



PART OF
**Food &
Hospitality Week**

THE BUSINESS STAGE

TAKE YOUR HOSPITALITY
BUSINESS TO THE NEXT LEVEL



PART OF
**Food &
Hospitality Week**

THE LOYALTY PLAYBOOK

3 EASY STEPS TO DESIGN, LAUNCH & LEVERAGE



WHAT WE ARE GOING TO COVER TODAY

- WHY DOES YOUR BUSINESS **NEED** A LOYALTY PROGRAM
- HOW DO YOU **DESIGN** THE RIGHT PROGRAM FOR YOUR BUSINESS
- HOW DO YOU **LAUNCH** SUCCESSFULLY
- HOW DO YOU **LEVERAGE** YOUR PROGRAM AND BUILD AN ROI

WE ARE 25 YEARS YOUNG

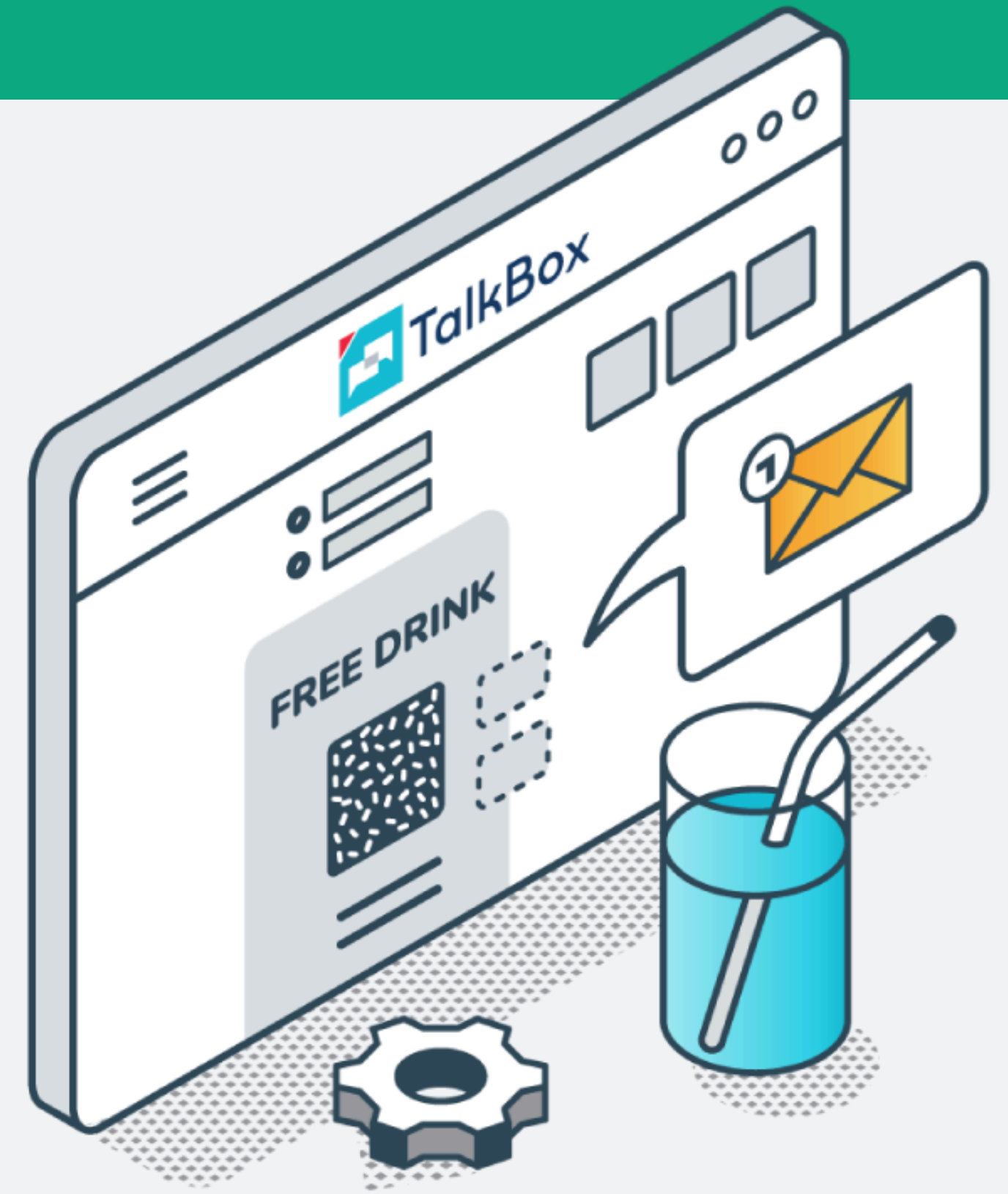
WORKING TO CONNECT HOSPO
BUSINESSES TO THEIR CUSTOMER

