

## Customer Loyalty and Reward Schemes - UK - June 2018

Report Price: £2195.00 | \$2963.91 | €2470.25

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“Retailers need to increasingly evolve their loyalty schemes so that they are not just focused on points and monetary rewards, but on engaging emotionally with customers by offering them unique experiences or services.”  
- Tamara Sender, Senior Retail Analyst

This report looks at the following areas:

- How can loyalty schemes appeal to younger consumers?
- The rise in subscription models
- What are loyalty schemes doing to attract members?

While a high number of consumers are members of customer loyalty/reward schemes (84%), this has not increased since the last Report. What has changed in the last few years is the emergence of more paid subscription/delivery pass schemes, with 31% of consumers belonging to these.

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myWaitrose

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ASOS A-List

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H&M Club  
B&Q Club

## Paid Subscription Models

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