

# SCIENSA

## The Science Behind Loyalty

MARKETING & LOYALTY CONSULTANTS



### OUR APPROACH

SCIENSA specialises in strategy development, and the planning & implementation of customer loyalty, engagement & membership programs.

Our strategic development framework has 4 key phases:  
**Discovery, Planning, Launch & Evolve.**

### OUR SERVICES

- Development of new Company Loyalty Programs
- Current Loyalty Program Optimisation
- Customer Segmentation Modelling
- Market Research & Industry Benchmarking
- Competitor Reviews
- Loyalty Principles
- TOWS, SMART & Strategic Pillars
- Data, Analytics & Success Testing
- Communications Planning
- Technology Review
- RFP Management
- Business Development Planning
- Measurement, ROI & Monetisation
- Loyalty Psychology Program Application
- Customer Lifecycle Development
- Journey Mapping & Business Integration
- Member Acquisition Strategy
- Cost/Benefit Analysis & Commercial Modelling
- Salutation Models
- Strategy workshops
- Development of Terms and Conditions
- Privacy Review
- Fraud Prevention Review and Development



"Sciensa has been working with us over the past few months and we have found them to be extremely professional and great to work with. Sciensa has managed the relationships with vendors, liaised with internal stakeholders, as well as project managed the RFP process closely with the Sigma team to help realise our vision for loyalty into the future."

JACK SILLORAY, GROUP MANAGER, MARKETING OPERATIONS, SIGMA HEALTHCARE



## STRATEGY DEVELOPMENT FRAMEWORK

### DISCOVERY

Business discovery & internal research, stakeholder interviews, agency & supplier exploration, market research, brand positioning, analytics and data source capabilities, social listening discovery, category and competitor review, past media, PR, communications & advertising review.

### PLANNING

Develop objective & purpose, SWOT Analysis, TOWS, exploration of key insights & thought starters, decide segmentation models, conduct research and data analysis, assess technology requirements, cost benefit analysis, customer journey mapping, customer ecosystems, develop pillars of optimisation.

### LAUNCH

Appoint working groups for pillars, team structure and staffing plans, budget allocation, roadmaps and timelines agreed, develop test models, measurement & analysis, plans / matrix, staff incentive plan, internal / external communications plan, phased launch or integration, collaborate with suppliers.

### EVOLVE

For existing programs, SCIENSA will conduct a full review of your program or a section that you are interested in evolving, improving and modernising.

## OUR CLIENTS

Our current and past clients include:



## DIRECTORS

### SARAH RICHARDSON

- Director of Australian Loyalty Association
- Over 20 years of experience in client side positions
- World wide industry knowledge across a range of sectors including retail, FMCG, insurance, automotive, telecommunications, property, and IT
- Held senior marketing and customer loyalty positions in organisations such as Telstra, Suncorp & Myer
- Previously CRM director at Sapient Nitro
- Tutored at Queensland University of Technology (QUT) and 2-day ALA Loyalty Accrediation Course

**"Sarah is the go to person for anything loyalty related! She is always solutions focused, she takes pride in everything she does and always looks to see how she can take things to the next level."**

**JESSICA FREEMAN, CX/LOYALTY MANAGER, NANDO'S**

### CARLY NEUBAUER

- GM of Village Roadshow loyalty division which developed and managed more than 20 loyalty programs in the insurance, energy, aged care and finance sectors
- Director of a FIFO loyalty and rewards company
- 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
- Comperer for the ALA Sydney & Melbourne loyalty Events for the past 4 years

**"Carly is incredibly customer centric and always one step ahead in the loyalty space, constantly thinking of new and better ways of working; a key quality to successful and high achieving managers."**

**CAROLINE DOUGLAS, EXECUTIVE, NOVA ENTERTAINMENT**

## CONTACT US

Email: [enquiries@sciensa.com.au](mailto:enquiries@sciensa.com.au)

Phone: (03) 9024 0321

Website: [www.sciensa.com.au](http://www.sciensa.com.au)

LinkedIn: [www.linkedin.com/company/sciensaau/](http://www.linkedin.com/company/sciensaau/)