



Building a World-Class B2B Customer Loyalty Program

A Down-to-Earth Guide for the Australian and New Zealand Brands

Welcome to our practical guide designed to help you develop an exceptional B2B customer loyalty program, with a specific focus on the nuances of the Australian and New Zealand markets.

This guide aims to blend professional insights with a down-to-earth approach, offering you an accessible yet thorough understanding of creating and maintaining effective customer loyalty strategies.

Let's start at the top and set the framework for why your brand should put a B2B customer loyalty program in place.

At its core, customer loyalty is the measure of your customer's willingness to engage repeatedly with a brand, driven by positive experiences and satisfaction with the products or services offered. Every consumer has a great deal of choice in the products they use these days, so finding the avenues to promote and put your brand front of mind, with a reason to stay there is all important.

The Importance of Customer Loyalty is to enhance customer relationships, which is critical for business growth. Loyal customers are more likely to experiment with new products and tend to spend more, making them invaluable assets for business profit and growth. Additionally, retaining an existing customer is significantly more cost-effective than acquiring new ones.

Define your Business Goals

We call them “pain points”, but all B2B Customer Loyalty programs need a goal to build around. Having this clearly articulated will assist in the design process and what elements, criteria, rewards and ultimately budget you’ll need to set aside for the project.



1. Enhancing Share-of-Wallet

This concept involves increasing the amount a customer spends on your brand, relative to competitors. Higher loyalty translates to a greater share-of-wallet.



2. Driving Sales Growth

An effective loyalty program should aim to build upon existing sales and identify opportunities to encourage additional purchases through rewards and recognition.



3. Establishing Customer Retention & Trust

Loyal customers embody a trust in your brand, often choosing your offerings over competitors due to the perceived value and quality of the relationship.



B2B Customer Loyalty Program Framework Options

Once you have business goals set to build within a program, it's time to move onto the structure of how your program will work.

There are various platform and tools that you can deploy for a B2B customer loyalty program, all of them need one key element – Sales Data.

Understanding what data your business has and how you can use it as a strategic tool designed to reward will open your framework option.

Types of Loyalty Programs



1. Point-Based Systems

Simple and effective, these programs allow customers to accumulate points that translate into rewards. Each sale rewards a set number of points, or every unit purchase is equal to points. B2B Customer Loyalty programs can reward more in value as each customer's transaction is worth more, giving you the ability to create a reward mix that inspires repeat business.



2. Tiered Programs

These programs provide escalating rewards locked behind escalating value tiers. The more you earn, the greater the rewards and opportunities customers can achieve, encouraging ongoing engagement and increased investment in your brand. Tiered programs are the friend of a limited budget, as you offer benefits that can be gated behind self-funding points, allowing your customers to pay for the success of the program.



3. Target Programs

A target program, when linked to travel incentive rewards, can deliver sales growth like no other. An aspirational reward offer that requires customers to consistently spend and grow sales with your brand. Partner with targeted offers for a customer, and you will have a framework that delivers.

Reward Choice

Rewards that inspire peak performance are the heart of great B2B customer loyalty strategies. Choosing the suitable reward for your B2B Loyalty and Incentive program is crucial – but also fun!

When it comes to picking the right incentive reward for a loyalty program, there are different factors you need to keep in mind. Customers need to be motivated by the offer, and the reward value should represent the customer's sales volume and spend ranges they have with you.



Merchandise & Experience Catalogues

The most used incentive reward option in the market, as it is a proven winner in B2B customer loyalty programs. It gives you a wide range of reward options to play with, no matter your budget. Merchandise rewards can be tailored to any demographic, so your target audience gets a reward selection that suits them and their business.



Visa Gift & Visa Reloadable Cards

Branded Cash incentive rewards gives program participants flexibility to get what they want. It offers something no other reward can: ultimate choice to spend and reward where a customer wants and your brand in the wallet of customers every time they go to pay. It's instant, easy, cost-effective brand awareness for your program and company.



