Best Of: Strategy to Drive Greater Enterprise Value.

Armando Pando, VP, Client Services



Little L Big L Big L Loyalty

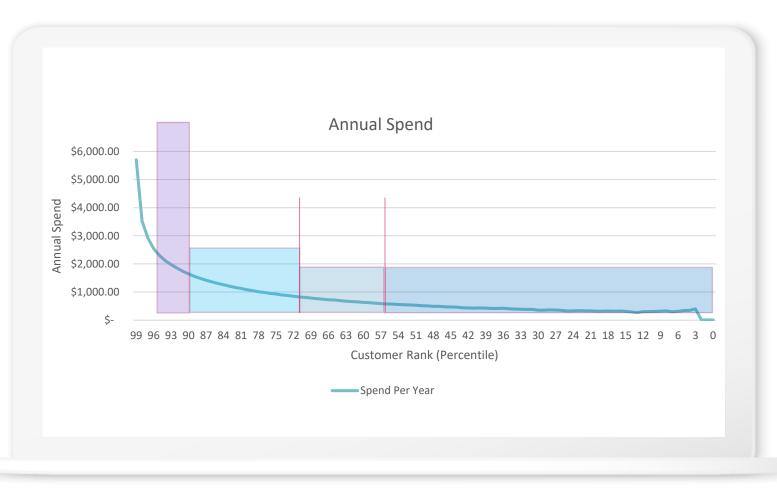
In the market, loyalty is defined two ways: **Big L Loyalty = Brand loyalty** and **Little L Loyalty = Programmatic loyalty**

- The most effective mechanism to impact Big L loyalty is through a thoughtful Little L loyalty strategy
- A well-designed loyalty program can be the most effective way to drive brand loyalty
- If done properly, all customers should be part of your loyalty program



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Stuck In The Middle And Aspiring For More.





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Stuck In The Middle And Aspiring For More.





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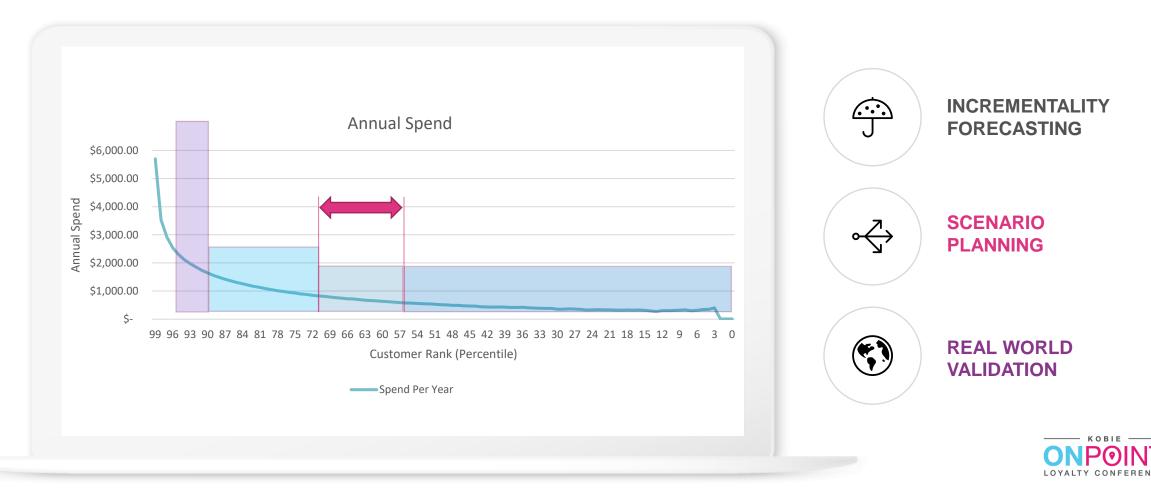
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Stuck In The Middle And Aspiring For More.



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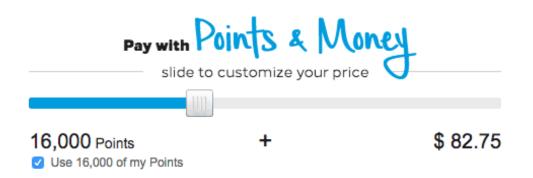
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Points + Money.



Hilton credits Points + Money for:

- Increased enrollment (50%)
- Increased penetration of nights (30% to 65%)
- Increased redemption (38% of members to 70%)





Dynamic Rewards.

Enables Southwest to revenue manage rewards the same as fares.



Departing flights	🛪 = Change planes	Business Select	Anytime	Wanna Get Away
1 stop #443/1753 2:10 _{PM} → 10:15 _{PM}	Duration 7h 5m STL 1 stop 3h 45m	30,742	29,146	8,127
2 stops # 443 / 475 2:10 _{PM} → 11:00 _{PM}	Duration XX 7h 50m STL DAL DAL 2 stops 1h 50m 0h 50m	30,742	29,146	19,228 1 left
1 stop # 1660 / 2304 3:50 PM → 10:45 PM	Duration 5h 55m DEN 1 stop 1h 5m	30,742	29,146	14,222





Partnerships.







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Platinum Medallion

Go Platinum and get

rewarded. Enjoy Unlimited Complimentary Upgrades, waived Award Ticket change fees, and benefits that only Delta offers like a customizable Choice Benefit, Rollover MQMs and more.

SkyMiles Reserve

SIGN UP LOG IN 🖉 Q

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Get to Know Shattle

70K + 10K MQM's / \$5K

SkyMiles Platinum

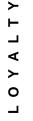
60K + 5K MQM's / \$3K

SkyMiles Gold

50K / \$2K

SkyMiles Blue \$10K / \$500





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Sit Up Front

Eligible for Unlimited Complimentary Upgrades to First Class and Delta Comfort+[®].

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Waived Fee Enjoy your first checked bag free for yourself and your companions.

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Key Takeaways.

01

Loyalty should be the lens by which you engage with all of your customers and can be "Built for All" in support of your business objectives.

02

Financial Modeling can help identify opportunities to make adjustments such as program mechanics, messaging strategies and partnership opportunities

03

Personalization can now be part of your arsenal by identifying the right consumers deserving unique treatment. From here you can layer further segmentation like Emotional Loyalty Scoring to effectively communicate with your customers.





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