

EARNING THE LOYALTY OF 443K NEW CUSTOMERS.

We designed a program
experience that supports
and rewards all participants.

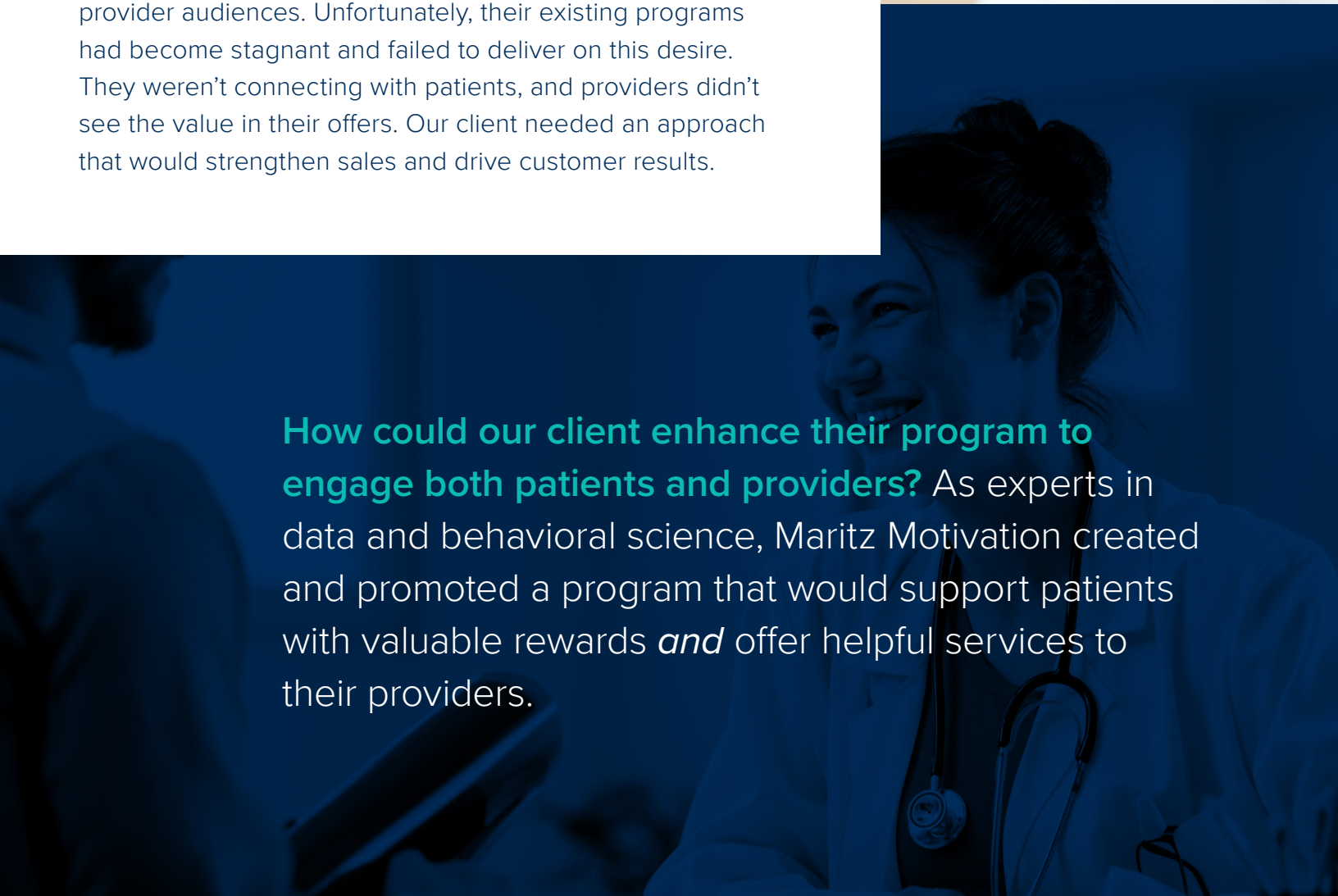




THE CHALLENGE

Our client in the aesthetics industry wanted a loyalty approach that would turn heads for their sales, patient and provider audiences. Unfortunately, their existing programs had become stagnant and failed to deliver on this desire. They weren't connecting with patients, and providers didn't see the value in their offers. Our client needed an approach that would strengthen sales and drive customer results.

How could our client enhance their program to engage both patients and providers? As experts in data and behavioral science, Maritz Motivation created and promoted a program that would support patients with valuable rewards *and* offer helpful services to their providers.



THE INSIGHT

Instead of building separate loyalty strategies for each audience, we knew that we could integrate the sales, provider and patient programs to spark growth.

We gave our client's approach a second look, conducting a loyalty assessment that used behavioral science to make program recommendations. Finding that the business lacked market differentiation, we refreshed the branding for all marketing assets and shifted to a 1:1 communications model.

