

The image features an abstract background with two overlapping shapes: a yellow shape on the left and a teal shape on the right. A thin black line starts at the top center, curves down and to the left, then curves back down and to the right, ending near the bottom right. The text is placed within these shapes.

**Program
Health Check
and Innovation
Workshop**

**the
loyalty
people**

**Always customer centric.
Always data driven.**

Welcome to The Loyalty People

Consult



We are experts in all aspects of Loyalty, Data and CRM. We are leaders in developing Customer Engagement

We offer an end to end solution from full strategic programme design through to project execution. We offer a flexible service model based on the needs of your business

Our associate consultants are loyalty experts in their vertical and provide our clients with market-leading knowledge and first hand experience

Community



We are the fastest growing global community of loyalty professionals with a network of 8k+ experts in loyalty, CRM and customer engagement, and growing fast!

We are also the largest European loyalty community with c.6k of our 8k members based here

We provide our community with the latest news, thought leadership, latest trends, partner updates and expert opinion.

Coach



The Loyalty People offer coaching and training for all levels of loyalty and CRM

We work with our partners to deliver face to face and virtual training across Europe covering loyalty masterclass, CRM, retention and more.

The Loyalty People also offer bespoke loyalty training for our clients, built to meet the specific needs of their teams and clients

**the
loyalty
people**

Find us on [LinkedIn](#)
and subscribe to our Newsletter at
www.theloyaltypeople.global

Tech and Service Partners we are proud to work with on community marketing and client execution



Clients we are privileged to have helped with customer engagement



CONSULTANCY

The Loyalty People deliver major advantages to our clients

Expertise

The Loyalty People are laser focused on loyalty, CRM and customer engagement. All our vetted Associate Consultants are subject matter experts with specific sector experience. We have sat in your chair! For us, customer loyalty is not a bolt on to our service. Loyalty is what we do.

Value

The Loyalty People is a lean business with global reach. Our business model enables our clients to access experts able to deliver specific knowledge and success. With TLP, you're not investing in the ongoing overheads of a large consultancy, you're investing in your customers

Flexibility

The Loyalty People help all sizes of clients from major international business to small enterprise. We deliver a variety of projects from full loyalty program strategy through to simple scheme optimisation, and everything in between. We build project teams to meet your specific needs and we deliver.

Cutting Edge

We pride ourselves on providing industry leadership and subject matter expertise, to deliver market-leading solutions.

All our projects are bound by a love for customer loyalty and a passion for innovation. We pride ourselves on our focus on the future of the sector

Genuine experts delivering market leading solutions. Flexible, actionable and practical strategies, delivered in a cost effective way

We have a flexible 4 stage approach to building customer engagement.

Not just a strategy but an implementation solution too



Discover

We look at the market and competitors, we perform research and we get under the skin of your business to understand your key stakeholder requirements



Design

We formulate strategies, form hypothesis and build actionable customer engagement strategies supported by full financial business case



Deliver

We lead on execution, with your teams and technology solutions, building scalable solutions and implementing market-leading strategy.



Develop

We design concepts and MVPs, stress test hypothesis and build test and learn methodologies to innovate and differentiate your customer loyalty strategy

Market-leading customer strategy,
delivered by industry experts

Example consultancy services



**Programme Optimisation
and Innovation**



**Market Research
& Customer Analytics**



**Tech Review &
Recommendations**



**CRM Campaign
Optimisation**



**Loyalty Strategy Design
and implementation**



**Data Strategy Review
& Recommendations**



**Business Case for scenario
testing and planning**



**RFP management and
partner recommendations**

Program Health Check and Innovation Workshop

Investing in loyalty
requires clear direction!

We can help create a
strong value proposition
and speed up the
innovation cycle
considerably.

**the
loyalty
people**

**Always customer centric.
Always data driven.**

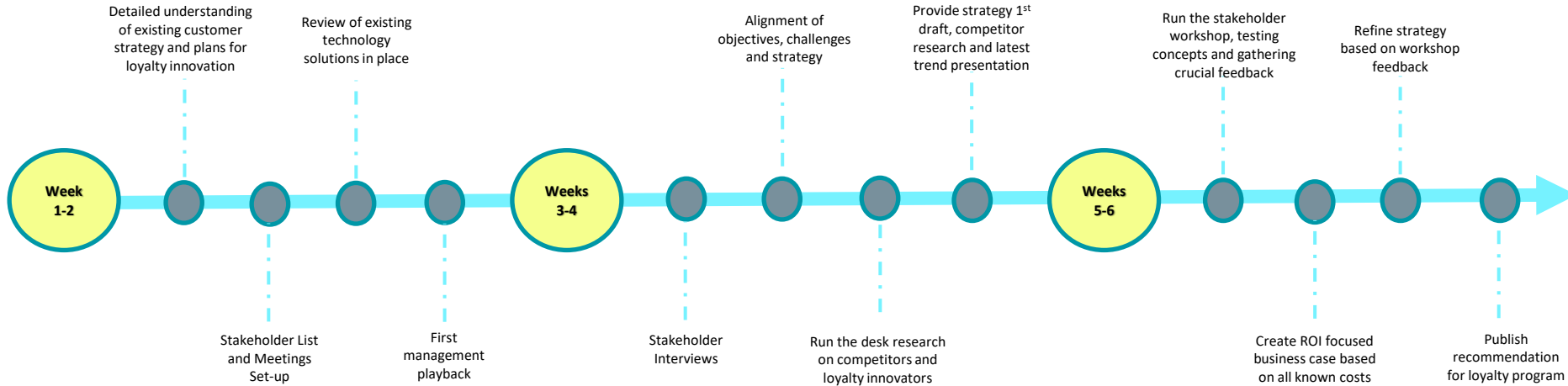
Program health check and Innovation Workshop



