

Customer Loyalty



Customer Loyalty

Clive Humby, Terry Hunt, Tim Phillips

Customer Loyalty:

Customer Loyalty Jill Griffin, 1997-06-26 Studies show that customer satisfaction does not equate with continued sales it is the loyal customer who resists the competitor's tempting offers This pragmatic guide outlines a savvy seven step process for turning prospects into customers and customers into loyal advocates **Building Customer Loyalty** JoAnna Brandi, 2001-06 Ever ask the question How many customers do we lose every year Chances are you haven't Most businesses are so busy trying to get new customers in the front door that they pay far too little attention to the ones that are walking out the back Whether you're challenged by today's soft economy or you've been able to hold your own one thing's for sure Customer Loyalty remains the key to your business success Your customers ARE your bottom line And if their business goes elsewhere so will your profits This handbook will help you prevent that The proven concepts found in these pages will heighten everyone's awareness of the importance of Customer Loyalty and equip them with techniques and strategies for building it *The Effortless Experience* Matthew Dixon, Nick Toman, Rick DeLisi, 2013-09-12 Everyone knows that the best way to create customer loyalty is with service so good so over the top that it surprises and delights But what if everyone is wrong In their acclaimed bestseller *The Challenger Sale* Matthew Dixon and his colleagues at CEB busted many longstanding myths about sales Now they've turned their research and analysis to a new vital business subject customer loyalty with a new book that turns the conventional wisdom on its head The idea that companies must delight customers by exceeding service expectations is so entrenched that managers rarely even question it They devote untold time energy and resources to trying to dazzle people and inspire their undying loyalty Yet CEB's careful research over five years and tens of thousands of respondents proves that the dazzle factor is wildly overrated it simply doesn't predict repeat sales share of wallet or positive word of mouth The reality Loyalty is driven by how well a company delivers on its basic promises and solves day to day problems not on how spectacular its service experience might be Most customers don't want to be wowed they want an effortless experience And they are far more likely to punish you for bad service than to reward you for good service If you put on your customer hat rather than your manager or marketer hat this makes a lot of sense What do you really want from your cable company a free month of HBO when it screws up or a fast painless restoration of your connection What about your bank do you want free cookies and a cheerful smile even a personal relationship with your teller Or just a quick in and out transaction and an easy way to get a refund when it accidentally overcharges on fees *The Effortless Experience* takes readers on a fascinating journey deep inside the customer experience to reveal what really makes customers loyal and disloyal The authors lay out the four key pillars of a low effort customer experience along the way delivering robust data shocking insights and profiles of companies that are already using the principles revealed by CEB's research with great results And they include many tools and templates you can start applying right away to improve service reduce costs decrease customer churn and ultimately generate the elusive loyalty that the dazzle factor fails to deliver The rewards are there for the taking and the

pathway to achieving them is now clearly marked *Handbook of Research on Customer Loyalty* Keeling, Debbie I., de Ruyter, Ko, Cox, David, 2022-07-19 Identifying customer loyalty as a crucial success factor in contemporary marketing thinking and practice this innovative Handbook incorporates a rich collection of perspectives on the current topics and research driven practices in the field Leading scholars offer an insightful reimagining of the research methods metrics and designs for the future of measuring and predicting customer loyalty *Customer Loyalty Programmes and Clubs* Stephan A. Butscher, 2002 Annotation A guide for marketing professionals and managers to research plan and start programs that reward customers with tangible financial and non financial benefits to foster long term loyalty It includes case studies of such programs begun by companies including Volkswagen Swatch and Porsche The second edition adds chapters on pricing for customer loyalty and customer loyalty on the Internet The author is an international business consultant based in Bonn Germany Annotation c Book News Inc Portland OR booknews.com

Customer Loyalty and Supply Chain Management Ivan Russo, Ilenia Confente, 2017-08-03 Many business to business B2B managers think that customers act rationally and base decisions mostly on price customer loyalty isn't considered Companies outsource various activities which enable them to improve efficiency reduce costs focus more on core competencies and improve their innovation capabilities Supply Chain Management synchronizes the efforts of all parties particularly suppliers manufacturers retailers dealers customers involved in achieving customer's needs Despite much research the relationship between customer loyalty and the supply chain strategy remains insufficiently explored and understood by practitioners and academics while the theme has been extensively developed within marketing literature *Customer Loyalty and Supply Chain Management* is the result of years of work by the authors on different projects concerning the overlapping areas of supply chains logistics and marketing drawing a connection between the literature to provide a holistic picture of the customer loyalty framework Emphasis is given to the B2B context where recent research has provided some clues to support the fact that investment in operations new technologies and organizational strategy have had a significant role in understanding B2B loyalty particularly in the context of global supply chains Moreover the book provides a modernized and predictive model of B2B loyalty showing a different methodological approach that aims at capturing the complexity of the phenomenon This book will be a useful resource for professionals and scholars from across the supply chain who are interested in exploring the dimension of customer loyalty in the challenging supplier and customer context

