

Best Of: Using Loyalty To Drive Better CRM.

Tania Tawil, VP, Client Services

Ever Wondered...

“Why do I get so many different emails from the same brand? I’m part of their program—don’t they know me?”





The Solution: Flip The Script

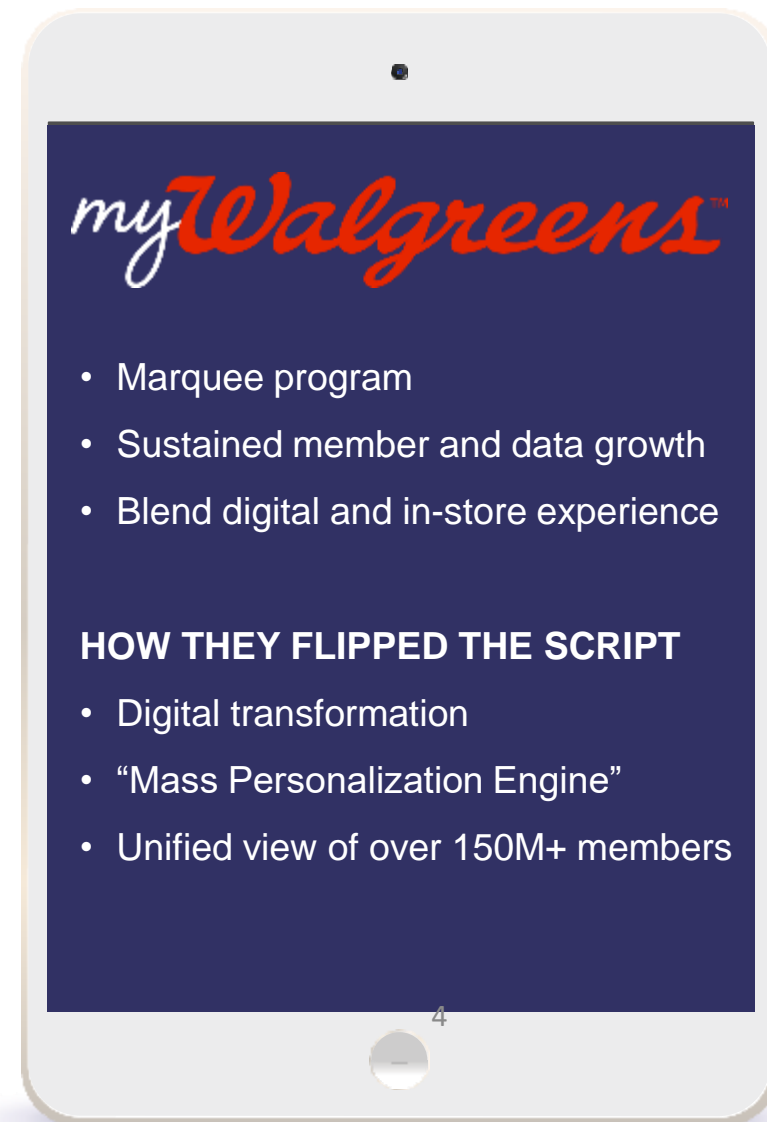
A loyalty-centric approach to first-party data unifies and strengthens all CRM tactics

- Many brands deliver loyalty-specific communications separately from their marketing, sales and brand communications.
- The fix is to flip the script as Walgreens did and integrate first-party loyalty data to augment and improve the overall customer view and then send back out communication through the lens of loyalty.



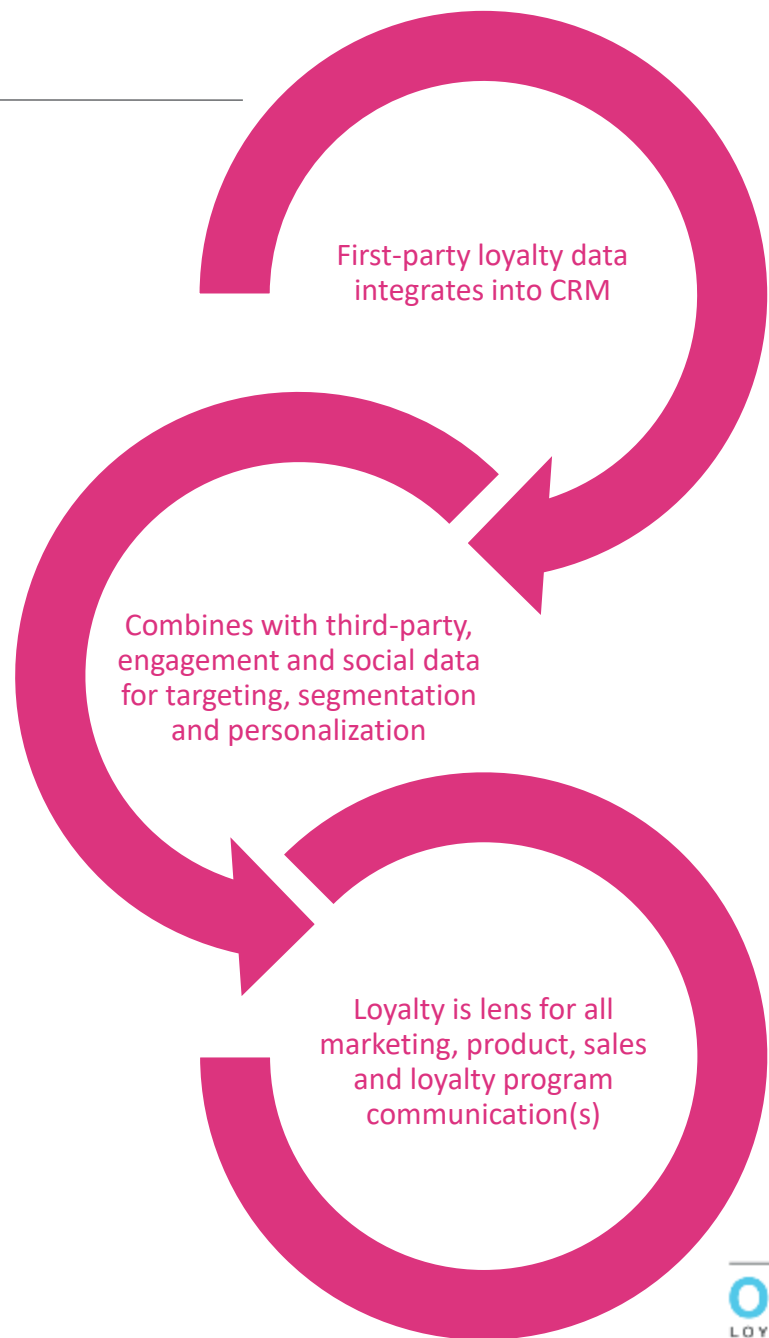
It's About Priority.

