



Customer  
Engagement  
2018



How to win trust  
and loyalty  
2018

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# Introduction

Brand loyalty is changing, while also staying the same. We feel like we're less loyal, but this feeling is belied by our continued support for the brands we know and trust. It's contradictory, of course, but moreover the issue of loyalty is an increasingly more complicated problem too. From data we share and how that is used to deliver more personalised experiences, to the marketing channels brands use to contact us and how they can incentivise us to remain loyal.

Now in its third edition, this report attempts to explain and unpick some of the complexity. Over the last three years we have been tracking consumer attitudes when it comes to loyalty, the brands they like the most and also the drivers behind loyalty. We also have insight into how loyalty schemes are changing to meet consumers' demands and how consumers prefer to engage with the brands they are loyal to.

According to the research, things haven't changed a great deal year-on-year within the segmented categories we've created to understand consumers' loyalty. Around half of consumers (49%) still fall into the 'Active Loyal' group and around one in five (22%) are 'Active Disloyal' – with the remainder either loyal through habit or under certain conditions. However, nearly two-fifths of the people we surveyed (39%) feel less loyal to brands and companies than those from a year ago, which is double the number that feel the opposite (18%).

So where do consumers' loyalties lie? When we asked why they were loyal to their favourite brands there was a clear response: delivering on their functional needs is a must. However, those brands seeking to create more genuine loyalty, over just habit, must also address the emotional drivers we analysed – the specifics of which can change from one sector to the next.

Customers prefer brands they know to contact them via email as a first port of call, followed by post. Repeating what we saw when it comes to new brands in our recent '[Customer Engagement 2018 – Acquisition and the consumer mindset](#)' report. Although there are some marked generational differences here, which continue to be the case when we asked about the offers brands make and loyalty programmes they use to engage customers.

Brands must renew their focus on the most important part of their long-term success, their customers. Whether marketers decide to offer more personalised experiences, new loyalty schemes or flexible subscription models, successful brands will be those that can engage their customers in the right way and satisfy their emotional needs, as well as their functional ones.

By putting the customer first and at the heart of everything they do, brands can build experiences that truly engage in a way that drives long-term loyalty.

## Scott Logie

*Chair of the DMA Customer Engagement Committee*

*MD at REaD Group Insight*

# Foreword – Pure 360

It's difficult to hear news of established retailers, that were once the mainstay of Britain's high street, flailing. The sad truth is that businesses of all sizes face the prospect of losing pace with competitors if they aren't front of mind when consumers come to make a purchase.

The temptation for once loyal customers to be disloyal is all around and where this report highlights that level of 'active brand loyalty' amongst shoppers has remained consistent over the last three years, the fight for the right to customer loyalty is a continuous struggle.

Where price and value for money will always be key factors when it comes to securing repeat business, these new findings also highlight the qualitative reasons why consumers will return to a brand time and again, as well as what might tempt them to shop elsewhere.

Reliability and convenience of a company's service or product, as well as the wider customer service experience, are common explanations given by customers for their own fidelity to their favourite brands. Increasingly, we are starting to see the issue of trust emerge as a crucial way to earn loyalty.

Consumer trust in 'faceless corporations' is waning, and in its place is a growing preference for meaningful interactions with brands who are perceived as genuine, transparent and relevant. For marketers, the message remains the same: add value to your customer's lives and stay relevant to their interests or risk losing their business altogether.

This is where an important distinction can be made between the kind of habitual loyalty driven by convenience and routine, and the type of engagement built on conviction and preferences for one brand's values over another.

The utilities sector, a place where old habits die hard, sees customers sticking more with who they know and what they've always done. Compare this to the retail sector, where more than three-quarters of shoppers feel genuine loyalty to the brands they spend their money with, and leisure brands, where customers pick and choose overwhelmingly on a 'heart-over-habit' basis.

This kind of loyalty – built on trust, bettered through reward schemes, utility, relevance and accessibility – is where real reengagement and ROI can be developed.

As consumer spending habits diversify, companies must refine their efforts to foster a loyal customer base. The right kind of post-purchase engagement comes through desired channels, and here email continues to be the clear winner with consumers.

People want useful materials to be delivered to them in a timely manner that doesn't feel intrusive. With GDPR now in place, now is the time for marketers to start utilising trusted channels effectively to stay relevant in the minds of consumers and foster the right kind of loyalty.

**Komal Helyer**  
Marketing Director at Pure360

# Executive summary

**Half of consumers can be characterised as active loyals:** According to our segmentation of consumer attitudes towards loyalty, 49% of consumers are active loyals – those who tend to stick to brands they know for everyday and important decisions. This proportion is stable compared to 2017.

**Consumers are still prone to comparing offers and are deal sensitive:** 40% agree that they would stop buying from a brand if it stopped offering deals (vs. 30% in 2016). 79% agree that they are willing to spend time researching items/products in order to get the best possible value - compared to 76% in 2016.

**A significant proportion of consumers feel more disloyal than a year ago:** Nearly two-fifths of consumers agree they feel less loyal to brands and companies than a year ago while just 18% disagree.

**Cost, choice explosion and distrust are the biggest drivers of disloyalty:** Price sensitivity, greater competition and lack of trust are the most common reasons given for becoming more disloyal.

**Amazon is the most mentioned favourite brand by the sample:** 14% of consumers name Amazon as their favourite brand when providing an 'open type' answer.

**Many consumers are loyal because they have a genuine connection to a brand:** Among the five most mentioned favourite brands, a majority are loyal to them because they genuinely like them.

**Different brands and sectors attract different kinds of consumer loyalty:** 79% who are loyal to the BBC perceive their loyalty as genuine; 65% who are loyal to Amazon (as their preferred retailer brand) are so for convenience reasons.

**Brand social responsibility and good customer service are strong drivers of genuine loyalty:** Nearly 60% of consumers who categorise their loyalty to their favourite brand as genuine, named brand social responsibility as a reason for their loyalty. 54% of consumers who categorise their loyalty as genuine name good customer service as a reason vs 32% who see their loyalty as convenience driven – highlighting a difference of 22%.

**Rewards and loyalty schemes in less established sectors are engaging younger consumers:** 19% of Millennials are in a loyalty scheme with an entertainment brand; 14% are in a loyalty scheme with a financial services brand.

**Appetite for loyalty and reward points is somewhat saturated:** Fewer consumers like or would like to receive reward points (77%) than those who currently receive them (87%).

**There is a gap in demand for things like free gifts/treats, location-based discounts and game-like rewards:** 71% like or would like to receive free gifts as a reward for loyalty – just 36% currently receive them. 46% like or would like to receive game like challenges for rewards, just 29% currently receive them.

**Long term loyal customers do not feel rewarded:** Qualitative insight from the research shows that consumers who feel they lack a reward for their long term loyalty have been tempted to be disloyal as a result. Other insights suggest longstanding customers feel new customers are rewarded disproportionately.

**Rewards schemes need to adapt to match consumer appetite for flexible contracts and buying models:** The majority of consumers (73%) agree that they avoid services that tie them into long contracts. Rewarding loyalty in this context will become an increasing challenge for brands.

