

# Driving Loyalty on the Road to Recovery

Is your business at a crossroads, in the slow lane, or even stalling due to tough trading conditions? Are you worried about the prospect of an economic downturn impacting on sales and performance? If you run a customer or B2B loyalty program, now is the time to move it up a gear to help get your business back on track. Remember loyalty programs work best in an economic downturn when demand is soft and you need to differentiate your offering from your competitors.

Here are 6 signposts recommending how loyalty can help your business on the road to recovery.

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## BE BOLD

Instead of suspending elements of your loyalty program, now's the time for vigorous planning and innovative design; decide what products, behaviours and margins you want your program to achieve.

## KEEP PARTICIPANTS ENGAGED

If you can't reward for sales, encourage B2B program members to undertake value-added behaviours such as e-learning activities; or reward participants for steps to the sale.

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## DIVE INTO DATA

Use this downtime as an opportunity to conduct research among your loyalty program participants to better understand their attitudes, choice preferences and motivations.

## INVEST IN SOCIAL

A shared sense of community and values has become even more important since lockdown, and that applies to loyalty programs too.

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## EMBRACE NEW TRENDS

'Generation Zoom' has come of age, meaning you absolutely need to get the digital touchpoints and processes of your loyalty program in place flawlessly.

## GREEN MEANS GO

Covid-19 led to a major reduction in air pollution and greater awareness of health and wellbeing. Get set for more demand from your B2B program participants for sustainable products and business deals.

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