



How to keep Clients loyalin non loyal times?

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Why Happy Clients?

A silhouette of a person jumping joyfully with arms and legs spread wide, set against a dramatic sunset sky with a bright sun low on the horizon. The person is positioned on the right side of the frame, jumping upwards.

Happy Clients are Loyal Clients

Client retention is always easier and less expensive than Client acquisition

Happy Clients are the best promotion for products and services company offers

Loyal Clients increase company income

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How to keep clients loyal?

A red heart-shaped object, possibly a stone or a piece of wood, is positioned on a light-colored, textured surface. The heart is the central focus of the image, with the text overlaid on it.

Loyalty Must Matter To Client

Enrollment

Usage

Redemption



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Go Digital To Power Loyalty Program



Personalize Offer For The Client!

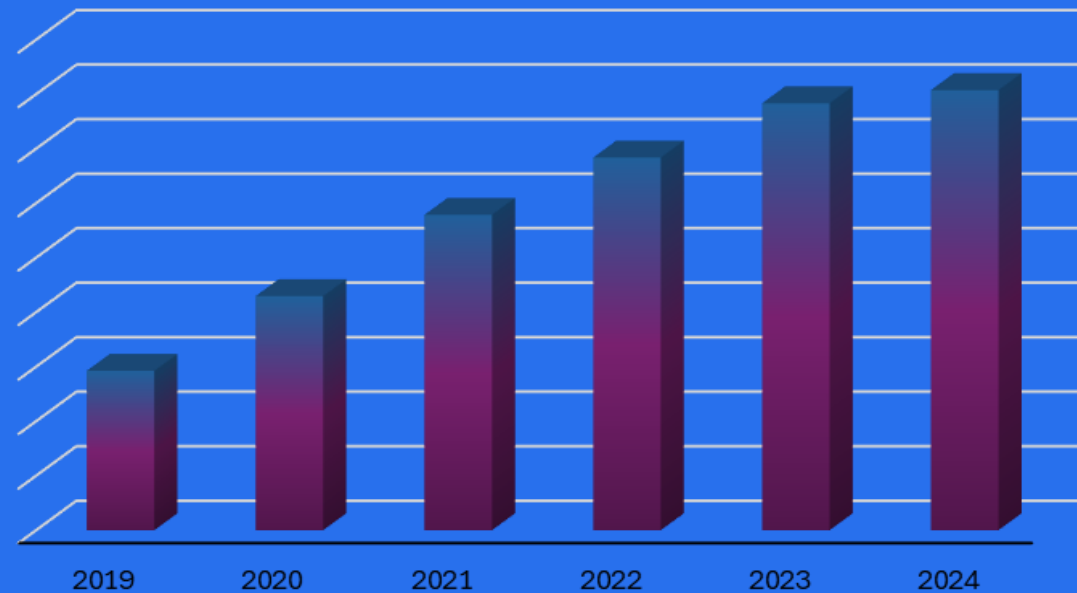
Erste Loyalty Programs

D Club

D Club Cash Back

- ALL DC cardmembers can sign-in
- Enrolment via EMA (ECC mobile app)
- Simple 0.5 % Cash Back program – for every 1000 EUR spent, client gets 5 EUR back
- Client tracks it live via EMA
- Redemption – only few clicks away in EMA to reduce amount of next monthly statement

- Up-graded Cash Back
 - Affluent Clients (1% for instalments)
 - High End Clients (2%)





D for Diners!

D for Diners!

- Miles & More for Frequent Flyers
- Access to Airport Lounges
- Accident Insurance for spenders
- Travel & Health Insurances for upgraded cards
- Asist+ road and home assistances for very favourable price
- Few times per year boosters for instalment transactions e.g. 1% Cash Back



D Tuesday rocks!

- Every 2nd Tuesday of each month INSTANT discounts in shop when paying with Diners Card on formerly slowest day of the week
- Activate non-active cardholders/increase volumes & instalments
- Merchant participation in 2023

105 merchants

1.535 merchant outlets

KONZUM



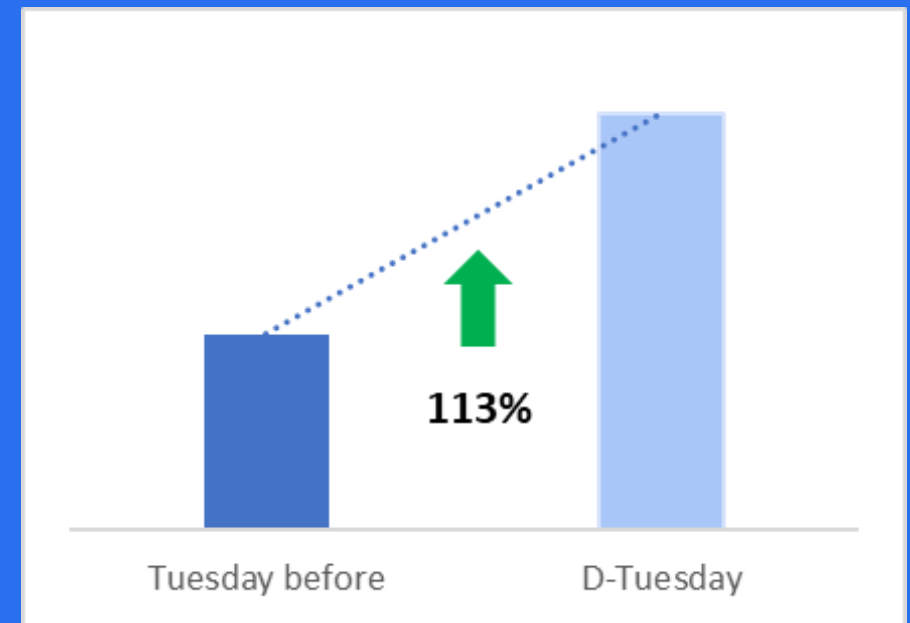
PEVEX

lesnina
XXXL

SD **sancta**
domenica

ERSTE
Card Club

D Tuesday (avg volume growth) 2023





Discounts all around the week – D Week!

- Last week of each month INSTANT discounts in shop when paying with Diners Card
- Activate non-active clients/increase volumes & instalments
- In different merchant categories – seasonal calendar

Beauty and Health

Home and Garden

Kids only

Gaming

Summertime

Back to school

Black Friday all the week

- Merchant participation in 2023

54 merchants

573 merchant outlets

D Week (avg volume growth) 2023

