



TESTIMONIALS

APAC

“Last week, an awe-inspiring Loyalty training event took place in the vibrant city of Singapore. This extraordinary gathering brought together industry leaders, professionals, and enthusiasts from various sectors, seeking to enhance their understanding and expertise in cultivating and nurturing customer loyalty. What truly set this loyalty training apart was its hands-on approach by #CLMP. Participants had the opportunity to actively participate in workshops where they could apply the concepts and techniques they learned simulating a workshop. These practical exercises allowed attendees to collaborate, exchange ideas, and gain invaluable insights from one another.

This fantastic Loyalty training by Michael Capizzi, CLMP last week was an extraordinary blend of expertise, innovation, and camaraderie. It left an indelible mark on all who attended, empowering them to lead the way in building lasting customer relationships and revolutionizing the world of loyalty.”

Shawn Tan, Head of APAC Sales, Capillary Technologies (Singapore)

“I am thrilled to share that I have successfully completed the Certified Loyalty Marketing Professional™ (CLMP) program with The Loyalty Academy! I want to express my sincere gratitude to Michael Capizzi, CLMP, Graeme Thomson, CLMP and the fabulous sponsors for organising an enlightening and captivating three-day experience. The knowledge and insights gained during this program were truly invaluable. I am honoured to have had the opportunity to connect and exchange ideas with some of the brightest minds in the loyalty marketing industry. Your passion and expertise have been truly inspiring.

To all my fellow CLMP graduates, I extend my warmest congratulations. Let's strive for excellence and seek ways to elevate our profession.

Christina Iliadis, CLMP™, Loyalty & CRM Expert (Australia)

“2.5 days of non-stop Loyalty chatter with many awesome folks resulted in us obtaining the Certified Loyalty Marketing Professional™ certification from The Loyalty Academy. Thank you Michael Capizzi, CLMP for being a wonderful teacher and sharing your knowledge. Glad to have met you all classmates!”

Sheryl Claire Chen, CLMP™, Head, Loyalty Marketing, NTUC Link (Singapore)

“Thankful to be part of The Loyalty Academy's inaugural, first-ever in-person training course in Singapore - and now fresh graduate as a Certified Loyalty Marketing Professional! Was a pleasure to meet and exchange ideas and conversations with fellow friends from different industries, in a safe space that could only be possible with our gamechanger coach Michael Capizzi, CLMP. My learning will not stop here! I'm excited to dive into the online courses and resources. To my fellow CLMP friends, see you around :) Onward we shall!”

Andrea Yang, Marketing Manager Global Loyalty & Partnerships, The Ascott Limited (Singapore)

“It's a tremendous opportunity for me to learn about Loyalty Marketing from The Loyalty Academy! 3 days full of new learning and met a lot of great people there. I am delighted to be a part of Certified Loyalty Marketing Professional (CLMP).”

Josephine Ardelia, Head of Customer Experience Mgt., Get Plus, (Indonesia)

“After over a decade in the Loyalty industry, I'm proud to say I've earned my globally recognised qualification as a Certified Loyalty Marketing Professional™(CLMP). Thank you Michael Capizzi, CLMP, Graeme Thomson, CLMP and other Loyalty Leaders around the globe who have put in the effort to turn our passion into a real methodology and behavioural science discipline through the The Loyalty Academy. I feel privileged to have had you as our mentors and look forward to seeing this taught in universities around the world.”

Bianca Scaife, Executive Manager, Loyalty at Westpac Group (Australia)

“Anyone working in Loyalty today knows that The Loyalty Academy's CLMP course is THE OG - the leading loyalty course Globally, now available here in the Asia-Pacific in Melbourne and Singapore. Designed by the leading global experts in Loyalty I listen to for new insights and learning.”

Lee Martin, Principal, Ellipsis & Co (Australia)

“Thanks so much for both your encouragement and support from the on-start of the course until completion to-date. I love both your lectures, styles and experience shared in the modules and found them amazingly enriching. I am delighted to have made it through and now gained a higher understanding on the subject. I believe this course and certification is currently under-valued and under-the-radar, but when marketed, promoted, and automated well, it can certainly exceed stakeholders' expectations from an internal perspective.”

Luke Tessenshoen, CRM and Loyalty Lead, CPR Vision Mgt (Singapore)

“I am very proud to announce that I am joining the elite, the best of the best in Australia as a CLMP, Certified Loyalty Marketing Professional. A massive thanks to The Loyalty Academy for the support and commitment for getting me this far. I was privileged to have met and worked with some of Australia's Loyalty superstars this week in #melbourne, I've made new connections and formed new relationships.”

Robert Harker, CLMP™, Head of Customer Loyalty, Bupa Health Insurance (Australia)

“I would like to express my gratitude to Antavo Enterprise Loyalty Cloud for enrolling me in this certification course, which provided me with the knowledge and skills to succeed in this field. Through this program, I've gained a deeper understanding of loyalty marketing, including customer engagement strategies, data analytics, and program design.

I'm thrilled to leverage my CLMP certification to bring fresh insights and ideas to my work in loyalty marketing. I look forward to collaborating and sharing knowledge with other professionals in this field.”

Sneha Pradhan, Customer Success Manager, Antavo (India)

“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 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)

“For those who are looking to broaden their understanding of Loyalty and meet some of the most accomplished in the industry, I highly recommend completing the CLMP with The Loyalty Academy.”

Paul Stibbard, Senior Manager Collectibles and Continuity at Woolworths Group (Australia)

“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)

“I am very proud to announce that I am now a Certified Loyalty Marketing Professional (CLMP)!. Thank you Michael Capizzi, CLMP and Graeme Thomson for an engaging 3 days covering all aspects of current loyalty marketing best practice, case studies, and the loyalty future. It was also inspiring to be surrounded by many amazing loyalty professionals from around the country.

I would highly recommend completing a CLMP with The Loyalty Academy for any loyalty marketing professionals.”

Mike Chutter, Advisory Board Member, Points4Purpose (Australia)

“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.
