



Engagement & Loyalty Awards 2016

WINNERS BROCHURE

19 May 2016

Millennium Hotel London Mayfair

www.engagementandloyalty.com

Engagement & Loyalty Awards 2016

JUDGES

THE E&L AWARDS 2016 JUDGING PANEL



Miranda Campbell

Head of Customer Activation, Virgin Money

Miranda was part of the team responsible for developing Virgin Money's banking proposition and is currently its Head of Customer Activation. She developed and managed the innovative customer engagement programme which won 2015's Best E&L Scheme in Financial Services.



Jude Ower MBE

Founder and CEO, Playmob

Jude is the CEO and Founder of Playmob, a cause marketing platform for purpose-led businesses, with the aim to make every click count. A startup mentor and an entrepreneur in residence with Angel Academe, Jude has a passion for startups, problem solving and innovation.



Gerald Dawson

Director, Weird Fish

Weird Fish is a lifestyle clothing brand and Gerald has responsibility for e-commerce, operations and finance. Prior to joining Weird Fish Gerald worked with a number of fast growing consumer businesses, including Amazon, as it grew from a £100 million to £650 million business in the UK.



Quyen Pham

Global Communications Manager, Lebara

During 15 years in the telecommunications industry, Quyen has worked for a range of well respected and award-winning consumer brands. Quyen's current role focuses on driving internal, corporate and external communications at Lebara, the universal brand for the world's migrant community.



Mark Holt

Chief Technology Officer, TheTrainline.com

Mark founded Europe's first secure e-commerce site in 1995 and since then has led innovative teams at companies such as Capital Radio, FT.com, GE Capital, Trayport and CPA Global. Mark joined Trainline in 2014 to help shape the future of smarter rail travel for customers.



Professor Merlin Stone

Merlin is an expert on customer management, including strategies and tactics for customer recruitment, retention and development, and has been a leading contributor to the development of the customer management assessment. He is also a Visiting Professor at De Montfort, Oxford Brookes and Portsmouth Universities.



Andre Johnstone

Head of Digital and Loyalty, wagamama

Andre is Head of Digital and Loyalty at wagamama, where alongside overseeing the digital marketing for the business, he has been developing a strategy to grow customer loyalty through a number of means.



Peter Veash

CEO, The BIO Agency

Peter founded The BIO Agency in 2006, a pure-play digital strategic and creative agency focusing on innovation and delivering it. With 100 people it has grown to become one of the UK's most successful independent digital companies.

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WELCOME

MAKING ENAGEMENT MATTER

The Engagement & Loyalty Awards represent the best in the growing area of customer interaction, where nimble thought brings a benefit to all parties. All of this year's winners and shortlisted contenders demonstrate a new way of doing business, one that places the organisation and the client on the same level.

Attempting to pinpoint the exact moment something changes is almost impossible, but perhaps the tipping point in interaction was summed up by Steve Howard, Head of Sustainability at furniture company Ikea, who said that consumers may have reached "peak stuff". If you cannot differentiate your service offering, and if you cannot persuade your clients or employees to engage with you, then you are left with a transactional, one off, one way exchange in a world that is tiring of traditional business.

However, there are organisations that can see the benefit of treating their clients as partners, attempting to understand them, to engage with them, and actually use them to help shape their

businesses and offerings, and create new goods and services.

To this end technology has been a great enabler, from the pure connection and speed that the internet has gifted to Big Data and the ability to see patterns and responses. All of the winners we celebrated on the awards night on 19 May demonstrated the strategic thought and implementation that make them not only worthy of being crowned victors, but also as being case studies for all to read and help drive this change forward.



Mark Evans, Publishing Director, Perspective Publishing and Chairman of the E&L Judges



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Insight Award (Data and Analytics)

Insight Award (Data and Analytics)

Winner: Schroders

Judges' comment: "Great thinking and insight drove strong results here, and the company really delivered against its desire to better serve and impress its customers. A case study in how to execute a well thought out campaign."

