

EXPERTS' CHOICE



***WHAT MAKES A
STRONG
PROGRAM?***

***... AND WHO IS
DOING IT WELL?***

BEST.

1. One size does not fit all
2. Loyalty program, or brand loyalty?
3. Some of it is subjective



Company Objectives



Customer Base



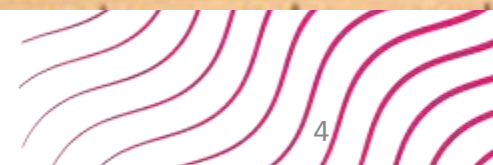
Competition





WE POLLED OUR EXPERTS.

- Familiar Programs
- Not supply chain dependent
- Elements that have an effect



WE START WITH THE 3 TYPES OF EMOTIONAL LOYALTY.

STATUS



I feel **better about myself** among other customers, my community, or in my own personal journey.

HABIT



I often find myself **on autopilot** buying what I've bought before.

RECIPROCITY



I **feel grateful** for treatment I've received from this company.

Status Benefit	Exist - Y/N	Score	Notes:
Early access to new product /promotions	N	3	Benefit offered to Gold and Elite
Personalization with name	Y	4	Assumption based on Gold status
Separate or dedicated resources (e.g. an elite lounge, dedicated line access, etc.)	N	1	Not as critical for retail
VIP experiences (exclusive for higher value customers)	Y	4	Exclusive offers and events included as base benefit

Habit Benefit	Exist - Y/N	Score	Notes:
Convenience	Y	4	
Ease of use	Y	4	
Automation of frequent processes	Y	4	Save favorites
Is the program /app intuitive?	Y	4	
Is the program integration consistent across channels?	Y	4	

Reciprocity Benefit	Exist - Y/N	Score	Notes:
Markers of appreciation	Y	4	Email comms note “thanks to you...”
Rewards positioned as gifts	Y	4	Birthday gift + rewards
Support for community	Y	4	Donation and charity options
Options to share benefits with family and friends	Y	4	Can gift rewards to friends

WHAT WE LOOK FOR: **STATUS.**

- *VIP experiences (exclusive for higher value customers)*
- *Early access to new product /promotions*
- *Personalization with name*
- *Separate or dedicated resources (e.g. an elite lounge, dedicated line access, etc.)*



WHO'S DOING IT RIGHT ON STATUS?



SEPHORA
Beauty INSIDER

 DELTA
SKYMILES™

THE *Nordy* CLUB

DSW
VIP

Multiple tiers with escalating benefits to recognize high value

VIP experiences and personalization

The screenshot displays the Delta SkyMiles website's 'Benefits for Medallion Members' page. The top navigation bar includes 'DELTA', 'BOOK', 'CHECK-IN', 'MY TRIPS', 'FLIGHT STATUS', 'Travel Info', 'SkyMiles', 'More', 'SIGN UP', 'LOG IN', a notification bell, and a search icon. A left sidebar lists navigation options: 'Get to Know SkyMiles', 'How to Earn Miles', 'How to Use Miles', 'Get to Know Medallion Status', 'SkyMiles Credit Cards', and 'Program Resources'. The main content area is titled 'Benefits for Medallion Members' and features an introductory paragraph: 'Our most-loyal Members deserve an elevated travel experience. That's why SkyMiles Members can earn towards Medallion Status, which offers exclusive benefits and service that help you travel well. A few of the many benefits include:'. Below this are three benefit cards: 'Sit Up Front' (Eligible for Unlimited Complimentary Upgrades to First Class and Delta Comfort+®), 'Multiply Your Miles' (Get more miles of each Medallion Tier), and 'Waived Fees' (Enjoy your first checked bag free for yourself and your companions). To the right, three large panels describe the Medallion tiers: 'Platinum Medallion' (Unlimited Complimentary Upgrades, waived Award Ticket change fees, Choice Benefit, Rollover MQMs), 'Gold Medallion' (Unlimited Complimentary Upgrades, Sky Priority® suite, waived same-day change fees, Rollover MQMs), and 'Silver Medallion' (Unlimited Complimentary Upgrades, Priority Boarding, waived baggage fees, Rollover MQMs). At the bottom, there are buttons for 'JOIN SKYMILES NOW' and 'SEE MEDALLION BENEFITS'. A 'Feedback' button is visible on the right edge of the page.

Separate or dedicated resources (e.g. elite lounge access, dedicated line access, etc.)

