

# De waarde van loyaliteitsprogramma's

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Steeds meer retailers bieden loyaliteitsprogramma's aan. In de Verenigde Staten doen al 3,3 miljard mensen mee aan zo'n programma, maar ook in Nederland zijn ze sterk in opkomst. Zo ging Media Markt er deze maand mee van start. Maar wat levert zo'n programma nou echt op? En van wie wordt eigenlijk loyaliteit verwacht: van de consument, of ook van de aanbieder? Deze infographic van Selfstarttr geeft antwoord op die vragen.

# THE TRUE VALUE OF Customer Loyalty Programs

## SHOPPERS ♥ CUSTOMER LOYALTY PROGRAMS

There are **3.3 billion** loyalty program memberships in the US, an average of **29** per household

### Loyalty Program Enrollment Is On The Rise



**71%** of those making \$100,000 or more a year are enrolled in a loyalty program

**76%** think that loyalty programs are part of their relationships with brands

## LOYALTY PROGRAMS CREATE PROFITABILITY

It is **6-7 times** more expensive to acquire a new customer than it is to keep one

**75%** U.S. companies with loyalty programs generate a return on investment

Increasing customer retention rates by 5% **increases profits** up to 95%

**83%** of customers agree that loyalty programs make them more likely to continue doing business with certain companies.

### Probability of converting



Existing customers **spend 67% more** than new customers

## MOST BUSINESSES GET CUSTOMER LOYALTY WRONG

**85%** of retailers are in search of ways to add value outside of discounts and promotions

**97%** of loyalty programs are based on spending money to earn money (transactional rewards)

**77%** of transaction-based programs fail in the first two years

Only **25%** of loyalty programs reward customers for some form of engagement

### Who are loyalty programs really for...

**73%** You should be loyal to ME

**66%** You should be loyal to US!

**73%** of consumers say loyalty programs should demonstrate the business's loyalty to customers, but **66%** of marketing execs have nearly the opposite view.