Schroders reached out to its own intermediaries and investors and found that there was a growing need to understand investing behaviour and stimulate conversations around income goals. Enlisting behavioural academics to help develop an online platform called incomeIQ, the result was highly successful, providing an educational resource to clients with expert content on income investing, relevant funds and data on the biases of investors.

See the full winner's profile on page 12.



Best Gamification Strategy

Best Gamification Strategy

Winner: Ketchup Loyalty and Odeabank

Judges' comment : "With excellent games mechanics, the judges loved this concept and thought it a great example that should set the bar to attract and engage customers. Being innovative in a difficult sector, it was a good way of making a task fun."



Best Use of Employee Engagement Technology

As a brand new bank in Turkey, Odeabank needed a different tool to differentiate its services from the sector and increase customer numbers and brand awareness. Odeabank's mobile banking application allows customers to use it for their daily financial and non-financial transactions, offering a game in which points are awarded and discount coupons from retailers are offered.

Best Use of Employee Engagement Technology

Winner: LV=

Judges' comment: "Great technology and very innovative – and an excellent way to engage employees on a digital platform to

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make them feel their ideas and opinions are valid and acted upon.”

Innovate, a collaborative idea sharing platform, challenges the traditional top-down approach and invites those who understand customers best, the frontline teams, to get involved in how the business is run. Innovate demonstrates that by digitising the power of collective knowledge through open and transparent collaboration, and investing in and empowering people, both customer and employee benefits can be delivered.

Best Use of Marketing Technology

Winner: PetsPyjamas

Judges' comment: "The panel loved this idea of creating profiles and leveraging the data to tailor email messages to each customer, which culminated in good bottom-line results."

No two pets and no two pet owners are the same. So why should they receive the same emails or get the same experience when they visit the PetsPyjamas website? PetsPyjamas used advanced automation functionality within the Adestra MessageFocus platform to create a personalised experience for pet owners to achieve better engagement and a better experience for their customers. The retailer has gained ever-growing insight into how to serve customers better, and ultimately increase revenue.

Most Innovative Technology

Winner: Corethree

Judges' comment: "An interesting integration of mobile and beacon technology that makes life easier, improving customer experiences without asking the customer to do more."

Corethree created a new smart travel concept to transform and influence passenger practices by modifying passenger behaviour – rewarding them for good travelling patterns with tangible rewards from well-known brands such as cinemas, restaurants and retailers. In conjunction with Syntus, the leading Dutch public transport operator and part of global transport company Keolis, the system actively encourages passengers to



Best Use of Marketing Technology



Most Innovative Technology (Online and Physical)



Most Disruptive Technology

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Best Marketing Campaign

change their journey patterns to ones that are more beneficial to everyone by distributing demand to periods outside the busiest peak travel times of the day.

Most Disruptive Technology

Winner: SalesGossip

Judges' comment: "The founders have a great story of creating a truly disruptive technology and a new way to target the fashion industry, which is beneficial to both retailer and consumer."

SalesGossip created a technology-driven platform with customer data insights to help retailers target their promotions to the right customers. With engagement with promotions increasing in some cases by a factor of 10, the judges gave this coveted award to a genuine game-changer.



Best Use of Social Media

Best Marketing Campaign

Winner: Aldi UK for #AldiFavouriteThings

Judges' comment: "This campaign was edgy, differentiating and a great example of being designed to fit a channel where so many campaigns socialise content designed for other media."

Aldi's Christmas Friend campaign was launched across Aldi UK's social media channels on Wednesday 25 November. It featured fan favourite Jean Jones as the 'Christmas Friend' and shared a 'Like Brands' humorous take on the John Lewis advert. A fully integrated approach was adopted to launch the campaign, ensuring that all channels worked in unison. As a result, the Christmas Friend YouTube video became the most watched Aldi UK YouTube video, with over two million views.



