The Power of Community: Building Connections for Engagement, Loyalty and More
Virtual Incentives

Virtual Incentives offers the industry leading prepaid reward platform powered by a simple, customizable virtual solution.

The Market Research industry works with us to create custom incentive programs to help drive response rates as well as increase respondent engagement and brand affinity for your:

- Survey respondents
- Focus groups
- Online communities
- Panelists
- Mystery shoppers

Loyalty360

Loyalty360 is an objective clearinghouse and resource dedicated to helping companies build customer loyalty and doing research to drive content in the loyalty space.
Background

Virtual Incentives and Loyalty360 teamed up to understand the efforts companies are putting into loyalty strategies.

With expertise in customer, channel and brand loyalty, we worked together for insight on building community and engagement.
Why communities?

- Fundamental aspect of daily life
- Need for emotional connection
- Translation to experiences
- Brand marketing avenues
- Incentive-based relationship building
Marketing leaders at top brands answered the question:

“What are the challenges and opportunities to effectively leveraging internal and external communities in your loyalty, customer experience or VOC processes?”
1) Emotional Connections with Social Identities
2) Reciprocal Customer Engagement
3) Internal Consistency and Employee Empowerment
4) Establishing New Communities
Emotional Connections with Social Identities

Brands seek to become an established member of an authentic social group.

“So when we think of communities...it’s building that emotional connection. People want to know what is happening in their community.” - Andrew George, Canadian Red Cross

“Creating a community it is not really a marketing tactic as much as it a full company commitment.” - Al Perkinson, Costa Sunglasses
Reciprocal Customer Engagement

Making your brand relevant helps to develop the important reciprocity community members want from you.

“One persistent area of opportunity remains the ability to communicate relevant information in a timely, personalized and streamlined manner. Everyone knows that one-size no longer fits all in messaging.” - Artemio Garza, Chief Marketing Officer | Meineke

“It still comes down to...messaging the right audience at the right time, in the way they want to be communicated to, and then delivering on the experience that you promised them.” - Tammy Lucas, Best Western International
Reciprocal Customer Engagement (continued)

Congratulations! You are receiving a Virtual Visa.

Dear John,
Thank you for participating in our TV Ratings Diary Survey. Your household's TV viewing is very important to us regardless of how much or how little TV you watch.

You are receiving a $5.00 Virtual Visa, available for use online, where Visa is accepted.

Redeem My Virtual Card

If you need assistance with your Virtual Visa prepaid account, please contact us at support@virtualrewardcenter.com

Thank you,
Nielsen
Internal Employee Empowerment

Brands understand the importance of nurturing an internal culture that creates an atmosphere of shared values and support.

“...the key here is to inspire and influence others to take the steps that are necessary to improve the experience within the touch points that they control.” - Diana Helfinstine, Essilor

“...It’s a bit surprising but for companies that are looking to expand their loyalty program membership, one of the most overlooked communities is the associate base.” - Noah Brodsky, Wyndham Hotel Group
Establishing New Communities

Some companies seek to establish new communities built around some core aspect of a brand’s message, services or industry.

“...we have been really deliberate on the experience with our loyalty program – we want to understand how it fits into the larger AARP...That is an area where we have an opportunity.” - Nataki Edwards, AARP

“...having a platform and a program where there is a relationship between product owners and product owners, and owners and experts, and owners and the brand is something that, as a manufacturer, is nirvana.” - Tim Benner, Samsung
Engagement in Research Communities

Research Process Community Value Exchange

Respondents provide time and opinion (valuable to you)

You provide relevant and meaningful rewards (valuable to respondents)

Community and Brand Building

Why Stronger Respondent Communities are Needed
• Shorter attention spans
• No longer a one-size-fits-all world
• Decline in response rates
• Higher number of touchpoints
Personalization and customized incentive programs have the power to help you build communities among your respondents and through your research programs.

Make sure you are zooming out to look at the whole picture of community and brand building opportunities when building your next project.
Reward Better™ with Virtual Incentives

• How are you building communities among your research respondents? Among your client agencies?
• Are incentives part of how you are building communities and loyalty?
• Do you use relevant personalization in your reward delivery?