for Brand Loyalty

******* **65%**

of respondents would become long-term customers of a brand if they can provide positive experiences throughout the customer journey¹

Loyalty programs drive customer lifetime value and help organizations build market share, but success is highly reliant on the site manager's ability and time to clearly communicate and drive this critical initiative with their team. The lack of a programmatic approach creates inconsistencies in execution and results in missed opportunities to convert customers to loyalty members.

Ensuring the frontline team has the loyalty program information they need, keeping the program top of mind, and celebrating successes are all crucial to driving loyalty successfully. But with the site manager burdened with additional responsibilities associated with running their site, how can you take the manager out of the critical path and ensure success?



Why Do Most Loyalty **Programs Underperform?** Inadequate communications and dialogue ranks as the

3rd most important factor in predicting future loyalty program failure²

86% of employees and executives blame weak

communication for workplace failures

Communication between store managers and employees is a multi-step process that wastes valuable time and can cause program misalignment

Without a programmatic approach with a connected team...

Your team ends up: **Lacking Confidence**

- - Confused & Frustrated

Missing Loyalty Goals

Membership Benefits

Your customers miss out on:

- Valuable Rewards
- Personalized Service



drain site manager productivity



experience that impacts loyalty



The results?

on loyalty goals



lifetime value



customer engagement

How Do You Build **Customer Loyalty?** Deepen customer loyalty and provide world-class

customer experiences by connecting your team to each other and the enterprise. To enable in-store employees to consistently achieve

loyalty goals, organizations are implementing a

programmatic approach that leverages in-ear, voiceactivated mobile technology. Leading enterprises are connecting their teams and taking a 3-step approach to drive loyalty.

Implement Automation

delivery of critical information and reminders,

you enable employees to

Through time relevant

have the access to the information when it is relevant

HQ Direct to Frontline

with loyalty program and promotional updates directly to the

communication gap

ear of each frontline team member

Site Leader

Reinforcement

path, site leaders are freed from the mundane task of

instead focus on reinforcing celebrating team success How Theatro Helps Build a



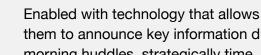
information improves associate engagement and enables them to meet their goals and customer expectations. With Theatro, in-store employees gain access to strategically timed information regarding upcoming loyalty promotions, updates, and benefits of your loyalty member program.

Connecting associates with each other and critical

World-Class Loyalty Program

Peer Success

DRIVING REWARDS PROGRAMMATICALLY

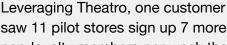


them to announce key information during morning huddles, strategically time announcements throughout the day,

Sales increase of \$100,000

or more per store

and keep their in-store employees up to date on promotions, updates, and goals, one Theatro client was able to add over \$100,000 to annual sales—per store.



saw 11 pilot stores sign up 7 more non-loyalty members per week than the comparable non-pilot stores. A loyalty

\$24.5M estimated annual sales impact

LOYALTY

THAT GROWS

club member spends more per visit and visits more times per year than a nonmember. This projected an estimated annual sales impact of \$24.5M chain-wide.

Ready to Make Your Loyalty

to deliver exceptional customer experiences and build authentic customer loyalty-let's talk.

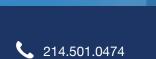
Book a Demo



307 Hilltop Avenue

Program Stand Out with Theatro?

If you want to see how a solution that connects your stores and frontline employees works in empowering your team



info@theatro.com

²2019 The Delphi Report, Why Loyalty Programs Fail!



¹2021 Astute, Top 40 Customer Experience Statistics to Know in 2021