

## 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 food and drink and banks distant second and third.



Supermarkets



Food and Drink



Banks

But deep loyalty shouldn't be mistaken for trust. In fact, more Americans than the global average have closed accounts due to data-privacy concerns.

 CLOSED ACCOUNTS DUE TO DATA CONCERNS



## 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 55+ yrs

AVERAGE 20%

## 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



Also, despite concerns over data security and collection, some consumers are still willing to share their information in exchange for relevant rewards.

 WILLINGNESS TO SHARE FOR OFFERS AND DISCOUNTS



Americans who like to travel want to travel more, so airlines that offer cash back instead of loyalty currency are missing a tremendous opportunity.

Americans are the most likely to want loyalty currency from airlines and hotels.



## WANT AMERICANS TO TAKE UP YOUR LATEST DEAL OR DISCOUNT? BETTER HAVE AN APP FOR THAT!

US consumers are the most likely among the 10 markets surveyed to use apps to look for deals/coupons. Other markets primarily use apps for locating stores or purchasing online.



## 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.