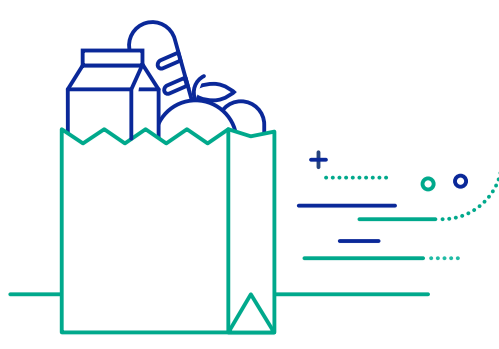


## CLEAN UP ON AISLE 2:



### A GUIDE TO

# LOYALTY & REWARDS FOR GROCERS AND RETAILERS

Did you know that over the past three years, the Grocery Retail industry has experienced unprecedented uncertainty? From the rise of e-commerce to the shift towards mobile engagement, grocers have faced a seismic shift in shopping habits that shows no signs of slowing down.

At Comarch Loyalty, we understand the challenges grocers face in this rapidly changing landscape. That's why we've gathered insights from our experts in customer experience and retention to help you stay ahead of the curve. In this infographic, you'll learn about the latest trends in loyalty and rewards for grocers and retailers, and discover strategies to engage customers and boost sales.

## FRESH INSIGHTS: NAVIGATING THE VIRTUAL GROCERY AISLES



### Checkout Champions

As the grocery industry continues to evolve, checkout and handoff experience have become critical factors that can make or break a customer's experience at your store. Grocers need to ensure that their checkout and handoff processes are optimized for the growing demand of online orders.

**45.5%** of mobile orders are now for pickup at the grocery store

(GROCERY DIVE)

This trend has accelerated in recent years, and it's crucial for grocers to offer seamless and efficient handoff experiences to ensure customer satisfaction and loyalty.

### First-Party Data Collection



**64%** of consumers are willing to share personal information with retailers in exchange for personalized offers and discounts

(Retail TouchPoints)

To become a checkout champion, you need to get your hands on some data. Data collection is the biggest driver in loyalty program adoption

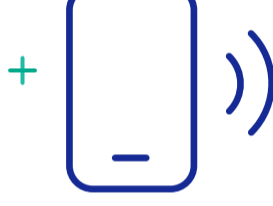
Assuming you're using the right loyalty technology, there are many different ways to collect this data while adding extra incentives for members to provide it. Here are some easy methods you can use:

The key is to use the data to benefit your members, so they don't view it as a hassle. Personalization is key to building customer loyalty.

**75%** of consumers are more likely to make a purchase from a retailer that recognizes them by name, recommends options based on past purchases, or knows their purchase history.

(Accenture)

By collecting first-party data, you can personalize the shopping experience and create more loyal customers. Keep reading to learn how to use this data to create effective loyalty programs.



### Beyond the Basket

#### Taking an Omnichannel Approach:

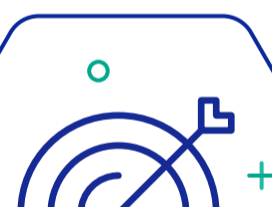
**15%** increase in customer retention is typical for retailers that implement omnichannel loyalty programs.

(Forrester)

To become a true checkout champion, you need to meet your members where they are. Today's consumers are more connected than ever, and they expect a seamless shopping experience across all channels. This means taking an omnichannel approach to your loyalty program.

To achieve these results, grocers need to offer a consistent experience across all channels, including online, mobile, and in-store. This means making it easy for customers to earn and redeem rewards, no matter how they choose to shop. For example, customers should be able to earn points for online purchases and redeem them in-store, or vice versa.

### #GroceryGoals



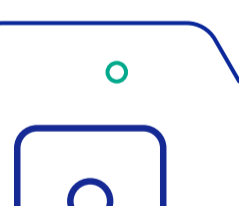
#### Integrating with Social Media:

**80%** of consumers trust peer recommendations over traditional advertising.

(Nielsen)

In addition to taking an omnichannel approach to your loyalty program, it's also important to engage with your customers on social media.

One trend to watch for in 2023 is social commerce. This involves the integration of social media and e-commerce, allowing customers to browse and purchase products directly through social media platforms. By leveraging social commerce, grocery retailers can make it easier for customers to shop and redeem loyalty rewards through their preferred social media platforms, creating a more seamless and convenient experience.



### Customized Carts OR Tailored to You Tastes

#### Taking an Omnichannel Approach:

**71%** of consumers expect companies to deliver personalized content

(Nielsen)

To truly differentiate your loyalty program and drive customer loyalty, it's important to offer a personalized and tailored experience to your members. Grocery retailers can leverage artificial intelligence to personalize offers, offer tailored rewards based on customer preferences, and prioritize convenience and seamless checkout experiences to enhance customer loyalty and drive revenue growth.

## HOW CAN BRANDS MAINTAIN A MOBILE-FIRST APPROACH?

**Providing flexible redemption options**, such as the ability to redeem loyalty points for cashback or charitable donations, to appeal to a wider range of customer needs and preferences.

**Combining traditional points-based rewards** with experiential rewards and other non-monetary benefits to create emotional loyalty beyond transactional rewards.

**Leveraging beacon technology** to personalize the in-store shopping experience and drive customer engagement and loyalty.

**Partnering with other brands** and companies to expand offerings beyond their own products and services, providing customers with a wider range of options and opportunities to earn rewards.

**Offering mobile-first options** for enrollment, tracking, and redemption to enhance the overall customer experience and convenience.

**Utilizing data analytics and artificial intelligence** to personalize offers and tailor the loyalty program to individual customer preferences and behaviors.

**Providing seamless and easy checkout experiences** for mobile and online orders, including the ability to easily redeem loyalty rewards.

Emphasizing community and social responsibility through loyalty programs, such as partnering with local charities or providing customers with opportunities to make charitable donations through their loyalty points.



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