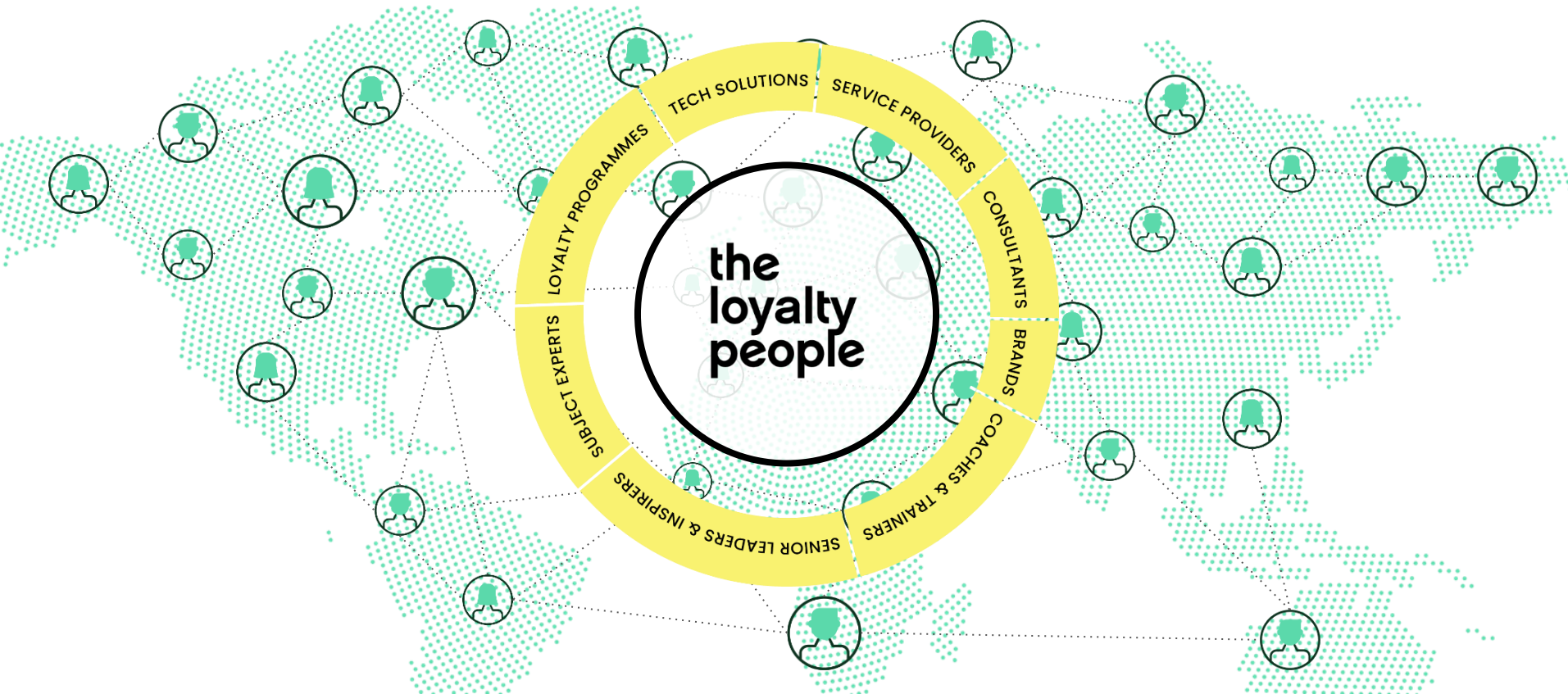


**Welcome to  
The Loyalty  
People**

**the  
loyalty  
people**

**Always customer centric.  
Always data driven.**

# A global ecosystem of experts, laser focused on loyalty, CRM & customer engagement



# Welcome to The Loyalty People

## Consult



We are experts in all aspects of Loyalty, Data and CRM. We are leaders in developing Customer Engagement

We offer an end to end solution from full strategic programme design through to project execution. We offer a flexible service model based on the needs of your business

Our associate consultants are loyalty experts in their vertical and provide our clients with market-leading knowledge and first hand experience

## Community



We are the fastest growing global community of loyalty professionals with a network of 8k+ experts in loyalty, CRM and customer engagement, and growing fast!

