

**The World of the Customer Is  
Changing...**

**KAIZEN**

# Volatility in consumer behavior is at an all-time high

26%

of consumers stopped using or buying from a business in the past year<sup>1</sup>

51%

would be less loyal if the online experience isn't as enjoyable as in person<sup>1</sup>

50%

of consumers report that they will switch product, brand, or retailer when faced with shortages.<sup>2</sup>

82%

would share some type of personal data for a better customer experience & rewards<sup>1</sup>

# Technology must evolve to foster loyalty



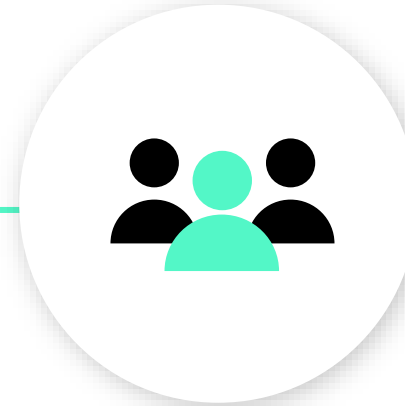
## 1.0 Mass communications

- Email marketing
- Ads to raise brand awareness
- Big bang/megaphone campaigns



## 2.0 Campaigns

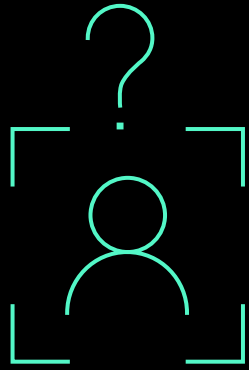
- Segment-driven campaigns
- Demand generation mindset
- Omni-Channel Marketing



## 3.0 Customer experiences

- Real-time, event-based journeys
- Connected experiences
- Hyper Personalization

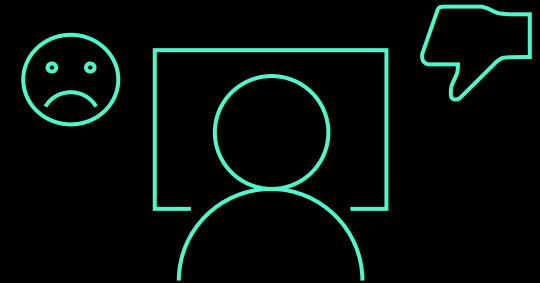
# What is preventing delivering great experiences?



Buyer insights are not visible to companies in an **actionable way**



Digital, physical, & human experiences are **disconnected**



Inability to engage in real-time during **moments that matter**

# How can Kaizen Technology help you win?

- **Know your customer**

Make sure your benefit offerings and the personal data you're collecting align with what your key demographics value.

- **Lean into first-party data capture and insight**

Use the depth and breadth of that data to personalize customer engagement for a better experience and more relevancy.

- **Think about your ROI**

Prioritize your most popular rewards but maintain a healthy balance of secondary perks.



4 GLOBAL EXPERTISE IN DATA DRIVEN-LOYALTY

We are partner with over 6+ global brands,

15+ Loyalty app/web in 4 countries

Over 15 Mio+ Users

150 Mio transactions per months

ITUARI  
TEKNOKENT

BRIGHTER  
TOGETHER

NESCAFÉ



nutella

Coca-Cola

Unilever

HARIBO



arçelik

L'ORÉAL