

The Role Of Rewards & Benefits

in today's banking landscape

What consumers want from their bank's engagement programme

Digitisation has changed banking forever, but it's also made customers less loyal. With easy access to comparison tools and competitive offers, consumers are more willing than ever to switch providers for better value and service.

Banks can no longer rely on traditional loyalty. To stay competitive, they need engagement programmes that deliver real benefits and strengthen emotional connections. Rewards that matter, like travel perks, are key to keeping customers from shopping around. We surveyed over 8,000 individuals across 10 countries in Europe, the Middle East, and Africa to find out their loyalty preferences. Discover the top highlights from our findings below.



Loyalty is a two-way street

Although consumers are open to staying loyal to a primary bank, they expect recognition and rewards for their loyalty

84%

of consumers say rewards and benefits are as important or more important than the bank's reputation.

45%

of consumers who signed up for a card with lounge access were highly influenced by its benefits.

61%

say lounge access benefits encourage them to spend more regularly with that card.

Take loyalty sky-high with Airport lounge access

Lounge access stands out as one of the most sought-after travel benefits, making it a powerful driver of customer loyalty.

62%

of consumers would consider switching card providers if airport lounge access was removed as a benefit from their current payment card.



That's why Priority Pass and LoungeKey are consistently ranked as the most valued travel rewards for today's consumers



67%

of consumers would choose Priority Pass over another lounge access programme.



64%

of members would consider switching card providers if they no longer offered Priority Pass.



81%

of consumers are aware of Priority Pass, ranking the brand as number one when compared to competitors.

Make it an experience to remember

Today's consumers, particularly millennials and Gen Zs, seek experience-driven rewards, such as lounge access, sleeping pods and gaming lounges.

53%

consumers say access to rewards and benefits makes them feel valued.

61%

are encouraged to use this card more for general spend.



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Earn lasting customer loyalty with an engagement programme that truly delivers value.

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