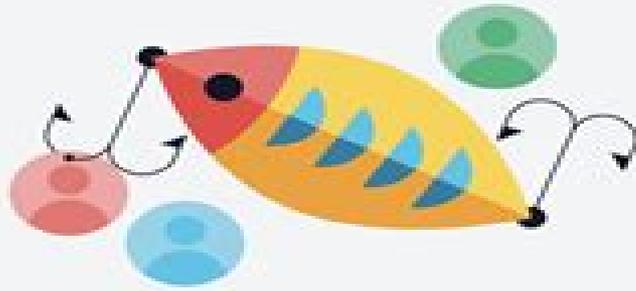


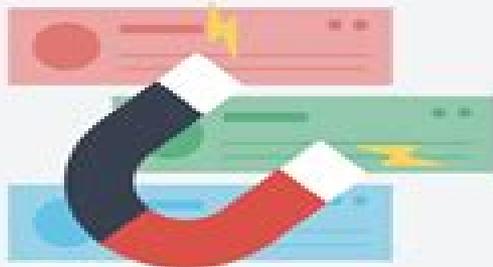
How a Loyalty Program Pays Off



Attracts more customers



Increases average order value



Improves retention rate



Encourages brand advocacy

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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

Handbook on Customer Centricity Robert W. Palmatier, Christine Moorman, Ju-Yeon Lee, 2019 Drawing on the expertise of leading marketing scholars this book provides managers and researchers with insights into the fundamentals of customer centricity and how firms can develop it Customer centricity is not just about segmentation or short term marketing tactics Rather it represents an organization wide philosophy that focuses on the systematic and continuous alignment of the firm s internal architecture strategy capabilities and offerings with external customers

Handbook on Research in Relationship Marketing Robert M. Morgan, Janet Turner Parish, George Deitz, 2015-01-30 The Handbook on Research in Relationship Marketing includes contributions from relationship marketing experts in business to business business to consumer global services technology and a variety of other contexts of practice Academics students a

Satisfaction Richard L. Oliver, 2010-01-04 Designed for advanced MBA and doctoral course in Consumer Behavior and Customer Satisfaction this is the definitive text on the meaning causes and consequences of customer satisfaction It covers every psychological aspect of satisfaction formation and the contents are applicable to all consumables product or service Author Richard L Oliver traces the history of consumer satisfaction from its earliest roots and brings together the very latest thinking on the consequences of satisfying or not satisfying a firm s customers He describes today s best practices in business and broadens the determinants of satisfaction to include needs quality fairness and regret what might have been The chapters in atisfaction culminate in Oliver s detailed model of consumption processing and his satisfaction measurment scale The text concludes with a section on the long term effects of satisfaction and why an understanding of satisfaction psychology is vitally important to top management

Customer loyalty in retail. Case study of Marks and Spencer Katarzyna Szydłowska, 2020-01-23 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

Impact of Hybrid Selling on Key Accounts Loyalty. Can Video Conferences be an

Equivalent to On-Site Visits? ,2022-09-13 Master s Thesis from the year 2022 in the subject Business economics Offline Marketing and Online Marketing grade 1 3 Ruhr University of Bochum language English abstract Loyalty in relationships between selling companies and key accounts are fundamental for successful business to business relationships Prior research exposed communication to be an important antecedent of loyalty However while digital communication channels like video conferences gain importance in B2B sales research has widely ignored this transformation This study contributes to this gap by examining the impact of communicating with key accounts through video conferences and on site visits on attitudinal loyalty By applying the key mediating variable theory this study provides a comprehensive understanding of key accounts attitudinal loyalty formation through the mediating variables commitment interorganizational trust and interpersonal satisfaction Based on data of a cross industry survey of 280 key account managers and salespeople interacting with key accounts in the DACH region this study first tested the conceptual model with a structural equation modeling approach and second the moderation effects with a multiple regression analysis