DELTA BOOK CHECK-IN MY TRIPS FLIGHT STATUS Travel Info SkyMiles More SIGN UP LOG IN 3

Get to Know Medallion Status

- How to Get Medallion Status
- Benefits at Each Tier
- Silver Medallion Status
- Gold Medallion Status
- Platinum Medallion Status
- Diamond Medallion Status**
- Medallion Upgrades
- Status Match Challenge
- Choice Benefits
- Million Miler and Delta 360
- International Partner / SkyTeam Benefits
- Car Partner Elite Benefits

SkyMiles Credit Cards

Program Resources

Diamond Medallion

The highest Medallion Tier offers exclusive benefits including the highest Complimentary Upgrade priority, highest priority boarding, and benefits that only Delta offers like complimentary CLEAR membership, customizable Choice Benefits including Delta Sky Club access, Rollover MQMs and more.

Feedback

Individual recognition for major milestone achievements

WINNERS Earners Enthusiasts Explorers Helpers Insiders

Mega kudos to more Mega Milers

ACHIEVED 12 MILLION MILER STATUS
Diamond Medallion Member | Houston, TX

ACHIEVED 11 MILLION MILER STATUS
Diamond Medallion Member | San Diego, CA



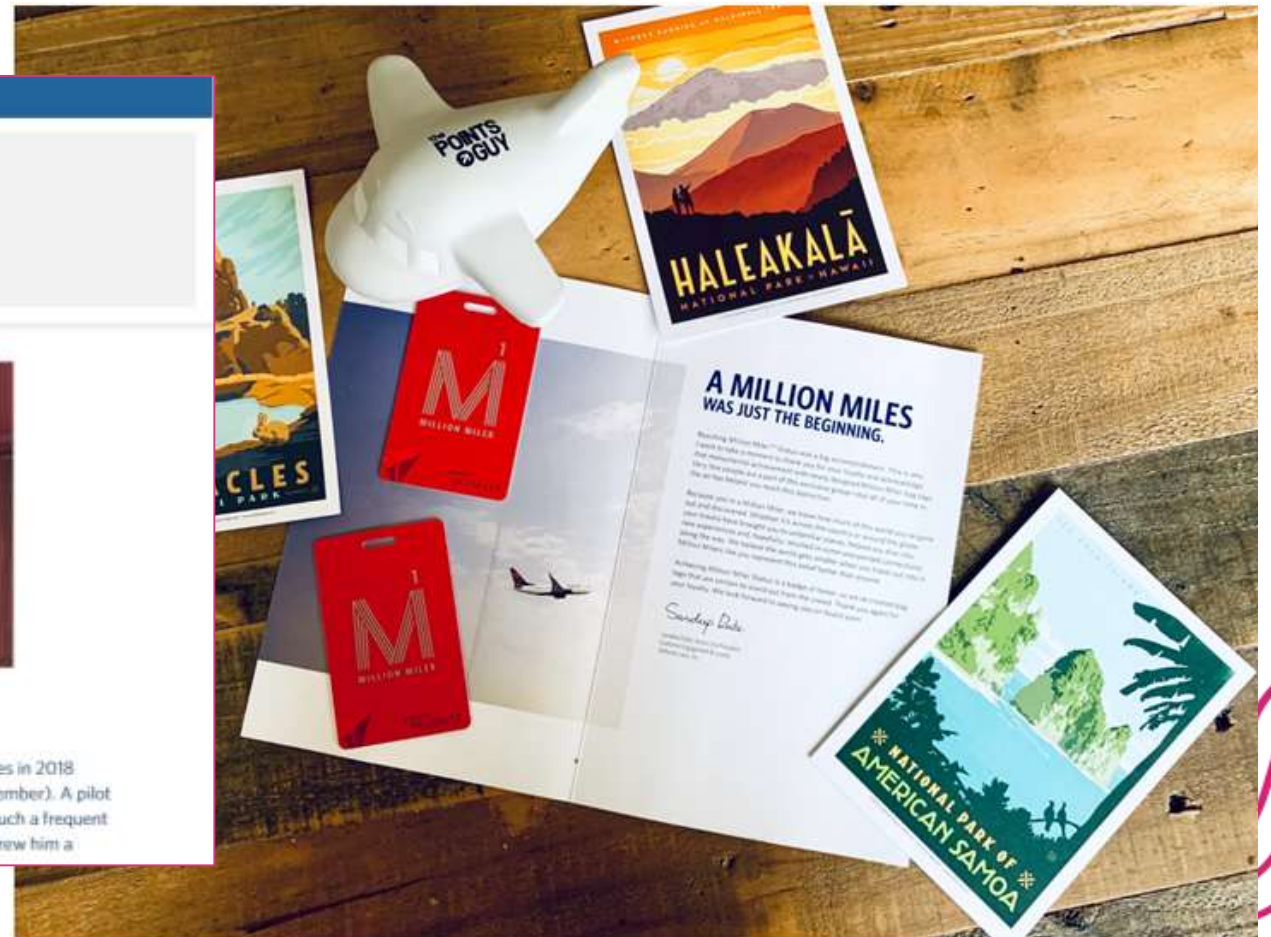
Top Miler

Flew a distance of 473,267 miles in a single year



JULIAN P. | Diamond Medallion Member
Champaign, IL

Flying 473,267 miles led to Julian earning a total of one million miles in 2018 (thanks to mileage bonuses he earned as a Diamond Medallion Member). A pilot and mathematician, he loves spending time in Hawaii. In fact, it's such a frequent destination for Julian, the team at the Honolulu Delta Sky Club® threw him a



WHAT WE LOOK FOR: *HABIT.*

Is the program /app intuitive?

Is the program integration consistent across channels?

