



**From Customer Experience
comes Loyalty**



I joined Stream as a Loyalty Account Manager in May. Coming from customer experience research, I was new to the loyalty space. Given the obvious link between the two areas, I was confident in my new role and looked forward to learning all I could about this key industry.

Having spent a few evenings trawling through articles and absorbing many pearls of wisdom from the directors here at Stream, I came to an obvious yet reassuring conclusion. I couldn't have come from a better industry to understand the principles of customer loyalty.

Understanding the principles and methods for delivering a better customer experience means you understand the start of a customer's loyalty journey. Loyalty begins with a positive brand experience. A successful loyalty programme then builds on this and encourages behaviour change that is guaranteed to benefit the business.

Your customer experience teams should also be getting involved. CX surveys should be used to ensure that your business is aware of a customer's engagement and satisfaction with your loyalty programmes. Get a scale satisfaction question in there, with a deep dive verbatim thrown in for good measure. Here's a freebie:

Are you currently a member of our loyalty programme?

If Yes: On a scale of 1 -10, how satisfied are you with the loyalty programme?



If 1-6:

We're sorry to hear that, what could we do to improve your experience in the programme?



If 7-8:

Thank you, we are thrilled you are enjoying the programme, but we see we still have room for improvement. What could we do to further improve your experience?

If you have an external provider running your loyalty programme, then giving them as much information as you can about your customer's feedback on the business will enable them to better segment and target customers for improved engagement.

So, I don't think of this move as joining a new space in marketing, just moving along the customer journey a bit.

About the Author



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With 5 years of experience in CX research, Charlie has a passion for ensuring customers get the most out of his programmes. Having always worked on global projects, he enjoys travelling and the challenges of working with different markets.

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 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 Keep, Grow and Win customers for life.



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