

Loyalty Ruled by the Heart



Are consumers driven by emotion or reason in 2021?

This is one of the questions we wanted to unpack in **Loyalty Ruled by the Heart**, our second instalment in a three-part series where we examine the future of loyalty as key sponsor of the DMA's yearlong research piece **Customer Engagement: How to Win Trust and Loyalty**.

Discover some of the key findings in the below infographic.

For access to the full **DMA report** please click [here](#). You can also access the first Collinson report, **Loyalty Ruled by the Head**, where we looked at the rational drivers of loyalty customer [here](#).



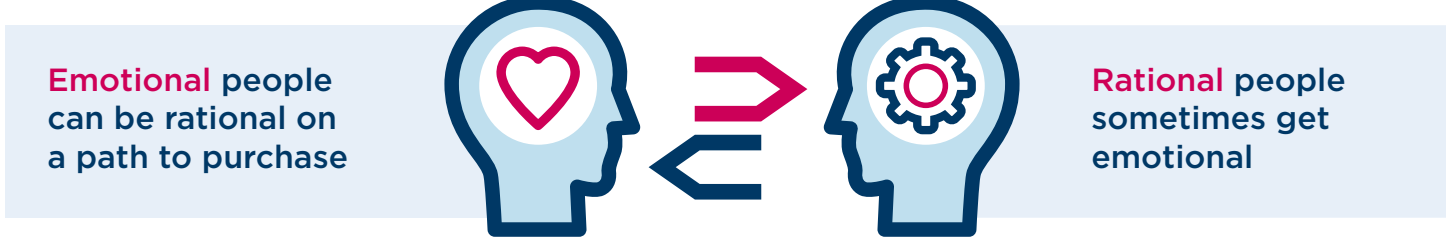
Brands have the capacity to bring joyful, heart-warming moments of real connection to consumers' lives...

...but how can they harness the power of emotional loyalty?

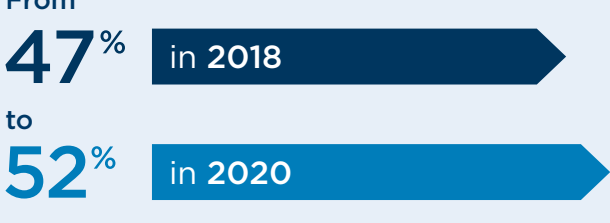
What is emotional loyalty?

Emotional loyalty happens when people look to one brand, regardless of price, convenience, or other rational factors, thanks to a personal connection or affinity with that brand.

Studies suggest it's emotion that drives usⁱ, not reason. But:



Brand compassion as a driver of loyalty has risen...



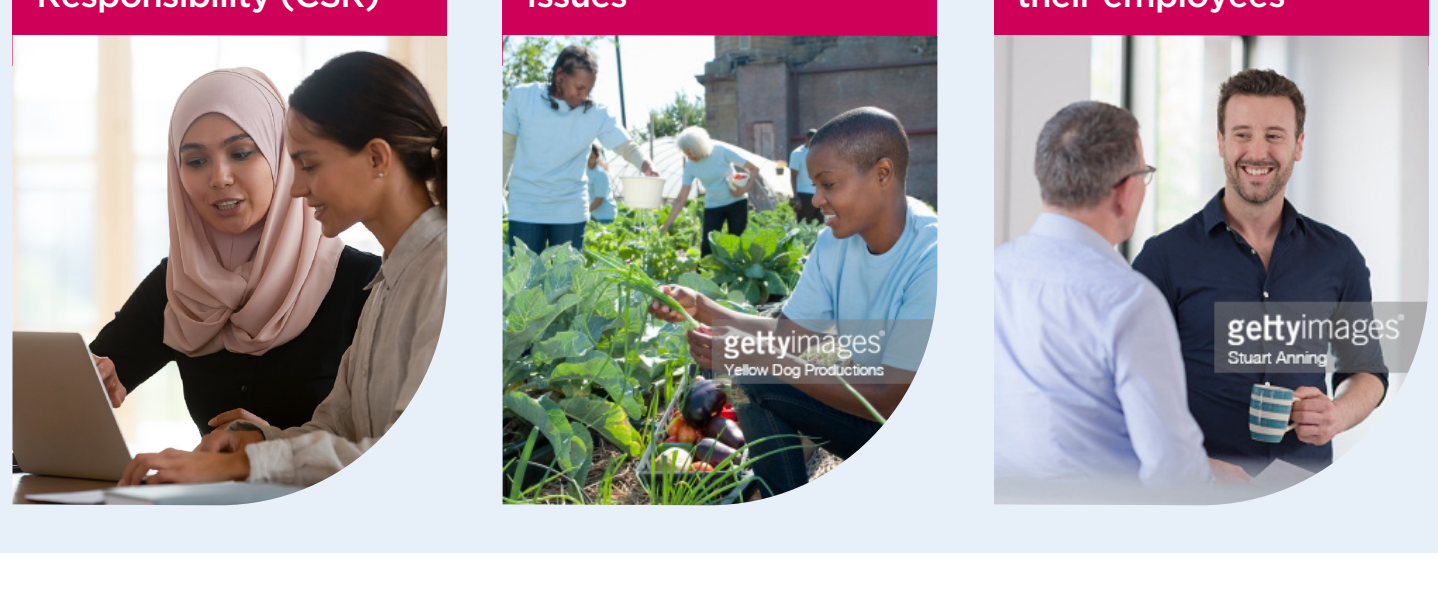
...in fact emotional drivers of loyalty are more important to consumers than ever.

