

# Today's Businesses are using Yesterday's Loyalty Programs

And they're failing to meet customer expectations



## Yesterday's Loyalty = TRANSACTIONAL

- One-size-fits-all
- Enrollment focused
- Quantity-over-quality
- Discount driven



MEMBER FATIGUE

14

average loyalty programs per person



PROGRAM LIABILITY

\$100B

value of unredeemed points



HARD TO USE

70%

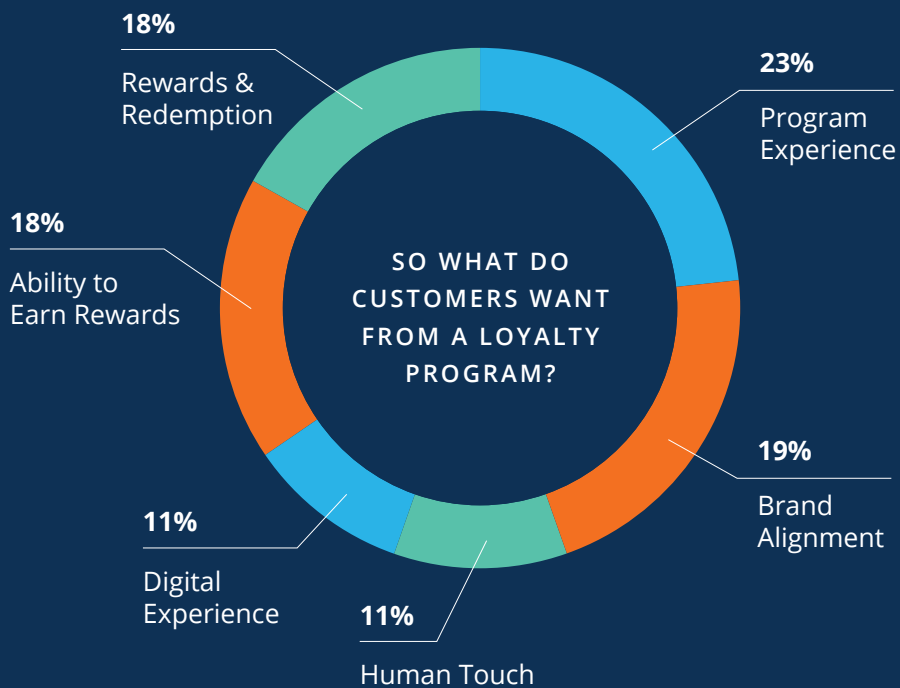
of customer find programs too cumbersome



## Today's Loyalty = HUMAN CENTERED

- Personalized programs
- Data driven
- Experience focused
- Meaningful and memorable

### KEY DRIVERS OF LOYALTY



63%

Value Experience over Points and Rewards

Ready to reimagine loyalty for today's customer?

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