# The loyalty landscape

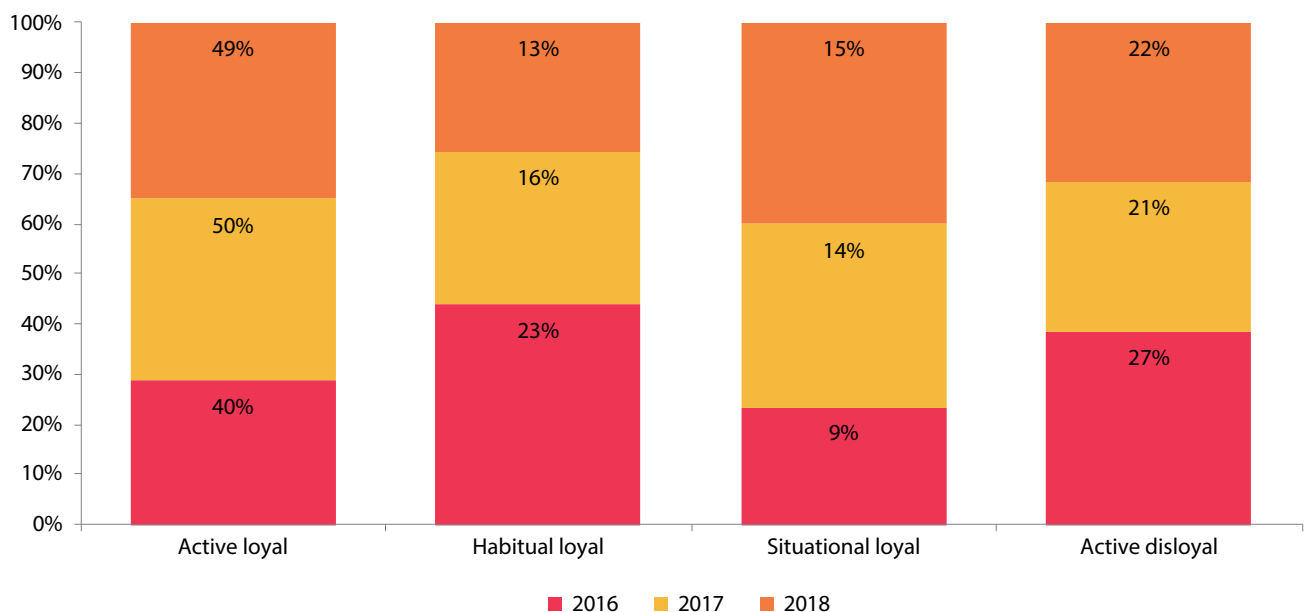
In this first chapter, we assess trended data on consumers' attitudes towards loyalty to better understand how attitudes are changing and where they remain stable. How do consumers perceive their own sense of loyalty?

## Temptations to be disloyal are everywhere

In 2016, the first year of the DMA's Customer Engagement research, we designed a segmentation of consumers based on their loyalty attitudes. The segments are defined as follows:

- **Active loyals:** These people tend to stay loyal to brand/shops and sites for both everyday and important purchases
- **Habitual loyals:** These people tend to stay loyal for everyday purchases, but less so for important purchases
- **Situational loyals:** These people tend to be loyal when making important purchases, but are more flexible and fleeting when making everyday purchases – when it matters most, these people will default to using their trusted brands
- **Active disloyals:** These people tend to disagree with the statements and are hence much more likely to be disloyal in their approach to brands

### Loyalty segmentation



Base: 2016 online respondents aged 16+, GB, June 2018

According to our segmentation attitudes have remained relatively stable compared to 2017. Half of consumers (49%) are characterised as active loyals – those who agree that they stick to brands they know for everyday purchases and for important purchase decisions. We also see negligible shifts in the size of the more disloyal segment.

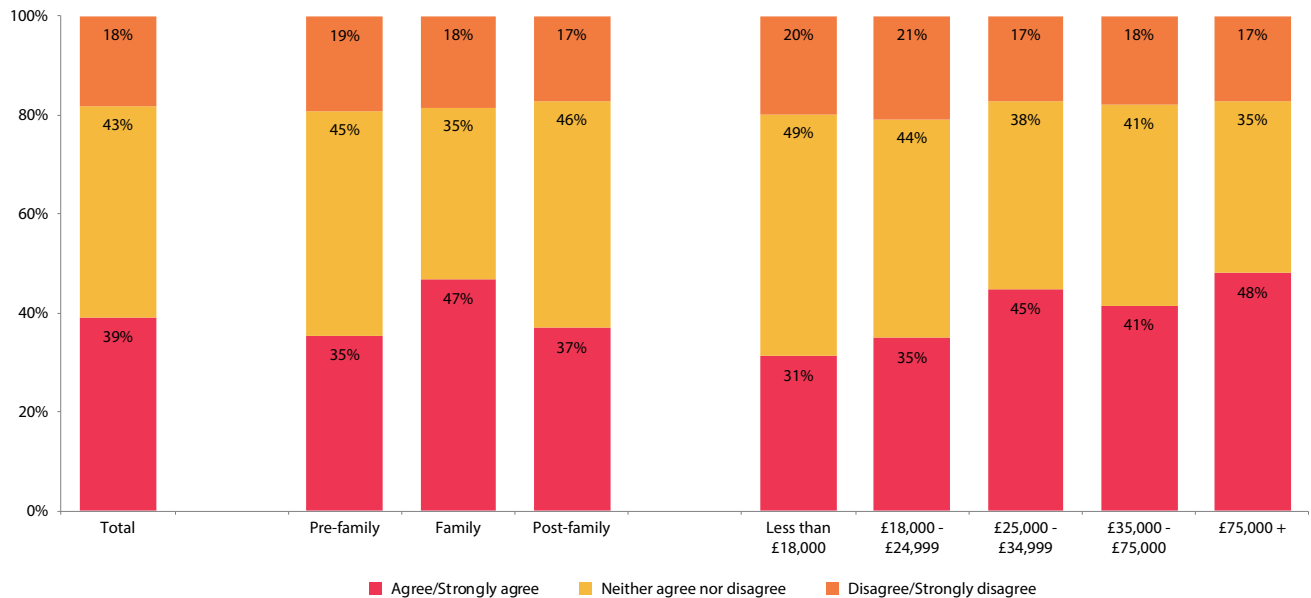
However, at the same time other data from the research suggests consumers are easily tempted to break away from their habitual tendencies. Consumers are attuned to deals and will evaluate their choices. 79% agree that they are willing to spend time researching items/products in order to get the best possible value - compared to 76% in 2016.

And a deal heavy shopping environment only fuels these temptations. 57% change their minds about what brands to use as a result of offers/deals (54% in 2016) and 40% agree that they would stop buying from a brand if it stopped offering deals (vs. 30% in 2016).

## Are people becoming more disloyal?

We also see signs that consumer loyalty tendencies are shifting. Nearly two-fifths of consumers agree they feel less loyal to brands and companies than a year ago while just 18% disagree. Interestingly levels of agreement are comparable across ages and gender, but higher income groups are more likely to agree compared to the total.

### How much do you agree or disagree with the following statement? – “I feel I am less loyal to brands and companies now than a year ago”



Base: 2016 online respondents aged 16+, GB, June 2018

## What are people's reasons for becoming more disloyal?

We also asked people to tell us their reasons for becoming less loyal in the past year – via an open-ended answer. This gave us detailed insight into the drivers behind people's perceived disloyalty – below are some examples of people's reasons:

**“Many companies and brands have been ripping us off for years. Like many consumers now, the best deal comes before loyalty. Loyalty counts for nothing with UK companies”**

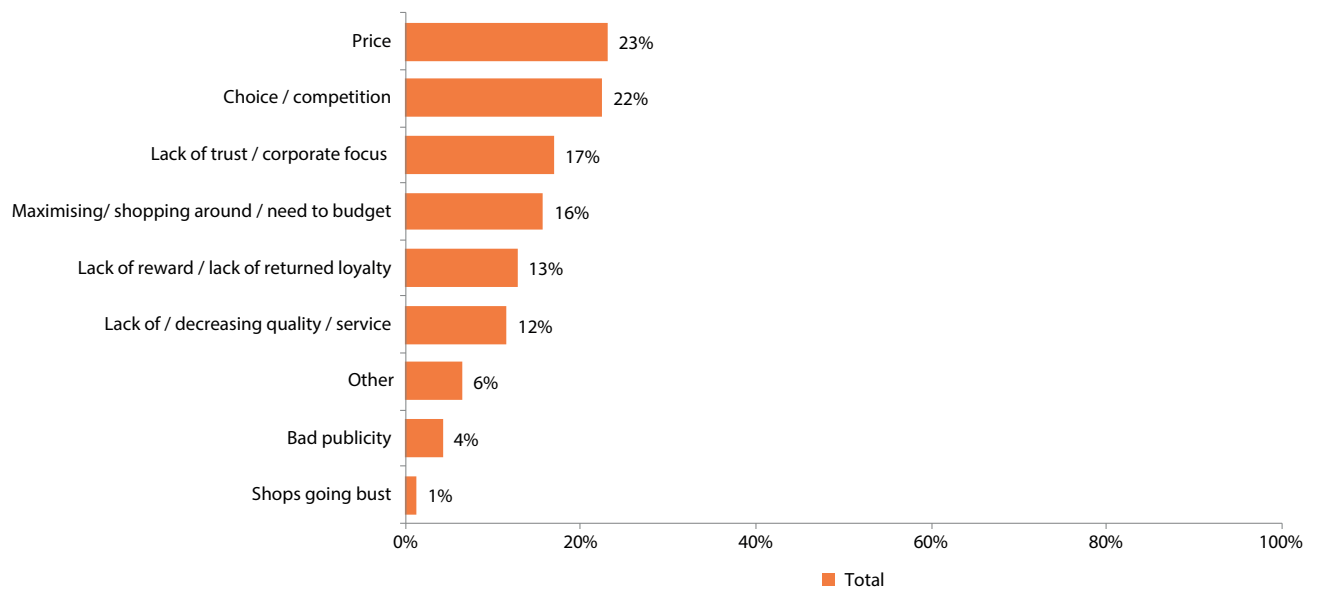
**“The products have downgraded, and the quality is going downhill”**

