



TESTIMONIALS

NORTH AMERICA

“Thanks, Margaret for the quick evaluation and the very helpful feedback! This is more than I could have expected - a great surprise and delight moment to be sure 😊. Thanks also to you and Mike and everyone who had a hand in developing the program. I found every class interesting and have many notes I’ll continue to consult as my organization moves forward with the launch of our own loyalty program next year. I also look forward to continuing to explore the many other videos and resources available as I progress in my loyalty learning.”

Eric Thiessen, Membership Marketing Mgr., Federated Co-op (Canada)

“Thank you for this wonderful news, I am very excited to be a Certified Loyalty Marketing Professional! I have learnt so much in the last few months as I was going through the modules and I have no doubt this certification will be very rewarding to me on my career path. Thank you for this program that is specifically designed for loyalty marketers. I hope more and more people come across this course and also have an opportunity to learn as much as I did.”

Nicollette Muchenga, Sr. Specialist Loyalty Operations, Federated Co-op (Canada)

“I am happy to now be a CLMP and join the community of Loyalty professionals. I found the courses very insightful and I believe it will allow me to evolve our Loyalty/Rewards program going forward. The CLMP designation came highly recommended by a colleague of mine and it did not disappoint. I look forward to taking more courses in the future and staying active within the academy.”

Troy Flowers, Partnership Manager, Canadian Automobile Assn (Canada)

“Although I have been in loyalty marketing for the last 15+ years, I found these programs enjoyable and educational. I plan to continue being an active member going forward. Many thanks.”

Sabrina Lillew, VP Loyalty & Partnerships, Accor (Canada)

“I’m very happy and satisfied about the course quality and the amount of knowledge I gained from it. The instructors were also very clear and knowledgeable about the subjects they were presenting, with extended explanation and examples to clarify the slides.”

Ahmed Zaki, Fawaz Al-Hokair Group (Canada)

“I am so grateful to be a part of this group. I felt the courses were thoughtfully put together and well structured. Also, the new portal experience was great. It was so helpful (and motivating) to see the progress and get to hit “mark complete” at the end of each course. I look forward to recommending this to other loyalty marketers!”

Stacy Allgeier, MBA, Account Manager, Hinda (USA)

“Wanted thank you for providing perfect mix of high-level conceptual thinking along with details and practical examples to apply. On a personal note, I have experience in the past as both a trainer and course developer for a digital marketing training organization (including CRM and Loyalty), and know first-hand the difficulty hitting the right balance and presenting it in an engaging way. All of this to say – I thoroughly enjoyed this experience and will be recommending this to clients and colleagues alike.

Chris Garra, Vice President Engagement Solutions., ebbo (United States)

“I was ecstatic to see the congratulations note and the certificate last night. Thanks for making the class engaging and interactive and making the frameworks and examples practical. I am honored to call myself a CLMP member. Thanks for answering all my questions. Kudos to you for sharing all your practical experience and the course material.”

Stephan Tan, Director, Strategic Consulting, Epsilon (USA)

“Thank you Margaret and Mike! It was a great workshop - lots of insight, tools, and great dialogue.”

Jeremy Egwu, Digital Campaign & Loyalty Manager, Zaxby’s (USA)

“Wow, thank you SO much! I have been wanting this for so long!!! I found the content to be super helpful for my own program -- and also realized I did not do this thorough of an ROI analysis upon building the Dutch Rewards program. I'm looking forward to completing a full program ROI this year to see how we are measuring up, so this will be super helpful in that process. THANK YOU!!!!”

Anne Schultheis, Director of Loyalty, Dutch Brothers (USA)

“Thank you very much for the training and support. I was an IT guy in transaction processing for almost 27 years (came from Fifth Third/FTPS/Vantiv) and just recently moved to Loyalty. I think the growth opportunity is huge and very exciting. The Marketing training definitely helps open even more opportunities.

By the way, Mike did a GREAT job!!”

Sam Adams, FIS Global (USA)

“Great courses...this will absolutely help me in my day-to-day role!”

Anna Tuohy, Director Program Delivery, Epsilon (US)

“This is AWESOME! Thank you both for putting together a great course! I’ve already got a lot of value out of it for my clients and look forward to continuing to put it to use.”

Travis McCan, Sr. Relationship Marketing Strategist, DegDigital (USA)

“Very thankful to The Loyalty Academy for the opportunity to participate. It was a great experience for me and I learned a LOT! Definitely would recommend to those considering options to continue their education in the loyalty industry.”

Mike Templeton, Director of Digital Marketing & Guest Loyalty, Casey’s (USA)

“Thanks for all your help. I am so excited to officially join the community loyalty marketing professionals and to have access to experts like yourself.

Using the mechanism of loyalty marketing, I am trying to build a national rewards program to help revive the tourism & retail economy in few markets. I intend to benefit from your connections and expertise in this regard.

I want to commend you all, for this amazing courseware, Although I have been working in this space and, but coursework and presentations have helped me enhance my understanding & gave deep insight into the beauty of loyalty marketing where-in everything so well-crafted is carefully designed to achieve the desired results.”

Ilyas Zameer, Founder & CEO, The Travel Platform (USA)
