



# Future Ready Customer Strategy

Inspiring Engagement, Driving Growth

# We understand that the future customer is hard to engage

Tomorrow's customer is looking for an alignment of belief with their favourite brands. Customers are savvy, impatient and great researchers. They know the value of their data and their expectations of technology are extremely high.

Sway is redefining the future of customer engagement. We partner with leading brands to design intelligent, data-led experiences that inspire loyalty and drive growth.

By blending creativity, strategy, and cutting-edge technologies we help our clients connect with tomorrow's customers in more meaningful, innovative and future-ready ways.



# Future focused strategic experts



**Tom Peace**

Chief Engagement  
Officer

In excess of 20 years working in customer engagement roles with brands, agencies and tech partners, developing market leading customer strategy for global brands.



**Julian Bonnett**

Brand Engagement  
Officer

Experienced Commercial Director with a wealth of knowledge in loyalty and CRM solutions, as well as reward and incentive frameworks.



**Carmen Garcia**

Market Engagement  
Officer

Expertise in redefining growth strategies, overhauling loyalty programs, and helping marketing teams craft narratives that deepen customer and member engagement.



**Simon Jeffs**

Client Engagement  
Officer

Over 20 years in CRM, data and loyalty strategy roles, Simon has designed hyper-personalised engagement strategy for enterprise retail, CPG, media and pharma brands



**Tim Nicholson**

Partner Engagement  
Officer

Commercially focussed Director with over 15 years experience across the loyalty sector, forging profitable strategic alliances.

## Brands we are proud to have supported

LK BENNETT  
LONDON



CH  
CAROLINA HERRERA

VANS  
"OFF THE WALL"

kate spade  
NEW YORK

benefit  
SAN FRANCISCO



THE  
NORTH  
FACE

قطر مول  
MALL OF QATAR

PhD  
PERFORMANCE NUTRITION

Rootstock  
Labs



COACH  
NEW YORK

Christian  
Louboutin



NatWest



PAPAJOHNS®

IWOOT™

DECATHLON

# Sway's proprietary 6 level customer maturity model enables us to build innovative strategy to sway customer outcomes through our holistic approach to every customer touchpoint



# Our services

## FOR BRANDS



### Strategic Consultancy

We develop innovative and future-focused customer strategy for brands that want to acquire, engage and retain customers through optimised measurable experiences and initiatives.

### Tech Enablement

We work with brands to source and select best fit MarTech partners from an expansive but trusted vendor network. We are partner agnostic! We help you find vendors that provide best in class customer engagement aligned to your strategy

## FOR BOTH



### Marketing & Events

Sway are content creators for the industry, working with global community publishers and event companies to build industry connections through insight

## FOR VENDORS



### Consultancy as a Service

Sway provide customer strategy as an outsourced service provider to our tech and service partners. We have products designed specifically to accelerate the sales cycle and enable upsell opportunities

### Referral

Introductions to brands through our strategy projects

### Representation

We provide boots on the ground support for scaling tech and solution vendors looking to reach and expand their footprint using our highly connected local knowledge and industry resource.

# Strategic Consultancy

## The challenge

Maintaining meaningful and profitable 1:1 customer connections demands adaptation to a rapidly changing world defined by channels, technology, and behaviours. We provide the headroom for brands to optimise engagement through the strategic design and evolution of programmes and initiatives that drive profitable behaviour change.

## What we deliver

- A range of cost effective OOTB strategy products
- Programme benchmarking
- Segmentation & profiling
- KPI & metric definition
- Competitive evaluation
- CX journey mapping
- CRM & loyalty design
- VOC research
- Communication planning
- Creative best practice
- Next best action journey design
- Strategic roadmapping
- Technical audit
- Financial modelling

## Outcomes

- Innovative, future-proof design
- Optimised customer strategy
- Improved acquisition, engagement and retention
- Customer engagement uplift
- Elevated ROI

## Commercials

- Retainer
- Project fee

# Technology Enablement

## The challenge

We support brands to identify needs and shape requirements for martech solutions, helping you to select the right vendor mix. We bridge the gap between brand and vendor to maximise solution fit.

