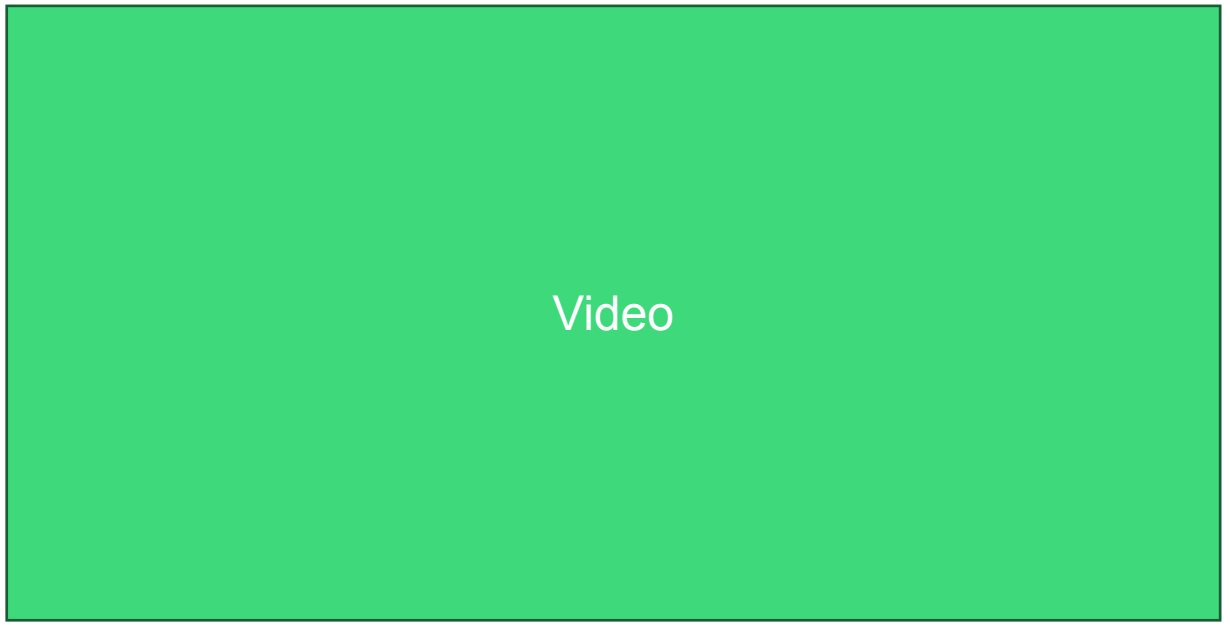

Cheers to
whatever
you ordered.


Video

From handshakes to clicks

CUSTOMER

SALES REP

DISTRIBUTOR

CONTACT CENTER

Loyalty 101

What do we need to shape a loyalty program?

Are there any regulations?

How will we pilot the program?

How to secure the budget?

What is the customer experience?

B2B vs B2C?

How to build the loyalty capability?

What is the role of global vs local?

How does Loyalty fit in the overall strategy?

Which technology to use?

Which KPI’s to measure?

What rewards are most valuable to our customer?

Who is our target audience?

Same questions, Different game:

Rethinking Loyalty for B2B Success

What is the value of B2B Loyalty?

- Relationship
- Customer data
- Engagement

Retain

Deliver a superior HEINEKEN customer experience

Grow

Drive excellent execution and grow number and volume of SKU listed.

Productivity

Maximize the impact of all touchpoints

Retain

Is B2B loyalty about Love or Logic?

