WHITE LABEL LOYALTY

LET'S TALK ABOUT FINANCE

Financial businesses can encourage loyalty by nurturing and expanding their customer relationships.

Why does loyalty matter?

Just because people use your product doesn't mean they're engaged with your brand. Rewards help you become the first choice in your customers' wallets and minds.

Challenges of this industry

Lack of customer insight, Lack of customer-brand relationship hinders loyalty.

Struggles with engagement and retention due to low differentiation.

How to achieve loyalty

As you're already collecting a lot of transactional customer data, you need a solution that will make use of these without causing too much friction.

TURN ON LOYALTY

Our solution is API-first and event-based, which means it's easy to integrate into your existing systems and use your existing data streams for loyalty interactions and to ncentivise more of your desired customer behaviour.

THE BRAND OF CHOICE

In an industry like financial services, longevity is crucial for success. Reward your customers for staying loyal to you and let them do the marketing for you by referring you to their friends and family (and then reward them both for joining and spreading the word!).

Popular tech for this industry

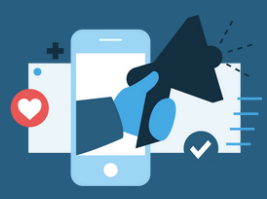
Here are a few of the ways White Label Loyalty's tech can help you achieve loyalty in the finance sector.

LOYALTY ENGINE

Make any customer action rewardable with our event-based architecture, from social media activity to referrals.

CARD LINKING

Card linking integrates with all major card networks, meaning it's already compatible with your payment terminals.



REFERRALS

Turn your customers into loyal advocates. A fully-rounded loyalty program boosts your acquisition as well as retention.

Finance loyalty best practices

Use data

Your customers may be tempted to move their business elsewhere. Gather crucial data so that you can offer them the right rewards at the right time.

Be digital

Your customers are likely to research their options online, so that's where you should reach them.

Gamification

By setting goals and challenges that use rewards as incentives, you can engage more of your customer base and get closer to your KPIs.

Suggested use case

INSTANT CASHBACK

Make your customers' shopping experience easier and more valuable and show them you care about giving them incentives to shop with you again.

For more information:
whitelabel-loyalty.com