

BUSINESS ACCELERATED SERVICES

Strategic Consulting

Kobie's consultancy is an objective practice dedicated to helping you develop, implement and optimize the best possible loyalty strategies. We partner with your brand to chart and execute long-term vision, and deliver a compelling customer experience that fosters loyalty and increases lifetime value.



PLATFORM AGNOSTIC

Our consultants assess your loyalty and customer engagement opportunities and challenges from an agnostic perspective; we focus on strategy, regardless of the technology platform. Whether you have an existing program needing optimization, or you need program design from scratch, we'll partner with you to align on the right strategy. In many cases, the answer might be an enterprise strategy that doesn't include a classic points-and-rewards program.



UNDERSTAND BEFORE YOU COMMIT

Launching a loyalty program is a major commitment. Kobie's consultancy is here to help you evaluate your options and understand what kind of customer engagement effort is right for your brand. A loyalty program isn't always the answer. We're here to help you understand the strategic, operational and financial implications of various approaches, so you can make well-informed decisions *before* making a major investment in loyalty.



EMOTIONAL LOYALTY SCORING

Loyalty is all about the customer experience; brands today must leverage both behavioral and emotional motivators. We've identified three specific drivers of emotional loyalty: *status, habit and reciprocity*. And we've developed a unique, proprietary methodology to score your customer base and provide insight into how to motivate each individual. Most brands possess assets that can be used to build emotional loyalty without incurring significant reward costs.



EXPERIENCE IS AN UNDERSTATEMENT

Most companies say they have experienced professionals. But Kobie's consultants *average over twenty years of experience each*. That's a lot of customer engagement experience! We've built a staff with diverse backgrounds in agency, consulting and client environments across many verticals. We're proud that our team is recognized as thought leaders throughout the loyalty marketing world. To sample some of the insights we publish, please [Click here](#).



CONSULTING CAPABILITIES

Emotional Loyalty Scoring (ELS)
Persona Development
Journey Mapping
Liability Mitigation
Financial Modeling
Fraud Mitigation
Research
POVs
Competitor Analysis
Program Design
Program Optimization