

A man with dark hair and glasses, wearing a dark blue suit, white shirt, and patterned tie, stands with his arms crossed against a light-colored wall. The background is a blurred office interior with glass partitions and a green plant.

# IRISH LOYALTY AWARDS 2020

A closer look into how  
investment in loyalty can  
boost your company profits

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**Visa's Philip Konopik:**  
Innovation in payments driving  
commercial success

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**Ireland's First Loyalty Summit**  
HOW LOYALTY CAN IMPACT YOUR BUSINESS

**2020 FINALISTS**



**Mike Capizzi**  
CLMP, Dean of the  
Loyalty Academy

This year's Irish Loyalty Awards & Summit will feature a new media and educational partnership with The Wise Marketer Group. Publishers of the global newsletter and web site at The Wise Marketer and operators of The Loyalty Academy, the Group will bring an interesting perspective to this year's Summit. Based on a recent research report published by the Group – Why Loyalty Programs Fail! - Mike Capizzi, Dean of the Loyalty Academy, will present a synopsis of what the research unveiled.

The loyalty industry remains in a state of rapid transition. Under attack from every form of technological, psychological and demographic disruption, loyalty marketing must evolve or lose its place within the marketing arsenal. The stakes are very high. How can we prevent programmes from failing to deliver for their customers, their brands and their partners? What should we avoid in the future? The report used the significant experience and insight of a global panel of loyalty experts to predict which specific causes are most likely to lead a loyalty marketing initiative down the path of ineffectiveness, if not outright termination.

The panelists were almost unanimous (93.5%) in predicting that the poor use of loyalty programme data was the number one cause of potential programme failure. Specifics cited included inadequate segmentation of the member database; the lack of versioning in both the value proposition and/or the communications; no KPIs or predictive models tied to potential spend, upsell/cross sell, churn or advocacy. Overall, the panelists predicted that inadequate measurement plans and the lack of advanced data analysis would be the #1 reason leading to programme failure.

We must speculate as to why the poor use of data exists in the first place and offer some solid advice on addressing the issue. First, a programme must be able to get at the information rapidly, with distributed access across the enterprise, in flexible and understandable formats that allow for more advanced analytics and every-day insights. This is likely tied to the underlying technologies which enable the programme. Too many times these platforms confuse "reporting" with "analytics." Second, the data must be clean, accurate, integrated across

multiple touch points/sources and permission-based in order to be leveraged. The likely culprits here are associated with non-transparent data collection processes, lack of aggressive hygiene, privacy and compliance factors which are ignored plus the underlying technologies. Third, analytics require special resources and special skills. Many programmes cannot secure the funding needed to procure this expertise from the outside; other programmes have outside vendors and agencies who lack the skills; many others try to do it internally along with all other facets of programme management and never get around to it.

Finally, and perhaps most significant, programme managers have become "lazy" and stressed for time. It is easier to pull the whole list, draft one message/offer for all and hit the send button. Perhaps it is a simple case of funding. In any case, consumer and B2B expectations are rising across multiple fronts and the poor use of data by programme operators will likely lead to future program problems.

To find out more about the underlying issues causing loyalty program ineffectiveness, come to Mike's presentation at this year's Loyalty Summit. Another nine major reasons will be unveiled and summarized! And the Irish Loyalty Awards and The Loyalty Academy will formally announce a Pan-European Certified Loyalty Marketing Professional™ Workshop to be held in Dublin in September.





# A simple "Thank You" goes a long way...



**Mark Quinn**  
Managing Director,  
WIN|WIN

There is a lot of noise around loyalty with businesses struggling to accurately define what their loyalty strategy should be. I have always believed that loyalty is an output that cannot simply be "created".

As with our personal lives, loyalty must be earned and to do so in a business environment requires the following 3 key components to deliver a successful consumer proposition:

- 1) Quality of your product/service
- 2) Value of your product/service
- 3) Valued, added benefits for buying your product/service

A business has direct control and responsibility for delivering quality and value, and often they are happy delivering only that. In the past this may have worked. However, in today's world the modern the consumer expects and demands more for their custom. Failure to realise this can be hugely damaging to your business prospects, enabling your competitors to capitalise on your weakness by poaching your hard-earned customers and diverting new customers away from you. The outcome is a prolonged increase in (the dreaded) customer "CHURN".

At WIN|WIN, we explain to our clients how best to address this crucial 3rd component. We combine best in class technology with cost effective, supplementary benefits and incentives that appeal to your customers at the right time. We tailor every plan to best fit our client's market and importantly provide consumers with appealing benefits that they value. In doing so we dramatically boost our client's overall proposition which improves new business acquisition, customer retention and their Net Promotor Score. Everything we do is measurable. By investing what can be only a fraction of the value of your individual customer business, your return on investment (ROI) will be significant.

Offering your customers smart benefits such as cashback, reward vouchers, competitions, smart discounts, and personalised birthday surprises adds value to your customer's relationship. It removes the risk that they will take their business elsewhere. Indeed, it increases the likelihood that they will purchase further goods and services and refer friends and family through positive word of mouth.



In doing so, you are essentially saying "Thank You" for their business - a simple, frequently overlooked gesture that customers appreciate greatly. By supplementing the quality and value within your core product or service with meaningful benefits, you earn your customers' loyalty. Not created artificially, but earned organically...

The above methodology is equally transferable to the area of Employee Engagement where the same principles apply. Attract new talent, retain existing talent and improve morale by being generous and appealing to people's humanity. Delivering more value and showing you care will generate genuine loyalty among your teams.



If you wish to understand how to put the above into practice within your organisation, please feel free to contact me or any of the team at WIN|WIN. We would be delighted to share our experiences, garnered through over 20 years as true pioneers, leading the way within the Irish reward & loyalty space.

Mark Quinn, Managing Director,  
WIN|WIN - The Rewards & Loyalty Agency  
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**Christopher Matthews**  
SSE CVM & Loyalty Lead

Rewarding loyalty is an integral part of the customer journey for SSE Airtricity. And through their SSE Reward platform, the energy provider is giving customers more reasons to stay, with discounts at leading retailers, access to presales for shows at the SSE Arena, Belfast and competitions to win money-can't-buy experiences like waking up with the elephants at Dublin Zoo, SSE Reward is giving

customers Rewards Worth Experiencing and helping the brand increase its customer lifetime value.

As Ireland's leading provider of 100% green energy, SSE Airtricity, through its Generation Green campaign, has attracted the type of customer who values sustainability and clean, renewable energy. Through their loyalty platform, SSE Airtricity want to reinforce this core value by linking competitions and rewards to their sustainable values. In 2019 over 14,000 SSE Reward members availed of family ticket discounts, big days out and took part in two "Protect our Planet" weekends at Dublin Zoo, where SSE Airtricity is the official sustainability partner. And last summer, the loyalty programme surged in numbers through a competition in association with Activ8 Solar Energies where SSE Reward members could win a solar panel installation for their home up to the value of €9,000. This along with another 60 competitions throughout the year, helped SSE Reward to achieve over 120,000 competition entries.

Engagement rates since the new SSE Reward platform launched last spring illustrate the value in focusing on this personalised experience. The platform has attracted over 163,000 visitors and engagement with email and social campaigns driving customers to the platform has increased by 45%.

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*We're delighted to sponsor the 2020 Loyalty Awards as we feel it's important to showcase the innovations and top class programmes companies throughout Ireland are investing in to drive additional benefits for their customers. As a brand, when measuring the churn rates of SSE Reward customers against the remaining SSE base, we can see the value that a loyalty programme can add for both our customers and for our business. We're really looking forward to the year ahead and offering our customers more Rewards worth Experiencing. We'll be starting the year with the launch of our SSE Reward Dining Out experience which aims to offer our customers discounts and added value in restaurants across every county in Ireland. As we move forward with these new initiatives, we'll be gathering more and more insights on what our customers want to see. We'll also be looking at more innovative ways to reward our customers for being part of Generation Green.*

**Christopher Matthews**

Find out more about SSE Reward at [www.ssereward.ie](http://www.ssereward.ie).

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*Customers have high expectations when it comes to loyalty programmes, so we want to make sure we're providing them with a personalised and relevant experience”, explains Christopher Matthews, Customer Value Management Lead at SSE Airtricity. “This means we're constantly listening to what customers want from the platform by analysing the content customers are engaging with, so we can start gathering insights on what they see value in.*







## The Right Kind of Energy for Business

**'It's like our ovens are wind powered'**

**Finn Ni Fhaolain**  
**Owner, Milish Bakery, Bundoran**

It takes a certain type of energy to run a successful, sustainable business. Just ask Finn, owner of Milish Bakery. Here at SSE Airtricity, we get this. We generate and supply greener energy, helping thousands of businesses grow in a sustainable way. Get the right kind of energy for your business. Talk to a dedicated member of our Business Energy Team today.



