
Company Fact Sheet

Company Description

Loyaltyworks designs, develops and manages a wide array of loyalty and incentive programs – from turnkey programs and promotions to fully customized solutions – with a focus on measurable results. For nearly 30 years, Loyaltyworks has successfully implemented employee recognition, sales incentive and customer/channel loyalty programs.

These solutions generate incremental revenue and profit for clients by engaging customers, channel partners and employees in relationships that strengthen loyalty, drive business and inspire high performance.

Approach

Loyaltyworks supports its programs with a full range of capabilities and services, and approaches client relationships based on core values of openness, ease and accountability. The result – Clients find it easy to do business with Loyaltyworks and be successful.

Client Base

More than 130 active clients, ranging from mid-market product and service businesses to Fortune 500 companies.

Capabilities

- Program strategy and design
- Integrated, data-driven communications
- Creative services
- Promotions
- Rewards and fulfillment
- Dedicated account management
- Up-front ROI modeling
- Program audits and measurement
- Customer care
- Data reporting and analytics
- Performance measurement
- Program customization

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Management Team

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