

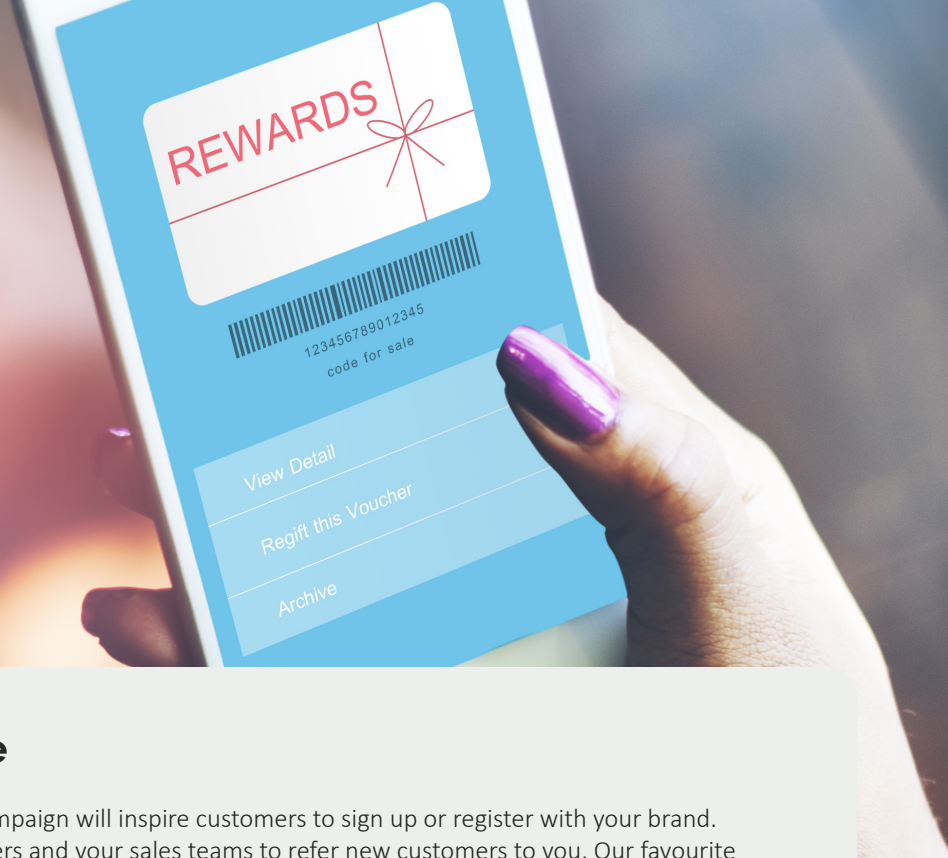


A Stream Loyalty 'WIN' Campaign Guide

Using Loyalty To Inspire Customer Acquisition

The 'WIN' campaign module is designed to encourage new customers to register with you by gamifying the process so that customers earn more rewards the more they do with you.

Rewards can be given for registering an account, completing their profile and placing their first order.



The Objective

A well-executed 'WIN' campaign will inspire customers to sign up or register with your brand. Use your existing customers and your sales teams to refer new customers to you. Our favourite mechanism is utilising a Spin To Win game where each time the customer completes the next step in the sign up process they are awarded a spin of a wheel to win a reward. Including bigger, more aspirational rewards encourages increased participation.



TOP TIPS TO...

Win New Customers

1. Awareness

Bring people on the journey with you. Encourage existing customers to share the 'game' and reward them for referrals. Advertise your game to new customers via a range of social channels, press and email communications.

2. Gamification

The purpose of this game is to unlock a new spin every time the customer completes a new activity. Creating a simple visual process where customers complete steps to earn a spin makes it easy for customers to understand exactly what they need to do.

3. Tiered Process

Tiering the mechanism will mean that the further through the 'game' the customer gets, the better earning potential there is. Give customers an insight into the rewards available at the end of the process to encourage excitement and anticipation.

4. Keep it Short

Set timescales for each activity so that customers can be prompted and encouraged to move to the next level. If a customer hasn't unlocked the next level utilise the loss principle to motivate them to move to the next level. Don't forget to have a plan for customers who complete all the actions. Maybe a final reward, or you could move customers into a longer term loyalty campaign rewarding spend.

5. Aspirational Rewards

Each time a customer completes an activity the rewards can increase in value. We would recommend including a larger, more aspirational reward on one segment of the wheel at each level to encourage participation. Different reward levels ensure customers are being rewarded as they progress and keep the game fresh and exciting.



A Case Study

Showroom Rewards

Driving Retail Footfall

The Challenge

Showroom Rewards was designed to help The Bathroom Showroom's nationwide network of showrooms win more end consumer business. The goal was to motivate trade customers to refer their customers to visit their local Bathroom Showroom. The programme was designed to support and reward the trade but also drive footfall of private customers into showrooms to purchase higher margin product.

Trade installers referred their customers into a Bathroom Showroom and earned points for the referral. If those customers purchased qualifying products, trade installers earned points for every £1 spent. Trade installers in the VIP tier also earned points for purchasing qualifying products via their trade account.

The Results

The Bathroom Showroom saw huge increases in referral-led footfall (231%), with a 300% increase in referral-led sales.

Providing the additional services to support their trade customers and introducing the loyalty programme saw a 30% increase in trade engagement and importantly, gave the business a single customer view.



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 Keep, Grow and Win customers for life.



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