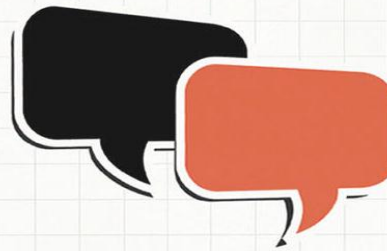


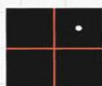
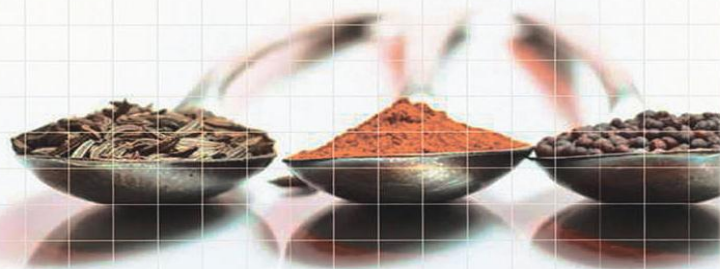


Cartesian LoyaltyMeter
Flavours of the Indian Loyalty Market!



Cartesian LoyaltyMeter

Flavours of the Indian Loyalty Market!



Cartesian
The Precision Practice

a LoyaltyOne partner

The Indian loyalty scenario is a riot of different flavours. Cartesian LoyaltyMeter attempts to examine, analyse and understand these unique flavours.

Loyalty and loyalty programs are no longer about 'driving repeat purchase'. Brands need to earn loyalty *beyond reason* in today's economy. Are current loyalty programs achieving this? If so, then to what extent? What do customers feel about the programs they are members of? How satisfied are they with the programs? What are their expectations and desires from the loyalty program? Do they believe that program membership influences their behavior?

It was to find answers to these and other related questions that we launched Cartesian LoyaltyMeter.

Cartesian LoyaltyMeter is a comprehensive dossier on loyalty and the loyalty program landscape in India. This is intended to be part of a regular Loyalty track, that will give Indian marketers a much needed deep insight into the mind-sets of Indian consumers' with respect to loyalty.

The comprehensive 140 page report on Indian loyalty is arguably the first of its kind in India and is divided into 4 modules:

- **Module 1 - Colloquy Cross-Culture Quantitative Study on loyalty and loyalty program membership in India (and covering 5 other countries as well)**
- **Module 2 - Qualitative Study with members of top running loyalty programs in partnership with research experts - Lumiere Business Solutions (www.lumieresolutions.com)**
- **Module 3 – The Organisational Perspective - In-depth Interviews with senior professionals and loyalty practitioners across verticals– all currently running programs in their respective organisations**
- **Module 4 – Program Ready Reckoner – Collated ready-reckoner of information using published sources - on program structure, features and benefits of top programs currently running in the country.**

Cartesian Consulting officially released the report on January 19, 2012 along with parent company Direxions Global Solutions and global partner LoyaltyOne. It will be available to all marketers at a price.

Says Sandeep Mittal, MD Cartesian, "What we have here is essential material for any India based marketer with even the slightest claim to being Customer centric. With the CLM we're finally giving answers to many many questions that were hitherto left unanswered about loyalty programs."

Adds, Mala Raj, Loyalty Practice Head at Cartesian – "It has been our attempt to make the report readable, useable and action-oriented. We hope that loyalty practitioners will be able to use it as an effective guide when planning for loyalty."

A short preview of the report is available at http://www.direxions.com/images/CLM-Preview_Page.pdf and the full report can be ordered on <http://www.cartesianconsulting.com/cartesianloyaltymeter/>

