

Lojalitet och lojalitetsprogram

Magnus Söderlund



1.

Lojalitet?

2.

Effekter av lojalitetsprogram på lojalitet

3.

Andra effekter av lojalitetsprogram

1.

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

FIGURE 2: ESSENTIAL 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?
- Competition law conflicts?
- Consumer backlash if programs are changed
- Privacy issues