**The Right Kind of Energy for Business**  
[sseairtricity.com/business](https://sseairtricity.com/business)





Specialists in sales promotions,  
reward and loyalty solutions

Sweete is Ireland's leading loyalty and rewards agency specialists. It is led by Founding Director Kathy Peyton. Kathy has over 20 year's industry knowledge spanning Ireland and the UK. Sweete works closely with the majority of Ireland's leading brands, developing both long term loyalty solutions and short term tactical promotions. Having started her career in the world of traditional Green Stamp loyalty, she is now responsible for pioneering Ireland's technology-driven loyalty today.

Sweete provide campaigns for both B2Bs and B2Cs - from concept to activation - always keeping the client's vision and the needs of the end user in mind. Their vast array of tried and tested 'off-the-shelf and bespoke solutions mean that their customers know they are in good hands.

The Loyalty Industry is an incredibly niche space. We set ourselves apart from our competitors by managing every element of every campaign in-house, so we have full sight and can navigate issues before they arise. Our team boasts a wide range of experts from IT, to travel, to fulfilment, customer care and of course, analytics. We know that real-time reporting is invaluable data. It empowers our clients to invest wisely and it enables us here at Sweete to be able to advise as trusted partners. We are passionate about what we do and how we do it.

Kathy Peyton, Founding Director of Sweete said:

"Customer acquisition and retention is so important in today's highly competitive market. Smart brands understand the importance of rewarding new and long-term customers. Loyalty is more than a transaction, brands need to associate loyalty to the customer experience by offering meaningful personalised rewards and a seamless customer journey delivered via the most up to date technology. It is these kinds of positive interactions with a brand that separate a simple 'spend and get' model from a truly meaningful, personalised loyalty programme - one that makes each customer feel emotionally connected to their brand."

Statistics show that consumers who have an emotional connection with a brand have a 306% higher lifetime value compared to those who don't. According to Forbes, these consumers are also five times more likely to buy again and four times more likely to refer the brand to family and friends.



In this age of choice it has never been easier for consumers to abandon a brand in place of one that they feel shares their values. Making emotional connections is crucial to the success of a brand.

Over the years we have worked closely with our clients to overcome their technological limitations. In many cases we have invested heavily in developing technology to support their systems, empowering them to deliver successful loyalty programmes. Prime examples of this can be seen through the successful delivery of campaigns with: Vodafone, Kepak, Isover PRO, Corrib Oil, Acorn Life, Carphone Warehouse and Coca-Cola, to name just a few.

Here at Sweete we believe that rewarding consumer loyalty is an integral part of building brand advocacy, raising awareness and retaining existing customers. There is not enough recognition for companies who invest heavily in rewarding customer loyalty and we were therefore delighted to learn about the Irish Loyalty Awards and that the industry is now getting full recognition for their hard work. We are also very excited to be flying the flag as leaders in the field in our capacity as frontline sponsors of this year's ceremony. We wish all of the contenders the best of luck and look forward to seeing who takes the trophies at the Gala Night on 12th March at the Intercontinental Hotel, Dublin."





We are proud to sponsor the 2020 Irish Loyalty Awards and be part of the celebration and recognition of brands that aspire to create customer loyalty in Ireland today. In today's competitive economic environment, customers need to be appreciated and valued, which is why rewarding loyalty and finding innovative ways to put the customer at the heart of the business has never been more important.

"Following on from our success in winning the title of 'Irish Loyalty Programme of the year' at last year's awards, we are delighted to be back and proud to be a frontline sponsor of the 2020 Irish Loyalty Awards," said Jeff Harbourne, Head of Savings and Personal Banking at Permanent TSB.

Permanent TSB at its core is built on loyalty to our customers and we strive to continue to give more back in return for their loyalty to us. Launched in June 2016, The Explore Account from Permanent TSB rewards customers in a number of ways and gives them the ability to earn cashback for simply doing their everyday banking.

The Explore Account has three key benefits; 10c back on every Debit Card purchase up to €5 per month, up to 5% cashback on bills on selected Direct Debits with our exclusive partners Sky, SSE Airtricity, Circle K and also GoREWARDS cashback.

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*We have attracted loyal customers who see the benefits of having an Explore Account with Permanent TSB, creating an engaged customer base. The Explore Account proposition appeals to our core target market and we have seen an increase in the quality of customers that we attract to Permanent TSB, giving us the opportunity to develop a deeper relationship with our target audience. To date, we have rewarded over €5.2 million in cashback to our Explore Account customers.*

GoREWARDS, in partnership with VISA, gives our customers cashback on their favourite high street and online brands. Customers receive weekly personalised offers and receive cashback by using their Debit Card. In December 2019, we extended this offering to our Credit Card customers, demonstrating our commitment to furthering our customer loyalty strategy.

Going forward, as part of our loyalty strategy, we will continually review our rewards strategy ensuring relevant and attractive offers are available to our various customer segment needs and using data to make our communications smarter. In an increasingly competitive landscape, especially in the Irish banking industry, customer loyalty is key for long-term success, which is why we will continue to put the customer at the heart of everything we do. This is reflected in our vision to be the bank of choice for what we do and how we do it – trusted, valued and principled.

The Irish Loyalty Awards gives us, Permanent TSB, and other business alike, a platform to show how we are continuously striving to do the right thing by our customers and thereby earning their loyalty. It is encouraging to all Irish businesses to keep improving our offerings and innovating for new and better ways to reward customers and we look forward to seeing what the 2020 Irish Loyalty Awards has to showcase this year.



€6 monthly maintenance fee applies to the Explore Account from permanent tsb. No day-to-day transaction fees. Other transaction charges may apply e.g. unpaid items or ATM usage outside the Eurozone. Available to personal customers, over 18. eStatements only. Terms and conditions apply. See our fees and charges booklet for more details. Full details on permanenttsb.ie. GoREWARDS is available to personal Visa Debit Card customers over 16 and personal Visa Credit Card customers over the age of 18. Registration required for personalised offers (GoREWARDS). This service is provided by Visa. Account partners, features and benefits are subject to change.

Lending criteria, terms and conditions apply. permanent tsb p.l.c. is regulated by the Central Bank of Ireland.

# The Explore Account

from permanent tsb

Rewarding you  
with cashback  
in 3 ways

**10c back** as you pay  
**Cashback** on bills  
**GoREWARDS** cashback

**Visit [permanentsb.ie](https://permanentsb.ie)**

**Call us on 1890 500 195 or +353 1 655 0578**

10c back on card purchases up to €5 per month. Bill payment by Direct Debit required with our partners. Registration required for personalised offers (GoREWARDS). This service is provided by Visa. Account partners, features and benefits are subject to change. €6 monthly maintenance fee applies. No day-to-day transaction fees. Other transaction charges may apply e.g. unpaid items or ATM usage outside the Eurozone. Available to personal customers, over 18. eStatements only.



# Innovation in payments can drive commercial success



**Philip Konopik,**  
**Ireland Country Manager, Visa**

The retail industry is evolving at a rapid pace as advancements in digital technologies continue to revolutionise the customer experience. The rise of digital payments, including contactless and mobile, has introduced a frictionless checkout experience for Irish consumers, and the technology has become so popular that today over half of all Visa face-to-face transactions in Ireland are made using contactless. This has led to the opportunity for retailers to develop a much closer relationship with their customers and glean insights from spending data that can help drive further commercial success.

As a result, we are now witnessing the evolution of loyalty schemes, where we are moving beyond customers having multiple cards for different brands to stamp or scan, to a point where the relationship can

be sealed with the wave of a single card or device. This simplicity has led to a much richer level of data that businesses can use to segment their customers so they can reward loyal shoppers, reengage with lapsed consumers or entice new buyers with personalised incentives that will actually create added value for the consumer. It is truly the promise of Big Data coming to life by enabling a consensual value exchange between consumers and retailers for data.

The ability to analyse customer spending data across a market provides valuable insights for retailers when building and enhancing their loyalty solutions and offers. Visa is uniquely positioned to understand customer spending patterns, particularly given the rise in digital payments and the fact that cash use has fallen below 50% for the first time.