Employee Engagement Scheme of the Year

Best Use of Social Media

Winner: Brooks Brothers

Judges' comment: "A great example of a reactive campaign, using real-time opportunities to drive great brand engagement and customer interaction."

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Brooks Brothers has been in business for nearly two centuries, but that has not prevented it from using modern technology, and with 60,000 Twitter followers the company has employed this technology to manage conversations and surface the strongest content from their audience. In this case, one celebrity Tweet could be harnessed to create a major campaign, driving engagement to new levels from an essentially 'found' reference.

Employee Engagement Scheme of the Year

Winner: Shop Direct

Judges' comment: "Great for showcasing those getting recognition and a good reward framework which is based on colleague input, making it engaging and democratic."

Shop Direct introduced a digital recognition tool, available to all colleagues across the business. Used every day to recognise the work that colleagues do, it allows colleagues to recognise and be recognised across the business. For being truly democratic and instilling a sense of unity in the company, the judges awarded Shop Direct the win in this category.

Customer Experience Scheme of the Year

Winner: Aldi UK

Judges' comment: "Great results and great shared value - a comprehensive scheme that delivers where it needs to"

In March 2015, 'Like Aldi, Tell Aldi' was launched to measure customer satisfaction and provide real insight about how this can be continuously improved. Providing customers with an easy way of feeding back, and £100 Aldi vouchers, the scheme also enabled Aldi to review store performance and ensure its customers were receiving the best possible experience. This simple but highly effective campaign won the hearts of the judges this year.



Customer Experience Scheme of the Year



In-Store Retailer of the Year



Best Innovation in E&L in Partnership

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Best Innovation in E&L



Mobile E&L Scheme



Special Award for Non-Profits

In-store Retailer of the Year

Winner: Mothercare and Early Learning Centre

Judges' comment: "This initiative was done so cleverly online and offline, one judge was 'lost for words' on its greatness. A stand-out campaign which really is helpful and a great incentive for customers to return to the store."

The winning premise here is that nothing can fully replace face-to-face contact, and as a result the company launched its 'My Local Mothercare' programme to provide a 'humans first' rather than a 'digital first' experience. Enabling expectant mums to meet other local mums and listen to advice from specialist midwives and in-store advisors, the concept also became the perfect platform to showcase relevant products and services and create more meaningful relationships.

Best Innovation in E&L in Partnership

Winner: Lenovo

Judges' comment: "A great integration of learning and loyalty to drive engagement with a clear goal-oriented scheme. The logistics of launching globally were significant and the results are impressive."

Lenovo was a new and unknown partner to the Business Partner (BP) distribution channel it acquired when it took over IBM's System X86 server division. None the less, the creation of the 2015 Lenovo LEAP programme by MMI bridged the gap, allowing each to understand and learn from the other, and built loyalty that helped drive a 120 per cent surge in participants to a total of 700 firms and revenues of \$235 million.

Best Innovation in E&L

Winner: CNS Europe AB

Judges' comment: "The judging panel used the term 'simplicity' to describe such a quick, easy and convenient response to a problem – giving the user helpful and useful information in a truly innovative and engaging way."

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Cardivation by CNS represents an innovation in payment card technology, using tokenisation and cloud technologies together to link any bank card to any loyalty scheme, without separate loyalty cards and without adding expense to the card scheme or interfering with legacy systems at the bank or merchant.

Mobile E&L Scheme

Winner: SPAR UK and i-movo

Judges' comment: "A clearly complicated integration process, this is a great way to engage partners and customers and keep them happily coming back".

SPAR's 'Shop & Win' used mobile devices and in-store sales as part of a £1million national campaign designed to attract new customers to SPAR, increase footfall throughout the campaign and in doing so generate incremental sales for SPAR's independent group of retailers. The campaign could only be described as a great success, experiencing a 65 per cent increase in basket spend as a result of an increase in visit frequency and new shoppers.

