

# CREATING CUSTOMER LOYALTY IN YOUR COMPANY

VICKI LENZ

# **Saturn Difference Creating Customer Loyalty In Your Company**

**Julie Todaro, Mark Smith** 

#### **Saturn Difference Creating Customer Loyalty In Your Company:**

The Saturn Difference Vicki Lenz, 1999-02-22 In an industry where the average customer loyalty rate hovers around 44 percent Saturn excels at close to 60 percent a tremendous accomplishment for a company to achieve in only eight years What really is the Saturn difference Why do their customers find the experience of doing business with them to be truly special And most important of all how can your business follow in Saturn's footsteps Marketing expert Vicki Lenz answers these questions as she explores how Saturn built its exceptional customer service reputation using Saturn's successful methods to demonstrate how any company can create positive relationships with customers and turn one time buyers into repeat purchasing loyal clients You ll hear from dozens of enthusiastic Saturn customers explaining why they love dealing with Saturn and why they will return to buy again Lenz explains in detail what the Saturn Corporation has done to foster such devotion and how you can adapt their methods to your business Marketing Events as a Supportive Tool for Customer Loyalty Gabriela Strauß, 2002-12-20 Inhaltsangabe Abstract Part one briefly introduces the reader to the topic and the research objectives Moreover the methodical approach to meet the research objectives will be presented Part two provides the theoretical framework of customer loyalty Terms advantages and strategies related to customer loyalty are introduced Furthermore the report illustrates factors that support the development of customer loyalty and evaluates the requirements to develop new loyalty tools Part three presents a definition and classification of marketing events as well as the inevitability of creating new ways of communication Furthermore it portrays international dimensions of marketing events as well as a future outlook Virtual events will be described as new approaches within the tool event marketing Part four provides the findings of this project and analyses the connection between marketing events and customer loyalty. The report is finalised by a conclusion in part five Inhaltsverzeichnis Table of Contents LIST OF FIGURES4 LIST OF APPENDICES5 ABSTRACT6 PART I PREFACE9 1 1RESEARCH OBJECTIVES9 1 2REPORT STRUCTURE9 1 3METHODOLOGY10 1 3 1PART CUSTOMER LOYALTY12 1 3 2PART MARKETING EVENTS13 1 3 3PART CONCLUSIONS AND FINDINGS13 1 3 4LIMITATIONS OF RESEARCH15 PART II CUSTOMER LOYALTY17 2 1CUSTOMER SATISFACTION AND CUSTOMER LOYALTY18 2 2REASONS TO CREATE CUSTOMER LOYALTY AND SYNERGY EFFECTS21 2 3LOYALTY CREATING FACTORS24 2 4APPRAISAL OF THE LOYALTY TOOLS27 PART III MARKETING EVENTS30 3 1DEFINITION30 3 2THE NECESSITY OF NEW WAYS IN COMMUNICATION36 3 3EVENTS AND THE CLASSICAL MARKETING COMMUNICATIONS MIX39 3 3 1MARKETING EVENTS AND ADVERTISING 40 3 3 2MARKETING EVENTS AND PUBLIC RELATIONS 41 3 3 3MARKETING EVENTS AND SPONSORSHIPS41 3 3 4THE INTEGRATED MARKETING COMMUNICATIONS MIX45 3 4REASONS AND OBJECTIVES FOR MARKETING EVENTS47 3 5INTERNATIONAL ASPECTS49 3 6PROSPECTS FOR THE FUTURE51 3 7VIRTUAL EVENTS53 PART IV FINDINGS AND ANALYSIS55 4 1CUSTOMER LOYALTY55 4 2MARKETING EVENTS59 4 3MARKETING EVENTS AS A SUPPORTIVE TOOL FOR CUSTOMER LOYALTY62 PART V CONCLUSION68 REFERENCES70 APPENDICES Rhetoric.

