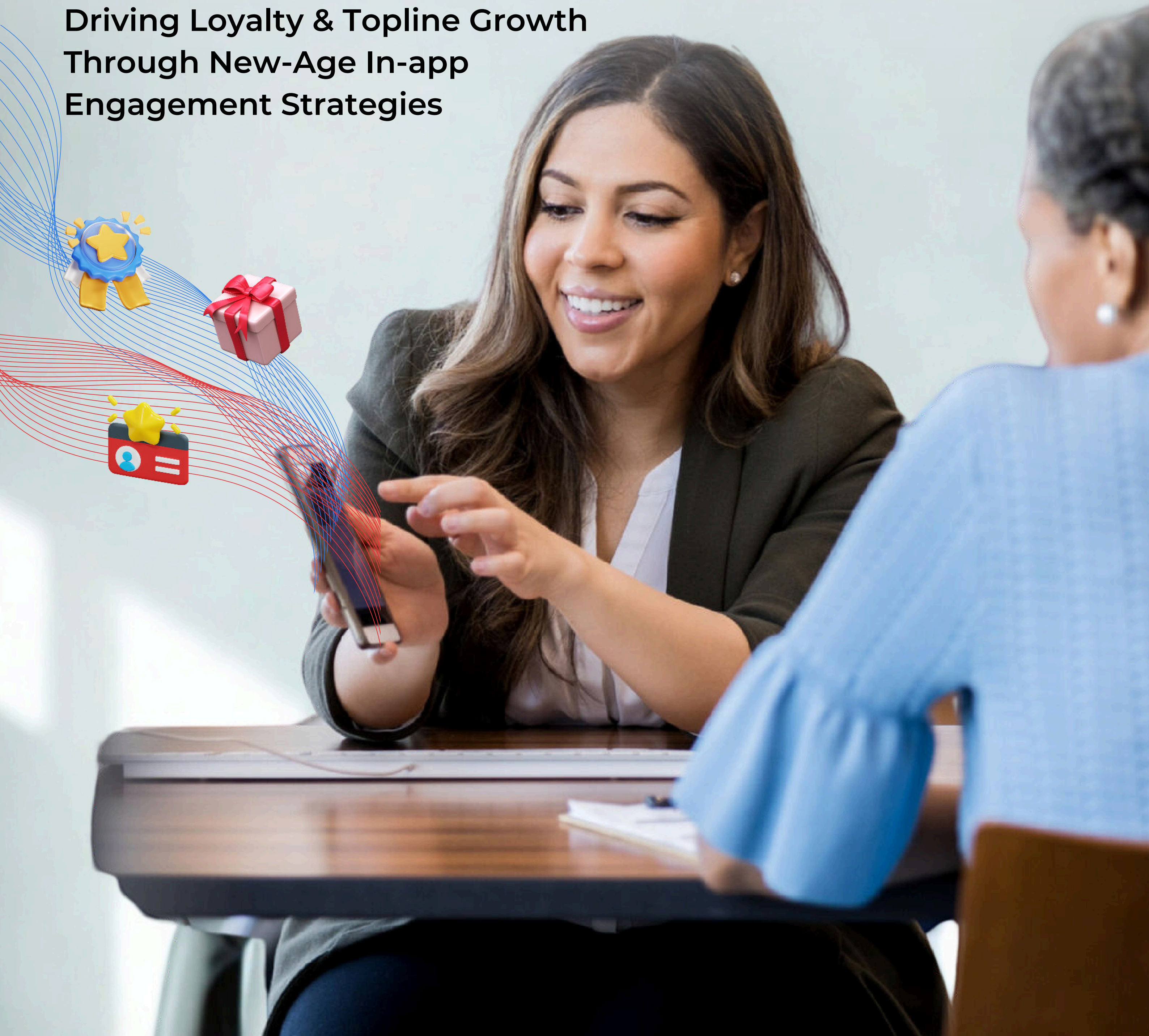
Performance Success Story

The Art and Science Behind Keeping Customers Coming Back for More

Driving Loyalty & Topline Growth Through New-Age In-app Engagement Strategies



Introduction

In today's competitive landscape, banks and large B2C enterprises must prioritize customer engagement to retain existing customers and attract new ones. A well-executed in-app dynamic engagement strategy is crucial for surprising, delighting, nudging, and influencing customers to keep coming back for more and become loyal brand ambassadors. According to a 2024 report by Deloitte, 75% of customers express greater loyalty to brands that provide consistent and cohesive experiences across all channels.

