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Rebuilding Loyalty Through Real-Time Value

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Loyalty Evolved

Innovating and impacting loyalty
programs around the world.



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What We'll Explore Today...

- Loyalty in a Cost-of-Living Economy
- Why Traditional Loyalty Is Losing Impact
- The Shift: Earn Later → Save Now
- The 10-Second Rule
- Real-World Strategies
- A Simple Action Framework
- Q&A



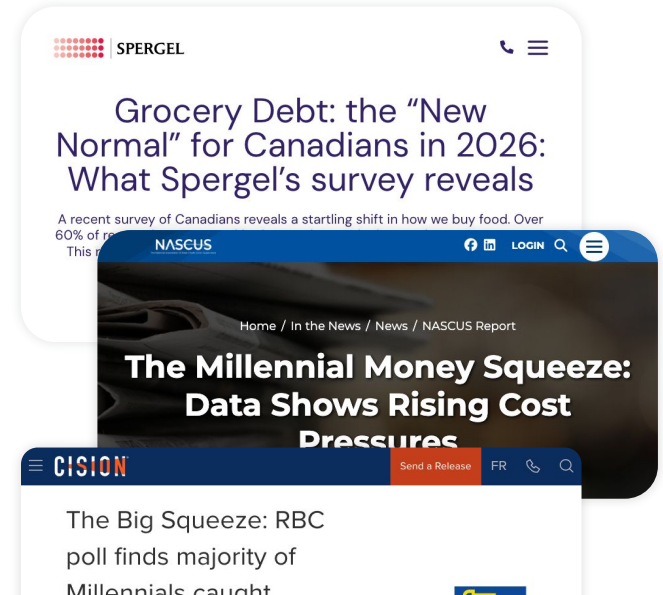
Opening Set: The Tension...

- Let me start with a simple question.....
- When was the last time your loyalty program actually changed a customers decision?
- Not rewarded it.....
- Not followed up after.....
- But changed the decision in the moment?
- Because that moment - that is where loyalty is either won.....or

Members are making harder financial decisions so loyalty is no longer about aspiration, it's about survival

Loyalty Isn't Declining—It's Being Redefined by Value

- Consumers aren't disengaging—they're reprioritizing.
 - ~**70%** say financial pressure impacts where they shop
 - ~**50%** prefer instant savings over future rewards
 - Frequent redemption = **2-3x** higher engagement
- Loyalty is shifting from aspiration → utility



Amazon flipped the model:

From: Earn - Wait - Redeem - To: Join - Use - Benefit immediately

That's the essence of the shift from aspiration - utility. Uber One

Cost of Living is Redefining Value

- Every purchase is scrutinized
- Loyalty competes with real financial needs
- Delayed rewards feel diminished
- If value isn't immediate, it isn't meaningful → immediacy over accumulation

Preference	% Consumers
Prefer Immediate Savings	58
Prefer Future Rewards	42

Will - Cash Back CC

Consumers want help to Reduce out of pocket costs, Stretch budgets, Make smarter decisions

Loyalty is becoming financial support

**On Average, how long does it take
to earn a reward?**

Traditional Loyalty was Built for a Different Economy

The 2026 Financial Forecast: Staying Mindful in a Stressful Climate



Written by Intuit Blog team Published Jan 19, 2026 4 min read

THE TIMES

Gyms, streaming and gaming feel squeeze in consumer spending

Households are choosing long-term financial health over short-term luxuries even as disposable income has risen

Cost-of-living squeeze pushes Canadians to borrow more and feel less

Survey reveals half of indebted Canadians pay only just above minimums as reliance on credit climbs

- Earn → Collect → Redeem later
- Built on delayed gratification
- Assumes customers can wait...today...they can't wait

Loyalty was originally built on aspiration. The vacation, the big screen TV, the watch! Earn over 18 months for a family trip

Why Points Feel Invisible

- Traditional Model:
 - a. Earn → Wait → Wait → Redeem
- Value and connection fades during delay
- Behavioral science truth: **delayed rewards lose impact**

- Time erodes perceived value

Temporal Discounting - The Mirage

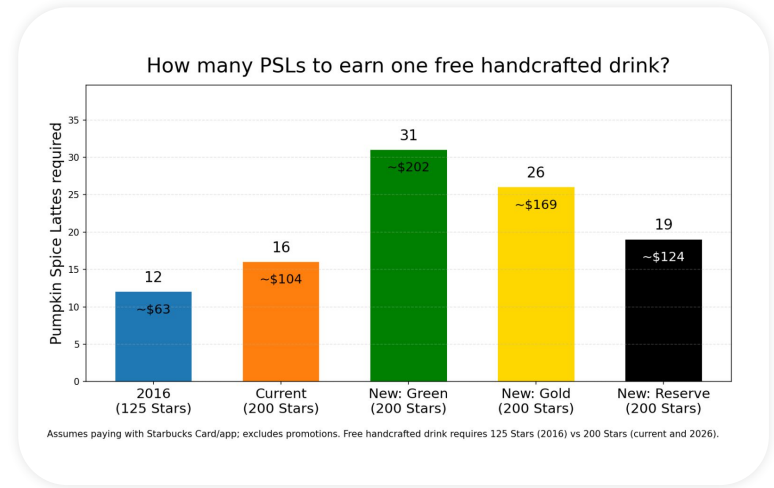
Traditional loyalty creates a large delay between reward and value.

Behavioural science shows: Humans discount rewards that are delayed

**Think about a routine purchase like a coffee,
what would make you feel like you are
getting something back?**

Coffee Anyone? The Everyday Test

- If you were to purchase a \$5 coffee and provide three options:
 - a. Earn 5 pts toward a future reward...okay → low impact
 - b. Earn points towards a free coffee in 3 weeks...maybe → uncertain value
 - c. Use points to reduce the coffee to \$3...well that's helpful! → immediate relevance
- Loyalty matters most when it reduces today's cost



The Loyalty Trust Gap



Customers trust programs that:

- Are easy and flexible
- Deliver visible savings
- Work at the moment of purchase



Trust breaks when value is not accessible.



The Shift: Save Now vs Earn Later

- Consumers increasingly value:
 - Immediate savings
 - Transparency
 - Flexibility at checkout
- Points are perceived as a form of currency

Behavioral Decision Moments from work like **Thinking, Fast and Slow**, we know: Most purchase decisions happen quickly and emotionally, there's a short window where influence actually matters.

The 10 Second Rule of Loyalty

- If the value isn't visible at the moment of purchase, it won't influence behaviour
- What happens in those 10 seconds?
 - a. Decision made: "I am going to buy this item!"
 - b. Price evaluated: "Can I afford this? Is it worth it?"
 - c. Opportunity window/conversion: This is where loyalty must show up!!
- Call it the 10-second rule: the window between deciding to buy and paying is the last (and only) moment loyalty can truly influence behavior.

Real Time Value Changes Behaviour

- Real Time Rewards drive:
 - Higher redemption
 - Increased engagement
 - Greater purchase confidence
 - Stronger trust



Temporal Discounting - **Medibank**

The longer you delay a reward, the less valuable it feels to the consumer

How can you apply these learnings to your program?

S.A.V.E.

The S.A.V.E. Framework

- S - Surface Value at Point of Action
 - Make rewards visible when purchase decisions matter
- A - Activate Personalization
 - Deliver rewards based on purchase behaviour and context
- V - Verify Value Immediately
 - Consumers need to see clear savings
- E - Enable everyday use
 - Make loyalty usable on; groceries, dining, retail, travel, daily spending - make loyalty part of every purchase

The brands that win deliver value in the moment decisions are made - not after!

Questions?

Thank You

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