

The image shows the cover of a publication titled 'European Customer Consultancy CX Actions Issue #4'. The background is a dark blue gradient with abstract, light blue, starburst-like patterns. The title 'European Customer Consultancy' is in white, and 'CX Actions' is in a large, bold, light blue font. The logo for 'european customer consultancy' is in the bottom left, and 'Issue # 4' is in the bottom right.

European Customer Consultancy

CX Actions



Issue # 4

Customer Loyalty

How important is CX for customer loyalty and retention? And what we as CX professionals should strive for when designing our programs?

According to a [Gartner](#) report on customer experience (CX), even with a focus on producing a world-class customer experience, over 70% of CX leaders struggle to create projects that build customer loyalty and provide results. The survey also states that CX generates almost two-thirds of customer loyalty, exceeding price and brand combined.

One thing to learn from this data is that it is the journey and not the destination that matters.

The customer journey includes every intersection and pain point a customer faces while interacting with a brand. That's why businesses should commit to delivering a superior customer experience at every touchpoint if they want to keep their consumers for years.



Why do you stay loyal to your favorite brand?

Our research of reasons for loyalty shows:

- 31% said customer service
- 30% said they loved the brand.
- 20% said "value for money."

19% of respondents left comments with their thoughts, and the majority of them mention the combination of all three elements as well as the simplicity of the customer experience.

It is not surprising because "easy" is virtually always found to be the most essential need when we perform customer needs research. The most crucial thing a company can do is to make it easy to become and stay a customer.

◆ Cultural Shift

◆ Plan, evaluate and measure your CX initiatives

◆ Hands-on Journey Mapping

◆ Managing outcomes & execution

HOST

Ian Golding
CCXP
Global Customer Experience Specialist

Eytan Hattem
CCXP
Global CX Specialist & Transformational Leader

Olga Potaptseva
CCXP
Founding Director, ECC & CX Implementation Specialist

  

Journey Mapping Bootcamp

Olga, along with Ian Golding and Eytan Hattem, will be leading The Journey Mapping Bootcamp, which is being organized by our partner Cemantica.

During the end-to-end Bootcamp, you will learn how to map a customer journey and, more importantly, how to make it actionable in your organization. The session is highly participatory and practical.

The start dates: 28th – 30th of September 2022

Make sure to join us!

Registration here 🖱️ <https://lnkd.in/dWHmdGWR>

THE IMPACT OF



LOYALTY PROGRAM



Reward and Loyalty programs can be opportunities for brands to increase customer loyalty and frequency of purchases while also creating a direct line of communication with customers.

A case study of Mcdonald's exemplifies this perfectly.

[Download the case](#) study document to learn more.



Expand your knowledge with CX panda!

European Customer Consultancy is developing a new product. We introduce you to CXpanda.

For both consultants and practitioners, too much time is spent developing frameworks and agreeing on definitions. We know many of you have wished there was one resource that could give you all the quick answers. CXpanda is the platform that offers just that. Join us as we create a CX library that will offer you trustworthy, useful and simple-to-use information regarding everything CX.

Don't forget to follow us on social media to stay up to date!

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SPEAKER ANNOUNCEMENT



OLGA POTAPTSEVA

Founder, the European Customer Consultancy

Sponsored by:



KANTAR

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THE EI EVOLUTION

I'm excited to announce that on October 5th, I'll be leading a CX Implementation Workshop for my favorite community of [Women in CX™](#).

I'm looking forward to helping them become unstoppable in their efforts to drive customer-centricity!

Join us by clicking [the link](#)



Olga and Claire Muscutt discuss all things CX and more

[Check out the Women in CX podcast](#) episode where Clare Muscutt and Olga Potaptseva talk about female entrepreneurship and striking the right balance between CX strategy and implementation.

Udemy Course -CX for Non-CX Professionals

Learn how to generate sustainable business growth by being customer focused. A course designed by Olga Potaptseva. [Visit Udemy and learn more.](#)
