over year**
- **85% improvement in display conversions**
- **300% improvement in email engagement**
- **140% increase in booking conversion year over year**

How we've made an impact *(continued)*

GLOBAL QUICK-SERVICE RESTAURANT

The imperative for change:
- The client sought loyalty to drive increased visits.
- Their current program was not available on a mobile app.
- They wanted to increase the efficiency of their offers and promotions.
- Their goal was to improve engagement through personalization.

The transformative solution:
- Produced a truly integrated strategy addressing supply chain technology and operating model.
- Defined a customer experience (CX) transformation path enabling more connected ordering and service journeys.
- Developed a process for customers to seamlessly enroll in a loyalty program via the mobile app.
- Enabled users to check in at participating restaurants using a single code for their mobile rewards, offers and orders.
- Created focused offers on customer lifecycle value to incentivize critical behaviors.
- Offered non-monetary rewards to generate perceived customer value without spending as much per consumer.

The business impact:
- **21M+ new loyalty members**
- **118M loyalty transactions (a 5x lift)**
- **4x increased revenue for subscribed customers**

LARGE DRUGSTORE RETAILER

The imperative for change:
- A disjointed and outdated customer experience across offerings and channels.
- A complex siloed organization lacking coordination across simultaneous customer initiatives.
- A traditional IT organization & technical stack.
- Competitors were disrupting a traditional convenience advantage.

The transformative solution:
- Conducted comprehensive situation assessment to generate design hypotheses and outline capabilities and gaps.
- Defined a 'North Star' platform business model that drove a redesign of their total customer experience.
- Developed the business case and a rollout plan for the program.
- Defined change management priorities to align the organization and deliver against the vision of CEP program.
- Ultimately migrated from strategy to execution to align the organization and deliver against the vision of complex event processing (CEP) program.
- Rationalized and integrated a program portfolio to drive consumers to the most valuable programs and centered them all around the retailer's internal cash rewards currency.

The business impact:
- **$5 billion-plus incremental top-line growth opportunity**
- **More than $1 billion in EBIT growth**

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WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit **publicissapient.com**.