



LOYALTY PAYS!

THE HOLY GRAIL OF CUSTOMER RETENTION

52 COVER STORY

Loyalty to your brand is quite dependent on the rewards you offer to your customers. But then, in today's day and age, when freebies, gifts and discounts have become a norm with most of the brands, what really constitutes loyalty? We take a quick look into how brands are reinventing the loyalty wheel to excite their patrons, not to forget tie them down to their brands.



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McDonald's is making major changes to its menu and business following six straight quarters of same-store sales declines in the US.
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In an attempt to become a seamless 'omni-channel' retail store by the end of 2016, Shoppers Stop has earmarked an investment of ₹60 crore over the next three years to strengthen its technology.
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Kishore Biyani, Future Group's founder and Chief Executive Officer has revealed his vision to rocket his conglomerate's turnover to ₹1 lakh crore by 2021
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Effective retail store lighting solutions reflect brand identity and attract new customers, which ultimately results in improved sales.
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Bata, the undisputed market leader in the footwear category in India, is aiming to open 100 more stores in the country during the current year.
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Inspired by the TRRAIN Retail Awards, IGDS - Inter-continental Group of Department Stores has launched a global awards at The World Department Store Forum to recognise outstanding work in the retail sphere across the globe.
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“We’ve merely scratched the surface of consumption possibilities so far,” says: Rajan Malhotra, President, Retail Strategy, Future Group.