

A close-up photograph of a person's hand holding a small, bright red heart-shaped object against a dark grey or black fabric. The hand is positioned on the left side of the frame, with the thumb and index finger gripping the heart. The fabric has a visible texture and a pocket-like structure. The overall scene conveys a sense of care and attention.

# Customer Loyalty

The Hyatt Group - 28 November- Shiv - ABG

## Structure

**Customer Loyalty**

**NPS**

**Deals, Satisfaction, Loyalty**

**Ten Rules**

**Summary**



**Customer loyalty in the past was people driven**

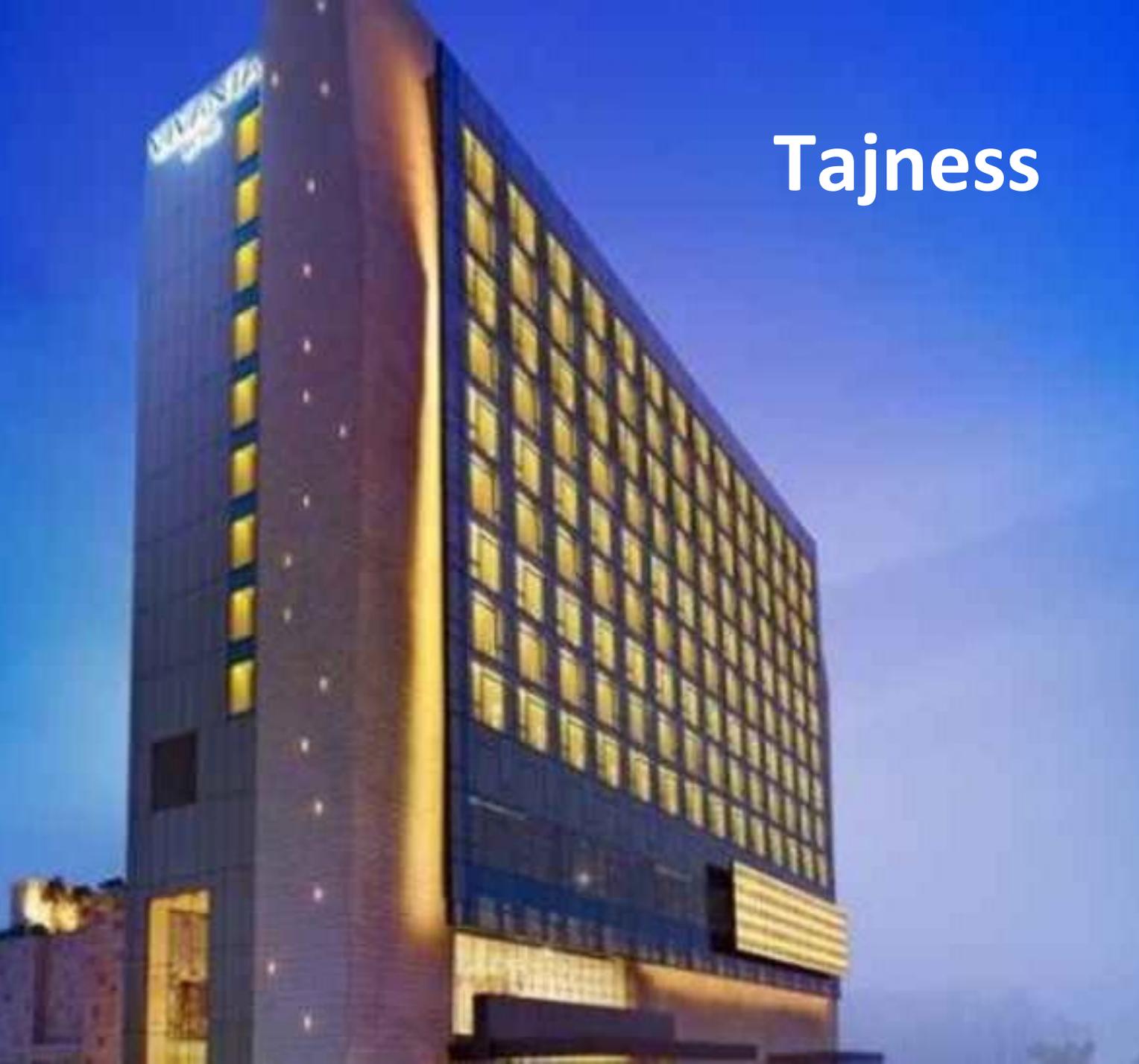


**Customer loyalty today is  
technology plus people driven**



Samples and Freebies of adjacent products in Cosmetics





Tajness



Royal Orchid



**Avis can't afford  
to make you wait.**



Or to tangle you up in forms, or not to have a new car like a lively, super-torque Ford, clean and ready.

Why?

When you're not the biggest in rent a cars, you have to try harder.

We do.

We're only No.2.

**Avis is only No.2 in rent a car  
So we try harder.**



**Open  
system vs  
closed  
system  
loyalty**

**One world in Airlines  
Co branded credit cards**

**Redeem only my points**

**N**et

**P**romoter

**S**core



**Repeat buyers  
are most  
important**



**Happy customers  
spend more money,  
more often**



A group of people, likely Millennials, are standing in a line, all focused on their smartphones. The background is slightly blurred, showing a light blue door and a white wall. The text is overlaid on the left side of the image.

**68% of Millennials  
want a loyalty program  
in all categories.**

# Buying vs Discounts

<b>Consumer buys</b>	<b>Don't know whether the consumer will repeat this, does this set a new lower price for the brand</b>	<b>Great situation, consumer is loyal and is not waiting for discounts</b>
