Loyalty Consulting & Strategy Workshops

Fast-Truck your customer loyalty growth – with expert support

loyalty point
powered by OEX

Not Sure How to Unlock New Opportunities to Drive Measurable Growth Through Loyalty Activities?

Implementing or optimizing a loyalty program is often a major undertaking, raising questions about effectiveness and risk.

That's why we created **Loyalty Consultations and Strategic Workshops** – a safe, efficient way to start working together without committing to large upfront investments.
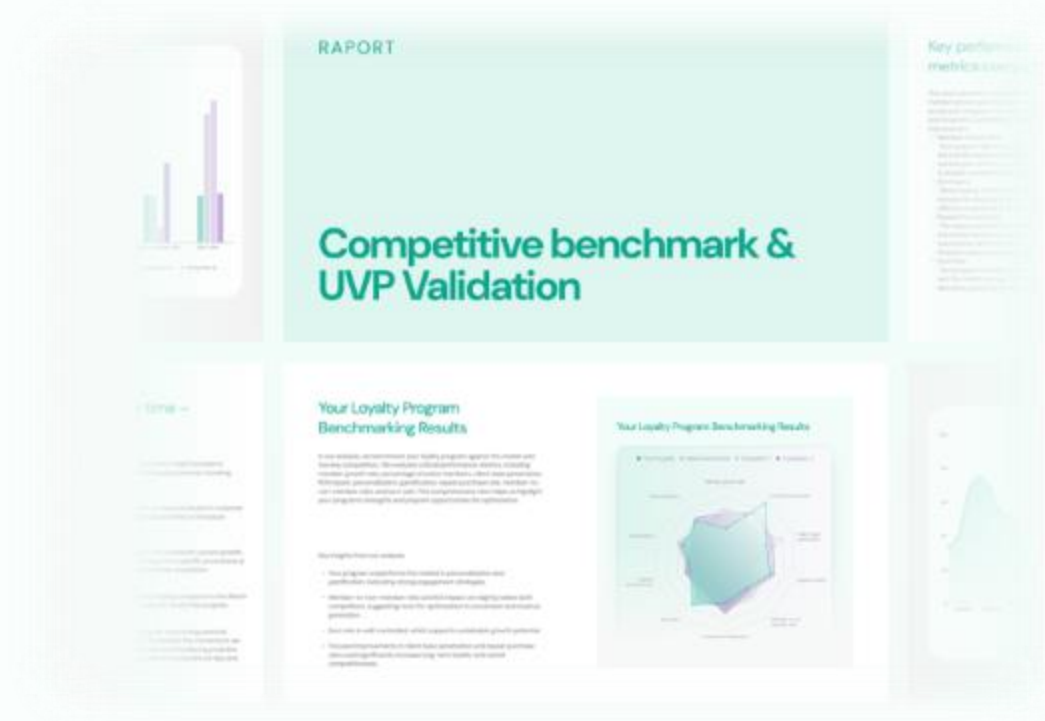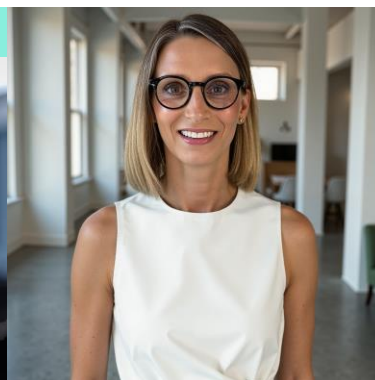
Meet Team of Expectional Loyalty Consultants

Our leadership team combines extensive experience in relationship marketing, loyalty strategies, and business transformation, leveraging advanced MarTech and CRM technologies.

Dominik Zacharewicz

Adam Kudelski

Przemysław Orłowski

Monika Pawlak

Artur Jasiński

Bartłomiej Murawski

Wiktor Goliszek

Marta Zadrożna

Patryk Mazurek

+100 Loyalty Experts

Trusted by

Discover how we've helped global leaders turn loyalty strategies into measurable growth

DECATHLON

Over **74% engagement** among loyalty program participants and over **10,000 local campaigns executed**. Awarded at EMMA & Golden Arrow for proven impact and analytics.

