

The Impact Of Customer Loyalty Programs On

The aim of this research is to examine the effect of customer satisfaction and switching costs of customer loyalty through an empirical study of the health care and service industry in Taiwan. The significance of the research will affect hospital management throughout Taiwan and academics majoring in the field of customer loyalty and satisfaction.

Customer Loyalty Isn't Enough—Grow Your Share of Wallet The Wallet Allocation Rule is a revolutionary, definitive guide for winning the battle for share of customers' hearts, minds, and wallets. Backed by rock-solid science published in the Harvard Business Review and MIT Sloan Management Review, this landmark book introduces a new and rigorously tested approach—the Wallet Allocation Rule—that is proven to link to the most important measure of customer loyalty: share of wallet. Companies currently spend billions of dollars each year measuring and managing metrics like customer satisfaction and Net Promoter Score (NPS) to improve customer loyalty. These metrics, however, have almost no correlation to share of wallet. As a result, the returns on investments designed to improve the customer experience are frequently near zero, even negative. With The Wallet Allocation Rule, managers finally have the missing link to business growth within their grasp—the ability to link their existing metrics to the share of spending that customers allocate to their brands. Learn why improving satisfaction (or NPS) does not improve share. Apply the Wallet Allocation Rule to discover what really drives customer spending. Uncover new metrics that really matter to achieve growth. By applying the Wallet Allocation Rule, managers get real insight into the money they currently get from their customers, the money available to be earned by them, and what it takes to get it. The Wallet Allocation Rule provides managers with a blueprint for sustainable long-term growth.

Customer loyalty is considered to be critically important to growth, profitability and sustainability. It has received much attention by practitioner and managers. However, some important variables about the different types of loyalty have remained unclear. While businesses look towards adopting various strategies to help them grow and succeed in the marketplace, a number of key business orientations have emerged. Each of these orientations has claimed to increase both profitability and customer loyalty for an organization. This research has examined both of these factors, as well as their inter-relationships. The research was conducted in a two part study, based on a sequential triangulation approach. The first study focused on finding out the differences between two of the highest types of loyalties, attitudinal and emotional. The study, based on 40 interviews with customers from three different companies, across two cultural settings (Asian and European), has led to the emergence of key differentiating factors. The second study focused on the relationships between business orientations and customer loyalty. This study was based on six case studies of best practice firms. The study found a positive link between business orientations and loyalty. Moreover, a set of critical success factors were identified that would enable companies to implement effective loyalty management systems. Based on both of these two studies, a loyalty management model has been presented. The model helps to improve our understanding of loyalty, and would be of use to managers who would want to develop and manage customer loyalty in an organisation.

This paper investigates the impact of relationship marketing (RM) on customer loyalty by reviewing the literature to determine the most common and significant dimensions. A review of forty-five RM papers showed that satisfaction, trust and commitment are cited more than half of the time. An in-depth review of twenty-six papers confirm that these dimensions not only have a positive, statistically-significant impact on customer loyalty, but often a strong economic impact as well, though not always in the way the literature would suggest. The results further reveal that the less-often cited dimensions of communication, conflict, handling, and competence also have a positive impact on customer loyalty and deserve additional attention. Managerial implications, suggestions for further research and limitations are also discussed.

An Empirical Study in the Health Care Industry in Taiwan

Retailing in the 21st Century

Driving Good Profits and True Growth

Digging Deep Into the Effectiveness of Relationship Marketing on Loyalty

The Impact of Customer Satisfaction and Switching Costs on Customer Loyalty

A Study on Dhaka City, Bangladesh

Current and Future Trends

O objetivo principal deste trabalho consiste em identificar, dentre um conjunto de atributos de satisfação, lealdade e retenção, os elementos que têm maior impacto na retenção de clientes no serviço de telefonia celular. Foi realizada uma pesquisa de campo com uma amostra de 123 usuários do serviço de telefonia celular prestado por operadoras no estado do Rio de Janeiro. Inicialmente são discutidos os conceitos de satisfação, lealdade e retenção de clientes acompanhados pela identificação dos principais atributos destes elementos no serviço de telefonia celular. Logo após é apresentado o modelo integrativo de Gerpott, Rams e Schindler (2001) que serviu de base para este trabalho.