## What we deliver

- Tech partner identification
- RFP management
- Structured discovery
- Brand profile
- Positioning
- Competitor analysis
- Objective definition
- Challenge analysis
- Definition of success
- Programme backdrop
- Toolset analysis: highs and lows
- Transformation requirements
- Budgets and timescales

## Outcomes

- Qualified introduction and relationship jumpstart
- Robust need scoping and trusted vendor appraisal
- Save considerable time in partner identification
- Perfectly align strategy to tech solution

## Commercials

- Project fee
- Retainer

# Representation

## The challenge

Market entry for challenger brands, start ups and scale ups can be slow and expensive to realise. With experienced local personnel available on demand we offer the ability for brands to hit the ground running. Shaping, resourcing and fulfilling the GTM strategy we know will work best for your product. We accelerate your route to market in a cost effective way connecting you to new and potential customers.

## What we deliver

Agile, flexible, available GTM support:

Level 1 (FTE 2 days / week)

- Senior SME representation
- GTM strategy development
- Collateral development
- Marketing planning
- Targeted outreach
- Meeting facilitation
- Event attendance
- Proposal development
- RFI / RFP management
- Client account management
- Event attendance

Level 2 (including level 1)

- Bespoke content development
- Community distribution

## Outcomes

- Immediate market penetration
- Prospect connections
- Sales growth
- Test and learn

## Commercial

- Level 1 - £3,000 per month
- Level 2 - POA

# Marketing and Events

## The challenge

The CRM and loyalty landscape is dynamic and complex! Staying on top of tools, best practices, latest trends and shifting consumer behaviours can be challenging. We provide connection to global communities of sector professionals and we are market-leading content creators. We also work with industry conference providers on sponsorship and networking opportunities

## What we deliver

### Access to global communities of industry professionals

- Brand awareness
- Targeted lead generation
- Digital advertising solutions
- Closed room events
- Research and reports
- Whitepapers
- eBooks
- Webinars and Podcasts

### Global event sponsorship

- Presentation
- Workshops
- Panels
- Live demos
- Exhibition stands

## Outcomes

- Targeted content outreach
- MQL guaranteed!!
- Brand awareness
- Market-leading content creation
- Networking and relationship building

## Commercials

- Unique Marketing Qualified Lead guarantee
- Only pay for NEW leads!
- Event sponsorship fee

# Out of the Box consultancy products

We design bespoke strategy solutions for our clients when this is required

But we also understand that our brand clients need cost effective, *FAST* solutions, to get started immediately and deliver innovation urgently.

We've designed a range of Out of the Box solutions that deliver *AUDIT*, *RESEARCH* and *STRATEGY* for under £20k

We can also support an RFP process, cutting weeks off your process by providing a roster of trusted vendors that we know can deliver the strategy



# Our OOTB consultancy products are cost effective and **FAST!**

1

Book a FREE 1 hour consultation

We have years of experience helping brands to innovate their customer strategy. Ask us the questions you've always wanted to answer and learn from industry innovators

[BOOK NOW](#)

2

*AUDIT*

Sway provides a full audit of your existing strategy, including KPI performance and organisational structure. We will interview your key stakeholders to understand their objectives and review your existing tech. Detailing our findings alongside examples of market innovation and recommendations

