

Building The Body Shop's Love Your Body™ Club in Talon.One



Discover how you can use recreate the prominent features of The Body Shop's loyalty program, Love Your Body™ Club, using Talon.One's Promotion Engine.

Love Your Body Club: How an effective loyalty program works

Launched in August 2015 with a whopping 900,000 members, The Body Shop's loyalty program, Love Your Body™ Club (LYBC), gives members access to exclusive offers and has grown to be one of the most successful loyalty programs in the world.

Members of the program get 1 point for every \$1 they spend in The Body Shop's stores or online. For every 100 points, club members automatically receive a \$5 voucher. The Body Shop refer to these vouchers as Rewards.



A maximum of 10 Rewards can be active on an account at any given time. Rewards will expire after 3 months if unspent. LYBC members can use their Rewards in conjunction with other promotions, offers or discounts. A unique feature of The Body Shop's Rewards is that customers can contribute towards the firm's Environmental, Social, and Governance (ESG) goals by donating the balance of their rewards to selected charities.

WHAT MAKES LOVE YOUR BODY CLUB UNIQUE

- | | | | |
|----------|---|----------|---|
| 1 | Custom criteria for automatic points redemption | 4 | A referral program with customer limits |
| 2 | Automatically generated birthday vouchers | 5 | A 'Buy One Get One Free' feature |
| 3 | A function to offer member exclusive bundles | 6 | Donation of loyalty points to charities |

1 CREATE CUSTOM CRITERIA FOR POINTS REDEMPTION

When LYBC members reach 100 points, The Body Shop automatically reward them with a \$5 voucher. Recreating something like this in Talon.One is very simple. We simply need to keep track of the number of loyalty points, and then have an effect trigger when our counter gets to 100. In Talon.One this can be one simple rule and one simple effect. In our rule, we check to see how many loyalty points the customer currently has. For simplicity sake, we check to see if it is 100, but this could be a multiple of 100 or some other figure/calculation. Once the customer hits 100, the effect runs, which credits the user with a \$5 voucher.

Points Redemption

Rules

▼ The Body Shop points redemption

Conditions

When all of these are true:

Loyalty Points (Customer Profile) is equal to "100"

+ Add Condition

Effects

Apply these effects:

Create \$5 voucher for Recipient ID (Coupon) in the current campaign,

+ Add Effect

Birthday Vouchers

When all of these are true

Birth date (Customer Profile) is on Current time

Effects

Apply these effects:

Create coupon for the Current Customer (Friend) in the cu

In the current campaign

In a specific campaign: Campaign 001

Recipient

Current Customer (Friend)

Redemption Limit

1

2 GENERATE BIRTHDAY VOUCHERS

The Body Shop's loyalty program also offers \$10 birthday vouchers. This feature gives the scheme a personal touch. If you store customer information, like birthdays or other milestones (like sign-up date), it's easy to create a rule to give rewards on that date. When issuing the coupon, a \$10 coupon in the Body Shop's case, you can also add a number of criteria or redemption rules, which can either provide budget safety (can only be redeemed by this account) or add to the experience (by giving additional rewards if donated to charity or some other bonus).

3 OFFER EXCLUSIVE BUNDLES

The Body Shop offer exclusive bundles, called Lucky Bundles, to LYBC members. Lucky Bundles are popular among members as they can save a significant amount of money by buying a bundle instead of purchasing individual products. For example, members of the loyalty program in Australia buy the 'tea tree bundle' for \$30 and save \$45. How can you create exclusive bundles in Talon.One? Go to the Rule Builder and click on Bundle Definitions. There, you can select the name of your bundle, the number of items in the bundle and any optional attribute you wish to add to your bundle.

Exclusive Bundles

Lucky_bundle

Bundle definition name
Lucky_bundle ✓

List of cart items
All items in the cart ✓

Number of items
5 ✓ ⓘ

Bundling attributes (optional)
Discount \$45 for tea tree bundles for Australian customers ✓

No Data

Cancel Save Bundle Definition

Refer a Friend

Rules

Refer a friend

Conditions

When all of these are true:

- Referral code is valid
- First Transaction (Current Session) exists

+ Add Condition

Effects

Apply these effects:

- Add an item to the cart - SKU: Advocate's Profile ID (Referral)

SKU
Advocate's Profile ID (Referral)