Special Award for Non-Profits

Winner: Action for Asperger's

Judges' comment: "A specialist online counselling facility that has seen massive engagement, growing from supporting a handful to thousands of people."

Action for Asperger's created an online service that has had a huge impact, growing from 20 clients in August 2012 to over 1,200 clients in 2016, in a targeted service which is not only a niche but also a need.

Best E&L Scheme in Financial Services

Winner: Lloyds Banking Group

Judges' comment: "Yielding great results, the methodology and delivery proved that Lloyds was serious about making sure everyone was heard and engaged."



Best E&L Scheme in Financial Services



Best Scheme in Travel and Tourism



Best E&L in the Hospitality and Leisure Sector

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Best E&L Scheme in the Retail Sector



E&L Awards Winners 2016



Lloyds Banking Group developed a robust, holistic approach to measuring and increasing colleague engagement. Undertaking six-monthly colleague surveys aligned to the group's vision and values, and creating listening forums to gather colleague views and feedback, the results offered a detailed understanding of how engaged employees were, and where there was a need for greater focus.

Best E&L Scheme in Travel and Tourism

Winner: ebookers BONUS+ Rewards

Judges' comment: "This was an effective response to an emerging gap in the market, with good ROI and innovative thinking creating impressive results. In short, happy customers mean repeat use."

Mobile devices have traditionally been used to book last minute travel, but research by ebookers has shown that consumers are increasingly using this channel to book more leisure options, including advance travel and higher value holidays. Seizing on these new opportunities, ebookers.com developed the mobile-centric rewards programme BONUS+ Rewards. Both leisure and business travellers can earn up to five per cent instant rewards on hotel and flight bookings done via the ebookers app, with members also gaining access to exclusive offers and hotel extras. ebookers has seen a total rise in app bookings of 198 per cent since August 2015.

See the full winner's profile on page 14.

Best E&L Scheme in the Hospitality and Leisure Sector

Winner: Marriott International

Judges' comment: "Comprehensive and a great example of how an established rewards scheme can continue to stay ahead of the competition by delivering on changing customer needs. A compelling and exciting reward programme."

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Marriott Rewards have a long history, but by evolving and redefining them Marriott International has managed to keep them fresh, granting users frequent, easily accessible opportunities to earn and redeem points through technological innovation such as apps, brand partnerships and an increased variety of member benefits.

Best E&L Scheme in the Retail Sector

Winner: Mothercare and Early Learning Centre

Judges' comment: "The judges loved the resourcefulness of this campaign, its real understanding of the customer and their needs, and the resources that could be tapped into by the community."

Building on the success of the 'My Local Mothercare' concept that won the In-store Retailer of the Year category, Mothercare again demonstrated the benefits of putting its customers first and using its stores as meeting places. As an integrated campaign, the judges could not fault the execution of this campaign in creating true engagement and loyalty.



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WINNER'S PROFILE



Insight Award (Data and Analytics): Schroders

In an age where companies are expected to provide outstanding client service, the ability to understand your clients and provide them with extra value is vital for any business; this is especially difficult in the fast-paced world of investment. Schroders conducted proprietary research among thousands of intermediaries and investors around the world, and found that there was a growing need to be able to deeply understand investing behaviour and stimulate conversations around income goals.

Recognising that people are affected by behavioural biases when investing, and that this can potentially compromise their financial future, Schroders enlisted behavioural academics to help develop an online platform available to both intermediary clients and private investors to help them discover what biases they are more prone to and give tips on how to overcome them.

The resulting incomeIQ platform was technically difficult to deliver and also required the launch of 27 separate sites in 19 countries with 10 different languages, and to audience groups all with unique cultural, language, regulatory, technical and business requirements.

The result was highly successful, providing an educational resource to clients with expert content on income investing and relevant funds, plus data on the biases most relevant to investors – such as over-confidence, over-optimism, present and projection biases, anxiety, loss aversion, herd influence, irrational perception of money and investor literacy.



