

Loyalty Audit

Accelerate Customer Loyalty and Boost Membership

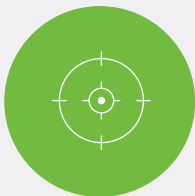
Do you want to create a loyalty program? Or are you trying to determine if your current program is delivering the results you need? Our Loyalty Audit is designed to help you evaluate and enhance your loyalty strategy, ensuring it aligns with your brand goals and maximizes member engagement.



Our Loyalty Program Strategy & Design Methodology

Estimated Timeline: **14-16 weeks for completion**

Our four-phased approach is a thorough assessment to create or optimize your loyalty program, based on your brand's strategy and KPIs:



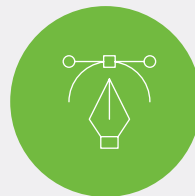
Define

- **Understand Brand Goals:** Align loyalty objectives with your overall business goals.
- **Business and Loyalty Objectives:** Clarify what success looks like for your loyalty program.
- **Stakeholder Interviews:** Gather insights from key stakeholders to inform program improvements.



Explore

- **Customer Profile + Competitive Assessment:** Analyze customer data and benchmark against competitors.
- **Loyalty Scorecard:** Evaluate your current program's performance through key metrics.
- **Customer Survey and Industry Insights:** Collect feedback from your customers and leverage industry trends.



Design

- **Program Development and Strategy Construction:** Build a robust loyalty program strategy.
- **Value Proposition, Future State, Hard and Soft Benefits Construct:** Develop a compelling value proposition and structure program benefits.
- **Tier Analysis:** Create a tiered rewards system to encourage deeper customer engagement.



Validate

- **Creation of 1-2 Flexible Financial Templates:** Ensure the program's financial viability.
- **Validate Design, Strategic Spend, Funding Rate, and ROI:** Confirm the program's effectiveness and return on investment.

Why Baesman’s Loyalty Audit?

Customized Loyalty Programs

We understand that every brand is unique. Our approach ensures your loyalty program is tailored to fit your specific needs rather than a one-size-fits-all solution. And we’re technology agnostic. We work with virtually any platform, or we offer our proprietary platform, Intuition, so your strategy drives your program not your technology.

Expert Execution

Our team handles the detailed work, allowing your team to remain focused on core business activities. We address loyalty strategy and financial impacts quickly and efficiently so you can deliver the information to your stakeholders.

Comprehensive Evaluation

Whether you’re evaluating the need for a loyalty program or assessing an existing one, our four-phased approach provides the insights you need to make informed decisions.

Ongoing Engagement

Loyalty is not a set-it-and-forget-it strategy. We help you develop an “always-on” strategy to keep customers continuously engaged with benefits that extend beyond transactions.

Loyalty Scorecard

Receive a detailed scorecard to understand the metrics that matter and see how your program stacks up against industry benchmarks.

Brands that trust us to do their loyalty audits



Loyalty360 Best in Class Award Winner Top 10 Agencies



Let’s Talk!

Transform your loyalty program into a powerful member engagement and business growth driver. Contact us today to learn more about our Loyalty Audit and how it can help you achieve your goals.

Get started now by contacting us at getpersonal@baesman.com