Inventing new ways to improve convenience

Automation of frequent processes

Ease of use / Convenience



**WHO'S
DOING IT
RIGHT ON
HABIT.**



SEPHORA
Beauty **INSIDER**



New for You: Amazon Day

Free to all Prime members

Amazon Day delivery
Pick your day, plan your week



Explore Prime Insider

amazon prime

EN Hello, Sign in Account & Lists Orders Try Prime

Sign in
New customer? Start here.

Your Lists

- Create a List
- Find a List or Registry
- Find a Gift
- Save Items from the Web
- Wedding Registry
- Baby Registry
- Friends & Family Gifting
- AmazonSmile Charity Lists
- Pantry Lists
- Your Hearts
- Explore Idea Lists
- Explore Showroom
- Discover Your Style
- Take the Home Style Quiz

Your Account

- Your Account
- Your Orders
- Your Lists
- Your Recommendations
- Your Subscribe & Save Items
- Memberships & Subscriptions
- Your Service Requests
- Your Prime Membership
- Your Garage
- Your Fanshop
- Your Pets
- Start a Selling Account
- Register for a Business Account
- Your Amazon Credit Cards
- Your Content and Devices
- Your Music Library
- Your Amazon Photos
- Your Amazon Drive
- Your Prime Video
- Your Kindle Unlimited
- Your Watchlist
- Your Video Library
- Your Android Apps & Devices

AT&T M-Cell 4:24 PM 43%

amazon prime

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Subscribe & Save

Be your family's hero: save time and money with Subscribe & Save

- Automatic deliveries of your favorite items
- Save up to 15%
- Skip or cancel anytime

HOW TO GET STARTED?

Multiple offerings for people with different preferences



prime reading
Prime members read free

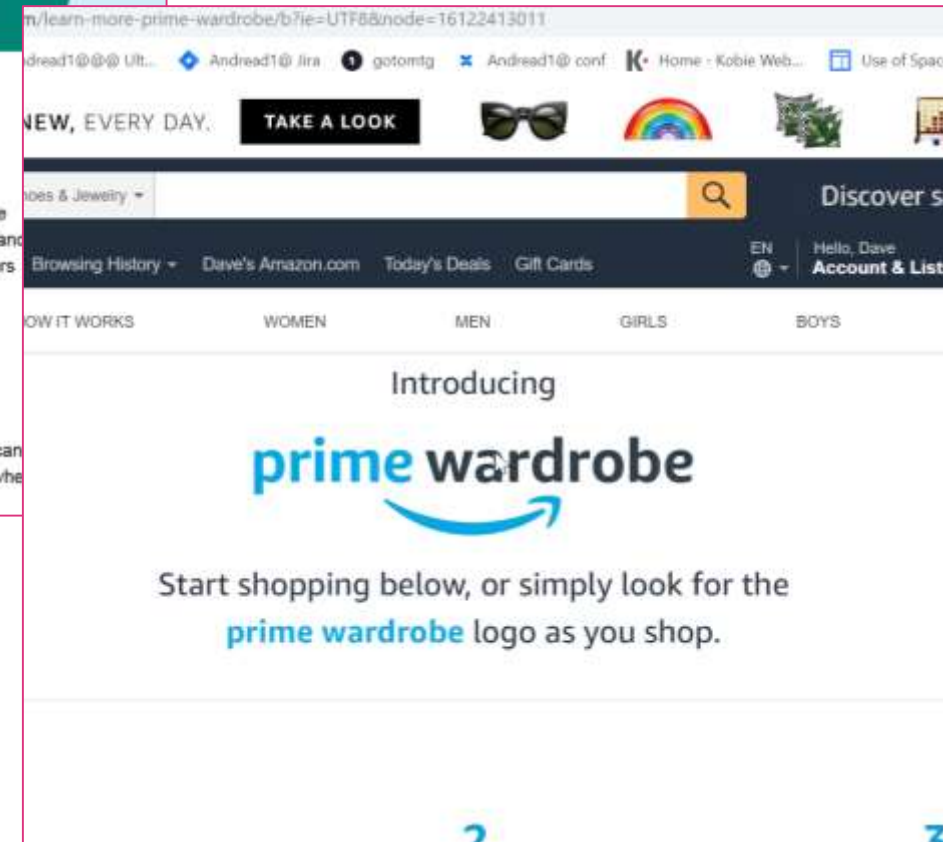
[Learn more about Prime](#)