## VISA

### **Card Linked Offers**

As a leading global payments company, Visa's debit, credit and prepaid cards account for more than €1 in every €3 of Irish consumer spending. Visa launched its Card Linked Offers (CLO) platform across Ireland in 2017, and we have already partnered with a number of Irish banks - Permanent TSB (GoRewards), AIB (AIB Everyday Rewards), Bank of Ireland (Live Life Rewards from Bank of Ireland), and Ulster Bank (Ulster Bank Rewards) - to offer cashback rewards to participating cardholders, utilising our unrivalled insights into the spending habits of Irish shoppers.

Through Card Linked Offers, retailers are able to uniquely engage consumers based on their historic purchase patterns, sharing bespoke offers with target segments while tracking the redemption and evolution of consumer behaviour over time. Whether a retailer is looking to engage with new or lapsed customers, or to increase the basket share of loyal customers, Card Linked Offers provide unrivalled insights, fulfilment and tracking, enabling a perfect conversion of marketing spend to consumer engagement and spend.



## Linked Loyalty

Complementing the Card Linked Offers platform, we have developed our Linked Loyalty programme to empower retailers' loyalty programmes through connecting existing programmes with consumer cards to facilitate reward earning. Shoppers' only need to sign up and link their Visa card to the retailer's loyalty programme to earn points or avail of offers every time they pay with Visa. For retailers, Linked Loyalty ensures loyalty data is collected from all purchases and provides insights into shoppers wider spending patterns via the linked cards to enable more bespoke, targeted and relevant offers to consumers.

SuperValu was first to market in Ireland, having integrated their Real Rewards programme to give all Irish Visa debit and credit cardholders the opportunity to double their Real Rewards points when they shop in SuperValu.

Under the new partnership, all Irish Visa debit and credit cardholders are able to link their Visa card to SuperValu's Real Rewards loyalty programme and earn double points for every €1 they spend when they use that card in store. In addition to earning double points on a fixed basis simply by using their Visa card, SuperValu shoppers can still use their Real Rewards card to earn money-off vouchers and loyalty points, maximizing their Real Rewards earning potential and money-back value.

The partnership is a perfect example of how innovation in payments can drive commercial success, and with more than 1.3 million people currently signed up to SuperValu's loyalty programme, everyday shoppers across the country are reaping the rewards.



Underpinned by Visa's data, Linked Loyalty represents the future of loyalty programmes for retailers in Ireland. By turning the traditional loyalty model on its head, businesses are now able to accommodate the

spending behaviours of their customers more precisely than ever before. Furthermore, the scheme accommodates the growing consumer appetite for digital payments, and queue times will likely decline as consumers take advantage of the seamless checkout experience.

## Data and Analytics

As the retail industry continues to change and evolve in line with consumer demand, so too will the loyalty programmes and reward schemes that follow. At Visa, we are proud to be at the forefront of innovation in loyalty, and we look forward to working with partners in the future to develop technologies that will revolutionize the retail industry.

Our card data and analytics capabilities will always form the foundation for how we work with retailers to help them target the right customers, reward loyal customers or acquire new or lapsed customers, making better use of budgets. As the world leader in security and data protection we are uniquely placed to offer data products and facilitate consensual value exchange between consumers and retailers for data.

With a local dedicated team of merchant and loyalty experts in the Irish market, our door is open to all Irish merchants and retailers looking to bring their own loyalty and customer engagement to the next level.

To find out more about how your business can take advantage of Visa's Loyalty solutions, please reach out to our Irish Loyalty Lead, **Rory Goldsmith** at [goldsmir@visa.com](mailto:goldsmir@visa.com)







IRISH  
LOYALTY  
AWARDS

2020  
FINALISTS



#### FINANCIAL SERVICES LOYALTY PROGRAMME OF THE YEAR

- Avantcard - Advantages
- Aviva - You're safe in the hands of Aviva
- Permanent TSB - goRewards

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#### RETAIL LOYALTY PROGRAMME OF THE YEAR

- Dulux Paints Ireland - Trade Points
- Glanbia - Country Life Loyalty Card
- Sketchers Ireland - Elite

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#### LOYALTY INDUSTRY INNOVATION OF THE YEAR

- Aer Lingus - AerClub
- Avantcard - Reward+
- Circle K - Play or Park
- Vhi - Park Run Rewards
- Reward Store

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#### UTILITIES LOYALTY PROGRAMME OF THE YEAR

- SSE Airtricity - SSE Reward
- Three Ireland - 3Plus
- Vodafone

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#### LOYALTY PROGRAMME MARKETING CAMPAIGN OF THE YEAR

- Aviva - You're safe in the hands of Aviva
- Glanbia - Country Life Loyalty Card
- Sky - VIP
- SSE Airtricity - SSE Reward
- Vodafone

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#### CSR LOYALTY PROGRAMME OF THE YEAR

- SSE Airtricity - SSE Reward
- Stampify - Loyalty to Others
- Vhi - Park Run Rewards

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#### RETAIL FOOD LOYALTY PROGRAMME OF THE YEAR

- Aurivo Consumer Foods Ltd - Connacht Gold / Donegal Creameries
- Circle K - Play or Park
- Supervalu - Real Rewards

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#### INSURANCE LOYALTY PROGRAMME OF THE YEAR

- Aviva - You're safe in the hands of Aviva
- Axa Insurance - Axa Plus
- Vhi - Park Run Rewards

#### B2B

#### PROGRAMME OF THE YEAR

- Dulux Paints Ireland - Trade Points
- Kepak - Food Alliance Rewards
- Kuehne & Nagel - Care Programme
- Reward Store
- Volkswagen Group - Reward Link

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#### LOYALTY COALITION PROGRAMME OF THE YEAR

- Aer Lingus - AerClub
- Axa Insurance - Axa Plus
- Bank of Ireland - Student Live Life Rewards
- SSE Airtricity - SSE Reward
- Supervalu - Real Rewards

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#### COMMUNITY LOYALTY PROGRAMME OF THE YEAR

- Circle K - Play or Park
- Glanbia - Country Life Loyalty Card
- Vhi - Park Run Rewards

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#### TRAVEL, LEISURE & EXPERIENTIAL LOYALTY PROGRAMME OF THE YEAR

- AerLingus - AerClub
- Shannon Heritage - Visitor Experience
- Supervalu - Getaway Breaks

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#### NEW LOYALTY LAUNCH OF THE YEAR

- Avantcard - Rewards+ & Advantages
- Stampify - Loyalty to Others
- Supervalu - Real Rewards & Visa

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#### TECHNOLOGY LOYALTY PROGRAMME OF THE YEAR

- Circle K - Play or Park
- Reward Store
- Three Ireland - 3Plus

...

#### EMPLOYEE RECOGNITION PROGRAMME OF THE YEAR

- Chadwick Builders - Employee Programme
- Kuehne & Nagel - Care Programme
- Reward Store

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#### ESTABLISHED (3YRS +) LOYALTY PROGRAMME OF THE YEAR

- Axa Insurance - Axa Plus
- Energia - Extra
- Glanbia - Country Life Loyalty Card
- Insomnia - Treats
- Permanent TSB - goRewards

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#### BEST CUSTOMER EXPERIENCE

- Kuehne & Nagel - Care Programme
- Sketchers Ireland - Elite
- Sky - VIP

#### BEST QSR LOYALTY PROGRAMME OF THE YEAR

- Insomnia - Treats
- Kepak - Food Alliance Rewards





IRISH  
LOYALTY  
AWARDS

# 2020 FINALISTS

## AER CLUB

LOYALTY PROGRAMME OF AER LINGUS

### Aer Lingus

**Aer Lingus AerClub brings innovative features and engagement to 1.4 million flyers**

AerClub, the loyalty programme of Aer Lingus, has gone from strength to strength since launching in 2016. With over 1.4 million members, our objective is to become the leading rewards programme in Ireland, enabling the airline to continue to grow the network in both breadth and depth.

AerClub is designed to recognise and reward frequent flyers for their loyalty to Aer Lingus with a range of member benefits including lounge access, priority boarding and upgrades. Avios is the reward currency of AerClub with a range of in air, on the ground and online partners enabling members to collect Avios on their everyday spend. The programme also recognises our less frequent travellers with a wide variety of collection partners and activities such as member events, competitions and bonusing campaigns. Avios can be spent to get money off flights, upgrade to business class, hotels stays, car rentals and travel experiences.

In the last three years the programme has launched credit cards in the Irish and US markets with an Avios earn and travel benefits. The AerClub eStore offers members in the US, UK and Ireland, the opportunity to collect Avios on their online shopping with hundreds of their favourite brands. Our innovative card linking product enables members to automatically collect Avios with partners on their credit or debit cards at the cinema, hotels and more. Members are kept up to date with the latest AerClub news through an active CRM programme.

