2675 Personalize the Reward

Product Book · https://kb.jeffreysummers.com/docs/2675-personalize-the-reward/

The most effective retention marketing isn't a points balance — it's a personal one.

Knowing that your regular on table six always orders the same bottle of wine and having it ready when she sits down. Remembering that the couple in booth three is celebrating an anniversary and acknowledging it without being asked. Sending a note to a Guest you haven't seen in a while — not a coupon, a note.

These aren't loyalty programs. They're loyalty moments. And the return on a loyalty moment is immeasurable — because it creates the one thing no program ever can: the feeling that someone noticed. That someone cared enough to remember.

Personalization at this level doesn't require software. It requires attention.