

WHO IS LOYALTY GROUP?

In this publication, we outline our approach to motivation, insight creation, prioritization, implementation – and follow-up.

All with the goal of developing a more profitable customer-centric business for our clients.

“ **Our mission since 1992:**
Making the world a more customer-friendly place
– in a profitable way ”

Improve Customer Relations and Boost Your Bottom Line

Loyalty Group helps companies improve their customer relations and enhance profits.

Customer loyalty is one of the most overlooked paths to healthy and lasting growth. If you succeed in building strong relationships with your customers, you will quickly see how the many benefits manifest throughout your organization.

Loyal customers not only buy more, they also have a higher purchase frequency than other customers. They find great value in both being and remaining customers in your company – even when your competitors tempt them with great offers. At the same time, your loyal customers are also your best ambassadors and are more willing to recommend your company to other potential customers.

Rather than continuously searching for new customers, it may be more profitable to strengthen existing customer relations – and that is where we come in. We have more than 30 years of experience in conducting customer analyses and implementing loyalty projects for companies. Over the years, we have implemented more than 500 projects in more than 45 countries for businesses of every type. This is your guarantee for a business partner you can discuss both business strategy and financial aspects with. A business partner who can help you reach your customer centricity goals.



“The professional competence of the Loyalty Group consultants is highly valued by both us and our dealers. The results and the accompanying advice from Loyalty Group are used in strategy development, marketing, and dealer development. Based on our many years of collaboration, I give Loyalty Group my very highest recommendation.

Jan Christian Holm, General Manager, Lexus Norway”

Increased customer loyalty gives you real advantages in all areas of your company.



