

A Gower Book

# CUSTOMER LOYALTY PROGRAMMES AND CLUBS

**STEPHAN A. BUTSCHER**

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**Customer Loyalty Programmes and Clubs** Stephan A. Butscher, 2017-05-15 In every industry and any company customer loyalty marketing is an important pillar of corporate strategy This second edition of Customer Loyalty Programmes and Clubs explains how the key to effective protection against competition lies in identifying and offering your customers the right combination of financial and non financial benefits Stephen Butscher has reviewed the developments that have taken place since his original successful step by step guide was published and now includes pricing for customer loyalty and e loyalty along with extra case studies He takes you through all the necessary stages to research plan and launch a programme that builds and develops the relationship between you and your customers and emphasises value measurement and selection of the right benefits enabling you to integrate the loyalty programme into every part of your organization Customer Loyalty Programmes and Clubs includes case studies from some of the most successful companies including Volkswagen Club

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The British National Bibliography Arthur James Wells, 2002. **Loyalty Programs** Philip Shelper, Stacey Lyons, Max Savransky, Scott Harrison, 2020-09-15. Quill & Quire, 1997. **The Ten Demandments** P. Kelly Mooney, 2003-08-14. To carry out a customer-centric strategy, every company needs a customer bible like *The Ten Demandments* to believe in and to execute against. Guy Kawasaki, CEO Garage Technology Ventures, *The Ten Demandments* presents an informed and interactive road map that takes readers directly to the hearts, minds, desires, and demands of the new customer, whether it is the end consumer or a business-to-business relationship. Customer experience guru Kelly Mooney scrutinizes the total customer experience with strategic insights, anecdotes, and action plans. *Paper Empires* Craig Munro, 2006. This book tells the inside story of Australian publishing over the past half century. The Publishers Weekly, 2007. *American Bookseller*, 1986. *The Power of Loyalty* Roger Brooks, 2010-06-01. Loyalty strategist Roger L. Brooks invites you to take part in the growing loyalty movement and shows you how to build a successful loyalty strategy following 10 essential steps. Brooks covers the best practices and proven techniques from more than 12 customer loyalty leaders, including Chase, JetBlue, Verizon, Subway, Starbucks, Nordstrom, Wegman's, TGI Friday's, CVS pharmacy, Bank of Montreal, Saks Fifth Avenue, and Men's Warehouse. He provides a comprehensive 6-point initial launch plan plus strategy essentials, including employee and company introductions to loyalty. In addition, you'll learn how to incorporate loyalty initiatives into your marketing plans and budgets and identify WOW factors to set your business apart from your competitors. *Catalog of Best-selling Teaching Materials*

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