Depois é apresentada a metodologia utilizada nesta pesquisa seguida pelos resultados obtidos na pesquisa de campo. A análise dos dados confirma a existência de uma relação causal de dois estágios entre a satisfação, lealdade e retenção de clientes, na qual a satisfação é um atributo chave da lealdade que, por sua vez, é um determinante central da retenção de clientes. O estudo também identifica que o atendimento aos clientes, os benefícios pessoais que o serviço de telefonia celular oferecem, e a avaliação que os clientes fazem sobre os preços cobrados pelo serviço são, dentre um conjunto de atributos de satisfação, lealdade e retenção, os elementos que têm o maior impacto na retenção de clientes no serviço de telefonia celular.

2019 AXIOM BUSINESS BOOK AWARD WINNER Featured in Forbes, NPR's Marketplace, and a Google Talk, The Customer Centricity Playbook offers "actionable insights to drive immediate value," according to Neil Hoyne, Head of Customer Analytics and Chief Analytics Evangelist, Google. How did global gaming company Electronic Arts go from

being named "Worst Company in America" to clearing a billion dollars in profit? They discovered a simple truth--and acted on it: Not all customers are the same, regardless of how they appear on the surface. In *The Customer Centricity Playbook*, Wharton School professor Peter Fader and Wharton Interactive's executive director Sarah Toms help you see your customers as individuals rather than a monolith, so you can stop wasting resources by chasing down product sales to each and every consumer. Fader and Toms offer a 360-degree analysis of all the elements that support customer centricity within an organization. In this book, you will learn how to: Develop a customer-centric strategy for your organization Understand the right way to think about customer lifetime value (CLV) Finetune investments in customer acquisition, retention, and development tactics based on customer heterogeneity Foster a culture that sustains customer centricity, and also understand the link between CLV and market valuation Understand customer relationship management (CRM) systems, as they are a vital underpinning for all these areas through the valuable insights they provide Fader's first book, *Customer Centricity*, quickly became a go-to for readers interested in focusing on the right customers for strategic advantage. In this new book, Fader and Toms offer a true playbook for companies of all sizes that want to create and implement a winning strategy to acquire, develop, and retain customers for the greatest value. "A must-read."--Aimee Johnson, Chief Marketing Officer, Zillow "The Customer Centricity Playbook offers fundamental insights to point organizations of any size in the right direction."--Rob Markey, Partner, Bain & Company, Inc., and coauthor, *The Ultimate Question 2.0* "Peter Fader and Sarah Toms offer transformative insights that light the path for business leaders."--Susan Johnson, Chief Marketing Officer, SunTrust Banks

The main aim of this study was to investigate the factors affecting on customer loyalty of Mehr chain hotels in Yazd. Independent variables of this study included cultural brand asset, individual's similarity to brand, lifestyle congruency, intermediate variables of study included brand awareness, perceived quality, brand association, and customer satisfaction, and the dependent variable of study included brand loyalty. The population of this study included Iranian and non-Iranian guests of Mehr chain hotels of Yazd. Simple and stratified random sampling methods were used. Four hundred and thirty-five questionnaires (325 Persian questionnaires, and 110 English questionnaires) were distributed and gathered. Data were analyzed using the SPSS 18 Software. The relationships between variables and factors were confirmed through confirmatory factor analysis and structural equation modeling techniques using LISREL8.72 software. The results confirmed the impact of cultural brand assets on perceived quality, brand awareness, and brand association. Additionally, it was found that there was significant correlation between brand awareness, perceived quality, and brand association. Perceived quality, brand association, and customer satisfaction also have a positive impact on brand loyalty. Lifestyle congruency and individual's similarity to brand have impact on customer satisfaction. In this research after investigating the factors affecting on customer loyalty of Mehr chain hotels in Yazd, university sector entered in such research areas until both marketers as well as researchers to use the findings for increasing consumer loyalty.

