



Guide to Building a Great Loyalty program.

The Problem with most loyalty Programmes....

The problem with one dimensional loyalty programs, where people collect points or stamps in exchange for a perceived loyalty to that business, is that there are so many with the same format that they basically cancel each other out. I expect to collect a stamp for every coffee I buy and it ends up having no effect on where I choose to frequent. *It has a feel good vibe when I receive a free coffee but is often lost with the conditions attached to it, meaning that I can't get a large coffee or change to oat milk (as is my norm)*

Loyalty by defined by a strong feeling of support or allegiance. I can't say I've ever felt a 'strong feeling' about a coffee stamp card.

What does give me strong and positive feelings towards a business is when they make a connection with me. And given that in hospitality this is our primary currency, it seems only natural to create a loyalty program that is an extension of theses core values.

How to make your loyalty programme a win-win!

So, let's look at how we can create a programme that is win-win for both your raving fans and your business.

Level 1.

A basic reward structures designed for people to collect points and redeem rewards.

The best systems are both automated for ease of use for both guests and the business and scalable so you are not paying more the more your guests use it.

You'll looking for a software solution that changes based on the numbers of members you have not the number of times they use it.

Flexible, so that you can design the rewards structure to suit your business model.

Easy teach use and teach. You want to have a system where your energy is being channelled to come up with creative and exciting ways to increase connection with your raving fans, not spend on turning to navigate software.

It needs to be teachable so that others on your team can contribute to some of the running of the system, if not in totality but in part at least.

Level 2

Marketing, Both internal and external

Program to have own sub identify within the businesses main brand.

Set a goal to have 100% of the people they enter your business, leave knowing that you have a loyalty program. Exposure is the first step to achieve towards building a successful loyalty program

Use a street to seat approve to make sure you are exposing everyone who comes to your program. Stop point posters, table talkers, point of sale promotions, in person. Think through each step of the guest experience and where your opportunities to tell them about your program can be maximised.

Business cards designed to help people sign up.

Sales

Sign up - training with all staff, they need to be experienced and comfortable with the front face of using the system from the guests' point of view. Then make sure they can trouble shoot for people. Nothing creates distrust faster in a loyalty program than the technology not working for people.

Play the game. Create weekly sign-up target to engage the team in your dream to build a success win-win system for all to enjoy.