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LOYALTY MANAGEMENT™

The true customer loyalty periodical

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Building Authentic Relationships

Moosejaw's Perspectives on Connecting with Customers and More

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General Mills Uses Partnerships to Advance Regenerative Agriculture

General Mills will partner with American Farmland Trust and Rodale Institute to accelerate regenerative agriculture techniques across key regions in California and the Northern Great Plains. Alongside the partnerships, the company will launch several new initiatives to protect the planet and support farmers.

The American Farmland Partnership will pair LÄRABAR with The Women for the Land program to provide \$80,000 for education and research into soil health and water outcomes in California. The Rodale Institute partnership will provide organic farmers in General Mills' supply chain with practical technical assistance from Rodale Institute's organic consultants.

"As a global food company rooted in agriculture, we're dependent on natural resources, like organic wheat for our Annie's macaroni and cheese and almonds for our LÄRABAR products, among others," says Jon Nudi, Group President, North America Retail at General Mills. "We're focused on regenerating our planet and protecting the food supply for future generations. By partnering with organizations like Rodale Institute and American Farmland Trust, General Mills and its brands further our commitment to regenerative farming and standing for good."



Additionally, General Mills will launch the Grow for Good initiative, donating \$5 from every \$35 purchased to the participating partner of the shoppers' choice.

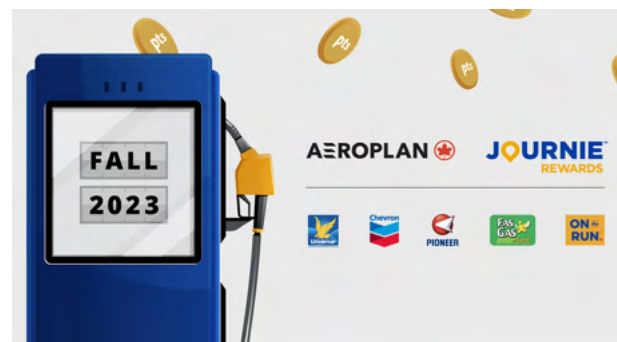
Aeroplan Partners with Parkland on Joint Loyalty Program Offerings

Air Canada's Aeroplan partnered with the Parkland Corporation on new joint loyalty program offerings. Starting in Fall 2023, members can link their loyalty accounts between both programs and gain access to new benefits.

Joining the loyalty programs will provide both brands with deeper and wider engagement with millions of consumers across Canada. Members of either the Aeroplan or JOURNIE™ loyalty programs will have access to increased earning and redemption capabilities, greater choice with new benefits, and an improved loyalty experience.

"Our strategic partnership with Aeroplan unites two great Canadian loyalty programs and propels Parkland's loyalty and organic growth strategies," says Ian White, Parkland Canada President. "Parkland's purpose is to power journeys, and to partner with Canada's premier travel loyalty program and largest airline is a natural extension of our customer proposition."

"Our members have long been asking for a fuel partner, and Parkland's extensive reach across Canada, their best-in-class retail experience, and their investments in low carbon fuels and EV



charging infrastructure, make them the perfect fit," says Mark Nasr, President of Aeroplan.

Parkland owns Canadian fuel and convenience store brands Chevron, Ultramar, Pioneer, Fas Gas, ON the RUN, and Marché Express. Aeroplan is Canada's leading travel loyalty program. Specific details of the benefits members will receive from the partnership will be released later.



Mattel Launches Peer-to-Peer Marketplace of Virtual Collectibles

Mattel Inc. announced a new feature for its Mattel Creations Virtual Collectibles Platform that will introduce a peer-to-peer marketplace. The new marketplace will allow Mattel virtual collectibles owners to display, trade, or sell their assets.

Mattel partnered with Rarible — a leading blue-chip virtual collectibles company — and Magic — a leading wallet-as-a-service provider — to build the P2P marketplace and make the onboarding experience secure and seamless. Additionally, Mattel relied on long-term blockchain partner Flow — who helped develop the Mattel Creations Virtual Collectibles Platform — to help integrate the new feature into the existing platform.