**“Due to the vast amount of new companies coming up with better deals”**

From the detailed responses, we captured consumers' reasons into common themes (see next chart). Sensitivity to price was by far the most mentioned reason followed closely by the amount of competition on offer tempting people to try different brands. With Brexit on the agenda next year, economic uncertainty and long-term low wage growth for many in the UK could likely further boost these drivers of disloyalty in the near term future.

However, the below chart shows that what drives people to be more disloyal is a mix of both financial factors and those driven by brands' own actions. Distrust of corporations, lack of quality and lack of rewards were also reasons given for becoming more disloyal over the past year.

These are all areas that brands need to focus on to deter consumers from looking elsewhere and that – unlike the economic landscape – are somewhat more in brands own control.

**Why do you feel less loyal to companies and brands?**

Base: 669 online respondents who agree they are less loyal to brand than a year ago aged 16+, GB, June 2018



# People's favourite brands

In this next chapter of the report, we reveal which brands are currently attracting consumers' loyalty across different sectors. What can we learn from the brands that are winning consumers' attention?

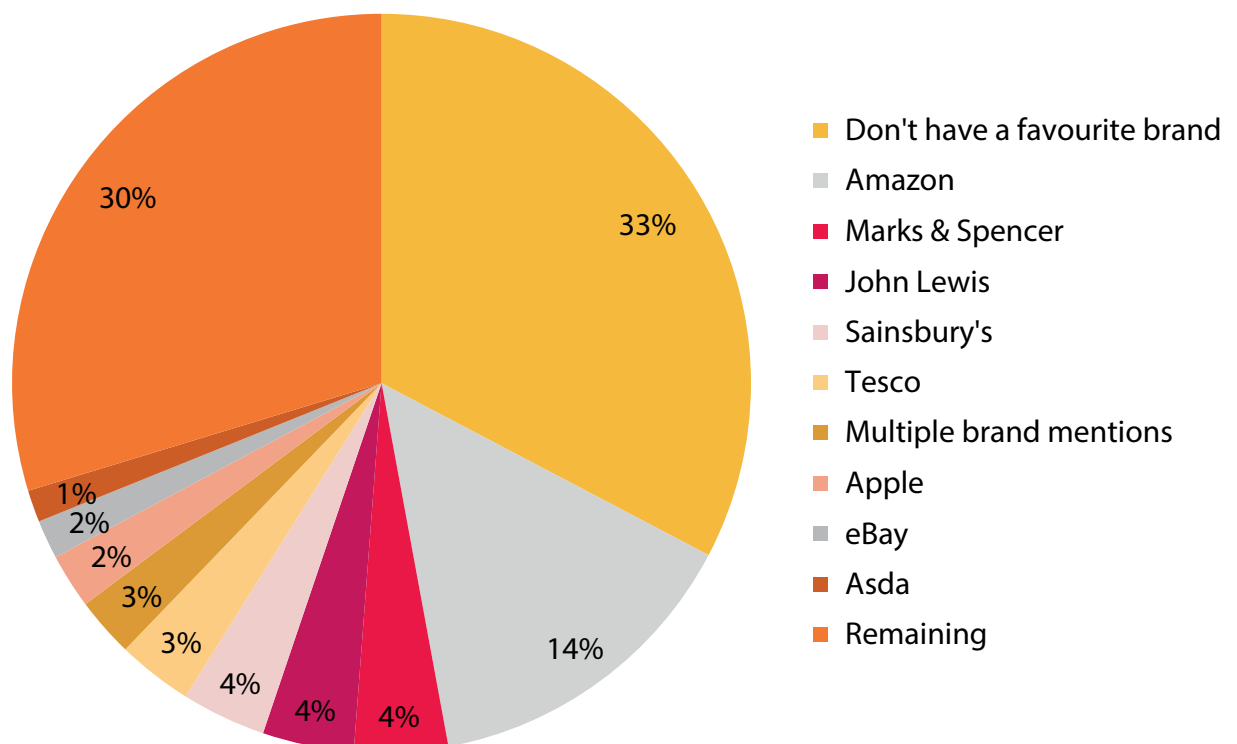
## What brands are consumers loyal to?

So where do consumers' loyalties lie? Which brands are engaging consumers today, if any? To gauge the brands consumers are choosing to stay loyal to, we asked them to name their favourite brand or the one they are most loyal to. Consumers were able to type in their own answer within the survey, as such they were free to select any brand they wanted across any sector or business type, small company or large.

The results show that a large proportion do not have a favourite brand (33%), but a majority were able to name a brand they feel loyal to. In terms of brands that were named consistently, the most mentioned brand by far was Amazon with 14% naming this as their favourite brand.

Amazon was followed by Marks & Spencer, John Lewis and Sainsbury's. Apple was the only non-retail brand to feature in the top mentioned brands. However, it is important to note that 30% of the sample mention other brands as their favourite. Highlighting the long tail of brands that have a strong relationship with consumers and serving as another sign of just how competitive today's landscape truly is.

**Thinking about all the brands and companies you use, which brand/company would you say is your favourite or are you most loyal to?**

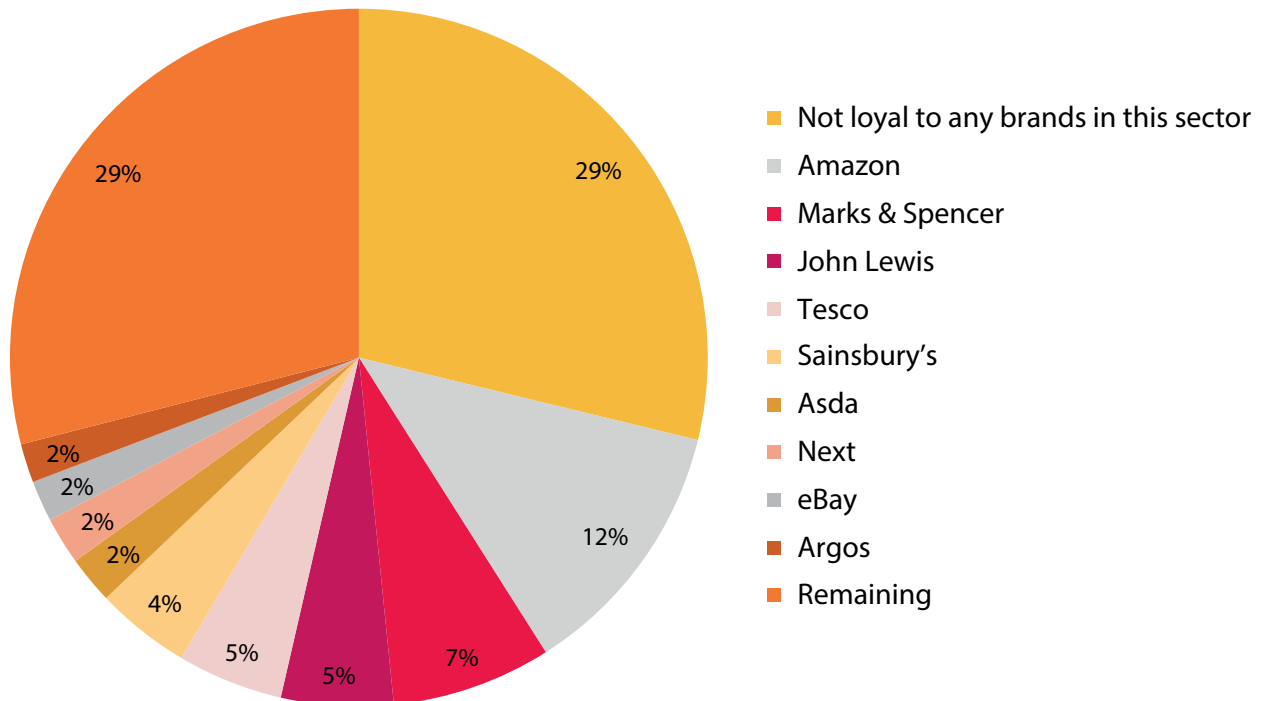


Base: 2016 online respondents aged 16+, GB, June 2018

We also asked consumers to name their favourite brands within different sectors. This is how different brands fared.

