



# Customer Engagement

Creating and managing relationships  
to profitably drive desired customer behavior

establishing a programmatic relationship  
using recognition, benefits, and incentives

to create an opportunity cost for not  
being a regular, frequent customer



- Define behavior changes that drive revenue and profits
- Understand why programmatic relationships are important
- Discuss the role of personalized communications and targeted offers
- Understand how cadence and thresholds create an opportunity cost
- Learn how incentives, recognition and exclusive benefits drive behavior
- Learn how well-crafted incentives can actually drive profits at redemption
- Learn how “listening to the customer” should drive program design
- Understand the role that consumer psychology plays in the process
- Understand the need to respond to an ever changing environment



## How did we get here? Reviewing the foundations of loyalty and its evolution to Customer Engagement



How are you engaged with each Brand?



amazon

NETFLIX

facebook®





And learn about how to establish programmatic relationships and how to welcome new members





Learn how well crafted incentives profitably drive consumer behavior and the importance of cadence and thresholds



**August 14 – August 20**

Make a purchase	Collect
<b>2</b>	<b>25</b> ★
days in a row	Bonus Stars
<hr/>	
<b>3</b>	<b>50</b> ★
days in a row	Bonus Stars
<hr/>	
<b>4</b>	<b>125</b> ★
days in a row	Bonus Stars
<p><a href="#">Join the Star Streak</a></p>	



Understand the role that psychology plays in shaping consumer behavior

Get in the head of the consumer as they strive to elevate their VIP status

Know why opportunity cost is an important component





Learn how CE programs are designed, setting goals interviewing stakeholders, listening to the customer, and developing strawmen





Understand the economics of a good CE program and the costs driven by a bad CEP design

Develop a financial model and the metrics for measuring success





Learn how to manage the program and how they need to evolve over time

Look at the organizational issues that can stifle success



Addressing a real world issue  
– should a high growth brand  
launch a CE program

And a look to the future with  
a preview of Loyalty 4.0



KENDRA SCOTT





To survive, a well-crafted Customer Engagement Program will need to offer member benefits, recognition, and rewards whose costs are more than offset by sustainable incremental revenue