Customer Loyalty: Cost vs. Benefits - A Quantitative Approach, **Customer Loyalty Program - Tourist Destination and Bonus Card System** Timo Kühnle, 2007 Bachelor Thesis from the year 2004 in the subject Tourism grade 1.0 A Stralsund University of Applied Sciences 56 entries in the bibliography language English abstract The questions this thesis is trying to answer are Can a bonus card system help to make the tourists loyal to a destination and turn one time visitors into frequent repeaters What is the difference to the already existing tourist cards offered by many destinations already Can such a system be combined with the visitor's tax tourists have to pay in many

resorts and help to improve its image and acceptance How can such a system be implemented This thesis is one of the first essays about the combination bonus card and destination Yet there is no specific literature existing about this subject and therefore also descriptions of other areas will be used and adapted One of the basic objectives of this essay is to give arguments for a tourist destination to convince possible partner companies to enter such a program and not to be afraid of the investment and to deliver a guide for the implementation of a destination bonus card system

Customer Loyalty in Third Party Logistics Relationships David L. Cahill,2006-11-23 Challenged by increasing competition and globalization third party logistics service providers 3PLs can become more successful by focusing on customer loyalty Within long term customer relationships 3PLs can offer more advanced logistics services mitigate the risk of substitution realize higher profit margins and avoid new customer acquisition costs In order to effectively manage customer loyalty 3PLs need to be aware of the factors that influence loyalty In addition they have to understand the effects of different relationship conditions and cultural background on loyalty formation These issues are addressed in the present book First a model of customer loyalty and its determinants is developed which is then validated using empirical data from nearly 800 logistics managers in Germany and the USA Effects of different relational factors on the customer loyalty model are identified and cultural differences between Germany and the USA are revealed

Scoring Points Clive Humby,Terry Hunt,Tim Phillips,2004 The story of how Tesco used Clubcard its loyalty scheme to reinvent itself and its relationship with its customers in the words of the people who were there Between 1995 and 2003 the UK s second largest grocer came not only to dominate superketering in the UK but created on or Europe s fastest growing financial service companies launched the world s largest internet grocery business and created a global retail giant selling everything from travel insurance to television How was this achieved By getting to know its customers better behind the scenes look at what customer loyalty means how it works and how it should change the way companies sell and the way we shop

The Customer Loyalty Solution Arthur Middleton Hughes,2003-03-13 How Today s Marketing Leaders Have Bypassed the Experts to Craft Effective Inexpensive Customer Loyalty Programs Database marketing is today s most powerful tool for designing cost effective resource efficient marketing and operations programs The Customer Loyalty Solution cuts through theory and guesswork to examine how leading marketers from Land s End to IBM are using today s new breed of database marketing tools to compute lifetime value cut costs in every area and make databases easier to access and utilize from anywhere on the globe Praise for The Customer Loyalty Solution The Customer Loyalty Solution combines the best of traditional practice with contemporary market factors in terms that inspire and cut across industries Straightforward enough for the upcoming 1 1 marketer as well as a great catch up for the seasoned practitioner Joe Rapolla VP Consumer Marketing Services Universal Music Group CLO Delivers practical solutions instead of hyperbole and theory Hughes makes this book fun to read and he gets his point across clearly Robert McKim CEO msdbm Well written and easy to understand Hughes imparts his wisdom to set realistic expectations and

provides case studies adding real world application J C Johnson VP Database Marketing Fairfield Resorts Hughes distills the jargon and complexity of database marketing into a refreshingly straightforward and practical guide The Customer Loyalty Solution should be required reading for anyone serious about making database marketing work Jonathan Huth VP Relationship Database Marketing Scotiabank New technologies like the Web have brought unprecedented change to database marketing But some things never change Successful marketers have learned that to understand their customers they must still think like their customers who continue to ignore one time discounts to ask Why would I want to be that company s customer What s in it for me The Customer Loyalty Solution goes straight to the source revealing how marketers today are leveraging their database marketing programs to identify and attract the most profitable new customers increase current customer retention and repurchase and identify and reward their most loyal and profitable customers More than 40 detailed case studies and dozens of examples reveal success stories including Verizon s best in class datamart that realized a 1681 percent return on marketing investment Isuzu s database project that targeted only their best prospects and cut industry standard per unit sales costs in half Weekly Standard s variable headline strategy that increased direct mail response rates by nearly 25 percent Author and database marketing pioneer Arthur Hughes doesn t hide behind incomprehensible formulas and impossible to navigate layouts Each easy to follow chapter clearly addresses and explains a different piece of the database marketing puzzle Case studies are clearly marked and detail what went right or wrong Chapter ending synopses summarize the lessons to be learned in each chapter and clearly review what worked and what didn t These features and others combine with innovative charts and quizzes to ensure hands on understanding of material covered and make the book a timely practical guide The Customer Loyalty Solution reveals how database marketing and customer relationship management initiatives are making a difference today for the world s leading marketers It provides you with step by step techniques for benchmarking their efforts to develop intelligent strategies of your own understanding how and why they work and monitoring their results to continually adjust and modify for changing market conditions The result will be far stronger customer loyalty more consistent repeat

