Traditional loyalty programs are costing significantly more, and delivering far less value than many executives realise.

From our global Accenture research with more than 25,000 consumers we found out that in Australia only 31% of consumers have the same level of expectations in regards to loyalty programs as 3 years ago – everyone else has rising expectations in regards to service quality, experience and personalisation; however more than half of Australian consumers are loyal to brands that present them with tokens of affection.

And earning customer loyalty is no longer a one-time activity. It has to be earned over and over again and it is only borrowed from one experience to the next.

So it’s time to take a fresh look at loyalty. This requires:

1. Understanding the loyalty languages of the most profitable customers, especially the millennials; how do they respond? what do they value?
2. Implementing the right mix of loyalty activities to ensure they’re delivering experiences to drive growth, retention and advocacy.
3. Satisfying consumers’ appetite for memorable experiences, hyper-personalisation and co-creation opportunities.

Some forward-thinking organisations have placed their loyalty bets on experiences that customers notice and value. Those bets have paid off.

For instance, Sephora - the cosmetic giant that has more than 10 million customers signed up for their Beauty Insider Program. As part of their loyalty program, the Sephora app offers personalised experiences as well as Augmented Reality. The program also provides customers with exclusive access to new product launches and accelerated shipping depending on their loyalty levels.

Now is the time for organisations to approach loyalty in entirely new ways and invest more wisely.

Find out more at Seeing Beyond the Loyalty Illusion: It’s time you invest more wisely.