Unlimited Reading
Books, magazines, Audible narration & more

Prime members can now read as much as they want from over a thousand books, magazines, comics, Kindle Singles and more. With fiction, non-fiction, children's books, short works, and magazines right off the newsstand you'll always find something to read. Prime Reading includes books with Audible Narration, so Prime members can switch seamlessly between reading and listening without ever losing their place.

Any Device
Read anytime, anywhere

You don't need a Kindle device to enjoy Prime Reading. With our free Kindle apps for iOS and Android, you can read on any device as well as on any Kindle or Fire tablet. Download the Kindle app, and read anytime, anywhere.



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NEW, EVERY DAY. [TAKE A LOOK](#)

Discover something new

Introducing **prime wardrobe**

Start shopping below, or simply look for the **prime wardrobe** logo as you shop.

WHAT WE LOOK FOR: RECIPROCITY.

Options to share benefits with family and friends

Rewards positioned as gifts

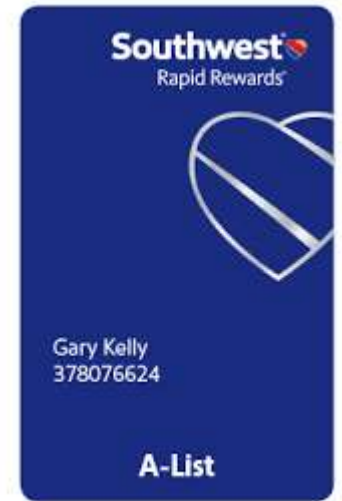
Support for community

Markers of appreciation

Reinforcement of ongoing relationship



**WHO'S DOING
IT RIGHT ON
RECIPROACITY?**



**SEPHORA
Beauty INSIDER**

Rewards positioned as gifts

Markers of appreciation





It's good to belong



Annual Member Dividend

Treat yourself to sweet gear thanks to your annual member dividend. Learn more and check your dividend amount now.

[Check your dividend](#)



Vote Now for REI's Board

REI's board stewards the co-op on your behalf. Learn more about the nominees and cast your vote.

[Vote now](#)



In-store Garage Sales

Score epic deals (think 50%+) on gently used and returned gear at legendary member-only Garage Sales.

[Mark your calendar](#)



Member Exclusive Events

Enjoy fun member-only events across the country, from gatherings with local brews to new-member hikes and more.

[Explore events](#)

Learn all about [REI Co-op membership](#). Not a member yet? A lifetime of perks is just \$20.

ADDITIONAL CATEGORIES.



COMMUNITY.

WHAT WE LOOK FOR:

Many ways to interact

Get advice and resources

Groups for different interests

Large enough to provide variety of interactions

Feels natural / genuine

Self-expression



Feels natural / genuine

Groups for different interests

The screenshot displays the Sephora website's BeautyINSIDER Community interface. At the top, there's a navigation bar with a search bar, the Sephora logo, and user information for 'Hi, Rhonda' (INSIDER 0 pts). Below this is a menu with options like SHOP, NEW, BRANDS, GIFTS, QUIZZES, COMMUNITY, and HAPPENING IN STORE. The main content area features a 'BeautyINSIDER COMMUNITY' banner with the text 'Real people. Real time. Real talk. Find beauty inspiration, ask questions, and get recommendations from members like you. You ready?' and a 'COMPLETE YOUR PROFILE' button. To the right, there are eight group cards, each with a circular icon, a title, a description, member counts, and a 'JOIN' button.

