WHITE LABEL LOYALTY

LET'S TALK ABOUT
TELECOM

Telecom businesses are finding unique ways to attract and retain their customers.

Why does loyalty matter?

With the constant technological changes and advancements, a rewards program can strengthen your customer relationships by offering powerful and personalised incentives in the telecommunications industry.

Challenges of this industry

Low differentiation and highly competitive industry.

Lack of deep customer insight and relationships.

How to achieve loyalty

Understand what makes your customers tick, and keep them coming back.

STAND OUT

Stand out in the crowd and incentivise customers so that they have a reason to stay and not be tempted by competitors. Get to know them first, and once you know what they like, choose from our wide range of third-party rewards and retain more customers.

ADD THE RIGHT REWARDS

Don't settle for generic rewards. Offer your customers free cashback on their online shopping and let them use it towards their phone bill, upgrades or even redeem as gift cards. Add a new revenue stream and provide added value to your customers at the same time.

Popular tech for this industry

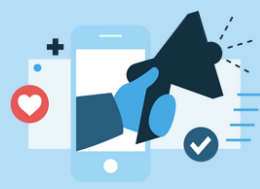Here are a few of the ways White Label Loyalty's tech can help you achieve loyalty in the telecommunications industry.

LOYALTY ENGINE

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

MICROSITE

Save yourself time and effort by using our platform's microsite front end.
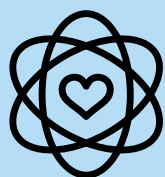
REFERRAL

Referrals can increase your reach, opening up new opportunities for sales, and building relationships with existing customers.

Telecom loyalty best practices

Rewards
Reward your customers with incentives they will appreciate for their commitment and ongoing interactions with you.

Personalisation
Engage customers outside of the buying cycle and build direct relationships by understanding each individual's unique needs and preferences.

Gamification
Enhance your customer engagement by gamifying their loyalty experience with bonus points campaigns, competitions and challenges.

Suggested use case

INSTANT CASHBACK

Make your customers' user experience easier and more valuable and show them you care about giving them incentives to keep going back to you and your solutions.

For more information: whitelabel-loyalty.com