America's Best Loyalty Programs 2021

Methodology

December 17th, 2020

Methodology – America's Best Loyalty Programs

Summary

The 2021 ranking of America's Best Loyalty Programs was compiled based on the results of an independent survey of more than 4,000 U.S. customers who are members of loyalty programs of retailers or service providers in the United States. Customers were given the opportunity to evaluate various loyalty programs: in total around 16,000 evaluations were collected. The survey period ran from October to November 2020.

We defined loyalty programs as all reward programs that provided the customer with a benefit when purchasing or using the products or services of the associated brands.

The survey was conducted on retailers and service providers from 43 categories, providing results for a broad spectrum of loyalty programs in traditional retail, online retail, and service segments.

The awarded loyalty programs each received an above average overall score.

The analysis of the best loyalty programs is based on a panel survey of more than 4,000 respondents

Basis

The survey was conducted using online access panels, providing a representative sample of more than 4,000 American customers. Each survey respondent gave evaluations of several brands: in total over 16,000 evaluations were collected.
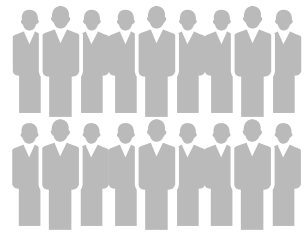
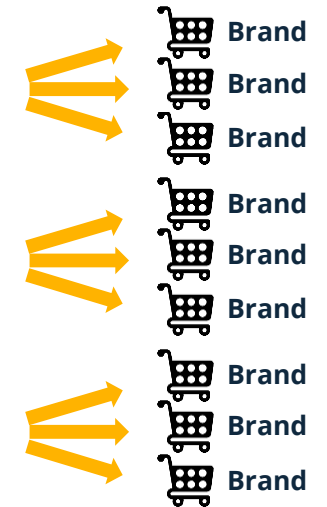**Online access panel**

~4,000 participants

✓ Is part of a loyalty program or was part of a loyalty program or has gathered information about joining a loyalty program.

Participant

...

Brand
Brand
Brand

Brand
Brand
Brand

Brand
Brand
Brand

Survey

Ø The loyalty programs awarded have reached an above average score in their category.

Assessment Criteria

Definition of the criteria

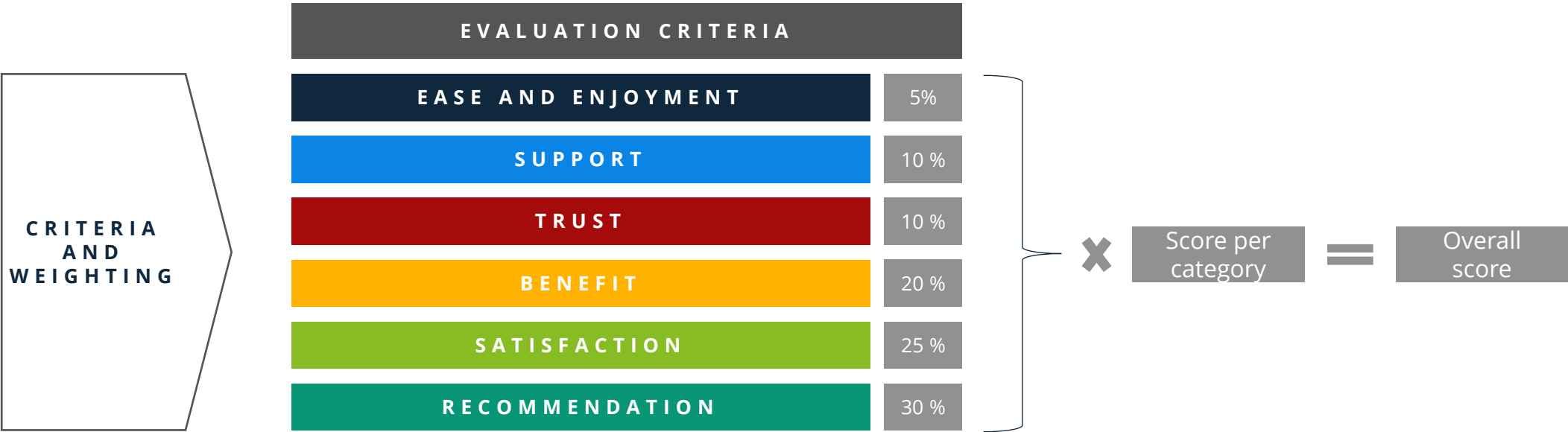The final assessment and rankings were based on six evaluation criteria:

1. Ease & enjoyment: measures the value of the perks of being in the rewards program.
2. Benefit: measures whether the rewards are - in the customers perception - worth being part of the program.
3. Overall satisfaction: measures whether personal expectations were fulfilled, and whether the customer is satisfied with the experience of the loyalty program overall.
4. Customer support: measures the level of assistance provided to customers when signing up for the program or having trouble redeeming benefits.
5. Trust: measures the trust in the loyalty program around how they use the personal data provided through the program.
6. Recommendation: measures the likelihood of recommending the program to friends and family.

Breakdown of score and results

6 criteria make up the score for the ranking

Score breakdown

CRITERIA AND WEIGHTING	EVALUATION CRITERIA	
	EASE AND ENJOYMENT	5%
	SUPPORT	10 %
	TRUST	10 %
	BENEFIT	20 %
	SATISFACTION	25 %
	RECOMMENDATION	30 %

✕ Score per category **=** Overall score

Categories (1/4)

Each loyalty program grouped by category

Clothing

1. Apparel
2. Baby and Children's Products
3. Department Stores
4. Footwear
5. Luxury Fashion & Accessories
6. Outdoor and Athletic Apparel
7. Plus-Size Fashion
8. Premium Apparel
9. Sporting Goods Retailer
10. Women's Apparel

Food, Health And Beauty

11. Convenience Stores
12. Perfume and Cosmetics
13. Pharmacies and Drugstores
14. Supermarkets
15. Superstores and Warehouse Club Stores

Categories (2/4)

Each loyalty program grouped by category

Home Goods

16. Bookstores

17. Consumer Electronics

18. Home Goods & Decor

19. Home Improvement Stores

20. Home Stores

21. Outdoor Sporting Goods

Catering, Restaurants and Leisure

22. Bagel and Sandwich Chains

23. Casual Dining Restaurant Chains

24. Coffeehouse Chains

25. Fast-Casual Restaurant Chains

26. Fast-Food Restaurant Chains

27. Ice Cream and Frozen Yogurt Stores

28. Pizza Chains

Categories (3/4)

Each loyalty program grouped by category

Sports, Leisure and Transportation

29. Auto Parts Retailer

30. Bicycles

31. Hobby Store, Model Making

32. Sports and Fitness Nutrition

General Reward Programs

33. General Reward Programs

Services: Beauty and Wellness

34. Spas, Wellness and Beauty

Services: Personal Services, Home Care and Maintenance

35. Automotive Repair

Services: Banking

36. Commercial Banks

Categories (4/4)

Each loyalty program grouped by category

Services: Transportation and Travel

37. Bus Carriers

38. Car Rental

39. Flights, Hotels and Holiday Deals Search Engines

40. Full-Service Airlines

41. Gas Stations

42. Hotel and Hospitality Reward Programs

43. Low-Cost Airlines