Read Full Case Study

DOUGLAS

In-depth analysis **of 2.7M transactions** enabled effective adaptation of a global solution to the local market – activating **900K club members** through **3K tailored campaigns**.

Read Full Case Study

Lagardère

Multi-brand loyalty program achieved **70% voucher redemption**, and drove **2.5x more visits** vs. non-members across 1,000+ locations. Awarded at the Loyalty Heroes.

Read Full Case Study

IKEA

Machine learning–driven targeting for IKEA led to a **4x purchase lift**, **55% higher CTR**, and **10% turnover growth** in Poland – recognized with a Golden Arrow.

Read Full Case Study

MORE OF OUR CLIENTS: Vision Express   MINI   RAINBOW   Continental   SCJohnson   Intermarché

Loyalty Consulting Packeges

Clear scope, tangible outcomes, transparent pricing.
Pick the partnership format that works best for you.

	For whom?	Business Chalenges	
For Loyalty Program **Implementation**	Companies that do not have a loyalty program, are planning to implement one, or have no idea where to start with loyalty.	- Concept Verification - Strategic Planning - Growth Strategy	**Skip to Services**
For Loyalty Program **Redesign/Revamp**	Companies that already have a loyalty program but need to refresh it and improve its effectiveness.	- Measuring Effectiveness and Optimizing Program Costs - Increasing Participant Engagement and Long-term Retention - Ensuring the Attractiveness of the Program	**Skip to Services**
Addditional Loyalty Consulting Services	Companies in competitive markets needing support to stand out through loyalty activities.	- Maximizing value and efficiency - Driving Digital Transformation and Reducing Tech Debt	**Skip to Services**

Loyalty Program Development Map

Rocket start your Loyalty Program with clear action plan

CHALLENGE

Where should I start with a loyalty program and how should I structure the pre-implementation processes?

SERVICE INCLUDES

✅ Workshops with stakeholders to define the scope and identify key areas to prepare, focusing on the results we want to achieve with the loyalty program implementation.

✅ Process mapping and prioritization exercises with an overview of the technology stack (e.g., POS systems), currently used marketing communication tools, and analytics related to revenue reporting.

✅ Development of a detailed step-by-step roadmap for your business case with market best practices and minimal requirements for each of your technology stack.

OUTCOMES/DELIVERABLES

📄 Clear and actionable blueprint document outlining recommended pre-implementation steps, roles, and timelines.

⚙ Additionally, summary workshops with key departments from your company involved in the loyalty program implementation.

TIMELINE

2-4 weeks

PRICE

$5000 - $6000

ROI Forecasting & Financial Impact Modeling

Learn what to measure and how to track the true business impact of your loyalty program

CHALLENGE

What are the best methods to measure the ROI of my loyalty program?

SERVICE INCLUDES

✅ Business case financial modeling with the revenue cost side, allowing you to determine the scale of the investment,break even point and many more.

✅ 2 workshops with our loyalty experts.

✅ Presentation of ROI drivers and risks.

OUTCOMES/DELIVERABLES

📈 Financial modeling template with Identified drivers and defined metrics to for an initial modeling of the potential return and impact on revenue.

Note: We can also fully model the projected results in a next steps - this will require access to data – such as a segmentation we can conduct (RFM + behavioral), the selected loyalty program mechanics, and our analysis of how communications impact user behavior.

TIMELINE

2-4 weeks

PRICE

$6000 - $10000

UVP Validation & Market Benchmark

Stand out from the crowd and craft irresistible incentives that keep customers coming back

CHALLENGE

What potential does my loyalty program concept have, and how does it compare on the competitive market best practices?

SERVICE INCLUDES

✅ Internal concept testing workshops with stakeholders showing best practices for loyalty programs in your market.

✅ Competitive scan for your business case and benchmarking analysis of offers and rewards.

✅ Outlining appropriate research approaches to measure the attractiveness of the loyalty program concept and preparing scripts tailored to specific target groups. Preparing the necessary materials for collaboration with a research agency (we can also fully manage the entire research project if needed) .

✅ Validation of gaps and differentiators with Recommendations to strengthen positioning.