1. We will review your current customer strategy and look for areas where innovation can be applied, based on our in-depth understanding of current market trends
2. We will interview key stakeholders from your business to understand their objectives for loyalty and their current challenges (up to 8 interviews)
3. We will run desk research on 10 competitors and/or sector innovators, using our proprietary methodology to benchmark and understand sector requirements. We will present this back alongside the latest industry trends
4. Stakeholder workshop, reviewing all our findings, testing concepts and showcasing innovations, generating invaluable feedback to feed into our design process
5. We will design a NEW Loyalty Strategy Blueprint, incorporating your key stakeholder requirements and detailing innovations for program structure, earn and burn mechanics, tiers and benefits, use of data, comms strategy, partnerships and engagement strategies
6. We will build a business modelling tool to review different scenarios for loyalty and measure the anticipated ROI

Initial Discover Stage Timeline

4-6 weeks



Total cost = £10,000 + VaT

This product provides guidance on key areas of innovation and the general program structure, so that you can move forward quickly. We can also provide a specific detailed and full strategy solution as required

Deliverables



Key stakeholder interviews with feedback recorded in a management report



Current solution and technology mapping, identifying areas for innovation



Clear objectives aligned to defined success KPIs, published in a final management report



Definition of key partnerships aligned to the strategy blueprint



ROI calculation defined through the business modelling tool, which enables scenario planning, in Excel



Desk research on up to 10 competitors / loyalty innovators, detailing how this could be applicable for you



Organisational Structure Review and recommendation for the future, delivered in Excel



High level articulation Loyalty strategy blueprint, defining a market-leading strategy for loyalty, delivered in Powerpoint/Excel

Support we will need

Artifacts

- Customer Personas
- Customer Research
- CRM Performance
- Sales Performance
- Macro Business Strategy
- CRM/Marketing Strategy
- Current facts about Customer Behaviours
- Channel Splits
- Existing Strategy Design

Team Time

- Weekly playback with the Loyalty Team
- Key Stakeholder 0.5 day per week
- Availability to answer questions via email
- A list of key stakeholders to interview (TLP happy to set up sessions)

Stakeholders

- CFO, CMO, COO, CCO
- Head of Loyalty
- Other key marketing roles? (social, Brand, Digital, etc)
- Data/Insights Lead
- Customer Operations
- Any other key people you think will have a key stake in Loyalty

Team Time

- We will provide a workshop with a broad section of organisation, typically 3-4 hours
- Key stakeholder 0.5 day per week
- Finance Resource to align on Business Case assumptions

Recent clients



Outputs that inspire

Our approach is designed to deliver **insightful and inspiring engagements** and the **resources you need** to support a shared ownership of customer loyalty.

Our outputs are tailored to your business needs, and can be delivered in **bespoke formats** supporting detailed business requirements through to board level summaries

Let's talk soon
The Loyalty people

What you'll get

- ✓ Bespoke approach to your requirements
- ✓ First Class Team of loyalty experts
- ✓ Expertise in Customer Strategies
- ✓ Specialist loyalty knowledge
- ✓ Flexible and agile approach
- ✓ Reliable and timely outputs
- ✓ High quality documentation
- ✓ Actionable recommendations
- ✓ Motivating collaborative working
- ✓ Value for money

Let's Talk Soon

the
loyalty
people

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Appendix:

- Testimonials
- Case Studies

Don't just take our word for it

“



“The Loyalty People instantly became part of the team bringing their considerable knowledge and experience to help us understand the opportunities open to us through effective CRM and loyalty, alongside practically driving the implementation of change.

Clearly motivated to help their clients succeed with the experience to make that happen, a first-rate partner to have on board.”

Tony, Director of Marketing

“



We have always run a very customer focused business. But as times and technology change, we need to update the way we manage customer data, and find new ways to capture, understand and make best use of customer insights across our company.

Working with The Loyalty People means we can tap into the very latest thinking and expertise in this area, and provide our in-house team with an experienced and trusted 'helping hand' to achieve our goals.