Materiality, & Politics Barbara A. Biesecker, John Louis Lucaites, 2009 Rhetoric Materiality and Politics explores the relationship between rhetoric's materiality and the social world in the late modern political context Taking as their point of departure a reprint of Michael Calvin McGee's 1982 call to reconceptualize rhetoric as the palpable experience of sociality the authors in this volume grapple anew with the role of communication practices in contemporary collective life Drawing upon the work of Michel Foucault Jacques Lacan and Jacques Derrida these twelve original essays supplement extend and challenge McGee's position collectively advocating on behalf of a shift in theoretical and critical attention from rhetorical materialism to rhetoric s materiality Book Jacket Marketing Plan Templates for Enhancing Profits Elizabeth Rush Kruger, 2015-11-10 This workbook coaches business leaders to magnify the profits of a business They learn a unique scientific system for predicting and achieving results Their systematic decisions will spark the profits of any business This system comprises all strategic decisions in the marketing plan for a business The first part uses the SWOT Analysis to assess its strengths and weaknesses and identify possible opportunities and threats The SWOT Analysis clarifies the mission target market specialty and suppliers of the business The questions at the end of these four chapters guide business leaders to focus on quality describe key customers compete on strength and delegate weaknesses. The next part positions the business relative to its competitors with marketing mix decisions Business leaders specify its products and services and how to distribute promote and price them These four chapters close with questions that lead the business to offer treasures deliver delight trumpet empathy and price as valued The final part motivates them to implement their decisions The clos ing questions motivate business leaders to target key prospects reward the best concentrate resources and jump into action These twelve decisions transform a marketing plan and build the business Her unique scientific system coaches business leaders to use the 80 20 rule to magnify their profits Accelerating Customer Relationships Ronald S. Swift, 2001 Preface Corporations that achieve high customer retention and high customer profitability aim for The right product or service to the right customer at the right price at the right time through the right channel to satisfy the customer's need or desire Information Technology in the form of sophisticated databases fed by electronic commerce point of sale devices ATMs and other customer touch points is changing the roles of marketing and managing customers Information and knowledge bases abound and are being leveraged to drive new profitability and manage changing relationships with customers The creation of knowledge bases sometimes called data warehouses or Info Structures provides profitable opportunities for business managers to define and analyze their customers behavior to develop and better manage short and long term relationships Relationship Technology will become the new norm for the use of information and customer knowledge bases to forge more meaningful relationships This will be accomplished through advanced technology processes centered on the customers and channels as well as methodologies and software combined to affect the behaviors of organizations internally and their customers channels externally We are quickly moving from Information Technology to Relationship Technology The positive

effect will be astounding and highly profitable for those that also foster CRM At the turn of the century merchants and bankers knew their customers they lived in the same neighborhoods and understood the individual shopping and banking needs of each of their customers They practiced the purest form of Customer Relationship Management CRM With mass merchandising and franchising customer relationships became distant As the new millennium begins companies are beginning to leverage IT to return to the CRM principles of the neighborhood store and bank The customer should be the primary focus for most organizations Yet customer information in a form suitable for marketing or management purposes either is not available or becomes available long after a market opportunity passes therefore CRM opportunities are lost Understanding customers today is accomplished by maintaining and acting on historical and very detailed data obtained from numerous computing and point of contact devices The data is merged enriched and transformed into meaningful information in a specialized database In a world of powerful computers personal software applications and easy to use analytical end user software tools managers have the power to segment and directly address marketing opportunities through well managed processes and marketing strategies This book is written for business executives and managers interested in gaining advantage by using advanced customer information and marketing process techniques Managers charged with managing and enhancing relationships with their customers will find this book a profitable guide for many years Many of today s managers are also charged with cutting the cost of sales to increase profitability All managers need to identify and focus on those customers who are the most profitable while possibly withdrawing from supporting customers who are unprofitable The goal of this book is to help you identify actions to categorize and address your customers much more effectively through the use of information and technology define the benefits of knowing customers more intimately and show how you can use information to increase turnover revenues satisfaction and profitability The level of detailed information that companies can build about a single customer now enables them to market through knowledge based relationships By defining processes and providing activities this book will accelerate your CRM learning curve and provide an effective framework that will enable your organization to tap into the best practices and experiences of CRM driven companies in Chapter 14 In Chapter 6 you will have the opportunity to learn how to in less than 100 days start or advance your customer database or data warehouse environment This book also provides a wider managerial perspective on the implications of obtaining better information about the whole business The customer centric knowledge based info structure changes the way that companies do business and it is likely to alter the structure of the organization the way it is staffed and even how its management and employees behave Organizational changes affect the way the marketing department works and the way that it is perceived within the organization Effective communications with prospects customers alliance partners competitors the media and through individualized feedback mechanisms creates a whole new image for marketing and new opportunities for marketing successes Chapter 14 provides examples of companies that have transformed their marketing principles into CRM practices

