

6 Customer Retention Software Necessities

Non-Cash Rewards

Non-cash rewards have a longer lasting and more meaningful impact on customer loyalty and are a more cost-effective reward choice.

Cash rewards cost **3x more** than non-cash rewards.

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Trustworthy Loyalty Software

Working with a channel provider that builds their software in-house and has complete control over updates and security ensures your data is protected.

85% of customers want more companies they can trust with data.

Reward Fulfillment Services

Don't bother with fulfilling rewards yourself, let a team of experts handle them quickly and securely.

Speed of fulfillment **significantly shapes the rewarding experience.**

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Participant Support

Give your participants a team that's dedicated to helping them full-time with any program issues.

17% of people walk away from a brand after one bad experience.

Scalable Features

Channel tech with a variety of scalable, ready-to-go features helps your loyalty program evolve along with your goals.

70% of CIOs cite agility and scalability as top drivers of SaaS adoption.

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ROI Assessment

Experts help you with ROI analysis and use their experience to help you promote, prove, and present program success.

The % of companies who said metrics are unnecessary to justify their program **dropped 31%** from 2018 to 2019.

Sources

- <https://www.extu.com/non-cash-rewards-better-than-cash/>
- <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/trusted-tech.html>
- <https://journals.sagepub.com/doi/10.1177/0146167216676480>