



A Stream Loyalty Guide...

Using Loyalty To Drive Sustainability

"We don't need a handful of people doing zero waste perfectly. We need millions of people doing it imperfectly."

Anne-Marie Bonneau



Inspire Employees to Become More Sustainable

Create an internal loyalty programme designed to drive the right behaviours, showcase the opportunities available to your employees and the steps that you are taking to improve the sustainability of your business for all the stakeholders.



TOP TIPS TO...

Motivate Employees

1. Working Smarter

Why not introduce an intelligent working policy where your employees are measured on output rather than hours. Not only are you likely to have a much happier workforce, but you will find that they balance work and life to improve their wellbeing and productivity. As part of the policy you could allow working from home to reduce the environmental impact of your office.

2. Travelling Smarter

By introducing the ability for employees to work from home, you will reduce the amount of commuter miles your business is responsible for. You can also introduce a public transport first strategy, only book economy seats on airlines and car share wherever possible. Reward your employees every time they car share with another employee or take public transport instead of driving.

3. Buying Smarter

Introduce a policy that ensures your team consider all their options whenever they are looking to work with a new supplier or make a purchase. Firstly, ensure that you really need the product, and that you can't refurbish or repair something you already own. With suppliers you need to assess their green credentials by asking them about their emissions and what their sustainable goals are.

4. Volunteering Opportunities

Can you make it easier for your employees to donate their time or skills to local causes? Get in touch with local businesses and see if you can create a list of ideas that your team can participate in. Reward your members with extra holiday for every volunteer day.

5. Customer Service Excellence

Your business isn't sustainable without customer excellence. To grow, it is crucial that you have happy stakeholders across the board and that your employees are delivering against your values. Mission led businesses are outperforming their counterparts by 134% on average.

"We don't have to engage in grand, heroic actions to participate in change. Small acts, when multiplied by millions of people, can transform the world."

By Howard Zinn



Inspire Customers to Become More Sustainable

With as many as 63% of consumers globally willing to pay extra for goods and services that come from businesses committed to sustainability, are you making enough of your commitment?



TOP TIPS TO...

Motivate Customers

1. Purchase Smarter

Make it clear on your website or e-commerce site which products are the most environmentally friendly and reward customers every time they switch to a greener product. Use the buying process to your advantage to recommend an alternative product throughout their journey and demonstrate the impact that they can have by switching.

2. Reduce Deliveries

Motivate your customers to reduce the number of deliveries they request. You don't want to stop them ordering, but you could reward them for setting up regular deliveries by adding a surprise product to their delivery every so often or providing extra rewards. Not only will this allow you to forecast better, but you will also increase their basket size.

3. Share The Wealth

If you already have a loyalty programme then you can offer your members the ability to donate their points to charity when they are making a redemption. Make the process frictionless to encourage donations. You could also share the wealth by giving the same percentage that you give to customers to local charities or organisations.

4. Repair, Repurpose, Recycle

Encourage your customers to return their packaging or their old products so that you can either repair, re-purpose or recycle them. This will give you an extra touchpoint with your customers and allow you to reduce your waste impact; this ties into one of the UN's 17 sustainable development goals and takes the ownership away from the customer, allowing them to feel good without the effort. Reward customers each time they recycle an old product or their packaging.

5. Sustainable Rewards

Highlighting the most sustainable options shouldn't stop at your products. Introduce the same grading in your reward shop if you can. Could you go as far as helping customers to offset the emissions of each reward redemption by making it easy to donate the equivalent points? Use the data that you have to report back to each member on the impact that they have had and even the impact that they could have had.



Putting It Into Practice...



Conscious Choice by Etihad Airlines

The Details

Etihad Airlines has just been named as the Environmental Airline of the Year 2022. They had planned their first NetZero flight from Washington to Sharm El Sheikh for COP27.

As part of their commitment to sustainability they introduced Conscious Choices into the Etihad Guest loyalty programme, where members are rewarded for making green choices. This includes packing lighter and offsetting emissions from individual flights or home life. Their reward shop offers guilt-free products and members can track their green credentials using a badge system on the app.



Costa Club by Costa Coffee

The Details

Costa Coffee's baseline loyalty programme rewards members with a free drink for every 8 that they purchase and a free cake on their birthday. Who doesn't like free cake! To encourage their members to become more sustainable they have halved the number of drinks members need to buy to get a free one, provided that they use their own cup.

With up to 7 million disposable cups being used per day in the UK, and very few of these being recycled, this is a great example of how loyalty can help businesses reduce their impact on the environment.



Melanie Parker

Passionate about all things loyalty, Melanie cuts through the technical jargon and gets to the real business issue. Melanie loves to develop engaging digital solutions that appear simple whilst creating long lasting partnerships that add value to all.



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We love talking about all things loyalty – if you fancy a loyalty chat, we'd love to hear from you!

About Stream

Stream are passionate about loyalty – we are the experts after all!

As a tech-enabled consultancy, we seek to understand your business challenges and your audience and work with you to craft a loyalty solution that delivers value. We are both consultants and implementers and use our extensive expertise and software capability to deliver proven, lasting results.

Loyalty is not 'one size fits all' and our team of commercial experts work to ensure that your loyalty strategy is right for you.

Whether you need to increase revenue, grow breadth of spend, or create a referrer programme, we have the experience to help sculpt and implement the right solution. Our proprietary loyalty software LoyaltyStream® helps to: retain customers, change buying behaviours, build brand loyalty and drive referrals.

Our LoyaltyStream® software is deployed globally, helping our clients to build trust that delivers brand loyalty and commercial rewards.

We guarantee to be able to help you to Keep, Grow and Win customers for life.



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