The Importance of a Strong In-App Dynamic Engagement Strategy

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This leading South African bank's success highlights the importance of a robust in-app dynamic engagement strategy for banks and other large B2C enterprises. Here are some key reasons:

Increased Customer Engagement

Gamified engagement strategies foster deeper and more frequent customer interactions, leading to higher retention rates and increased customer lifetime value. For example, Chick-fil-A's introduction of the 'Chick-fil-A Play' app, offering child-friendly podcasts and games, exemplifies how providing additional value through in-app experiences can enhance customer engagement.

Transaction Growth

By incentivizing customer behavior with meaningful rewards, banks can drive transaction volume and frequency, boosting revenue. Yum Brands, the parent company of TacoBell and KFC, reported that AI-driven personalized marketing campaigns have led to increased consumer engagement and purchases, demonstrating the effectiveness of tailored incentives.

Enhanced Campaign Effectiveness

Advanced rules and progress mechanics enable banks to deliver impactful, results-driven campaigns that resonate with customers and achieve desired outcomes. Deloitte's 2024 Consumer Loyalty Survey indicates that consumers across all age groups care most about value, emphasizing the need for campaigns that offer tangible benefits.

The Science and Rigor To Your Strategy

To develop a successful in-app dynamic engagement strategy, banks and other large B2C enterprises should focus on the following key areas:

Clearly Defined Objectives

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Set clear and measurable objectives for your engagement strategy, such as increasing customer engagement, driving transaction growth, and enhancing campaign effectiveness. Gartner projects that by 2024, 85% of customer interactions will be managed without human intervention, underscoring the importance of setting precise goals for automated engagement strategies.

Gamification and Behavioral Science

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Incorporate gamification elements, such as progress bars, milestones, and rewards, to motivate customers to take desired actions. Apply behavioral science principles to design campaigns that positively influence customer behavior. Taking Chick-fil-A's 'Chick-fil-A Play' app again as an example, the app uses gamified content to engage families, enhancing customer loyalty.

Tailored In-App Strategies

Use data and insights to understand your customers' preferences and behaviors. Create personalized engagement strategies that target specific customer segments and address their unique needs. Deloitte's research highlights that a cohesive, consistent omni-experience is often lacking, potentially eroding trust, with three in four customers saying they are more loyal to stores with consistent customer experiences.

Advanced Analytics

Use analytics to track campaign performance, measure customer engagement, and identify areas for improvement. Continuously optimize your engagement strategy based on data-driven insights. Yum Brands' utilization of AI to tailor marketing campaigns demonstrates the effectiveness of leveraging advanced analytics for personalized customer engagement.

A robust in-app dynamic engagement strategy is essential for banks and other large B2C enterprises to drive customer engagement, transaction growth, and brand loyalty. By leveraging gamification, behavioral science, and advanced analytics, businesses can create immersive and rewarding experiences that keep customers coming back for more and turn them into loyal advocates of the brand.

Background

Africa's leading bank set out to redefine customer loyalty and engagement in a highly competitive market. With over 14 million registered users, this bank aimed to elevate customer interaction, increase transaction frequency, and solidify its position as the #1 loyalty rewards program in the country—not just among banks but across all industries.
In May 2024, the bank partnered with Perx Technologies to transform traditional banking into an immersive, rewarding experience, leveraging Perx's gamified and rule-based engagement mechanics.

Objectives

Through its partnership with Perx, the bank sought to achieve three primary goals:

- Increase Customer Engagement: Foster deeper and more frequent interactions with customers through personalized, gamified campaigns.
- Drive Transaction Growth: Boost transaction volume and frequency by incentivizing customer behavior with meaningful rewards.
- Enhance Campaign Effectiveness: Utilize advanced rules and progress mechanics to deliver impactful, results-driven campaigns.