4

*STRATEGY BLUEPRINT*

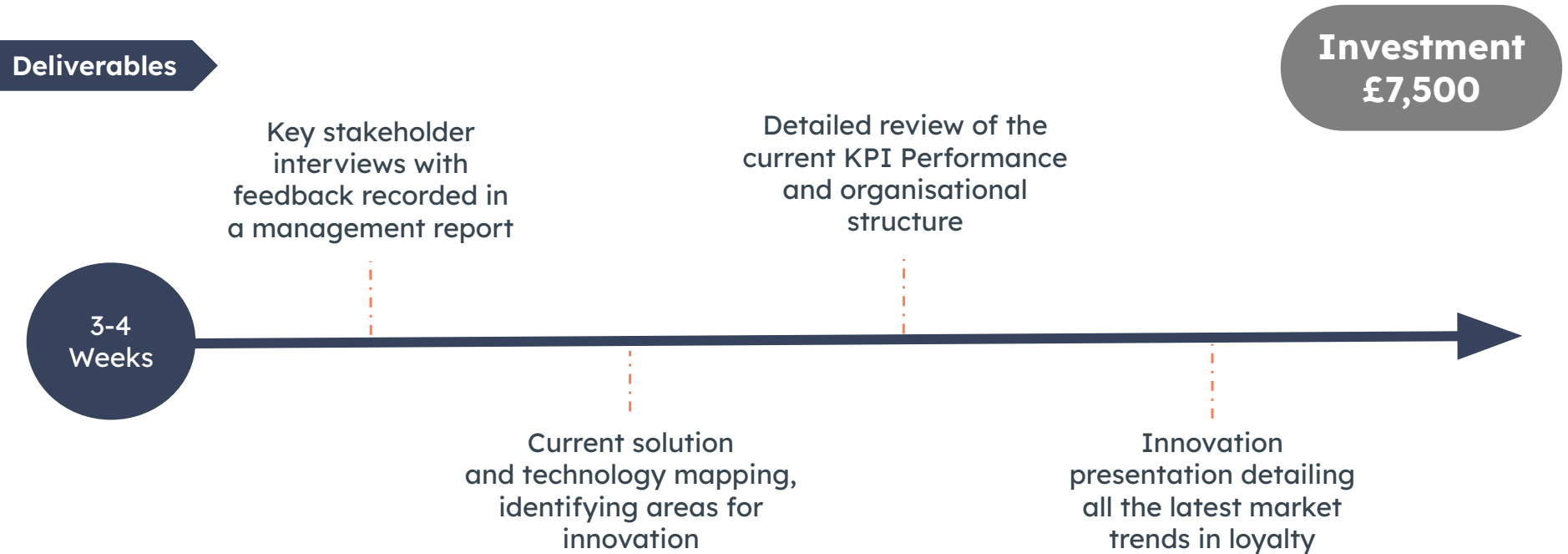
Sway will provide an innovative customer strategy blueprint showing how to evolve and grow customer engagement. Detailing member benefits, earn and burn mechanics, use of data, member experience and engagement strategies, as well as incentives frameworks including partnerships. We will also provide a business modelling tool to test different scenarios.

3

*RESEARCH*

Sway will run competitor desk research of up to 8 brands. We will also design, run and analyse customer research, delivered to your customer database. We will present our findings through a key stakeholders workshop to stimulate discussion and inform the future strategy

# **AUDIT - Getting under the skin of the business, understanding key stakeholder needs and showcasing the latest industry trends**



# **RESEARCH - Providing competitor and customer research, showcased in a workshop where we will test key concepts and gather feedback from key stakeholders**

## **Deliverables**

**Investment  
£7,500**

Desk research on up to 8 competitors / innovators, showcasing best in market solutions