77% of respondents agree that brands should show compassion during the pandemic.

58% said a brand's societal compassion was important to their loyalty up 3% from 2018



Companies are questioning the value of transactional loyalty and thinking more about the softer sides of their business.



Actions speak louder than words

People don't want platitudes – they want action. Brands need to show they are providing practical support and solutions.

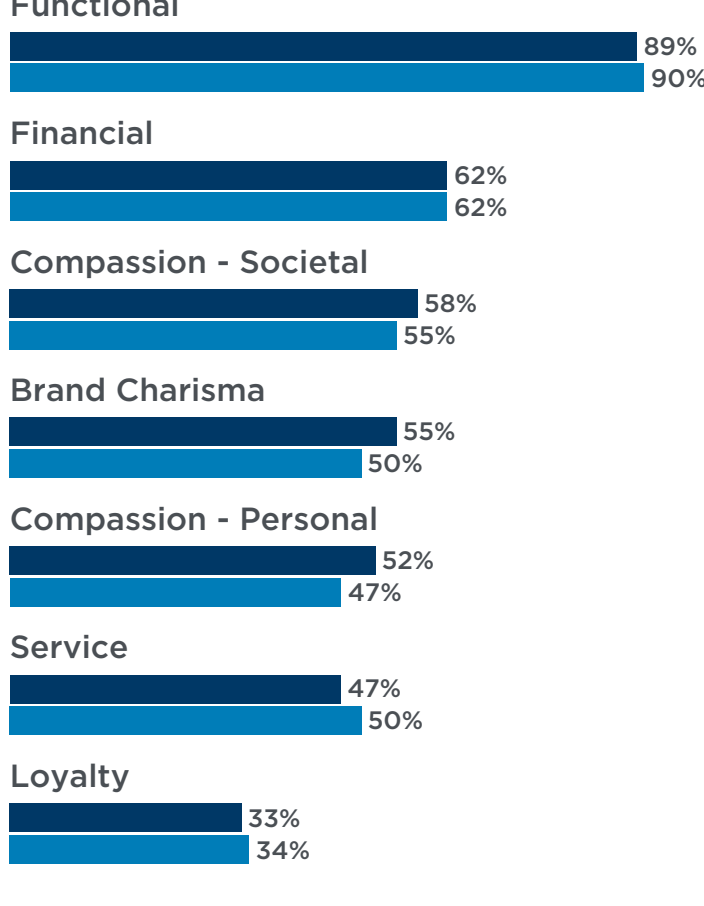


This time, it's personal



What emotional traits make people loyal to their favourite brand?

Since 2018, societal compassion, brand charisma and personal compassion were the only three emotional traits that increased in importance to customers. Others remained the same, or even decreased.

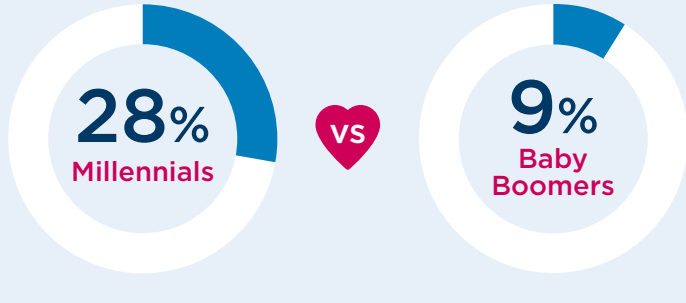


Some don't mind paying for loyalty privileges

Younger consumers seem more open to less traditional types of loyalty rewards, where loyalty isn't earned but accessed for a small premium through short-term subscriptions.

If people are thinking with their heart when it comes to loyalty, perhaps a small monthly payment is a small price to pay.

Engagement with paid-for loyalty programmes



The value of loyalty programmes

Overall people who use loyalty programmes value their rewards with the majority ranking their loyalty scheme as **7 or above out of 10**.



Where will the heart take us?

Offers and discounts will always be important to consumers, but right now they are looking for more. Brands need genuine thought and consideration to not only communicate compassion, connection and meaning but to also really deliver on these.

As we've seen in this report, emotion is driving our purchase patterns more than ever before and this needs to be part of a wider strategy. Personalised experiences build lasting engagement and loyal customers. Speak to Collinson today about how we bring together disparate data sources, unlock insight and provide innovative programmes that deliver increased engagement, loyalty and lifetime value.



About the research

The 'Customer Engagement: How to Win Trust and Loyalty' report is a study by the DMA, in partnership with Collinson, dotdigital, Foresight Factory and the DMA's Customer Engagement Committee.

The August 2020 research involved 2,000 online respondents.

Unless referenced, all data included in this infographic is taken from the survey.

You can read the full report [here](#)

About Collinson

Collinson is a global leader in the provision of traveller experiences including airport lounge access and medical and security assistance and travel medical services. Collinson's traveller experiences include the world's leading airport lounge and experiences programme, Priority Pass, as well as travel insurance, identity assistance, flight delay, international health and travel risk management solutions.

Collinson has over 2,000 employees operating out of 20 locations globally, all working to deliver a broad range of traveller experiences that ensure the safety, welfare and comfort of 55 million people as they travel for business and leisure around the world. We work with clients including American Express, Cathay Pacific, CBA, Mastercard, UnionPay and Visa.