OUTCOMES/DELIVERABLES

📈 Benchmarking report with key insights on offer and reward design. Detailed recommendations.

TIMELINE

3-4 weeks

PRICE

$6000 - $10000

Legal Compliance and Fraud Detection

Assess the impact of your loyalty program before you launch

CHALLENGE

Are the rules and legal aspects of my loyalty program compliant?
Does my mechanics have any loopholes or vulnerabilities for potential misuse?

SERVICE INCLUDES

✅ Identification of legal risks, gaps, and inconsistencies in regulations, documentation and other documents around the loyalty program.

✅ Audit of IT systems, and mechanics responsible for restrictions, redemption delays, granting occasional benefits. Stress test catching the balance between being pro-consumer and fraud-proof.

✅ Benchmarking against market standards and regulatory frameworks (GDPR, consumer law, tax).

✅ Consultation with legal experts (can involve external law firm).

OUTCOMES/DELIVERABLES

📄 Legal audit report with clear recommendations, and optionally a revised Terms & Conditions document.

🔒 Security & integrity audit report, including actionable gap analysis.

TIMELINE

2-4 weeks

PRICE

$8000 - $12000

Member Recruitment Strategy and Omnichannel Identification

Atract the right members and connect the dots across every touchpoint

CHALLENGE

How can I effectively recruit new members to my loyalty program?

SERVICE INCLUDES

✅ Mapping of customer identification processes in all channels.

✅ Workshops with the store chains sales network – team motivation, setting qualitative and quantitative KPIs, calculating recruitment potential.

✅ Recruitment campaign design training session with Omnichannel acquisition strategy.

OUTCOMES/DELIVERABLES

📈 Recruitment audit with key insights on offer and reward design. Detailed recommendations and Action plan for improving data quality and acquisition.

TIMELINE

3-4 weeks

PRICE

$6000 - $12000

Organisation Rediness Assesment

Get your team ready to launch and avoid common implementation issues

CHALLENGE

Is my organisation ready to effectively launch and run a loyalty program? Is it really the right time and idea to launch a loyalty program?

SERVICE INCLUDES

✅ Assessment of current organisational structures, processes, and what essential resources are needed to work with the future program within the organization's chosen model?

✅ Evaluation of analytical maturity and Data capability mapping.

✅ Executive workshops to test scenarios, map roles with responsibilities and prepare for interdisciplinary collaboration across divisions of the organization for the best loyalty results.

OUTCOMES/DELIVERABLES

🛠️ Organisation readiness report with actionable roadmap for preparing teams and processes before launching or scaling your loyalty program.

🛠️ Workshops covering market best practices and examples from your industry, highlighting where roadblocks most often occur during loyalty program implementation or changes, and how to effectively address them.

TIMELINE

3-4 weeks

PRICE

$6000 - $12000

Participant Segmentation Strategy Review

Evaluate the best segments for your loyalty initiatives

CHALLENGE

Will planned segmentation truly effective, or does it need improvement to drive personalization and impact?

SERVICE INCLUDES

✅ Navigating your team in organizing strategies and data for currently running or planned segments. Benchmark performance against market best practices and identify relevant metrics.

✅ Workshop on your business case to review behavioral segmentation that combines transactional data with communication/interaction and promotional aspects.

✅ Second Workshops to evaluate growth and engagement potential for segment strategies - With the right audience groups, we identify full potential and growth areas, and understand the triggers that have historically worked.

Note: This service may require access to consumer data.

OUTCOMES/DELIVERABLES

📊 Segmentation model report and recommended personalization roadmap.

This serves as an excellent starting point for discussions about a relaunch or personalization paths in marketing automation.

TIMELINE

3-4 weeks

PRICE

$6000 - $8000

Current Program Performance and Improvements Review

Assess results, uncover quick wins, and unlock untapped potential

CHALLENGE

What effects is my current program generating? Are there any low-hanging fruits?

SERVICE INCLUDES

✅ A holistic review and maturity assessment of the program in the areas of: recruitment (quality and quantity), engagement (analysis of communication and transaction data), and optimal use of existing loyalty mechanisms.

✅ A market benchmark of current KPIs with the definition of achievable targets. Identification of market best and worst practices, e.g., within the sales network (reward redemption, use of additional mechanisms such as MGM, NPS, gamification, and more).