## Aurivo

### Aurivo

**Aurivo's strong award-winning consumer food brands are renowned for their high-quality and delicious taste. Our consumer foods include a range of milk and real butter products under the Connacht Gold and Donegal Creameries brands.**

The objective of the Connacht Gold & Donegal Creameries loyalty initiative is to recognise and reward our loyal consumers in our region. We created the initiative to reward families by making it more affordable for families to enjoy quality family time together with 2 for 1 admission at local and national attractions.

As well as rewarding our loyal consumers, it also allowed us to support local attractions and businesses in our area, which is very important to us. As a local milk brand, we know and value the importance of supporting local.

At Aurivo, contributing to the communities in which we, our farmers, and customers live is the essence of our mission to enhance the lives of our members, customers, colleagues and communities in which we operate in a sustainable way.

At Aurivo Consumer Foods, we were the first to launch a fully renewable milk carton to the Irish market last year. The cap, neck and coating of our new carton are made from plant based raw materials, with a low climate impact.

Sustainability is embedded into everything we do at Aurivo. It is about sustaining our farms, our processes and our communities so that we can provide a thriving co-op for future generations while at the same time keeping our planet clean and green.

## Avantcard

**Avantcard**

Avantcard is a leading provider of credit card and personal loan products in the Irish market. Last year, it launched Reward+™, a new credit card product which was the result of extensive research into what customers really wanted from a credit card. Avantcard found that customers want rewards that are relevant to them and to be able to build their own reward packages to enhance their lifestyle. This led to the creation of a new type of credit card product that, for the first time in Ireland, offers this choice.

Reward+ customers can choose an initial introductory reward of either an interest-free

balance transfer or €30 cashback. It also includes an 'always-on' option of an interest refund every month or, alternatively, customers can opt for 1.25% cashback on their retail purchases, currently the highest cashback rate on any credit card in Ireland.

All Avantcard credit card customers also have access to its unique rewards platform called Avantages™. Avantages has hundreds of 'always on' savings and offers across a range of top high street brands, giving a mix of immediate discounts, cashback and exclusive offers. The Avantages platform not only provides opportunities for customers to both save and earn money, it also gives access to daily lifestyle advice, guidance and education.

Go to [avantcard.ie](https://avantcard.ie) to find out more about the Reward+ credit card or Avantages.



## AVIVA

### Aviva

**Aviva Ireland - 'You're safe in the hands of Aviva'**

Some things never change...

From an Irish Mum's ability to know best, to a partner's ability to borrow your belongings, to our desire to protect the people and possessions that matter most to us. At Aviva, we know this because we've been insuring what Irish people value most since 1780.

In 2018, Aviva were faced with challenging trading conditions and our advertising was suffering from creative wear-out. We knew we had a great asset in our sponsorship of the Aviva Stadium but questioned the link between this and Aviva, the Insurance Company'.

We knew that we needed a new marketing strategy that put our customers first. Through in-depth customer research we identified a key insight that would lay the foundations: *Customers hate the hassle of switching and would prefer to be rewarded for staying with their insurer.*

And with this in mind, 'You're safe in the hands of Aviva', was born.

An insight-led fully-integrated, customer campaign which rewarded and recognised existing and multi-product holders in three distinct ways:

1. We put the focus on our existing customers,
2. We made it easier for them to do business with us,
3. We rewarded their loyalty

This through-the-line, fully integrated campaign, worked across our product portfolio (car, home and life) with a striking brand message that seamlessly embedded Aviva Stadium as a core brand building asset. It's an excellent example of how a strategic, creative and well executed campaign be truly transformative on the organisation's commercial performance and on our relationship with our customers.



### AXA Insurance

AXA Insurance dac operates in both the Republic of Ireland and Northern Ireland and has over 1.2 million policies in force covering a range of personal, farm and commercial products. AXA operates a fully integrated, multi-channel distribution model that includes:

- Network of local sales offices
- 3 telephone contact centres
- A market leading website
- An extensive broker network
- Corporate partnerships

AXA Insurance dac part of the AXA Group, the world's largest property and casualty



insurer operating in 61 countries and serving 105 million customers.

AXA can trace an unbroken presence in Ireland back to 1721 and whilst proud of our past we are always adapting and investing in our future success to benefit our customers. At AXA, we know that building customer loyalty is about fostering real relationships and empowering our customers to lead better lives. Insurance providers can sometimes be seen as distant corporate entities, concerned only with payments and policies. At AXA, we do things differently. We know that customers are our greatest asset, and our business model reflects this.

AXA are focused on making a difference in our customers' lives and emphasise our commitment to customers through several community-focused initiatives.

AXA Farm Hero, a €10,000 award to honour a person who goes out of their way to help neighbours and the local community.

AXA Community Bike Rides in partnership with Cycling Ireland inspires people of all ages and abilities to get on their bikes. Trained Ride Leaders select each bike ride to ensure both a safe and enjoyable experience.

## Bank of Ireland

### Bank of Ireland

Bank of Ireland (BOI) Student Rewards is a loyalty programme in partnership with VISA through the Live Life Rewards programme. The third level (18-24 year) old segment is a key cohort for BOI and in order to create long term customer loyalty and brand affinity with this cohort a tailored Live Life Rewards proposition was designed with retailers based on findings that identified what our Bank students were interested in.

The Student Live Life Rewards programme delivers cashback offers to students who use their registered debit card in a number of leading retailers. Customers simply register their Bank of Ireland Visa Debit card for Live Life Rewards, and each week they will receive weekly offers. They then shop in-store and online with participating retailers using their Visa Debit Card and wait for the cashback to be paid into their account, typically within 5 business days.

In order to enhance the loyalty partnership with VISA, BOI were keen to offer both new and existing customers an exclusive offer through a partnership with NOWTV during the "Back to College" campaign in September 2019.

Encouraging customers to register and use Live Life Rewards provides an opportunity for the Bank to:

- Create long term customer loyalty and brand affinity
- Engage with young customers on an ongoing basis with offers that are relevant to them
- Reward for the Bank's existing customer student cohort with great offers
- Deepen relationships with this key segment for BOI

## CHADWICKS GROUP

### Chadwicks Group

At the Chadwicks Group we believe that employee recognition is a key component of our employee culture. Culture is important to us as it strengthens our objectives and we believe that creating a positive culture results in attracting talent, drives colleague engagement, retention, leads to positive performance and increases job satisfaction.

As a company we are inspired by the colleagues that have contributed to the success of our business and as our most valuable asset we want to reward and recognise these achievements and milestones. When building our recognition culture, we identified several areas which include our Loyalty Award Programme, a colleagues Retirement milestone and celebrations such as new baby or a colleagues pending nuptials.

Our constant aim is to build a positive workplace culture and retaining our colleagues in the business is one that is very important to us. With employee recognition we want to show colleagues our appreciation for all their hard work and dedication and believe it keeps colleagues motivated and creates an environment in which they want to stay.

As we continue our recognition journey and our colleagues reach recognition milestones

we want to enhance features to complement our current programme and approach. Recognition is essential to an outstanding workplace as our colleagues want to feel respected and valued for their contribution, they are the reason for the Chadwicks Group continued growth and success.

## PLAY•PARK



### Circle K

#### Play or Park – Here for Ireland

Play or Park launched in February 2013 and has grown to over 560,000 registered members. With over one million customers to take care of every week, loyalty is at the heart of Circle K's business strategy for growth and customer retention. With the first loyalty programme to use a gaming mechanic in Ireland, each month we reward one lucky member with an Experience of a Lifetime. This year we will be sending our winners off to enjoy luxury trips as far away as Thailand, Australia and Mauritius, as well as classic American vacations in California and NYC. We'll also be giving away hundreds of thousands of free treats to all our runners-up again this year, rewarding them for their on-going engagement with our brand.

In 2019, we launched the first brand partnership with both the Olympic Federation of Ireland and Paralympics Ireland to sponsor Team Ireland for the Tokyo games. Using our Play or Park platform, customers generate new digital coins every time they scan their loyalty tag at a Circle K site. These coins go directly to Irish athletes who use them to purchase fuel & food in store every day, meaning Circle K customers are making athletes lives a little easier on their journey to Tokyo 2020.



### Dulux Paint Ireland

Dulux Paints Ireland, part of the global AkzoNobel Group, is a leading provider of paint and coatings in Ireland.

Unlike other markets where their Dulux Decorator Centres give them direct access to Trade Customers (painters & decorators), Dulux Paints Ireland distributes through an independent set of Irish Retailers. These range from family-owned stores to nationwide independent retail groups, and all of them sell Dulux Trade products alongside many competing brands.