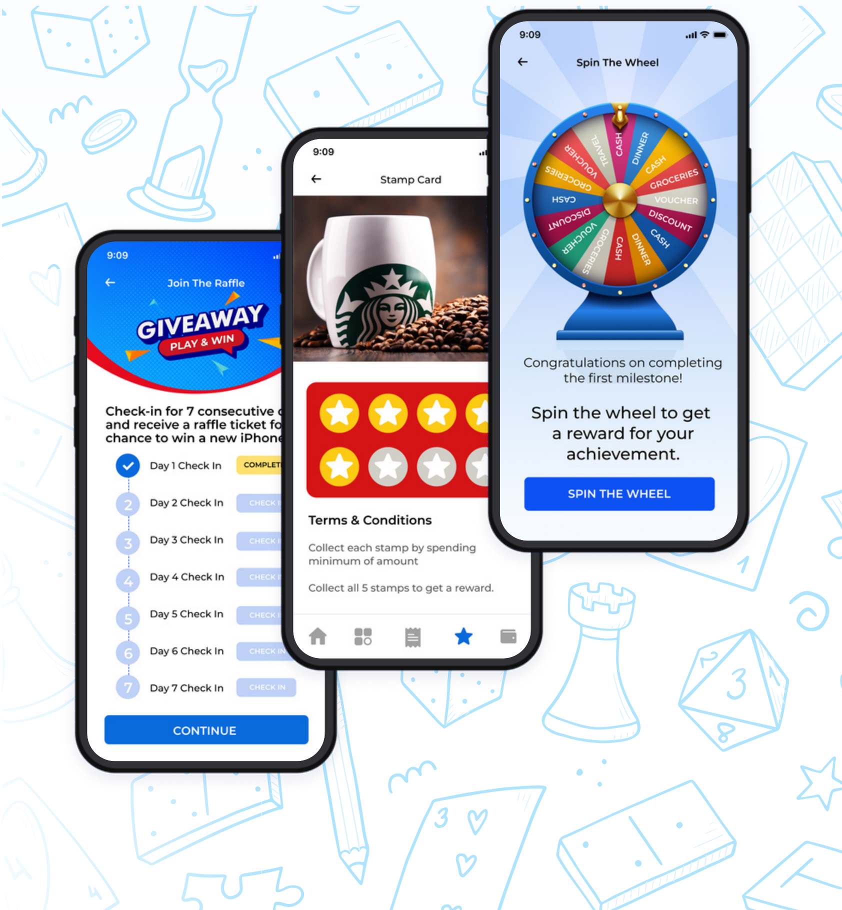
Why Perx

This leading African selected Perx Technologies for its ability to deliver measurable financial outcomes through advanced engagement strategies. The Perx Loyalty Engagement Platform integrates gamification, behavioral science, and analytics, creating opportunities for banks to incentivize and reward customer behavior while driving business growth.

Solution

Perx empowered the bank to achieve its goals with tailored engagement strategies::

- Gamified Progress Campaigns: These campaigns included milestones and actions that encouraged sustained customer participation, resulting in 3.2M transactions and R63.2M ($3.3M) in additional transaction value.
- Stamp Campaigns: Simple yet effective, stamp campaigns drove 720K additional transactions worth R14M ($764K).
- Instant Outcome Campaigns: Immediate rewards motivated customers to participate, driving R11M ($605K) in new transactions.
- Game-Based Campaigns: By tapping into customer interests, game campaigns generated R7M ($359K) in additional transactions.



Performance Highlights

37%
Monthly Active User (MAU) Ratio

188
Additional Transaction Per Active Campaign

$8.2M
Transactions Across 85 Campaigns

$67.9M
Actual Transaction Value

1.2x
Return Of Investment

User Engagement

- 37% Monthly Active User (MAU) ratio—a strong engagement rate for a customer base of 14M.
- 188 additional transactions per active campaign user over seven months.

Transaction Growth

- 8.2M campaign-powered transactions across 85 campaigns.
- A minimum additional transaction value of $860K was generated, averaging $12 per active user.
- Progress campaigns alone accounted for R1.3B ($67.9M) in actual transaction value.

Return on Investment (ROI)

Progress campaigns alone delivered a 1.2x ROI, exceeding expectations within just seven months.

Conclusion

The bank's partnership with Perx Technologies successfully transformed its customer engagement strategy, making banking a rewarding experience. By leveraging Perx's gamified and rule-based mechanics, this leading bank drove millions in additional transaction value, cementing its position as the top loyalty program in South Africa.

This collaboration demonstrates how banks can achieve measurable financial success through innovative engagement strategies, delivering real value to both customers and the business.

Key Achievement

Ranked #1 loyalty rewards program across all industries in South Africa.

Connect with us to transform your mobile engagement strategy