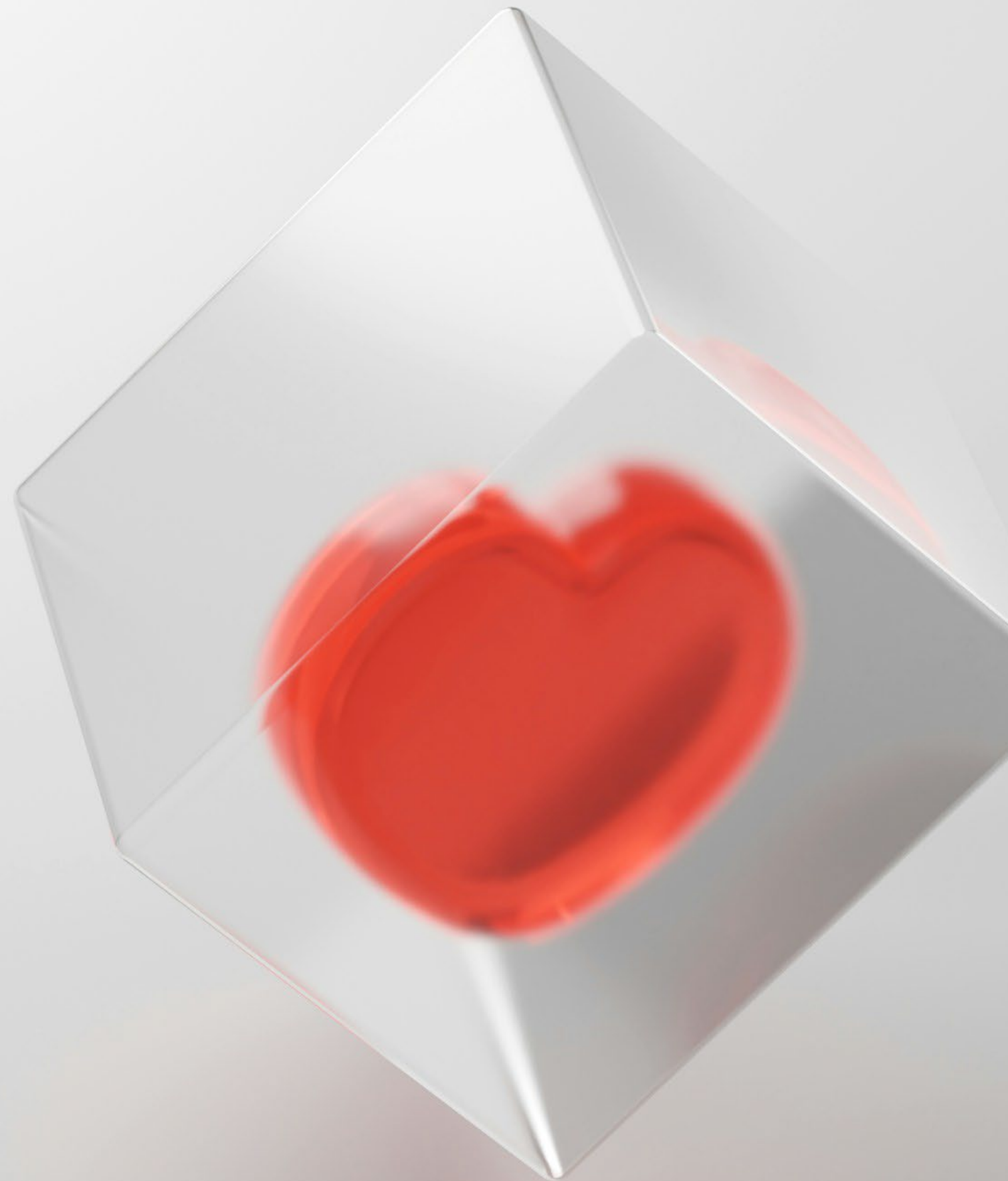


Loyalty Programmes - Go for lasting relationships with your customers, partners, or team with our loyalty programs.

Increase the quality and motivation of
these connections, turning them into
fans of your brand.

 **ArtdCom**





Vip-members will talk up to **70 %** more about your brand than a regular client.



Attracting new customers will cost **6 x** more than retaining your current customers.



Customer loyalty can bring you **10 x** more than a single purchase.



Personal

The more personal the experience you offer your users, the more likely they are to share it with those nearest to them.

Use your loyalty programme to identify your users' preferences and serve them better.

Design pleasant, memorable, shareable and addictive programmes.



Control

Track and analyze user activity patterns to direct your users' engagement in the most effective way for your business.

Use incentives to induce desired behaviors and activities.

Assure your users of complete privacy of their information.



Adaptive

Adaptability means growing and keeping up with changes in market conditions and user attitudes.