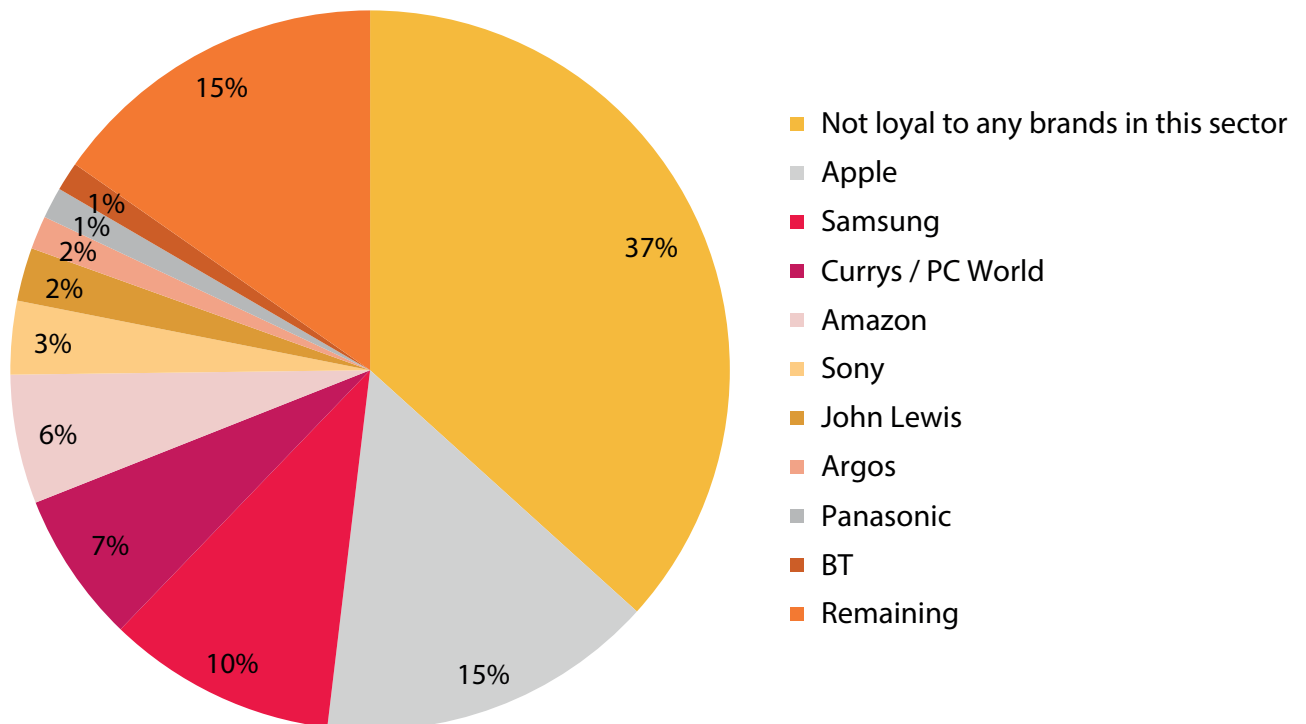
### Which brand/company is your favourite or are you most loyal to in the following sectors?

#### Retailers (high street shops or websites)

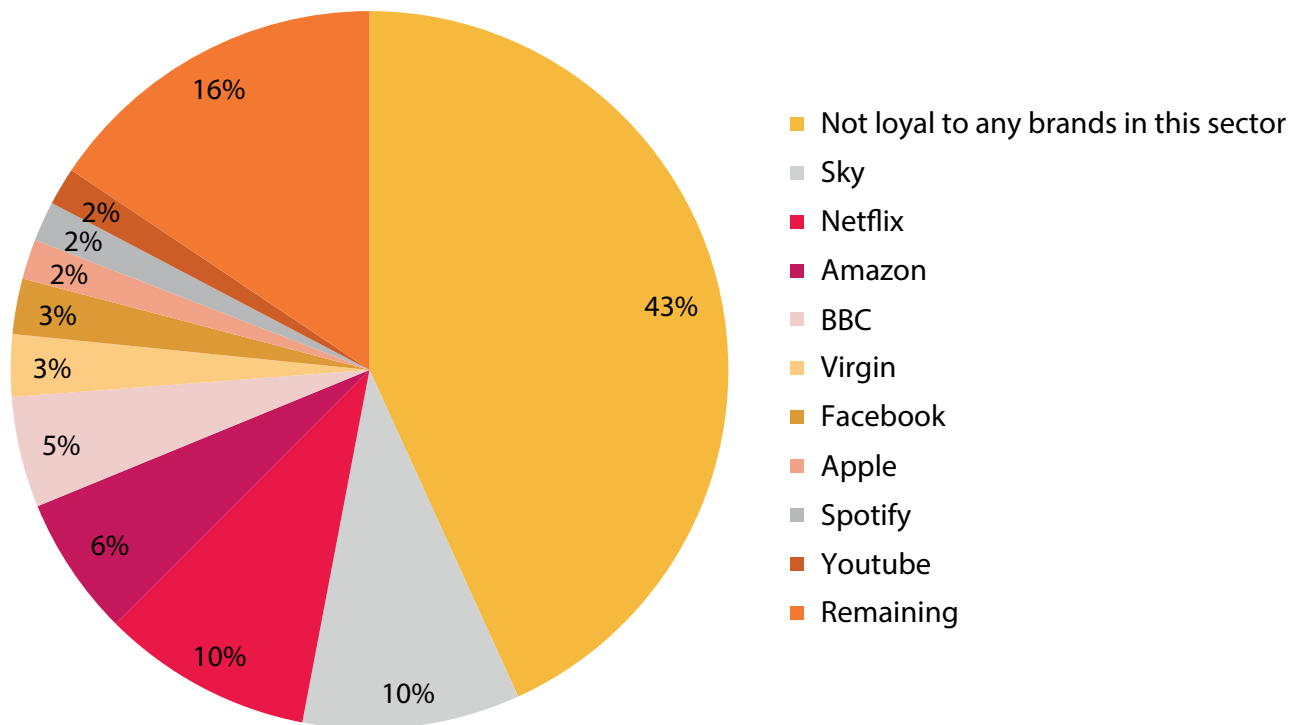


Base: 2016 online respondents aged 16+, GB, June 2018

#### Personal technology brands/companies (e.g. TV, phone, electronics)



Base: 2016 online respondents aged 16+, GB, June 2018

**Media or entertainment brands/companies (e.g. music services, TV, film, news, social media)**

Base: 2016 online respondents aged 16+, GB, June 2018

**Rise of the 'titan' brand**

It is interesting to see that Amazon features across several sectors as the preferred brand. Among retail brands Amazon was the most popular, among media entertainment the second most popular (tied with Netflix), and the fourth most popular among consumers choosing their favourite technology brand.

These results are clearly a strong sign of Amazon's dominance in the mindset of consumers today. As discussed previously, consumers are seeking value but are also habitual shoppers. Amazon's combination of familiarity, ease and choice comparison is a compelling offer providing consumers with one place to serve many of their needs.

It is also a sign of how the broader retail landscape is shifting. Rather than siloed providers within sectors, Amazon's model gives consumers access to a gateway brand that can serve many aspects of their lives. This model is supported by Amazon's subscription services that tie consumers into a longer term but still a flexible relationship.

In this way, Amazon's model engages consumers across several areas – ultimately giving them access to other brands and services, but via their single brand. Will more companies need to consider how they can engage consumers via this kind of model?

