

Global Loyalty Management Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Loyalty management deals with designing of rewards to consumers for past purchase as well as provides them incentives with an objective to make future purchase. Rewards program aims at providing strong value to the customers followed by improved customer penetration, cross selling and retention. A loyalty management system consists of operational parameters which include funding options, program design and transaction types among others. In addition, it also includes various value parameters such as redemption thresholds, redemption options and earn rates. Many organizations are focusing on spending on loyalty programs owing to their offerings. The offerings include expansion of coverage to daily consumer spending, innovative rewards leading to an increase in scope for consumer response and retention followed by collaboration opportunities for enhanced services. Loyalty management software tools basically aims at building successful loyalty program for business and individual customers. Key enterprises are focusing on implementing these tools with an objective to maintain high customer satisfaction, by providing specialized loyalty programs which includes special auctions, lotteries, coupons or benefits through one platform.

SCOPE OF THE REPORT:

This report studies the Loyalty Management market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Loyalty Management market by product type and applications/end industries.

Nowadays, there are three mainly types of Loyalty Management, including Customer Loyalty, Employee Retention and Channel Loyalty. And Customer Loyalty is the main type for Loyalty Management, and the Customer Loyalty reached a sales value of

approximately 1330.99 M USD in 2017, with 66.76% of global sales volume. The global Loyalty Management market is valued at 1990 million USD in 2017 and is expected to reach 5240 million USD by the end of 2023, growing at a CAGR of 17.5% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Loyalty Management.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Alliance Data Systems Corporation

Oracle Corporation

IBM Corporation

Aimia Inc

SAP SE

Maritz Holdings Inc.

Fidelity Information Services

Bond Brand Loyalty

Brierley+Partners

ICF International, Inc.

Kobie Marketing, Inc.

Tibco Software

Comarch

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Customer Loyalty

Employee Retention

Channel Loyalty

Market Segment by Applications, can be divided into

BFSI

Travel & Hospitality

Consumer Goods & Retail

Other

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