Group Name	Description	Members	Posts
Skincare Aware	All skincare everything.	378876	10472
Everything Eyes	Liners. Lashes. Shadows. Oh my.	194869	8044
Trending Now	Stay up to date on the latest products, brands, and features available at Sephora.	132667	2452
Best Hair Ever	The long and short of it. *Flips hair*	129975	5071
Lip Lovers	Sticks. Stains. Glosses. *Heart eyes emoji*	86624	3856
Insiders	Discuss the latest rewards and more.	85268	4204
PLAY! by SEPHORA	Discover or go deep on the monthly beauty subscription box. Play on, players.	82627	6615
Beauty Confidential	The best beauty advice you've ever received. Go.	80599	3362

Many ways to interact



*Beauty*INSIDER
COMMUNITY

Real people. Real time. Real talk. Find beauty inspiration, ask questions, and get recommendations from members like you. You ready?

COMPLETE YOUR PROFILE ▶



<p>JOIN GROUPS ▶</p> <p>Find others who share your beauty interests and concerns.</p> 	<p>TALK ABOUT IT ▶</p> <p>Ask questions, post answers, and be part of relevant conversations.</p> 	<p>GET INSPIRED ▶</p> <p>Post and browse looks and videos from other Beauty Insider members.</p> 
<p>CHAT LIVE ▶</p> <p>Discuss products with other shoppers in real time.</p> 	<p>GET ADVICE ▶</p> <p>Read reviews and share your own recommendations.</p> 	<p>SEE COMMUNITY EVENTS ▶</p> <p>Check out what's on the calendar this month.</p> 

NEW PROGRAM LAUNCH / RE-LAUNCH.

WHAT WE LOOK FOR:

