Loyalty Card Marketing Training

Banking & Payment Services

INTERMEDIATE COURSES

Course Reference: B1012S
Stand alone loyalty card, loyalty for payment cards, e-loyalty, mloyalty. The marketing is the core of these offers driven by two main questions: “How do I have to design my loyalty scheme to increase my customer satisfaction?” and “How do I have to design my P&L to earn money?” These questions are even more important in the banking field.

This two-day seminar will bring you awareness and education on the loyalty card marketing and the key success factors. Thales has a long history and recognized expertise in smartcard-based loyalty solutions. During this training, you will benefit from the trainers’ extensive field experience on loyalty card implementation and their in-depth knowledge of the latest loyalty trend.

Objectives

At the end of the training, you will:
- Get the market overview and perspectives
- Identify new business opportunities offered by innovative loyalty solutions and new services
- Get the opportunity to have your dedicated workshop to evaluate your loyalty scheme project

Key topics
- Market overview and perspectives
- Marketing and the business benefit
- The power of card design solutions
- The power of partnerships and coalitions
- New technology and business opportunities

Who should attend

People from management and marketing working in the banking and retail domain involved in the decision process, such as:
- EVP, SVP Credit Cards
- Marketing Managers
- Card Center Managers
- Business Managers, Project Managers

Each session consists of
- Complete training manual

Pre-requisites
- This training does not require any specific skill
- This course is held in English. On customer request a session in French can be organized.

Duration:
- 2 days

Location:
- On-site at customer premises, or at one of the Thales training centers. Please contact us for more details.

Course fee:
- €1499 per attendee, Price does not include taxes nor travel expenses
When performed at customer premises, the agenda is tailored to customer attendance profile. The standard agenda is provided below:

### Course schedule

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#### Day 1

**The main Key Success Factors**
- The new customer behaviour
- The digital solutions: the open world for instant customer relationship Loyalty with chip: specifics drivers and constraints
- **Data and the power of smart card** Data management systems for offline and online card solutions
- Data management systems for digital solutions
- Why and How data will improve the success of the loyalty program

**New services and the power of the marketing**
- Stand alone cards with or without payment services
- The strength of the payment scheme (VISA/ MasterCard/ American Express, etc) for cobranding card cards
- Coalition: a strategic decision for retailers, brands and banks

**Workshop**
This workshop is aiming to analyse and to apply through an example the concepts provided in the first part

#### Day 2

**New technologies for new loyalty strategies**
- Technology overview and new channels including Social Media
- Customers behaviour and new technologies acceptance
- Instant recognition at POS for tailored rewards Tailored Services for improving ROI
- Designing loyalty for Debit, Credit, Debit & Credit, prepaid, Gift Card (open and close loop), Islamic Loyalty, etc:

**Marketing and innovation: the railway for improving your loyalty scheme**
- NFC and Contactless
- Loyalty for mobile payment strategies
- ATM for tailored one 2 one rewards
- “Be loyal and earn money” / “Maintain your client and get money”: why and how

**Workshop**
Face-to-face meeting workshop

For further information about registration, course schedule: please contact us via email to: bps_training@thalesgroup.com or visit our web site: https://www.thalesgroup.com/en/markets/digital-identity-and-security/banking-payment/consulting