for *love* \heartsuit or money 2020

The research study taking the pulse on customer loyalty and loyalty programs in Australia



2019

Memberships of loyalty programs remain steady

Average number of

program memberships

Average number of memberships per member over the age of 18 is 4.4



Fop loyalty programs in Australia (unprompted) – 'doing a very good job'

flybuys maintains its number one ranking in 2020, with the top four remaining unchanged in ranking. Four new programs appear in the 2020 ranking -CommBank Rewards; MYER one; Nando's PERi Perks; Supercheap Auto Club Plus

								Ranking based on the volume of members who voted the program (unprompted) as doing a 'very good				
								doing a very good job!	30.8%	1	. flybuys	30.4%
							0	2. Woolworths Rewards	19.4%	2	. Woolworths Rewards	21.0%
	4.0	3.8	3.9	4.3	4.1	4.3	4.4	3. Qantas Frequent Flyer	5.8%	3	. Qantas Frequent Flyer	6.8%
		5.0						4. Virgin Velocity	3.1%	4	. Virgin Velocity	2.3%
								5. MyDanMurphy's	2.5%	=	5. Priceline Sisterclub	1.9%
								6. Priceline Sisterclub	2.0%	=	5. MyDanMurphy's	1.9%
								=7. CommBank Rewards	1.0%	7	. Cinebuzz Rewards	1.3%
0.0								four new =7. MYER one	1.0%	8	. Boost Vibe Club	1.1%
	2013	2015	2016	2017	2018	2019	2020	entrants in = 7. Nando's PERi Perks	1.0%	9	. Mecca Beauty Loop	0.9%
								=7. Supercheap Auto Club Plus	1.0%	0	ther programs	18.5%
	Mou				d			Other programs	19.6%	N	one	13.9%
S)		<i>ı</i> way nbers		ewar	a			NEW	12.9%			
Austra life-im	ilian lo	oyalty	progi				int	Earning rewards to reduce cost of a service Earning rewards	ce	% who s	say it is very appealing o	92%
pure of e cash	ning shares in a chase from a bra arning tradition back, you earn iness	and/busíness ir al points, disco	nstead unts or			Earning donatin furniture	rewards for rec g pre-loved clo e for reuse or re	for recycling Earning rewards from a catalogue				80%
ning rewards for hearing points for a	althy behaviour achieving a	s	shi	arning ares in a ompany	Earning rewards fo recycling	or 🖉	vards Earr	Earning rewards for healthy behaviours				71%





Are members making the most of their memberships?





Yes! Since 2016, there has been a significant increase in loyalty program members taking advantage of the rewards and benefits available to them

NEW

More than two-thirds of Australians agree loyalty programs enhance their experience with a brand or business

Do loyalty programs add to the

overall brand experience?





Concerns members have about loyalty programs

How members' data is used and the security of their data are the top two concerns about loyalty programs. This is followed by concerns about the lack of value for effort to achieve rewards





For Love or Money[™] 2020 was commissioned by The Point of Loyalty and conducted independently by First Point Research and Consulting



This is the 8th edition of the Australian For Love or Money[™] annual research study on customer loyalty and loyalty programs.

For any further enquiries on the For Love or Money[™] research, please contact Adam Posner at adam@thepointofloyalty.com.au or call 1300 461 900 or 0433 818190

To download a complimentary executive



in the first quarter of 2020, through an online panel of Australian

consumers (men and women aged 18 years +) who are all members of

at least one loyalty program. The total sample of N = 1010 provided a

© COPYRIGHT The Point of Loyalty 2020 margin of error of +/- 3% at a 95% level of confidence.

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