Capillary Technologies Launches 2026 Balanced Loyalty Quotient Report, Revealing Rational & Emotional Drivers of Loyalty

Landmark US study of nearly 13,500 consumers and 26,642 brand evaluations reveals the rational and emotional forces shaping loyalty across 54 brands.



NASHVILLE, TN, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- Capillary Technologies, a global leader in loyalty technology and customer engagement, today announced the launch of the Balanced Loyalty Quotient Report 2026, a major US consumer study examining the rational and emotional forces shaping loyalty across 54 leading brands.

The report will make its public debut at Captivate 2026 in Nashville, where loyalty leaders will get the first look at the full brand rankings, category benchmarks and seven defining findings from the research.

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>
> *Don Smith*

Based on nearly 13,500 US consumers and 26,642 individual brand evaluations, the study is Capillary's largest consumer loyalty research initiative to date.

At its center is the Balanced Loyalty Quotient (BLQ), Capillary's framework for measuring loyalty across two analytically independent dimensions: Rational Loyalty and Emotional Loyalty. The framework is designed to help brands understand not only whether customers stay, return or recommend, but what is driving that loyalty and how resilient the relationship may be.

"Brands have become very good at measuring the behaviors associated with loyalty, from purchase frequency and spend to redemptions and recommendation," said Don Smith, Ph.D.,

Chief Global Consulting Officer at Capillary Technologies. “But behavior alone does not always tell us how customers truly feel. BLQ brings rational and emotional loyalty into the same framework, helping brands understand what their customer relationships are actually built on.”

A More Complete View of Loyalty
Traditional measures such as transactions, satisfaction, repeat purchase and NPS provide valuable signals, but they do not always explain why customers remain loyal.

Two customers may show identical levels of spend and frequency while having very different relationships with a brand. One may stay because of value, convenience or rewards; another because of trust, recognition, affinity or a strong sense of connection.

BLQ makes that distinction visible through:
Rational Quotient (RQ): value, convenience, utility, ease and rewards
Emotional Quotient (EQ): trust, recognition, connection, affinity and brand identification

Together, RQ and EQ help brands identify whether loyalty is balanced, primarily functional, strengthened by emotional connection or potentially vulnerable to competitive disruption.

First Reveal at Captivate 2026
Attendees at Captivate 2026 will be the first to see the complete BLQ findings, including the brand rankings, category benchmarks, key findings and practical implications for loyalty strategy.

The full Balanced Loyalty Quotient Report 2026 will be released following its Captivate debut. Register your interest to be among the first to receive the full report:
https://www.capillarytech.com/balanced-loyalty-quotient-report/

About Capillary Technologies
Capillary Technologies is a global loyalty technology and customer engagement company helping brands build meaningful, data-driven customer relationships. Its AI-powered platform enables enterprises to design, manage and optimize loyalty programs, personalize customer experiences and drive measurable growth across channels and markets. Capillary works with leading brands across retail, consumer goods, travel, hospitality, fuel, healthcare, telecom and other industries. For more information, visit capillarytech.com

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