

In Savant's first digital roundtable the conversation was about customer loyalty. The participants representing major retailers and brands in the clothing, furniture and food industries had a lively discussion about what loyalty strategies have proven successful and which way to measure the results.

The participants started by discussing recent successes in customer loyalty with a major clothing brand explaining their strategy of inviting repeat customers to private fashion shows and opportunities to purchase new items before anybody else. They have seen a significant increase in order value and frequency compared to customers who were just offered discounts.

All participants agreed that email is still the main way of keeping in touch with customers and to motivate them to keep making purchases, but that social media and direct messages are gaining importance and need to be part of any strong loyalty scheme. They agreed that a coherent strategy in messaging and personalised content deliver the best results.

While most customer loyalty schemes are focused on increasing order frequency and maintaining customers the participants also discussed the potential for increasing order value by offering matching products to ones already purchased or in the basket.

The participants last resolution concerned how success in customer loyalty is measured by sales per customer, but that making people associate a brand or retailer positively with their best life is also important in keeping customers happy, loyal and of course purchase happy.

ROUNDTABLE 1 CUSTOMER LOYALTY