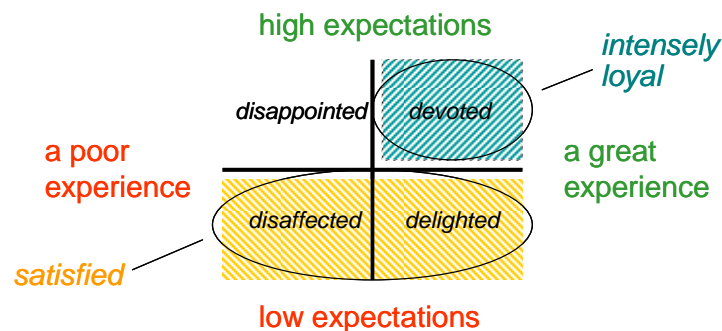


BeyondSatisfactionsm – Retaining your best customers

The times...they are a' changing. It's no longer going to be good enough to concentrate on gaining customer satisfaction—companies must shift their focus and migrate to customer retention strategies. It's only natural that switching behavior will intensify in the current economic environment as customers question and consider reasonable alternatives. In order to retain devoted customers who buy more and recommend their product, companies must understand customer expectations and then deliver above and beyond.

Much noise has been made about and countless dollars spent on measuring customer satisfaction. However, customer satisfaction is a relative measure and also a very elusive one. A 90% customer satisfaction score may, in fact, indicate that 10% of your customers despise you, while the balance (90%) will actually consider competitive alternatives. And, often times low expectations produce higher satisfaction scores. NPS, or Net Promoter Score, is another popular metric being applied to gauge customer loyalty. While an effective tool to measure customer loyalty, the results are determined by the expectations set and delivered through a positive branded experience.



But, one thing is true: highly satisfied loyal customers impact your company's financial performance. However, not all customers are created equal. The key to developing and retaining brand loyalists is to:

- *identify your best customers from the larger universe of your customers,*
- *understand exactly what their key satisfaction drivers are,*
- *then, build a branded experience around that core customer group.*

Imagine being able to reallocate customer service dollars and product development efforts more wisely, concentrating on retaining and enhancing loyalty among customers who will not only buy more, but buy more frequently and tell others about their experience. You will create devoted, intensely loyal customers who become your primary sales force.

At Brand Insights, we have over two decades of experience in understanding customer's hearts and minds—going beyond the obvious and getting deep into what truly drives and motivates customer purchase decisions. We've developed leading-edge tools that will highlight areas of opportunity, as well as areas for needed improvement. And we don't stop there. We help our clients develop strategies and tactics that position them to seize real opportunities that move the needle and impact the bottom-line. Our work with some of the best performing brands has given us insight into what works and what doesn't. Let us help you take advantage of what can be yours. For a no-pressure discussion of what's possible, give us a call. Discover opportunity. Deliver extraordinary.