## Contents

Acknowledgments	xiii
Introduction	1
PART 1: VISION	7
Chapter 1: May You Live in Interesting Times	9
The Three Faces of Loyalty	9
The Road to Loyalty 3.0	10
We Live in Interesting Times	15
Chapter 2: Whoever Figures Out Motivation Wins	23
Fueling the Fire	23
Deep Dive into the Five Intrinsic Motivators	27
Piece of Cake?	36
I Just Work for a Paycheck	37
Chapter 3: The Next Big Thing Is Big Data	39
What Is Big Data and Where Does It Come From?	40
How Can We Use Big Data?	41
Crunching the Numbers	49
Big Data in the Consumer Space	52
Big Data in the Employee Space	56
Employee Hiring: An End to Hunches	57
Workforce Analytics	58
Big Data, Big Problems	61
What's Next?	62
Chapter 4: Gamification—The Engine of Loyalty 3.0	65
This Is Not a Game: The Difference Between Games	
and Gamification	68
Games Are Intrinsically Motivating	69
Adding the Spark of Gamification Mechanics	72

Contents

The 10 Key Mechanics of Gamification	73
Rewards = Meaningful Value	84
Questions and Answers	89
PART 2: EXECUTION	95
Chapter 5: Case Studies in Customer Engagement	97
Characters Welcome at USA Network	98
Make Your Way to Rio with Chiquita Brands	104
Insider Rewards at Warner Bros.	109
Checking in with Foursquare	114
Contributor Reputation with SAP Community Network	118
More Loyalty 3.0 Communities	123
Chapter 6: Case Studies in Skills and Learning	131
Getting Fit with Zamzee	131
Getting the Right Exposure to Adobe Photoshop	139
Gearing Up with Ford of Canada	147
Innovating in Education with Loyalty 3.0	153
the second se	
Chapter 7: Case Studies in Employee Engagement	159
Inspiring Agents with LiveOps	160
Preventing Death by Power Point with BOX	163
Going Social with Bluewolf	167
Turbocharging Sales with Nitro for Salesforce	174
PART 3: DIRECTION	187
Chapter 8: Planning Your Loyalty 3.0 Program	189
The Loyalty 3.0 Road Map	190
Plan	190
Chapter 9: Bringing Your Loyalty 3.0 Program to Life	207
Design	207

X

Build	228
Optimize	234
Chapter 10: Forward in All Directions!	241
Where We've Been	241
Where We're Going	242
Wrapping It Up	245
Appendix: A Loyalty 3.0 Sample Scenario:	
Engaging Attendees of a Tech Company's	
Annual Conference	247
Notes	263
Index	269