



My Vip Guest

case study: shops and stores

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/promo>

### Quality of Service Increase

Loyalty programs in land-based retail increase customer retention by incentivizing repeat visits and fostering brand loyalty, which is more cost-effective than acquiring new customers. These programs boost revenue by encouraging higher spending per visit and more frequent shopping, leading to consistent sales. They also enhance customer experience through personalized offers and exclusive benefits, making customers feel valued and connected to the brand.

### Revenue Increase

- Loyalty programs can increase **customer retention rates by 5% to 20%**, which can lead to a **profit increase of 25% to 95%**, with **repeat customers** accounting for **up to 40%** of a retailer's **revenue**.
- Program members tend to spend **12% to 18% more** per visit, leading to **annual sales growth of 5% to 15%**.
- Program members typically have a **30% to 40% higher** Customer Lifetime Value (**CLV**), contributing significantly to a retailer's **profitability**.
- The program **boosts customer referrals by 20% to 50%** and increases **customer satisfaction by 10% to 20%**, enhancing brand loyalty and reputation.



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