and are engaging more and more customers in long term satisfaction and higher per customer profitability In the title of this book and throughout its pages I have used the phrase Relationship Technologies to describe the increasingly sophisticated data warehousing and business intelligence technologies that are helping companies create lasting customer relationships therefore improving business performance I want to acknowledge that this phrase was created and protected by NCR Corporation and I use this trademark throughout this book with the company's permission Special thanks and credit for developing the Relationship Technologies concept goes to Dr Stephen Emmott of NCR s acclaimed Knowledge Lab in London As time marches on there is an ever increasing velocity with which we communicate interact position and involve our selves and our customers in relationships To increase your Return on Investment ROI the right information and relationship technologies are critical for effective Customer Relationship Management It is now possible to know who your customers are and who your best customers are stimulate what they buy or know what they won t buy time when and how they buy learn customers preferences and make them loyal customers define characteristics that make up a great profitable customer model channels are best to address a customer's needs predict what they may or will buy in the future keep your best customers for many years This book features many companies using CRM decision support marketing databases and data warehousing techniques to achieve a positive ROI using customer centric knowledge bases Success begins with understanding the scope and processes involved in true CRM and then initiating appropriate actions to create and move forward into the future Walking the talk differentiates the perennial ongoing winners Reinvestment in success generates growth and opportunity Success is in our ability to learn from the past adopt new ideas and actions in the present and to challenge the future Respectfully Ronald S Swift Dallas Texas June 2000 The History of Work R. Donkin, 2010-05-07 This sweeping survey of the history of work from hunter gatherers to dotcom telecommuters deftly compresses thousands of years of human evolution into an incisive volume It is a book about work about the organization and management of work but it is also a book about Managing Human Resources in the 21st Century Ellen Ernst Kossek, Richard N. Block, 1999 This text uses a people modular approach to lead the student to develop an understanding of the current theory principles policies and practices associated with human resource management decision making and strategy Students will learn to appreciate how the human resource function can contribute to organizational effectiveness and the achievement of strategic business objectives The authors present a balanced approach by considering HR issues from both the employer traditional and employee social perspectives **EM** .1999 Training Library Staff and Volunteers to Provide Extraordinary Customer Service Julie Todaro, Mark Smith, 2006 A guide to training library staff that covers customer service essentials general training guidelines preparation assessing and anticipating the needs of patrons tracking and responding to feedback planning self development days instituting continuous learning and more Includes resource tools Write the Perfect Book Proposal Jeff Herman, Deborah Levine Herman, 2008-04-21 Want to publish your book Learn how it s easier than you think Charismatic