Alongside the new feature, Mattel will launch its Series 5 of the Hot Wheels® NFT Garage. The digital assets are designed by the same team who makes the die-cast Hot Wheels cars and will feature some of the brand's most popular car designs.

AMC Theatres® Launches AMC Entertainment Visa Card to Increase Rewards Program Engagement



AMC Theatres® launched the new AMC Entertainment Visa Card. The credit card will allow AMC Stubs loyalty program members to earn accelerated points on purchases.

The movie theatre chain partnered with Visa — a world leader in digital payments— and Deserve — a credit card technology platform — to create the AMC Entertainment Visa Card. The credit card is the only co-branded movie theatre card in the U.S.

Madison Reed Launches New Loyalty Program Membership Tiers and Rewards



Madison Reed announced new membership tiers and rewards for its Limitless loyalty program. The beauty brand recently revamped the loyalty program to feature four new membership tiers each with its own exclusive rewards that personalize offers for customers who use DIY hair coloring kits or Madison Reed Hair Color Bars.

New tiers and rewards include:

- Limitless Premier (Free)
- 15% off color kits on auto-delivery, \$10 in rewards on every \$200 spent, welcome and birthday gifts
- Limitless Plus (\$42/year)
- 15% off Color Kits, \$10 in rewards for every \$150 spent, free shipping, 10% off all products and services, birthday gift, and one free root service at a Hair Color Bar
- Limitless Pro (\$40/month)
- One roots service every 6 weeks, \$10 in rewards for every \$300 spent, 10% off all products and services, welcome and birthday gifts, early access to new products, and flexibility at any Hair Color Bar
- Limitless Pro+ (\$65/month)
- Unlimited roots services, \$10 in rewards for every \$300 spent, 10% off products and 20% off services, welcome and birthday gifts, early access to new products, and flexibility at any Hair Color Bar with color to go options.

"After years of perfecting our membership models based on feedback from our clients, we're proud to introduce uniquely curated membership programs to help our customers save on hair color and reward them for their loyalty," says Amy Errett, CEO and Founder of Madison Reed.

The new Limitless Membership series follows rapid brand growth, with Madison Reed opening 30 Hair Color Bars and \$33M in venture funding. Additionally, Madison Reed expanded with Ulta and Ulta at Target offerings.



A Touch of Madness in the Customer Experience

How Moosejaw Creates Value for Customers Through Exceptional Service

By Mark Johnson, Loyalty360

Click here to view to our interview with **Eoin Comerford, Moosejaw**



For 30 years, Moosejaw has delivered quirky marketing along with its outdoor gear, building a company culture on the idea of Moosejaw Madness. As brands focus on creating authentic interactions with their customers, Moosejaw stands out as a leader in this trend. The retailer built its customer interactions on being notable and engaging.

In response to the COVID pandemic, Moosejaw has focused on welcoming new audiences into the outdoor sports and camping industry. The retailer recently launched an initiative to benefit both its loyal customers and make outdoor recreation more inclusive and accessible. Moosejaw ReTrail is a platform that allows customers to sell their used gear directly to other customers, earning the sale price in Moosejaw Rewards dollars. Additionally, Moosejaw offers rental services to lower the cost of entry into many outdoor activities.

Mark Johnson, CEO of Loyalty360, spoke with Eoin Comerford, CEO of Moosejaw, about the Moosejaw Madness culture, customer loyalty efforts, and how the brand creates value through Moosejaw Rewards, ReTrail, and Gear Rental programs.

Authentic Customer Interactions Through Humor

As a company, Moosejaw focuses its marketing on two values:

1. Be notable
2. Be engagingly engaging

The retailer meets these values through a humor-filled company culture it calls "Moosejaw Madness." Customers familiar with the brand expect this madness in all their interactions with the

brand, from online shopping, to advertisements, all the way to the packaging on their orders.

"I think brand culture is critical. It's one of our key assets," says Comerford. "But it doesn't happen by chance."

Since its founding, Moosejaw has adopted a "don't take yourself too seriously" attitude, based primarily on its founder Robert Wolf's personal attitude. Moosejaw wanted to differentiate itself from other outdoor brands, which in the 90s and 00s were all about communicating a serious image of "man versus the mountain."