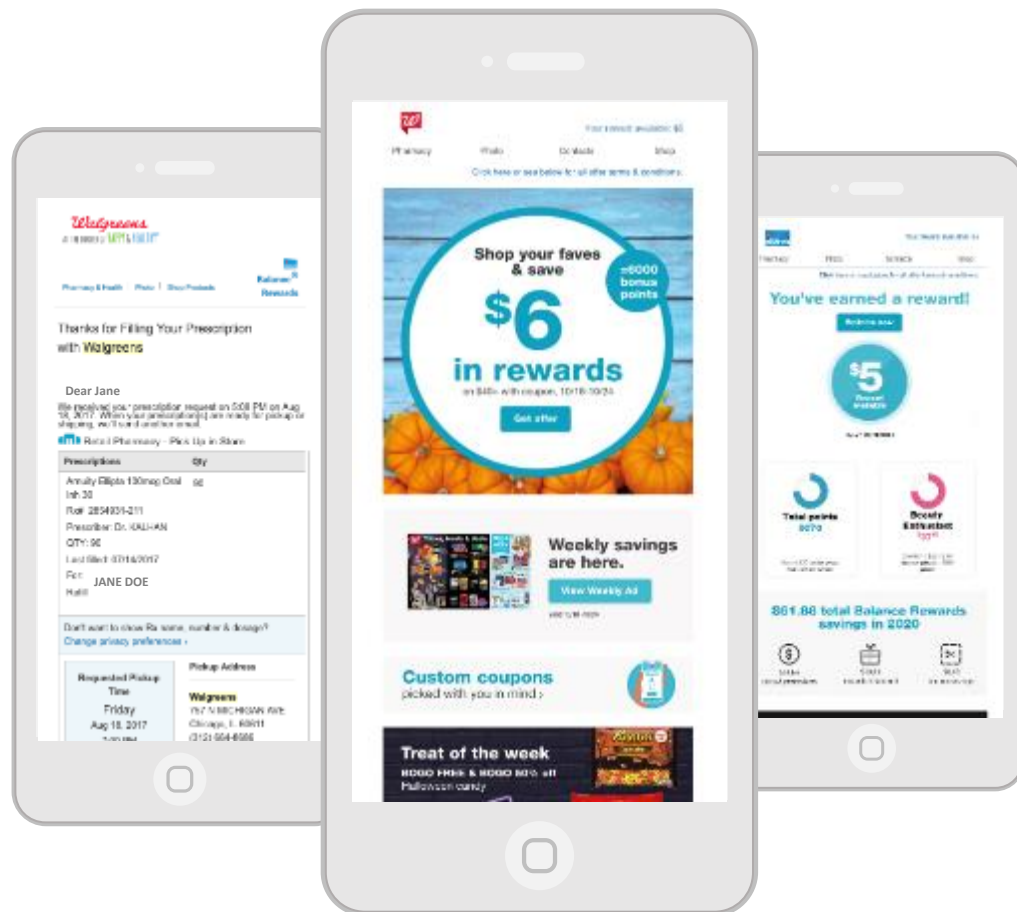
Customer relationships (and their lifetime value) are the real prize



Big Idea:

Loyalty is **the vehicle** through which first-party data enters the CRM/orchestration stack and **the instrument** through which all targeted and personalized messaging is delivered





Communicate Through The Loyalty Lens.

Your goal is to always have customers experience your brand **through the lens of their loyalty relationship**

Walgreens consistently delivers all marketing, product and sales-related communication through (and as value for) the primary loyalty relationship



Key Takeaways.

Integrate first-party loyalty data with broader CRM systems and strategy

Deliver all messaging through the lenses of loyalty and as value for the loyalty relationship

01

Commit to deliver all brand communication to loyalty members through the lens of their loyalty relationship

02

Create a map to visualize how many touchpoints fall outside the loyalty relationship

03

Connect the digital dots and ensure that first-party loyalty data is fully actionable

04

Confirm that orchestration is in place to determine, deliver and measure cohesive messaging

The Symbiotic Relationship.

Starts and ends with the customer.

Marketing messaging changes over time. The need for strong, healthy customer relationships does not.

You can ensure the preservation and growth of your customer relationships is **never sacrificed for the changing needs of the business**, and in doing so, ensure that the **needs of the business are set up to resonate** artfully and cohesively to your customers.

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