<b>Consumer does not buy</b>	<b>Challenge with the basic product offering and value, consumer has better options</b>	<b>Offer is not good enough or brand is not appealing enough</b>
	<b>Sale is on</b>	<b>Sale is not there</b>

# Satisfaction Vs Loyalty

<b>Consumer is satisfied</b>	<b>Many brands can offer similar experience/service, nothing binds the consumer</b>	<b>Best situation, make the process repeatable, document the stories, tell the story</b>
<b>Consumer is dissatisfied</b>	<b>Revamp full program</b>	<b>Consumer has no choice</b>
	<b>Consumer is not loyal</b>	<b>Consumer is loyal</b>

# RULES

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**1. Some rules for improving customer loyalty**

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2.

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3.

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# KNOW YOUR CUSTOMER

1. KYC and personalize the experience



**10% INSTANT DISCOUNT\***

with SBI Credit Cards\*

SBI Card   
Make life simple



**2. Ask customers to show  
and talk about your  
offering/experience**

Art of the Trench





**3. Make it  
easy for  
customers to  
be rewarded**



الإمارات

Emirates

[www.emirates.com](http://www.emirates.com)

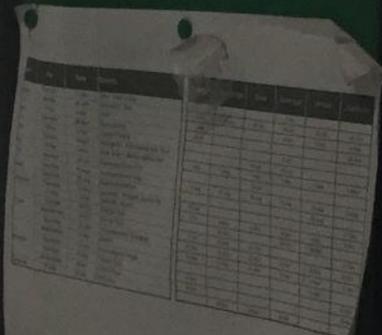
A6-EPG

**4. Get feedback unobtrusively and in a simple way**



# NOKIA Care

## NOTICE BOARD



Sl. No.	Name	Address	Phone No.	Mobile No.	Service
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

## SMILEY WALL



Feedback

Comments

Suggestions

**NOKIA**

INDIA'S MOST TRUSTED BRAND

2008

2009

2010

**5. Have a contact to speak with, don't be nameless (Indians hate IVR)**



6.