Dulux knew that if they were to build a competitive advantage in Ireland, they needed to support the Independent Retailer network, and grow their Trade business by communicating with Trade Customers directly to influence spend and brand affinity. If they achieved this, they would create a repository of valuable market data that no other paint brand in Ireland would enjoy.

In a global industry first, Dulux launched Dulux Trade Points, a loyalty programme that builds sustainable, long-term, and profitable relationships with both Trade Customers and Retailers.

- For the Retailer, by offering the Dulux Trade Points programme they can attract repeat-business, regular and incremental footfall and revenue, and secure a new channel to communicate directly with Trade Customers.
- The Trade Customers, for the first time ever, are now being recognised and rewarded by a Paint Brand, in a way that they value most!

With a nationwide footprint of 35 stores and more than 2,500 members, this innovative loyalty programme has successfully created a commercial advantage for Dulux that its competitors simply cannot compete with – and rewards its customers for choosing Dulux.



IRISH  
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## Energia Extra

Established in 1999, Energia is one of Ireland's leading and most competitive suppliers of electricity and gas to over 200,000 homes and 58,000 businesses all over Ireland. The company has invested over €1 Bn in Ireland's energy infrastructure to meet the needs of its customers. Supplying approximately 25% of Ireland's total energy and 21% of the country's total wind power, Energia has also for the past 5 years supplied 100% renewable energy to communities across Ireland. Energia Group is the power behind homes, schools, hospitals, factories, street lighting, transport and many other sectors.

Energia Extra is our loyalty programme and is open to both Domestic and Business customers. It offers a selection of loyalty discounts off shopping, hotels, activities and more. The programme offers something 'extra' to our customers for being with Energia. Some of the objectives of the programme are to increase customer engagement and satisfaction. With the ultimate aim of the programme to encourage customers to stay with Energia and therefore increase retention and reduce customer churn.

In a challenging switcher marketplace, we at Energia continually review and improve Energia Extra to engage our customers and ensure our offers and propositions are relevant to their needs. Now entering its sixth year, Energia Extra has grown from being a fringe benefit to a core pillar of our customer proposition. Marketed via direct customer comms, our social media assets and on the main Energia website, the programme continues to grow and evolve in line with the fast changing, modern consumer landscape.



## Glanbia

### Glanbia CountryLife Loyalty Club for gardening enthusiasts!

CountryLife Garden Centres is part of Glanbia Ireland and its agribusiness function of 52 agri-retail branches in total. There are 14 CountryLife garden centres across the South East and is the second largest garden centre chain in Ireland offering low prices on high quality plants.

In 2011, the CountryLife Loyalty Club evolved from a simple 10% discount on all purchases to a highly effective points based rewards club offering members 5% back on all garden centre purchases.

The garden centres are mostly rurally located with staff often knowing customers by name, which is one of the many charms of CountryLife. The loyalty programme is hugely popular amongst customers and viewed as a favourite amongst clubs they are members of. Members truly feel rewarded earning 5 points per every €1 spent in the garden centre.



LOVE BEING AWAKE

## Insomnia Treats - Love Being Rewarded

Insomnia Treats Loyalty Programme was first launched in 2014 and has expanded in reach, engagement and online functionalities each year as well as giving us competitive advantage over our competitors. Our members can scan key fobs, cards or the unique QR code on the app to collect rewards when they transact in any of our stores. We put the power in customers' hands as they can check their balance, beans, top up and use coupons via the user-friendly app on their phone. Customers can earn rewards such as birthday treats, Keep Cup points, free coffees and seasonal offers.

It also acts a key communication tool between us and our customers to build affinity and engagement with the Insomnia brand.

Insomnia Treats is constantly brewing up new offers for our customers every year. Advancements in app functionalities have been made to improve the customer experience; as well as the exciting introduction of online ordering, mobile payments, improved omni-channel communication and the inclusion of more data-driven rewards to customers. We are looking forward to 2020 as we have many exciting improvements planned for the year ahead!



Rewarding Excellence in Food Solutions

## Kepak Foodservice

Kepak Foodservice solutions provide over 100 products to the Irish Foodservice channels. The products range from Beef Burgers, Chicken products, sauces, added value red meat meal solutions and bread.

We not only provide product, we support our customers with value added marketing services such as a point of sale, a consultative sales approach with a dedicated sales consultant, margin & sales analysis and education courses.

More recently in 2018 we launched our newly established B2B customer Loyalty programme

- Our innovative loyalty programme rewards customers for every purchase they make. When a customer buys a product, they are awarded points which they can use against rewards for themselves personally or their business.
- We were on a mission to completely transform the way in which we connect and communicate with our customers and distributors, by creating a Loyalty Programme that they WANT to be part of. Something that is first of its kind in the Foodservice channel.
- Linking with our 16 distributors to provide a joint service to our customers was key – building our businesses together is a key priority for us
- We want to make our customers feel good about the fact that they're part of something really special, that will not only benefit them personally but truly show our support for the incredible businesses that they have created.
- We wanted to use the programme to activate communication and activation of our brand plan including campaigns and promoting new product development.
- The data and analytics attained from the programme will revolutionise the way we conduct, communicate and grow our business, and support our customers and distributors business in a truly meaningful and relevant way.





## KUEHNE+NAGEL

### Kuehne + Nagel's CARE Programme – A Cultural Transformation

Global logistics giant Kuehne + Nagel understand that every single customer interaction impacts the overall customer experience. With this understanding, they have focussed their strategy around improving the Customer Experience by defining a Customer Engagement Cycle. The Customer Engagement Cycle is a 7-step tool that guides their approach towards customer excellence and defines the areas for which all the business and functional units define and adapt their customer-facing and internal activities. Kuehne + Nagel are placing the customer at the centre of the Engagement Cycle and taking on the perspective of that customer. All of their processes, tools, systems and activities are then designed to deliver excellent customer service and outstanding customer experience. As a service company, their customers' needs are at the core of everything they do and all of their activities, from approaching a new customer (Customer Onboarding) to sending an invoice, are designed to meet their customer's needs and expectations.

Kuehne + Nagel also recognise the huge impact that their people have on delivering for their customers, and have been ranked in as a Best Workplace in Ireland for over 8 years. They are acutely aware that their employees and their expertise are pivotal to achieving their long-term ambitions and are keen to continue improving the employee experience through the implementation of their CARE strategy. CARE is the centrepiece for creating the behavioural and cultural environment required to achieve Customer Excellence. CARE is the largest cultural transformation and behavioural shift the company has ever embarked on, with the view to achieving two goals – to be the best organisation to work for and the best company to do business with.



### Permanent TSB

Following on from our success in winning the title of 'Irish Loyalty Programme of the year' at last year's awards for the Permanent TSB Explore Account, we are delighted to have been nominated as a Finalist in the 2020 Irish Loyalty Awards under two categories; Financial Services Loyalty Programme of the Year and Established (3yrs +) Loyalty Programme of the Year.

Permanent TSB at its core is built on loyalty to our customers and we strive to continue to give more back in return for their loyalty to us. Launched in June 2016, The Explore Account from Permanent TSB rewards customers in a number of ways and gives them the ability to earn cashback for simply doing their everyday banking.

We are also proud to be a frontline sponsor of the Awards this year and be part of the celebration and recognition of brands that aspire to create customer loyalty in Ireland today. In today's competitive economic environment, customers need to be appreciated and valued, which is why rewarding loyalty and finding innovative ways to put the customer at the heart of the business has never been more important. We look forward to seeing what the 2020 Irish Loyalty Awards has to showcase this year at what is definite to be a great event.



### Reward Store from WIN|WIN

**– transforming compliance in Retail, increasing sales and reducing costs**

Reward Store is a revolutionary product researched, built and operated by WIN|WIN – Ireland's leading Reward & Loyalty Agency. Reward Store is a tech solution which enables both Retail Head Offices and Suppliers to engage with their trade customers and achieve compliance at store level across several KPI metrics. While doing so, LOYALTY is achieved via real incentives that sustain engagement and crucially performance. This performance directly correlates to increased sales at a fraction of the cost to traditionally service these channels – resulting in enhanced margin. Dare we say it – a WIN|WIN for our clients and their customers!

The Reward Store solution can be introduced to multiple channel models including FMCG Retail, High Street Retail, Telecommunications, Fashion, Pharmaceutical, DIY, Restaurant Chains and Forecourt Retailing. Are you a Retail Head Office who wants to influence Management and Team Performance across your branch network or perhaps you are a Supplier wants to influence Retail Management to support your product ranges across multiple Retail networks, both Group and Independents – then Reward Store is the smart solution for you.

