

CUSTOMER LOYALTY



PURPOSE

Customer loyalty research is implemented to uncover the factors that determine if customers will repurchase or switch to the competition.

PROCESS

- Conduct baseline qualitative and quantitative research.
- Design tracking survey.
- Analyze and interpret data.
- Monitor critical Customer Satisfaction Measurement (CSM) issues and assess levels of performance improvement.

BENEFITS

- Monitor customer trends.
- Identify opportunities for improvement.
- Improve business and sales activities planning.

CASE STUDY

A large Fortune 500 bank wanted to determine the level of customer loyalty in one of their major divisions. ADVANTIS Research & Consulting developed a loyalty tracking system.

RESULT: Key changes were made in customer service and product delivery in response to our research.