

LOYALTY PROGRAMS

TEACHER'S HANDOUT (B1- C1)



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 YOU PARTICIPATE IN?

WHICH LOYALTY PROGRAMS 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. WORDS FROM THE VIDEO

CONTRADICTION - ZAPRZECZENIE

INCENTIVIZE - ZACHĘCAĆ

INCENTIVES - ZACHĘTY

CUSTOMER TOUCH POINTS - KANAŁY KOMUNIKACJI Z KLIENTEM (KANAŁY KONTAKTU)

REWARD - NAGRODA

VALUES - WARTOŚCI

SUSTAINABILITY - ZRÓWNOWAŻONY ROZWÓJ

GAMIFICATION - GRATYFIKACJA

TIER - POZIOM

COMPETITIVENESS - KONKURENCYJNOŚĆ

DATA - DANE

INSIGHT - WGLĄD

CUSTOMER PROFILE - PROFIL KLIENTA

LOYALTY LADDER - DRABINA PROGRAMU LOJALNOŚCIOWEGO (SZCZEBLE)

DOESN'T CUT IT - IDIOM. COŚ NIE JEST WYSTARCZAJĄCO DOBRE

byDiana bout English Diana Gierwatowska

www.bydianaboutenglish.com

3. PRACTISE THE WORDS FROM THE VIDEO USING THE QUIZLET BELOW

<https://quizlet.com/pl/512978508/gotowa-lekcja-loyalty-programs-flash-cards/?new>

4. COMPLETE THE SENTENCES WITH THE WORDS GIVEN BELOW.

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

I hope you have gained some **INSIGHT** into the difficulties we faced.

It was thought that this would act as an **INCENTIVE** for couples to adopt older children

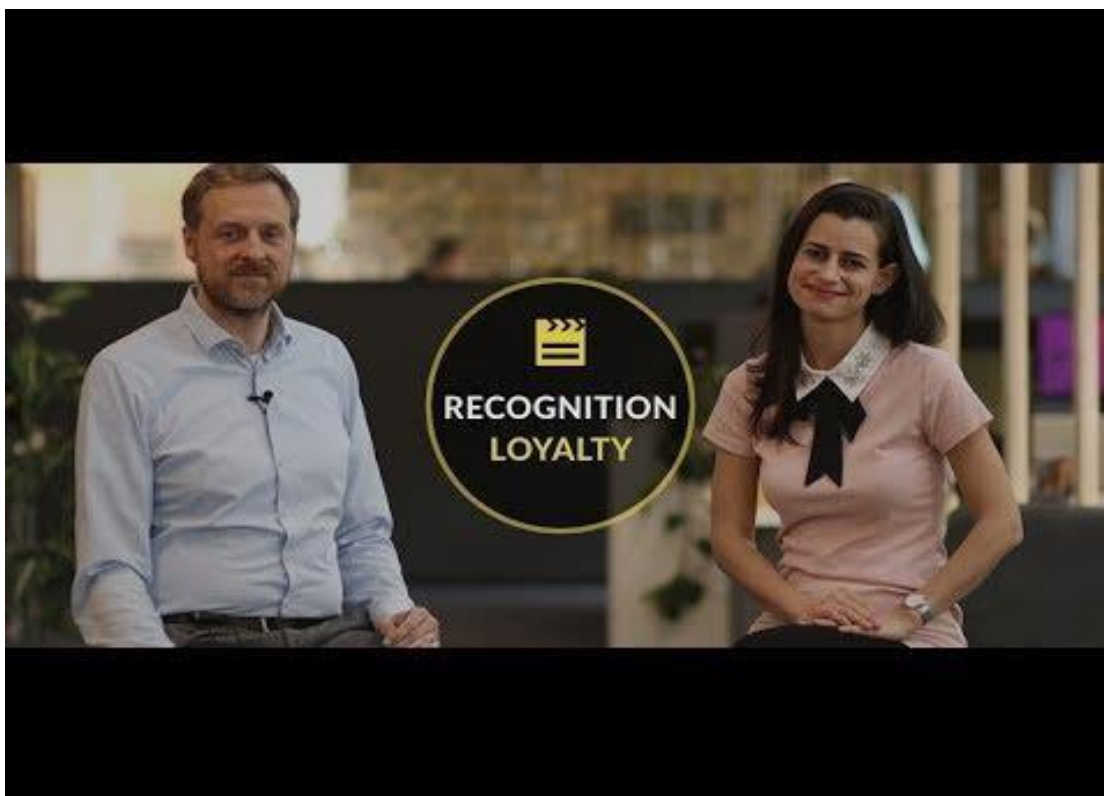
The **REWARD** for winning team was a golden medal.