- AUS + UK OPERATIONS
- MELBOURNE MADE
- ALL DEV DONE HERE



WE GET MORE VISITS, MORE OFTEN

WITH THE RIGHT MESSAGE, SENT
AT THE RIGHT TIME WITH THE
RIGHT OFFER TO GET ANOTHER
VISIT USING THE DATA YOU
ALREADY HAVE



- WE WORK WITH **MULTIPLE TECHNOLOGY PARTNERS** - POS, MEMBERSHIP, LOYALTY, RESERVATION, ONLINE ORDERING
- WE WORK SINGLE AND MULTI-SITE LOYALTY **HERE AND INTERNATIONALLY**
- WE KNOW THE **DATA THAT DRIVES LOYALTY** AND CUSTOMER ENGAGEMENT
- WE KNOW HOW TO MAKE A CUSTOMER **10X MORE LIKELY TO VISIT**
- WE BRING YOUR **LOYALTY TO LIFE** OUTSIDE YOUR BUSINESS

SARAH FRANKLYN DIRECTOR OF
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SPECIALIST IN CUSTOMER DATA +
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20+ YEARS EXPERIENCE IN MARKETING



IT'S TIME TO GET
CLEAR ON THE WHY
FOR ALL YOUR
STAKEHOLDERS →



WHAT IS YOUR WHY?

- WHY DOES YOUR BUSINESS **NEED** A LOYALTY PROGRAM
- WHY WILL CUSTOMERS **JOIN**
- WHY WILL YOUR STAFF, FRANCHISEES AND PARTNERS **CARE**
- WHY WILL YOU BE **SUCCESSFUL**

WHY DOES YOUR BUSINESS NEED A LOYALTY PROGRAM?

- TO CREATE, INFLUENCE AND SMOOTH **DEMAND**
- TO **COMPETE** IN YOUR CATEGORY, LOCATION, FOR CORE CUSTOMERS
- TO **UNDERSTAND** YOUR CUSTOMERS BETTER
- TO MAKE BETTER **DECISIONS** ABOUT YOUR BUSINESS
- TO INCREASE THE **SHARE OF WALLET** WITH ONGOING MARKETING



TOP TIP: Owning the right to market to your customers is an asset on your P&L

WHY WILL CUSTOMERS JOIN YOUR PROGRAM?

- THEY **ALREADY TRANSACT** WITH YOU
- THEY SEE **SOME BENEFIT** IN SIGNING UP
- THEY ARE **CHASING VALUE**
- THEY HAVE A **CONNECTION** TO YOUR BRAND
- THEY WANT A MORE **PERSONALISED** EXPERIENCE



TOP TIP: You have about 10 sec on premise to explain the value proposition to a customer

WHY WILL YOUR STAFF, FRANCHISEES AND PARTNERS CARE?

- IF IT BECOMES **AN ASSET** TO THEIR BUSINESS
- IF IT'S **REPORTED** ON
- IF IT FORMS PART OF STAFF AND BUSINESS **KPI'S**
- IF THEY CAN FIND WAYS TO USE YOUR LOYALTY PROGRAM TO **DRIVE THEIR BUSINESS**



TOP TIP: 'Operationalising' your loyalty program is the key to success and ensuring all staff are members is critical

WHY WILL YOU BE SUCCESSFUL

- YOU WILL **UNDERSTAND THE FINANCIAL METRICS** OF LOYALTY ON BOTH SIDES OF THE LEDGER
- YOU WILL BUILD IT INTO YOUR **DAILY OPERATIONS**
- IT WILL BE VIEWED AS **AN ASSET** BY ALL STAKEHOLDERS
- YOU KNOW IT'S AN '**ALWAYS ON**' PROGRAM

