

Zo maak je klanten loyaal

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Terugkerende klanten, welke retailer wil ze niet? Niet voor niets zien steeds meer spelers de meerwaarde van een loyaliteitsprogramma in. Die zijn meestal gebaseerd op beloningen. Maar dat is niet het enige aspect dat klanten loyaal maakt aan een merk of retailer. Deze infographic van Zendesk laat zien wat nog meer meespeelt en hoe klanten hun loyaliteit aan bedrijven uiten.

LOYALTY Rewards

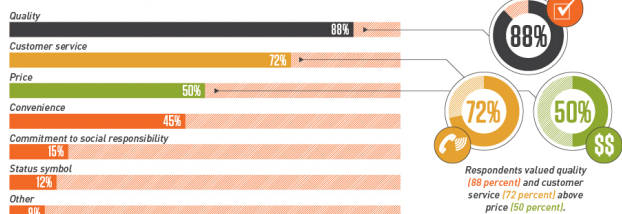
What Makes Consumers Stay

In the new Brand Loyalty survey, Clickfox examines what it takes for consumers to remain loyal to a brand. Meanwhile, loyalty from consumers has never been more important than it is today. With countless users connected to each other through social media, the collective influence consumers have is remarkable—and something brands must consider. But what does it take to gain loyal followers and brand enthusiasts? We take a look at the survey to find out.

Quality Trumps Price

Survey respondents indicated that the two biggest drivers of loyalty are quality and customer service.

What makes you loyal to a brand?



Winning Points

Consumers said the best way to gain their loyalty is to provide exceptional service around the clock.

What is the best way a company can build loyalty with you?



First Impressions Last

Companies have countless opportunities to build loyalty among their customers, but the most critical time to gain it is in the beginning.



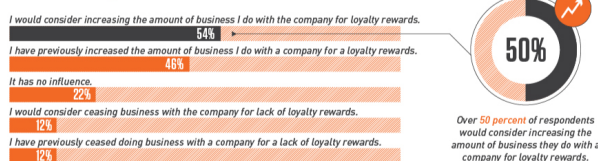
On Display

Happy consumers show their loyalty by word-of-mouth. On average they are more vocal and more profitable.

How do you show your loyalty?



How do loyalty programs influence your decision to continue doing business with a brand?



Consumers are becoming increasingly more vocal about their needs. Quality and personalized service are key to gaining loyal consumers, while rewards programs and other incentives can also add profitability and showcase the brand in a positive light. Today, brands must focus on appeasing their existing loyal consumers to win loyalty from all.