Reward Store Key modules include Ideal Store Surveys, Training Releases (PDF & Video), Resource Library, 2-way Messenger, Photo Tagging & Upload, POS Catalogue with Order Fulfilment and Reporting.



### Shannon Heritage

Shannon Heritage, part of the Shannon Group, is Ireland's leading operator of tourist attractions. We have a 60 year proud history of operating iconic attractions such as Bunratty Castle and Folk Park in Co. Clare, King John's Castle in Limerick, Malahide Castle and Gardens in Dublin and the GPO Museum to mention a few.

With over 900,000 visitors a year, we pride ourselves on delivering unforgettable experiences for our customers. In 2019, we took a strategic decision to a step transform our loyalty programmes, re-inventing the Bunratty Castle & Folk Park membership, launching a new combined Malahide Castle & Newbridge House & Farm membership and also adding a King John's Castle annual pass. This resulted in +153% growth in membership year on year and growing visits from members from 1.5 times a year in 2018 to 3.08 times in 2019.

This growth was aided by a bespoke events strategy targeted at ensuring value for money for members. Additionally, each member now brings 1.5 paying guests with them driving additional revenue and advocacy. This was a key driver in realising +22% growth in domestic visitors across the portfolio in 2019. Encouraging customer feedback on member experiences to drive continuous improvements has played a crucial role in tailoring our offering. An example of which was the addition of new experiences like such as the Pet Farm at Bunratty Castle due to popular demand from members.



IRISH  
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## Skechers Ireland

Skechers Ireland began operating in March 2010 as a franchise of the US Skechers brand. They currently have 20 stores nationwide; 5 in Northern Ireland and 15 in the Republic of Ireland.

The Skechers Ireland loyalty programme was launched in 2015. The aim of the programme is to reward repeat custom and to show customers that they are valued by the company. Since its launch, Skechers have signed up over 270,000 customers to the loyalty programme. Skechers staff register new customers using tablets in-store and they are prompted to use their card with every transaction. Customers receive 5% of every purchase back on their card as money back points.

Each customer is encouraged to sign up to the loyalty database and to receive communications via email or text. Through these channels, Skechers build a relationship with customers by sharing information on new ranges and offers.

In March 2019, Skechers Ireland launched a closed microsite for loyalty customers. This has been a successful way to create a multi-channel experience for the loyalty database. The microsite gives them the opportunity to Click and Collect to their local store or to simply browse the newest styles. It is also a helpful way to give loyalty members access to exclusive discounts and to make them feel valued by the brand. Customers gain loyalty points on all transactions and can spend any accumulated points instore or online.



## Sky

At Sky, we are on a mission to thank our customers. Our ambition was to ensure our most loyal customers felt recognised and appreciated for the time they have been with us and in turn transform the way they feel about our brand, increasing their "Intention to Stay" with us for longer. Sky needed to change the way it treated existing customers. Underlying drivers of churn showed that longer tenure customers were increasingly dissatisfied by a lack of recognition. Perceptions that new customers were treated better were reinforced by our focus on acquisition. In a maturing market, it was essential that we redress the balance.

Our challenge was emotional; Customers who felt that Sky recognised them for their loyalty were more likely to stay with Sky. Customers needed to feel that they were recognised and appreciated by Sky. Our key strategy was to flip loyalty programmes on their head and design a programme that demonstrates our loyalty to our customers rather than demanding their loyalty to us.

We created a loyalty programme based on tenure not spend - Specifically designed with the purpose of recognising and appreciating customers for the time they have spent with us, not the depth of their pocket. "The longer you are with us the better it gets".

In August 2017 we launched Sky VIP and have been working hard behind the scenes to create money can't buy experiences for our customers - from going beyond the ropes with Rory McIlroy, an evening with Katie Taylor, immersive Game of Thrones finale experience to feeding the elephants at Dublin Zoo and Code Camps for Kids over the mid-term break.



## SSE Reward

At SSE Reward, we are incredibly humbled by these four nominations for this years' Irish Loyalty Awards, especially given the excellent work put in by our fellow nominees. We are highly satisfied with the performance of our platform thus far and these nominations are truly a cherry on top for the platforms performance over the last 12 months.

2019 started with the SSE Reward programme being completely revamped and relaunched back in January. Customers have responded positively to what we've been doing and we have seen exponential growth of our membership base.

We believe in providing our members with "Rewards Worth Experiencing", which are delivered through our extensive brand partnerships and sponsorship agreements. These include our sustainability partnership with Dublin zoo as well as our sponsorship of The SSE Arena Belfast.

We pride ourselves in our ability to deliver what we believe to be unmatched customer rewards and experiences, such as our recent competition to send a group of customers on a trip to London to attend an SSE exclusive intimate gig with snow patrol. Other such exclusive experiences are demonstrated in our train like Ireland competition where we gave the opportunity to 10 SSE Reward Members to send a child to Abbotstown to train as Ireland do with Mick McCartney. The highlight from the year in terms of how we rewarded our customers could be seen at our exclusive SSE Rewards Night at Dublin Zoo's Wild Lights. At this event we were able to reward 5,000 of our customers with a valuable reward worth experiencing, completely free.



## Stampify

Stampify is a social enterprise whose vision is a world where no one is unsure of where their next meal will come from.

To achieve this vision the Stampify team created a loyalty card for charity that allows users to fight world hunger with every purchase from participating businesses.

The Stampify loyalty card works the same as conventional loyalty programmes with two key differences:

1. The Stampify loyalty card can be used across businesses
2. Every time you complete a card instead of received a complimentary coffee or meal, a donation is made to charity on your behalf.

For every card you complete partner businesses make a donation to feed a child for a week in their place of education in the developing world. The Stampify message is simple, one stamp = one meal. To date, Stampify has donated over 120,000 meals to fight world hunger.

To provide school meals to children in the developing world, Stampify partner with international aid charity Mary's Meals who operate in 18 countries across Africa, Asia, Latin America, Eastern Europe, and the Caribbean.

The Stampify loyalty card for charity is available in over 100 locations around Ireland, you can find your nearest partner on our website.

Pick up a card today and stamp out world hunger!





## SuperValu Real Rewards

Real Rewards is the cornerstone for SuperValu retailers in protecting and growing their business in a highly competitive market. Real Rewards offers its customers a fully rounded value approach by allowing them to make savings in-store and online, with personalised and money back vouchers, as well as savings with leading brand partners like Visa, Electric Ireland, eir, Aer Lingus, Getaway Breaks, SuperValu Insurance and eShops. Its personalised voucher programme gives customers significant savings on their weekly shop, driven off an understanding of their shopping habits recorded through their Real Rewards card. Additional personalised Money Off vouchers are offered exclusively to app users who value having their vouchers at their fingertips and the functionality of being able to scan their phone at the till instead of the plastic fob. This drives scan rates and voucher redemption rates as shoppers are far less likely to forget their phones than a paper voucher. The programme has achieved significant digital engagement with so many shoppers now using the Real Rewards app. The app allows SuperValu to connect and communicate its best offers straight into the hands of its most engaged customers and gives customers digital access to their account. Real Rewards continues to be a key component of SuperValu's value offering and future brand strategy



## Three Ireland - 3Plus

3Plus, Three's loyalty programme, offers money can't buy experiences and great discounts with leading brands, such as Elverys, Eason and Just Eat, to Three's 2.3 million customers nationwide. Currently, there are over 200 offers live on 3Plus, and any Three customer can join the programme, there is no eligibility criteria.

In the last year, Three has developed another layer to this programme by providing local offers and is now working with 180 local partners in 25 counties. Using advanced geo targeting, Three's customers can avail of offers from local partners that are specific to their location, be it Carlow, Ennis or Mullingar. Over 2,500 offers have been availed of to date and continue to grow.

The ability to measure the effectiveness of campaigns is of huge benefit to businesses. Mobile and online worlds are now connected with the physical world, allowing partners to see exactly how many people downloaded the codes and how many were redeemed. Sharing this valuable knowledge with a business allows them to join the dots, giving them the power to adjust their offers to maximise return.

3Plus has delivered significant commercial growth and driven advocacy for the Three brand, acting as a powerful influencer and demonstrating to customers that loyalty is rewarded, resulting in more customers staying with Three and benefiting from doing so.

To find out more about 3Plus offers, log on to [plus.three.ie](http://plus.three.ie) or download the app. Three Ireland is a finalist in both the Utilities and Technology Loyalty Programme of the Year.