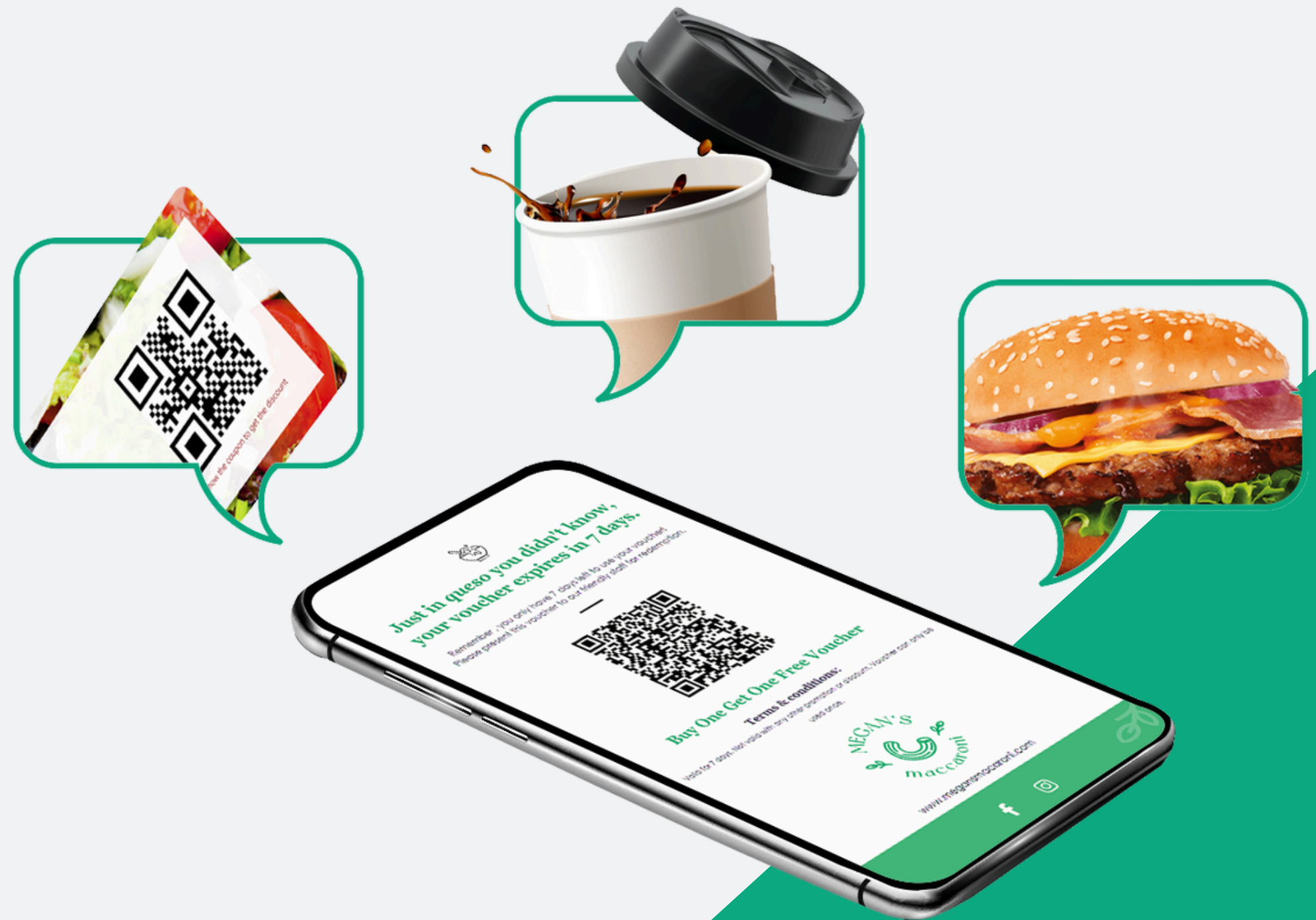


TOP TIP: All of your stakeholders need to understand **WHY** a loyalty program is important to your business and how it impacts their role

STEP 1

HOW DO YOU DESIGN THE RIGHT PROGRAM FOR YOUR BUSINESS?

IT'S MORE THAN JUST SELECTING
POINTS VERSES STAMPS!



- 1 WHY DOES YOUR TEAM CARE - GETTING YOUR OBJECTIVES RIGHT**
- 2 TOOLS OF THE TRADE**
- 3 ELEVATION (REWARD AND REDEMPTION)**
- 4 IT COMES DOWN TO NUMBERS**
- 5 GETTING TO KNOW ME**

WHAT ARE YOUR OBJECTIVES...

- NUMBER OF **CUSTOMERS** ON YOUR DATABASE
- % **OF TRANSACTIONS** BY LOYALTY MEMBERS
- AVERAGE **TRANSACTION VALUE** OF LOYALTY MEMBERS
- **REVENUE** FROM LOYALTY MEMBERS...