Key stakeholder workshop to showcase all our findings and test concepts

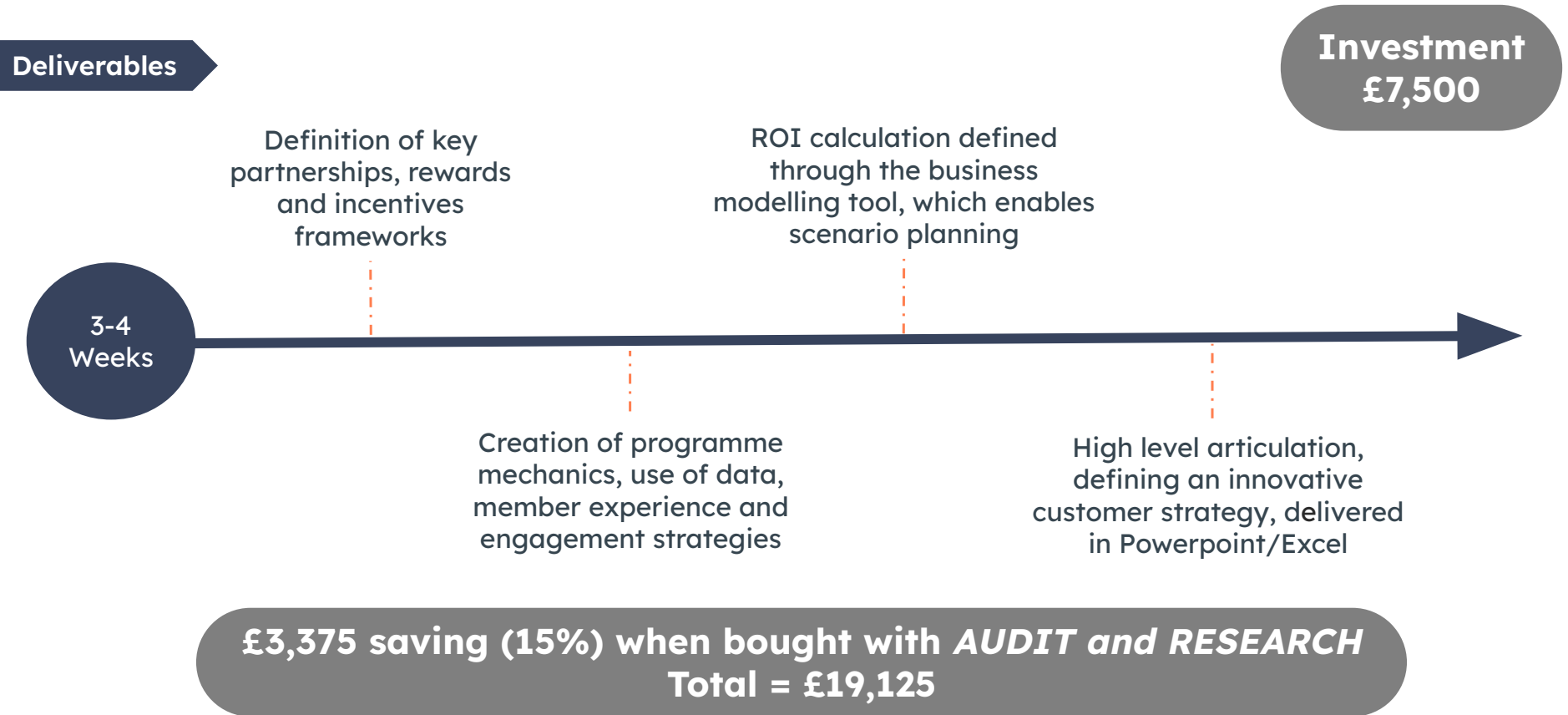
**3-4  
Weeks**

Customer research designed and analysed by us, delivered to the existing customer base

Management report detailing all research and workshop discussions

**£1,500 saving (10%) when bought with *AUDIT***  
***Total = £13,500***

# **STRATEGY BLUEPRINT** - Provides an overarching strategy that covers all elements of programme structure, so you can progress to build stage



# **RFP Process - Sway can support your procurement team through an RFP process based on our detailed knowledge of the tech partners capabilities, saving weeks of research and capability assessment**

**Investment  
£15,000**

**Deliverables**

**6-8  
Weeks**

Work with you to define a Business Requirements Document and an RFP timetable

Manage the RFP submissions to deadline and review partner submissions, scoring against the RFP scorecard

Manage final price negotiations and communicate award of contract

Recommend up to 6 partners to take through the RFP and conduct initial briefing with them

Compile final partner specific questions for up to 3 partners and schedule final presentations

**We are partner agnostic - but we know the best partners for your strategy!**

# Case Studies



# Brand: Fossil Park, Philadelphia

## Sector: Amusements/leisure

**Challenge:** Create a multi-touch point loyalty programme for a brand NEW amusement park in Philadelphia that engages all members, whether at the park or interacting virtually.