"That's not what we thought being in the outdoors should be about," says Comerford. "It's about fun and connecting with other people. That's what we've based the brand and its marketing on."

As a result, Moosejaw has purposefully connected with its loyal customers through engaging them in the branding itself. When customers receive their packages, the box interacts with them through standard packaging with funny sayings such as, "Don't use knife, use teeth." Moosejaw's trucks use the same tactics with a sign reading, "Driver carries less than \$50 in cash and is fully naked." The brand's interactions are designed to stand out in its customers' minds, but also engage them through humor.

"It's a kind of goofiness that we try to make sure is part of everything we do," says Comerford. "Our brand values are in every communication and touch point."

Customer Advocacy Over Customer Service

When a customer calls Moosejaw about a problem with a product, shipping, promo code, or other issue, they speak with a “customer advocate,” not a call center representative. For the retailer, this difference is more than the name of the position, it’s about that employee’s role.

A customer advocate at Moosejaw puts the customer’s needs above the brand’s needs.

“We used to have agents who would not want to give out free shipping or not want to honor a promo that had expired or had an issue because they thought they were saving the company money,” says Comerford. The problem with that mindset was that it cost more than the promo code or shipping to acquire a customer. Poor customer experiences ended up costing Moosejaw more than the code.

So, the retailer changed how they delivered customer service. Moosejaw taught the new advocates to take care of whatever needs the customer had and empowered them to hand out discounts or free shipping without needing approval.

“We talk about moments of truth. A moment of truth with a customer is when they call in with a problem, one of two things happens: either you don’t satisfy their requirements and you will never see that customer again, or you meet what they need and you may or may not get that customer back,” says Comerford. “But, if you exceed their expectations, you may have a customer for life.”

The small change in customer service expectations has made a big impact on Moosejaw’s customer loyalty. Through the change, the brand’s NPS score rose from the 70s to the 80s, as customers recommended Moosejaw because of the service they received.

“Customers feel like the advocates listened to them, empathized with what they were going through, and quickly worked through a solution that made it right,” says Comerford. “Those simple acts of listening with empathy are really what we feel differentiate us and drive that loyalty with our customers.”

Welcoming New Audiences into the Outdoor Industry

Historically, the outdoor recreation space has had a high cost of entry. Many of the products are designed for the highest level of activity. For example, a lot of camping gear is designed for backpacking. It uses high-grade, lightweight aluminum, high-quality fabrics and down, and other expensive materials.

During the pandemic, many people were tired of being stuck in their homes and wanted to take a vacation. However, they didn’t want to take an airplane or stay in a hotel because of the risk of getting COVID. As a result, many people turned to camping and

other outdoor activities because they could drive and then stay in the open air, minimizing the risks of getting sick.

“During COVID, as more people looked to camping and outdoor activities, we as an industry realized the need to be more inclusive, welcome more people in, and come up with new ways to invite people into the outdoors,” says Comerford. Considering these new audiences, Moosejaw launched two initiatives to make their products more accessible: Gear Rental and ReTrail.

Moosejaw’s Gear Rental service allows customers to rent the equipment at severely discounted prices compared to buying the equipment. With its focus on providing quality customer care, Moosejaw chose to go beyond the rental options other outdoor gear retailers provided. To make its gear more accessible to any customer, Moosejaw ships its rented equipment wherever the customer needs it.

“We’re not doing that because it’s this amazing opportunity to drive revenues or profits,” says Comerford. “It’s more about getting people into the outdoors and allowing people to even try before they buy in some cases.”

Moosejaw’s latest initiative is ReTrail, its online marketplace platform to buy and sell used gear. ReTrail helps customers access top products at discounted prices. Moosejaw does not receive any commission or revenue from ReTrail sales because it designed the platform to provide value for customers only.

