LOYALTY PROGRAMS – STUDENT'S NOTES

1. WARM UP

ANSWER THE QUESTIONS WITH A PARTNER. ASK FOR ADDITIONAL INFORMATION.

WHAT ARE LOYALTY PROGRAMS?

WHY DO COMPANIES USE LOYALTY PROGRAMS?

DO YOU PARTICIPATE IN LOYALTY PROGRAMS? WHAT ARE THE INCENTIVES (REWARDS) IN THE LOYALTY PROGRAMS THAT YOU PARTICIPATE IN?

WHAT INCENTIVES ENCOURAGE YOU THE MOST TO STAY LOYAL TO THE COMPANY?

WHAT MOTIVATES PEOPLE TO PARTICIPATE IN LOYALTY PROGRAMS?

WHAT IS THE MOST INTERESTING LOYALTY PROGRAM OR INCENTIVE THAT YOU HAVE HEARD OF?

2. LEARN THE WORDS FROM THE VIDEO

CONTRADICTION - a lack of agreement between facts, opinions, actions, etc.

INCENTIVIZE - to encourage somebody to behave in a particular way by offering them a reward

INCENTIVES - something that encourages you to do something

CUSTOMER TOUCH POINTS - company's points of contact with customer

REWARD - a thing that you are given because you have done something good, worked hard, etc.

VALUES - beliefs about what is right and wrong and what is important in life

SUSTAINABILITY - the use of natural products and energy in a way good for the environment

GAMIFICATION - the use of elements of game-playing in another activity, usually in order to make that activity more interesting

TIER - one of several levels in an organization or a system

COMPETETIVENESS - the fact of being as good as or better than others

DATA - facts or information, especially when examined and used to find out things or to make decisions

INSIGHT – looking at the situation from the inside

CUSTOMER PROFILE - a document that includes psychographic, demographic, and geographic characteristics, as well as interests, buying patterns, and social media preferences of a company's customers

DOESN'T CUT IT - it's not good enough

**3. USE THE QUIZLET BELOW TO PRACTISE VOCABULARY FROM THE VIDEO**

4. COMPLETE THE SENTENCES WITH THE WORDS GIVEN BELOW.

(DATA, VALUES, INSIGHT, CONTRADICTION, INCENTIVE, REWARD)

1. I hope you have gained some ....into the difficulties we faced.
2. It was thought that this would act as an ....for couples to adopt older children.
3. The......................... for winning team was a golden medal.
4. His public speeches are in .... to his personal lifestyle.
5. We collected .... for 2 months.
6. We need to be led by our moral ………….……………

5. ANSWER THE QUESTIONS BELOW ACCORDING TO THE VIDEO

(READ THE QUESTIONS FIRST):
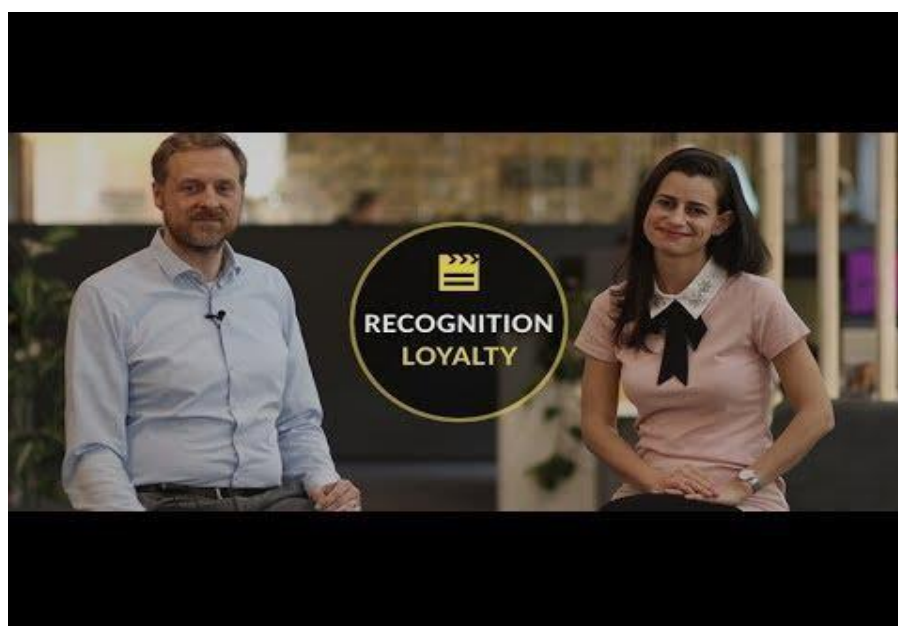
5a. WATCH THE VIDEO UNTIL 2:30 AND ANSWER THE QUESTIONS BELOW:

1) WHAT PERCENTAGE OF CLIENTS CLAIMS THAT LOYALTY PROGRAMS HELP THEM STAY LOYAL TO THE COMPANY?

2) WHY DON'T OLD STYLE LOYALTY PROGRAMS CUT IT ANYMORE?

3) WHAT DO TRADITIONAL EARN AND BURN LOYALTY PROGRAMS INCENTIVISE?

4) WHAT DO CUSTOMERS DO WHEN THEY ARE HAPPY WITH THE BRAND AND LOYAL TO IT ?

5b. WATCH THE VIDEO UNTIL 5:30 AND ANSWER THE QUESTIONS BELOW:

5) WHAT DO TRADITIONAL REWARDS FOCUS ON? CAN YOU GIVE SOME EXAMPLES?

6) WHAT ARE CUSTOMERS MORE INTERESTED IN NOWADAYS: EXPERIENCE OR POSSESSIONS?

7) IS TIME OR MONEY MORE IMPORTANT FOR MOST CUSTOMERS NOWADAYS?

8) WHAT ARE EMOTIONAL REWARDS? CAN YOU GIVE SOME EXAMPLES?

9) WHY IS MARKETING NOWADAYS MORE DIFFICULT THAN IN THE PAST?

10) WHY ISN'T AN EMAIL WITH A DISCOUNT A VERY EFFECTIVE REWARD?

11) WHAT IS VALUE FOCUS? WHAT VALUES ARE IMPORTANT FOR YOU WHEN YOU BUY PRODUCTS?

12) WHAT EXAMPLES WERE GIVEN OF SHOWING VALUES IN LOYALTY PROGRAMS IN SPORTS BRANDS? HOW ABOUT FASHION BRANDS?

5c. WATCH THE REST OF THE VIDEO AND ANSWER THE QUESTIONS BELOW

13) WHAT IS GAMIFICATION?

14) *„DATA IS THE LIFEBLOOD OF THE ECONOMY"*. HOW DO YOU UNDERSTAND THIS QUOTE?

15) WHAT IS DATA SCIENCE?

16) HOW CAN DATA SCIENCE HELP COMPANIES?

17) WHAT IS A LOYALTY LADDER?

6. ASK YOUR PARTNER 3 QUESTIONS CONNECTED WITH THE TOPIC DISCUSSED DURING THE LESSON

THANK YOU!

DIANA