Consistent communication across all channels

Clear communication of benefits

*Easy transition from prior program
(if applicable)*

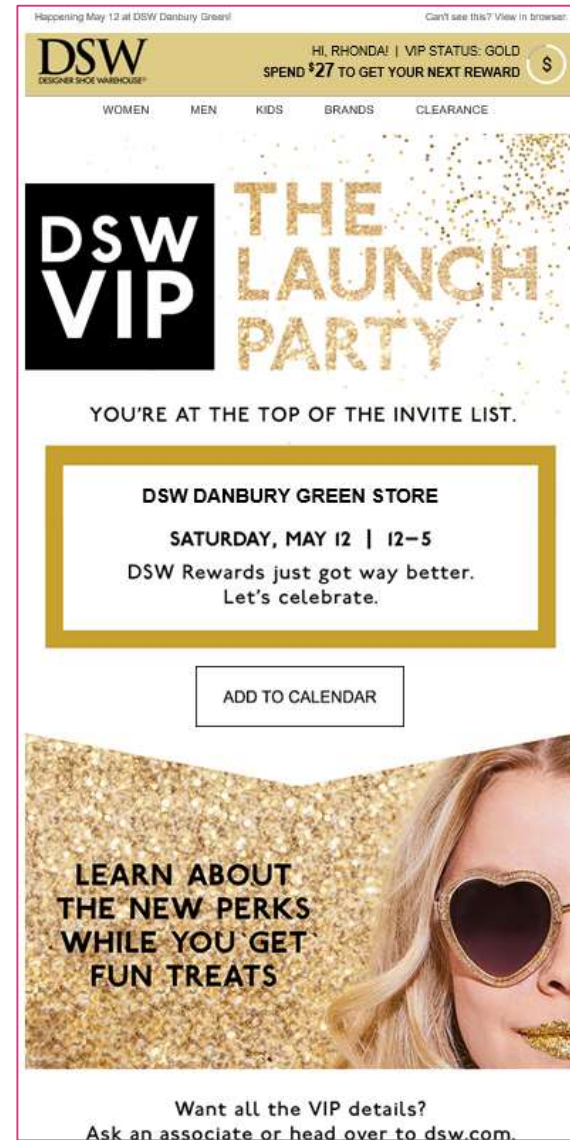
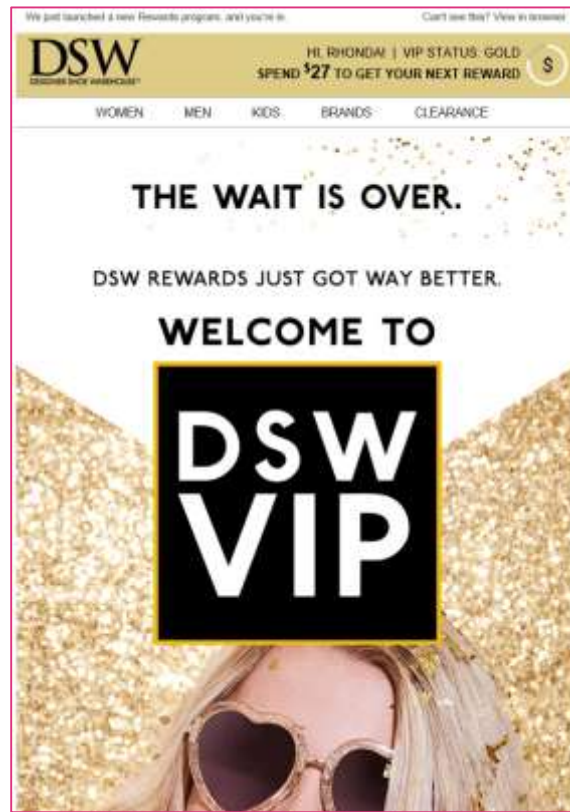
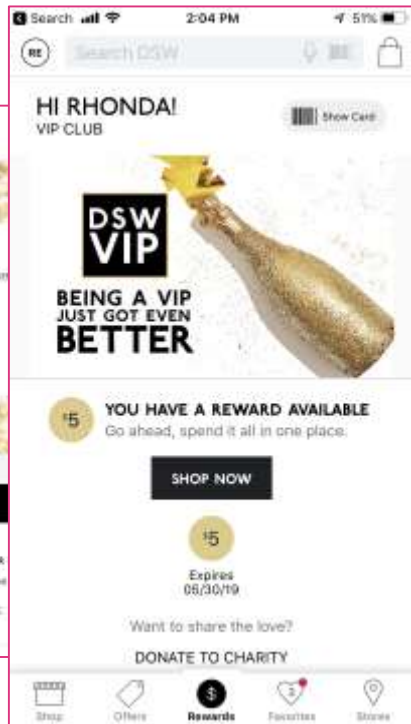
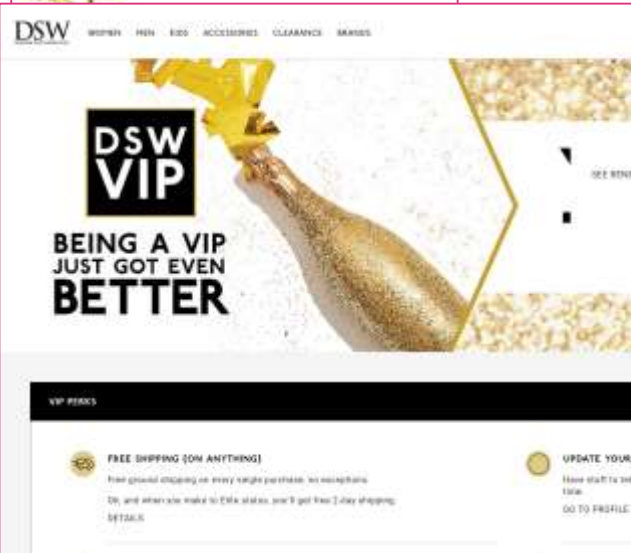
Media/social buzz