Marketing

- More positive image
- More effective campaigns
- More customer recommendations



Sales

- Higher share of wallet
- Larger customer base
- Lower cost of sales



HR

- Higher employee satisfaction
- Lower absenteeism
- Lower employee churn



Customer Service

- Higher customer satisfaction
- Lower service costs
- Lower customer churn



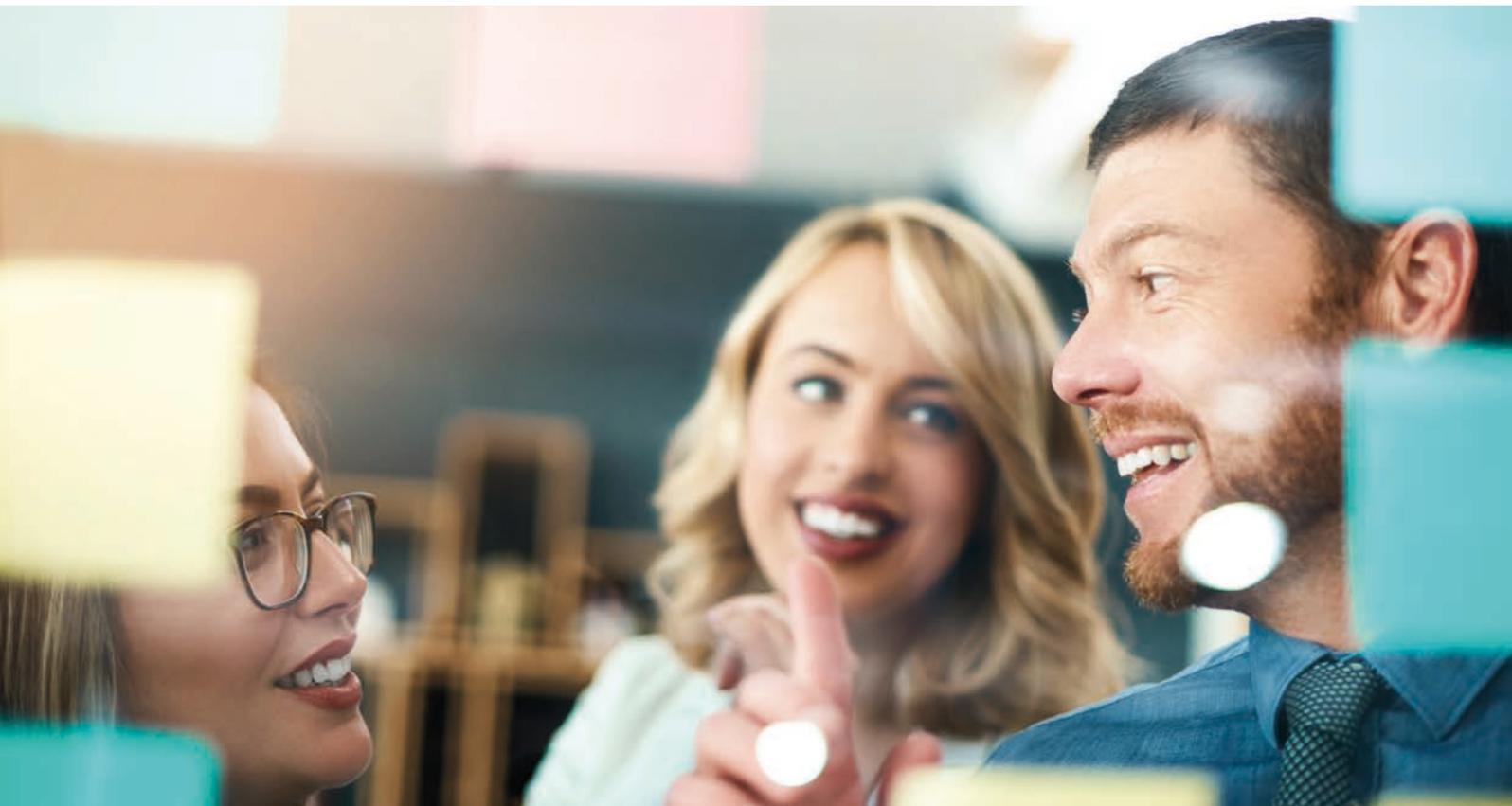
Finance

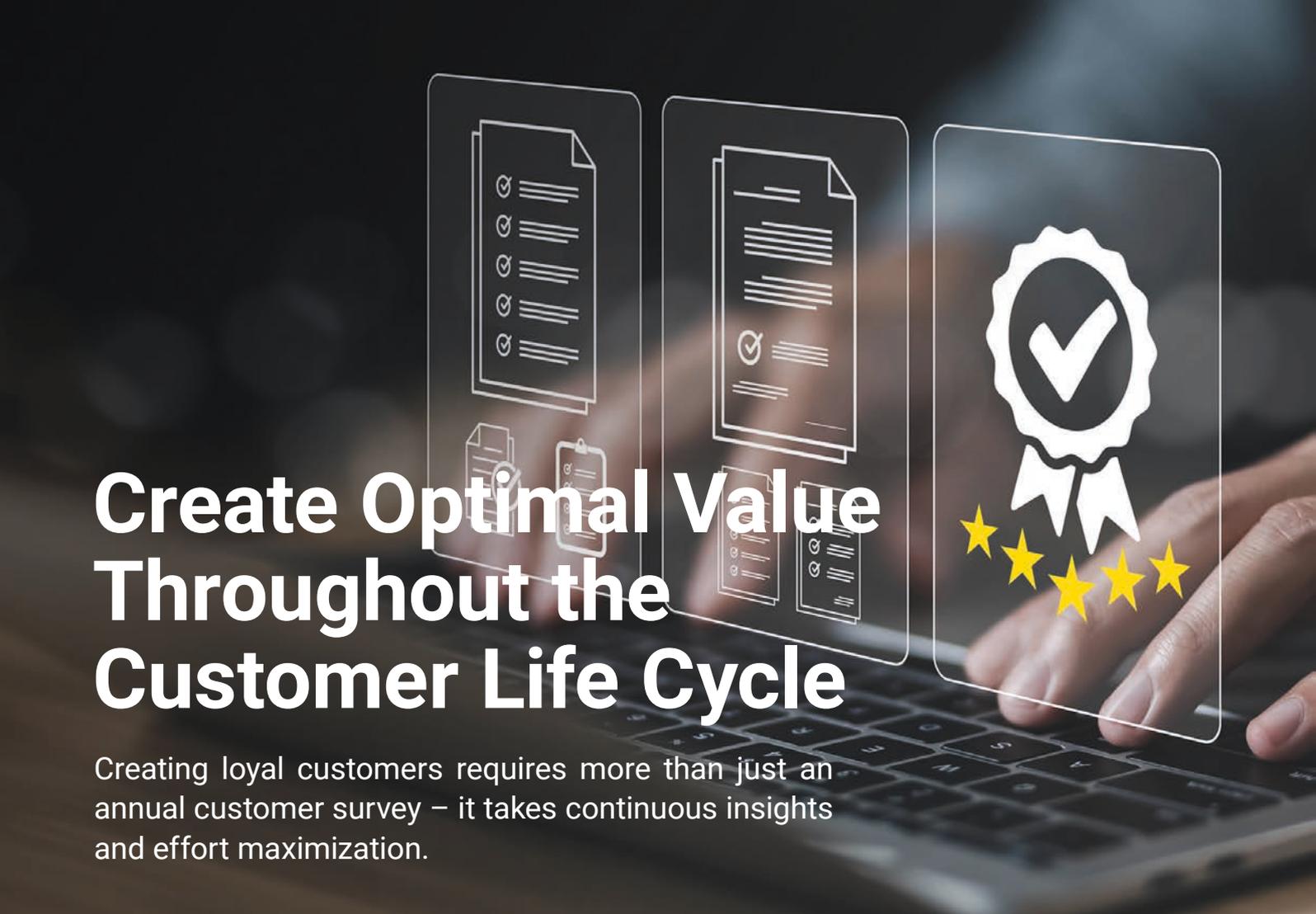
- More predictable earnings
- Higher turnover & profits
- Lower costs



Senior Management

- Potentially higher ROI
- Clear management goals
- Guaranteed long-term profits





Create Optimal Value Throughout the Customer Life Cycle

Creating loyal customers requires more than just an annual customer survey – it takes continuous insights and effort maximization.

