



TESTIMONIALS

EUROPE

“The training was great, helped us put our knowledge into a framework. It was an excellent opportunity to connect with other professionals in the industry, discuss our respective challenges, and brainstorm solutions.”

Eva Bacsi - Marketing Director – Antavo (Hungary)

"I would say that the course is a well organised journey around the creation of a loyalty program, allowing the attendants to get a holistic view on the loyalty strategy! The different components needed for the planification and design are really well covered and explained - From the understanding of the needs of customer and the value proposition definition to the operational model and the planning of the development"

Pablo Sardina - Loyalty Business Partner, CX and Strategy – Decathlon (Spain)

“The Loyalty Academy’s CLMP training is the cornerstone of essential loyalty marketing knowledge especially pertaining to our dynamic and evolving industry. As the loyalty paradigm evolves so does the requirements to be at the forefront of industry specific requirements - which the CLMP training excels in. Not only does the core curriculum cover the necessities in loyalty marketing and program genesis but it is the best way to network and learn from industry thought leaders. I highly recommend any future minded marketer to take part take in this certification program - the dividends will speak for themselves.”

Alexander Kubicki, Marketing Director for Sparta Loyalty (Poland)

“The course was incredibly insightful on how to build a solid, strategic, data-driven loyalty program and I'm looking forward to testing a few new ideas with our customers!”

Sara Arecco, Head of Customer Success, Antavo (Holland)

“Happy to share that I’ve just passed the final exam and earned my #CLMP. That course should be mandatory 😊 for every marketer on the brand side who is launching a Loyalty program for the first time. For a more experienced audience, helps to structure and set priorities - great value! Well done The Loyalty Academy, The Wise Marketer.”

Karol Wieteska, Commercial Director, Head of Cloud Loyalty, Comarch (Poland)

“This comprehensive course provides me with abundant knowledge and practical perspective to get my foot in the exciting and complex loyalty space. I look forward to applying what I've learnt in my daily work.”

Jiani Zhang, CRM Lead, Whirlpool Corp (Belgium)

“It's an honor and at the same time great responsibility to be among CLMPs. Thanks Loyalty Academy and especially Michael Capizzi, CLMP and Margaret Meraw, MBA, CLMP for the course. No matter how much practical experience you have, there's always more you can learn and discover!

Keti Bichiashvili, Head of Loyalty Department, Bank of Georgia (Georgia)

“Thank you so much for the effort you put into growing the community of loyalty people by preparing these amazing courses on Loyalty Academy.”

Sami Nachawati, Consulting Director – Oil and Gas Loyalty, Comarch (Poland)

“Humble brag time: I'm the first person in the Nordics to receive the distinction of Certified Loyalty Marketing Professional (CLMP) - and I couldn't be more proud! These days together with Michael Capizzi, CLMP, also known as the Godfather of loyalty, has way exceeded my expectations. The level of expertise and experience that Mike has is absolutely mind blowing and the way he shares his 30+ years of experience in the field of loyalty is truly amazing.

I will do my best to inspire others to go to the Loyalty Academy and the short pitch is: it gives you all the tools you need in the field of customer loyalty and a deep understanding of all principles to build a successful loyalty program. I'm really proud to be part of this group of professionals pushing the boundaries of Loyalty Marketing.”

Andreas Einesson, Nordic CRM & Loyalty Manager, Elkjop (Sweden)

“My thanks to my fellow attendees for the conversation and discussion, a fascinating couple of days. I am absolutely delighted to now be a Certified Loyalty Marketing Professional™ (CLMP) and thrilled to be part of this elite group of professionals pushing the boundaries of Loyalty Marketing.”

Laura Lloyd, Client Services Director, Stream Loyalty (UK)

“Absolutely thrilled today to join The Loyalty Academy group of Certified Loyalty Marketing Professionals™. I've completed my course, learned loads of great new insight, done the exam and the business case and am now proud to count myself as one of this brilliant group of 200+ loyalty professionals spread across the globe. I will be celebrating this weekend! Very proud to join this universe...excited to meet other CLMPs across the globe and share insight.”

Charlie Hills, Managing Director & Head of Strategy, Mando-Connect (UK)

“During the CLMP training this year, you presented the ROI model, which I found to be one of the more exciting parts of the overall material. We recently worked on a tender to acquire a new customer for i360 - a retail chain running 150 stores across the country supported by a robust e-commerce model. We spent more than 100 hours developing the ROI model you showed, primarily supplementing it with detailed parameters that needed to be considered while planning project finance. On top of that, we extrapolated the results for the following years and created detailed management dashboards of the implications of the costs incurred on EBITDA, depreciation, cash requirements, etc.

As a result of this work, I have just signed a >1 mil USD contract with a new client. They conveyed that a significant factor in their decision to choose i360 was the professional development of ROI analytics. The above would not have been possible had it not been for your training.”

Tomasz Makaruk, CEO, i360 (Poland)

“I just wanted to say thanks a lot for putting on this certification workshop. I really enjoyed it and found it very valuable! I am really excited to be able to start applying some of my new ideas to my clients and I'll keep you posted about any future success stories.”

Robert Devall, Sr. Account Manager, Epsilon (Spain)

“Just earned it (CLMP)! Finally, one step further on my journey to create the perfect loyalty design and software! Fabulous program and great mentors. Thanks to all who supported me on my way to get it!”

Maria Wróblewska, Team Leader, Comarch (Poland)

“Fully completing the CLMP training has really improved my knowledge and understanding of Loyalty and I now feel much more confident moving forward in discussions with prospects and clients.”

Bhupinder Panesar, MSc, Director of Pre-Sales, Epsilon (UK)

“I would highly recommend this course to anyone interested in Loyalty. It has been really thought provoking and the learnings have already led us to implement new ideas and improvements that we can roll out to clients soon. Very pleased to have been awarded the CLMP from the The Loyalty Academy this month. I have really enjoyed all of the courses and many of them have provided us with some great ideas that we have been able to take to clients and implement.”

Melanie Parker, Director, Stream Loyalty (UK)

“I strongly recommend this as a great way to learn and grow professionally. I am personally going through the courses right now.”

Pavel Los, Global Loyalty Program Manager, Shell (Czech Republic)

“Thank you also for a great course - really useful content that structures the knowledge about loyalty.”

Piotr Kozlowski, Vice President Consulting, Airline/Travel Loyalty, COMARCH SA (Poland)

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