**Solution:** We created a digital first engagement that provides education, fun and family interaction to drive the success of this programme!

Members earn badges for completing both on-site and virtual challenges and experiences. Dinosaur fans could reach the top tier Paleontologist status without even visiting the park, although additional adventures are available on-site.

Status Badges unlock VIP benefits and the programme which includes park discounts, exclusive events at the park, as well as third party offers available to all members



# Brand: Mall of Qatar

## Sector: Coalition Loyalty

**Challenge:** Mall of Qatar wanted to create an overarching loyalty strategy across the mall that all tenants could participate in. Data collection and overlap with retailers own programmes were significant challenges.

**Solution:** Working with the technology partner we developed a solution for data collection that was frictionless for the members and simple for store staff, solving the data collection issue.

We designed an experiential customer strategy that rewarded many types of interaction, not just transactions, creating an emotional connection to the brand.

We also provided members with games, challenges and fun ways to earn points, such as augmented reality treasure hunts. This gave the members strong reasons to make Mall of Qatar their preferred leisure destination



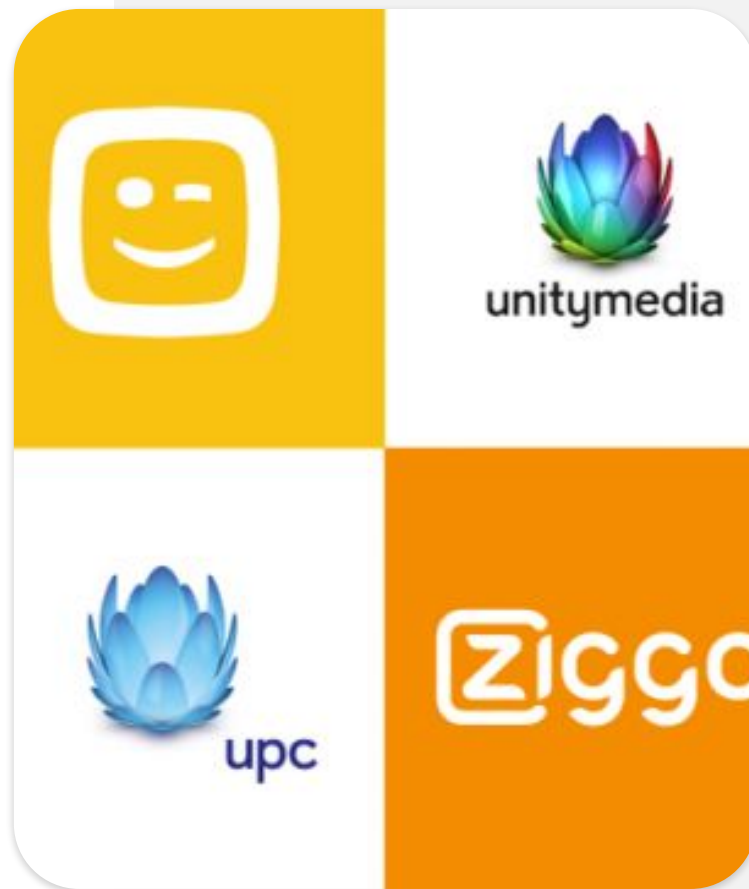
# Brand: Liberty Global

## Sector: Telecoms

**Challenge:** Establish eCRM maturity across 8 European markets to inform roll out of optimised new operating model for UPC, a European telco provider

**Solution:** A thorough, rigorous and consistent analysis of key markets was undertaken through in person interviews and deployment of unique benchmarking tooling that scored each organisation's email marketing maturity over 6 capability dimensions covering in excess of 100 unique variables.

