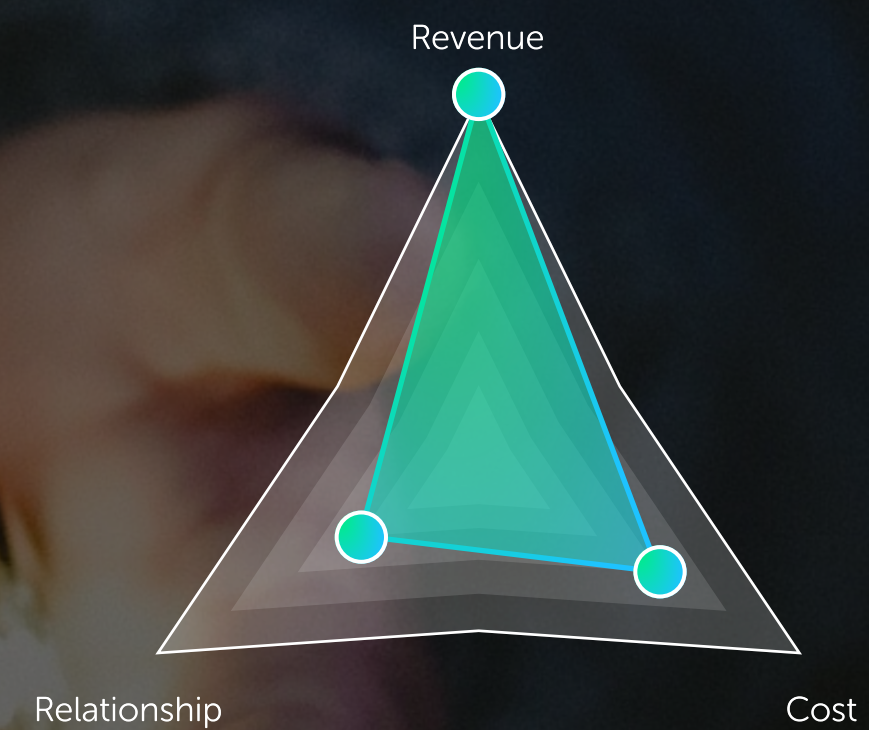




# Building a concept for a new financial services loyalty program

\$ Financial Services

Europe



## Challenge

- Leading insurance company AXA were re-evaluating their customer experience strategy, including consideration of their own loyalty currency.
- Loylogic's unique loyalty knowledge and rewards experience was solicited for a consulting mandate.

Let our experts guide you  
in detail

[info@loylogic.com](mailto:info@loylogic.com)



## Solutions

- Loylogic delivered a 'Big Idea' consulting proposal for how loyalty could complement the AXA brand strategy and drive commercial objectives.
- Loylogic needed to turn around the completed brief in under 6 weeks to meet client project milestones.



## Results

- AXA Switzerland was able to acquire unique and tailored insights for the purpose of their strategy evaluation.
- The Loylogic project drove client alignment towards the development of a full loyalty blueprint.