



# Loyalty Program Benchmark 2023

Harness customer loyalty's potential for business success with insights from 25 leading Dutch B2C players, presented by SiaXperience by Sia Partners

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# Are you aware that.....

A circular progress indicator with a teal border and a white center, showing 80% completion.

80%

of the profit is represented by 20% of loyal customers

A circular progress indicator with a teal border and a white center, showing 76% completion.

76%

of consumers expect rewards or benefits from businesses in exchange for Loyalty

A circular progress indicator with a teal border and a white center, showing 53% completion.

53%

of consumers expect more personalized Loyalty Programs


A circular progress indicator with a teal border and a white center, showing 65% completion.

65%

of a business' revenue comes from the repeat business of existing customer

**Loyalty has become a vital business success driver, forging lasting relationships with customers**

*Source: The Top 198 Customer Loyalty Statistics for 2023 and Beyond | Antavo Enterprise Loyalty Cloud. 2023.*



## Our Loyalty Program Benchmark enables companies to...

**Compare** their Loyalty Program with those of their competitors, but also with other players outside their core sector.

**Identify gaps and opportunities** to advance their overall Loyalty strategy and execution.

Get an **unbiased customer point of view assessment** of their program to improve **customer-centricity**.

# A Loyalty Program Benchmark with a comprehensive assessment methodology

## The benchmark covers...

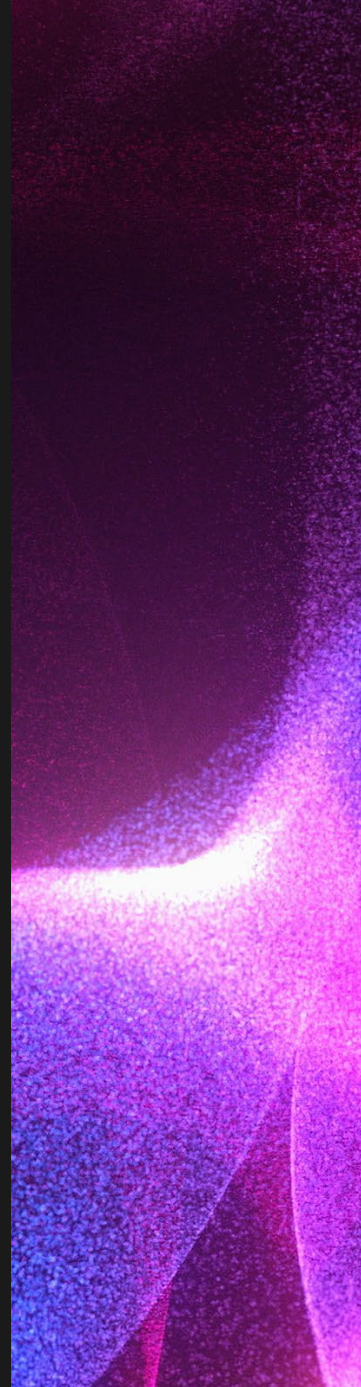
The assessment of **25** Loyalty Programs  
from leading players

