



CASE STUDY

Driving customer loyalty:  
Developing the Uber Rewards platform



Millions of customers use Uber every day and in lots of ways – whether they’re sharing an Uber-Pool to the office, ordering in dinner from Uber Eats, biking home from the train, or taking an UberXL to the airport.

Given this, Uber was in a unique position to recognize and invest in customers to earn their loyalty.

## Approach

Uber approached Simon-Kucher to collaborate on the development of Uber Rewards, a loyalty program allowing customers to earn points and redeem benefits when using Uber. In order to achieve this, Simon-Kucher worked with Uber to:

- Identify which parts of the Uber experience customers valued
- Define how Uber customers would earn status through the rewards program





## Solution & results

By understanding the most valued elements of the Uber proposition, Simon-Kucher were able to work with Uber to devise a rewards program that would allow Uber to invest in its customers, thereby driving increased customer loyalty.

Points earned via Uber Rewards allow customers to gain status to one of four membership tiers, unlocking benefits along the way including price consistency, priority pick-ups at airports, higher rated drivers, and complimentary upgrades.

Uber Rewards is now available to riders in all U.S. states, across 100+ additional U.S. cities including Detroit, Charlotte, Las Vegas, Milwaukee, Memphis, Minneapolis-St. Paul, Nashville, Portland, Sacramento, and more<sup>1</sup>.

<sup>1</sup> Stress Less and Do More with Uber Rewards; <https://www.uber.com/en-GB/newsroom/uber-rewards/>



Simon-Kucher was a great partner during our research phase. We appreciated their support, expertise and partnership throughout the process of developing Uber Rewards.

Barney Harford  
Chief Operating Officer, Uber

**Simon-Kucher & Partners** is recognized as THE unicorn advisor, having **worked with over 30 unicorns** including companies such as 23andMe, Airbnb, Asana, Eventbrite, Evernote, LegalZoom, Stripe and Uber. The types of projects undertaken include:

- Monetizing innovation
- TopLine power assessments
- Loyalty program design
- Growth hacking
- Business and revenue model design
- Two-sided market monetization
- Packaging and pricing

For more information about our work with unicorns, please get in touch.

## Author and Contact



**Madhavan Ramanujam**

Partner and Board Member

**Silicon Valley, San Francisco**

USA

mram@simon-kucher.com

Tel. +1 650 641 4302

## About Simon Kucher & Partners

For over 30 years Simon-Kucher & Partners has been helping hundreds of clients around the world address their strategic and marketing challenges. We are regarded as the world's leading topline advisor and thought leader. We have served more than 100 of the Global Fortune 500 companies and our clients come from all major industries.

## Simon, Kucher & Partners LLC

Mountain View  
100 View Street, Suite 102  
Mountain View, CA 94041  
USA

## Simon-Kucher Global Headquarters

Willy-Brandt-Allee 13  
53113 Bonn  
Germany

[www.simon-kucher.com](http://www.simon-kucher.com)