Effective marketing techniques are a driving force behind the success or failure of a particular product or service. When utilized correctly, such methods increase competitive advantage and customer engagement. *Advertising and Branding: Concepts, Methodologies, Tools, and Applications* is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer retention, brand identity, and global advertising, this innovative publication is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

The Impact of Relationship Marketing and Its Influence on Customer Loyalty

Advertising and Branding: Concepts, Methodologies, Tools, and Applications

Effects of Relational Outcomes on Customer Loyalty

The Hidden Force Behind Growth, Profits, and Lasting Value

Algerian Islamic Banks

A Study of the Factors Influencing Customer Loyalty

*Great leaders embrace a higher purpose to win. The Net Promoter System shines as their guiding star. Few management ideas have spread so far and wide as the Net Promoter System (NPS). Since its conception almost two decades ago by customer loyalty guru Fred Reichheld, thousands of companies around the world have adopted it—from industrial titans such as Mercedes-Benz and Cummins to tech giants like Apple and Amazon to digital innovators such as Warby Parker and Peloton. Now, Reichheld has raised the bar yet again. In *Winning on Purpose*, he demonstrates that the primary purpose of a business should be to enrich the lives of its customers. Why? Because when customers feel this love, they come back for more and bring their friends—generating good profits. This is NPS 3.0 and it puts a new take on the age-old Golden Rule—treat customers the way you would want a loved one treated—at the heart of enduring business success. As the compelling examples in this book illustrate, companies with superior NPS consistently deliver higher returns to shareholders across a wide array of industries. But winning on purpose isn't easy. Reichheld also explains why many NPS practitioners achieve just a small fraction of the system's full potential, and he presents*

the newest thinking and best practices for doing NPS right. He unveils the Earned Growth Rate (EGR): the first reliable, complementary accounting measure that can truly leverage the power of NPS. With keen insight and moving personal stories, Reichheld advances the thinking and practice of NPS. Winning on Purpose is your indispensable guide for inspiring customer love within your own teams and using Net Promoter to achieve both personal and business success.

Today's business market is excessively competitive to sustain as the development of digital media has changed the market situation. Firms can engage more customers within shorter period of time and customers also have multiple options to make purchase decision from diverse region. Nowadays customers think about the future repetitive purchase based on the firms' online performance especially how they try to reach customers through their digital marketing approach. They also rely on constant digital appearance of the firms and how (firms) they deal with them (customers). This paper makes an attempt to identify the effect of digital marketing on increasing customer loyalty by analyzing various factors which have been derived from literature review and questionnaire feedback. We have chosen Exploratory Factor Analysis method to find out the core factors that drive the customers to be loyal in digital market place. Findings indicate that Value added attributes have ranked top in case of increasing customer loyalty in the presence of digital marketing. Content Attribute, Customer Service Attribute and 24/7 Appearance have ranked second, third and fourth respectively in this regard.

Argues that consumer and employee loyalty are key to success, and discusses how to obtain and preserve loyalty

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.

To Study the Impact of Customer Satisfaction on Customer Loyalty in Mobile Telecom at Ernakulam District

Findings from Studies in Germany and the USA

The Impact of Sunk Cost on Customer Loyalty

Customer Relationship Management

Loyalty Myths

Impact of Customer Satisfaction and Switching Costs on Customer Loyalty

The Customer Centricity Playbook

The aim of this book is to examine the effect of customer satisfaction and switching costs on customer loyalty through an empirical study of the health care and service industry in Taiwan. The significance of the research will affect hospital management throughout Taiwan and academics majoring in the field of customer loyalty and satisfaction. The survey method used a Likert-type scale questionnaire as the preferred format to collect data. The research was conducted in three teaching hospitals in Taiwan. The adult patients of the hospital, who were going to be discharged from the hospital, were asked to voluntarily participate in the study. An anonymous self-report questionnaire was personally administered to each participant who was asked to respond the questions according to his/her subjective viewpoint. A total of 370 questionnaires were distributed to the subjects and the response rate was 93.0%. The results of this research indicate that both customer satisfaction and switching costs were positively associated with customer loyalty by Pearson correlation coefficient...