Other brands who offer resale services often have the customer sell the product to the store, who then sells it to new customers. Moosejaw built ReTrail differently to do three things:

1. Lower the barrier to entry and include more people in outdoor recreation
2. Improve sustainability through reducing packaging and shipping-related emissions
3. Drive customer loyalty through providing meaningful value

Through the entire process of the resale, Moosejaw customers have complete control. They decide what they sell. They decide how much they sell it for, although Moosejaw gives recommendations. They receive the full amount of the sale in Moosejaw Rewards dollars.

“We don’t make a penny on it,” says Comerford. “Customers get paid in Moosejaw Rewards dollars, which means they come back to Moosejaw to spend. It’s a long-term loyalty play.”

Visit <https://www.moosejaw.com/>



WATCH ON DEMAND

Consumers Share Exactly *What Will Drive Their Loyalty* in 2023

THE TOP LOYALTY DRIVERS DECLARED BY 10,000 GLOBAL CONSUMERS

Loyalty program participation among consumers is on the rise, with as much as an 8% lift since 2022.

But what will brands need to offer to attract and retain customers in 2023? The 2023 Consumer Trends Index polled over 10,000 global consumers to learn exactly that.

Learn about the top loyalty drivers reported by over 10,000 consumers this year.



Navigating Tier-Level Change Communications

Loyalty360 Supplier Members Share Best Practices to Build Customer Loyalty

By The Loyalty360 Team

Tier-based loyalty programs are a way for brands to drive higher engagement with their most loyal customers by providing more discounts, promotions, experiences, events, or other exclusive benefits for members who meet certain transactional and/or engagement goals. To build customer loyalty, rising through levels can and should be an exciting experience for members.

On the other side, when members do not meet the tier requirements, they don't get the perks. While the experience of reaching a new level is exciting, not earning — or downgrading — tiers can be disheartening for members. These instances require brands to encourage members to retain their loyalty and keep them engaged with the program.

Celebrating and encouraging members through tier changes is a vital aspect of building customer loyalty. However, navigating the best ways to communicate those changes is often complicated, with brands missing opportunities to build relationships with their customers through the transition.

Loyalty360 spoke with [Cassie Preston, Client Services Director CRM & Loyalty of Baesman](#), [Chris Galloway, EVP, Strategy and Design of Brandmovers](#), [Cara Panosian, Marketing Associate of Brandmovers](#), and [Tom Pfaff, VP, Strategy of Brierley](#), about their perspectives on communicating tier level changes to members, how they impact customer behavior and engagement, and how to retain customer loyalty when members downgrade.

Communicating Tier Increases

A goal of any tier-based loyalty program should be to have members progress through the levels. Doing so increases engagement with the brand, collects more actionable customer data, and helps drive sales and revenue growth.

With this goal in mind, brands should be actively communicating tier increases, to both celebrate the achievement and encourage members to take advantage of their new benefits. This is a moment in the customer loyalty journey that presents an ideal time for brands to strengthen the customer relationship.

"Tier changes are moments in the customer journey that benefit from clear and action-focused marketing that gives your loyal members the opportunity to take the actions you want them to take," says Preston.

As brands stay on top of customer data, they can track and predict when members are expected to increase in tiers. As members approach the next tier level, the brand should use this time to communicate the benefits that members will receive upon upgrading and what they can do to meet the new level.

"Tier upgrade should be communicated immediately — both to celebrate the upgrade and to inform members of any new tier-based benefits," says Pfaff.

Preston continues, "When close to an upgrade, integrate brand offers and talk about the future tier's value proposition."

Prompt communication is only effective if it also reaches members in their preferred channels. Using zero-party preference data is a great way to collect this information and then rely on it to deliver the right message at the right time.

"Email tends to work best and should be personalized to the individual's situation to the degree possible to maximize open rates and engagement," says Galloway. "With that said, all communications channels that are available to members should be used if the change is significant."

Pfaff adds, "A personal thank you and congratulations from an associate the next time the member is in the store or at the counter is also a nice touch."

Communicating Tier Decreases

On the other side, there are instances where members do not meet the requirements for their current tier. As a result, members are downgraded to the next tier — or multiple tiers in some cases.

While disappointing, loss of benefits through tier downgrades does not have to result in reduced customer loyalty. Through effective communication, brands can recover loyalty and keep building into customer relationships.