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**Blood, Sweat and Tears** Richard Donkin, 2001 A striking narrative history of work and the individuals and events that have been responsible for its evolution Work a process familiar to almost everyone has radically changed over the centuries The author examines early societies slavery guilds trade secrets religion and unions The Customer Century Anders Grönstedt, 2000 Based on in depth interviews with senior marketing managers from top companies such as Federal Express and Hewlett Packard Gronstedt advises businesses to thrive in the upcoming customer century by improving communications with key customers and across departments 10 line drawings **Building Strong Brands** David A. Aaker, 2012-10-01 As industries turn increasingly hostile it is clear that strong brand building skills are needed to survive and prosper In David Aaker's pathbreaking book MANAGING BRAND EQUITY managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage Now in this compelling new work Aaker uses real brand building cases from Saturn General Electric Kodak Healthy Choice McDonald's and others to demonstrate how strong brands have been created and managed A common pitfall of brand strategists is to focus on brand attributes Aaker shows how to break out of the box by considering emotional and self expressive benefits and by introducing the brand as person brand as organisation and brand as symbol perspectives A second pitfall is to ignore the fact that individual brands are part of a larger system consisting of many intertwined and overlapping brands and subbrands Aaker shows how to manage the brand system to achieve clarity and synergy to adapt to a changing environment and to leverage brand assets into new markets and products As executives in a wide range of industries seek to prevent their products and services from becoming commodities they are recommitting themselves to brands as a foundation of business strategy This new work will be essential reading for the battle Forthcoming Books Rose Arny, 1999 7 Secrets of Marketing in a Multi-cultural World Gilbert C. readv Rapaille, 2001 7 Secrets of Marketing in a Multi Cultural World offers strategies for applying cultural archetypes and the logic of emotion to make domestics and international marketing efforts more effective and profitable Retailing in the

**21st Century** Manfred Krafft, Murali K. Mantrala, 2005-12-27 Retailing in the new millennium stands as 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 e.g. increasing competition within and across retailing formats the growth of online retailing the advent of radio frequency identification RFID technology the explosion in customer level data availability the global expansion of major retail chains like Wal Mart and METRO Group and so on Making sense of it all is not easy but of vital importance to retailing practitioners analysts and policymakers With crisp and insightful contributions from some of the world's leading experts in 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 Guerrilla Marketing Goes Green Jay Conrad Levinson, Shel Horowitz, 2010-01-08 These Two Masters of Marketing Want to Pass Their Most Powerful Success Strategies on to You Learn to Slash marketing costs and boost profits by making your business as green and ethical as possible Easily turn your customers suppliers and even competitors into your unofficial sales force Understand how to turn business acquaintances into powerful joint venture partners Cut your advertising budget and build revenues using social media traditional media and the power of your own brain even get paid to do your marketing Harness the Magic Triangle and the Abundance Principle to skyrocket to success Find all this and much more within the covers of Guerrilla Marketing Goes Green your road map to thrive and prosper as a green ethical business in tough times and good times A playbook for companies that want to succeed in a world where integrity and transparency trump slick slogans. This is a gem that should be required reading not just for so called green marketers but for any marketer who wants to succeed in today s economy and tomorrow's Joel Makower Executive Editor GreenBiz com and author Strategies for the Green Economy Very wise words from very wise men Shel and Jay are seasoned marketing pros who not only talk the talk but walk the walk Follow the advice of Guerrilla Marketing Goes Green Your current customers your new customers and your bank account will be richer for it Bob Burg author Endless Referrals and coauthor The Go Giver Mobius ,1991 The International Handbook of <u>Electronic Commerce</u> Jae K. Shim, Anique A. Qureshi, Joel G. Siegel, Roberta M. Siegel, 2013-11-26 The International Handbook of Electronic Commerce covers that hot topic e commerce It is designed to assist managers in implementing electronic commerce in their organizations improving its efficiency and viability and safeguarding and maintaining e commerce systems The book is designed as a practical how to guide offering extensive examples to illustrate practical applications The tools and techniques in this handbook can be adapted outright or modified to suit individual needs Checklists email and website addresses exhibits illustrations and step by step instructions enhance the handbook s practical use Among the topics discussed are what electronic commerce is all about the Internet and access provider industry Intranets and Extranets marketing and advertising electronic data interchange electronic banking and payment systems network security legal taxation and accounting issues of e commerce The combination of growth in the commercial utilization of the Internet the rapid changes in technology and the complexity of management have expanded the scope of duties of business managers. To remain competitive businesses and their managers must maintain a presence on the Internet The International Handbook of Electronic Commerce provides readers with a compendium of the latest in current technologies and applications

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