

Who are loyalty and rewards programmes really designed for?

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing & Leadership every Thursday at 12h00 on www.ebizradio.com asks the question 'Who are loyalty and rewards programmes really designed for?'



Loyalty and rewards programmes have been around a long while but in today's ever-evolving digital world who are they actually for - the business or the consumer?

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing & Leadership discuss the topic

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