

AMERICAN EXPRESS

# American Express:

## Building Client & Member Loyalty

Tourism Futures Conference

August 2009

Gold Coast



Loyalty is proving you're a great company to deal with...



# American Express Heritage



AMERICAN EXPRESS

**How do you create long-term and sustainable loyalty in today's climate?**



# 1. Understand customer sentiment and how it affects what they value



# Today, luxury is . . .

*“The word luxury has become a lazy synonym for ‘expensive’ and ‘of the moment’ and many people have accepted this definition. However I believe that unless you can perceive quality, authenticity, a degree of exclusivity and timelessness, then price alone does not justify the luxury tag”*

*Giorgio Armani, Designer*



## **2. Deliver – demonstrate relevance and value to customers and prospects**

How?

- 1. Keep customers at the heart of the business**
- 2. Selectively invest in partnerships, product & innovation**
- 3. Ensure customers have the best possible experience**



# American Express Premium Value Model

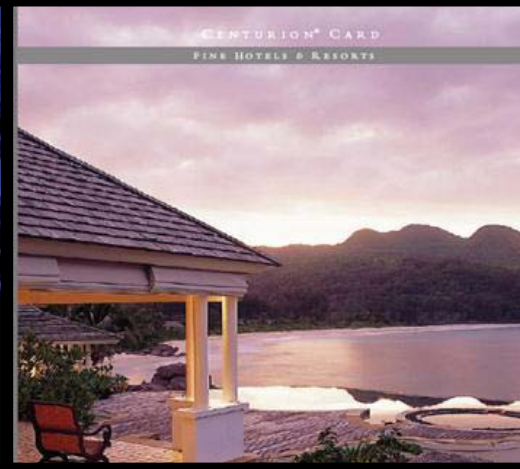
Emotional Affinity



**Selectively invest in partnerships, product and innovation that reinforces the needs of the prospect target; but does not dilute the brand or add complexity**



# Ensure customers have the best possible experience where it counts most



### 3. Connect – by investing in priority treatments and experience



# 4. Maintain – by demonstrating sustainable returns which achieve organisational commitment to a longer term customer focused approach



# Conclusion

