



Powerful Marketing Minutes
50 Ways to Develop Market Leadership
in the 21st Century

Book Excerpt
Chapter 10

Earning Customer Loyalty

How do you earn customer loyalty?

Think about how you, as an individual, are willing to be loyal to any of the establishments or businesses where you are willing to repeat purchase. What does it take to make you a loyal customer?

It's probably the same thing that it takes to make any of us....including your own customers.....loyal.

And that's a commitment to quality and a dedication to delivering upon the promises made by the organisation.

I believe that it is a very straightforward equation that starts with quality and results in customer loyalty. Simply put, this equation is:

Quality will result in customer satisfaction.

Customer satisfaction true customer satisfaction will result in repeat purchases.

And repeat purchases will lead directly to customer loyalty.

Remember, we are talking about customer satisfaction here, not customer mollification, customer happiness, or even customer delight.

Someone asked me recently, "what is the difference between customer delight and customer satisfaction."

That's a good question. I believe that customer delight is a short-term experience, one that is usually experienced as a result of some extra niceness or courtesy performed by a

seller's staff. It's something that surpasses the customer's expectations at the time it is received or experienced.

While there's nothing wrong with customer delight.....it does not have the same long lasting effect as customer satisfaction.

Customer satisfaction, on the other hand, comes from the buying experience, the using experience, and the post-purchase experience received by the customer while buying, using, or consuming your product.

If you want your customers to be repeat customers.....and therefore loyal customers.....focus on making them completely satisfied.

A little customer delight never hurts....but don't make that the end-all and be-all of your customer satisfaction efforts.

After all, the key difference between a trial user and a loyal customer is that the loyal customer keeps coming back to repeat his or her business with you.

Key Point: If you want your customers to be repeat customers -- and therefore loyal customers -- focus on making them completely satisfied.

Discussion Topics: are your quality standards designed to truly achieve Total Customer Satisfaction?

When was the last time you researched the needs of your customers to see if they are Completely Satisfied?

What percent of your customer base is loyal? What percent of your annual revenue comes from repeat customers? [If you don't know the answer to these two questions, I highly recommend you assign someone to go find out.]

What can you do to make CUSTOMER SATISFACTION your key point of competitive differentiation and customer loyalty enhancement?

This Chapter is excerpted from Powerful Marketing Minutes by Steven Howard.

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