Emily Mcinnis, Senior CRM Manager

“

tapestry

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Gary, CRM Director (Europe) – Tapestry (Coach, Kate Spade, Stuart Weitzman)

“



The Loyalty People's wealth of knowledge and expertise is unparalleled. They became an extension of the team with their invaluable support and specialist knowledge. From an in depth research piece to a workshop, robust loyalty framework and business plan they have helped us to make an informed and considered leap into loyalty, allowing us to identify and unlock key opportunities. They are always on hand to support and I couldn't be happier with the level of service they have provided.

Carla Raven, Head of CRM & Insight



قطر مول
MALL OF QATAR

A coalition Loyalty Strategy for the Mall of Qatar

Project

Loyalty strategy

Services

Discover & Design / Market review / strategy & detailed business case / resourcing support for key roles

Industry

Retail

The Story

Mall of Qatar wanted a Loyalty proposition that rewarded spend across the retailers in the shopping mall

The Solution



Market review & best in class paper



Coalition loyalty strategy



Detailed business case



This was an in-depth loyalty design strategy working across a large number of retailers to deliver frequency and return visitation to the Mall of Qatar

Tom, MD, The Loyalty People

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antavo

MaxMara
MAYMARA.COM

benefit
SAN FRANCISCO

A new Loyalty proposition for the UK that drives Customer retention & Customer growth

Project

Loyalty Proposition

Services

Discover & Design / Market review / Loyalty design / Delivery plan

Industry

Beauty retail

The Story

Benefit wanted a proposition that was rewarding for customers, flexible from a cost perspective, that leaned towards 'emotional' loyalty.

The Solution



Market review & best in class paper



Detailed proposition design with business case



Recommending the Tech provider with joint delivery plan



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Carla, Senior CRM and Insights Manager, Benefit Cosmetics

Powered by
antavo



A CRM strategy for Christian Louboutin and Carolina Herrera

Project

CRM Strategy

Services

Discover and Design Phase / Market review / CRM Strategy / CRM Data Brief and Trigger Campaign Design

Industry

Beauty Retail

The Story

Puig wanted a review of best in class CRM capability in the Beauty Sector and then a clear CRM strategy for two leading designer beauty brands- Christian Louboutin and Carolina Herrera, as well as a review of their Tech Stack and Data Architecture

The Solution



Market review & best in class paper



CRM strategy with recommended campaigns



Data briefs and review of data architecture



This project is now moving into a 'Dabble' phase to build a test of CRM with the Global Puig Team

Tom, MD, The Loyalty People

MOLTON
BROWN
LONDON

An analytics and insight project to support Molton Brown with a better understanding of their customers

Project

Analytics and Insight

Services

Building Reporting / Acquisition Review /
Customer Value Analysis/ Customer Lifetime
Value

Industry

Beauty Retail



The Story

Molton Brown wanted a better understanding of their Customer Data

The Solution



Monthly Report
creation



Customer Lifetime
Value



Acquisition
Analysis



We have always run a very customer focused business. But as times and technology change, we need to update the way we manage customer data, and find new ways to capture understand and make best use of customer insights across our company. Working with The Loyalty People means we can tap into the very latest thinking and expertise in this area and provide our in-house team with an experienced and trusted 'helping hand' to achieve our goals.

Emily, Senior CRM Manager, Molton Brown

CASE STUDY



A full review of CRM strategy and infrastructure

Project

CRM Strategy

Services

Review of current strategy / CRM
Infrastructure review / test and learn
campaign design / analysis

Industry

DIY and Home Retail

The Story

MKM Building Supplies wanted to fully review their CRM strategy and technical capabilities. Alongside this we build out a test and learn 'dabble' phase with full analysis of results and recommended next steps

The Solution



Full CRM
Review



CRM
Strategy



Reporting and
Data Analysis



The Loyalty People instantly became part of the team, bringing their considerable knowledge and experience to help us understand the opportunities open to us through effective CRM and Loyalty, alongside practically driving the implementation of change. Clearly motivated to help their clients succeed with the experience to make that happen, a first-rate partner to have on board.

Tony, Director of Marketing, MKM Building Supplies

CASE STUDY



A Data Segmentation and Customer Personas

Project

Data Segmentation and Customer Persona

Services

Review of current Data / Static Segmentation / Customer Personas

Industry

Health and Fitness Retail

The Story

PHD SIS wanted to build a real-time customer data store, with static customer segmentation to understand their customers better. Alongside this they wanted to build customer personas to help with targeting and CRM

The Solution



Full Data Review



Customer Personas



Customer Segmentation



Being able to support businesses with a better understanding of their customer data, structuring it correctly and being able to build actionable strategies to improve relevance and targeting is a key deliverable at The Loyalty People. It was key to the ongoing Customer Strategy at PHD SIS to create personas that could be matched in the data and behaviours to enhance their CRM.

Tom, Managing Director, The Loyalty People