

6 gaps in your loyalty program and how to fix them

No two people are the same. This fact immediately creates experience gaps in every loyalty program. These gaps can lead to unclear rewards, irrelevant offers and lots of frustration. See how a loyalty provider with advanced technology and enriched data can help you deliver loyalty in the moments that matter.

The gaps you can't ignore

- 1 Value perception gap**
Rewards feel small
"Is it worth it?"
- 2 Personalization gap**
Irrelevant offers
"This isn't for me."
- 3 Transparency gap**
Confusing rules
"I don't get how this works or what I'm earning."
- 4 Redemption gap**
Hard to use
"I don't know how to use it."
- 5 Emotional connection gap**
Low interaction
"This brand only wants my money."
- 6 Recognition gap**
Loyalty ignored
"I'm treated the same whether I'm loyal or not."

Why gaps exist

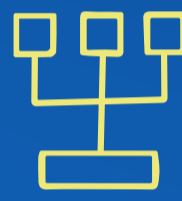
Disconnected data limits a complete view of your customer.



Fragmented customer data



Incomplete view of the customer



Siloed systems



Over-reliance on transactions

The fix: a solid data strategy

Enriched customer context



Complete customer view

More relevant offers

Stronger member engagement

A person-first approach, rooted in the data, can:

- Fill in the gaps you can't see.
- Uncover members' interests, habits and lifestyles outside owned channels.
- Power smarter, more relevant offers that members actually want.

Quality data builds smarter loyalty.

Better member experiences	=	Better business outcomes
Greater perceived value of customers	→	Higher engagement and retention
Simple rewards	→	Increased adoption and participation
Personalized offers in real time	→	Higher conversion and purchase frequency
Emotional engagement	→	Stronger emotional loyalty and advocacy
Seamless customer experiences across channels	→	Reduced friction and higher customer satisfaction
Recognition beyond transactions	→	Improved insights and customer lifetime value

[Learn more](#) about building lasting customer loyalty that evolves with customers and delivers value across touchpoints.