



TESTIMONIALS

APAC

“Finally, after a few attempts, the Malaysian based Certified Loyalty Marketing Professionals™ (CLMP) met up for the very first time. Great get to know you session as we shared ideas, challenges and opportunities as a loyalty professional/practitioner. We also shared our favourite loyalty programmes... Beside our favourites, we also shared our least favourite ones as well.

With loyalty marketing becoming a key lever for companies to retain, reward and remember customers, it is crucial that we as loyalty professionals and practitioners continue to evolve and pay close attention to the ever-changing heartbeat of the customers. To do that, we need a community where we can hear best practices, share challenges and support each other in our pursuit to bring delight to our customers as a loyalty marketer.”

Joseph Wong, Business Readiness Lead, Shell (Malaysia)

“It's official! I am a Certified Loyalty Marketing Professional™! My love of loyalty has only deepened with completing this course. In my role I see first-hand how shoppers change their behaviour and shift their views because of loyalty, and this course has provided a great source of knowledge and inspiration to further fine-tune and develop more compelling offers for our retail clients and shoppers. Many thanks to the The Loyalty Academy for your support and guidance in the past months. And thank you to Brand Loyalty for all your encouragement along the way!”

Catherine Stuart, Sr. Insights Consultant, Brand Loyalty (Hong Kong China)

“I am extremely happy and pumped up taking up this course. The dedication and passion you have showcased in responding to each of my emails and sharing such a detailed analysis is inspiring.

I feel wonderful and have learned immensely from the course. I have actually watched all the videos in the curriculum without skipping even the electives. It was a pleasure taking this up. Thanks for your guidance and support. Please let me know the next steps. I will spread the word in my circle, so that fellow colleagues also take up this wonderful course & get their certifications. Please continue the great work that you're doing! It's been a beautiful and amazing learning experience”

Arjun Singh, Accenture, (India)

“Thank you The Loyalty Academy! Feels great to be a part of such a unique & elite community of loyalty professionals. Margaret Meraw, MBA, CLMP & Michael Capizzi, CLMP - Thank you for your constant support during the entire course duration & after!”

Krishma Chheda, Analytics Consultant (India)

“Fantastic, thank you! I really enjoyed the CLMP process and courses and will definitely be taking more. Some great educational content there, nice work guys.”

Glenn Shaw, Director of Business Development, Incentive Solutions Ltd (New Zealand)

Please note all titles, companies and locations recorded above are based on the original date of CLMP graduation and are subject to change.