His public speeches are in **CONTRADICTION** to his personal lifestyle.

We collected **DATA** for 2 months.

We need to be led by our moral **VALUES**.

5. ANSWER THE QUESTIONS ACCORDING TO THE VIDEO:



5a. WATCH THE VIDEO UNTIL 2:30 AND ANSWER THE QUESTIONS

- 1) WHAT PERCENTAGE OF CLIENTS CLAIMS THAT LOYALTY PROGRAMS HELP THEM STAY LOYAL TO THE COMPANY? **77 %**
- 2) WHY DON'T OLD STYLE LOYALTY PROGRAMS CUT IT ANYMORE? **THEY HAVEN'T RESPONDED TO THE CHANGE IN MARKET DYNAMICS**
- 3) WHAT DO TRADITIONAL EARN AND BURN LOYALTY PROGRAMS INCENTIVISE? **THAT YOU SPEND MONEY IN THE COMPANY. YOU ACCUMULATE POINTS THAT YOU CAN USE FOR A REWARD LATER ON.**
- 4) WHAT DO CUSTOMERS DO WHEN THEY ARE HAPPY WITH THE BRAND AND LOYAL TO IT? **THEY TALK ABOUT IT.**

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

- 5) WHAT DID TRADITIONAL REWARDS FOCUS ON? CAN YOU GIVE SOME EXAMPLES? **ON FINANCIAL DIMENSION (VOUCHERS, DISCOUNTS, FREE PRODUCTS)**
- 6) WHAT ARE CUSTOMERS MORE INTERESTED IN NOWADAYS: EXPERIENCE OR POSSESSIONS? **EXPERIENCE**
- 7) IS TIME OR MONEY MORE IMPORTANT FOR MOST CUSTOMERS NOWADAYS? **TIME**
- 8) WHAT ARE EMOTIONAL REWARDS? **WHEN YOU CAN BE A PART OF A SPECIAL GROUP, YOU CAN GET AN ACCESS TO A SPECIAL EVENT**
- 9) WHY IS MARKETING NOWADAYS MORE DIFFICULT THAN IN THE PAST? **THERE IS MORE COMPETITION AND NOISE. YOU'VE GOT TO STAY MEMORABLE**
- 10) WHY ISN'T AN EMAIL WITH A DISCOUNT A VERY EFFECTIVE REWARD? **BECAUSE WE GET PLENTY OF THEM EVERYDAY**
- 11) WHAT IS VALUE FOCUS? CAN YOU GIVE SOME EXAMPLES? **ETHICAL PRODUCTION, SUSTAINABILITY**
- 12) WHAT EXAMPLES WERE GIVEN OF SHOWING VALUES IN LOYALTY PROGRAMS IN SPORTS BRANDS? HOW ABOUT FASHION BRANDS? **A COMPANY SIMPLY BE THAT SUPPORTS BODY POSITIVITY CAN ENCOURAGE CUSTOMERS TO UPLOAD PICTURES SHOWING WHO THEY ARE. YOU CAN REWARD PEOPLE FOR WORKING OUT. PEOPLE CAN BRING YOU OLD CLOTHES TO RECYCLE.**

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

- 13) WHAT IS GAMIFICATION? **HAVING TIERS (LEVELS) OF PROGRAM. BRINGING COMPETITION, ATTACHING FUN, LIKE PROMOTION ONLY FOR TWO DAYS NO MORE, TIME LIMITATIONS, EXCLUSIVITY, LIMITED CLUB WHICH ONLY SOME CAN ENTER**
- 14) DATA IS THE LIFEBLOOD OF THE ECONOMY. HOW DO YOU UNDERSTAND THIS STATEMENT?
- 15) WHAT IS DATA SCIENCE? WHAT ARE THE STEPS OF DATA SCIENCE? **COLLECT DATA. CONNECT YOUR DATA. MAKE IT WORK FOR YOU.**
- 16) HOW CAN DATA SCIENCE HELP COMPANIES? GIVE AN EXAMPLE. **IT IS EVERYTHING. IT HELPS COMPANIES UNDERSTAND THEIR CLIENTS' NEEDS BETTER. SOME PEOPLE NEED A DISCOUNT TO MAKE ANOTHER PURCHASE. BUT LOYAL ONES DO NOT. SO YOU NEED TO OFFER A SPECIAL EXPERIENCE OR A LITTLE NUDGE.**
- 17) WHAT IS A LOYALTY LADDER?

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

**THANK YOU
DIANA**