Consumer Choice Models with Customer Loyalty Programs in Retail Food Stores Sara Marguerite Ashman,2001 Loyalty Programs Chen Li,2021 Organizations employ loyalty programs to entice customers to repurchase their products and services One popular promotional tool is the award of loyalty points For this promotion to be effective customers need to redeem these points Currently researchers opine that all customers tend to stockpile their points instead of redeeming them In this dissertation we extend the understanding of customers point redemption behavior from the firm side the customer side and the competitor side In the chapter titled The Role of Marketing Channels in Consumers Promotional Point Redemption Decisions we investigate how firms can motivate the point redemption behavior in a two stage decision framework In the first stage customers decide whether to redeem points in their transactions In the second stage customers consider how many points to redeem after choosing to redeem points in the first stage In the first stage we propose that customers are more likely to redeem points from the personal computer PC channel compared to the mobile channel due to the lower perceived risk in the PC channel In the second stage customers will redeem more points from the mobile channel compared to the PC and brick and mortar B M channels due to the higher perceived convenience of the mobile channel In the chapter titled The Role of Customer Firm Relationship in Loyalty Program s Effectiveness A Point Redemption Perspective we examine the connection between customers relationship characteristics i e length depth cross category breadth and within category breadth in a coalition loyalty program and their point redemption behavior We find that the four relationship characteristics have different influences on point redemption behavior The impact of relationship length on the point redemption probability is positive while the effect of relationship depth is negative Cross category negatively affects the point redemption probability but does not affect the conditional number of points redeemed Within category breadth also negatively affects the redemption probability but positively impacts the conditional number of points redeemed In the chapter titled Interaction of Point Redemption and Cash Sales in Coalition

Loyalty Program we discuss the impact of the competing stores sales within a coalition loyalty program on the focal store s cash sales and point redemption We employ a dynamic model that accounts for store heterogeneity and state dependence in sales Our findings imply that firms should encourage customers to cross buy in the coalition loyalty program but discourage cross redeem and that stores belonging to the same chain brand should coordinate with each other in sales promotions Also firms need to reward customers for their loyalty in redeeming points at the same store to minimize sales cannibalization among the partner stores

The Influence of Perceived Loyalty Program Value on Satisfaction, Switching Costs, and Attitudinal and Behavioral Loyalty Sang Mi Jeon,2008

The Impact of Customer Loyalty Programmes on Consumer Decision-making and Brand Loyalty Kavish Singh,2021

Loyalty Management Cristina Ziliani,Marco Ieva,2019-10-08

In this insightful new text Cristina Ziliani and Marco Ieva trace the evolution of thinking and practice in loyalty management From trading stamps to Amazon Prime and Alibaba 88 Membership they present a fresh take on the tools strategies and skills that underpin its key significance in marketing today Loyalty management is increasingly identified with the design and management of a quality customer experience on the journey across the many touchpoints that connect the customer with the brand Evaluating the research on best practice and offering concrete examples from industry the authors argue that existing schemes and systems are not just things of the past but should be the optimal starting point for companies needing to foster customer loyalty in an omnichannel world Drawing on 20 years of experience in research consulting and teaching the authors have compiled a unique research based practice oriented text It will guide marketers business leaders and students through the changes in marketing thought and practice on loyalty management as well as offering practical guidance on the skills and capabilities that companies need if they want to be successful at delivering essential loyalty driving customer experiences

International Journal of Market Research ,2010

Loyalty Myths Timothy L. Keiningham,Terry G. Vavra,Lerzan Aksoy,Henri Wallard,2005-10-10 In Loyalty Myths the authors have assembled53 of the most common beliefs about customer loyalty all ofthem wrong or misconceived Each of the beliefs in this book isdebunked with real world examples While other books speak inplatitudes this book is the only one to validate each propositionwith real data Granted unprecedented access to customer records from a varietyof multi national corporations Through these records IpsosLoyalty was able to precisely track the impact of thiscustomer centric construct on actual purchasing behavior

Theauthors findings and conclusions will stun business leadersaround the world The lessons learned from these provide a trueguide for the proper use of customer loyalty

Business Periodicals Index ,2009

Journal of Retailing New York University. Institute of Retail Management,New York University. School of Retailing,2004

Loyalty Program Evaluation ,2005

An Analysis of Desirable Customers Henry Bloom,Brandson Kurtz,Iva Vukina,2004

Decision Support Systems and Intelligent Systems Efraim Turban,Jay E. Aronson,Ting-Peng Liang,2005

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