**9** sectors across the Dutch B2C market

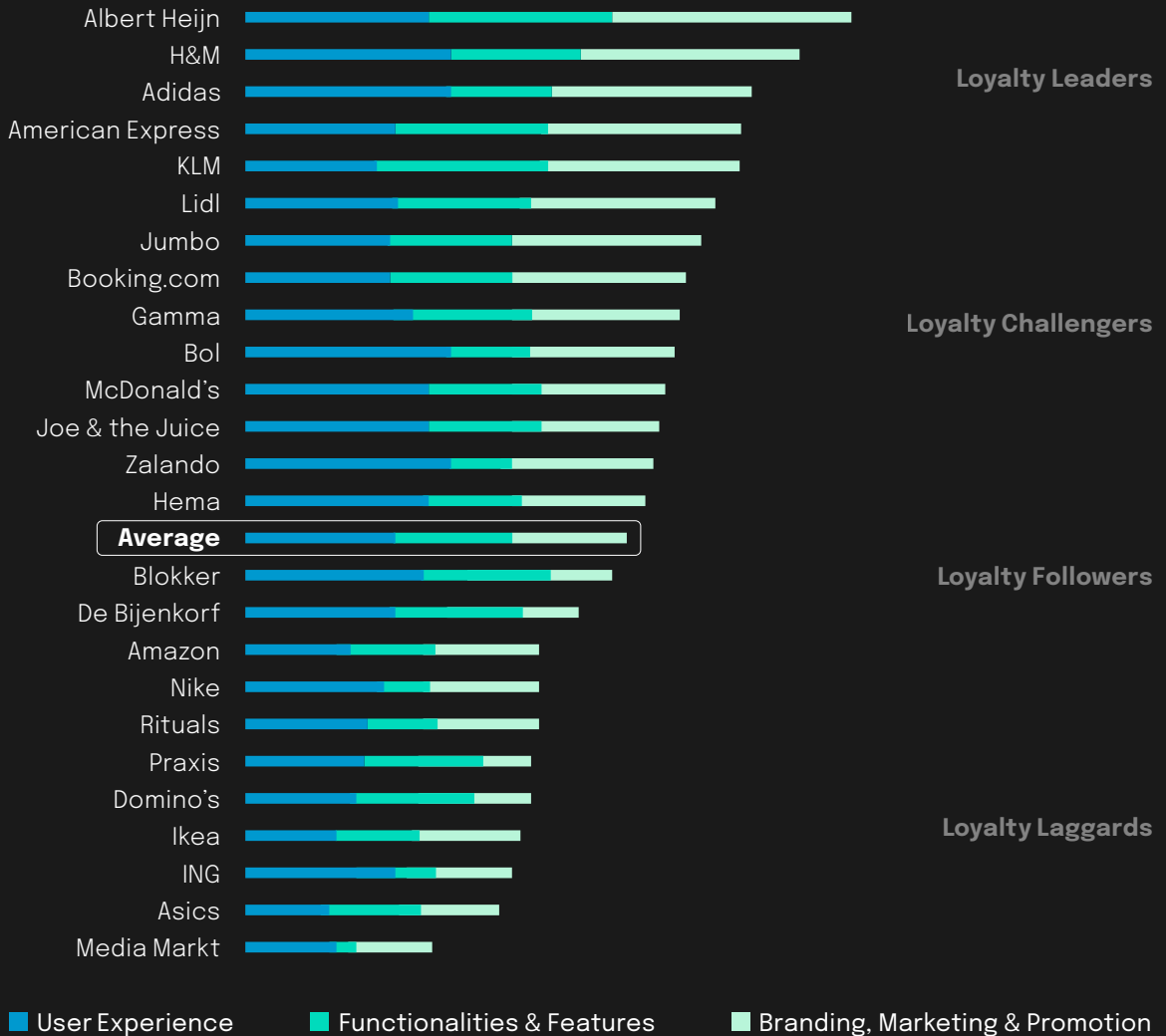
An assessment framework with 3  
comprehensive categories:

- 1. User Experience**
- 2. Functionalities & Features**
- 3. Branding, Marketing & Promotion**

A total of **34** assessment criteria



# 2023 Benchmark Results



# Our approach to boost customer loyalty

## Loyalty Assessment

Assess the Loyalty Program's current maturity and analyze key drivers based on the benchmark.

01

## Loyalty Framework Implementation

Implement the operating model and prepare the launch of the program.

03

## Measurement and Improvement

Measure Loyalty Program performance based on the KPIs and continuously improve.

05

02


04

## Loyalty Framework Definition

Define the loyalty strategy and operating model (technology, processes, organization).

## Roll-Out and Execution

Roll-out of ready-to-launch Loyalty Program and all associated activities.



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