We are also the largest European loyalty community with c.6k of our 8k members based here

We provide our community with the latest news, thought leadership, latest trends, partner updates and expert opinion.

## Coach



The Loyalty People offer coaching and training for all levels of loyalty and CRM

We work with our partners to deliver face to face and virtual training across Europe covering loyalty masterclass, CRM, retention and more.

The Loyalty People also offer bespoke loyalty training for our clients, built to meet the specific needs of their teams and clients

the  
loyalty  
people

Find us on [LinkedIn](#)  
and subscribe to our Newsletter at  
[www.theloyaltypeople.global/subscribe](http://www.theloyaltypeople.global/subscribe)

Tech and Service Partners we are proud to work with on community marketing and client execution



Clients we are privileged to have helped with customer engagement



## CONSULTANCY

### The Loyalty People deliver major advantages to our clients

#### Expertise

The Loyalty People are laser focused on loyalty, CRM and customer engagement. All our vetted Associate Consultants are subject matter experts with specific sector experience. We have sat in your chair! For us, customer loyalty is not a bolt on to our service. Loyalty is what we do.

#### Value

The Loyalty People is a lean business with global reach. Our business model enables our clients to access experts able to deliver specific knowledge and success. With TLP, you're not investing in the ongoing overheads of a large consultancy, you're investing in your customers

#### Flexibility

The Loyalty People help all sizes of clients from major international business to small enterprise. We deliver a variety of projects from full loyalty program strategy through to simple scheme optimisation, and everything in between. We build project teams to meet your specific needs and we deliver.

#### Cutting Edge

We pride ourselves on providing industry leadership and subject matter expertise, to deliver market-leading solutions.

All our projects are bound by a love for customer loyalty and a passion for innovation. We pride ourselves on our focus on the future of the sector

Genuine experts delivering market leading solutions. Flexible, actionable and practical strategies, delivered in a cost effective way

# We have a flexible 4 stage approach to building customer engagement.

Not just a strategy but an implementation solution too



## Discover

We look at the market and competitors, we perform research and we get under the skin of your business to understand your key stakeholder requirements



## Design

We formulate strategies, form hypothesis and build actionable customer engagement strategies supported by full financial business case



## Deliver

We lead on execution, with your teams and technology solutions, building scalable solutions and implementing market-leading strategy.



## Develop

We design concepts and MVPs, stress test hypothesis and build test and learn methodologies to innovate and differentiate your customer loyalty strategy