Analysing market scores shaped configuration of the new operating model surfacing opportunities and needs in the context of the people, processes and technology needed to deliver realistic and achievable capability uplift. Actionable outcomes resolved to elevating the 1:1 digital experience for UPC customers across Europe.



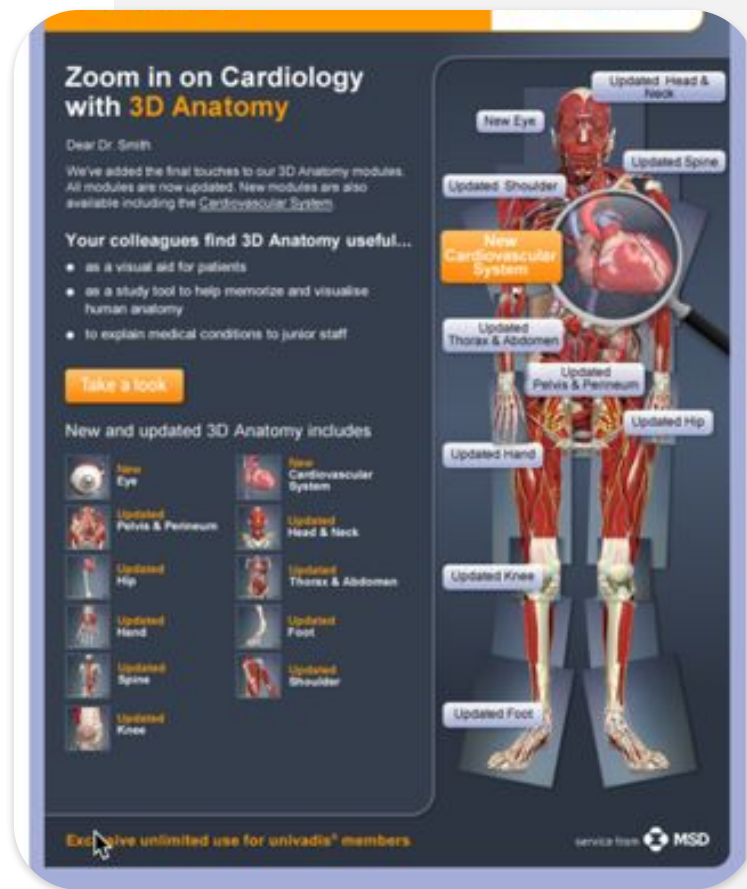
# Brand: MSD

## Sector: Pharma

**Challenge:** Elevate HCP connectivity and engagement with medical content to inform Rx behaviour in highly regulated markets.

**Solution:** A thorough global review of digital capability was undertaken with a view to redefine and optimise the organisational blueprint and operating model for HCP engagement. Mobile, email, web and rep led closed loop marketing channels were reviewed and HCP journeys and preferences were mapped.

Immersive 1:1 digital comms journeys were developed across specialism. Content preferences and highly dynamic campaign logic was implemented, activated and automated to align with a specialist audience who were time poor yet demanded the latest and greatest in educational content.



