



Fighting for the loyalty of your customers

Lecture description:

Generally, one of the main characteristics of mature markets is the high level of competition among players active therein. Fight for market share and customers' wallets is fought on multiple planes and with multiple instruments and marketing gimmicks. One of such instruments is the development of customer loyalty programmes - which can range from simple 'cash-back mechanisms' to multi-partner/ multi-branded/ trans-national programmes.

During this lecture, we will discuss how loyalty programmes are designed, developed, managed and implemented. We will deep dive in the design process of such a programme, identifying the triggers leading to the implementation of one mechanism over the other, impact on customers' brand perception, the fine boundary between 'deception' and 'meaningful reward'. Adding a dash of behavioural economics in the mix, after completing this case study, you will be able to evaluate existing loyalty programmes you encounter day-to-day, but also set the foundation of a loyalty programme yourselves.

Course information

Lecturer: Mircea Giurcan (EY)

Prerequisites:

Nice-to-have: basic awareness of loyalty programmes around you (pharmacy chains, airlines, gas stations, etc.)

Notes:

We plan to make this course as interactive as possible, allowing you to analyze and diagnose some existing loyalty programmes and potentially design a new one for a real life company.

Bibliography:

n/a