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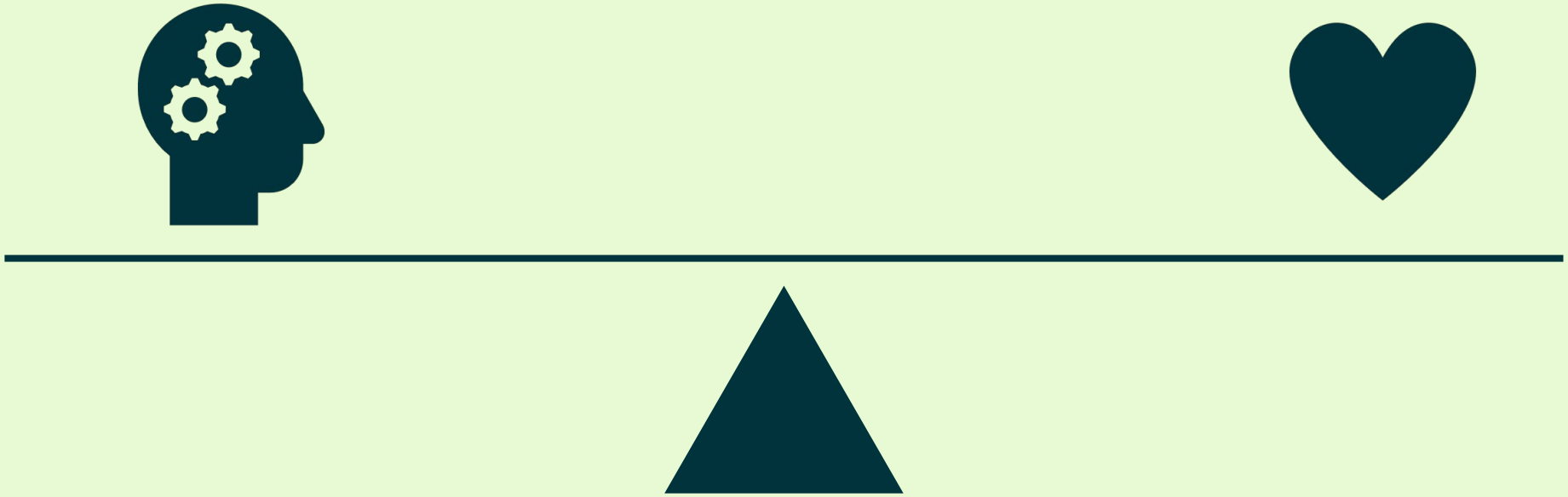
B2B

Brand love



ROI

Trust

Partnership

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BIRRA MORETTI
L'AUTENTICA
AMSTEL
BIER
0.0% BIER
Heineken

In B2C customers make personal choices based on preference and emotion. B2B purchase decisions are based on value & business goals.

Segmentation

Adjust the program according to market dynamics and segment based on customer opportunities like premiumization.

B2B2C

Align program mechanics with consumer campaigns.

