



Loyalty Unlimited Value Program Unlimited loyalty and engagement

Accelerate with Customer Data

Summary

The Client, a major road infrastructure company, represents the 'backbone' of the Portuguese road network, being in permanent contact with its customers. The 'Traveling and Benefits' program was key to take advantage of these moments of contact and increase the relationship and involvement of customers with the brand that accompanies them in all their travels, for both work and leisure.

This loyalty and engagement program aimed to position the Client in the universe of mobility, offering a broader set of services complementary to the traditional ones, which would enhance contact with the brand and its relevance to customers.

Context

The Client's main goal has always been connecting Portugal with a network of modern, safe and comfortable highways, with technological innovation as a critical factor. Currently, its activity goes far beyond the management of infrastructures, with the strategic objective of positioning itself in the mobility ecosystem, which covers services such as parking, travel support and several other complementary services. In order to position itself in this domain, it was crucial to extend the scope of its communication with customers, which was initially focused on prevention and safety, to a closer and more personalized approach, in order to become the go to partner in all services related to mobility.

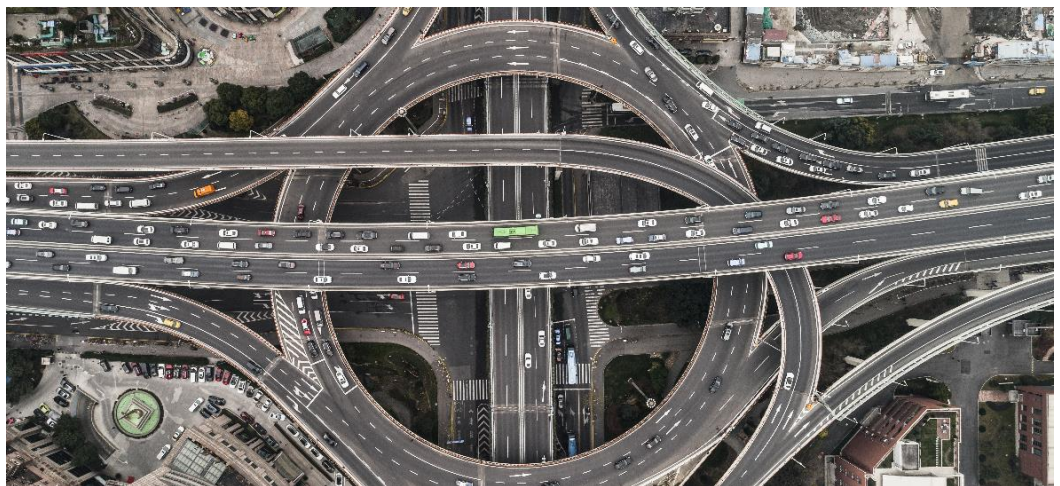


This project involved increasing and improving customer knowledge, by identifying the moments and channels through which customers interact with, in order to better direct offers and services, which should be designed and adjusted to their needs. Benefiting from the greater and better knowledge of the customer, it would be possible to increase customer interaction with the brand and its products and, consequently, increase the share of wallet with new products associated with mobility.

Results

This loyalty and engagement program had a significant customer adhesion, with 12% of registered customers and more than 120 thousand transactions carried out.

The program is now in its 4th year, with constant introduction of new services and partners, contributing to an increase in turnover of around 4 million Euros.





Approach

The 'Traveling and Benefits' program is a loyalty & engagement program in which the customer is encouraged to leisure and travel to get to know the country better while accumulating points in the use of services that can later be converted to the use of other services within a network of partners, benefiting from discounts and advantages for being within this network. Deloitte was responsible for supporting the conceptualization of the engagement model, through the development of the program and its digital platforms, on the web and mobile channels and, more recently, the operation of the entire program. Throughout the process, it maintained a continuous advisory to its evolution, in areas such as the definition of the partner network, the line of communication and the model of interaction with customers.

“The customer is encouraged to spend his leisure hours traveling and getting to know the country while accumulating points for using the program's services, which can then be converted to using other services.”

The program was key to take advantage of these moments of contact and increase the relationship and involvement of customers with the brand.”

 +700 thousand new adhesions

 +120 thousand transactions

 +4 million € volume traded through the program

 12% clients with access to at least one benefit

Ready to spread some LOVE? Let's talk.



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