



Five D's of Loyalty Workshop

The 5 D's workshop explores the key factors that need to be considered in developing and structuring a loyalty strategy:

Design – your program needs to be designed in line with overall business objectives and be able to be implemented in a low cost way.

Data – use the data across the program to determine customer segments, customer lifecycle movements, product strategy and store range.

Dialogue – ensure you are able to communicate in a low cost way as close as possible to the point of purchase or decision.

Drive – use your dialogue to drive sales - make relevant offers to different customer groups – focus on average spend, return visits, cross shopping – the aim being to gain greater share of wallet

But most importantly make sure there is a sense of **Drama** – make the program something that customer wants to be part of.

This workshop can be delivered in house to meet a specific business challenge or facilitated in a group setting to enable sharing between business leaders.



Contact James at jatkins@vantagemarketing.com.au to arrange a discussion to determine how this workshop could help your business grow.