The first step in maintaining the customer relationship is to use customer data to preemptively warn members of a potential downgrade and provide encouragement to maintain their level.

Pfaff says, "Tier-level downgrades shouldn't be a surprise to members. Brands should be regularly communicating with members about tier status — including current tier expiration, progress toward requalification, and progress toward the next higher tier."

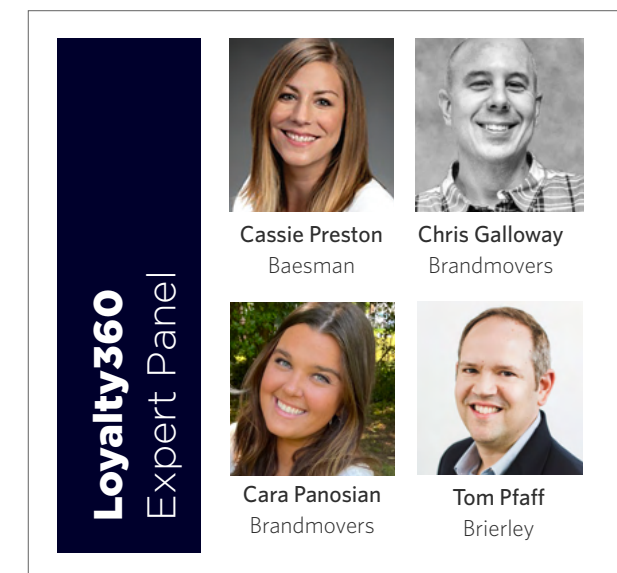
Preston continues, "Messaging should happen throughout the customer journey, not only right before downgrade eligibility is near."

Communicating potential downgrades does provide an opportunity to build into the customer relationship. This is a time to focus on members' engagement with the brand and the loyalty program.

"Take the opportunity to acknowledge members' investment in the relationship," says Galloway. "Appreciate them for the value that they are. When a member is on the verge of downgrading, brands need to recognize their own role in that circumstance."

"Messaging should align with your brand tone and voice but also be very clear," adds Preston. Avoid gimmicky statements and focus on the specific action the member needs to take to maintain their status."

Next, brands need to provide clear and personalized communication to members experiencing a downgrade. Fully



explaining the changes helps answer member questions before they're asked, helping to avoid frustration and confusion through the tier transition.

"In downgrade communications, it's best to keep the message focused on the member's current benefits," says Preston. "There will be other opportunities in the customer journey to encourage status upgrade. If margin allows, offer something to encourage repurchase and remind customers of the benefits that are available to them at the new tier."

"You should offer them alternatives and incentives that can keep them engaged with the brand during and after this transition," adds Panosian. "Keep the communication personalized to make sure the customer feels valued and that the brand is still invested in their business."

Making Exceptions to Tier Changes

In some cases, brands can make exceptions for members at risk of a tier downgrade. During the COVID pandemic, for example, many brands eliminated tier downgrading in the face of widespread job loss, supply chain disruptions, and stay-at-home orders.

Now that the pandemic shutdowns have ended, brands are starting to return their loyalty programs to normal — or a new version of normal. This presents a new kind of tier communication, where brands are communicating to members that the pauses in tier changes are coming to an end.

"When making this transition back to being 'normal,' communication should be very clear regarding what the changes are, how they will affect the members' statuses, and when they will be implemented," says Panosian. "Give members enough time in between making them aware of these changes and implementing them to allow time



for them to determine what these ‘normal’ requirements and expiration dates mean to their accounts.”

“Don’t belabor the change. Give your members ample opportunities to engage with the brand at their current tier level before you do any kind of ‘clean up’ downgrade,” adds Preston.”

This transition of “normal” in a post-COVID world also presents brands with an opportunity to reevaluate the value proposition their loyalty programs offer. These kinds of changes can encourage members to engage with the program, even if they haven’t needed to since COVID.

Finally, when it comes to regular transitions in tiers, rewarding loyalty can sometimes involve making exceptions for members at risk of losing their current tier status. These exceptions can be difficult to navigate, with the potential of frustrating members who did not receive them and ensuring members understand the exception does not fully replace meeting their tier requirements.