Arguably we are moving towards a world in which fewer gateway brands will be able to gain consumer loyalty, and in which subscriptions offer a more viable model to engage with customers seeking flexibility and value for money.

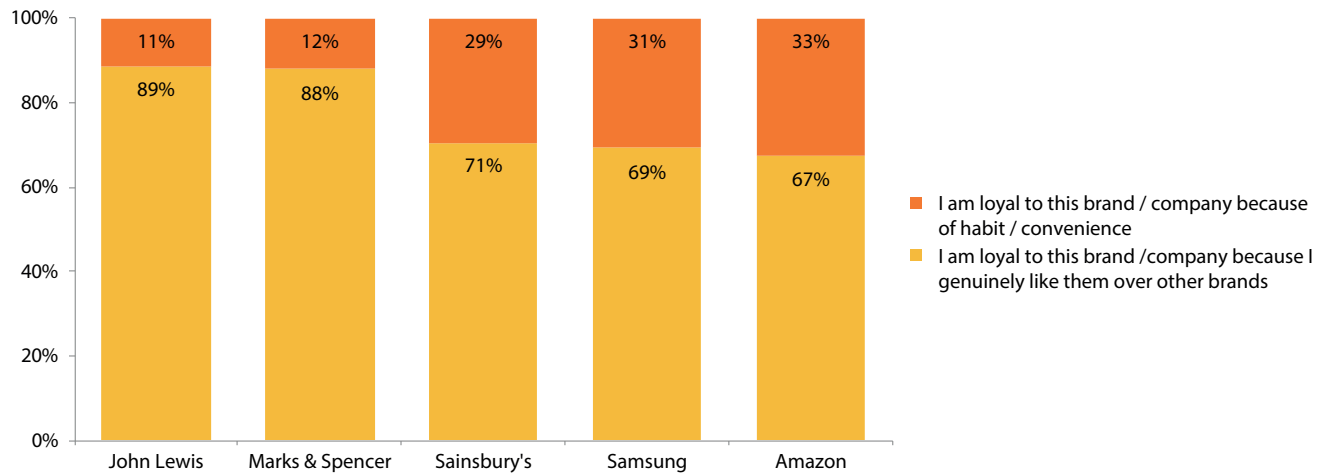
**How do consumers perceive their loyalty?**

Consumers are prone to comparing offers, but also can be very habitual in their purchasing behaviours. So, we wanted to understand how they perceive their own loyalty. Is their sense of loyalty that's driven more by habit or do they feel a more genuine connection with their favourite brands? And how does this differ from one brand to the next?

Among the 5 most mentioned brands, a majority are loyal to them because they genuinely like them. John Lewis and Marks & Spencer are most likely to be characterised in this way out of the top 5 brands. It is interesting that 67% of people who chose Amazon as their favourite retailer are loyal to them for genuine reasons – rather than convenience alone.

**Which of the following statements best describes your loyalty to the following brands/companies? (If you agree with both, pick the option that you feel more strongly)**

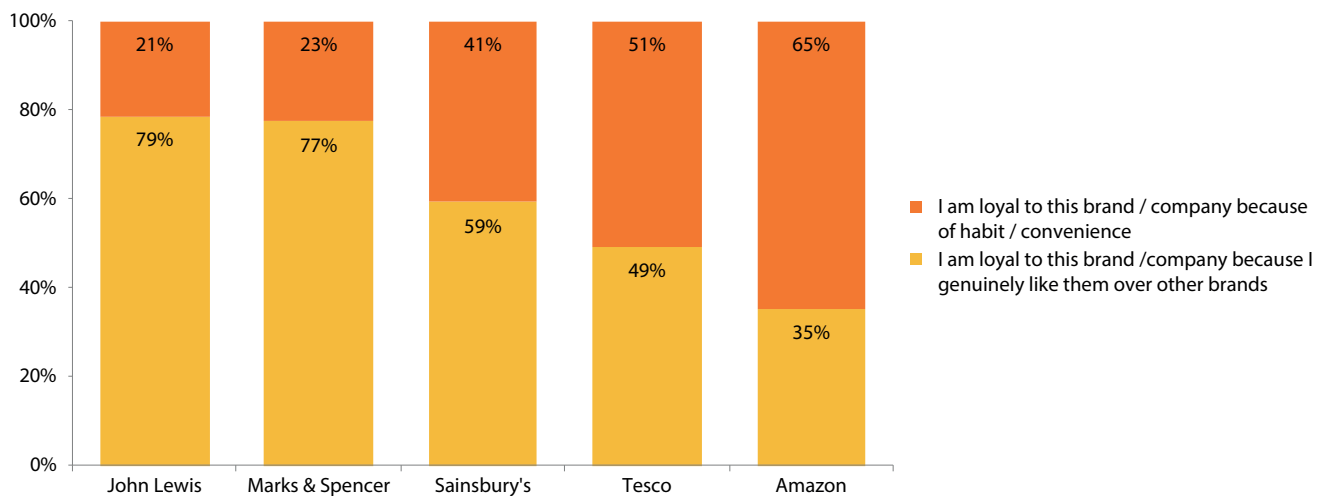
### ***Favourite brand***



Base: online respondents who named the following brands as favourite brand aged 16+, GB, June 2018

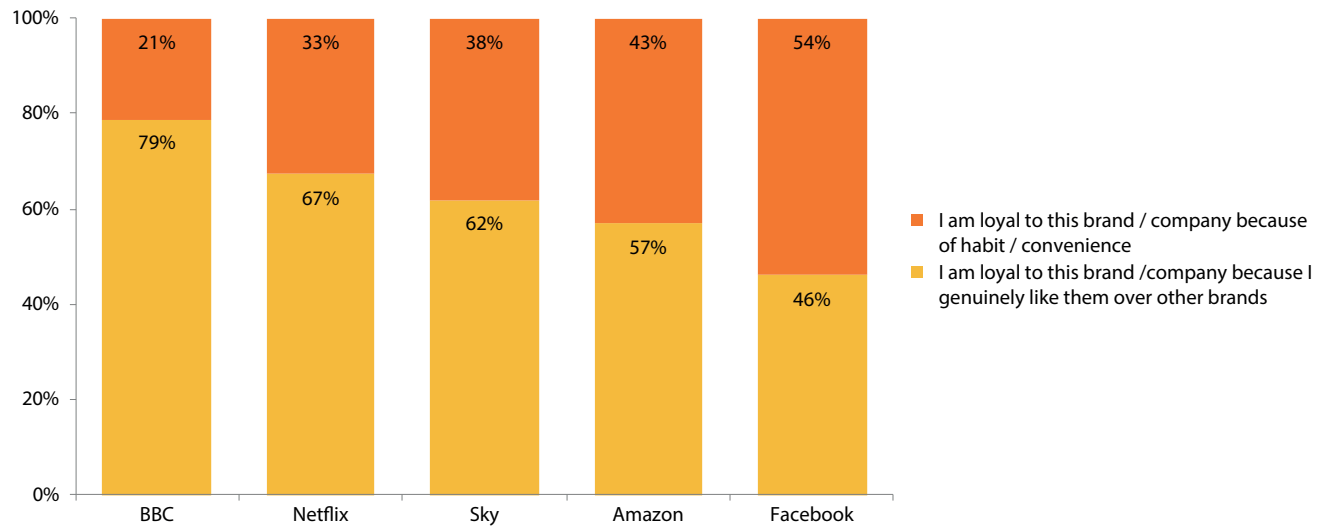
However, in contrast to those consumers who chose Amazon as their favourite retailer (see chart below), a majority see their loyalty as driven more by convenience. In comparison, John Lewis and Marks & Spencer customers were still more likely to see their loyalty as driven by a genuine like for the brands.

### ***Retailers (high street shops or websites)***



Base: online respondents who named the following brands as favourite retail brand aged 16+, GB, June 2018

Among media and entertainment brands, Amazon users were once again more likely to see their loyalty as genuine, though Sky, Netflix and BBC users in comparison showed a clearer skew towards genuine loyalty. Facebook users were more split with just over half seeing their loyalty to this brand as more convenience or habit led.

**Media or entertainment brands/companies (e.g. music services, TV, film, news, social media)**

Base: online respondents who named the following brands as favourite media brand aged 16+, GB, June 2018

Customer engagement is a priority for all brands. What the research tells us is that it is important for brands to understand the nature of their customers' purchase decisions in order to increase loyalty, and by what means they want to foster it.

