

Next-Generation Customer Loyalty

Global Strategy | 2023-06-02 | 44 pages | Euromonitor

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Report description:

Customer loyalty is transforming due to changing consumer preferences, technological advances and the e-commerce boom. Reinvigorating loyalty programmes in this new digital and experience-led economy requires brands to be equipped with the right strategies and tools to secure growth, maximise customer retention, build meaningful relationships and increase user satisfaction. Weaving in tactics which encourage new sales, nurture engagement and inspire loyalty will bring more added value.

Euromonitor International's Next-Generation Customer Loyalty global briefing offers insight into the size and shape of the Consumer Finance market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts provide an invaluable perspective on market evolution and the criteria for success. The briefing leverages Euromonitor International's 360-degree coverage of the global payments' landscape including insight on consumer debt.

Product coverage: Consumer Lending, E-Commerce in Proximity Location by Industry, Financial Cards and Payments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Finance market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Introduction

Decentralised loyalty ecosystems

Omnichannel loyalty

Instant gratification

Conclusion

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