AIMIA
INSPIRING LOYALTY

WHERE CONSUMERS' LOYALTY LIES

According to Loyalty Lens research, consumers are high users of loyalty cards.

83%

When asked to rank their top three choices, banks were by far the number one choice with mobile providers and technology brands a distant second and third.

1 Banks

2 Mobile

3 Technology Brands

But deep loyalty shouldn't be mistaken for trust. In fact, more Indians than the global average have closed accounts due to data-privacy concerns.

CLOSED ACCOUNTS DUE TO DATA CONCERNS

21% AVERAGE 20%

IT'S TIME FOR CLARITY ON HOW COMPANIES USE CUSTOMER DATA

Older consumers are more likely to think that companies aren't clear about how they use their information.

52% Aged 18-34 yrs

39% Aged 55+ yrs

AVERAGE 50%

WITH ALL THIS DOUBT, IT WOULD SEEM THAT CONSUMERS ARE WARY OF SHARING THEIR PERSONAL DATA. BUT ARE THEY? QUITE THE OPPOSITE.

Inherently, consumers understand their personal data is worth something and that they deserve a better customer experience if they choose to share it.

PERCEIVED VALUE OF PERSONAL INFORMATION

30% AVERAGE 29%

Also, despite concerns over data security and collection, many consumers are still willing to share their information in exchange for relevant rewards.

WILLINGNESS TO SHARE FOR OFFERS AND DISCOUNTS

74% AVERAGE 55%

The best way for marketers at Indian banks to engage is through the piece of plastic that they use most — their bank cards.

95% of respondents from India are interested in receiving relevant offers and discounts on their bank cards based on where they make purchases (vs. 70% internationally).

Organizations looking to target consumers in one of the world's key emerging economies will find less resistance to personal data-gathering efforts than in other countries.

Consumers from India are the most comfortable in sharing their personal information, for example:

ONLINE PURCHASES	INCOME LEVEL	NATIONALITY
49%	33%	72%
AVERAGE 30%	AVERAGE 24%	AVERAGE 57%

THE BOTTOM LINE?

Transparency around the use and collection of data will become a key differentiator for brands going forward. Those that are clear and offer a better experience through the use of personal data will build greater trust and win their customers' loyalty.

Proprietary & confidential. © 2014 Aimia. All rights reserved.