



IGDS ONLINE LOYALTY COURSE



ABOUT THIS COURSE

We have partnered with Truth, a leading global loyalty and CRM consultancy, to bring you this 6-week online course. This course provides the opportunity for individuals to learn about all elements of CRM and loyalty.

Through these content-rich modules, Truth will equip you with an in-depth understanding of the loyalty industry and the building blocks to create a compelling loyalty programme for your business.

We share invaluable, comprehensive resources and case studies with you in the form of interviews with thought-leaders, global best practice principles, whitepapers, videos and articles. Case studies on international loyalty programmes will expand your knowledge of the ever-growing loyalty landscape.

CORPORATE OFFERING

Our course can be adapted to provide multiple training intervals throughout the year, allowing you to regularly upskill your teams with the latest in loyalty trends.

Benefits of the corporate package include:

- Affordable solution to seamlessly educate new recruits in the field of loyalty
- Refresher course for team members to enhance their loyalty knowledge and apply it to their day-to-day application

WHO SHOULD ENROLL?

The course is aimed at providing individuals and teams across various CRM and loyalty roles & departments, with the best in loyalty education. This course is suited for:

- Business or marketing graduates wanting to specialise in loyalty
- Loyalty & CRM Managers involved in delivering a loyalty strategy/programme
- Marketing teams/individuals tasked with understanding the loyalty landscape to deliver a new loyalty programme
- Upskilling team members or new recruits
- Agency teams / Account Managers involved in delivering their client's loyalty initiatives / campaign
- Loyalty, CRM or POS technology vendors wanting to understand the benefits of delivering an innovative loyalty solution to best serve their clients

COURSE BREAKDOWN

Module 1: Introduction to loyalty

Module 1 provides you with a strategic overview of loyalty. We start by delving into the evolution of loyalty, understanding where loyalty is today and demystify commonly confused customer loyalty terminologies. We also discuss the importance of customer data insight and how it is applied using the “Iceberg Effect”.

Module 2: Loyalty strategy and design consideration

When it comes to designing a compelling loyalty programme, no one size fits all. One has to consider all the options that best meet the needs of your customers, as well as, your strategic business objectives. We share our 7-step process to designing a loyalty programme and unpack key success criteria when evaluating your loyalty strategy by providing, in detail, the pros & cons and dos & don'ts of different programme options.

Module 3: The importance of data and how to use it

Quality data analysis results in a better understanding of your customers and a better structure of your customer data, so that your business can extract actionable insights and benefit from more effective engagement with customers. We help you understand the role of customer centric retailing & how to best make use of your current customer data by understanding key segmentation models and how to apply them.

COURSE BREAKDOWN CONTINUED

Module 4: Commercial considerations for loyalty

A loyalty programme business case ensures that the programme is financially viable for the business in the long-term. In this module, we will share our expertise on some of the key assumptions and inputs required to create a loyalty business case.

Module 5: Creating a customer-led engagement plan

At Truth, we have created a simple model to help you transition from a product-led to a customer-led communication CRM approach. This will enable you to develop and deliver a full customer engagement / communications plan to build customer relationships and drive the loyalty programme on an on-going basis.

Module 6: Final assignment

From a case study scenario, candidates are required to design a new loyalty programme by applying everything they have learned over the past five weeks to create the most persuasive value proposition for the business.

COURSE FORMAT

We incorporate compelling global loyalty case studies to bring to life strategies and theories enabling course participants to simplify the relatively complex world of loyalty and CRM. The format of the course is all online and remote, whereby learners log in and access course materials on an ongoing basis. Modules consist of online content including theory, practical examples, videos, podcasts, case studies, templates and other downloads.

This course runs for 6 weeks online. Modules become available on completion of the previous module, together with a quiz at the end of each module and a final assignment at the end of the course.

COURSE DELIVERY

You have approximately one week to complete each module and complete its corresponding quiz. We've purposefully done this for those working full-time to run through each module's content at their own pace during the week or week-end. Each module varies in terms of duration, as some modules require more time to complete. We estimate the required time to be 2-3 hours per week.

“If Truth asked me the NPS question, regarding recommending this course to colleagues, I would choose an 11. For anyone wanting to learn about and/or refine their current skills in CRM, rewards and loyalty programmes, I would certainly urge you to sign up for the 6 week course. Four colleagues and I signed up for the course and it was challenging, yet so satisfying. We have been delighted as clients.

I've learnt that if you want to become an expert, learn from the best.”

Natasha Doren, ex-Financial Services Executive, MomentumMultiply