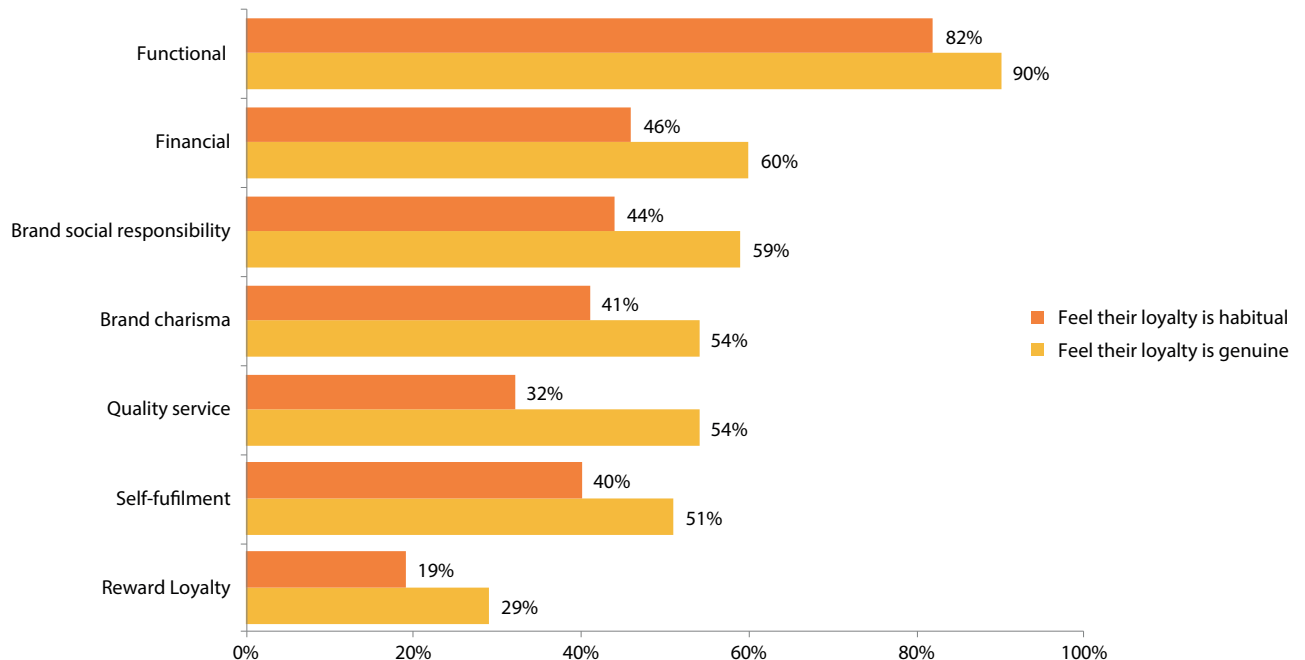
Consumers clearly value brands that deliver on their need for convenient offers and that can be easily relied on time and time again. Consumers also clearly have more genuine attachments to certain brands. Arguably the most popular brand in our analysis, Amazon, is engaging consumers and winning both types of loyalty, delivering great convenience but also gaining genuine appreciation.

# Drivers of loyalty

As well as understanding consumers' perception of their loyalty we wanted to understand in more detail what drives these different types of loyalty. We asked consumers to give their reasons why – from a list of 19 options – they like their favourite brand. By analysing the responses we identified seven key drivers of loyalty:

|                                    |   |
|------------------------------------|---|
| <b>Functional</b>                  | Provide the best quality; easy to use; reliable; give me exclusive promotions personalized to me; allow me to pay flexibly/use new payment technologies; available in a convenient location |
| <b>Financial</b>                   | Provide value for money   |
| <b>Quality service</b>             | Provide good customer service   |
| <b>Reward loyalty</b>              | Reward me for being a loyal/regular customer  |
| <b>Brand social responsibility</b> | Treat its workers well; act in an environmentally friendly way; have a good reputation  |
| <b>Brand charisma</b>              | Cool/impressive; fun and entertaining; innovative/up to date/ lead the way; genuine   |
| <b>Self-fulfilment</b>             | Help me to achieve personal goals; inspire me with new ideas/products to use  |

**What makes you loyal to your favourite brand? (by those who feel their loyalty is habitual vs those who feel their loyalty is genuine)**



Base: 1356 online respondents aged 16+, GB, June 2018

Clearly, delivering on functional needs is a crucial factor in driving both habitual and genuine loyalty. However, for brands seeking to create more genuine loyalty it is clear that other emotional led drivers are more influential.

In particular, consumers who feel their loyalty as genuine are more likely to cite quality service as a reason compared to those who see their loyalty as habit led (22% point difference).

Nearly 70% of consumers who see their loyalty as genuine, named brand social responsibility as a reason for their loyalty.

### What drives loyalty in different sectors?

By looking at the reasons people give for their loyalty to brands across different sectors there are some key differences. While brands across sectors need to all focus on functional delivery other emotional drivers differ in relevance.

In retail, loyalty to fashion brands is driven strongly by self-fulfilment, while for supermarkets quality service, brand social responsibility and rewards for loyalty feature more highly.

Interestingly, for the personal technology and media/entertainment sectors, brand charisma features highly as an important driver of loyalty, while rewards for loyalty are a much lower priority.

Below we summarise the drivers of loyalty for those who chose brands relating to the following sectors:

| SUPERMARKETS                |     | RETAIL GENERAL              |     | RETAIL FASHION              |     |
|-----------------------------|-----|-----------------------------|-----|-----------------------------|-----|
| Functional                  | 94% | Functional                  | 90% | Functional                  | 84% |
| Financial                   | 68% | Financial                   | 64% | Self fulfilment             | 65% |
| Quality service             | 58% | Quality service             | 57% | Brand social responsibility | 53% |
| Brand social responsibility | 56% | Brand social responsibility | 56% | Brand charisma              | 52% |
| Reward for loyalty          | 54% | Brand charisma              | 50% | Financial                   | 45% |
| Self fulfilment             | 44% | Self fulfilment             | 45% | Quality service             | 33% |
| Brand charisma              | 39% | Reward for Loyalty          | 23% | Reward for Loyalty          | 10% |

| PERSONAL TECHNOLOGY         |     | MEDIA/ENTERTAINMENT         |     |
|-----------------------------|-----|-----------------------------|-----|
| Functional                  | 89% | Functional                  | 80% |
| Brand charisma              | 69% | Brand charisma              | 60% |
| Brand social responsibility | 58% | Financial                   | 56% |
| Self fulfilment             | 48% | Brand social responsibility | 47% |
| Financial                   | 38% | Self fulfilment             | 47% |
| Quality service             | 31% | Quality service             | 30% |
| Reward for Loyalty          | 14% | Reward for Loyalty          | 11% |

These differences suggest how the emotional drivers behind a consumer's brand choice change depending on the product/service or sector. Meaning brands should be aware of these differences in order to understand which drivers they will be using to foster long-term customer loyalty.

