Lojalitet och lojalitetsprogram

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2.

Effekter av lojalitetsprogram på lojalitet

3.

Andra effekter av lojalitetsprogram

Lojalitet?

Customer loyalty

The customer's volition-based relationship over time to an object on the market

En kund kan uppvisa beteendelojalitet genom flera olika beteenden

- Tidsutsträckning
- Frekvens
- Volym
- Djup
- Kundandel

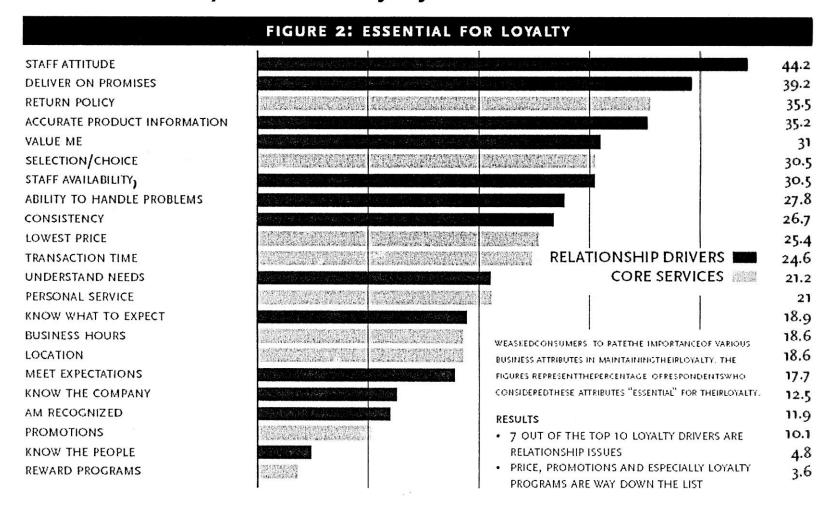
2.

Effekter av lojalitetsprogram på lojalitet

Does membership in a loyalty program affect customer behavior?

- Study A Membership: 2,2 % increase in customer share, (the more memberships, the weaker the effect)
- Study B Membership: 4 % increase in customer share, 163 euro increase in volume per year (largest effect on those who had no other membership)
- Study C Membership: no impact on heavy buyers, 100 % increase in frequency on low volume buyers (final frequency: 3.73 times per year)

B. Essential Components for Loyalty



3.

Andra effekter av lojalitetsprogram



- Customer database for direct communication
- Analysis of customer behavior ("Big Data")
- "Mere membership" effect

- Effects on perceived justice
- Costs of keeping the system working
- Hidden liability
- Tax law conflicts?
- Competion law conflicts?
- Consumer backlash if programs are changed
- Privacy issues