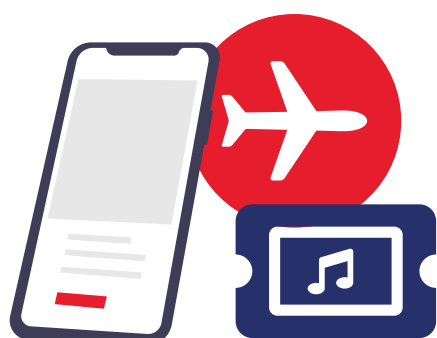


# 6 Customer Retention Software Necessities

1

## Non-Cash Rewards

Non-cash rewards have a greater, more meaningful impact on customers. This makes them a more cost-effective option than cash rewards.



It costs **3XS more** to use cash rewards instead of non-cash.

2

## Trustworthy Loyalty Software

Work with a loyalty program provider who creates their software in-house and has complete control over updates and security.



**85%** of global customers wish there were more companies they could trust with their data.

3

## Reward Fulfillment Services

Rather than taking on the responsibility of fulfilling loyalty rewards, rely on a team of reward fulfillment experts to deliver your participants' rewards quickly and securely.



**Speed is one of the most impactful factors** of a reward-earning experience.

4

## Participant Support

Support your loyalty program participants with an outsourced team who is dedicated full-time to helping them with any program issues.



**17%** of people walk away from a brand after just one bad experience.

5

## Scalable Features

Use loyalty software that has a variety of scalable, ready-to-go features so your loyalty program can grow and evolve with your goals.

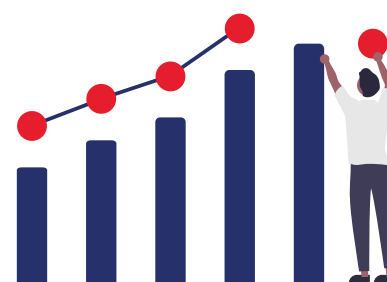


**70%** of CIOs cite agility and scalability as top drivers of SaaS adoption trends.

6

## ROI Assessment

Loyalty program experts can help you with ROI analysis, leveraging their experience to help promote, prove, and present loyalty program success.



The % of companies who said hard metrics were unnecessary to justify their incentive program investments **dropped 31%** from 2018 to 2019.

### Sources

<https://www.incentivesolutions.com/non-cash-rewards-better-than-cash/>

<https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/trusted-tech.html>

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