Market-leading customer strategy,  
delivered by industry experts

# Example consultancy services



**Programme Optimisation  
and Innovation**



**Market Research  
& Customer Analytics**



**Tech Review &  
Recommendations**



**CRM Campaign  
Optimisation**



**Loyalty Strategy Design  
and implementation**



**Data Strategy Review  
& Recommendations**

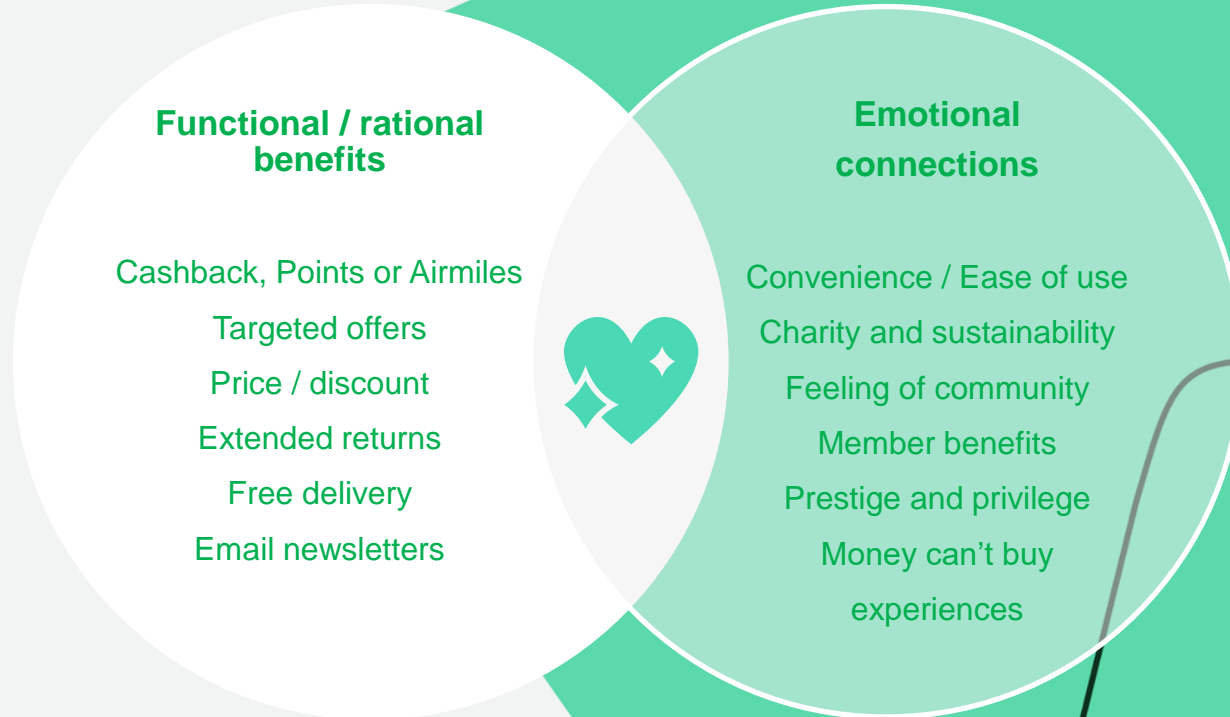


**Business Case for scenario  
testing and planning**



**RFP management and  
partner recommendations**

**Today's loyalty members demand an emotional connection with the brands they are loyalty too. We want an alignment of belief as well as rational benefits. The Loyalty People build strategy with a balance of rational benefits and emotional connections, to create long term engagement with the customer**





**We are innovators! Our program designs always include the very latest solutions and are differentiated to your competitors to ensure they are future-proof**

AI agents  
and  
dynamic  
segmenta-  
tion

Experiential  
design

Games and  
Gamifica-  
tion

Subscription  
and paid for  
loyalty

Hyper-  
personalisa-  
tion  
leading to  
community

Blockchain  
and Web3  
technology  
solutions

ESG  
Considera-  
tions

Multi-  
touchpoint  
customer  
experience

**Contact us to  
find out how we  
can help  
innovate your  
customer  
strategy**

**the  
loyalty  
people**

**Tom Peace**

[tom@theloyaltypeople.global](mailto:tom@theloyaltypeople.global)

+44 7773 321 338

[www.theloyaltypeople.global](http://www.theloyaltypeople.global)

