

167: The state of loyalty in SA with Amanda Cromhout

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 24 March 2016, from 9-10am, show host Warren Harding focuses on the current state of loyalty in South Africa and we look at the loyalty programme trends with CEO and founder of Truth, Amanda Cromhout.



Amanda Cromhout

Truth is a boutique consultancy business specialising in customer centricity and loyalty programme strategy and design.

Truth recently released the largest survey on loyalty programmes in SA, in a whitepaper that has surveyed more than 24,500 respondents. The data reveals interesting insights for businesses who now more than ever, are looking to build and sustain loyalty from their customers.

While more than 100 programmes are available in SA, a massive one-third of consumers don't use loyalty programmes at all. We look at the state of loyalty in South Africa, the international trends, the challenges and advice for getting started with loyalty. We get the insights from Amanda on what is the difference between a loyalty programme and a rewards programme, how important data is and the balance between cost and profit. All of this and so much more on loyalty in South Africa.

Tune into Biz Takeouts every Thursday from 9am-10am live from the 2oceansVibe Radio studio in Cape Town as we discuss the topics that matter in Marketing & Media.

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Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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