Reichheld draws upon case studies of a variety of businesses including Harley-Davidson, Dell Computer, and Enterprise Rent-A-Car to show how employee and customer loyalty promote financial success. His

approach to developing loyalty is based upon six principles of leadership including never profiting at the expense of partners, rewarding the right results, and honest communication. Reichheld is a Bain Fellow and author of *The Loyalty Effect*. c. Book News Inc.

This proceedings volume explores marketing opportunities and challenges that exist in the current, fast-changing landscape of the global marketplace. Current global issues such as the rising middle class in emerging markets, disruptive technological breakthroughs, big data analytics, changing consumer habits and concerns over national trade policies have renewed ethical concerns around consumer privacy and the tools companies use to operate, market to, connect and build a relationship with their customers. Featuring the full proceedings from the 2019 Academy of Marketing Science (AMS) Annual Conference held in Vancouver, Canada, this book explores and assess the rate of change that drives companies to evaluate and adapt their marketing strategies to remain competitive. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the *Journal of the Academy of Marketing Science* (JAMS) and *AMS Review* (AMSR). Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Customer relationship management is one of the main facets to develop customer's loyalty. Therefore, this research has purpose to know the influence of customer relationship management which has 3 indicators such as human resource, process, and technology to customer's loyalty as dependent variable which has 3 indicators as follows repeat purchase, referral, and retention. This research collected data from 235 respondents and the result shown that customer relationship management significantly determined customer loyalty with Adjusted R Square 0,813 or 81,3%, while 18,7% from other factors. Following the descriptive analysis to explain the level of customer relationship management and customer loyalty with 5 categories level shown both customer relationship management and customer loyalty made their position at level 3 or intermediate level. Based on, descriptive analysis and Adjusted R Square concluded customer relationship management determined customer loyalty significantly. Therefore, English First Samarinda must concern to human resource, process, and technology development.

Factors impacting on customers' loyalty in retail sector. Case study of Waitrose

The Impact of Customer Interface and Perceived Security Design on Customer Loyalty in Electronic Commerce

Customer Loyalty in Third Party Logistics Relationships

The Impact of Customer Retention Strategies on Customer Loyalty and Satisfaction in Zimbabwean Commercial Banks (2014-2015).

The Impact of Customer Perceived Value on the Relationship Between Customer Satisfaction and Customer Loyalty: Evidence from Online Shopping

A University of KwaZulu-Natal Student Perspective

Concepts, Methodologies, Tools, and Applications

With the continuous growth of competition in the market place, understanding customers has become an increasing important aspect in marketing. This study sought effectiveness of customer retention strategies on performance of commercial banks in Zimbabwe. A Descriptive research design was used and the study targeted a population of customers and staff. A total of 75 respondents were selected using simple random sampling from the customers of 5 commercial banks chosen. Primary data was collected through questionnaires and interviews. Findings show that most commercial banks in Zimbabwe are failing to meet customer expectations. The results indicate that Customer retention strategies have a positive impact on customer loyalty and satisfaction. Therefore, to win customers' hearts in the current Zimbabwean economy, banks have to invest in the improvement of the identified attributes and always keep an eye on the changing customer needs and preferences.

