Loyalty Programs
Managing multidimensional brand affinity
Building emotional loyalty

Your loyalty programs have matured way past the legacy traditional approach of attracting repetitive impulse purchases based on discounts and material benefits. Today, loyalty programs such as yours should strive to trigger the brand’s emotional affinity.

Your brand loyalty should be a positively biased emotive, evaluative and/or behavioral response tendency toward a branded, labeled or graded alternative or choice by an individual in their capacity as the user, the choice maker, and/or the purchasing agent. Building emotional loyalty is a multidimensional process dependent on your customers’ behavioral patterns. Emotional loyalty is achieved when the customer perceives that losses resulting from switching brands far outweighs the gains of new promotions.

Knowledge relationships

Development of effective knowledge relationships with your customers contribute heavily in assessing the multidimensional affinity with your brand. It is no longer sufficient to use repetitive buying patterns to discern the returns.

Loyalty trends

- The internet of things
- Big data analytics
- Personalization
- Use of wearable
- Omni-channel marketing
- Loyalty cloud hosted services
- Gamification
- Location based services

Your loyalty programs should trigger the affinity in an individual as a consumer, buyer, influencer, a decision maker, or all of these. Knowledge relationships become more effective as complex analytical patterns are adopted to create multidimensional, personalized rewards, and redemption methods.
Common loyalty programs operating models

With its transaction management core, the FocusLOYALTY framework allows loyalty programs to have different implemented operating models.

Key challenges

For 10+ years our team has provided professional Payment and Loyalty services and enterprise solutions to wide client base including MSPs, processors, acquirers, issuers, and VARs.

- Traditional strategies focusing on a single dimension of loyalty and support with only discounts or free product as the reward
- Legacy or inadequate technology unable to support multiple customer interaction channels or properly capture many activity dimensions
- Program lacks rule flexibility and enabling technology, thus limiting the ability for a loyalty strategy to address new channels, partners or emerging technologies, and standards
- A seamless brand multi-channel integration customer experience
- Inefficient scoring algorithms to differentiate members by value; under reward top customers while wasting resources on less profitable relationships
- Enhanced analytical capabilities and data infrastructure allowing for testing new concepts and ideas, and measuring the overall program’s effectiveness

Framework based scalable solutions

A strong framework is vital for scaling up the loyalty program to capture the multidimensional aspects of customer affinity and adopt suitably to the growing technological and analytical requirements.

ThoughtFocus has advocated this approach and has seen a significant returns by guiding clients towards developing a long-term loyalty roadmap. Our FocusLOYALTY framework adds specific business layers on top of the fundamental fabric, creating an unique and extensible solution.
Experience

For 10+ years ThoughtFocus has successfully provided a deep and expanding range of Payment and Loyalty solutions and services to a wide range of reference clients.

- Extensive experience providing software solutions and support services to mission critical transaction acquiring and issuing systems, fleet card authorization systems, loyalty programs, mobile payment solutions, alternate payment systems, and other custom solutions
- Implemented programs based on unique business processes and requirements
- Domain expertise necessary to help you with industry regulations and compliance guidelines utilizing our frameworks and tools
- Offer private-label ready, extensible solution frameworks for end-to-end solutions
- Provide managed transaction processing and routing services for independent solution vendors

About ThoughtFocus

ThoughtFocus is a privately held technology and services company serving middle market to large enterprise clients in Professional Services, Manufacturing, Financial Services, Higher Education and Aerospace. Clients look to ThoughtFocus for innovative solutions in product engineering, knowledge process outsourcing, and digital transformation. The company has a global spread and is one of the fastest growing technology services companies. ThoughtFocus is a technology partner and portfolio investment company of Blackstone, a leading private equity firm.

ThoughtFocus has its US offices in New York City, Milwaukee, Atlanta, Dallas and Irvine with delivery centers in India at Bengaluru, Mysuru, Gurgaon, Hyderabad and in the Philippines at Baguio City.