Employee engagement



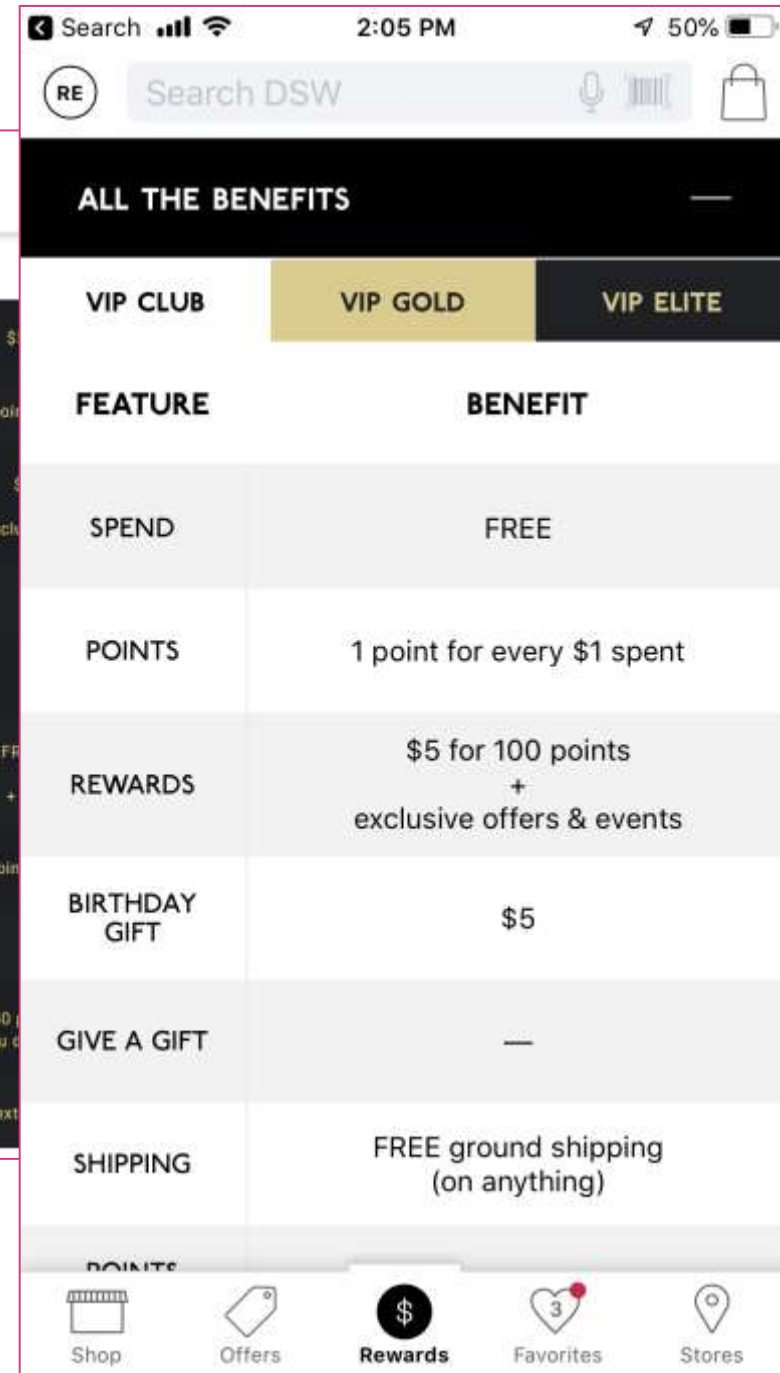
Consistent communication across all channels

Easy transition from prior program



Clear communication of benefits

	VIP CLUB	VIP GOLD	VIP ELITE
SPEND	FREE	\$200 annual spend	\$500 annual spend
POINTS	1 point for every \$1 spent	1 point for every \$1 spent	2 points for every \$1 spent
REWARDS	\$5 for 100 points + exclusive offers & events	\$5 for 100 points + exclusive offers & events	\$10 for 100 points + exclusive offers & events
BIRTHDAY GIFT	\$5	\$5	\$10
GIVE A GIFT	—	✓	—
SHIPPING	FREE ground shipping (on anything)	FREE ground shipping (on anything) + FREE returns	FREE ground shipping (on anything) + FREE returns
POINTS EVENTS	—	Two 2X points days	One 3X points day
EARLY ACCESS	—	✓	—
SHOE DONATION	50 points for every day you donate shoes in store	50 points for every day you donate shoes in store	50 points for every day you donate shoes in store
DSW VISA®	1 extra point per \$1 spent	1 extra point per \$1 spent	1 extra point per \$1 spent



MOST IMPROVED OVER TIME.

WHAT WE LOOK FOR:

*Keeping up with – and ahead of – what
customers want*

Keeping up with technology

Better use of member data

Filling gaps in the program benefits

*Embracing changing patterns in how
customers shop*



From solely dual pricing...to a multi-channel, multi-faceted, personalized shopping and savings tool
Better use of member data – personalized offers

SAFeway Shop Rewards My List: 0 Hi Shonda
 2400 Peoples Plaza, Newark DE 19702
 Change My Store | Store Locator
 My Account | Sign Out
 Search By Keyword

just for U Shop Rewards Our Store Recipes Pharmacy Weekly Ad

My Rewards
 Your clipped Grocery Rewards offers will show up here once you add them to your account.
 Use your registered phone number at checkout to claim your offers.

Earn points. Redeem Rewards.
 Use rewards for discounts on gas or groceries.

The choice is up to you, use your Rewards for..

- Gas discounts at Participating Stations
- OR
- Grocery offers below

TRACK REWARDS

Track your rewards on the go using the Safeway app!

