



**Euromonitor
International**

Building Value Through Loyalty Strategies in Mobility

February 2024

INTRODUCTION

Scope

Key findings

Key drivers of change

LOYALTY IN MOBILITY: WHY IS IT IMPORTANT?

Customer retention: Loyalty helps brands build lifetime value from customers

Customer service: Brands can use loyalty to better appease their customer base

Competitive advantage: Loyalty can be used to build a competitive edge over competitors

Data analytics: Loyalty programmes can help gather valuable insights on client preferences

Hyper- personalisation : Loyalty programmes can curate personalised products and services

LOYALTY THEMES IN AUTOMOTIVE

Six factors in the automotive sector are disrupting brand loyalty

Building deeper connections with customers is the key to unlocking loyalty

Case study: Hyundai's Mocean subscription caters to growing demand for flexible ownership

Case study: Tata introduces the "Evolve" loyalty programme to augment experiential needs

Case study: KIA launches an EV charging rewards scheme to build value for EV clients

Shift to software-defined vehicles will unlock new opportunities for automotive loyalty

Case study: GM joins Connected Vehicle Systems Alliance to future-proof business

New technologies will shape and underpin the future automotive loyalty landscape

Case study: BMW to use NFTs in a blockchain-powered loyalty programme

Case study: Peugeot to add ChatGPT voice assistants

Loyalty provisions in emerging markets will be central to automotive growth strategies

LOYALTY THEMES IN SHARED MOBILITY

Three themes shaping consumer loyalty in shared mobility

Subscriptions: Transforming customers into a valuable community with lasting connections

Case study: Bolt introduces Bolt Plus to deepen customer use of shared services

Sustainability: Sustainability-led initiatives push brands closer to their eco-customer base

Case study: Lyft launches "Green" mode to allow users to hail EVs or hybrids

Single-app experiences: Super-apps keep brands in touch with the digital lives of consumers

Case study: Careem – the "everything app" catering to a diverse range of consumers

Gamification: Game-like elements boost customer engagement and satisfaction

Case study: Forest uses gamification tactics to build engagement and loyalty

Coalition ecosystems can offer whitespace loyalty prospects as mobility becomes interwoven

LOYALTY THEMES IN CAR RENTAL

Car rental players still betting on transactional and very traditional loyalty structures

Car rental consumer loyalty participation shows mediocre results

Subscriptions: Tourism revival boosts performance but subscriptions still vital

Middle East and Africa with the highest growth by 2040: opportunities for loyalty schemes

Kyte : Disruptor in the car rental segment in the US

Partnership-based: Airlines and car rental loyalty schemes, established but not "showstoppers"

Status match for elite members: enough to elevate the appeal of car rental loyalty schemes?

Case study: Saudia and Lumi partnership: expanding the loyalty proposition

Car rental loyalty ecosystems

Localiza with the highest engagement rate for its mobile app among leading car rental players

Case study: Times Club in Japan shakes up status quo

STRATEGIES FOR SUCCESS IN THE MOBILITY LOYALTY SPACE

Barriers to loyalty in the mobility industry need to be addressed

More work is needed to embrace the next-generation loyalty proposition

Tactics for success across the three categories

How to win

SUMMARY

Key summary

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