



Using Customer Loyalty Research to Succeed in Trying Times

We're in a challenging environment where budgets are being scrutinized but the need for staying close to your customers is stronger than ever. Researchers are faced with the task of helping their companies make smart decisions in a way that demonstrates clear value to senior management.

Fortunately there are opportunities to help your organization spend more wisely during tight times. Customer focused strategies can help your business thrive by enabling you to create a road map for engagement with your most valuable customers.

Your customers are an economic asset. In a weak economy you are vying with your competitors to maintain or increase your piece of a sometimes decreasing pie. It is essential that you instill and deepen loyalty among customers who are increasingly beset by offers from your competition.

Now is an opportune time to seek greater customer engagement with your brand.

An effective, efficient, and easy to communicate program for strengthening customer involvement can capture the support of management by demonstrably reducing costs while increasing loyalty. Such a program will identify the touch points that matter most to your customers as well as those that matter very little. Budgets can then be allocated more strategically to focus on issues that support loyalty. At the same time, savings can be realized by scaling back on areas that have less meaning to your customers.

To ensure that your loyalty program achieves these goals and provides maximum value to your business, it must provide the following:

- A detailed understanding of customer loyalty that allows you to tailor offerings/efforts to your most profitable customers, thus helping to expand your business. This means identifying customers you should focus on or "protect" as well as peripheral customers that may not warrant your valuable resources.

- Opportunities to engineer the customer experience by operationalizing customer involvement. Thus, the voice of the customer drives product and service enhancements, thereby increasing efficiencies within your organization.
- Guidance on how to effectively message to high potential customers. This inherently reduces costs by focusing efforts on only those most receptive to your brand, and it enables you to better manage expectations as you build loyalty.

Implementation of this type of loyalty program requires "buy in" and support from senior management. This can often be achieved by recommending a thoughtful and proven approach that is designed to achieve your desired business outcomes in the unique context of your organization.

DDW's LoyaltyDeveloper™ can help you accomplish all of these goals by identifying the customers you want to keep, developing strategies to deepen engagement with your loyal customers, determining optimum messaging, and operationalizing the customer loyalty program to help you achieve peak efficiencies.

Critically, LoyaltyDeveloper™ serves as a planning and resource management tool through use of an interactive, user-friendly simulator that allows you to assess the impact of proposed changes or strategies on customer involvement.

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