

10

strategic questions for a successful launch of your loyalty programme.

Together with Arteel

Strong customer relationships start with genuine appreciation.



It's something I've firmly believed in for years. In this guide, I share ten key questions every company should ask itself when setting up a loyalty programme. Not simply to retain customers, but to create a genuine connection with your brand, your mission and your people.

At Arteel, we guide you every step of the way, from strategy to execution. No off-the-shelf solutions, but tailor-made journeys that bring emotion and results together. So you don't launch a one-off campaign, but a loyal ecosystem that works sustainably and keeps on working.

I wish you plenty of inspiration and insight!

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Leading Angel

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01

What do I really want to achieve with customer loyalty?

Do you want to drive repeat purchases, keep customers for longer or create ambassadors?

Arteel helps companies set sharp objectives, aligned with their market, strategy and ambitions.

02

Who are my key customers, and do they deserve extra attention?

Which customer groups deliver the highest return or the most growth potential?

Arteel brings structure to your customer base and builds a segmentation that rewards smartly where it counts.

03

What truly motivates my customers to stay loyal?

Looking for rewards that are not only attractive, but also truly resonate with your target audience?

Arteel develops reward strategies built on gifts, experiences or social impact, tailored to the customer profile.

04

How does my loyalty programme become an extension of the brand experience?

A strong programme feels like an extension of your company identity, not like something external.

Arteel designs digital experiences fully in line with the company's corporate identity, with close attention to branding and customer experience.

05

How do I integrate the programme into my day-to-day operations?

A good programme flows naturally with sales and marketing, without adding to the workload.

Arteel connects systems seamlessly to your CRM or ERP and automates most processes.

06

How do I get my internal teams on board?

The power of loyalty only truly grows when everyone internally works towards the same relationship-building.

Arteel supports teams with onboarding, inspiration and tools to appreciate customers in a personal way.

07

How do I ensure a powerful and compelling launch?

A well-thought-out start sparks customers' curiosity and creates engagement right away.

Arteel guides launches with creative campaigns, communication and incentives that have an immediate effect.

08

How do I know whether the programme is paying off, and where to adjust?

You don't just want to execute; you also want to understand and improve.

Arteel provides dashboards, reports and strategic follow-up to optimise programmes in a targeted way.

09

How do I add new dimensions to my programme after the first year?

A strong customer relationship isn't a sprint, but a journey that evolves.

Arteel helps add new dimensions to the programme: recognition, gamification, exclusivity or communities.

10

How do I celebrate customer loyalty in a way that truly sticks?

Loyalty deserves more than a standard gift.

Arteel helps companies create impactful experiences and moments of surprise that give the brand lasting emotional value.

3 things companies often still don't know about loyalty programmes

1. Appreciation works better than discounts.

A well-chosen reward or form of recognition strengthens the emotional bond with customers more than financial incentives ever could.

2. Rewarding relationships beats rewarding transactions.

Customers don't just want something 'back' for their purchase; above all, they want to feel valued as people and partners.

3. A loyalty programme isn't a cost, it's a growth accelerator.

Companies that invest in customer loyalty often achieve higher margins, better retention and more referrals, with a clearly measurable return.

You believe in it. Your leadership wants numbers.

The biggest obstacle to a loyalty programme is rarely the idea. It's the budget. If you want to sell it internally, you need to translate it into the language of your leadership: revenue, margin, market share.

THREE QUESTIONS THAT STRENGTHEN YOUR BUSINESS CASE

1 Which behaviour do you want to change, and whose?

Link your programme to one concrete commercial goal. A few real-world examples:

- A heating systems manufacturer reaches the installers who choose its brand, even though they sit three links further down the chain.
- A water producer motivates points of sale to present its products correctly.
- An airline encourages travel agents to sell the right extras.
- A food manufacturer gives points of sale a slice of the pie, automatically via the checkout.

2 What does doing nothing cost?

Give everyone the same, and you don't truly reward anyone. Gartner sees it too: according to its analysts, a single fixed list of benefits for all participants delivers neither the best experience nor the most profitable programme. They expect that by 2030, one in five programmes will offer every participant benefits tailored to their own behaviour. For example: an installer who mainly sells heat pumps gets different offers than a colleague who mainly installs boilers.

Your competitor is already thinking about this today. Are you?

3 How do you measure it?

Before you launch, decide which indicators you will track and what success means. A programme you don't make measurable up front can never be defended afterwards.

We'd love to build that business case together with you.

Source: Gartner prediction (March 2026) and interview with Gartner analyst Brad Jashinsky, CX Dive, 10 April 2026.
customerexperiencedive.com/news/future-loyalty-personalized-not-universal/817124/

Want to know more?

Half an hour. On Teams. Whenever suits you.

Together, we'll explore what loyalty can do for your network.

BOOK YOUR CALL