

Consumer Buzz

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Lost Loyalty Points

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Some \$100 billion in loyalty points are currently unredeemed, according to the new Loyalty Report 2017 from Bond Brand. Loyalty program enrollment has increased by 31% in the last four years, with consumers enrolled in 14-plus programs, up from 10.9 in 2014. However, consumers only engage with approximately half their memberships. Here's a look at some other key findings:

- Program satisfaction is 46%, with the highest satisfaction ratings among gas/convenience stores, grocery stores and warehouses.
- 76% of members say loyalty programs are part of their relationship with brands.
- 67% change which brands they purchase in order to maximize rewards benefits.
- 73% of members are more likely to recommend and say good things about brands with good loyalty programs.
- Members who think a loyalty program is enjoyable are 10 times more likely to be satisfied with it.
- 57% don't know their points balance. **GP**