

Loyalty Insights™

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Loyalty Insights is a process that helps increase profits through improved loyalty and repeat purchase. The process 1) examines the buying experience from the customers' viewpoint, 2) identifies factors that drive loyalty and 3) provides a dashboard measurement system that facilitates continuous improvement. The process has broad implications for both revenue generation and cost savings.

Why is loyalty important? Increased loyalty:

- Increases top line revenue through increased share-of-wallet
- Generates referrals; new business growth
- Decreases price sensitivity
- Creates an environment where strategy can effectively drive tactics
- Provides efficiencies (customer service, accounts payable, training, and even IT)
- Decreases expenses associated with replacing lost business
- Enables companies to attract and retain higher caliber sales people
- Helps drive consensus on desired target-customer profile(s)

Should you consider Loyalty Insights? Yes, if you have questions such as:

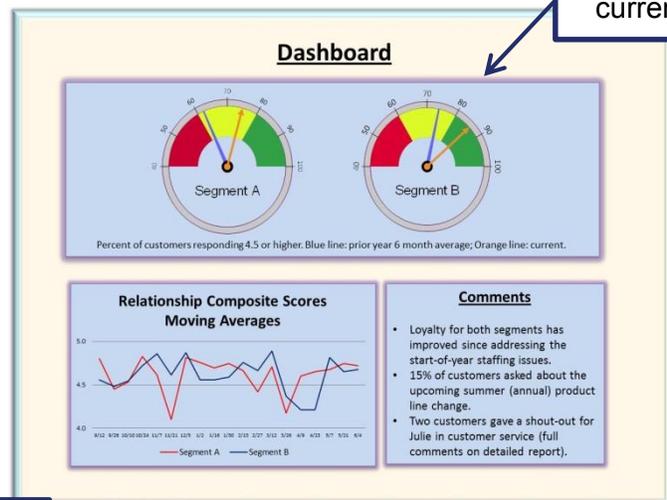
- Why is price becoming more important to our customers?
- Does our 'loyalty incentive' program generate real loyalty, or just reduce margins?
- How can we tell whether operational adjustments will impact loyalty down the road?
- What 'early warning' indicators will let us know if we're at risk of losing loyalty?
- Which customer issues should we focus on, and which issues are less critical?
- Are we correctly poised to grow new business and competitively defend current business?
- Are we really delivering on our mission/promise to customers?

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Loyalty Insights provides ongoing feedback through dashboards that produce timely readings on a composite of loyalty measures.

Dashboards show 'at-a-glance' progress. Gauges indicate success driving highly loyal customers. Line graphs reflect all customers and let people see how product and service issues affect loyalty.



Gauges show current loyalty in

Line graphs show progress in averages

Higher level business benefits associated with using Loyalty Insights

Conceptual: getting a handle on loyalty and understanding its impact on your business

Focus: improved ability to focus on factors that matter and away from factors that don't

Measurement: an ongoing tool to monitor the health of your relationships with customers

Competitiveness: fewer weaknesses that can be viewed as opportunities to competitors

Earnings: a platform for higher earnings growth



For more information

Contact us – we would be happy to walk you through the Loyalty Insights basics

Request our white paper – a short case study that provides some technical details