Travel Incentives

These are more aspirational than any other reward type. Travel incentive programs have a strong value proposition, and the status that comes with earning a place on a trip is far greater than any other reward. Offering a holiday to Queenstown or New York puts your program at the forefront of a customer's thinking: "What do I need to do to get a place on that trip?!" Travel Incentives do have the highest budget price tag, so plan for your top performers and most loyal customers alike for maximum impact.

Reporting Metrics for Measuring B2B Loyalty Program Success

A B2B Customer Loyalty Program will offer more than influence on sales performance - they can also provide access to new insights and customer metrics not measured through your sales data. Many B2B companies have sales channels where sales performance or customer interactions are available, so look to prioritise metrics in your program to view and take actions against.

- 1. Customer Retention Rate.** A key indicator of program success is the rate at which customers continue their relationship with your brand. New members and continuing current customers should feed into your customer retention rates and give new data points in addition to the sales team's feedback.
- 2. Customer Churn.** This metric tracks the number of customers who enhance their engagement with your brand, offsetting those who leave. Decreasing sales can be an indicator of churn, but if you can see what is happening with customers via your B2B loyalty program before it happens, you can address directly before it is too late.
- 3. Influence Purchase Habits.** Understanding purchasing patterns provides insights into customer loyalty and areas for program improvement. Offering the ability to address slow periods with points offers and bonus rewards will assist growth and profits.



Tips to Avoid Bad B2B Customer Loyalty Program Design

Once you have business goals set to build within a program, the next step are the secondary benefits you can maximise for the business relationship in order to guarantee your program's success.

- 1. Be Generous.** Your loyalty program should reflect a genuine appreciation and value for your customer's purchases. Perception and real value in a B2B loyalty program is a key reason for those that succeed and those that fail. Offering substantial rewards and exclusive opportunities that are associated with a customer value is important. Don't let a tight budget get in the way of success!
- 2. Recognise Often.** Differentiate your brand by personalising your appreciation, such as through customised direct communication or highlight program success through your loyalty program comms.
- 3. Reward Every Transaction.** Implement a system where each purchase contributes to a reward, enhancing the value proposition for your customers.
- 4. Innovate.** Beyond Traditional Programs Consider unique approaches to loyalty, such as providing intrinsic benefits for every purchase, experiential rewards, study tours or customer feedback forums - additional elements to move beyond the conventional program structure.
- 5. Communicate Frequently and Personally.** Keep your customers informed about new developments, changes, and updates. Transparency is key to sustaining trust and loyalty.
- 6. Continuously Enhance Your Program.** Regularly update and improve your loyalty program to keep it relevant and appealing. Your business is always evolving - so should your B2B Customer Loyalty Program
- 7. Evolve with Market Trends.** Stay attuned to market changes that affect your business and customer preferences, ensuring that your business and loyalty program remain dynamic and responsive.



Whatever your approach to your B2B Customer Loyalty design program, it should be in a way that solves and delivers outcomes on your business goal.

Set a structured yet approachable framework for your customers in the Australian and New Zealand markets

Every market is different, so taking a one-size fits all approach won't necessarily work. However, creating a loyalty program that adapts to local markets by prioritising customer satisfaction and engagement, and rewards the business relationship is sure to see your brand succeed!

Take the leap and your loyalty program can become a cornerstone of your business strategy, building lasting customer relationships, and driving growth.

Since 1996, 212F has been the leading Trans-Tasman B2B engagement agency, driving behavioral change through incentive, loyalty, and rewards strategies across diverse markets and channels.

We provide end-to-end solutions, from program design, implementation, engagement optimisation and complete reward fulfillment, including reward merchandise, prepaid Visa gift cards, and incentive travel services.

Through strategic design and tailored communications, our B2B loyalty, incentive and rewards programs deliver measurable returns and tailored results.

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