The primary objective of this study is to gauge the effect of perceived service quality on customer loyalty and repurchase intentions through customer satisfaction in the banking industry. Therefore, the significance of customer satisfaction for customer loyalty and repurchase intentions is explained. Customer satisfactions play a mediating role between service quality, customer loyalty and repurchase intentions. The population of the research is constituted of the potential customers of Lahore and the sample size amounts to 400. This paper presents a study of the factors influencing the customer loyalty in a case of Thai Airways. The customer loyalty is an essential element for a company to survive in the fierce competition among its competitors. For an airline company such as Thai Airways, enhancing the customer loyalty is one of the most efficient strategies to be achieved in the airline industry. As the number of loyal customers increases, a company will achieve more benefits during the running of its business, in terms of market share, market position, and customer loyalty. There are many factors which impact the customer loyalty in a significant way. The author studied four factors in this paper, which were service quality, complaint handling, corporate image and customer satisfaction. The objectives of this paper were to investigate about the impact of service quality, complaint handling, corporate image and customer satisfaction on customer loyalty; to investigate about the influence of service quality, complaint handling, and corporate image on customer satisfaction; and to confirm the previous findings about customer loyalty within airline industry and the factors which have influence on it. This paper was a descriptive research. In this paper, the method applied to do the research was the Sample Survey Technique which is known as questionnaire. 400 Thai Airways customers were chosen to do the questionnaire. The sampling procedure of this paper applied simple random sampling and convenience sampling. Pearson Correlation Coefficient was used to investigate the strength of association between dependent and independent variables. Through regression analysis, all of the relationships in the hypotheses were confirmed and supported. The strongest relationship was found between customer satisfaction and customer loyalty, which indicated that the customer satisfaction has significant impact on customer loyalty. These results supported the study of Yap et al.; Hallowell, Lam and Burton; Ball et al.; Bendall-Lyon and Powers, in which the great positive influence of customer satisfaction on customer loyalty was verified.

Loyalty is one of the main assets of a brand. In today's markets, achieving and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with brands. Customers use different channels (physical, web, apps, social media) to obtain information about a brand, communicate with it, chat about the brand and purchase its products. Firms are thus continuously changing and adapting their processes to connect with customers with agile communication channels and coherent, integrated brand experiences through the different channels in which customers are present. In this context, understanding how brand management can improve value co-creation and multichannel experience—among other issues—and contribute to improving a brand's portfolio of loyal customers is an area of special interest for academics and marketing professionals. This Special Issue explores new areas of customer loyalty and brand management, providing new insights in this field. Both concepts have evolved over the last decade to encompass such concepts and practices as brand image, experiences, multichannel context, multimedia platform integration, and creation, as well as relational variables such as trust, engagement and identification (among others).

How Today's Leaders Build Lasting Relationships

The Effect of Individual's Similarity to Brand, Lifestyle Congruency and Cultural Brand Asset

An Investigation of Relationship Marketing's Impact on Customer Loyalty

Hyped Strategies That Will Put You Out of Business -- and Proven Tactics That Really Work

The Impact of Frontline Desk Service Quality on the Customer Loyalty

The Unbeatable Strategy of Loving Customers

The Impact of Business Orientations on Customer Loyalty

Research Paper (undergraduate) from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2.1, Cardiff Metropolitan University, language: English, abstract: The objectives of this study are: 1. To examine the impact of customer service on the customer loyalty in Waitrose store. 2. To analyse the role of corporate social responsibility in the selecting particular products among the customers of Waitrose. 3. To investigate the influence of the loyalty programs on the customers loyalty in Waitrose. Nowadays, when the competition is high and it's difficult to get through to the market, it's important to invest in relationship with customers. People, who are loyal to a particular brand, have high level of satisfaction, therefore word of mouth is important to gain more customers in the future. Waitrose is one of the largest grocery retailers in the United Kingdom. In 2011, the store introduced My Waitrose card- the type of loyalty scheme. This service enables customers to drink tea or coffee for free, discounts on specific products, free food magazine and access to other promotions in particular period. The store focus mainly on sales from quality, organic, free range products, what distinguishes it from other supermarkets. Within couple of years, Waitrose received many awards and acclaims e.g. Big Society Award and Best Loyalty Scheme.

