**BTS NDRC - ANGLAIS (LV2)**

**Sujet 0**

**LOYALTY CARD SCHEME**



<https://www.marketforce.com>

SITUATION :

you work for Marks and Spencer. You are the recently employed Head of Customer Service. The loyalty card scheme of the company does not seem to evolve as well as your competitors’ ones; try to find some arguments you could present to your CEO so that the number of cardholders improves.

Consider the following hints:

 -How can the company improve its communication with the cardholders?

-How can you use your customers’ data to your advantage?

-How can you make your cardholders feel valued?

-How can you increase the loyalty card membership?

-How can you involve the employees in feeling essential to the improvement of the scheme?