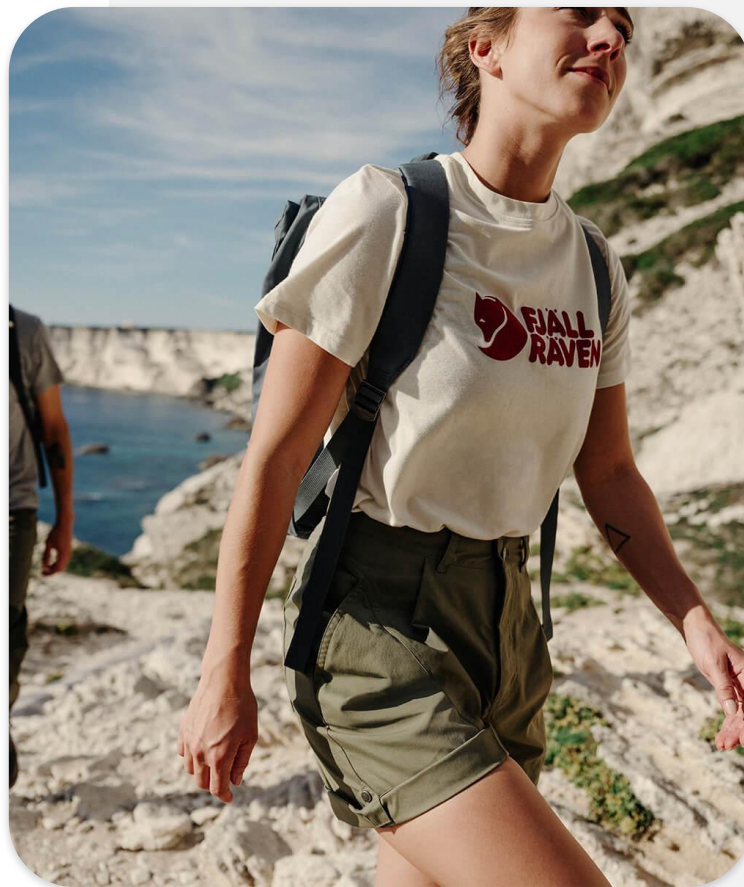
# Brand: Fenix Brands

## Sector: Fashion

**Challenge:** Fjällräven needed a unique loyalty proposition that kept valuable customers close but also recognised the core sustainable philosophy of repair and care.

**Solution:** In depth customer research was commissioned to surface core customer wants and needs of the brand itself as well as loyalty programme expectations.

Creative persona led ideation sessions were established to transform research findings into potential programme features and benefits. The resulting sessions surfaced essential features and benefits that could be easily realised and with robust financial modelling established as part of a programme that could clearly differentiate itself from the competition.



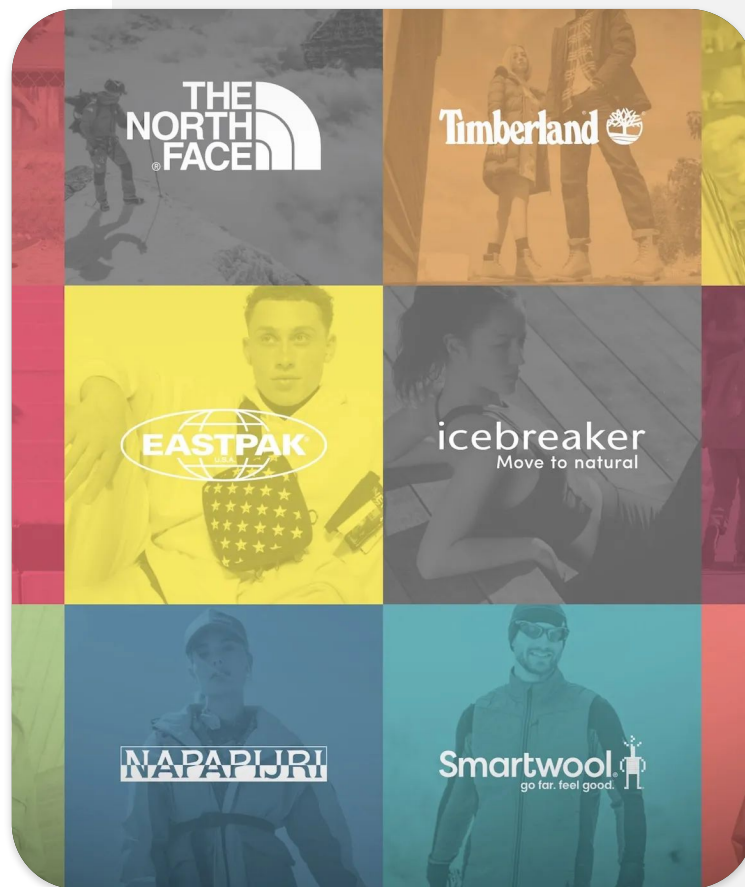
# Brand: Vans & The North Face

## Sector: Fashion

**Challenge:** Vans & The North Face, both brands within the VF Corp, desperately needed a refresh. Both brands had established loyalty programmes with large member basis, but with little engagement. Lack of targeted promotions and poor burn options were significant challenges, as well as a general lack of innovation.