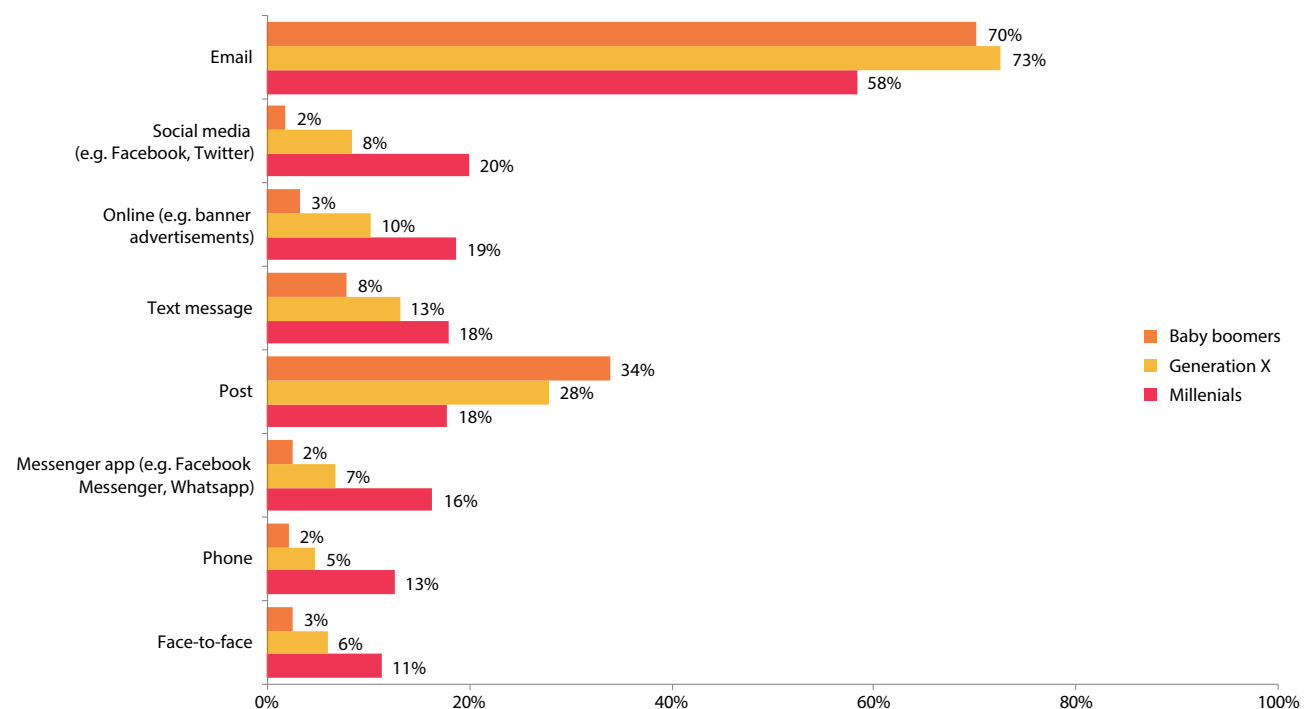
# Tactics to employ

In this chapter, we turn to look at more specific tactics and strategies to attract long-term loyalty.

## Email an important touchpoint for building loyalty

What is the best way to stay in contact with customers? From the consumers' perspective, email is their preferred channel for receiving marketing messages after making a purchase. Among younger generations, openness to receiving messages via a range of channels is greater and suggests Millennials may be more receptive to cross-channel marketing. Baby boomers show stronger preferences for receiving messages via post.

**Imagine you've made a purchase from a brand/company. How would you like them to send you marketing messages after you have made your purchase?**



Base: 2016 online respondents aged 16+, GB, June 2018

## How to engage with customers

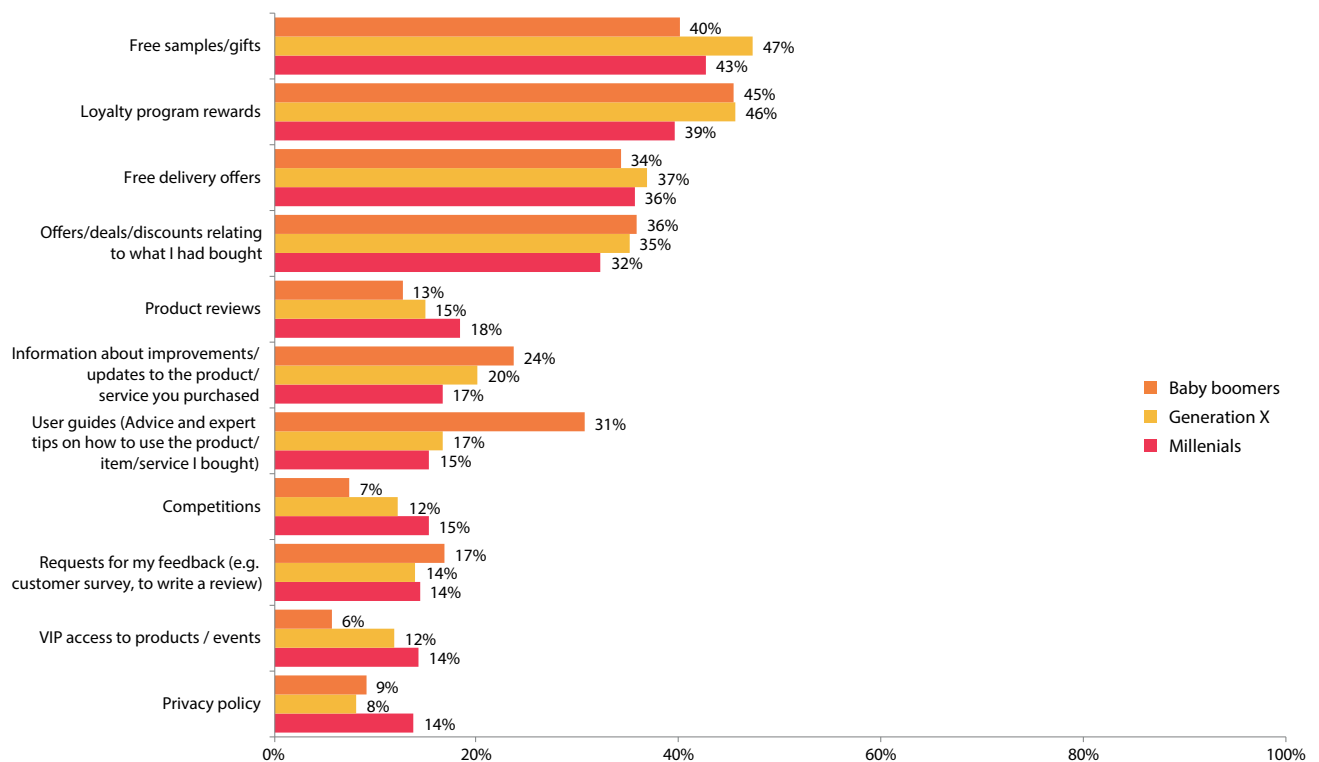
What messages and offers will engage consumers and extend interactions post-purchase?

From a consumer perspective, direct financial benefits or direct rewards are the most appealing type of offers.

However, we also see a range of other communications appealing that do not rely on offering consumers a direct financial incentive. 3 in 10 Baby Boomers would like to receive guides to help them make the most of products they have bought, 1 in 5 Gen X would like to receive information about product updates/improvements and just under 1 in 5 Millennials would like to receive product reviews.



**Imagine you've made a purchase from a brand/company. What would you most like to receive from them after you have made your purchase? (Select up to 3)**



Base: 2016 online respondents aged 16+ by generation, GB, June 2018

## Generational shift in loyalty scheme participation

Loyalty schemes have traditionally dominated in the supermarket and high street retail sectors. And today it is true that a majority of 69% participate in a supermarket loyalty scheme. However, the reward model has adapted to fit other sectors.

Even in sectors where transactions and interactions may be less frequent brands are finding ways to offer consumers rewards for their loyalty. In particular, rewards in less established sectors are engaging younger consumers. For example, 19% of Millennials have a loyalty scheme with an entertainment brand, and 14% of Millennials have a loyalty scheme with a financial services brand.

In comparison, Baby Boomers are more likely to engage with traditional loyalty schemes than Millennials. 87% of Baby Boomers are part of a supermarket loyalty scheme compared to 40% of Millennials.

## Are loyalty rewards engaging enough?

While it is clear that reward schemes are diversifying across sectors how well do consumers feel they are being rewarded for their loyalty? The data suggests that consumers still value rewards they get, but that this positive sentiment is stabilising rather than increasing.

