LOYALTY | LAB

MAKE THE CONNECTION

LOYALTY · CUSTOMER ENGAGEMENT · CRM

Loyalty that pays its way

I help brands build loyalty and customer relationships that earn their keep, with deep roots in hospitality and travel. Sometimes that means solving one problem well. Sometimes it means an experienced leader at the table, without the cost or wait of a full-time hire.

Three ways to work together

1 Loyalty Health Check

Fixed price · 2–3 weeks

An honest look at your loyalty or customer engagement: the offer to customers, the data, the economics and the technology. You get clear findings and a prioritised 90-day plan.

2 Project consulting

Scoped · fixed fee

The approach that best fits your business: financially sound, data-driven and operationally deliverable, built to drive your business objectives and keep your brand promise. From strategy and business case to platform selection, implementation and launch.

3 Fractional Head of Loyalty

Monthly retainer · 6-month minimum

Senior loyalty leadership for part of the month, inside your team. I own the roadmap, steer agencies and vendors, and answer for agreed KPIs.

FRACTIONAL PACKAGES

Pick the level of support you need, and change it as the programme grows

Advisor 2–3 days a month	A sounding board: monthly performance review, governance and quarterly roadmap	
Lead 4–6 days a month	Owning the roadmap and KPIs, and managing agencies, vendors and partners	
Embedded 8–10 days a month	Running the programme after launch, or covering a gap until a permanent hire	

SELECTED EXPERIENCE

European hotel group, 200+ hotels: leading implementation of a new loyalty programme, from tiers, perks and hotel fees to Salesforce, Opera Cloud and launch.

Hospitality technology provider: CRM competitive strategy for the CEO and leadership team.

Global hotel group: discovery research, scope and RFP for a new knowledge platform.

Global strategy consultancy: loyalty and CRM adviser on leisure and travel brands.

Government free zone, UAE: data and CRM programme with lead scoring and a single customer view.

Vicky Elliot

Founder, Loyalty Lab

30+ years in loyalty, customer engagement and communications, rooted in hospitality and travel, including Hyatt. Global experience, with offices in Spain and the UAE serving clients across Europe, the Middle East and beyond. Member of ISHC. English and French.

Let's talk

A free 30-minute conversation about what you're trying to achieve

SPAIN · UAE · WORLDWIDE

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