PURPOSE





#ChooseForChange

**BUY P&G BRANDS AND  
HELP BUILD SCHOOLS**



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## 7. Social listening, social footprint

# 8. Gamification

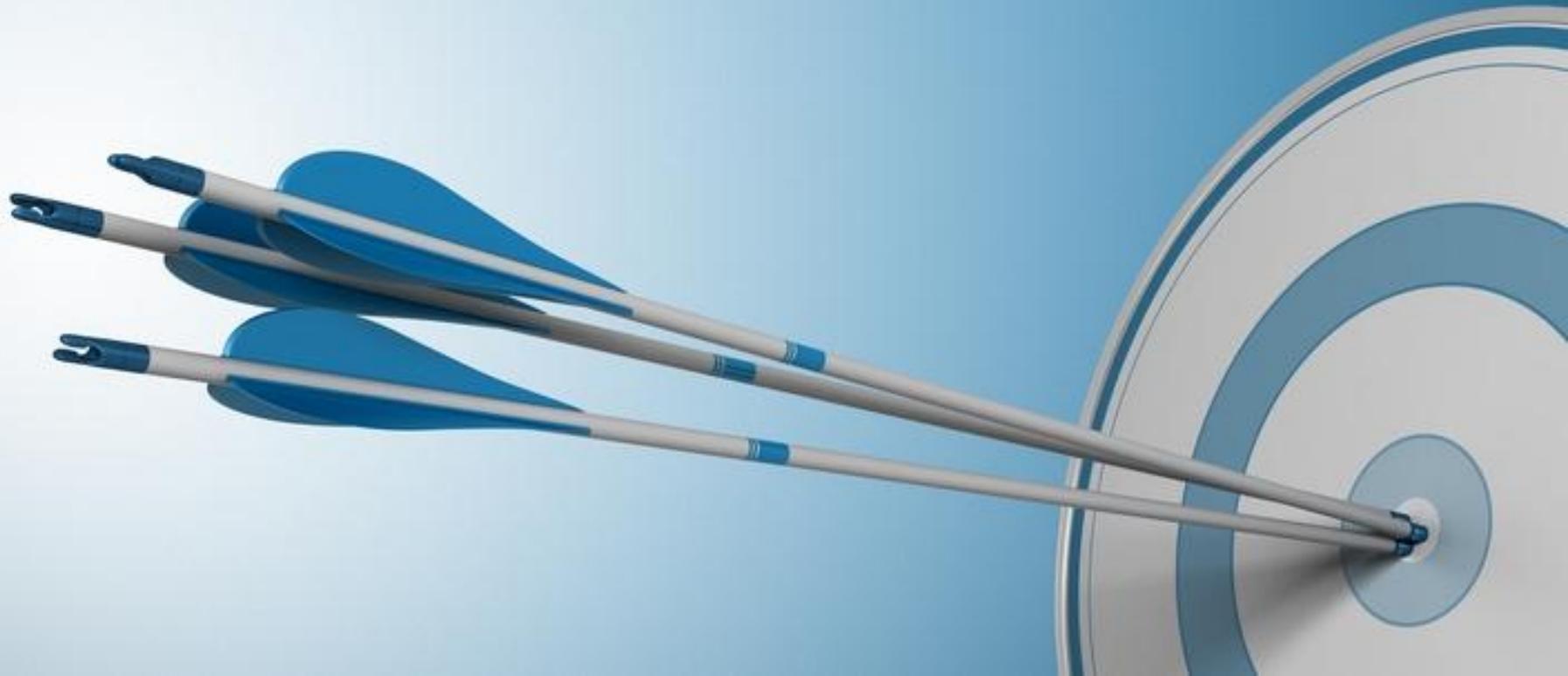


## 9. Brand Reputation

The image features a dense field of stars of various colors, including gold, silver, and grey, set against a dark, textured background. The stars are scattered across the frame, with some appearing more prominent than others. The text '9. Brand Reputation' is overlaid on the left side of the image in a white, sans-serif font.



**10. Be consistent and authentic in every interaction. This will need standardization plus empowerment**



SPECIAL OFFER

Freebies and discounts buy short term sales and not loyalty



**Knowing customers better  
and investing in building  
relationships is the answer**



# Summary