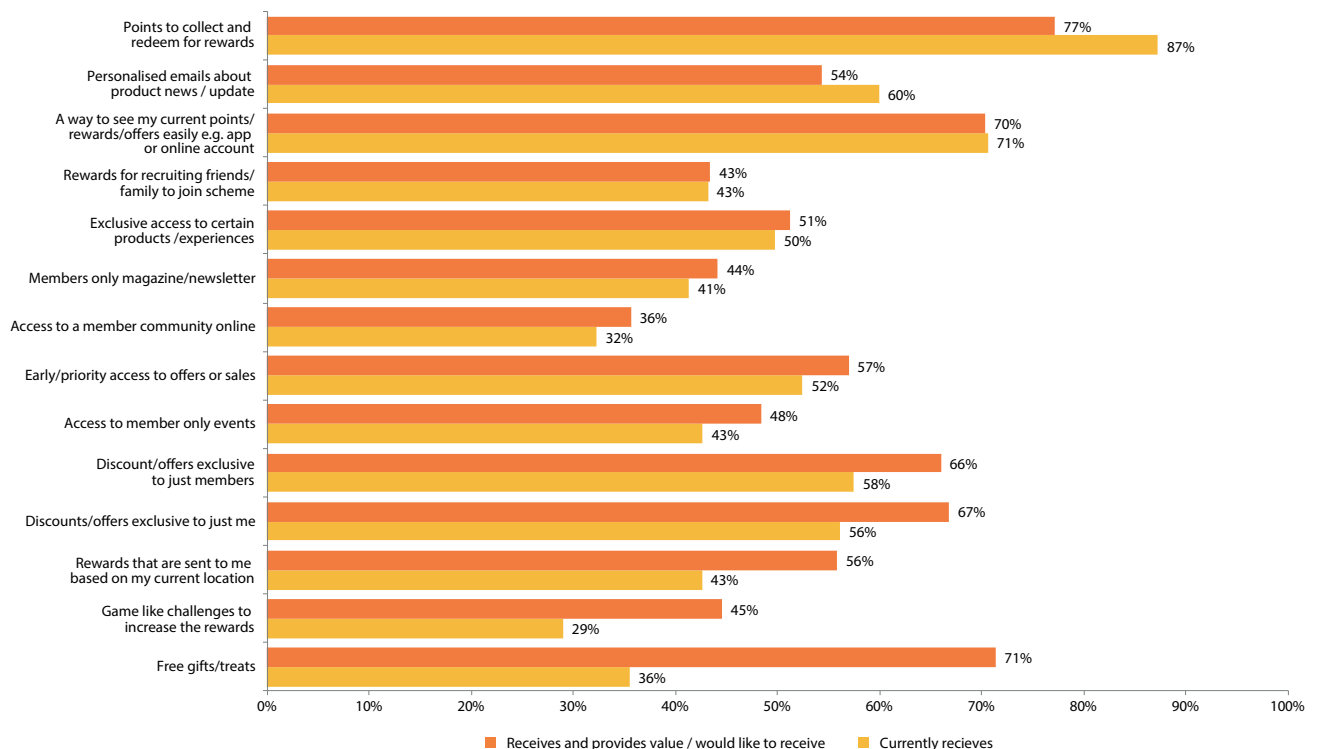
In 2018, 69% agree that they really value the benefits they get from loyalty points/schemes compared to 72% in 2017. There is also a high demand for more personalised rewards – 70% would like rewards to be more related to what they like.

## Appetite for points is saturated

We asked consumers what kinds of benefits they receive from loyalty schemes, and what they would like to receive. In the below chart we compare the numbers who receive benefits vs. the numbers who receive and value them with those who would like to receive them.

There is a greater gap in demand for things like free gifts/treats, location-based discounts and game-like rewards compared to points. While points are still on the whole well received fewer consumers like or would like to receive points rewards (77%) than those who currently receive them (87%). This suggests demand for points is somewhat saturated. To create loyalty programmes that are truly engaging brands need to look beyond traditional models of reward to get consumers engaged.

### Thinking about loyalty/reward schemes, which of the following loyalty benefits do you currently receive and which would you like to receive in the future?



Base: 2016 online respondents aged 16+, GB, June 2018

## How to reward long-term loyalty?

Qualitative insight suggests consumers are aware that rewards schemes have changed and do not feel they are as valuable as they once were. Lacking a sense of reward is one of the reasons people give as the trigger of their disloyalty towards brands over the past year. There is a common pattern from people's opinions that brands need to better address rewarding customers in particular for their long-term loyalty:

**"Brands and companies don't seem to value customer loyalty"**

**"Because lots of brands reward me less for using them than they did"**

**"If you stay loyal to them you tend to get ripped off more. They don't offer you discounts like they do to new customers"**

**"Nowadays brands and companies do not put their loyal customers first."**

**"I have found being loyal to a brand brings no real benefits, as the best deals are usually reserved for new customers. It pays to shop around now."**

Brands need to find ways to identify when customers do show them genuine loyalty for longer periods of time, but balance this with the need to attract new customers.

Ultimately, brands need to create rewards that are genuinely engaging for their loyal customers.

### Rewarding long-term loyalty needs to be flexible

Brands need to balance rewarding long-term loyalty against the trend towards offering flexible and fluid contracts and payment models. In 2018, the majority of consumers (73%) agree that they avoid services that tie them into long contracts.

For Millennials, in particular, the idea of flexibility and control equates to all important value: 59% of Millennials agree that subscription-based products or services offer value for money, compared to 35% overall. For more details on the appeal of subscriptions: see our latest ['Customer Engagement - Acquisition and the consumer mindset'](#) report.

While a flexible subscription can counter-intuitively tempt consumers to stay loyal and increase transactions by providing a safety net "get out clause" it also does mean leaving a brand is easier to do. As such subscription-based services/purchasing models need to especially focus on communicating the benefits of renewing and staying loyal. Also, they should ensure consumers who do stay feel a sense of reward for doing so.

Defining the long-term loyalty of customers who use flexible contracts can be challenging for brands.

Should a customer who takes a break but returns have their previous loyalty benefits? Navigating the nature of rewards in this context will become increasingly important for brands to master. It is likely that rewards schemes need to evolve to match the flexibility of subscription models as what will not change is the consumers' expectation that they should be rewarded for their custom.



# Methodology

In June 2018, Foresight Factory conducted, on behalf of the DMA, an online survey of 2,016 respondents exploring public attitudes towards the future of customer engagement. Unless referenced, all data included in this report is taken from this survey.

For this research, Foresight Factory set interlocking nationally representative quotas on age, gender and region. This ensured the sample was representative of the UK population. Weighting was also applied to further ensure a nationally representative sample. The analysis of the data was conducted in-house by Foresight Factory's quantitative analysis team.

## Impact of GDPR on this survey

The overwhelming majority (90%) of consumers who took part in this survey claimed they were aware of GDPR regulation. 86% said they were aware of receiving messages about privacy policy updates from brands/companies in the last three months from time of surveying, 72% were aware of receiving messages from brands/companies about consenting and opting in to allow them to continue messaging them.

# About our sponsor

## Campaign sponsor



Pure360 is a marketing technology company providing email and personalisation solutions for eCommerce. Put simply we help eCommerce and marketing professionals achieve better results.

Providing UK marketers with an unrivalled combination of a powerful, data-driven Marketing Personalisation Suite (Pure360 Marketing Suite) and an industry-leading Maturity Model we are focused on accelerating customer results across email, mobile, web and social.

We deliver best in class results for over 1,400 customers across the eCommerce, Retail and Travel sectors. Pure360 customers include Tetley, innocent, Park Holidays, Ultimo, Blue Bay, Patisserie Valerie and Wagamama.

Our Maturity Model delivered through our best practice framework and account managers, is proven to take brands through a marketing maturity journey; helping them to improve customer lifetime value, enhance their customer experiences and drive deeper brand engagement.

## Research partner



Foresight Factory is a leading international consumer futures business. Our core expertise is based on identifying and forecasting social and consumer trends and determining the extent of their impacts on markets, services, brands and products. Since our launch in 1996, we have worked to meet the strategic needs of businesses through the application of insight. We identify measure and examine trends, attitudes and behaviours through the rigorous analysis of quantitative and qualitative research. Our robust programme of research provides businesses with the grounding and confidence to anticipate the likely impact of the evolving consumer environment and identify new market and revenue opportunities.

[www.foresightfactory.co](http://www.foresightfactory.co)

# About the DMA

A DMA membership will grow your business. Our network of more than 1,000 UK companies is privy to research, free legal advice, political lobbying and industry guidance. Our members connect at regular events that inspire creativity, innovation, responsible marketing and more. Most of them are free.

A DMA membership is a badge of accreditation. We give the industry best-practice guidelines, legal updates and a code that puts the customer at the heart. We represent a data-driven industry that's leading the business sector in creativity and innovation.

One-to-one-to-millions marketing attracts the brightest minds; individuals that will shape the future. By sharing our knowledge, together, we'll make it vibrant.

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