

## Q&A with Author Daniel Pink: The Role of Loyalty in Being Human

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Best-selling author Daniel Pink, a sales and human behavior expert, once let his memberships accumulate while not really thinking about the best ways to maximize the points that matter. He now views loyalty marketing as a much broader endeavor. Pink is among a select group of loyalty leaders and visionaries who shared their insights into the industry's evolution for [COLLOQUY's 25<sup>th</sup> anniversary issue](#). He also is among the keynote speakers who will present at the [2015 COLLOQUY Loyalty Summit](#) in October. Following are edited excerpts from his Q&A.

### **COLLOQUY: When and how did you know the concept of loyalty marketing had arrived?**

**Pink:** When I looked in my wallet and realized that I had more – way more – loyalty cards than credit cards, bank cards and government ID's combined.

### **What was the single most important event in loyalty, to you?**

When companies began tying frequent flyer miles to credit card purchases. I think that was actually a force in democratizing air travel in this country.

### **If you could do one thing over again, what would it be?**

As a consumer, I'd be as maniacal about hotel points as I am with miles.

### **What do you think consumers miss/don't see regarding the loyalty relationship?**

Tens of millions of other people also have these relationships, which means there's always going to be *someone* with more options than you have.

### **Build a loyalty starter kit. What three tools are essential?**

1. A great product. Getting points for a mediocre hotel doesn't help much.
2. Transparent process and rules. If someone understands how it all works, they're far less likely to complain and much more likely to be satisfied.
3. Simplicity. Anything companies can do to save people even a step can pay big dividends down the road.

You can follow Daniel Pink on [Facebook](#), [Twitter](#). You can also plan on joining him at the [COLLOQUY Loyalty Summit](#), Oct. 14-16<sup>th</sup> to hear his session on cutting-edge social science and best practices, as he reveals his new book, *ABCs of Selling: Attunement, Buoyancy and Clarity*.

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