Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification

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The *New York Times* and *Wall Street Journal* bestseller!

The new secret to driving LOYALTY THAT PAYS

Once revolutionary, loyalty programs designed to differentiate products quickly became commoditized. And yet, billions of dollars are still spent every year on programs that are doomed to fail. These programs, it turns out, don't inspire long-term loyalty. Once a better deal comes along, customers will gladly defect. Can you blame them?

Silicon Valley start-up Bunchball, the pioneer and innovator in gamification, is light years ahead when it comes to the concept of loyalty--and using it to drive business profits and growth. Focusing not only on customer loyalty, but also the loyalty of employees and partners, Bunchball combines behavioral economics, big data, social media, and gamification to inspire loyalty that lasts--from everyone involved in the success of a business.

Now, in *Loyalty 3.0*, Bunchball founder Rajat Paharia reveals how you can use these same techniques to seize the competitive edge for your business.

Paharia shows you how to create a system powered by human motivation and digital technology that creates ongoing, persistent engagement among customers, employees, and partners. *Loyalty 3.0* arms you with everything you need to know in order to build a loyalty and engagement program that drives a sustainable advantage for your business, including:

- The building blocks of motivation, big data, and gamification necessary for creating a powerful strategy that drives long-term loyalty
- Case studies from today's most innovative companies that are already driving customer engagement, learning and skill development, and employee motivation with *Loyalty 3.0* methods
- Step-by-step guidance on how to plan, design, build, and optimize your program

Now is the time to abandon your traditional loyalty programs and start taking all your stakeholders seriously--so they will take your company seriously.

Loyalty 3.0 is the game-changing leap you've been waiting for. When you create true loyalty among customers, employees, and business partners, you will generate a sustainable competitive advantage and win in your industry.

Praise for *Loyalty 3.0*

"Relationships are the single greatest asset for all organizations. Relationships with customers, relationships with employees, relationships with partners. In *Loyalty 3.0, Rajat Paharia reveals the new science of relationship building through big data and gamification."* ?TIM BROWN, CEO, IDEO

*"**Loyalty 3.0** is filled with major insights and does a brilliant job of grounding the reader in fundamental concepts around motivation, big data, and gamification--building on these concepts through real-world case studies that bring the combinations to life. It finishes with actionable ideas and next steps that enable you to test and operationalize these ideas in your own workplace and personal life."* -- BRAD SMITH, CEO, Intuit

"A fascinating insight into how companies are exploiting big data." -- MARK READ, CEO, WPP Digital

"Rajat pioneered the business use of big data and game mechanics to transform the customer experience. A decade before anyone else, he saw that the same techniques that video game designers had used for years--fast feedback, badges, competition, goals, and leveling up?were also incredibly powerful for motivating behavior outside of games, and an industry was born. This book shares his secrets." -- CLARA SHIH, CEO of Hearsay Social, author of **The Facebook Era**, and board member at Starbucks

"Rajat Paharia comprehensively explains how to create loyalty in the modern world full of data and connectivity. If you want to learn how to motivate and inspire employees, you must read this book." -- DAVE KERPEN, New York Times bestselling author of **Likeable Social Media** and **Likeable Business**

*"In this powerful and groundbreaking book, Rajat Paharia clearly demonstrates how big data, motivation, and gamification can be utilized to create true engagement and loyalty. We believe **Loyalty 3.0** will be a game changer for our associates and guests."* -- RAY BENNETT, Chief Lodging Services Officer, Marriott International

*"The journey to **Loyalty 3.0** is real. Rajat's vision shows why right time relevancy and context will transform how organizations engage with customers and truly craft relationships."*-?R. RAY WANG, Principal Analyst and CEO at Constellation Research

*"Adoption is a critical component when creating an exceptional customer experience or smarter workforce, and gamification has proven to be a powerful driver for success. The insights Rajat shares in **Loyalty 3.0** will help guide the next wave of deeper relationships across the enterprise."*-?SANDY CARTER, IBM Vice President, Social Business Evangelism and Sales

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Christine Curnutt:

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Gregg Spencer:

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