Le Petit Journal *de la Fidélisation*

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À LA UNE

New UK Research: Shoppers Are Loyal — Retailers Just Aren't Delivering

HyperFinity's new Retail Loyalty Index finds 91% of UK shoppers use their loyalty scheme on nearly every visit. The problem isn't disengagement — it's what happens after they tap in.

HyperFinity's latest research, covering 51 of the UK's leading retailers, delivers an unusually clean verdict: it characterises the problem as a crisis of execution rather than a crisis of customer loyalty. Despite 91% of shoppers using their loyalty app or card on every visit or almost every visit, the analysis finds these same retailers are collectively leaving £806.9 million in annual gross margin on the table — an average of £15.8 million each, enough to fund a serious CRM overhaul several times over. The research traces the gap to three recurring failure points: rewards that are too hard to actually redeem, perceived value that quietly erodes as thresholds creep up or benefits thin out, and app or in-store technology that breaks down at the exact moment it matters most, whether that's a crashed scanner at checkout or a points balance that won't load. Grocery and sports retail show the widest gaps of all, which tracks: both are high-frequency categories, so a single broken redemption gets repeated, and resented, dozens of times a year rather than once. Tellingly, 79% of shoppers want more personalised offers and 69% are comfortable with AI doing the personalising — so the fix isn't a bigger programme, more tiers, or a flashier app. It's the unglamorous work of auditing the one already in place: testing the redemption journey, tracking perceived value over twelve months, and putting uptime on the same dashboard as enrolment.

— Source: HyperFinity research · **Retail Technology Innovation Hub** · HyperFinity consumer research

Picture by Eduardo

EN BREF

ASICS Gives OneASICS Members First Access to New Women's Running Shoe

The BLOOMSTRIDE — built from over 2 million foot scans and ASICS' Move Her Mind research — launched exclusively to OneASICS members ahead of general sale. Membership is free to join, part of a broader pattern among sport brands: using early access to product drops, not points, as the retention lever.

— Source: **Loyalty360**

The Psychology Behind Loyalty's "Almost There" Moments

The Wise Marketer's latest strategy piece argues a reward's emotional payoff starts well before redemption — a case the academic literature backs up. A 2024 Journal of Consumer Research study on the "one-away effect" found that people prize a nearly-complete reward (a punch card one stamp short of free) more than an already-completed one, because the anticipation of finishing generates its own pleasure, separate from the reward itself. Watching points accumulate or a status tier come into reach keeps members engaged this way — but a clumsy redemption experience at the finish line can undo months of that goodwill in seconds.

— Source: **The Wise Marketer** · **Journal of Consumer Research**

AllTrails and REI Co-op Turn Membership Into Trail Access

REI Co-op members now get discounted AllTrails Plus and Peak subscriptions, plus an expanded "Better Trails Club" of guided hikes and cleanups that drew over 500 volunteers this spring alone. REI becomes AllTrails' official U.S. retail partner; AllTrails becomes REI's official exploration app — loyalty value delivered as shared experience, not points.

— Source: **REI Newsroom**

> *"Shake Shack hit a remarkable 99% loyalty rate, where only 1% of its customers visited a rival burger chain during the same timeframe. […] McDonald's is the top competitor to every other brand in the study. While the fast food titan only hits a 60% loyalty rate, it shares significant visitor overlap with all the other leaders in the pack, suggesting it is particularly well positioned to win loyalty from consumers who cross-shop across the category."*
>
> SIMPLI.FI, “LOYALTY IN THE REAL WORLD” REPORT, VIA THE WISE MARKETER

DANS LES DÉPÊCHES

SILA held its inaugural Loyalty Leaders Summit in Singapore, Sept 23, 200+ execs and a new Asia research report ◆

DoorDash & Live Nation ANZ sign 3-year deal bringing DoorDash perks to concerts and festivals across Australia & New Zealand ◆

Ally Financial launches "Loyally," a fee-free rewards platform with Mastercard-backed live-event access ◆

Marriott Bonvoy names Chris Buckner (ex-The Points Guy, PayPal, JetBlue) SVP of Loyalty