

The Power of Voice:

How to Build a Winning Formula for Brand Loyalty

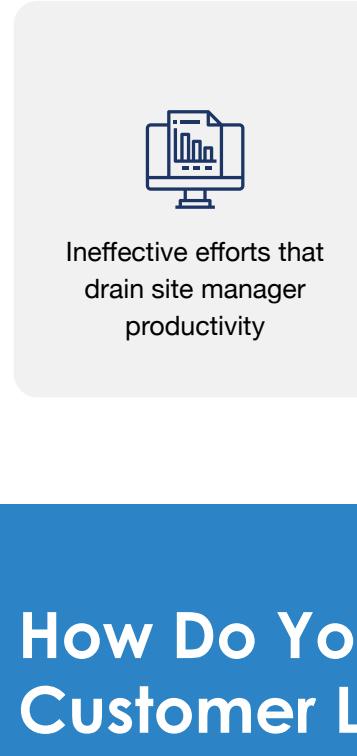


65%

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

Your customers miss out on:

- ! Membership Benefits
- ! Valuable Rewards
- ! Personalized Service

The results?



Ineffective efforts that drain site manager productivity



Poor service experience that impacts loyalty



Falling short on loyalty goals



Missed opportunities to increase customer lifetime value



Low 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, voice-activated mobile technology.

Leading enterprises are connecting their teams and taking a 3-step approach to drive loyalty.



1

Implement Automation

Through time relevant delivery of critical information and reminders, you enable employees to have the access to the information when it is relevant

2

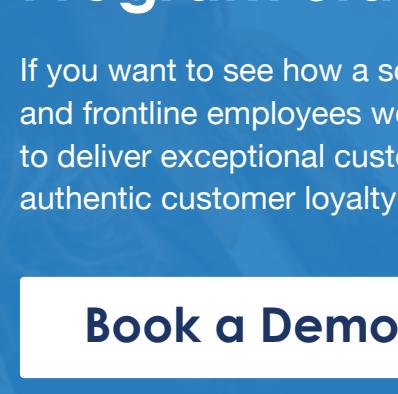
HQ Direct to Frontline

Close the communication gap with loyalty program and promotional updates directly to the ear of each frontline team member

3

Site Leader Reinforcement

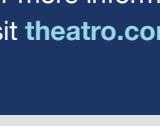
Now out of the critical path, site leaders are freed from the mundane task of repeating information and instead focus on reinforcing site execution and celebrating team success



How Theatro Helps Build a World-Class Loyalty Program

Connecting associates with each other and critical 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.

Peer Success



Sales increase of \$100,000 or more per store

DRIVING REWARDS PROGRAMMATICALLY

Enabled with technology that allows them to announce key information during morning huddles, strategically time announcements throughout the day, 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.



\$24.5M estimated annual sales impact

LOYALTY THAT GROWS

Leveraging Theatro, one customer saw 11 pilot stores sign up 7 more non-loyalty members per week than the comparable non-pilot stores. A loyalty club member spends more per visit and visits more times per year than a non-member. This projected an estimated annual sales impact of \$24.5M chain-wide.

For more information, visit theatro.com

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Theatro