



UKGCVA & PR AGENCY ONE PRESS & MEDIA COVERAGE

**JUNE** 

## Beauty Serve – Gift cards driving shopper loyalty

**Title:** Beauty Serve **Date:** 05.06.19

Link: http://www.beautyserve.com/Gift-cards-driving-increased-engagement-

and-loyalty.html

**DA**: 35

# BEAUTYSERVE

# Gift cards driving increased engagement and loyalty

5 June 2019



Gift cards are playing a growing role in driving customer loyalty and engagement, according to the latest research published by the <u>UK Gift Card & Voucher Association</u> (UKGCVA).

The State of the Nation report, compiled by <u>GlobalData</u> and sponsored by <u>First Data</u>, surveyed 2,000 UK shoppers and found that almost a fifth (18.5%) have become a regular customer of a brand or organisation after being given one of their gift cards.

The in-depth research also pointed to signs that gift cards could be leveraged as a strong weapon in the wider fight to maintain loyalty. It found that almost three-quarters of UK consumers (73.5%) would be interested in the ability to collect points or to receive cashback on future purchases when redeeming gift cards.

However, despite this, less than one quarter (23.1%) of gift card managers (surveyed separately as part of the study) said they use gift cards as part of a customer loyalty scheme.



# Attire Accessories – Gift cards driving shopper loyalty

Title: Attire Accessories

Date: 06.06.19

Link: https://www.attireaccessories.com/news/14760/gift-cards-driving-

increased-shopper-engagement-and-loyalty

**DA**: 26



### Gift cards driving increased shopper engagement and loyalty

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The State of the Nation report, compiled by GlobalData and sponsored by First Data, surveyed 2,000 UK shoppers and found that almost a fifth (18.5%) have become a regular customer of a brand or organisation after being given one of their gift cards. This loyalty increases amongst a younger demographic, with 31% of Generation Z/Millennial (16-34 year-old) shoppers stating that they have become a repeat customer after being given a gift card.

The in-depth research, which looked into perceptions, attitudes and habits within the industry, also pointed to signs that gift cards could be leveraged as a strong weapon in the wider fight to maintain loyalty. It found that almost three-quarters of UK consumers (73.5%) would be interested in the ability to collect points or to receive cashback on future purchases when redeeming gift cards. However, despite this, less than one quarter (23.1%) of gift card managers (surveyed separately as part of the study) said they use gift cards as part of a customer loyalty scheme.

Gail Cohen, director general of the UKGCVA, commented: "Our research found that gift cards are set to play several crucial roles in the coming years and, in particular, will serve an important function in driving brand awareness, engagement and customer loyalty. "Gift cards are a great way to introduce a customer to a new brand and also help to build continued customer engagement when used as part of a customer loyalty or incentive programme. "It is therefore more important than ever that the industry seeks to satisfy rapidly-evolving shopper requirements by ensuring the most effective programmes and systems are in place. "Part of this, is for senior management and the c-suite to work closely with the gift card professionals within their organisations to understand the true value and potential that gift cards can play in their marketing, loyalty and sales strategies."

"The research further highlights that gift card programmes must meet the expectations of ever-evolving purchasing habits across multiple age groups," said Dom Morea, Head of Gift Solutions at First Data, and sponsor of the State of the Nation report. "Additionally, the research reinforces that a business' branded currency strategy should incorporate an omni-channel consumer experience across a brand's physical and digital assets." For more information, visit: http://www.ukgcva.co.uk/downloads/State-of-the-Nation-non-members.pdf



# Loyalty – Gift cards driving shopper loyalty

Title: Loyalty Magazine

**Date:** 06.06.19

Page: 6

Circulation: 12,000



# Ford revamps loyalty programme

Multiple countries in pipeline for app-based rewards

Ford is rethinking how it rewards loyal customers, in response to input from its retail network.

The automaker has unveiled FordPass Rewards, an app-based loyalty programme that awards points for spending money on vehicle maintenance. It benchmarke against leading programmes in travel and

Unlike the former programme, which placed the financial burden on dealers, Ford will fund FordPass Rewards fully. although officials declined to reveal the projected cost. When it launched in April, virtually every Ford dealer was signed up. The automaker spent considerable time

crafting the programme with the Ford

the last 18 months. One idea it adopted on the was making points transferable among all dealerships to offer buyers more convenience.

"Our old programme worked, but it didn't have the reach, flexibility and engagement from our brand to make it. successful," said Jason Sprawka, Ford's director of US customer experience.



### App experience

Everyone who downloads the FordPass smartphone app and connects it to a new vehicle will get 42,000 points - a value of about US\$210 - which is enough for

three oil and air-filter changes, Ford said. Customers who purchase a certified pre-owned Ford will receive 11,000 points They then earn 5% for every dollar spent on vehicle maintenance and service and can bank the points toward buying or leasing their next vehicle.

### International loyalty

Ford is also testing out a new global retention experience. Over the last four years, with an investment of US\$2bn from dealers, the company has introduced Ford Signature, a new retail look and experience that provides greater transparency in the sales and service journey. The programme digitises and adds transparency to the customer's sales and after-sales experience.

### Frequent flyer style

FordPass Rewards is at the heart of the automaker's drive to boost customer retention. While Ford traditionally has the strongest brand loyalty in the industry, according to IHS Markit data, it wants to improve those numbers to help dealers increase profits. Today, just 52% of Ford's new buyers come back to the dealership for their first oil change.





hotels to arrive at the proposition. Ford's last programme, Owner Advantage Rewards, was under-utilised, available at just 400 of roughly 3,000 Ford

### >> LOYALTY IN BRIEF <<<<<<<<<>>> Affinion divests loyalty firm five years after cyberattack

onfirm that the Irish trade of Loyaltybuild was sold on to an interested party on Octobe 16, 2018. It is not yet clear who is the new owner.

### Travel brands top lack of loyalty league

dustry has less consumer loyalty than any other sector. The research, which spanned 18 major sectors including food & drink, mother & baby.

eague, taking the top four positions in the rankings. In first place, ranking worst for customer loyalty are airlines, with 42% of consumers saying they struggle to remain



# Attire Bridal – Gift cards driving shopper loyalty

**Title:** Attire Bridal **Date:** 06.06.19

Link: https://www.attirebridal.com/news/14760/gift-cards-driving-increased-

shopper-engagement-and-loyalty

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# BBC Radio 4 – Gift card expiry dates

Title: BBC Radio 4
Date: 21.06.19



Gift card expiry dates, Tourist clampdown, Computer extras

