

May, 2012

Dear Judi,

Loyalty = Profits so I thought you might be interested in these articles about building loyalty (hence profitability).

Judi Hess  
Owner

## 7 Customer Loyalty Programs That Actually Add Value

According to Inc., it costs a business about 5-10 times more to acquire a new customer than it does to sell to an existing one -- and on average those current customers of yours spend 67% more than a new one. So, what are you doing to keep your customers coming back to your business? If you're like 65% of marketers, your company has implemented a loyalty program.

But is it working? According to the 2011 Colloquy Customer Loyalty Census, of the \$48 billion worth of perceived value in reward points and miles distributed by American businesses annually, one-third goes unredeemed by consumers. Companies lose money on time and effort, and customers get no more value from the businesses to which they are "loyal."

So how do you keep your business out of that one-third segment? How do you convey enough additional value in your programs to keep your customers coming back? It's time for marketers to look beyond convoluted rewards systems and offer actual value to customers using their loyalty program. To get you started, here are some ideas for customer loyalty programs that might work for your business.

[Read more](#)

Posted by Kendal Peiguss  
Hub Spot Blog

## Lasting Loyalty and Loyalty Lost: A Customer's Perspective

Editor's Note: Customer loyalty. Always a trending topic. Lots of expert opinions, and a lot of guesswork. I started to tease out the reasons I have for personal loyalty to companies-both retail and e-commerce.

Here's my list of reasons for remaining loyal, along with the story of why I abandoned a favorite brand.

[Read more](#)

Posted by Alyson Stone  
customerTHINK

## What Satisfying Picky Customers Can Mean to a Business

I have been reading Paul Downs's recent posts about his Very Picky Customer with great interest. I think Paul handled the situation well, and I wouldn't be surprised if the woman he wrote about ended up becoming a valued customer of his. While I can certainly identify with the trials and tribulations of dealing with picky customers, I was surprised by the many comments from business owners who concluded that this woman was too much trouble.

[Read more](#)

Posted by Jay Golz  
The New York Times

## The Ultimate Measure of Marketing Success

For most businesses the primary measures of marketing success are more sales, more profits and greater brand recognition.

That seems like a pretty obvious, logical and healthy way to view marketing doesn't it?

What if, however, the real goal was to build trust? What if marketing decisions were made with the best interest of the customer community first? What if the ultimate measure of marketing was a committed customer? [Read more](#)

Posted by John Jantsch  
Duct Tape Marketing

## Upcoming Events

**The Council of American Survey Research Organizations** - annual technology conference on May30-31 in New York - [Click here for more info](#)

The **Marketing Research and Intelligence Association** - annual conference on May 30-June 1 in St. John's, Newfoundland - [Click here for more info](#)

**The Marketing Research Association** - annual conference and CEO summit symposium on June 4-6 in San Diego, CA [Click here for more info](#)

**The Council of American Survey Research Organizations** - management conference on June 13-14 in Chicago - [Click here for more info](#)

**Marcus Evans** - customer experience conference on July 17-18 in Chicago - [Click here for more info](#)

**IIR** - "Shopper Insights in Action" conference on July 18-20 in Chicago - [Click here for more info](#)

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