“Brands should absolutely look for ways for members to retain their status,” says Pfaff. “These are customers that earned it in the past. They have demonstrated a level of engagement that most customers will not reach. Although members lose their status for any number of reasons, extending it is always a way to reciprocate the brand’s loyalty to the customer and to potentially reignite that customer’s engagement with the brand.”

Galloway adds, “Recognizing that individual situations are going to happen, it is important to have an exceptions policy including a grace period for tier status and point redemptions.”

Preston continues, “Regardless, it’s always a good idea to acknowledge any exceptions and let members know if you’re giving them more time or — even better — access to additional or better benefits.”

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The Art of Listening to Customers: TENERITY'S Insights into Personalization, Emotional Loyalty, and Customer Engagement

Click here to view our Loyalty Live interview with **Eileen Peacock** and **Aidan Lundy**, TENERITY



TENERITY is a provider of digital-first customer engagement and loyalty technology. The company's loyalty and customer experience platform, Connect, helps brands build relationships with customers by capturing, refining, and acting on data.

Mark Johnson, CEO of Loyalty360, spoke with Eileen Peacock, Vice President of Global Strategic Partnerships, and Aidan Lundy, Global Head of Connect Account Management and MD, with TENERITY about trends in customer loyalty they see in their roles and which trends brands should lean into going forward in 2023.

Understanding Your Role in the Loyalty Space

Loyalty360 recently released the 2023 State of Customer Loyalty report, in which brands outlined opportunities and challenges they face in their loyalty strategies. As brands determine where to invest their time and resources into loyalty efforts, they need to determine what loyalty looks like for their unique customer base.

Loyalty looks different across industries. For example, most consumers do not have more than one telecom provider, but many have more than one debit/credit card. As a result, loyalty in a telecom space is about stickiness and how to keep that customer with the brand. Loyalty in a banking space, however, is about priority and how to get the customer to choose one card over the others.

Upcoming Trends in Customer Loyalty

In the current macro-economic space, brands who can provide value for their members will see higher engagement. Whether giving discounts, cash-back, or communicating the inherent value of the products, consumers are looking for ways to stretch their wallets in response to inflation and other economic uncertainty.

"Value is not a next big thing, but it will become a major factor for any brand engaging with people," says Lundy.

Additionally, customers want to see that brands value their loyalty and how their relationship with the brand is developing. Brands should be gently introducing themselves into more facets of their customers lives to show that they value those customers.

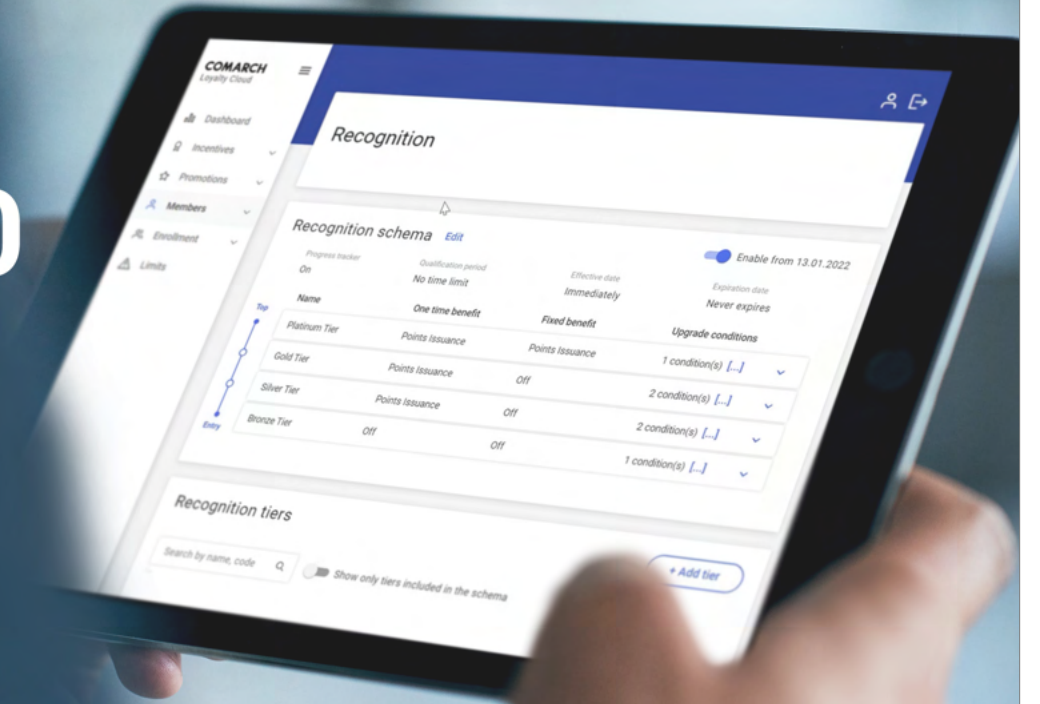
"If you're engaging with brand X and you think you're a loyal customer, you need to see and feel that relationship," says Lundy. "Whether it's on your phone or whether it's out in the street in actual physical interaction."

