

SEEING BEYOND THE LOYALTY ILLUSION: IT'S TIME YOU INVEST MORE WISELY



Tailoring loyalty to Millennials

Their values and behaviors set them apart. Without understanding these differences, companies will be unable to deliver the relevant loyalty experiences that this lucrative group values most.

They can be eager to switch

30% of Millennials say you can try to earn my loyalty, but it won't accomplish anything.

They will pay more for what they value

72%

are willing to pay a higher price if it ensures higher levels of product options and/or quality.

65%

if it ensures access to outcome service level guarantee that matter to me.

60%

if it ensures higher levels of customer service.

57%

if it ensures access to exclusive and/or personalized events.

51%

if it ensures access to in-person interactions via video chat, phone, or in the physical store.



They are all about the experience



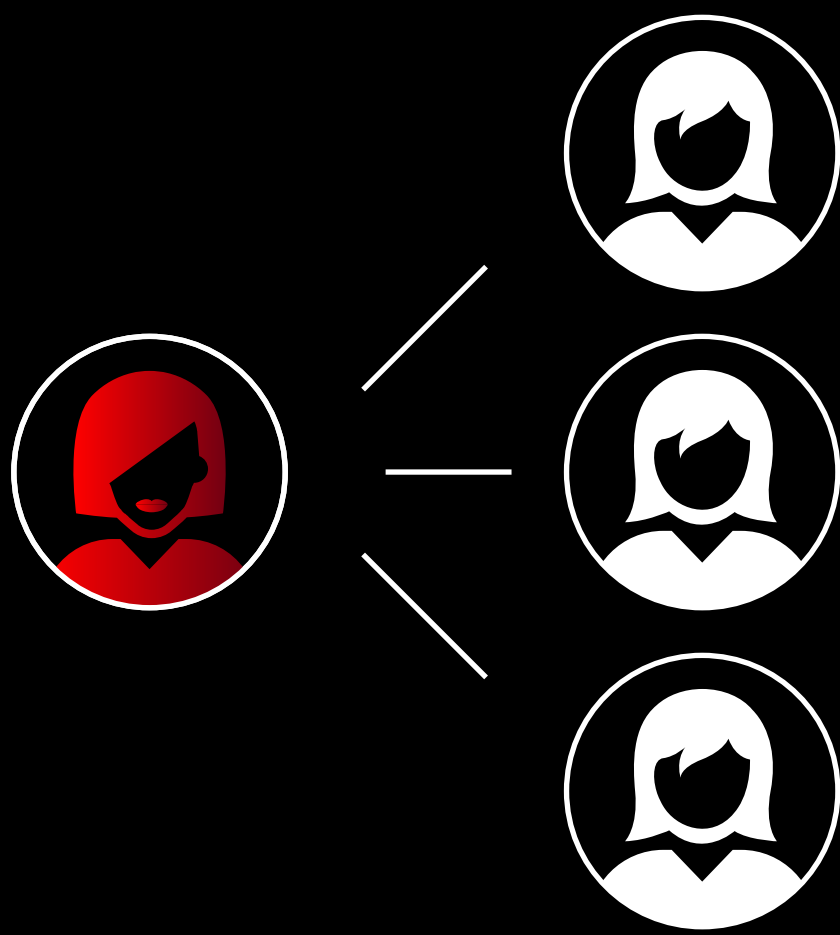
54%

of 18-34 (versus 34% of 55+) say that giving them the opportunity to personalize products I buy to create something unique to me influences their overall feeling of loyalty toward a brand or company.

47%

of 18-34 (versus 25% of 55+) say that engaging with them in innovative and creative ways to provide a multi-sensory experience influences their overall feeling of loyalty toward a brand or company.

They look to influencers for input



34%

of 18-34 (versus 12% of 55+) say that having an endorsement from a social influencer, blogger or vlogger influences their overall feeling of loyalty toward a brand or company.

33%

of 18-34 (versus 13% of 55+) say that having an endorsement from a known and respected celebrity or spokesperson influences their overall feeling of loyalty toward a brand or company.

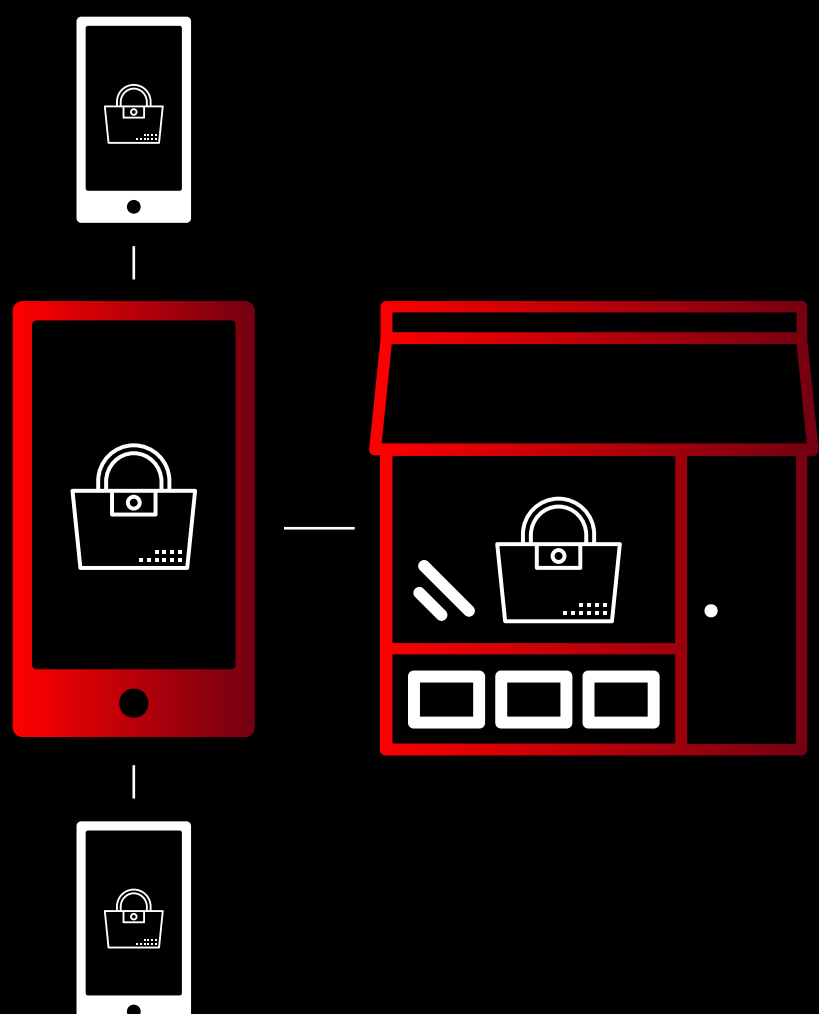
They will try multiple channels to resolve issues

36%

of 18-34 will try a different digital channel if they feel like they're not getting what they need from another digital channel.

39%

will immediately try to use an analog or physical channel such as phoning the company or visiting one of its locations.



Learn more about how to re-evaluate your loyalty investments with our full report: www.accenture.com/GCPRloyalty