Discount name
Free Item

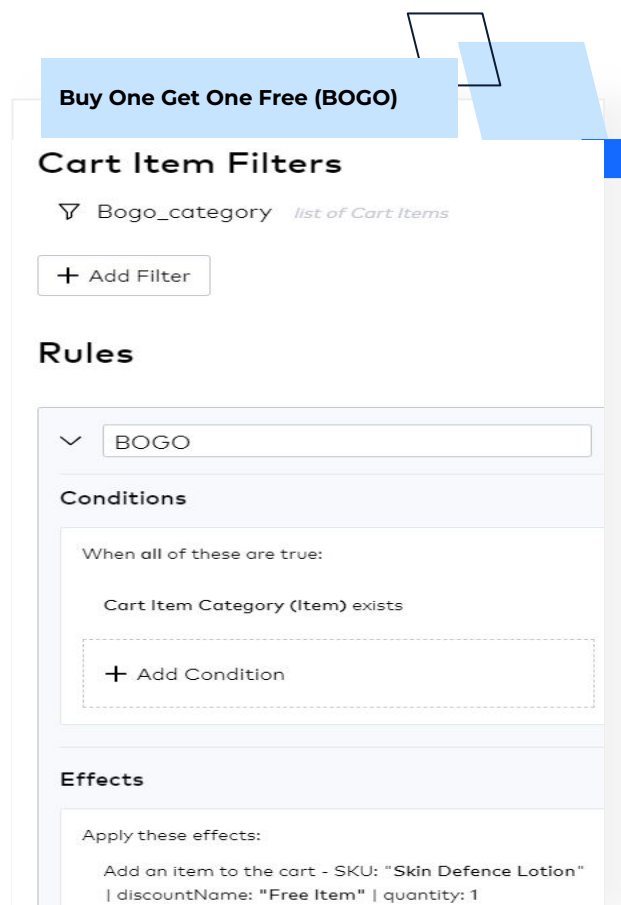
Quantity
1

4 CREATE A REFERRAL PROGRAM

The Body Shop rewards loyal customers for referring valuable users. When the referred customer makes their first online purchase, the advocate will receive a reward — a pay-per-conversion model. Creating an effective referral program is incredibly simple in Talon.One. Using Rule Builder, you need to ensure the referral code is valid and that the first purchase took place. Once these are true, you can choose to add loyalty points to the referred customer and/or the advocate's profiles or send them a reward – just like The Body Shop.

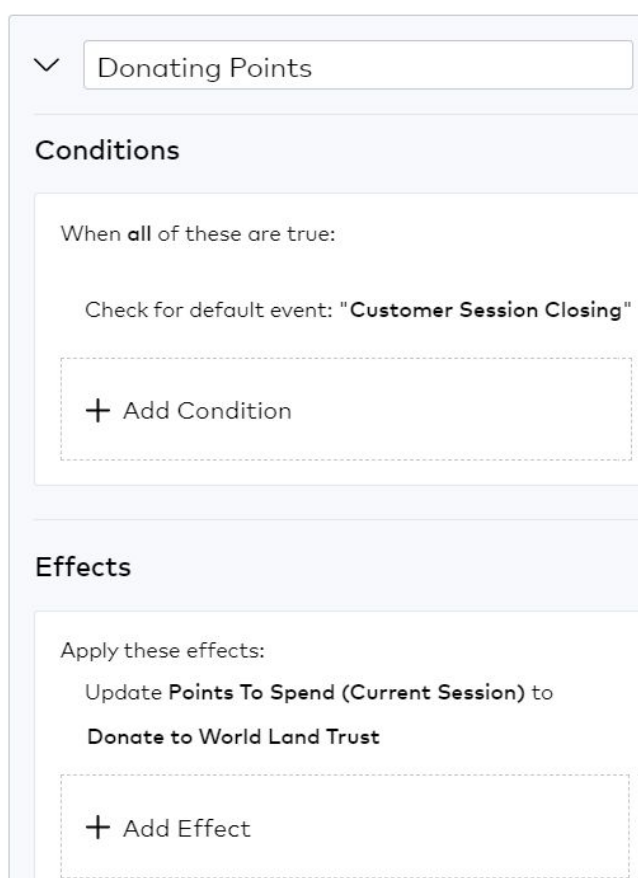
5 BUILD 'BUY ONE GET ONE FREE' FEATURE

The Body Shop have selected the 'Skin Defence Lotion' Category for offering 'Buy One Get One Free' (BOGO) feature. This is an effective tactic to help your loyal customers save more and have a better control over your inventory. Creating product-exclusive offers, even more complicated offers than BOGO, is straightforward in Talon.One's Rule Builder. Click on Rule Builder and then click on 'Filter Cart Items' in the top left corner. Select your BOGO category, which can be comprised of SKUs or other item attributes, and save it. Now your rule will only run on the filtered items.



Donation Functionality

Rules



6 BUILD A DONATION FUNCTIONALITY

Instead of spending their Rewards on products, LYBC members may choose to donate their Rewards to the nominated charities indicated on The Body Shop's website. The Body Shop will donate to these charities the equivalent value of Rewards donated by programme members. Using Talon.One webhooks, you can automatically trigger a reward in any system when certain criteria are met. In the below example, when the user submits the rewards at the redemption screen, it deducts the relevant points and triggers a webhook that dynamically updates the amount to be donated.