Learn from your customers' actions what works and what does not.

Ensure that your programme functionality and design match the preferences of your users.



Exciting

Ensure that the programme is fresh, intuitive, and fun to participate in.

Combine learned intuition and smart design to make completing tasks in your programme addictive.

Use activity data and user feedback to understand what rewards excite users.

The most profitable firms enjoy customer retention of around **95 %**.

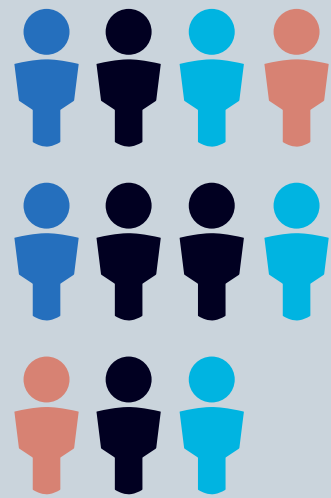
The average firm has a customer retention rate less than around **80 %**.

A **Small** gesture can make a **HUGE** difference!

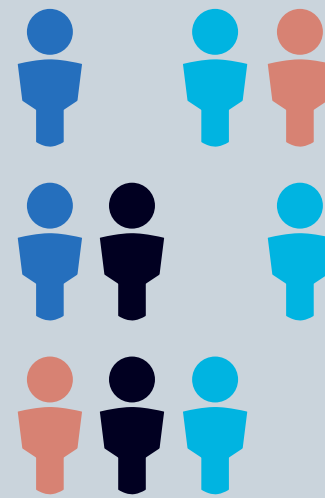
Discover



Compare



Consider



Commit



