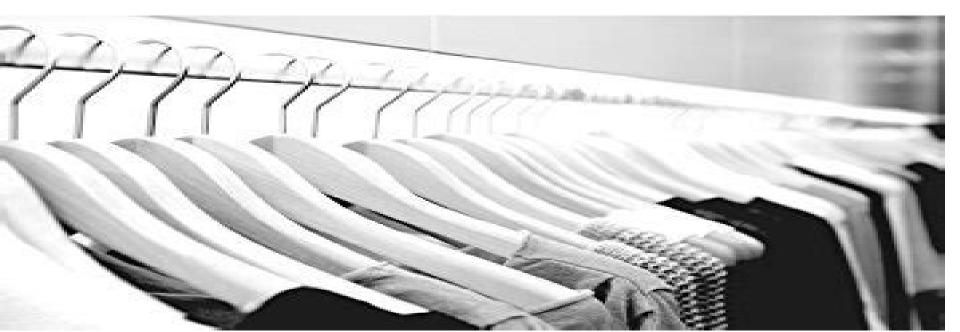


# Retail Loyalty Programs - Tapping Into Their Hidden Benefits

From supermarkets to electronics stores, gas stations to coffee shops, loyalty programs are abound in the retail sector, and flourishing more than ever. But it's the rare retailer that has truly tapped into the value lying within the program's customer-related data...



# Retail Loyalty Programs Tapping Into Their Hidden Benefits

Sibanjan Das

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