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Future Functionalities
to Improve your Loyalty Program

Although today's loyalty programs still lean heavily on cash rewards, brands have plans to develop their programs to include many more elements. Here are those that are expected to play a much more significant role in the nearest future – all of which you can add to your loyalty program by using innovative IT tools for loyalty management.

Gamification

Most companies plan to evolve loyalty programs in the next five years by adding gamification and surveys to collect customer data for future personalization

18% in total

By implementing gamification software, you ensure that your customers have the opportunity to experience loyalty programs in a new way thanks to:

- Fun and challenging games that allow them to earn **badges**
- **Letterboards** that allow players to compete and create a community

Subscriptions

Subscriptions are here to stay. A great number of loyalty program decision-makers also intend to expand their programs by adding a subscription-based/premium tier or creating a different program that is subscription-based

both 14% total

Subscriptions are easy to make, equally easy to spend on, and at the same time difficult to cancel. **A subscription attracts customers by:**

- **Developing routines** – simply out of convenience
- Offering zero-friction payments – **the cashless effect**

Mobile Apps

Mobile in loyalty management is no longer an option, it's a must. Adding or improving a mobile app scores high in plans for future loyalty program improvement

13% total

An app allows customers easy access to their loyalty accounts, and lets them collect more points while shopping with exclusive offers and coupons. **It enables you to:**

- **Collect more robust data** about your customers
- Follow and **utilize their shopping patterns** and habits

Family-based Membership

There is a significant shift in the way loyalty decision-makers are turning more towards family. Many of them want to expand their programs to support families as one member

16% total

Studies show that customers often share loyalty programs with their close ones. By introducing a family-based membership, **you can unlock the potential of:**

- **Higher spendings** made on your offer to meet the entire family's needs
- **Collecting data** about individual vs. collective shopping habits

Multi-branding

Building and running a multi-brand loyalty program, which allows consumers to earn and redeem points from any company that is part of such an initiative, is currently – and expected to remain in the next five years – the most popular approach in B2C and B2B

56% total

Joining forces to **build an end-to-end loyalty ecosystem brings many benefits** which – among others – include:

- **Cross-vertical shopping**
- **Increased wallet share**
- **More accurate customer profiles**

You can take advantage of this knowledge and translate it into an efficient customer loyalty program that will build stronger relations with your audience. At Comarch, we offer you an innovative and robust system for creating and managing personalized loyalty programs.

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