



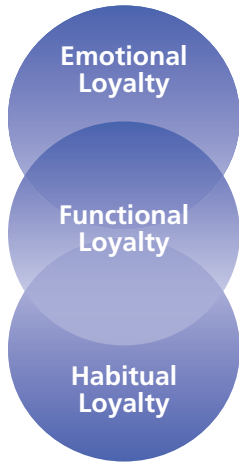
## What Flavor is Your Loyalty?



All too often, clients tell us that they have “no problems” with Customer Loyalty simply because their ongoing Customer Satisfaction surveys tell them their customers are “satisfied.” Time and again, Ipsos Loyalty has demonstrated that “satisfied” customers are not necessarily loyal customers, as our internal research has shown that 60% of defecting

customers are likely to describe themselves as “satisfied.” We have established that true customer loyalty is a function of both attitudes and behaviors and cannot easily be assessed via a single measure.

### For these reasons, it is truly imperative to understand the different types of customer loyalty:



- Emotionally Loyal customers form connections to the brand that are heartfelt. These customers tend to form relationships with brands and the individuals who represent them, deriving a sense of satisfaction from that relationship.
- Functionally Loyal customers are highly rational and focus upon the tangibles, such as performance and price. They are not looking for relationships, merely brands, and individuals who deliver what they promise, at the right price.

- Habitually Loyal customers have no rationale for their buying behavior and exhibit no emotional or functional connections to the brand.

### Ipsos Loyalty has developed proprietary models and measures that will:

- Measure customer loyalty relative to industry and global norms
- Classify that loyalty by type
- Determine which customers are at greatest risk of defection
- Prescribe corrective action to keep your customers on board for the long haul

### Ipsos Loyalty scientific papers and publications



- Top 20 marketing science article written in the past 25 years from INFORMS Society for Marketing Science.
- Citations of Excellence annual “Top 50” award (top 50 management papers of approximately 20,000 papers reviewed) from Emerald Management Reviews.
- Best paper in the *Journal of Marketing...* twice.
- Best paper in *Managing Service Quality...* twice.
- Best paper in the *Journal of Service Research*.
- Finalist for Best Book in Marketing for *Loyalty Myths* (2007 Berry-AMA Book Prize).
- The *Globe & Mail* newspaper (Toronto, Canada) counted *Loyalty Myths* as the fourth best business book of the year.
- *Soundview Executive Book Summaries* chose *Loyalty Myths* as one of the 30 best business books of 2006.





## Ipsos Loyalty

Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of innovative research tools that provides an integrated framework to identify complex global business solutions. Ipsos Loyalty is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos.com/loyalty](http://www.ipsos.com/loyalty).

**For more information on how to identify the “flavor” of customer loyalty please contact:**

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**Ipsos Loyalty**

The Customer and Employee Research Specialists