

STRATEGY PLANNING WORKSHOPS

Sciensa have long term and extensive experience in strategy planning in the marketing and loyalty space.

Strategic planning sessions held with key stakeholders enable a business to make smart decisions about the next step for their loyalty program - from initiation to evolution. Gathering and analysing key information, setting your enterprise goals and developing your strategic vision are all essential steps to the formulation of an actionable plan for your business.

Running a strategy planning workshop in person or virtually, led by the team at Sciensa, will provide your business with a clear definition of goals, objectives, resources and responsibilities needed for a successful program in market.

This workshop will allow key stakeholders to bring together their views and ideas in a strategic format in order to develop a best in class program for the business, partners and customers alike.

DIRECTORS

SARAH RICHARDSON

- Queensland University of Technology (QUT) tutor
- Developer and teacher of the ALA education course
- Tutor for ADMA retention and marketing courses
- World wide industry knowledge across a range of sectors including retail, FMCG, insurance, automotive, telecommunications, property, and IT
- Over 20 years in senior marketing and customer loyalty positions in organisations such as Telstra, Suncorp and Myer
- Previously CRM director at Sapient Nitro

CARLY NEUBAUER

- GM of Village Roadshow loyalty division, developed and managed more than 20 loyalty programs in the insurance, energy, aged care and finance sectors
- Background in sales, advertising and PR, national team management and business development
- In depth knowledge of industries including consumer electronics, FMCG, insurance & financial lending
- Recruited, trained and managed national sales teams
- Worked with clients including Coles, Nestle, Gillette, JB HI Fi, Harvey Norman and Good Guys
- Compere for the ALA Sydney & Melbourne loyalty Events for the past 5 years





WORKSHOP MODULES

This workshop will be tailored to you with case studies relevant to your business and industry sector. It covers 6 key areas, each followed by workshop style exercises designed to solidify stakeholder outcomes.

Key stakeholders will be able to bring together their views and ideas in a strategic format in order to develop a best in class program for your business, partners and customers alike.

LOYALTY PSYCHOLOGY

Explores the top 10 psychological drivers and how the best brands use these to engage their customers and members.

BENEFITS & CHALLENGES OF LOYALTY PROGRAMS

Discover why organisations and consumers alike engage so heavily in loyalty programs, with examples from the domestic and international markets.

LOYALTY PRINCIPLES

Delve into the 6 areas that marketers need to focus on in order to engage their members fully when developing their loyalty strategies and campaigns.

LOYALTY CONSTRUCTS

There are numerous constructs that organisations can choose from, such as points based and member benefits. Matching these to your specific target market is key to success.

DESIGN FRAMEWORKS

Whether you are designing a program from scratch or continually improving and evolving your loyalty scheme, abiding by a rigorous design framework will ensure that you stay on track to deliver your objectives.

CUSTOMER COMMUNICATIONS

This module is key to understanding the principles of great communications, using the data and insights that a loyalty program uniquely collects.

"We engaged Sarah and Carly from Sciensa to help galvanise our marketing team into a single vision for loyalty across our group and we couldn't have been happier with the outcomes. The discussions we were having internally were silo'd with different approaches to loyalty for all four brands. We knew we needed help from experts in this field, to guide us to an agreement and loyalty philosophy, which is exactly what Sciensa did.

With both of Sarah and Carly's extensive experience in this space, they are very practical in their execution of the workshop, they guide the conversation without dominating it and brought the team together to the pre-planned objectives. In a time when everyone was so exhausted by zoom calls and a lack of robust discussion, Sciensa facilitated a day long zoom session that left the team refreshed, aligned and highly motivated.

Sciensa came highly recommended to me, so now it's my pleasure to highly recommend them to you."

CLAIRE SMITH
HEAD OF DIGITAL, RETAIL ZOO

Boost Juice Bars, Betty's Burgers, Salsa's, Cibo Espresso

OUR CLIENTS

Our current and past clients include:



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