Read the full article [here](http://www.tENERITY.com/) and learn more at <http://www.tENERITY.com/>

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Creating Emotional Connections Through Trust and Charity

How Pet Valu Builds Meaningful Customer Relationships

By Mark Johnson, Loyalty360

Click here to view our interview with **Tanbir Grover, Pet Valu**



Pet Valu — one of Canada's leading pet supply retailers — delivers quality pet health and wellness products through an omnichannel shopping experience. From a customer loyalty perspective, while Pet Valu's rewards program has millions of members, the brand is focused on going above and beyond a transactional loyalty program, developing an emotional connection with its customers.

Pet ownership is naturally an emotional experience. Pet Valu realizes the relationships owners have with their pets, and through quality products, experiences, and the support of local charitable efforts, the brand is working to build its own emotional connections with consumers.

Mark Johnson, CEO of Loyalty360, spoke with Tanbir Grover, Chief Digital and Marketing Officer of Pet Valu, about the brand's customer loyalty strategy, its use of charity to build emotional connections, how it leverages data to personalize the customer experience.

The Impact of Humanizing Pets

Pet Valu has high engagement with its rewards members, giving the brand a significant amount of data on those customers. The brand uses this data to understand who its customers are and what they care about from a consumer perspective. As a result, the brand was able to track the changes COVID brought to its customer base:

- A surge in pet ownership
- The humanization of pets

"With humanization, there's more interest in understanding: 'What am I feeding my pets? Are they emotionally good? Am I loving them enough? Am I giving them all that I can?'" says Grover.

These changes brought an influx of customers into Pet Valu, but also brought opportunities for the brand to step up its emotional connections with its customers by focusing on providing increased health and wellness options to meet the demand for more humanized treatment for pets.

To Pet Valu, customer loyalty is about trust. The brand uses its expertise in the industry to serve its customers in the best way possible. As pet owners seek to treat their pets more like our human family, Pet Valu provides the products and tips to help care for those animals.

"We do a lot through our expertise and our compassion," says Grover. "When customers enter our stores or visit us online, they know they're going to receive knowledgeable services, get quality products, alongside our engaging services."

Emotional Connection Through Authentic Care

Pet Valu's customer loyalty strategy is split into two categories: expertise and emotional connection. This emotional connection goes beyond simply providing care for their customers' pets. It's about showing an authentic care for every pet in Canada.

Unlike many other customer loyalty strategies, Pet Valu does not focus on providing discounts on products with its loyalty initiatives. Instead, the brand connects with its customers emotionally through charitable donations. Through its Companions for Change program, the brand has donated more than 23 million Canadian dollars to support local animal rescue organizations, local charities, and pet causes across Canada.

"As an example, instead of doing a discount program on subscriptions, we tried to create a little bit of a disruption," says Grover. "For every subscription, we will donate \$20 to the



Lions Foundation of Dog Guides in order to support their feeding program.”