An examination of factors leading to abating customer loyalty towards magazine subscriptions Benjamin Schweizer, 2008-03-25 Master s Thesis from the year 2007 in the subject Business economics Offline Marketing and Online Marketing grade 1 0 University of Glamorgan Business School language English abstract Customer loyalty in the means of continued subscriptions is key to sustain within a limited market Where an organisation cannot attract new customers it must focus on it s competitors and entice customers away Getting this right depends among others on the retention of customers and therefore understanding the reasons that make magazine readers cancel their subscriptions Based upon a review of related theories on customer loyalty and customer retention and experience from practitioners a contextual model for the German magazine publishing industry could be created The magazine reader loyalty model incorporates the generic customer loyalty model Dick and Basu 1994 and reflects the typical

customer life cycle of magazine subscribers Focusing on the effect of attitudinal changes this study utilises related studies real world databases and brainstorming sessions to create a list of presumed factors that lead to abating customer loyalty towards magazine subscriptions Within a qualitative quantitative survey data on the importance of these factors was collected From a comparison of former and actual subscribers the effectiveness of these attributes is investigated An analysis method based upon probabilities is utilised to overcome the limitations that affected related studies This novel analysis method enables substantiated statements on the commonness and effectiveness of attitudinal factors and thus their relevance towards customer loyalty From this the most significant factors that lead to a drop out of magazine subscribers could be identified to be i the time that is available to a reader ii the actual reading behaviour iii the entertainment value of a magazine iv the perceived time savings and v the availability of alternative magazines and other media Further evidence was found that i the compilation of a magazine ii overall satisfaction iii fast access to information iv delivery satisfaction and v the discussion of articles with friends and colleagues are of limited use as measurements Those factors are unlikely and when present found among former subscribers as well as actual subscribers This study concludes that some factors are more important than others especially those that deal with available time and perceived time savings Decision makers and marketers should focus on these factors in the first place Additional suggestions for further research are given

Customer Loyalty: How to Earn It, How to Keep It (Cloth Edition) Jill Griffin,1995-09-06 In today s competitive business climate aiming for customer satisfaction is no longer enough Many customers who are satisfied with a product or service will defect to buy a competitor s product without hesitation forcing many businesses to spend more and more money to attract new customers To maintain a dependable clientele and curtail the expense of wooing new customers businesses must go beyond their usual concerns with customer satisfaction and take steps to ensure greater loyalty **The Advantages of Loyalty Programms for Customers. A Case Study of the Lufthansa Miles & More Programm** Gesa Vanessa Krack,2022-04-07 Bachelor Thesis from the year 2019 in the subject Business economics Offline Marketing and Online Marketing grade 2 2 University of Applied Sciences Essen FOM Hannover language English abstract This thesis firstly covers definitions of customer loyalty loyalty cards and the different types of loyalty programs Section two deals with some important details of Lufthansa s Miles More program such as the background of Miles More important facts about Star Alliance the possibilities that Lufthansa offers its frequent flyers to earn and spend reward miles information about the different status levels of Miles More and basic knowledge about data protection with Miles More In addition to the established research an empirical study in the form of a 15 question survey was performed on several platforms to which frequent flyers have access This survey is discussed in the third section of this thesis To obtain information about how frequent flyers value the Miles More program this first hand information was required and used to evaluate the Miles More program The performed survey can be found in Appendix 1 page 51 ff and the results of the survey can be found in Appendix

2 page 58 ff The survey consisted of four parts the first part contained information about the topic itself and data protection The second part compromised four questions about the flying pattern of each participant and the frequent flyer status that each participant had with Miles More The third and most extensive part of the survey dealt with the number of miles that each participant owned the benefits for frequent flyers with Miles More and the satisfaction of the participants with the program The last part contained questions for statistical reasons such as the gender and age of the participants The fourth section of this thesis further addresses the results of the survey and provides explanations for why the most important benefit of Lufthansa s Miles More program is so significant for customers The fifth section deals with improvements to make the Miles More program much more appealing to customers regarding frequent flyer satisfaction the earning and spending of frequent flyer miles and the addition to the program of new benefits for frequent flyers This thesis concludes the topic in the sixth section