The incomeIQ initiative continues to evolve, using the insights from the test to influence the platform development. The results have demonstrated that a 200 year old business can engage with cutting-edge technology, create compelling content and produce technically advanced solutions to meet the future and ever-changing needs of customers and end-clients. The judges therefore heralded Schroders incomeIQ as the clear winner of the 2016 Insight Award.

The judging panel noted: "Great thinking and insight drove strong results here, and the company really delivered against its desire to better serve and impress its customers. A pioneer in how to execute a well thought out campaign."

Commenting on the win, Clelia Fabbriatore, Head of Continental European Marketing at Schroders, said: "Data and analytics are core to incomeIQ so we are delighted to have been recognised in this space. Through data we are able to validate market trends but more importantly, identify specific behaviours and their variations across multiple geographies.

"incomeIQ provides genuine insights into people's investment attitudes and goals with the aim of optimising investment decisions. We will use all the insights gathered from the data collected to drive future developments and, ultimately, continue to provide a valuable service to users."

incomeIQ

Empowering investors through intelligence



The decisions you make when planning your investment income can be crucial in helping you achieve your goals. But how can you be sure that your approach is free from personal biases, which you may not even be aware of?

Take our 5-minute **incomeIQ** test and find out whether factors such as an over-optimistic viewpoint or the influence of friends and family could be affecting your choices.

You'll also find a wealth of information about income investing to help ensure your strategy is on the right track. Please remember, the value of investments and the income from them may go down as well as up and investors may not get back the amount originally invested.

Become an empowered income investor today.

www.schroders.com/incomeIQ



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WINNER'S PROFILE



Best E&L Scheme in Travel and Tourism: ebookers BONUS+ Rewards

Mobile devices have traditionally been used to book last minute travel, making these deals the main mobile sales focus for the travel industry. However, research by ebookers has shown that this pattern is changing and that consumers are increasingly using mobile devices to book more leisure options, including advance travel and higher value holidays.

Seizing on these new opportunities, ebookers.com developed BONUS+ Rewards, which has been designed to be the most simple and mobile-centric rewards programme in the industry, where customers can earn up to five per cent instant rewards on bookings made via the ebookers app.

The launch of BONUS+ is the first time an online travel agent has enabled customers to earn instant rewards on flights and hotels all in one place, with both business and leisure travellers being rewarded with meaningful discounts, bonuses and exclusive added-value services. Members have access to exclusive offers and hotel extras, and can instantly redeem BONUS+ rewards by using them on their next hotel booking.

ebookers has seen a total rise in app bookings of 198 per cent since August 2015. Of these app bookings, 46 per cent have been made by BONUS+ Loyalty customers. Since launch, ebookers has also seen a 36 per cent increase in customer value from the time a



customer joins the programme, compared to those who do not sign up.

For being the first to identify changing consumer patterns and create a working system to fill this gap, and for creating a product that helps their customers enjoy a simple, accessible and seamless experience, the judges awarded ebookers.com the title of Best E&L Scheme in Travel and Tourism for 2016.

The judging panel observed: "This was an effective response to an emerging gap in the market, with good ROI and innovative thinking creating impressive results. In short, happy customers mean repeat use – and a great win!"

Commenting on the company's success at this year's Retail Systems Awards, ebookers' Director of CRM and Loyalty, Nohelia Rambal, said: "We are extremely humbled, honoured and proud that BONUS+ has again been recognised as the travel industry's best loyalty programme for consumers ahead of many competitors, demonstrating its continued impact. We'll continue developing BONUS+ and our mobile app to make sure customers continue to get more rewarding travel."

MORE

REWARDS

With amazing deals and instant rewards, you get **MORE** holidays with ebookers

- ebookers Best Price Guarantee
- Book now, pay later on over **40%** of our hotels
- Access to Insider Prices
– extra **10% off** selected hotels

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