“By doing things that are very local and very community oriented, it helps people feel like they’re getting something in return, not just doing a transaction, but there’s some good happening out of that,” says Grover.

Pet Valu works to bring a different kind of experience to its customers. As an omnichannel retailer, the brand works to innovate its connections with customers both online and in-store.

“Human connections lead to pet connections,” says Grover. “We have a huge opportunity to say it’s not just about buying dog food or cat food, it’s about the experience you have when you come into our stores, when you visit the local Pet Valu in your neighborhood, or you come online.”

Personalization Through Understanding Customer Journeys

With high engagement in its rewards program, Pet Valu has a wealth of data on its customers. To the brand, this data is part of its long-term personalization goals, specifically through understanding the customer journey. Pet Valu hopes to use this data to build more meaningful relationships with its customers.

“I can talk to you specifically about your dog. If you’re a multi-dog owner or multi-pet owner — dog and cat — I can tell you a story about your dog and your cat,” says Grover. “I can talk to you about that.”

Through understanding the customer journey, the brand can deliver personalized recommendations and offers. A multi-dog owner is obviously not looking for cat products, but this kind of personalization goes beyond simple information. Pet Valu hopes to learn the touchpoints its customers have in their journeys through the store or online. Then, through those journeys, determine what kind of specific products those customers want.

“Can we look at where they are on their pet journey?” says Grover. “For example, are you only buying puppy food? Because if you’re buying puppy food, we know there will be a point in time where you will need to move to adult food.”

Leveraging customer data allows the brand to more effectively anticipate its customers’ needs and then deliver personalized promotions or offers on those products. It creates value for the customer, because they can trust Pet Valu will use its expertise to recommend the products that will most benefit their pets.

“We’ve kind of created this handshake where you know me, I know you, and I’m not going to give you stuff you don’t need to know about, but I’ll give you stuff that you want to know about,” says Grover. “All of a sudden that creates a good, virtuous relationship.”

Visit <https://www.petvalu.ca>

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Shared Values and Beliefs: ICF Next's Insights into Emotional Connection with Customers

Click here to view our Loyalty Live interview with **Connie Sisco and Bindu Gupta, ICF Next**



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ICF next+



ICF Next helps its brand clients create moments that matter, inspire customer advocacy, and build long-lasting customer loyalty. The company recently engaged in new proprietary research and released a report titled "Sparking Consumer Participation Through Shared Values and Beliefs," detailing insights on driving customer loyalty through emotional connections. 81% of consumers claim a brand's beliefs and values are important, according to the ICF Next's research. Additionally, a lack of shared values and beliefs is the #1 reason consumers stop engaging with a brand.

Mark Johnson, CEO of Loyalty360, spoke with Bindu Gupta, Senior Director of Customer Strategy Insights, and Connie Sisco, Senior Connection Strategist, with ICF Next about its recent report on shared values between brands and their customers, why brands should reflect on their values and beliefs, and how they should integrate values and beliefs into their loyalty strategies.

Creating Value Beyond Transactions

During the pandemic, brands set new expectations in the loyalty experience that extended beyond the purchase. They created a space to be more human in their interactions and create meaningful value for their customers. Now, online ordering and curbside pickup have switched from a necessity during the pandemic to an expectation of convenience for consumers. These kinds of services create a

new baseline for customer engagement and higher customer expectations.

"The reason values and beliefs are so important now is because it's critical for brands to stand out when everyone is doing the same thing," says Gupta. "Brands need to be asking themselves, how can I differentiate myself from my competitors and make sure I'm connecting with my audience at a deeper level?"

But to differentiate brands must think beyond meeting a certain price point or level of convenience. The current market is often oversaturated with consumer choices. With this increased choice and availability, consumers look beyond the product to determine which brands to purchase from.

As a result, brands cannot ignore the importance of connecting through the values and beliefs they share with their customers if they want to build deeper emotional bonds and more long-term loyalty with them. Brands need to reflect internally, identify their own values and beliefs, and determine authentic ways to communicate those in ways that resonate with consumers.

Read the full article [here](#) and learn more at <http://icf.com/next>

All Peer, No Pressure

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