✅ Opportunity identification workshops with our experts to highlight quick wins.

TIMELINE

4-6 weeks

PRICE

$7000 - $15000

OUTCOMES/DELIVERABLES

📊 Performance evaluation report with actionable recommendations for maximizing program ROI.

Cost Optimization for Loyalty Program

Invest in smart loyalty and optimize your program costs

CHALLENGE

How can I optimize costs and keep the atractiveness of my program?

SERVICE INCLUDES

✅ Deep analitical dive into cost drivers and rewards structure by our analitycal team.

✅ Value perception workshops with loyalty experts with identification of new outliers, potential fraud, and regulatory or program rule limits.

✅ Action plan to re-balance cost vs perceived member value.

Note: This service may require access to consumer data.

OUTCOMES/DELIVERABLES

📊 Cost optimization report and strategy document to maximize both impact and savings.

TIMELINE

3-5 weeks

PRICE

$6000 - $12000

Growth Analitics and Dasboards Development

Gain clarity with right dashboards developed by experts

CHALLENGE

How to build effective analytics and dashboards to track, understand, and manage my loyalty program?

SERVICE INCLUDES

✅ Workshop with loyalty experts on Identification of key metrics and KPIs aligned with business goals.

✅ Data mapping and design of dashboard structure and wireframes (Power BI, Tableau, Looker Studio).

✅ User training sessions.

Note: This service may require access to consumer data.

OUTCOMES/DELIVERABLES

📊 Fully functional loyalty program dashboard (eg. in PowerBI) with user guide and aligned KPI tracking, enabling your team to monitor program performance and take data-driven actions.

TIMELINE

4-6 weeks

PRICE

$7000 - $15000

Communcation Fatigue Check and Content Journey Mapping

Review and improve your push and pull communication

CHALLENGE

Is my database burnt out from communications, or is it underutilized?
How should I structure communication paths to support the customer lifecycle?

SERVICE INCLUDES

☑ Audit of communication and loyalty-related push notifications, lifecycle triggers, and also pull channels (principles of creating control groups). Assessment of previous activities regarding database fatigue, evaluating to what extent the current communication intensity impacts the quality and responsiveness of the database.

☑ Analysis of opt-out rates, engagement fatigue. Follow-up of campaigns in terms of their impact on sales (driving traffic, conversion to sales – calculating the financial effect).

☑ Workshops on balancing proactive vs reactive communication and Recommendations to optimize usage and reignite engagement.

OUTCOMES/DELIVERABLES

📄 Communication fatigue & data utilization report with next steps to revive performanced plan lifecycle-based communication.

TIMELINE

2-3 weeks

PRICE

$4000 - $8000

Engagement and Gamification Boost

Improve engagement and utilize best gamification practices

CHALLENGE

How can I leverage gamification to boost engagement and make my loyalty program more exciting?

SERVICE INCLUDES

✅ Analysis of current engagement and loyalty mechanics.

✅ Workshop with best practices in gamification and competitive benchmarking to align stakeholders and validate concepts.

✅ Design of gamified experiences tailored to your audience (challenges, badges, missions).

OUTCOMES/DELIVERABLES

🎮 Engagement and Gamification strategy blueprint with implementation roadmap and KPIs.

TIMELINE

4-6 weeks

PRICE

$7000 - $15000

Current Competitive Differentiation with Loyalty Best Practices

Stand out from the crowd with the loyalty best practices for your niche

CHALLENGE

How can I differentiate my loyalty program in the market, and what have others done in my sector or in other markets?

SERVICE INCLUDES

☑ Competitive intelligence gathering (local & global) with industry specific reports.

☑ Best practice analysis from other industries or countries.

☑ Workshops to identify unique opportunities.

OUTCOMES/DELIVERABLES

🌍 Competitive differentiation report and recommendations tailored to your market.

TIMELINE

3-4 weeks

PRICE

$5000 - $10000

Retention and Recruitment Funnel Optimization

Acquire. Engage. Retain.

CHALLENGE

How do I keep my loyal customer for longer?
Is my recruitment and retention funnel truly effective in attracting customers into the loyalty program and keeping them active?

