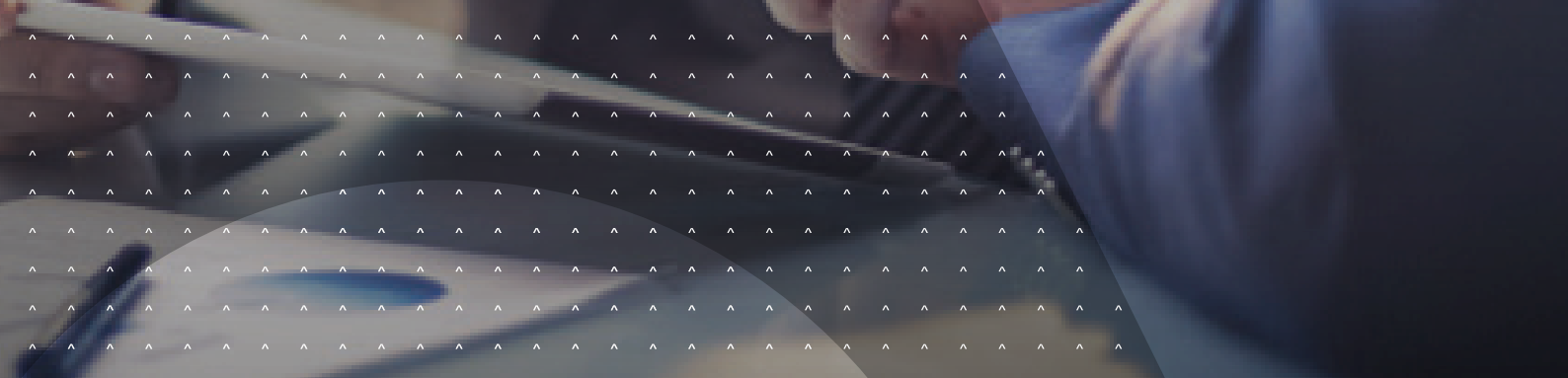


# Loyalty Card Marketing Training

Banking & Payment Services

INTERMEDIATE COURSES

Course Reference: B1012S





Stand alone loyalty card, loyalty for payment cards, e-loyalty, mloyalty. The marketing is the core of these offers driven by two main questions: "How do I have to design my loyalty scheme to increase my customer satisfaction?" and "How do I have to design my P&L to earn money?" These questions are even more important in the banking field.

This two-day seminar will bring you awareness and education on the loyalty card marketing and the key success factors. Thales has a long history and recognized expertise in smartcard-based loyalty solutions. During this training, you will benefit from the trainers' extensive field experience on loyalty card implementation and their in-depth knowledge of the latest loyalty trend.

## Objectives

At the end of the training, you will:

- | Get the market overview and perspectives
- | Identify new business opportunities offered by innovative loyalty solutions and new services
- | Get the opportunity to have your dedicated workshop to evaluate your loyalty scheme project

## Key topics

- | Market overview and perspectives
- | Marketing and the business benefit
- | The power of card design solutions
- | The power of partnerships and coalitions
- | New technology and business opportunities

## Who should attend

People from management and marketing working in the banking and retail domain involved in the decision process, such as:

- | EVP, SVP Credit Cards
- | Marketing Managers
- | Card Center Managers
- | Business Managers, Project Managers

## Each session consists of

- | Complete training manual

## Pre-requisites

- | This training does not require any specific skill
- | This course is held in English. On customer request a session in French can be organized.

## Duration:

- | 2 days

## Location:

- | On-site at customer premises, or at one of the Thales training centers. Please contact us for more details.

## Course fee:

- | € 1499 per attendee, Price does not include taxes nor travel expenses

# Course schedule

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When performed at customer premises, the agenda is tailored to customer attendance profile.  
The standard agenda is provided below:

## Day 1

### The main Key Success Factors

- | The new customer behaviour
- | The digital solutions: the open world for instant customer relationship Loyalty with chip: specifics drivers and constraints
- | **Data and the power of smart card** Data management systems for offline and online card solutions
- | Data management systems for digital solutions
- | Why and How data will improve the success of the loyalty program

### New services and the power of the marketing

- | Stand alone cards with or without payment services
- | The strength of the payment scheme (VISA/ MasterCard/ American Express, etc) for cobranding card cards
- | Coalition: a strategic decision for retailers, brands and banks

### Workshop

This workshop is aiming to analyse and to apply through an example the concepts provided in the first part

## Day 2

### New technologies for new loyalty strategies

- | Technology overview and new channels including Social Media
- | Customers behaviour and new technologies acceptance
- | Instant recognition at POS for tailored rewards Tailored Services for improving ROI
- | Designing loyalty for Debit, Credit, Debit & Credit, prepaid, Gift Card (open and close loop), Islamic Loyalty, etc:

### Marketing and innovation: the railway for improving your loyalty scheme

- | NFC and Contactless
- | Loyalty for mobile payment strategies
- | ATM for tailored one 2 one rewards
- | "Be loyal and earn money" / "Maintain your client and get money": why and how

### Workshop

Face-to-face meeting workshop

For further information about registration, course schedule: please contact us via email to: [bps\\_training@thalesgroup.com](mailto:bps_training@thalesgroup.com) or visit our web site: <https://www.thalesgroup.com/en/markets/digital-identity-and-security/banking-payment/consulting>

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