

Loyalty in the Palm of our Hands



The pandemic forced many brands into a digital-first landscape...fast.

How does this affect consumer loyalty?

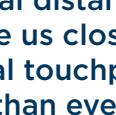
This is one of the questions we wanted to unpack with Loyalty in the Palm of our Hands. It's the final instalment in a three-part series where we examine the future of loyalty as key sponsor of the DMA's yearlong research piece **Customer Engagement: How to Win Trust and Loyalty**. Let's take a look.

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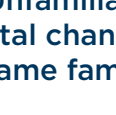
DMA
Data & Marketing
Association

Key sponsor
**Customer Engagement:
How to Win Trust and Loyalty**

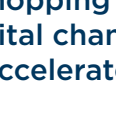
The mass switch to digital-first experiences



Social distancing
made us closer to
digital touchpoints
than ever



**Unfamiliar
digital channels**
became familiar



**Shopping via
digital channels**
accelerated



Consumers are now more willing to engage with brands digitally

47%

of people are
making weekly
video calls

1 in 10

have video
called a
brand

23%

would be interested
in video calling
brands in the future

Source: DMA/Foresight Factory 'How to Win Trust and Loyalty 2020'

The rise of live chat customer service

The popularity of channels like chat customer service are here to stay, with COVID-19 merely being an accelerator of technology.

Real time, instant messaging has become the norm.

52%
of consumers

have used chat customer service and
would do so again, or are interested in
doing so in the future

Source: DMA/Foresight Factory 'How to Win Trust and Loyalty 2020'

CHAT CUSTOMER SERVICE

% who have used chat customer service and would do again or are interested to try

47% 2016

46% 2017

50% 2018

49% 2019

52% 2020

Don't dismiss traditional channels...yet



40% of customers
still prefer to use the
phone when they need
to make a complaint



19% prefer
receiving order
updates via text

Email marketing isn't going anywhere either...



6 in 10
consumers
trust email



7 in 10

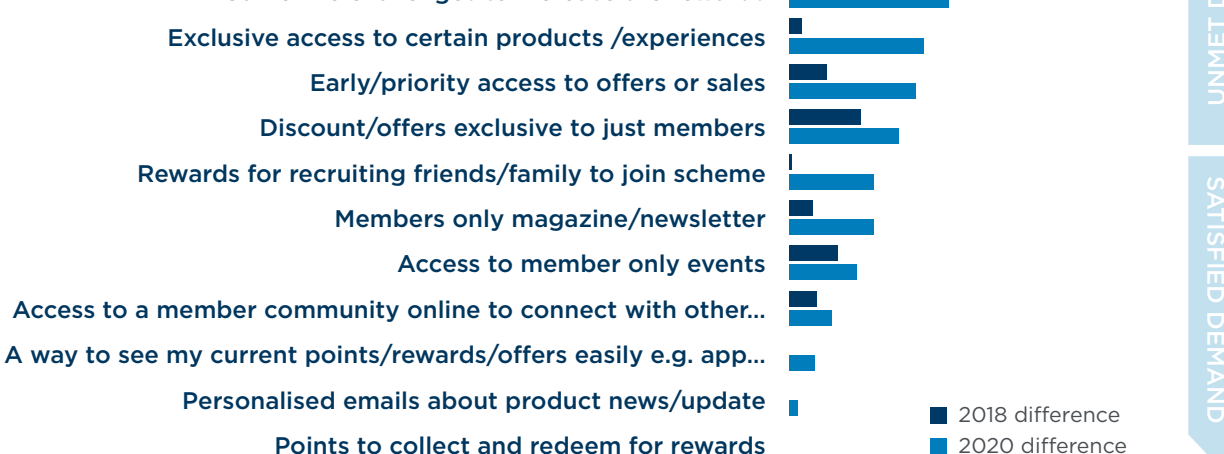
consumers rank email as
their 1st or 2nd preference
of communication channels



Only **1 in 5**
rank social media
as their 1st or
2nd choice

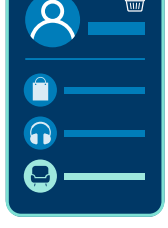


It's what the email is communicating that matters, over and above using it as a tool to sell is how we can connect with an audience and inspire loyalty.

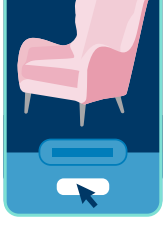


Source: DMA/Foresight Factory 'How to Win Trust and Loyalty 2020'

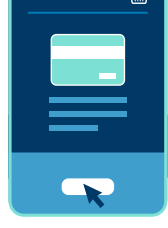
The need for speed



Fast purchase paths...



**...allow consumers to
make quick decisions...**



**...on how they spend
their money**

Moving a little bit closer

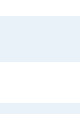
The rapid digitisation of brands has allowed us to feel closer to them than ever before. This has been made possible by these brands using the right data, in the right way to achieve:



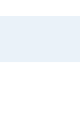
**Greater
personalisation**



**Exclusively tailored
discounts**



**Location-based
offers**



**Gamification
of rewards**

**"Far too often,
businesses collect
this data and they
don't actually use it.
If they start making
that connection with
audiences, they'll start
to see that ROI come
through."**

Gavin Laugenie
Head of Strategy & Insight
Dotdigital



To
**personalise
or
randomise?**



Exceeding expectations for consumers who expect more

It's an expectation that brands know where we want to be rewarded for our loyalty.



**I would like it if loyalty offers I receive
from brands/shops/sites I use related
more closely to what I like**



**Interested in joining a loyalty scheme
that allowed you to collect rewards from
a group of brands and also redeem your
rewards from across the group of brands**



The big question

While the digitalisation of loyalty programmes means there's more behavioural data, what should brands do with it?

As we are increasingly aware, consumers are giving up more and more data about themselves, particularly with the rise of online shopping under lockdown.

Contact as the new commodity

In this digitally, socially distanced age, human interaction is the new luxury.



Forward thinking

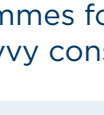
**From people trying grocery
ecommerce for the first time**



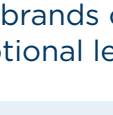
**To Zoom calls with
customer service**



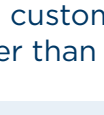
We've learned that technology is changing how we invite brands into our lives.



Whether the answer to
loyalty success lies in
subscription-based loyalty
programmes for newly
tech-savvy consumers...



...or building an online
or social community
for people to interact
with brands on an
emotional level...



...loyalty programmes
now have the ability
to bring brands
and customers
closer than ever.

About the research

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

The research was conducted in August 2020 via an online survey of 2,000 respondents (nationally representative of GB adults). Unless referenced, all data included in this report is taken from this survey.

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.

