THE B2B

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CASE STUDY
B2B LOYALTY CAMPAIGN WITH TLC WORLDWIDE

How experiential loyalty reduced churn, increased retention, and delivered measurable business impact.

Retention was overlooked
Loyalty turned it into a strategic advantage.

Context – What we observed
Our B2B client had a well-performing acquisition engine.
But:
- **Churn was high** after initial purchase
- **No emotional connection** to the brand
- **No structured loyalty layer** in place
- **Re-engagement efforts lacked relevance**

Business challenge
How do we retain customers *without* competing on price?

Our strategic objective
Design a loyalty campaign that drives **repeat usage**, builds **brand affinity**, and creates a **competitive edge** — using meaningful, experience-driven rewards.

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The Loyalty Solution with TLC
From transactional buyers to emotional brand advocates.

Segment → Trigger → Reward → Repeat

Strategic Framework
(The B2B × TLC Worldwide)

– **Segmentation by customer type & lifetime value**
– **Reward mapping** across the customer journey
– **Experience over discount**: emotionally relevant rewards, such as:
  – Wellness & spa
  – Culture & entertainment
  – Sports, family & leisure

Goal: Drive re-engagement and positive brand recall, without price cuts

Execution via TLC's Rewards Platform

– **COSMOS Platform used for campaign fulfillment**
– Customized reward catalog tailored to the client's audience & region
– Integrated CRM triggers (e.g. postpurchase, reactivation)
– Live KPI dashboards **through COSMOS Insights** for redemptions, engagement & conversion

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Customer Journey & Campaign Flow

A seamless journey from first touch to long-term loyalty.

Trigger Event (e.g. initial purchase, onboarding completion)	Reward Invitation Sent	Reward Redemption via TLC Platform	Thank You & Feedback Loop	Reactivation or Repeat Touchpoint
Detected via CRM or customer behavior tracking	Personalized message with reward options (email or in-app)	Customer selects from curated experiences relevant to persona	Automated follow-up: NPS survey + next best action (e.g. upsell)	Based on engagement & segment behavior

Key Features of the Journey
- Fully **automated & scalable** setup
- **Segment-specific messaging** (e.g. decision-makers vs. end users)
- **Real-time reward tracking** and engagement scoring
- Emotional follow-up > Transactional CTA

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Results & Business Impact

Loyalty isn't just emotional. It's measurable.

Hard-proof that **loyalty pays off**, not just emotionally, but financially and operationally.

Quantifiable Outcomes

- **+28% increase in repeat purchase rate**

- **-32% reduction in churn** vs. previous campaign period

- **+41% uplift in NPS** among customers who redeemed a reward

- **+17% average order value uplift** on follow-up purchases

- **>52% engagement rate** across campaign touchpoints

- **€1.1M+ in qualified pipeline** influenced through reactivation

What This Means for the Business

- Higher **customer lifetime value (CLV)**

- Stronger **brand affinity & loyalty**

- Reduced **acquisition pressure** through better retention

- Clear **ROI visibility** across journey and reward attribution

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Why TLC Was the Right Partner
TLC Worldwide delivered where it mattered most.

What Made TLC Stand Out

Experience-based reward logic
Not generic vouchers, tailored, meaningful incentives

Scalable platform infrastructure
Easy CRM integration, real-time data & reporting

Curated, localised reward catalogue
Offers that match customer context, language, and lifestyle

Full GDPR compliance
All reward interactions and customer data flows were compliant & auditable

End-to-end support
From strategy input to fulfilment, TLC acted as a true partner, not a vendor

> " With TLC, rewards became part of our brand experience, not just a conversion trick.

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Key Takeaways & What This Means for You

Loyalty is no longer a "nice to have", it's a revenue lever.

What This Case Proves

– Loyalty programs can **reduce churn** and **increase repeat business**

– Experience-based rewards outperform transactional discounts

– Strategic loyalty builds **brand preference**, not just clicks

– TLC's platform enables **scale, security, and simplicity**

– **You don't need months** to get results. This campaign went live fast

What You Can Do Now

– **Audit your retention model:** Where are you losing customers?

– **Reframe incentives:** Are you discounting, or are you rewarding?

– **Talk to us:** We'll show you what loyalty could look like in your environment

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