



Loyalty Program Consulting by *mediagroupdesign.com*

Services offered

A Loyalty program is strictly recommended for correctly starting and/or restructure your enterprise activity.

Specific consulting activities include:

- > Perform diagnostics and analysis of existing business model.
- > Develop new or modified business model.
- > Develop specific recommendations to assist with business model implementation.
- > Train personnel on new processes.
- > Help design program collateral and coordinate with advertising functions.
- > Contribute to development of a partner network.
- > Support program system implementation.

Loyalty program audit

A loyalty program impacts and interfaces with many functional areas of an enterprise activity.

A typical loyalty program audit includes the examination of each major area of your enterprise. Working with your team, our consultants review each of these areas regarding effectiveness and support of your program.

Setting the groundwork

Our consultants conduct a two-day enterprise loyalty workshop to establish the project framework. During the workshop, numerous topics are discussed such as history, current issues, trends and best industry practices in the area of enterprise activities loyalty marketing.

Information analysis

From information gathered at the workshop and during subsequent management interviews, our consultants assess and document the results expected from the new loyalty program by enterprise personnel and management. Our consultants then perform extensive diagnostics on the customer's current marketing initiatives, benchmark its current success rate and complete a thorough competitive analysis.

Program recommendations

Capitalizing on the information gained from these activities, our consultants provide recommendations for the structure of the new loyalty program.

New program design

Once the concept for the proposed new loyalty program has been approved, our consultants develop the new business model in detail.

Based on industry best practices, the new business model considers the customer's specific market environment, marketing goals and program expectations.

Implementation support

Implementation support Taking a hands-on approach, our consultants assist you with program implementation, working alongside your personnel.

We review the new program's impact across departments ensuring that business processes support the new program.

This may also include implementing measurements or key performance indicators that help you measure your program's success.

Transfer of knowledge

Classroom training, on-the-job training, management seminars and individual mentoring help ensure that your staff obtains the information needed to develop the skills required to manage the solution going forward.

In addition, our consultants can provide recurring assistance on a periodic basis after the solution is in place.

Technical assistance

Acceptance of the proposed program is not contingent upon a specific loyalty system.

Our consultants help you align the new loyalty program with the functionality of the loyalty system you select.

Loyalty Program Consulting Methodology

