


The LoyalFree App

A UK perspective on how consumers want to engage with places using technology

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 **LoyalFree**

**2019's Most
Innovative Loyalty
Shopping App**

SME Business Elite
Awards 2019



 **LoyalFree**
Best app - many awards

What is LoyalFree?



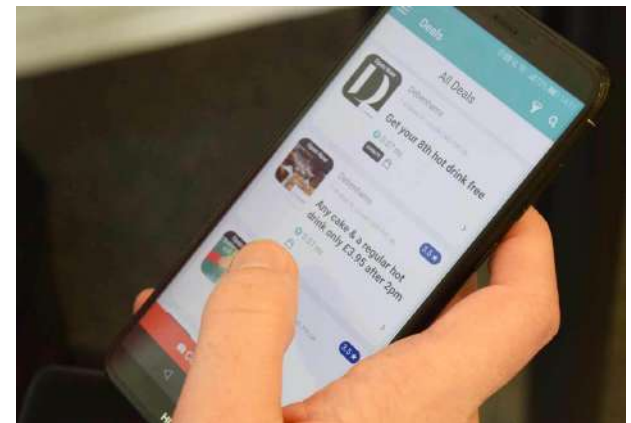
We are members of:



- A UK wide place app working with **11 UK BIDs**
- Supportive of the **'Shop Local'** agenda
- A tool to promote **loyalty, events, tourism and interactive experiences**
- **Dynamic** and constantly evolving in line with BID & consumer preferences

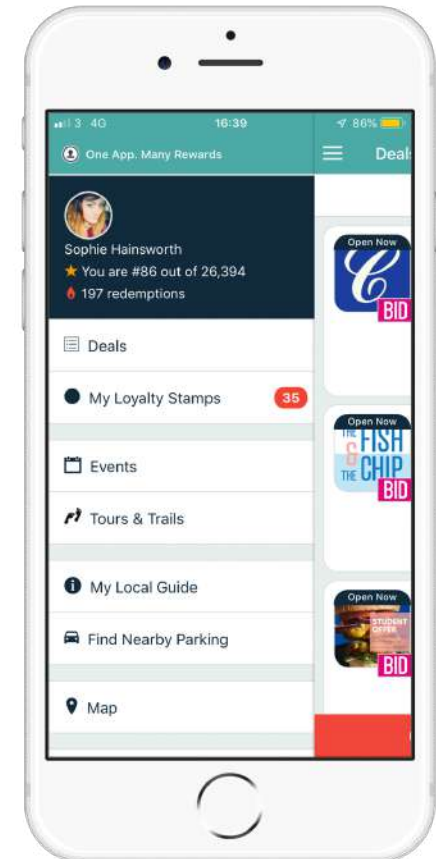
How do consumers want to interact with places?

- Want to experience places **based on their own preferences**
- Rely strongly on the **recommendations of peers**
- Desire a **connection with brands**
- Incentivised by **unique experiences** and events
- Require their **customer loyalty** to be rewarded
- Keen to research places **before they visit**
- Need **one simplified tool** which can be used as they travel around the UK
- Require both **independents and nationals**
- Want to understand the **full place offering**, not just F&B



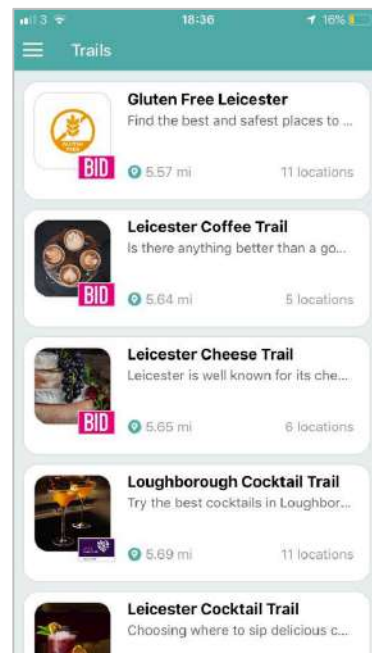
How we use technology to respond to these demands

- Functionality allowing users to **'share'** content through various platforms
- Collating **all information into one app** which uses location to show relevant content
- Showcasing **tourism information** in a 'Local Guide'
- Building **interactive Tours & Trails** to help people experiences places
- Ranking users and running in app competitions to **gamify the experience**
- Allowing filtering of offers and events by categories for a **customised experience**
- Creating 'map views' to **visualise the experience**, especially important for new visitors
- Collating information from existing **trusted sources** such as Google reviews, Instagram feeds and Parkopedia



The shift to curated content

- Lists are no longer enough – they must be user friendly & **cater to consumer preferences**
- Consumers not being able to **find the information** they seek may discourage interaction with a place
- The real opportunity for places is where this information is linked with **interactive experiences**



Summary

- Technological place solutions must be dynamic and **react quickly** to changing consumer preferences
- Consumers seek out easily accessible, free and specific **information about a place** before they visit
- Interactive experiences are essential to **engage people** and encourage them to explore places



Thank You

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