LESSONS FROM A 5-YEAR LOYALTY TECH OVERHAUL

WHAT RAPID GROWTH TAUGHT US ABOUT SCALE, FOUNDATIONS AND ENABLEMENT

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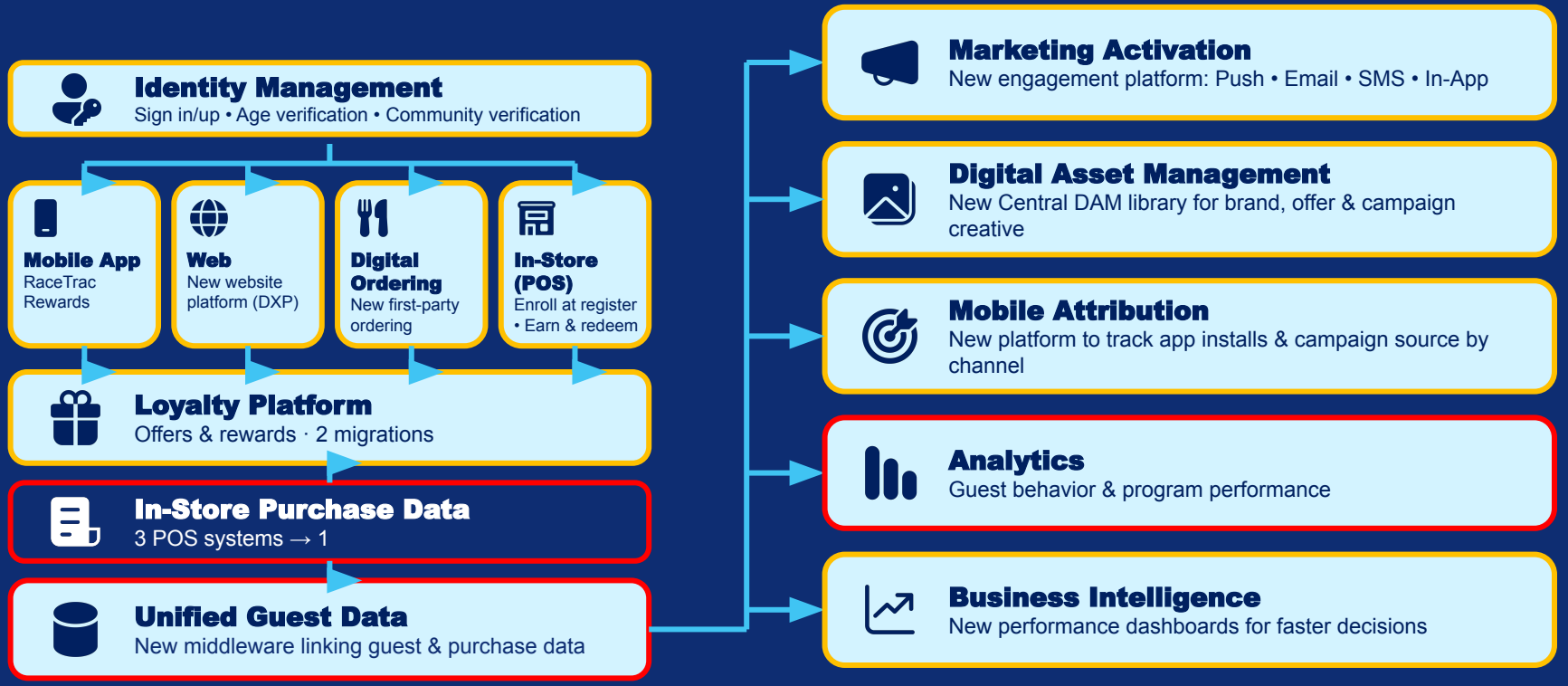
YEAR 1


RaceTrac
Team Member
Loyalty, CRM & Digital

YEAR 5


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Team Member
Loyalty, CRM & Digital

OUR EVOLVED LOYALTY ECOSYSTEM



LESSON 1

PLAN FOR THE PROGRAM YOU WANT TO BECOME

GROWTH
What if aggressive becomes the base case?

EXPERIENCE
Can it support 3-5 years of guest expectations?

ECONOMICS
Can pricing scale without punishing success?

OPERATIONS
Can the team launch more without equal effort?

ECOSYSTEM
Can it absorb brands, partners and channels?

FLEXIBILITY
Can we evolve without another migration?

“CAN IT RUN TODAY?” IS NOT THE SAME AS “CAN IT GROW WITH US?”

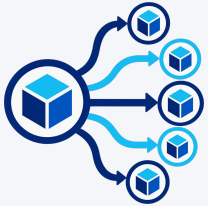
OUR MOST AGGRESSIVE SCENARIO BECAME REALITY



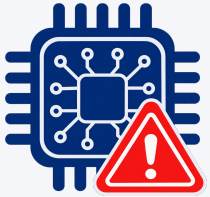
Program scale accelerated



Guest expectations grew



Use cases multiplied



Technology constraints became business constraints

OUR FIRST LESSON IS THAT WE SIMPLY DID NOT THINK BIG ENOUGH

LESSON 2

NEW TECH WON’T FIX A BROKEN FOUNDATION



EVERY STEP BECOMES PART OF THE LOYALTY EXPERIENCE.

If the reward doesn’t work, the guest doesn’t care which system failed.

LESSON 3

“ALWAYS ON” MEANS DESIGNING FOR WHEN THE CONNECTION ISN’T

WHEN BANDWIDTH IS LIMITED SYSTEMS ARE COMPETING

PAYMENTS	Credit and payment transactions
CORE STORE	Essential store operations
LOYALTY	Guest identification, earn and redeem

THE BUSINESS DECISIONS

- **Which loyalty moments are essential?**
- **What can wait without breaking trust?**
- **What does the guest see?**
- **Can activity recover later?**

CLEAR RULES & LOGIC LIMITED LOYALTY INTERRUPTIONS.

LESSON 4

DATA DETERMINES WHAT MARKETING CAN ACTUALLY DO

MARKETING NEEDS CONFIDENCE IN…

- ✓ Who the guest is
- ✓ What they earned
- ✓ Which offer they qualify for
- ✓ What they purchased
- ✓ What they redeemed
- ✓ What should happen next

BAD DATA DOESN’T JUST HURT REPORTING.

IT CREATES BAD GUEST EXPERIENCES.

LESSON 5

MIGRATION DOESN’T EQUAL ENABLEMENT

MIGRATION GIVES THE BUSINESS ACCESS

A functioning platform

Connected integrations

Preserved guest functionality

Access to new features

ENABLEMENT GIVES THE BUSINESS VALUE

Prioritized use cases

Redesigned processes

Clear ownership and upskilling

Adoption and measurement

A CAPABILITY ISN’T REAL UNTIL THE BUSINESS CAN USE IT.

WE DIDN'T NEED EVERYTHING ON DAY ONE

WE NEEDED THE RIGHT SEQUENCE.

01

PROTECT

Keep the core guest experience working.

02

STABILIZE

Make transactions and data reliable.

03

ENABLE

Train teams and redesign the work.

04

SCALE

Expand use cases that prove value.

05

OPTIMIZE

Use automation and AI for efficiency.

THE LESSONS WE'D CARRY FORWARD

01

Build for the program you want to become.

02

Ensure the foundation is solid first.

03

Treat data quality as guest experience.

04

Invest in people and process.

Your loyalty strategy could eventually be limited by whatever you failed to imagine.