



**ROAD AND SPORT**  
MOTORCYCLES



## How Harley-Davidson uses Loyalty to build a brand and business.

Road and Sport Harley-Davidson in Hamilton NZ surpassed all other dealers across Australasia to be crowned the 'Best Harley-Davidson dealer in Australasia'.

In a Q&A with dealer principal Shelley Sproule, we get a unique insight into how their loyalty programme has assisted Road and Sport in achieving award-winning international success.

Of your thousands of customers, how many customers are loyalty members?

*I would suggest 90-95% of our customers are in our Loyalty Programme. If they are offered the programme they very rarely turn it down.*

How do your staff engage customers to join your loyalty programme?

*It is important that the company had a process at Point of Sale in place. I ran a competition in each department for a period of 6 months, mainly to increase the awareness around capturing the customers.*

*It worked very well and also gave me the data to know who was not following our process to enable me to put more training in.*

What do you do to achieve such a huge member uptake?

*I think it is important that the customer Loyalty Reward form be simple, quick and easy for the customer to complete and it also captures all the information required to put in the system.*

How do you manage your loyalty success?

*It is around it being a worthy programme for the customer to partake in. The success of the IQ Gecko platform means our programme automatically captures all the wanted transactional data for the Dealership to promote as a Policy and part of Point of Sale.*

*It is not a "maybe do it" in our Dealership. Although we promote the programme at all consumer touch-points, it is at the Point of Sale where it really has to be promoted.*

Can your member earn points across all business departments?

*Members can earn rewards in our Dealership, Parts, Service, GM & Insurance. Rewards can be redeemed across all Parts, Service & GM departments.*

Statistics in other industries show that loyalty members spend between 12%-18% more than non-loyalty members. Do you feel that this is the same for Road and Sport Harley-Davidson?

*I can't put an exact figure on this but I would suggest our Loyalty member spend would be way higher than 12-18%. We have a high number of customer uptake in the programme which makes our figures much higher.*

Are the staff engaged with your loyalty programme?

*Our loyalty programme has become part of the culture. To get the most out of any loyalty programme there has to be a staff focus and a requirement.*