

The Points Left Behind



As loyalty programs proliferate, and consumers accrue more points, it has raised the question of what happens to points after death. And as it relates to policies for the bequeathing of points, loyalty programs differ greatly.

Most members have not considered what to do with their accumulated points.

Consumers are not thinking about what to do with their accumulated points in loyalty programs postmortem. As a consequence, very few members (only 3% CA) have documented a plan to transfer points after they are deceased.

84%
have
made no
consideration

Only
3%
have a
documented
plan

Only
13%
know about
inheritance
policy



Conclusion:

Unless Canadians work with heirs to create a rewards legacy, accrued points and miles are a valuable asset that can be left behind. For those who devise an inheritance plan to share with family and loved ones, loyalty can live on.