The study sought to assess the impact of relationship marketing tactics on customer loyalty in the Ghanaian mobile industry where deregulation has led to intense competition and scramble for market share. This research work adopted four relationship marketing tactics (service quality, price perception, brand image and value offered) typical of a service industry (Bansal et al., 2005; Peng & Wang, 2006), and examined their impact on customer loyalty in the Ghanaian mobile industry. Field data was gathered from customers and analyzed. It was revealed that there exist a positive significant relationship between each of the four relationship marketing tactics mentioned above and customer loyalty. The results are consistent with evidence in the extant literature. As the competitive environment increasingly becomes fierce, the voice and preferences of the customers are also becoming the priority. This finding is expected to serve as a guide and help to telecommunication managers in making informed judgment about the relationship marketing mix relevant to the present customer's need that yields increase in revenue and profit.

Due to the fierce competitive environment in the banking industry, several service providers implement marketing tactics to compete in order to achieve customer loyalty. Particularly, Islamic banks around the world are struggled to compete against conventional in terms of marketing activities development and gaining customer loyalty. Relationship marketing tactics such as price, service quality, communication, customization and reputation considered as the tools that marketers can use to enhance trust and commitment and subsequently customer loyalty. This study investigates the impact of relationship marketing tactics, trust and commitment on customer loyalty in Algerian Islamic banks. Data were collected through self-administered questionnaires delivered to 308 customers of two leading Islamic banks in Algeria. Data were analyzed using Structural Equation Modeling through Smart PLS. The results found that only communication and customization are related to trust, and reputation positively related to commitment. Communication and service quality significantly predicted customer loyalty. In addition, the results provided a substantial support that trust and commitment acts partially as the mediators on the relationship between relationship marketing tactics and customer loyalty. Findings also have contributed to new knowledge of evaluating a model of relationship marketing tactics with the role of trust and commitment on loyalty. Finally, it would be useful to examine more variables; future research can include different tactics such as reciprocity, tangible rewards, direct contact, value proposition, and customer satisfaction as well.

With crisp and insightful contributions from 47 of the world's leading experts in various facets of retailing, Retailing in the 21st Century offers in one book a compendium of state-of-the-art, cutting-edge knowledge to guide successful retailing in the new millennium. In our competitive world, retailing is an exciting, complex and critical sector of business in most developed as well as emerging economies. Today, the retailing industry is being buffeted by a number of forces simultaneously, for example the growth of online retailing and the advent of 'radio frequency identification' (RFID) technology. Making sense of it all is not easy but of vital importance to retailing practitioners, analysts and policymakers.

The Mediating Effect of Customer Satisfaction and Role of Trust

The Effortless Experience

The Impact of Customer Relationship Management (CRM) on Customer's Loyalty in English First Samarinda

Proceedings of the 2019 Academy of Marketing Science (AMS) Annual Conference

The impact of customer's satisfaction and loyalty on customers retention in the mobile telecommunications service an integrative model

A Case Study of Thai Airways

The Loyalty Effect

This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships.

Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title "CRM at Work" all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM. The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain.

In Loyalty Myths, the authors have assembled 53 of the most common beliefs about customer loyalty - all of them wrong or misconceived! Each of the beliefs in this book is debunked with real-world examples. While other books speak in platitudes; this book is the only one to validate each proposition with real data. Granted unprecedented access to customer records from a variety of multi-national corporations. Through these records, Ipsos Loyalty was able to precisely track the impact of this customer-centric construct on actual purchasing behavior. The authors' findings and conclusions will stun business leaders around the world. The lessons learned from these provide a true guide for the proper use of customer loyalty.