## **Appendix:**

- **Ratecard**
- **Testimonials**
- **Case Studies**

# The Loyalty People: Consultancy Ratecard

Role	Expertise	Daily Rate
Associate Partner	20+ years experience in all forms of loyalty. Seen it, done it, got the T-shirt! Provides innovation, thought leadership and market-leading loyalty expertise	£1,500
Director Consultant	15+ years of experience across multiple sectors and all forms of loyalty. These guys really know their stuff and can lead a team effectively to deliver innovate strategy and technology optimisation	£1,250
Technology Integration Consultant	An expert in project management and technology implementation, with particular experience in the loyalty and CRM space. If you're implementing new system architecture to create customer strategy, these guys can help	£1,200
Senior Associate Consultant	15+ years of experience with specific sector expertise. These guys have great depth of knowledge in 1 or 2 key business verticals. They have built and managed successful programmes and they know what it takes to succeed	£1,050
Coaching and Training Manager	Hugely experienced loyalty expert, who has worked client and agency side, and can teach you and your team how to execute best-in-class customer loyalty propositions. Our loyalty coach can also upskill your sales team to talk engage your clients and prospects at all levels in the value of loyalty!	£900
Customer Journey / UX Design	All good customer engagement starts with excellent customer journeys! Whether it's in your stores, on your App or even through your partner network, our UK designers can help think through all the journeys to make sure every customer engagement is perfect.	£800
Associate Consultant	10+ years of experience in managing loyalty and building successful strategy. These guys know their sector and are often subject matter experts in particular techniques or technology solutions.	£750
Market Research Consultant	Highly experienced experts in all kinds of customer research, with access to the worlds largest consumer panel and other specialist research solutions.	£750
Data and Insight Analyst	These are our superstars! Always finding the key insight in the depths of the customer data. Our analysts can turn their hand to anything, often building business cases and supporting our market researchers, as well as running data analysis.	£750
Loyalty and CRM Manager	A broad skill set with the ability to get the job done! If you need help managing your existing programme then our Loyalty and CRM Managers can help. They can also help you to launch a programme once the strategy and tech partner is agreed, or cover key person absences such as maternity leave.	£700
CRM Optimisation Manager	Vast experience in CRM make these guys perfect at reviewing your CRM and making recommendations for improvement, based on your existing performance and market best practice. We can also run test and learn projects to develop innovation and improve performance	£600
Desk Researcher	These guys have an inquisitive nature that makes them perfect for running amazing research based on market trends, competitor activity and industry benchmarks. We use our proprietary 4 sector analysis that looks at Reward, Recognition, Engagement and Experience to build insight for our customers	£600

# Don't just take our word for it

“



*"The Loyalty People instantly became part of the team bringing their considerable knowledge and experience to help us understand the opportunities open to us through effective CRM and loyalty, alongside practically driving the implementation of change.*

*Clearly motivated to help their clients succeed with the experience to make that happen, a first-rate partner to have on board."*

**Tony, Director of Marketing**

“



*We have always run a very customer focused business. But as times and technology change, we need to update the way we manage customer data, and find new ways to capture, understand and make best use of customer insights across our company.*

*Working with The Loyalty People means we can tap into the very latest thinking and expertise in this area, and provide our in-house team with an experienced and trusted 'helping hand' to achieve our goals.*

**Emily Mcinnis, Senior CRM Manager**

“



*"The Loyalty People instantly became part of the team bringing their considerable knowledge and experience to help us understand the opportunities open to us through effective CRM and loyalty, alongside practically driving the implementation of change.*

*Clearly motivated to help their clients succeed with the experience to make that happen, a first-rate partner to have on board."*

**Gary, CRM Director (Europe) – Tapestry (Coach, Kate Spade, Stuart Weitzman)**

“



*The Loyalty People's wealth of knowledge and expertise is unparalleled. They became an extension of the team with their invaluable support and specialist knowledge. From an in depth research piece to a workshop, robust loyalty framework and business plan they have helped us to make an informed and considered leap into loyalty, allowing us to identify and unlock key opportunities. They are always on hand to support and I couldn't be happier with the level of service they have provided.*

**Carla Raven, Head of CRM & Insight**

## CASE STUDY



قطر مول  
MALL OF QATAR

# A coalition Loyalty Strategy for the Mall of Qatar

## Project

Loyalty strategy

## Services

Discover & Design / Market review / strategy & detailed business case / resourcing support for key roles

## Industry

Retail

## The Story

Mall of Qatar wanted a Loyalty proposition that rewarded spend across the retailers in the shopping mall

## The Solution



Market review & best  
in class paper



Coalition loyalty  
strategy



Detailed business  
case



*This was an in-depth loyalty design strategy working across a large number of retailers to deliver frequency and return visitation to the Mall of Qatar*

Tom, MD, The Loyalty People

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**antavo**

MaxMara  
MAYMARA.COM

## CASE STUDY



# A new Loyalty proposition for the UK that drives Customer retention & Customer growth

## Project

Loyalty Proposition

## Services

Discover & Design / Market review / Loyalty design / Delivery plan

## Industry

Beauty retail

## The Story

Benefit wanted a proposition that was rewarding for customers, flexible from a cost perspective, that leaned towards 'emotional' loyalty.