SERVICE INCLUDES

☑ Audit of recruitment and retention funnels to identify drop-off and inactivity points.

☑ Benchmarking against industry standards with clear KPI comparisons.

☑ Actionable workshops with recommendations to improve acquisition flows and early retention tactics.

OUTCOMES/DELIVERABLES

🛠️ Recruitment & Retention Funnel Optimization Report with redesigned funnel flows, uplift estimations, and an implementation roadmap.

TIMELINE

4-6 weeks

PRICE

$7000 - $14000

ROI Measurement Setup for Your Business Case

Measure your loyalty returns with the right metrics

CHALLENGE

What kind of business and financial impact can I expect after launching the program?
What should be the goals and KPIs for my loyalty program

SERVICE INCLUDES

✅ Workshop on industry-standard ROI measurement approaches and selection of the best-fit method(s) for your program and market context .

✅ Data collection by our analytical team and testing of selected ROI models.

✅ Preparation of a complete business model based on segmentation (RFM + behavioral), the selected loyalty program mechanics, and an analysis of the impact of communication on user behavior.

OUTCOMES/DELIVERABLES

📊 ROI Business case for your loyalty program with practical guidance for implementation.

Ability for our team to implement custom dashboards for your business case.

TIMELINE

2-3 weeks

PRICE

$8000 - $12000

Organization Readiness for Change and Analytic Maturity

Maximize the use of your data to make the best personalized customer experience

CHALLENGE

Our organization has a technological debt and we want a digital transformation — how can a loyalty program help with that?

SERVICE INCLUDES

- ✅ Workshops on how to integrate loyalty with broader digital initiatives.

- ✅ Current state vs. future state mapping -Outline the path needed to move to a new quality of return on investment in loyalty.

- ✅ Prioritization of digital investments tied to loyalty.

OUTCOMES/DELIVERABLES

🚀 Loyalty transformation roadmap blueprint with loyalty program as an enabler.

TIMELINE

2-3 weeks

PRICE

$6000 - $12000

Workshop: Unlocking Loyalty Potential

Discover new ways to drive more value from your loyalty program

CHALLENGE

What are my options to generate more value from my program?

SERVICE INCLUDES

✅ Live Analysis of current program performance vs best practices - program health check (mechanics, rules, UX) .

✅ Ideation and prioritization of new value streams.

✅ Workshop on proper loyalty program metrics.

OUTCOMES/DELIVERABLES

🛠 Pain point analysis report and a prioritized improvement roadmap - summary after workshop.

TIMELINE

2-3 weeks

PRICE

$2000 - $4000

Data Acquisition Strategy

Quality in, performance out

CHALLENGE

How do I acquire member data, and what's the quality of my data? Are there benchmarks or best practices to improve it?

SERVICE INCLUDES

✅ Analysis of data acquisition sources and processes.

✅ Benchmarking of data quality and completeness - series of meeting with our data team.

✅ Workshop and action plan for improving data quality and acquisition.

OUTCOMES/DELIVERABLES

📊 Report with data acquisition and quality benchmark, plus recommendations for enhancement.

TIMELINE

2-3 weeks

PRICE

$6000 - $12000

Awarded on

We believe that loyalty is the greatest award. Our work as an integrated marketing company has been recognized many industry events.

10x
EFFIE AWARD

23x
GOLDEN ARROW

4x
LOYALTY HEROES

2x
MMP REPORT

5x
LOYALTY AWARDS THE BIG "L"

1x
EMMA DISTINCTION

Platform Expertise

We're proudly technology-agnostic. Our team helps you navigate the crowded loyalty tech landscape – from enterprise-grade platforms to flexible modular solutions. Whether you're choosing your first provider or rethinking your current stack, we'll guide you toward the tools that best match your strategy, budget, and internal capabilities.

salesforce   Adobe   OPEN LOYALTY powered by OEX   Talon.One   mparticle   Power BI

Looker   braze   user.com POSI+IVE   TWILIO segment   SYNERISE   and many more...

Ready to work together?

💻 https://www.loyaltypoint.io/services/loyalty-program-consulting

📧 contact@loyaltypoint.io