Download on the App Store
 ANDROID APP ON Google Play

1 Reward

<p>\$1 OFF Your Next Purchase of \$1 or more.* Clip by 3/31/2019</p> <p>Requires 1 Reward</p>	<p>\$2 OFF Any In-Store Bakery Purchase of \$2 or more.* Clip by 3/31/2019</p> <p>Requires 1 Reward</p>	<p>Hot Offer FREE Signature Kitchens Apple Juice 64-oz. Limit 1. Clip by 3/31/2019</p> <p>Requires 1 Reward</p>
<p>Hot Offer FREE Satisfy by refresh Sparkling Water 12-pack, 12-oz. cans, Limit 1. Clip by 3/31/2019</p> <p>Requires 1 Reward</p>	<p>FREE 1 Hass Avocado Excludes X-Large, Jumbo & Organic. Limit 1. Clip by 3/31/2019</p> <p>Requires 1 Reward</p>	<p>FREE Signature Kitchens Frozen Vegetables 16-oz. Excl. Sor Fry, Pepper Stripe or Vegetable Blends. Limit 1. Clip by 3/31/2019</p> <p>Requires 1 Reward</p>
<p>\$1 OFF When you spend \$1 or more on Primo Taglio Black Forest or Applewood Honey Ham In the Deli. Clip by 3/31/2019</p> <p>Requires 1 Reward</p>	<p>FREE 2 Signature Kitchens Condensed Soups 10.5 to 10.75-oz. Chicken Noodle or Tomato. Must pick up 2. Clip by 3/31/2019</p> <p>Requires 1 Reward</p>	<p>\$1 OFF When you spend \$1 or more on 80% Lean Ground Beef Value Pack. Clip by 3/31/2019</p> <p>Requires 1 Reward</p>

2 Rewards

<p>\$2 OFF Your Next Purchase of \$2 or more.*</p>	<p>\$3 OFF Any Produce Department Purchase</p>	<p>FREE OverJoy Bread 16 to 24-oz. Limit 1</p>
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Filling gaps in the program benefits – choice of grocery or fuel discounts

The screenshot shows the Safeway website's Rewards program page. At the top, there's a navigation bar with 'Shop', 'Rewards: 0', and 'My List: 0'. The main heading reads 'Now Redeem REWARDS for Gas *or* Groceries*'. Below this, it says 'Register today to start saving!' with a 'Register Now' button. The 'EARN POINTS' section is visible at the bottom, detailing earning rates for Groceries and Pharmacy (1 point per \$1) and Gift Cards (2 points per \$1).

SAFeway Shop Rewards: 0 My List: 0
2400 Peoples Plaza, Newark DE 19702
Change My Store | Store Locator

just for U Shop Rewards Our Store Recipes Pharmacy Weekly Ad

Now Redeem REWARDS for Gas *or* Groceries*

Register today to start saving!

[Register Now](#)

EARN POINTS

- 1 POINT** Groceries and Pharmacy
Earn 1 Point for every \$1 of qualifying spend*
- 2 POINTS** Gift Cards
Earn 2 Points for every \$1 of qualifying spend*

The infographic is divided into two main sections: 'EARN POINTS' and 'REDEEM REWARDS*'. The 'EARN POINTS' section lists two ways to earn points: 1 point for every \$1 spent on groceries and pharmacy, and 2 points for every \$1 spent on gift cards. It also notes that users should use their registered phone number at checkout and that 100 points equal 1 reward. The 'REDEEM REWARDS*' section is split into two columns. The 'Grocery Rewards' column lists three steps: signing into the account, adding reward offers, and picking up items in-store. The 'Gas Rewards' column lists two steps: visiting a participating gas station and redeeming rewards at the pump. It also states that 1 reward equals 10 cents per gallon of savings and includes a link to learn more about gas rewards. A note at the bottom says '*See Terms and Conditions'.

EARN POINTS

- 1 POINT** Groceries and Pharmacy
Earn 1 Point for every \$1 of qualifying spend*
- 2 POINTS** Gift Cards
Earn 2 Points for every \$1 of qualifying spend*

Use your registered phone number at checkout

100 Points = 1 REWARD*

REDEEM REWARDS*

Grocery Rewards

1. Sign into your account on app or website
2. Add Reward offers* to your account
3. Pick up your item in store and enter your phone number at check out

Shop to unlock more offers!

Gas Rewards

1. Visit a **participating gas station**
2. Redeem rewards* at the pump

1 REWARD* = 10¢ per/gal of savings

[Learn more about Gas Rewards »](#)

*See Terms and Conditions

TAKEAWAYS





THANK YOU.