Abstract: Customer loyalty in services is the focus of the research. The research problem sought to determine both indirect and indirect effects of relational outcomes on customer loyalty, conceptualised as a psychological state. Relational outcomes are defined as: the thoughts, feelings, and relationships perceived by customers arising from the interaction with a service employee. This class of variable is differentiated from other relational factors such as the characteristics of the actors in the interaction and their behaviours. The effects of relational outcome antecedents were compared to service evaluation antecedents such as customer satisfaction, quality, and value. Customer loyalty was modelled as a psychological state and grounded in the unique characteristics of services. The pioneering work of Kingstrom (1983) was used as a basis for extending the literature.--Customer loyalty is an important variable for both services marketing researchers and industry. Accordingly, the research was justified on both theoretical and managerial grounds. Four factors inspired the identification of the research gap: a lack of service loyalty research grounded in service characteristics, lack of studies that conceptualised loyalty as a psychological state, inadequacy of service evaluation measures to predict customer loyalty, and the perceived importance of social interaction to service outcomes.--Data collection included pilot studies, re-analysis of published literature, and three major studies. In the first major study, 23 informants provided insights into the nature of three specific relational outcomes: friendship, social comfort, and social regard. The second study was a cross-sectional survey of 190 hair-dressing customers. The specific relationships between friendship, social regard, social comfort, value for money, service encounter satisfaction, perceived core service quality, and customer loyalty were established in this study. New scales were also developed for friendship, social regard, social comfort, and customer loyalty. A third study collected survey data from 406 customers of hairdressing salons, cafes, and naturopathic clinics. Hypothesised relationships were tested through three nested structural equation models.--The results indicate that relational outcomes in general are important to customer loyalty. Their effects on loyalty as a psychological state are both direct and indirect. The strength of the effects of relational outcomes on loyalty compares favourably with the effects of service evaluation measures on loyalty. The construct of friendship between individual customer and service employee was found to be related significantly and positively with customer loyalty. The effect of personal friendship appears to have as strong an effect as perceptions of core quality and service encounter satisfaction.--Another major finding was that the two relational outcomes of social comfort and social regard both had an indirect influence on customer loyalty. This effect was mediated through the service evaluation constructs of perceived core service quality and service encounter satisfaction. Social comfort affected both quality and satisfaction whereas social regard only influenced quality. However, the impact of social regard on core quality was substantial. Friendship was not found to have a significant relationship with either quality or satisfaction. These findings suggest that there is a temporal dimension to the influence of relational outcomes. Both social regard and social comfort appear to be more important in the early stages of customer-service provider interaction. It also appears that customers evaluate the core quality of everyday services such as hair salons, cafes, and naturopaths using social cues

such as feeling well regarded.--A further major finding was the lack of a significant relationship between value for money and psychological loyalty in both quantitative studies. Effects of quality, satisfaction, and friendship appear to be important to loyalty development whereas customer value is not. This finding suggests that value for money may be related directly to actual purchase behaviour or repurchase intentions rather than mediated through psychological feelings of loyalty. Hence, evaluations which reflect pricing considerations are less likely to be associated with psychological loyalty than more relationally oriented constructs.--The findings indicate important implications for both marketers and researchers. Marketing strategists need to be clear about pursuing either a loyalty or a value for money strategy. The former may not result from the latter. Relational outcomes lead to psychological loyalty but their interactive effects operate differently. Friendship with a service employee provides a direct contribution to loyalty development. Whereas social regard and social comfort affect customers' evaluation of the service. Pursuing a relational strategy will have implications for the way frontline staff are selected and trained. Theoretical implications include: using the relational outcomes as a basis for middle range theory development, support for the linear-additive measurement approach, use of laddering techniques to determine relevant influencing variables, and additional explanatory power to the service recovery literature.--In conclusion, a unidimensional construct of psychological loyalty, grounded in service characteristics, was developed, tested, and evaluated for wide application to service industries. Three specific relational antecedents: Friendship, social regard, and social comfort were found to be important to the development of customer loyalty. The research highlighted how these relational outcomes interacted with service evaluation measures to produce loyal customers. Accordingly, Kingstrom's (1983) work has been extended.