HINT: Your objectives should be reviewed annually to make sure the metrics still make sense for your business

THE TECH AND TOOLS

- CAN YOUR CURRENT TECH PARTNERS **SUPPORT YOUR LOYALTY PROGRAM**
- HOW DO MEMBERS **SIGN UP**
- HOW DO CUSTOMERS **IDENTIFY THEMSELVES** IN A TRANSACTION IN ALL CHANNELS
- HOW DO STAFF INTERACT WITH THE **LOYALTY PROGRAM AT POS**
- HOW DO MEMBERS **REDEEM REWARDS**



HINT: How can you reduce friction for sign up, earning and redeeming rewards

REWARD AND REDEMPTION MECHANICS, THE CORE OF YOUR PROGRAM

- **POINTS**
- **STAMPS**
- **HYBRID**
- **MEMBER BENEFITS**



HINT: Redemption is retention. How do you track and drive reward redemptions?

3. ELEVATION - REWARD AND REDEMPTION

	Points	Visits/Stamps	Hybrid	Member Benefits
How customers are rewarded	5c or 10c on the dollar	Fixed point on journey Can add min spend	Points or Stamps transferred to currency at fixed points	Member pricing
Pros	Simple to communicate & adjust for margin goals Rewards customers who buy more	Simple to understand and communicate. Fixed cost of loyalty rewards	Manages liability Creates urgency	Will drive acquisition of regulars. Simple to understand and communicate
Cons	Lack of transparency about value Customers keeping track of rewards	May not adequately recognise/reward high spenders	Complexity of communication and management	May be over-investing in some segments

TIME TO THINK ABOUT:

- DO YOU WANT TO BE THE **SAME OR DIFFERENT** FROM YOUR COMPETITORS
- DOES MY CHOICE OFFER THE **RIGHT FLEXIBILITY** FOR MY BUSINESS
- WHAT IS MY BUSINESS **CAPABLE OF MANAGING**
- WHAT WILL MY **CUSTOMER RESPOND** TO



HINT: If your business has multiple purchasing channels delivered by different tech partners, how does the loyalty program work?

3. ELEVATION - REWARD AND REDEMPTION

REVENUE ELEMENTS	COST ELEMENTS	CONSIDERATIONS
Increased frequency	Cost of rewards	Sales increase to cover rewards How to account for rewards How do you fund rewards in a franchised organisation
Increased ATV	Marketing costs	Member materials Tech - hardware + software updates Incentives and sign up bonuses Communications External marketing
Stimulating or moving demand	Labour costs	Review your staffing levels Do you need more/different resources to leverage your loyalty program

 **HINT: When customers accrue any type of reward that's a liability you need to accrue**

THE DATA THAT DRIVES YOUR PROGRAM

- **CONTACT DETAILS** - WHAT DO YOU ACTUALLY NEED
- **DOB**, PREFERENCES, FOOTY TEAM
- **PERMISSION TO MARKET**
- EFFECTIVE **TERMS AND CONDITIONS**



HINT: Show me you know me but don't creep me out and let me explore

STEP 2

HOW DO YOU LAUNCH YOUR PROGRAM WITH A BANG?

IT'S MORE THAN JUST A PARTY...



- 1 WHAT'S IN A NAME**
- 2 SHOW YOUR PERSONALITY**
- 3 TIMING IS EVERYTHING**
- 4 BRIBES, OFFERS, DEALS WHAT'S GOING TO GET MEMBERS**
- 5 STAYING THE COURSE**
- 6 LET'S CELEBRATE**

1. WHAT'S IN A NAME

- CUSTOMERS WANT TO **BELONG**
- CUSTOMERS WANT TO CREATE **EMOTIONAL CONNECTIONS**
- IT NEEDS TO **ALIGN WITH YOUR BRAND**
- IT SHOULD BE **MEMORABLE** AND EASY TO SPELL
- WILL YOU NAME YOUR **REWARD MECHANIC** AS WELL
- DO YOU NEED TO **SECURE THE URL**



HINT: If you are going with a fun name, then all elements of the program have to live it

2. LAUNCH WITH A BANG


- CREATE A **PERSONALITY**
- BUILD YOUR **MARKETING PLAN** AND ASSETS
- DEFINE YOUR **T&CS**
- UPDATE YOUR **WEBSITE**
- ENGAGE YOUR **TEAM**
- UPDATE YOUR **TECH**
- BUILD YOUR **COMMS PLAN (& TALK TO IMPACT DATA)**



HINT: Test, test, test! And then test again.

