



# Mobile Market Development

## Improving MNOs' Approach to Loyalty

Program: Maximising Wireless Profit

Price: 2500.00 EUR

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Description: Key Infographic Introduction Traditional loyalty programs and points gathering have fallen in popularity in recent years with lengthy collection periods, cumbersome and restrictive collection and redemption undermining the perceived benefits of membership. Many businesses, including MNOs, are switching to rewards-based programs, providing immediate member benefits and personalised offers. Affiliate partner exclusivity, a high degree of personalisation and benefits that are available from day one can now determine a rewards program's success. This report examines how new programs have been implemented in the MNO community to keep the brand top-of-mind and wallet and explores how program costs, loyalty and upselling have been addressed. Three i3