

## Rebel Sport: Data-Driven Loyalty Programme Boosts Customer Engagement and Profitability

### The Opportunity

Rebel Sport, Australia's leading sports retailer, aimed to rebuild customer loyalty with a sustainable loyalty programme after closing a previous one due to unexpected costs and liabilities.

Senior management required a strong business case to assess the financial and operational impacts.

Key opportunities included launching a sustainable programme, minimising business risk through careful analysis, and delivering value to customers while ensuring profitability and reducing liabilities.

### The Solution

#### Balancing Customer Value and Business Risk with a Customised Loyalty Programme for Rebel Sport

Rebel Sport engaged Beyond Analytics to provide a data-driven approach to support the business case for a new loyalty programme. The solution included:

- 1. Customised loyalty risk model:** Beyond developed a bespoke loyalty risk model by combining Rebel Sport's transactional data with their proprietary loyalty forecasting system. This model allowed for an in-depth analysis of potential programme settings and their impact on profitability, liability, and customer value.
- 2. Programme outcome identification:** Beyond identified and quantified the outcomes of various loyalty programme structures, providing a clear view of how different settings would impact the business and customer satisfaction.
- 3. Balanced loyalty programme design:** The insights gathered helped Rebel Sport design a loyalty programme that balanced delivering value to customers with mitigating financial risks for the business.

### The Results

Beyond helped Rebel Sport launch a sustainable loyalty programme, enhancing operational efficiency and boosting marketing ROI.

- 1. Balanced approach to value and risk:** The new programme effectively balances delivering value to customers while minimising risk to the business, ensuring long-term sustainability.
- 2. Improved profitability and reduced liability:** By understanding the financial impacts of various programme settings, Rebel Sport implemented a programme that is both profitable and manageable in terms of liability.
- 3. Enhanced customer loyalty:** The new loyalty programme has strengthened customer engagement and retention, helping Rebel Sport inspire Australians to chase their sporting dreams and passions.