For patients, this meant a direct-to-consumer communications calendar that included targeted, personalized offers and brand promotions. These touchpoints drove greater patient engagement not only with the aesthetic brand, but also with their preferred provider. With each initiative, we applied smart measurement protocols to monitor results and ensure best practices.

For practices, we created a website that helped them track patient activity, extend special offers to their clients and earn rewards for their purchases. The site also offered Practice Intelligence tools: customizable prediction-driven marketing assets that would help specialists build sales and strengthen patient relationships.



BEHAVIORAL SCIENCE PRINCIPLES APPLIED

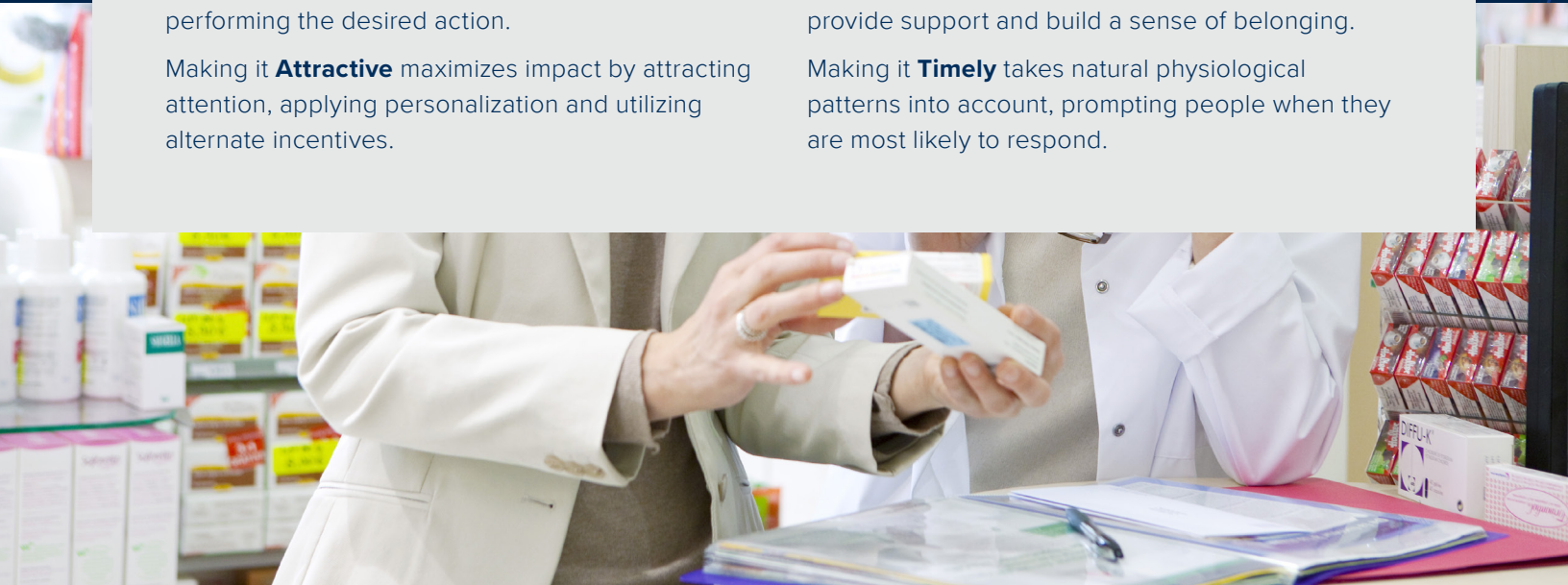
The **EAST Model** applies the science of **ease**, **attractiveness**, **social connection** and **timeliness** to encourage a behavior.

Making it **Easy** harnesses the power of defaults, simplifies messages and reduces the hassle of performing the desired action.

Making it **Attractive** maximizes impact by attracting attention, applying personalization and utilizing alternate incentives.

Making it **Social** intrinsically motivates the audience using the power of networks to encourage action, provide support and build a sense of belonging.

Making it **Timely** takes natural physiological patterns into account, prompting people when they are most likely to respond.



THE RESULTS

Revitalized from the inside out, our client's program transitioned to a new loyalty experience with exciting patient features and outstanding provider benefits.

Providers are using the program to capture new business and drive patient behaviors at higher levels than ever before.



917K

targeted program marketing emails sent



26%

more patient treatments logged through the program's website since the redesign

Plus, our direct-to-consumer promotions drive traffic to channel specialists.

34%



increase in patient treatments

443K



new members enrolled in the redesigned program within the first year

36%



growth in program members receiving one or more treatments over the past year



You don't have to work in the aesthetic industry to benefit from these techniques and strategies. Reach out to Maritz Motivation and see how we can make loyalty, channel, sales and employee motivation programs stronger in any market.

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 Maritz **MOTIVATION**