**Solution:** We ran a full audit of their customer strategy and investigated scope for loyalty programme innovation. We provided a strategy benchmark versus their competitors, using our 6 level Customer Maturity Model.

Based on our findings we created a set of innovations that each brand could implement quickly to solve specific challenges or provide new USPs. We presented these back to the teams through an interactive workshop, generating lively discussion and ideation.

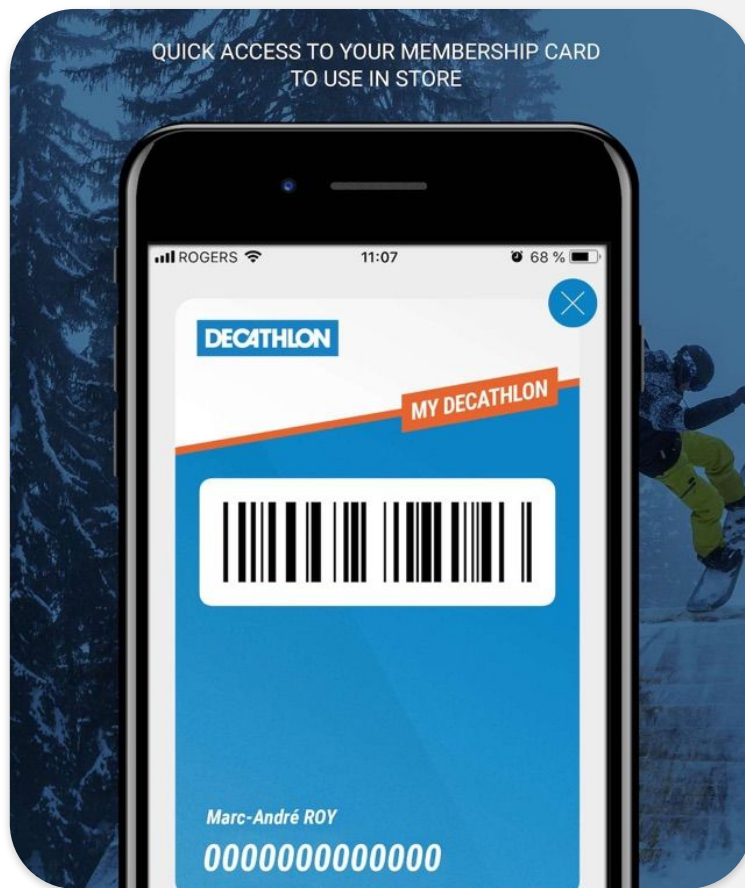


# Brand: Decathlon

## Sector: Retail

**Challenge:** Decathlon had an objective to provide members with the ability to redeem earned points across borders, so that members could spend their points whilst on holiday or travelling.

**Solution:** This was a very complicated request that required a very complicated framework of "points transfer" pegged to a specific currency value. We designed a complicated fiduciary process that could manage the value of the points at earn and transfer this to the value of the programme in the visited country.



# Brand: Papa Johns

## Sector: QSR

**Challenge:** Create a global loyalty strategy for their 35 international markets that could be administered centrally but adapted locally by each local market. Enabling local country differentiation, through a globally managed solution.

**Solution:** This project required a full and detailed strategy design for Papa Johns that incorporated a central management solution that could be administered by the international team. All reporting, programme rules and benefits were managed centrally from their UK based office.

However, local markets also had the ability to flex their programme to meet local needs, within a specific framework. Allowing the local franchises to administer changes appropriate to their local customer base



# Let's Connect

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**SWAY**  
outcomes

CUSTOMER STRATEGY