

Loyalty Card Marketing Training



Stand alone loyalty card, loyalty for payment cards, e-loyalty, mloyalty. 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 smartcard- 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 premises¹

Course fee: € 1499 per person²

¹All training courses can be held on-site at customer premises, or at one of the Gemalto training centers. Please contact us for more details.

² Price does not include any taxes

Course schedule

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

Day 1

The main Key Success Factors

- > The new customer behaviour
- > The digital solutions: the open world for instant customer relationship Loyalty with chip: specifics drivers and constraints
- > **Data and the power of smart card** Data management systems for offline and online card solutions
- > Data management systems for digital solutions
- > Why and How data will improve the success of the loyalty program

New services and the power of the marketing

- > Stand alone cards with or without payment services
- > The strength of the payment scheme (VISA/ MasterCard/ American Express, etc) for cobranding card cards
- > Coalition: a strategic decision for retailers, brands and banks

Workshop

This workshop is aiming to analyse and to apply through an example the concepts provided in the first part

Day 2

New technologies for new loyalty strategies

- > Technology overview and new channels including Social Media
- > Customers behaviour and new technologies acceptance
- > Instant recognition at POS for tailored rewards Tailored Services for improving ROI
- > Designing loyalty for Debit, Credit, Debit & Credit, prepaid, Gift Card (open and close loop), Islamic Loyalty, etc:

Marketing and innovation: the railway for improving your loyalty scheme

- > NFC and Contactless
- > Loyalty for mobile payment strategies
- > ATM for tailored one 2 one rewards
- > "Be loyal and earn money" / "Maintain your client and get money": why and how

Workshops

Face-to-face meeting workshop

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