

Loyalty Summit - 3 August 2010

Please note that you can download some of the speaker presentations from our website www.marketingmix.co.za under the *workshop downloads* section..

8h15 – 8h55

Maximising your customer data to drive profit

- Profiling customers and determining the most actionable and valuable segments
- Driving maximum sales & profit from customer segmentation
- Predictive modelling
- Customer journey and its impacts across the entire organisation

Amanda Cromhout, MD, Truth

8h55-9h35

The virtuous circle of loyalty in retail

- Leveraging the value of loyalty programme data to maximise your loyalty investment
- Adding value by actioning customer insights generated from a loyalty programme

Natalie McCrae, Senior Consultant, 5one

9h35 – 9h45

Stretch break

9h45-10h25

Loyalty Clubs

- The big differentiators for the top clubs
- The benefit mix that customers really want
- Identifying profitable value adds
- Multi-channel consumers are more loyal than single channel consumers

Deon Olivier, Founder, Woodstock Loyalty

10h25-10h55

Coffee and Networking

10h55-11h35

Digital Marketing & Engagement

- Trends in digital marketing
- Digital loyalty programmes
- Integrating websites, mobi sites, help desks etc..
- How to engage and gather analytics in the process
- Lower LSM customer engagement
- Social networking
- How to use digital incentives such as competitions, vouchers etc.

Mark Angus, MD, Innoviate

11h35-12h05

Engaging the unfaithful

- In a service-driven environment, employees are often the most important part of your business to deliver on your brand promise
- Gone are the days when companies could rely on blind loyalty. Today employees are unashamedly 'disloyal', constantly scanning the job market for better offers.
- Understanding the elements of successful employee engagement and measuring it on a regular basis will allow companies to retain talented employees and build profitable businesses.

Beverley Buchanan, Account Director, Ipsos South Africa

12h05-13h05

Lunch

13h05-13h45

Differentiation Advantages through Customer Experience Analysis

- Examples of business successes based on long term sustainability
- Authentic experiences demand committed people
- The reality of customer experience measurements
- Zappos.com case study

Graeme Leach, Director, Raptup

13h45-14h25

Customer Experience Reality

- How your broken brand promises destroy customer relationships.
- How service will build loyalty and drive sales.
- Examples provided

Jason Stewart, MD, HaveYouHeard

14h25-14h40

Coffee

14h40-15h25

Employee Loyalty and how it Links Directly to Customer Loyalty

- The meaning of loyalty in today's organisations
- HR and marketing collaborating like never before to build an internal brand promise
- The changing role of the internal communications practitioner in helping align your people to your customer promise.

Grace Hardin ,MD, Actuate