Retain



Exposure



Prospects

Adaptation

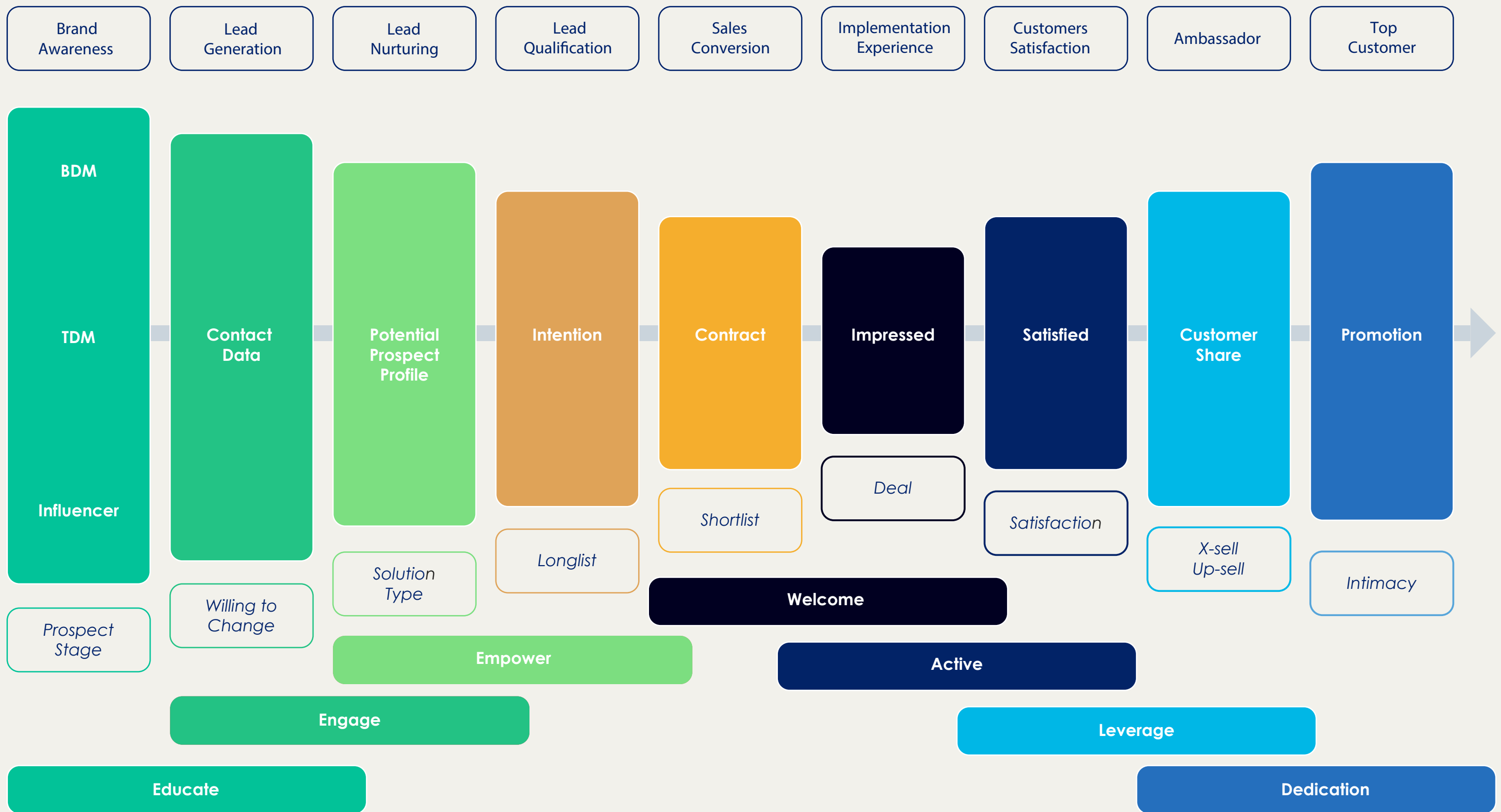


Customers

Retention



Advocates



Different ways

- Financial retainment
- Social retainment
- Structural retainment



Reasons why customers purchase

Emotional Attachment (Relationships, Trust, Employee Quality/Satisfaction, Delight)

Emotionally Loyal

Service Quality, Customer Satisfaction, Perceived Value

Attitudinally Loyal

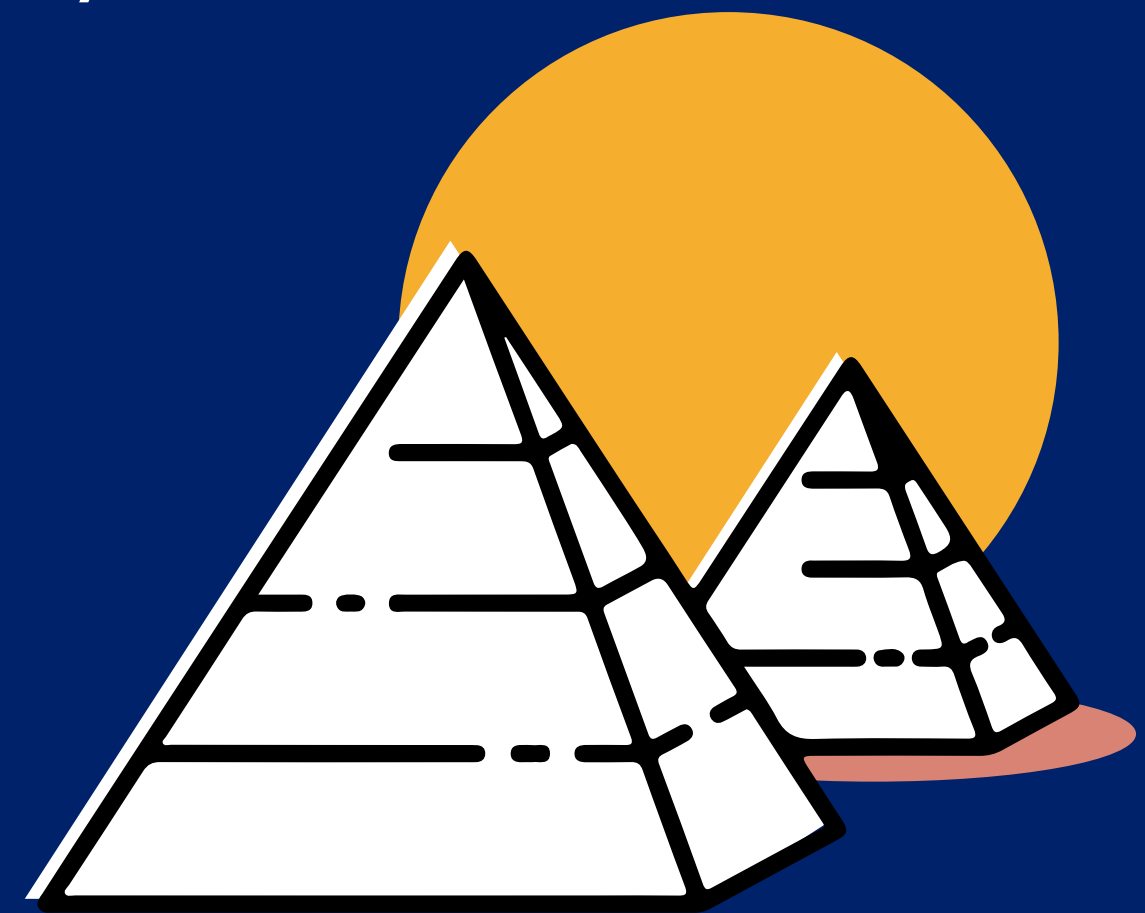
Barriers, Price, Location, Convenience, Switching Costs, Loyalty Programs

Behaviorally Loyal

Temporary Need Fulfillment

Occasional Customers

Potential Customers





Right person



Right message



Right time





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