



My Vip Guest

case study: online retail

17%

Increase in Customer Engagement

Our business partners have reported

95%

Consumers' High Satisfaction Rate

According to feedback from service consumers



Innovative Loyalty Platform



<https://myvipguest.com/>

Quality of Service Increase

Loyalty programs in online retail significantly increase customer retention by encouraging repeat purchases and fostering brand loyalty, which is more cost-effective than acquiring new customers. The program boosts revenue by driving higher spending per transaction and increasing purchase frequency, contributing to consistent business growth. Personalized offers and exclusive access enhance the customer experience, making customers feel valued and more likely to stay loyal.

Revenue Increase

- Loyalty programs in online retail increase **customer retention rates by 5% to 20%**, potentially **boosting profits by 25% to 95%**.
- Program members are **50% more** likely to make **repeat purchases** and tend to **spend 12% to 18% more per year**, significantly driving **revenue growth**.
- The program **increases** customer lifetime value (CLV) by **30% to 40%** and **improves profitability by 10% to 20%**.
- **Referral** incentives lead to a **20% to 50% increase** in new customer referrals, **while social sharing by satisfied members enhances brand awareness**.

