

Loyalty Marketer Pulse Survey.

2021

Bond's *Marketer Pulse Survey* explores the opinions and experiences of Marketers on loyalty and customer engagement. Here are their views on relevant topics we asked them about:

Marketers Agree the COVID-19 Pandemic has Accelerated Their Digital Strategy.

Only half indicated that their digital strategy was strong enough before the pandemic.

85% 49%

Agree that COVID-19 caused their organization to accelerate their digital strategy

Agree their organization's digital strategy was strong enough prior to COVID-19

Marketers recognize that Knowing and Understanding their Customers and Members is Important to both their Brand and Program.

Top 3 Priorities for **Brand** to Engage Customers:

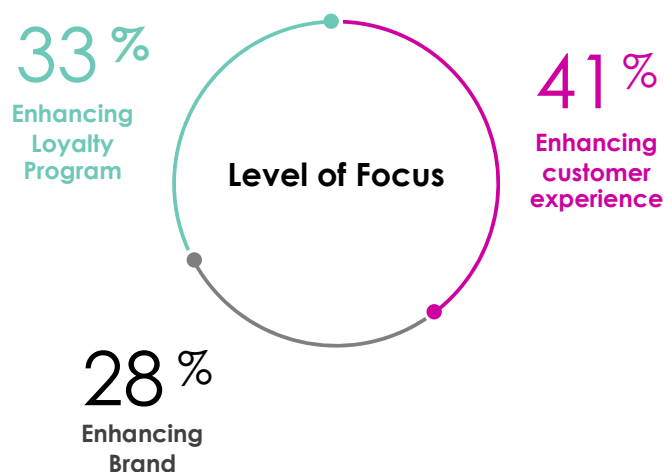
1. Provide great customer service
2. Know and understand customers
3. Save customers time or make their life easier/more convenient

Top 3 Priorities for **Program** to Engage Customers:

1. Give members access to opportunities that they couldn't have otherwise
2. Know and understand members
3. Save members money

Customer Experience is a Top Priority for Marketers, and Many Feel it is the Most Important Element for Growing Trust among their Customers.

Marketers are focusing their efforts on enhancing their Customer Experience ahead of their Loyalty Program and Brand.



"Without a great customer experience, brand and loyalty program efforts are wasted. Nobody is putting up with bad service for rewards."

71% of marketers say Customer Experience is the most important element to grow Trust.

Source: Bond Brand Loyalty Marketer Survey, conducted among n=59 Marketing Professionals, April 2021