Bachelor Thesis from the year 2016 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 80%, , language: English, abstract: This study will examine factors such as customer satisfaction, corporate social responsibility, service quality and loyalty programs that have crucial impact on customer loyalty. The research will focus in particular on customer's loyalty in Marks and Spencer in London. The phenomenon of loyalty has met with great deal of interest from researchers in recent years. Customer loyalty indicates sense of belonging or identification with the service or products of the organization. These feelings affect customer behavior directly and lead to repurchase goods and recommend them to others. In general, customer loyalty constitutes a complex issue to analyze since it contains many dimensions.

Implement a Winning Strategy Driven by Customer Lifetime Value

Winning on Purpose

Incorporating Competitors' Information to Investigate the Impact of Customer Loyalty, Browsing Behavior, and Websites' Marketing Strategy on Financial Performance

From Brand Vision to Brand Evaluation

The Impact of Customer Loyalty Programmes on Consumer Decision-making and Brand Loyalty

The Role of Relationships Marketing Tactics and Customer Loyalty

The Impact of Digital Marketing on Increasing Customer Loyalty

The Indian telecommunication industry, mainly mobile phone services is is undergoing a high growth not only in India but worldwide. This industry has contributed substantially towards the nation's Gross Domestic Product. Telecom operators due to tight completion had to concentrate more on customer satisfaction and customer loyalty to remain competitive in the market This study is conducted in Ernakulam district of Kochi, a global city known as the trading capital of Kerala where the tight completion is among Vodafone-Idea , Airtel, Jio, BSNL . Business development actions by leveraging the loyalty of customers are cost effective rather than running around a new customer.. The customer satisfaction model was adopted to understand customer's opinion regarding the telecommunication service providers. 50 respondents were contacted by the researcher by way of convenient random sampling as descriptive research design was adopted. There is a tight competition among the telecom operators nowadays and maintaining customer satisfaction ,Loyalty is a must to boost their number of customers and retain their customers. Hence, the researcher made an attempt to study impact of Customer Satisfaction on Customer Loyalty.

To manage an effective customer loyalty program, third party logistics service providers (3PLs) must understand the determining factors, as well as cultural background on loyalty. This book develops a model of customer loyalty, which is then validated using empirical data from nearly 800 logistics managers in Germany and the USA. The author reviews the effects of different relational factors on the model, and explores relevant German-US cultural differences.

Seeing the world's biggest brands gain ground over the world's markets, you can't deny that the 25,000 students in the UK studying marketing will never understand their subject without knowing how branding works. This is THE key scholarly text in this crucial topic, an already hugely respected title and big seller in the field. It follows on from the introductory textbook Creating Powerful Brands, and comes highly illustrated with real examples of influential marketing campaigns. This is the book that will take students to the next level with the skills to develop and implement their own branding strategy.

One Simple Question Can Determine Your Company's Future. Do You Know the Answer? The Ultimate Question offers hands-on guidance on how to: Distinguish good profits from bad. Measure NPS and benchmark performance against world-class standards. Quantify the economic value generated by customer word of mouth. Assign accountability for improving customer relationships. Identify core customers and set priorities for strategic investments. Move customers beyond mere satisfaction to true loyalty. Create communities of passionate advocates that stimulate innovation and growth. Practical and compelling, The Ultimate Question will help you solve your organization's growth dilemma.

Concept, Strategy, and Tools

Marketing Opportunities and Challenges in a Changing Global Marketplace

The Wallet Allocation Rule

Winning the Battle for Share

Customer loyalty in retail. Case study of Marks and Spencer

Customer Loyalty and Brand Management

Effects of Perceived Service Quality on Customer Loyalty and Repurchase Intentions. The Mediating Role of Customer Satisfaction