



Mobile Market Development

Digital Strategies and Best Practice in Loyalty Programmes

Program: Maximising Wireless Profit

Price: 2500.00 EUR

Author: Nicola Warren

Description: High levels of mobile penetration in mature mobile markets have led to reduced rates of growth in terms of subscriber numbers for market participants. This coupled with the rise of customer power and consumer value-seeking trends, means that MNOs are under pressure to secure their existing subscriber bases. To this end, operators have made customer experience (CEX) improvement a core focus for digital transformation, to ensure that customers have fewer reasons to leave the MNO. However, they should also consider what can be done to encourage desirable behaviours from these customers going forward (e.g. increased tenure, advocacy, basket size). This report examines the use of digital approaches within loyalty programmes designed to influence these kinds of behaviours. It looks at digital components within successful loyalty schemes and determines potential learnings for operators considering, or re-evaluating, their own loyalty initiatives.