

## WHERE CONSUMERS' LOYALTY LIES

According to Loyalty Lens research, consumers are high users of loyalty cards.



When asked to rank their top three choices, supermarkets were by far the number one choice with banks and mobile providers a distant second and third.



Supermarkets



Banks



Mobile

The British are less concerned about data security. In contrast with the global average, fewer British consumers have closed accounts due to data-privacy concerns.

 CLOSED ACCOUNTS DUE TO DATA CONCERNS

 17% AVERAGE 20%

## IT'S TIME FOR CLARITY ON HOW COMPANIES USE CUSTOMER DATA

Older consumers are more likely to think that companies aren't clear about how they use their information.



Aged 18-34 yrs



Aged 65+ yrs

AVERAGE 15%

## WITH ALL THIS DOUBT, IT WOULD SEEM THAT CONSUMERS ARE WARY OF SHARING THEIR PERSONAL DATA. BUT ARE THEY? QUITE THE OPPOSITE.

Inherently, consumers understand their personal data is worth something and that they deserve a better customer experience if they choose to share it.

 PERCEIVED VALUE OF PERSONAL INFORMATION

 34% AVERAGE 29%

Interestingly, despite concerns over data security and collection, fewer British consumers are willing to share their information in exchange for relevant rewards than the global average.

 WILLINGNESS TO SHARE FOR OFFERS AND DISCOUNTS

 48% AVERAGE 55%

Technology generates convenience, but the British are more reserved in their adoption of those technologies that relate to contactless payments.

87%  
are aware of contactless payments



26%  
use contactless payments

The British are well aware of the value of their personal information and are willing to share it — provided they get something in return.

 Close to half of UK consumers are open to sharing their personal information in exchange for rewards, compared to three-quarters of shoppers from India and slightly over one-third of German shoppers.

 48%  74% (the highest)  39% (the lowest)

THE  
BOTTOM  
LINE?

Transparency around the use and collection of data will become a key differentiator for brands going forward. Those that are clear and offer a better experience through the use of personal data will build greater trust and win their customers' loyalty.