The Rule Builder

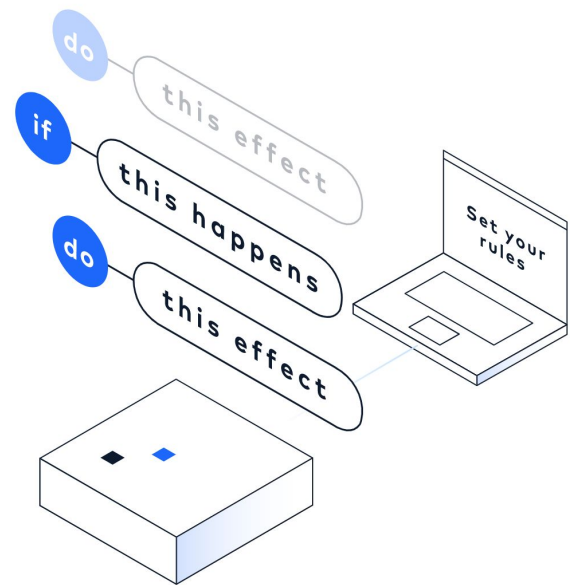
→ A platform for non-technical people to create complex promotion logic without developers.

With Talon.One's [Rule Builder](#), you can create rules that define the logic of your dynamic promotions campaign. It is available on the left-side menu of every campaign.

Rules are defined by **Conditions** (the criteria that trigger an action) and **Effects** (the action(s) that will be taken as a result of the criteria).

By using conditions and effects in Talon.One, you can execute a wide variety of personalized promotional use cases. The Rule Builder allows you to make your promotions time-sensitive and omnichannel – just like successful brands like The Body Shop.

To learn more about what is possible with the Rule Builder just [take a look at our docs](#).



“Having a promo engine like Talon.One helps us bring personalization to life by offering the right promotion to the right customer at the right time. This not only incentivizes the purchase but also shores up our margin.”

- Angela Gow,
Director of Digital Merchandising and Email,
Eddie Bauer

About Talon.One

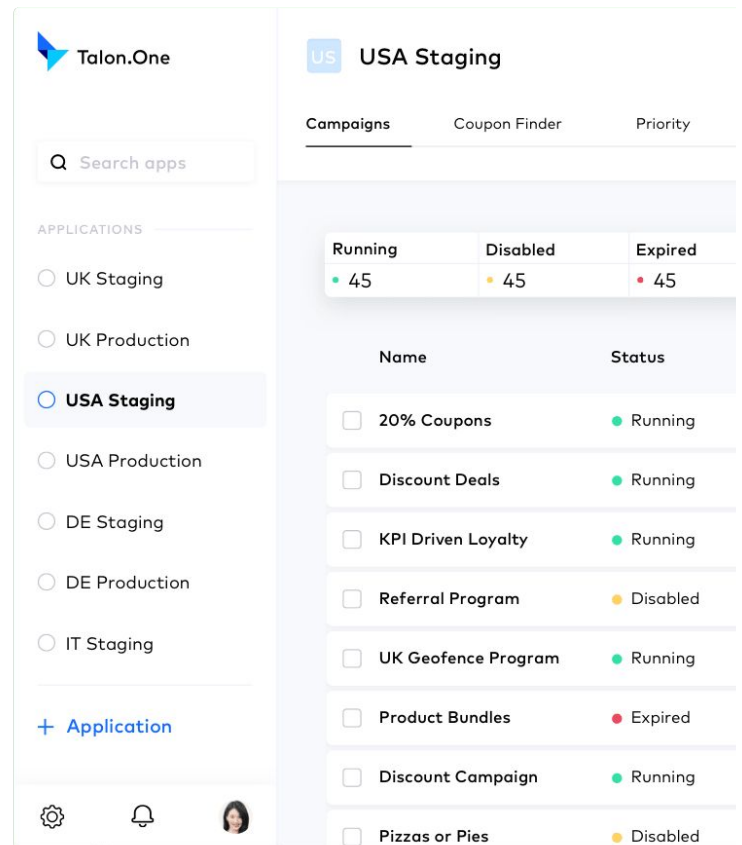
→ A fully equipped, scalable and customizable promotion software that gives you all the flexibility you need.

Talon.One has invested in optimization to ensure businesses can gain access to a powerful promotion engine without having to build one from scratch.

With the experience of running [thousands of successful campaigns](#) for enterprise firms, Talon.One's scalable promotion platform comes with minimal set-up and a dedicated success team to ensure campaigns are working.

The features offered by Talon.One enable businesses to have unlimited promotional solutions at their fingertips. These features include, but aren't limited to, [loyalty](#), [coupons](#), [discounts](#), [bundling](#), [referrals](#), [geofencing](#) and [gift cards](#).

After a quick and seamless integration, your developers can focus on your company's core product again. Book a free live demo [here](#) and discuss your own specific use cases.



By using Talon.One's Rule Builder, every piece of customer data you have can be leveraged to create in-depth, tailored promotions that make your customer experience extra engaging.



The World's Most Flexible Promotion Engine

Integrate easily with 3rd-party software and
make the most of your promotions

ASK ABOUT OUR INTEGRATIONS

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BOOK YOUR FREE DEMO

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