Rewards

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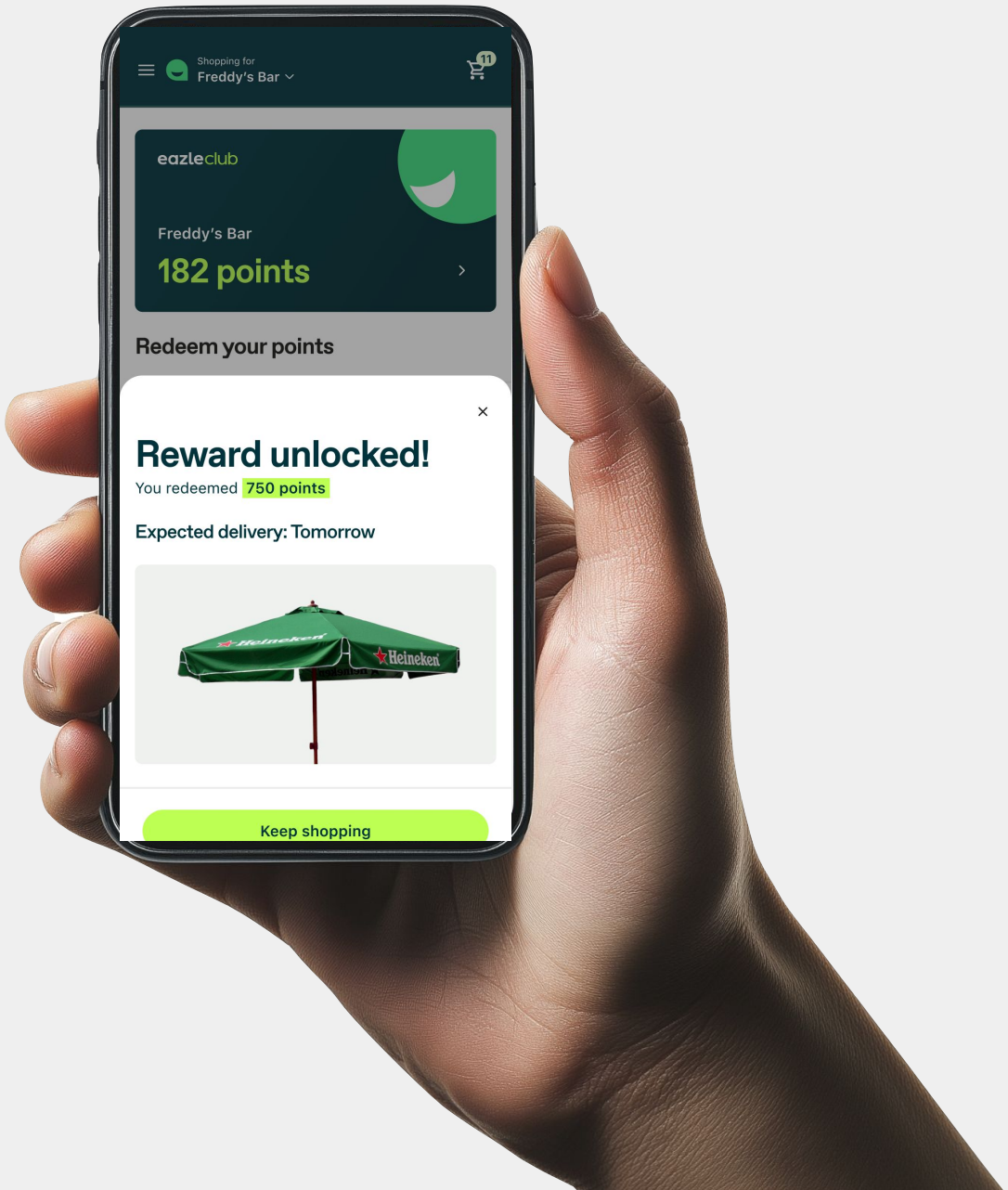
The right rewards aren’t just perks but business enablers



Productivity

What opportunities does the Loyalty program bring?

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Snap, Submit, and Earn

Step 1:

Customer takes photo of their fridge

Step 2

Image recognition scores the fridge execution and awards points

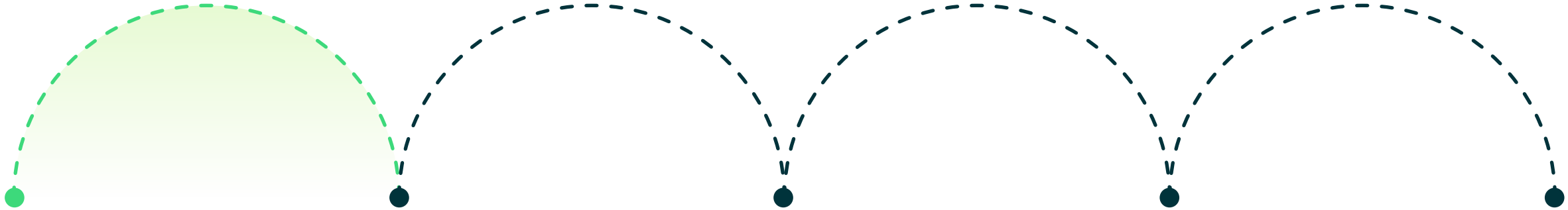
Step 3

Customer redeems points

Think Global, Act Local

Poll Question:
What is the setup of your program?
- Local program
- Global program – managed centrally
- Global program – managed locally

From vision to reality



01 Strategy

Shape a global strategy that fits with market needs.

02 Technology

Select the right vendor that fits within our ecosystem and is scalable.

03 Test & iterate

Launch with MVP approach in one market

04 Scale to markets

Brace yourself

Key learning:

Don’t assume everyone understands what loyalty really means

Loyalty is not a promo

Solid investment is needed

Loyalty is not just a feature

Loyalty needs FTE

Capability building

- Learn, share & re-apply
- Monthly community calls
- Loyalty training days

Thank you!

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