Webloyalty

Case study: Private Label stimulates more engagement and incremental value

national express

Partner goals

National Express was looking to develop its own branded rewards platform with the aim of building more enduring and profitable customer relationships.

Key requirements

Incentivise repeat purchases

To reward customers for their loyalty and incentivise repeat purchases.

Generate revenue

To generate incremental revenue, specifically increasing revenue per transaction.

Increase engagement

To increase engagement and fully optimise all touchpoints.

Partner outcomes

Webloyalty launched NX Rewards, a private label solution to help customers save money on their shopping through ongoing incentives and shopping benefits, including a market-leading 12.5% cash back rate on coach bookings and access to cashback savings at 1000+ merchants.

Based on the profile of members, NX Rewards offered more relevant and personalised opportunities to engage, including enhanced cashback rates with relevant airlines, hotels, health and ticketing providers.

Key customer touchpoints were optimised including; the National Express bus & coach digital retail platforms, confirmation emails, agent tickets, e-tickets, VUER (National Express' digital entertainment app), telesales and direct marketing-style leaflets distributed in Birmingham coach station.

Key results

Customer engagement

NX Rewards increased customer engagement for National Express by incentivising members to make repeat bus and coach bookings and offering them the ability to save hundreds of pounds a year on multiple retail brands.

Repeat purchase

10% of members made another National Express booking within 3 months of becoming a member.

Secondary revenue

Referral commission increased by 50% due to an increase in membership joins.

"We have been working with Webloyalty for over 11 years; in that time our partnership has gone from strength to strength with substantial revenue growth. Not only has Webloyalty provided a solution that encourages repeat purchases, they have added a valuable secondary revenue stream. The value provided by the Webloyalty partnership enables us to re-invest in other parts of our business with minimal impact to our core business."

Tony Taylor
Head of Business Development, National Express