

167: Feedback on the the largest loyalty programmes survey in SA

On Thursday, 24 March 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) chatted to Amanda Cromhout, CEO and founder of Truth about loyalty programmes and the results of the recently released [Current State of loyalty in South Africa survey](#).



Amanda joined us to look at the results and the trends that emerged from the largest survey on loyalty programmes South Africa has ever seen. We look at what SA loyalty programmes are missing, what customer loyalty actually is, how brands can tap into loyalty and increase sales. We talk about the over 100 programmes currently on offer in SA and how the majority of these still lack focus in execution, communication and differentiation, leading to non-engagement. We also discuss how important data is and how to use it correctly.

Amanda shares her best advice on what you need to know to increase customer loyalty, what makes a good loyalty programme work and what the future holds for these kinds of programmes.

[Found out more about the TRUTH.](#)

Episode 167: Feedback on the the largest survey on loyalty programmes in SA.

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The news roundup from [Bizcommunity](#):

- The BizTrends2016 PDF is available at [BizTrends 2016 special section](#)
- [March is Brand Manager Month of Bizcommunity](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.



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