## Vhi

In December 2016, Vhi announced a new partnership with parkrun Ireland, a global first for parkrun which is now established in 20 countries with more than 2.9 million participants worldwide.

Vhi is Ireland's leading health insurer with one million customers and a 50% market share. First established in 1957, Vhi remains a not for profit organisation.

As part of our sponsorship – Vhi wanted to raise awareness of parkrun Ireland, encourage more people to try it out and encourage people to become regulars.

For that reason we designed parkrun Rewards - running themed incentives that are rewarded to people who both volunteer and participate at regular intervals.

Vhi parkrun rewards launched on 28th September 2018 – making Vhi the first health insurer in Ireland to tangibly reward customers for making healthy choices and taking part in healthy activity. Given our share of the health insurance market – we envision that in the long term, this will potentially have a significant impact on the overall health of the nation.

Vhi parkrun Rewards, is a digital loyalty programme, that provides all Vhi customers the opportunity to earn healthy lifestyles rewards as they participate or volunteer in parkruns.



## Vodafone Fantastic Days

As the largest operator in Ireland, with many customers who have been with us for up to 20 years, we wanted to find a way to say thank you for their loyalty. Since the programme's inception in early 2018, Vodafone's Fantastic Days has been committed to rewarding customers simply for being with the Vodafone network.

Our portfolio of offerings is split into five distinct propositions: Fantastic Fridays, Fantastic Offers, Fantastic Freebies, Fantastic Birthdays and Thank You Days. Using one of these five categories as a vehicle for our gratitude, we aim to make our customers feel appreciated through the application of our digital strengths. There are no purchase intentions and no opt in requirement to be part of Fantastic Days. All offers, competitions and giveaways are available to all customers in the My Vodafone app.

As part of the overall Vodafone strategy, we are looking to build on customer loyalty and appreciation of our Brand and Fantastic Days is an integral part to this. In other areas such as Product launches, sponsorship of Irish Rugby and Vodafone Comedy Festivals, Fantastic Days is used as a Launchpad to promote awareness of these to our current customers.

The offers within Fantastic Days have been brought about as a direct result of customer feedback and research that we have undertaken on rewards and partnered with brands such as Revolut, Emirates and Hotels.com. We have looked into the types of offers and journeys that customers would expect from a Telco and we have implemented these.

# AXA makes the difference by putting customers first



The insurance company's AXA Plus loyalty programme and several successful community initiatives ensure a superior customer experience

*"Customers want more from us than paying bills. We need to go on a journey and become a partner of our customers."* – Thomas Buberl, CEO, AXA

AXA is Ireland's largest insurance company, and a key reason for its continued success is its dedication to offering a superior customer experience that goes beyond the provision of standard insurance products.

*"At AXA, we know that building customer loyalty is about fostering real relationships with our customers, and empowering them to lead better lives,"* said Antoinette McDonald, Customer Experience Director with AXA. *"Insurance providers can sometimes be seen as distant corporate entities,*

*concerned only with payments and policies. At AXA, we do things differently. We know that customers are our greatest asset, and our business model reflects that,"* she said.

## Commitment to customers

AXA has emphasised its commitment to customers through several community-focused initiatives. These include AXA Farm Hero, a €10,000 award to honour a person in rural Ireland who goes out of their way to help neighbours and the local community.

AXA Community Bike Rides is a free initiative and is run in conjunction with Cycling Ireland. It brings communities together across the country for regular exercise while allowing people to socialise in small, local groups. It inspires people of all ages and abilities to get on their bikes where Trained Ride Leaders select and schedule each cycle ensuring both a safe and enjoyable experience.

However, the cornerstone of AXA's customer experience efforts is AXA Plus, its award-winning loyalty programme. Running since 2006, it was the Irish insurance industry's first loyalty programme and brings customer commitment to life.

Carefully selected partners provide AXA customers with a range of non-insurance benefits on fuel, fashion, car accessories, outdoor living, ferry travel, DIY and much more.

AXA Plus is designed to ensure that customers get more from AXA than just insurance – and encourages "more reasons to buy" and "more reasons to stay".

## Fantastic initiatives

Membership of the programme couldn't be any simpler. All AXA customers automatically receive a free AXA Plus loyalty card after purchasing a premium, and all they need to do is show it at the till or shop online in participating stores to get a saving – all year round. *"AXA Plus is the loyalty programme that doesn't require anything from the customer,"* said McDonald. *"At AXA we understand that customers want more from us than just paying bills, which is where AXA Plus and our fantastic community initiatives come in. Having a great loyalty programme means more than just savings for AXA customers, as it allows AXA to engage with our customers beyond the standard insurance relationship and to become a partner, supporting them in key life moments."*

McDonald said that customers don't usually expect to interact with an insurance company beyond payments, policy amendments and claims.

AXA

Icons: house, car, tractor, house

## Every step together

Your life is a journey, both exciting and uncertain. We're with you every step of the way.

**Know You Can**

[www.axa.ie](http://www.axa.ie)

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Antoinette McDonald

*"It's refreshing for our customers to know that we offer more than insurance products, and that they can avail of great benefits without any fuss. This enables us to build lasting relationships with customers, which is the foundation for loyalty in a crowded marketplace," she said.*

#### **Advocates of the AXA brand**

William Sparkes, Ireland's Loyalty Manager with AXA, said that loyal customers eventually become advocates of the AXA brand and will recommend it to family and friends.

*"AXA customers are really engaged with AXA Plus; over 217,000 customers have opted in for our fortnightly e-newsletter, meaning they can be kept up to date on the latest offers from our partners. We believe that's because these savings apply to important life moments, making these moments a little easier for customers. Having a great loyalty programme means more than just saving. Giving customers a reason to feel positive about their experience with us is what keeps us relevant in their busy lives."*



William Sparkes

#### **Helping customers to go further**

Sparkes said that the success of AXA Plus was a result of an overall commitment to exceptional customer experience and not just offering benefits in isolation.

*"Exceptional customer support and a painless claims service, along with innovative marketing activities, are an essential part of the mix that ultimately brings customers back for more, year on year," he said.*

Customer satisfaction is just one metric at a particular moment in time, which is why AXA emphasises customer engagement throughout the year. *"We stay in touch with our customers outside of normal insurance communications," said Sparkes. "It's just another way we show we're there for customers when they need us most. AXA Plus is a simple thank you for choosing AXA and another way we show that we can help our customers go further."*

**For more information, see [axa.ie/axaplus](https://axa.ie/axaplus)**

# IRISH LOYALTY SUMMIT 2020



IRISH LOYALTY AWARDS



## REMASTER, RENEW & REIMAGINE

Customer Loyalty and its impact on your business

**12th MARCH 2020**  
Intercontinental Hotel, Dublin  
8.30am - 4pm



**BOOK NOW**





Consumers are increasingly looking for more value and more reasons to engage. The role technology plays in consumers lives is critical in shaping the retailer-consumer relationships of the future. Rewards need to be meaningful, visible and accessible. As more consumers go digital and understand how retailers use their data, expectations are heightened on receiving hyper-personalised rewards and offers.



**Margaret O'Donoghue**  
Loyalty Programme  
Manager

Loyalty is earned through keeping the quality high, ensuring everyday freshest, best quality products are always available to you our customers in communities across Ireland. 75% of the population of Ireland live within 20 minutes of a SuperValu, the only supermarket with 100% coverage within 45 minutes. SuperValu Online shopping makes that same experience even more accessible.

Loyalty comes from staying relevant to what matters to customers in their communities. Through long standing sponsorship of the GAA and Tidy Towns, ten and twenty-eight years respectively, SuperValu contributes to building community spirit and making communities better places to live.

Loyalty to SuperValu is garnered from providing value at the till, where Real Rewards plays an important role. Real Rewards will deliver millions of euro in value to our shoppers over the next twelve months through points earned by scanning the Real Rewards card and

**SuperValu - winners of the inaugural Retail Food Loyalty Programme of the Year in 2019 are delighted to sponsor the 2020 Irish Loyalty Awards.**

The day time summit and the gala evening provides a great opportunity to meet businesses from other sectors who share the same desire to enhance the customer experience and gain customer loyalty. As SuperValu has experience through its own partnerships there is so much to learn from each other's innovations, successes and even failures.

redeeming the current offer of weekly App vouchers off your shopping for members who use the Real Rewards app. This is on top of our new permanent price cuts with huge savings across our Own Brand range.

Value goes way beyond the till as Real Rewards is helping Irish households with savings on a range of household costs from electricity, telco, travel, hotel breaks, clothes, electrical and insurance all down to successful partnerships and motivating offers.

