

Consumer Buzz

6/30/2017

Loyalty Gripes

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Carrying cards is consumers' biggest frustration when it comes to loyalty programs, according to CodeBroker's 2017 Shopper Loyalty Survey. And for 17% of respondents, looking up a forgotten card is the most annoying part of the process. Here's a look at some other stats from the survey:

- 24% always use the rewards they earn.
- 43% said rewards expired before they had a chance to use them.
- 38% never knew if they had rewards available.
- 28% always forget to bring their paper rewards certificates to redeem.
- 65% had tried to redeem a reward only to find it was expired.
- 71% said they'd be more likely to use their loyalty cards if they could access the cards and rewards from their mobile phones. **GP**