

TOPIC : Benchmark Analysis

Products (companies) : Nintendo, Playstation, Xbox

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Company	Nintendo	Sony	Microsoft
Name of the fidelity program	My Nintendo	PlayStation Stars	Microsoft Rewards (Xbox)
Objectives	Get people to play more and buy more games and console	Get people to play more and buy more games and console	Get people to play more and buy more games and console
Selectivity	Need to have a Nintendo console and be active	Need to have a Playstation console and be active	Need to have a Xbox console and be active
Segmentation	There are 3 levels of points that give access to different rewards. All members of the program can have, depending on whether they are active or not, the highest rewards.	<ul style="list-style-type: none">- Occasional players- Passionate players- Competitive players- Family gamers	<ul style="list-style-type: none">1) Professional gamers;2) Hardcore gamers;3) Normal gamers;4) Family gamers
Mechanics and Reward Criteria	Purchasing game or using software	4 levels of criteria, depending to the number of games purchased and the number of trophies obtained	Purchasing games and playing(win a streak, also exclusive quests or quizzes and polls). Also by sharing thoughts on sent surveys.
Advantages	Digital games and discount on games and items	<ul style="list-style-type: none">1) Earn limited-edition digital collectibles2) Earn points that can be redeemed for digital collectibles, games or digital wallet funds	Redeem points on real rewards, including: Xbox games and subscriptions, gift cards, sweepstake entries, nonprofit donations, and more.
Support	<ul style="list-style-type: none">- Check the points on the Nintendo console- Check the points on the Nintendo online app online-app on mobile phone	<ul style="list-style-type: none">- Subscribe with a computer/phone- Check the points on the Playstation console	Check and use points on platform of Xbox console

Generosity	<p>Yes, Nintendo has a different approach to loyalty than its competitors. "Family Fun. Beyond the pleasure of playing, many Nintendo users join the program because they have fallen in love with one of the franchises and Nintendo returns the favor with a program centered on the game and the Nintendo universe, so the users are quite satisfied</p>	<p>No actual rewards, but points to retrieve what seems like virtual cards.</p>	<p>Yes, Rewards can be redeemed into three things: A month of Game Pass which allows you to play hundreds of games online. Second, a Month of Xbox Live Gold which gives you access to even more games and features. And third into a Gift Card that can be redeemed in any Xbox digital or physical good.</p>
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