SuperValu's new Real Rewards partnership with Visa is the first of its kind in Ireland. All Irish Visa debit and credit cardholders have the opportunity to double the amount of money back vouchers they can earn through our loyalty programme, which is the biggest in Ireland. The partnership reflects the increasing preference to pay with Visa, whether it is with a contactless card or another device like a smartphone.



**The Real Rewards market leading App that has already achieved several hundred thousand downloads is a pivotal part of the overall programme engagement.**

Customers particularly value having their vouchers at their fingertips and the functionality of being able to scan their phone at the till instead of the plastic fob. This drives scan rates and voucher redemption rates as shoppers are far less likely to forget their phones than a paper voucher.

The app is also the easiest way for shoppers to link and save with partners including Electric Ireland, eir, Aer Lingus and Getaway Breaks. The app allows SuperValu to connect and communicate its best offers straight into the hands of its most engaged customers.

SuperValu Real Rewards is a pivotal aspect of how SuperValu rewards its customers. It is a customer benefit that delivers unbeatable value exclusively to SuperValu shoppers.





## ADC Plasticard | The Experts in Plastic Cards



Alan O'Malley, Managing Director and Eleanor Gaire, Sales and Marketing Director

As a manufacturing and service company with a significant proportion of our output supplying loyalty cards, fobs and collateral, it makes sponsorship of the Irish Loyalty Awards a perfect fit for our business.

We have more than 20 years' experience of launching and supporting loyalty programmes across fashion retail, food, insurance, leisure and membership, we are a resource in our customers' quest for the ideal platform for cementing their position in their marketplace.

We have worked with a wide variety of industries and it is remarkable to see the creativity and authenticity of indigenous brands and how well they perform against international competition.

The standard within Ireland is world class and we are proud to be part of this initiative to highlight and endorse the best practices.

We wish all our customers taking part the best of luck in the Awards and continued growth and success in their businesses.

**The only Irish plastic card manufacturer**



Talk to us about how we can help you drive customer retention with a loyalty card

**Tel. 01 464 9800 | [www.adc.ie](http://www.adc.ie)**





Brandfire is a fully integrated customer loyalty, incentive, and rewards agency. In a nutshell, we are dedicated to making customers happy. 73% of consumers are more

likely to recommend brands with good loyalty programmes. 79% of consumers say that loyalty programmes make them more likely to continue doing business with brands. We design and manage innovative loyalty programmes and sales promotion campaigns to help companies acquire and retain customers.

We create loyalty programmes that:

- Significantly improve customer engagement
- Gain deep customer insights
- Retain and regain customers
- Increase profitability

In today's challenging economic environment, customers are far more selective about how and where they spend their money. They want to feel appreciated and valued, which is why rewarding loyalty has never been more important.



**Nuala Canning**  
Brandfire

Also, Brandfire offers a wide choice of rewards from free flights, weekends away to the funkiest new gadgets—the list is endless, and everything is possible! We have helped our clients build customer loyalty through programmes that improve customer retention and create advocacy. Some of our clients include Bank of Ireland, Heineken, 123.ie, Quinta Do Lago, and

many more. Brandfire wants to be involved in the big loyalty marketing events, and it doesn't get bigger than this – The 2nd Irish Loyalty Awards 2020.

The Irish Loyalty Awards celebrate what is new and what is best in loyalty in Ireland. As a proud sponsor, this re-enforces who we are and what we stand for, which is helping brands meet their customer expectations at every step in the journey. We want to support loyalty marketing, which is an integral part of any business.

As one of Ireland's leading loyalty agencies, we wanted to be a sponsor of Ireland's Loyalty Awards 2020 so that we can continue to reward excellence in this field.

# LOYALTY & REWARDS PROGRAMS



DRIVE HIGHER CUSTOMER ENGAGEMENT AND ADVOCACY THROUGH  
YOUR BRANDS STRATEGIC LOYALTY AND REWARDS PROGRAM





# Recognition that's meaningful, memorable and motivating

Trusted by leading multinationals in Ireland, as well as indigenous SME's, Gift Innovations delivers innovative recognition and gift solutions to help organisations recognise and reward their employees and build customer loyalty.



'We are all about creating deeper moments of recognition that motivate, engage and build loyalty', says Managing Director, Dr Paul Gadie. 'We're delighted to be a category sponsor for the Irish Loyalty Awards 2020: it's a great fit. Gift Innovations helps companies to recognise and reward their people for the great work they do and for the milestones they reach'.

## Customised reward programmes featuring top brands

As recognition experts, Gift Innovations understands that clients need a hassle-free and cost-effective solution to recognise their employees. In answer, they have developed RewardNet® a points-based

rewards portal. RewardNet® is customisable and gives companies great reach to recognise employees for their work while building company loyalty and reducing turnover. Staff are less likely to look for a new job if they belong to a company with a deep recognition culture, something that RewardNet® helps to foster.

RewardNet® offers a choice of tangible gifts from premium brands including: Sony, Citizen, Stellar, Garmin, Louis Mulcahy, Sennheiser and Samsonite, among others. Close relationships with suppliers encourage a continual review of gift options to ensure the offering is fresh and contemporary.

## Eco-friendly promotional products to support your brand

The Gift Innovations team regularly visit international trade shows to source the best quality promotional products to support client brands. This year, the focus is on eco-products manufactured from more sustainable materials: from coffee

husks to bamboo; from eco-cotton to wheat straw. This lets you choose more sustainable materials and replace disposable with reusable products.

## A creative and personal service from concept to fulfillment

Gift Innovations supplies a large range of awards made in glass and other materials, together with offering a bespoke award design service. They are perfect for in-house recognition or prestigious industry awards.

Storage and fulfilment services are offered for all products. An on-demand 'pack and send' service for branded products is also available - for special occasions, for induction packs and seasonal gifts.

Gift Innovations has a deep understanding of the rewards and recognition business and are ready to help new and existing clients to create deeper moments of recognition that motivate, engage and build loyalty.





# AGENDA



IRISH  
LOYALTY  
AWARDS

**08.30am Registration**

**9.10am Chairman's Address**

Crispin Rogers, Founder & CEO – For Good Causes Ltd

**10.10am Bond Brand Loyalty will take the Loyalty Summit 2020 attendees through key findings from The Loyalty Report and discuss key opportunities to improve the program experience.**

Kyle West, Managing Director, Global Insights, Bond Loyalty Canada

**11.00am Lessons in Building Loyalty from Retailers**

*Key learning from the largest Retail loyalty programme in Ireland SuperValu, Real Rewards*

Margaret O'Donoghue, Loyalty Programme Manager, SuperValu

**11.45am Coffee Break**

**12.00pm Loyalty Liability Management**

*Effectively managing loyalty program liability in currency-based or deferred reward loyalty models.*

*Review of the key financial considerations in planning and managing a customer loyalty program.*

Ken Cregan, Head of Customer Experience at EY

**12.45pm Lunch**

**1.45pm Formal Qualification in Loyalty Management**

*Launch of the Pan European Certified Loyalty Marketing Professional™ (CLMP) workshop*

**2pm Case Study Sky VIP Programme**

*Why the SKY VIP programme won New loyalty Launch of the year and what has happened since?*

Orlaith Ryan, Customer Director Sky Ireland

**2.40pm The Six Competencies of Loyalty Marketing**

*What does it take to be exceptional in the discipline of loyalty marketing? What skills are most important and why? Do you have the required competence? In this session we'll explore the 6 foundational elements that drive loyalty competence and provide a framework developed by the Loyalty Academy for self-evaluation.*

Mike Capizzi, CLMP, Dean of the Loyalty Academy

**3.15pm Expert Panel**

**Discussion: When the going gets tough... the importance of loyalty**

**Question & Answers**

Philip Konopik, Ireland Country Manager, Visa; Christopher Matthews, CVM & Rewards Lead, SSE Airtricity; Kathy Peyton, Founder and Director, Sweete Ltd; John Hurley, Global Brand CX Director at Digital Marketing Institute; James Lenehan, CEO, WIN | WIN; Nuala Canning, MD, Brandfire

**3.45pm Chairperson Closing Remark**

# SPEAKERS



**Crispin Rogers**  
Founder & CEO  
– For Good Causes Ltd



**Margaret O'Donoghue**  
Loyalty Programme  
Manager, SuperValu



**Orlaith Ryan**  
Customer Director,  
Sky Ireland



**Kyle West**  
Managing Director, Global Insights,  
Bond Brand Loyalty Canada



**Ken Cregan**  
Head of Customer  
Experience, EY



**Mike Capizzi**  
CLMP Loyalty Marketing  
Expert, USA