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MODERN APPROACHES TO THE INTEGRATION OF LOYALTY PROGRAMS: EVALUATION METHODOLOGIES AND MANAGERIAL DECISIONS

Summary

Relevance. Problem statement. The article examines modern approaches to integrating loyalty programs, which are a critical tool for enhancing the competitiveness of enterprises in the dynamic market environment. The relevance of the study is driven by the growing importance of customer retention and the development of long-term interactions with them, which is particularly significant in the context of globalization, the digitalization of the economy, and increasing consumer demands for personalized service.

The challenges of loyalty program integration encompass issues related to the effective implementation of technological solutions that enable personalized communication with customers, adaptation of offers to their needs, and improvement of customer satisfaction levels. A particularly important aspect is the optimization of methods for evaluating the effectiveness of loyalty programs, as flawed approaches to analysis may lead to erroneous managerial decisions and inefficient use of resources.

The aim of the article is to analyze and justify modern approaches to the integration of loyalty programs, develop effective methods for evaluating their performance, and identify managerial decisions aimed at enhancing business competitiveness through the establishment of long-term relationships with customers. The article also discusses the primary goals of the evaluation **methodology**.

Results. The article explores modern approaches to the integration of loyalty programs into company operations, aimed at enhancing customer engagement and loyalty. It highlights the main methods for evaluating the effectiveness of loyalty programs, including the analysis of both financial and non-financial indicators.

The key challenges include: the need to adapt loyalty programs to rapid market changes; the integration of modern digital technologies, such as artificial intelligence and Big Data, for analyzing customer behavior; and ensuring the profitability of loyalty programs through strategically sound management of costs and revenues associated with their implementation.

Practical significance. A model for the integration of loyalty programs is proposed, which combines a personalized approach to customers with the use of modern digital technologies.

Keywords: loyalty programs, integration, management decisions, competitiveness, customer experience.

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