3. TIMING IS EVERYTHING

- WORK WITH YOUR TECH PARTNERS, BUSINESS PARTNERS AND TEAMS TO **PLAN YOUR LAUNCH**
- **SOFT LAUNCHES** CAN IRON OUT ISSUES
- IF YOU KNOW YOUR BEST CUSTOMERS, INVITE THEM TO **JOIN FIRST**

 **HINT: Can you link your launch to another opportunity**
eg. street festival, key occasion

4. BRIBES, OFFERS, DEALS....

- YOUR SIGN UP DEAL CAN BE IMPORTANT BUT REMEMBER IT'S A **VALUE EXCHANGE**
- CONSIDER **HIGH PERCEPTION** OF VALUE REWARDS VS HIGH MARGIN REWARDS
- IF I GET THE REWARD ON MY NEXT VISIT, **CONSIDER TIMING**



HINT: Use your sign up offer to get another visit or trial of a menu item

- CUSTOMER SIGN UPS ARE NOW '**ALWAYS-ON**'
- CAN YOUR TECH PARTNERS HELP **IDENTIFY LOYALTY** OPPORTUNITIES
- HOW ARE YOU **PRIMING** LOYALTY CUSTOMERS TO IDENTIFY THEMSELVES AND KNOW WHEN THEIR REWARD IS CLOSE

 **HINT: It's not the size of your database but the quality of your relationships that matter**

THE METRICS YOU WANT TO CELEBRATE

- TOTAL NUMBER OF **ENGAGED CUSTOMERS**
- **REVENUE** GROWTH
- PERCENTAGE OF LOYALTY **CUSTOMERS VISITING**
- AVERAGE **TRANSACTION VALUE**



HINT: Don't just focus on your top customers, real growth comes from your less active customers

GIVING LOYALTY A LEG UP



- 1 ROLL OUT THE WELCOME MAT**
- 2 KEEPING UP THE INTEREST**
- 3 CELEBRATE OUR RELATIONSHIP**
- 4 LET'S STAY TOGETHER**

1. ROLL OUT THE WELCOME MAT

- JUST **DON'T STOP** AT 'HI'
- USE YOUR EARLY RELATIONSHIP TO **TOUR ME** THROUGH YOUR BUSINESS
- **DON'T BURY THE LEAD**
- ASK FOR **FEEDBACK** AND DO SOMETHING WITH IT



HINT: Our data shows that most customers don't visit a second time, so you need to ask them

- KEEP THE LINES OF **COMMUNICATION** OPEN
- **TELL YOUR CUSTOMERS** ABOUT YOURSELF
- **PROMOTIONS**, NEWS, MENU UPDATES
- CHOOSE THE **RIGHT CHANNEL AT THE RIGHT TIME**



HINT: Targeted, personalised communications can
increase likelihood to visit 10x

3. CELEBRATING OUR RELATIONSHIP

- **BIRTHDAYS** AND ANNIVERSARIES
- LOYALTY **MILESTONES**
- TREAT ME LIKE A **ROCK STAR** WHEN I REDEEM MY REWARDS
- **THANK ME** FOR MY LOYALTY



HINT: If capturing DOB isn't part of your sign up, can you celebrate my sign up date or ask when I want to be celebrated

- **AUTOMATE** YOUR CUSTOMER RETENTION PROGRAM
- DO YOU KNOW **WHEN A CUSTOMER IS LOST**
- CONSIDER **BONUSES AND OFFERS** BEYOND YOUR LOYALTY METRIC
- HELP STAY ON THE LOYALTY TRACK WITH YOUR **COMMUNICATIONS**



HINT: Customers do not care about your loyalty program as much as you do, so take all the friction out of it

- 1 **KNOW YOUR WHY** AND YOUR STAKEHOLDERS WHY
- 2 PLAN YOUR **LOYALTY PROGRAM DESIGN**
- 3 ONCE YOU LAUNCH, LOYALTY HAS TO BE **EMBEDDED** INTO YOUR BUSINESS
- 4 ENGAGE WITH YOUR **INFREQUENTS** TO DRIVE GREATER LOYALTY
- 5 **AUTOMATE** YOUR CUSTOMER ENGAGEMENT AND RETENTION PROGRAM



THANKS FOR TUNING IN, CONTACT ME HERE:



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GOT ANY QUESTIONS? ASK AWAY!

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