



Course Reference: B1012S

## Loyalty Card Marketing Training



Stand alone loyalty card, loyalty for payment cards, e-loyalty, m-loyalty. The marketing is the core of these offers driven by two main questions: “How do I have to design my loyalty scheme to increase my customer satisfaction?” and “How do I have to design my P&L to earn money?” These questions are even more important in the banking field.

This two-day seminar will bring you awareness and education on the loyalty card marketing and the key success factors.

Gemalto has a long history and recognized expertise in smart-card-based loyalty solutions. During this training, you will benefit from the trainers’ extensive field experience on loyalty card implementation and their in-depth knowledge of the latest loyalty trend.

### Objectives

At the end of the training, you will:

- **Get the market overview and perspectives.**
- **Identify new business opportunities offered by innovative loyalty solutions and new services.**
- **Get the opportunity to have your dedicated workshop to evaluate your loyalty scheme project.**

### Key topics

- **Market overview and perspectives**
- **Marketing and the business benefit**
- **The power of card design solutions**
- **The power of partnerships and coalitions**
- **New technology and business opportunities**

### Who should attend

People from management and marketing working in the banking and retail domain involved in the decision process, such as:

- EVP, SVP Credit Cards
- Marketing Managers
- Card Center Managers
- Business Managers, Project Managers

### Each session consists of

- Complete training manual

### Pre-requisites

- This training does not require any specific skill
- This course is held in English. On customer request a session in French can be organized.

**Duration:** 2 days

**Location:** Gemalto premises<sup>1</sup>

**Course fee:** € 1499 per person<sup>2</sup>

<sup>1</sup> All training courses can be held on-site at customer premises, or at one of the Gemalto training centers. Please contact us for more details. <sup>2</sup> Price does not include any taxes

For further information about registration, course schedule: please contact us via email to: [banking.training@gemalto.com](mailto:banking.training@gemalto.com) or visit our web site: <http://www.gemalto.com/>



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## Course schedule

When performed at customer premises, the agenda is tailored to customer attendance profile. The standard agenda is provided below:

Day 1
<p><b>The main Key Success Factors</b></p> <ul style="list-style-type: none"> <li>• The new customer behaviour</li> <li>• The digital solutions: the open world for instant customer relationship Loyalty with chip: specifics drivers and constraints</li> <li>• <b>Data and the power of smart card</b> Data management systems for offline and online card solutions</li> <li>• Data management systems for digital solutions</li> <li>• Why and How data will improve the success of the loyalty program</li> </ul> <p><b>New services and the power of the marketing</b></p> <ul style="list-style-type: none"> <li>• Stand alone cards with or without payment services</li> <li>• The strength of the payment scheme (VISA/ MasterCard/ American Express, etc) for co-branding card cards</li> <li>• Coalition: a strategic decision for retailers, brands and banks</li> </ul> <p><b>Workshop</b> This workshop is aiming to analyse and to apply through an example the concepts provided in the first part</p>
Day 2
<p><b>New technologies for new loyalty strategies</b></p> <ul style="list-style-type: none"> <li>• Technology overview and new channels including Social Media</li> <li>• Customers behaviour and new technologies acceptance</li> <li>• Instant recognition at POS for tailored rewards Tailored Services for improving ROI</li> <li>• Designing loyalty for Debit, Credit, Debit &amp; Credit, prepaid, Gift Card (open and close loop), Islamic Loyalty, etc:</li> </ul> <p><b>Marketing and innovation: the railway for improving your loyalty scheme</b></p> <ul style="list-style-type: none"> <li>• NFC and Contactless</li> <li>• Loyalty for mobile payment strategies</li> <li>• ATM for tailored one 2 one rewards</li> <li>• “Be loyal and earn money” / “Maintain your client and get money”: why and how</li> </ul> <p><b>Workshops</b> Face-to-face meeting workshop</p>

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please contact us via email to: [banking.training@gemalto.com](mailto:banking.training@gemalto.com)  
or visit our web site: <http://www.gemalto.com/>