

Supporting a strategy consulting firm in devising the customer loyalty strategy for a global OTT services provider

BACKGROUND & CHALLENGE



A strategy consulting firm was working to formulate a customer loyalty strategy for one of its clients, a subscription-based video streaming services provider. The OTT provider was struggling with customer turnover and lack of subscription renewals, and the client aimed to help it drive subscriber engagement and retention.

The client asked Fuld & Company to conduct a market study to analyse customers' needs pertaining to loyalty, including customer perception of it, their behavioural drivers, and the key trends in this area, to gain insights into customer behaviour and best practice.

FULD & COMPANY'S SOLUTION



Fuld & Company conducted extensive research to gather insights into customer loyalty, using both publicly available sources and subscribed databases. The team analysed several surveys, news articles, whitepapers, etc., to identify the key factors that impact customer loyalty, emerging trends within the space, and examples of loyalty initiatives, etc.

The team also analysed various drivers across different countries and categorized them into 'super-drivers' and 'drivers' to highlight the most critical factors that affect customer loyalty globally. To provide a comprehensive analysis, the team then mapped the initiatives undertaken by each of the players against the loyalty drivers which were identified.

The insights also included details of various technology platforms that brands use to analyse customer behaviour using customer analytics, which in turn helps drive sales, improve customer experience, and maximise business value.

KEY DRIVERS OF CUSTOMER LOYALTY: SUMMARY

	Customer experience			Customer incentives and rewards	Brand trust	Emotional engagement	Social and environmental responsibility	Ethics and shared values
	Customer service	Personalization	Product quality and consistency					
US	Super drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers
Canada	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers
Germany	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers
UK & Ireland	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers
Japan	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers
Italy	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers
Spain	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers	Other drivers

■ Super drivers
 ■ Other drivers
 Global super drivers (loyalty drivers which are applicable in 4 or more countries have been considered as super drivers)

Customer service

is one of the super-drivers for customer loyalty and is prominent across the US, Canada, Germany, UK & Ireland, and Japan, as most of the consumers look for seamless shopping experience, wherein they receive satisfactory customer service by friendly customer care representatives

Customer incentives and rewards

is another super driver for loyalty across the US, Canada, UK & Ireland, Japan, Italy, and Spain, as consumers are increasingly preferring rewards and incentives with multiple benefits, such as better discounts, quick and convenient shopping, and exclusive deals

Social and environmental responsibility

is the third super driver of loyalty as consumers are becoming conscious about the environmental impact of their consumption habits and prefer buying from brands that are socially and environmentally responsible. The trend is most prominent in Germany. The UK & Ireland, Japan, Italy, and Spain

OUTCOME FOR CLIENT



Fuld & Company provided the client with a deep understanding of customer behaviour and key trends for loyalty. The client leveraged the findings to provide recommendations to its end client (OTT provider) to form an effective strategy to improve its customer retention and loyalty.