## The Solution



Market review & best in class paper



Detailed proposition design with business case



Recommending the Tech provider with joint delivery plan



*The Loyalty People's wealth of knowledge and expertise is unparalleled. They became an extension of the team with their invaluable support and specialist knowledge. From an in depth research piece to a workshop, robust loyalty framework and business plan they have helped us to make an informed and considered leap into loyalty, allowing us to identify and unlock key opportunities*

**Carla, Senior CRM and Insights Manager, Benefit Cosmetics**

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**antavo**



## CASE STUDY



# A CRM strategy for Christian Louboutin and Carolina Herrera

## Project

CRM Strategy

## Services

Discover and Design Phase / Market review / CRM Strategy / CRM Data Brief and Trigger Campaign Design

## Industry

Beauty Retail

## The Story

Puig wanted a review of best in class CRM capability in the Beauty Sector and then a clear CRM strategy for two leading designer beauty brands- Christian Louboutin and Carolina Herrera, as well as a review of their Tech Stack and Data Architecture

## The Solution



Market review & best in class paper



CRM strategy with recommended campaigns



Data briefs and review of data architecture



*This project is now moving into a 'Dabble' phase to build a test of CRM with the Global Puig Team*

**Tom, MD, The Loyalty People**

## CASE STUDY

**MOLTON  
BROWN**  
LONDON

An analytics and insight project to support Molton Brown with a better understanding of their customers

### Project

Analytics and Insight

### Services

Building Reporting / Acquisition Review /  
Customer Value Analysis/ Customer Lifetime  
Value

### Industry

Beauty Retail



## The Story

Molton Brown wanted a better understanding of their Customer Data

## The Solution



Monthly Report  
creation



Customer Lifetime  
Value



Acquisition  
Analysis



*We have always run a very customer focused business. But as times and technology change, we need to update the way we manage customer data, and find new ways to capture understand and make best use of customer insights across our company. Working with The Loyalty People means we can tap into the very latest thinking and expertise in this area and provide our in-house team with an experienced and trusted 'helping hand' to achieve our goals.*

**Emily, Senior CRM Manager, Molton Brown**



## CASE STUDY



# A full review of CRM strategy and infrastructure

## Project

CRM Strategy

## Services

Review of current strategy / CRM  
Infrastructure review / test and learn  
campaign design / analysis

## Industry

DIY and Home Retail

## The Story

MKM Building Supplies wanted to fully review their CRM strategy and technical capabilities. Alongside this we build out a test and learn 'dabble' phase with full analysis of results and recommended next steps

## The Solution



Full CRM  
Review



CRM  
Strategy



Reporting and  
Data Analysis



*The Loyalty People instantly became part of the team, bringing their considerable knowledge and experience to help us understand the opportunities open to us through effective CRM and Loyalty, alongside practically driving the implementation of change. Clearly motivated to help their clients succeed with the experience to make that happen, a first-rate partner to have on board.*

**Tony, Director of Marketing, MKM Building Supplies**

## CASE STUDY



THE NEXT LEVEL

# A Data Segmentation and Customer Personas

## Project

Data Segmentation and Customer Persona

## Services

Review of current Data / Static  
Segmentation / Customer Personas

## Industry

Health and Fitness Retail

## The Story

PHD SIS wanted to build a real-time customer data store, with static customer segmentation to understand their customers better. Alongside this they wanted to build customer personas to help with targeting and CRM

## The Solution



Full Data  
Review



Customer  
Personas



Customer  
Segmentation



*Being able to support businesses with a better understanding of their customer data, structuring it correctly and being able to build actionable strategies to improve relevance and targeting is a key deliverable at The Loyalty People. It was key to the ongoing Customer Strategy at PHD SIS to create personas that could be matched in the data and behaviours to enhance their CRM.*

**Tom, Managing Director, The Loyalty People**