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.
- Survey
  - 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

<table>
<thead>
<tr>
<th>EVALUATION CRITERIA</th>
<th>Score per category</th>
<th>Overall score</th>
</tr>
</thead>
<tbody>
<tr>
<td>EASE AND ENJOYMENT</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>SUPPORT</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>TRUST</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>BENEFIT</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>SATISFACTION</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>RECOMMENDATION</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>

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

Disclaimer: All lists were compiled through an elaborate process. However, the quality of the companies not included is undisputed.