Customer Loyalty Anthony Ekanem,2022-08-30 Customer loyalty is the most critical element to retain within a business relationship A lot of benefits can be derived from a well established loyal customer base Large sums of money are often allocated to advertising mainly to gain a bigger market share of customers However with the availability of loyal customers the expenditure

Why Customers Come Back Manzie R, Lawfer,2003-11-17 Loyal customers are the most important asset of any company more important than land patents equipment or buildings While finding new customers is often expensive time consuming and ultimately unprofitable retaining old customers is surprisingly easy and highly profitable This book is not about slogans banners or promotions It is about discovering and utilizing specific activities that will make your customers buy again and again and tell the world why everyone else should buy from you too Learning how to retain customers is important and profitable Even a seemingly negligible increase in repeat business just five percent produces a whopping 60 percent increase in profits The practical advice in *Why Customers Come Back* is based on the real buying habits of real customers The five principles to follow are not brain surgery Business people entrepreneurs corporate leaders and front line employees can understand embrace and implement them right now

Consumer Choice Models with Customer Loyalty Programs in Retail Food Stores Sara Marguerite Ashman,2001

Customer Satisfaction is Worthless, Customer Loyalty is Priceless Jeffrey Gitomer,1998 A nationally syndicated columnist and sales trainer shows how to convert satisfied customers into loyal customers Includes real world techniques helpful checklists inspiring stories and thought provoking self tests

The Power of Loyalty Roger L. Brooks,2010-06-16 The average household in the United States is enrolled in 14 loyalty programs ranging from grocery stores and gas stations to airlines and hotels is your company getting their business A marketing and business development strategy behind some of today s most popular companies customer loyalty is increasingly becoming top of mind for cost conscious consumers Loyalty strategist Roger L Brooks invites you to take part in the growing loyalty movement and shows you how to build a successful loyalty strategy following 10 essential steps Brooks covers The best practices and proven techniques from more than 12 customer loyalty leaders

including Chase JetBlue Verizon Subway Starbucks Nordstrom Wegmans T G I Friday s CVS pharmacy Bank of Montreal Saks Fifth Avenue Mens Warehouse A comprehensive 6 point initial launch plan Strategy essentials including employee and company introductions to loyalty Incorporating loyalty initiatives into your marketing plans and budgetst How to create WOW factors to set your business apart from your competitors Plus get additional resources at thepowerofloyalty com Ultimately as you customize your own program you ll win long term loyalty create increased spending and generate greater profits The 2009 Colloquy Loyalty Marketing Census How do you take your business relationships with customers to the next level How do you assure that your customer s become de facto members of your sales team While customer loyalty is often thought of as elusive Roger Brooks demystifies educates and empowers you to fully unleash The Power of Loyalty This book is for everyone who has ever served another human being While it s impact will be significant in your business life The Power of Loyalty will transform the way you think of relationships What are you waiting for Buy this book and launch your loyalty strategy today Joseph Michelli Ph D author of international bestseller The Starbucks Experience The New Gold Standard and When Fish Fly Loyalty strategies are quickly emerging in the marketplace Roger Brooks demonstrates the dire need to think every piece of loyalty through including the significance of your underlining technology within your systems The Power of Loyalty is a must read for anyone wanting to better position themselves in the loyalty space Dan Yienger Vice President Petroleum Sales VeriFone Roger Brooks is a leader in loyalty He brings a passion and intelligence to this transformative field of marketing like none other Technology and consumer behavior have covered in ways which will forever alter retail landscapes Brooks lays out the fundamental strategies for winning in this new era of intelligent retailing Greg Ehrlich COO Certified Oil Company Loyal customers are the lifeblood of any organization But inspiring true long time loyalty is no easy feat Roger Brooks strips away the complexities of loyalty programs and lays out 10 essential steps to building a successful sustainable and profitable loyalty program If you are ready to inspire and engage your customers at a new level this is the book for you Erin Pressley Editor in Chief NACS Magazine The Association of Convenience Petroleum Retailing Customer Experiences Affect Customer Loyalty: An Empirical Investigation of the Starbucks Experience Using Structural Equation Modeling Daniel Gurski,2013-08 The study at hand investigates customer experiences at the American coffee company Starbucks and develops a new scale to measure customer experience quality on the basis of four dimensions Service quality atmosphere quality flow quality and learning quality The study reveals that product quality itself is a separate but related construct to customer experience quality which alone is not sufficient to create customer loyalty The effect of customer experience quality and product quality on customer loyalty intentions is found to be fully mediated by perceived value Moreover perceived wealth of the customer acts as a moderator and increases the positive effect of customer experience quality on perceived value whereas it weakens the effect of product quality on perceived value Collectively the results extend and clarify concepts in the evolving but inconsistent customer experience management literature The findings enable

managers to stage customer experiences more effectively and more efficiently

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