If you want loyal customers, you have to look at the ability of your company to create value throughout the Customer Life Cycle, from the initial contact to an eventual exit.

We help you obtain an overview of the most important touch points between you and your customers – and, more importantly, where you can create optimal value in your customer relations.

Instead of simply guessing how to create value for your customers, we actually ask them about it at all key touch points. This enables you to base your decisions on specific knowledge and not just on past experience and gut instincts.

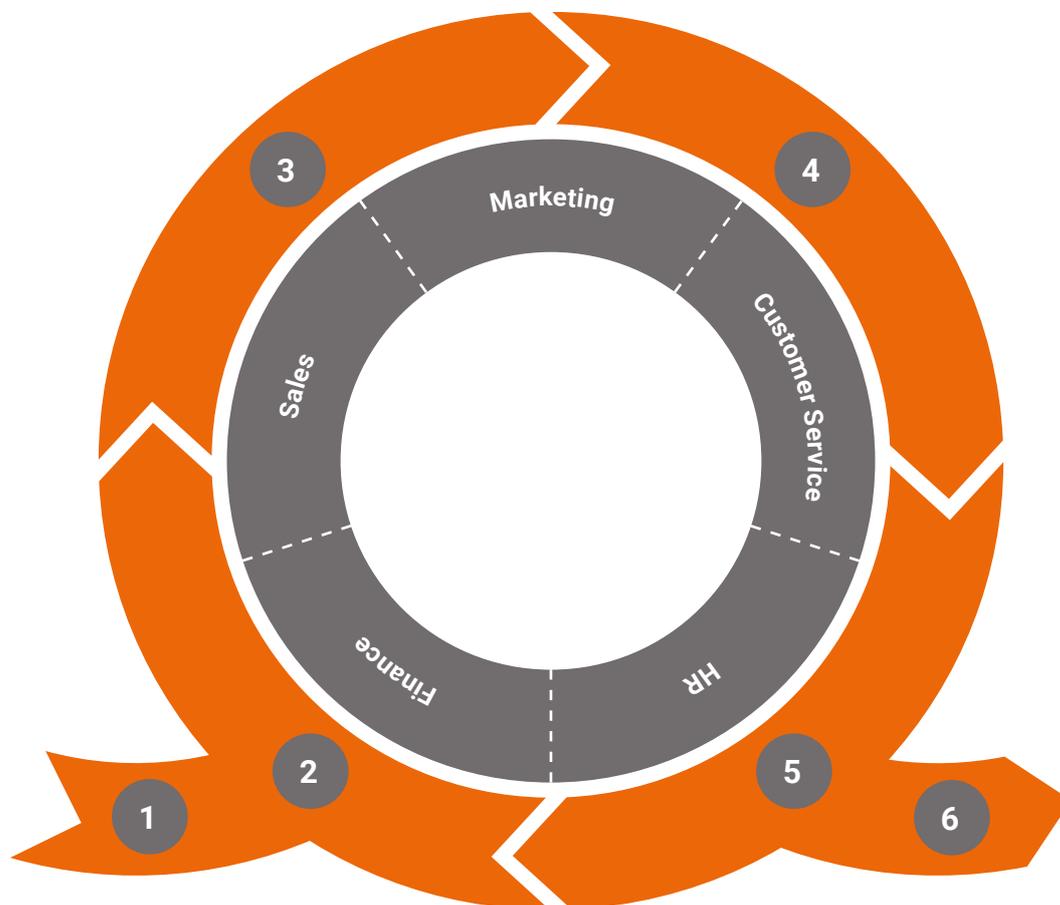
We divide the Customer Life Cycle into six phases, each characterized by their own unique commercial challenges and focus areas. The knowledge you need about your customers varies significantly from phase to phase.

We ensure you ask your customers the right questions – and convert their responses through data that provides relevant insights and targeted action points within your company.

“With Loyalty Group’s highly professional approach and extensive experience, we felt in safe hands throughout the project. The survey complexity was handled brilliantly with a questionnaire in 10 languages that was sent out to customers in more than 80 countries. From the start of the project to the presentation of the results, we found the Loyalty Group team to be super-committed, professional, and skilled.

Jens Jørgen Hjortshøj, Sales Director/CCO, Pindstrup Mosebrug”

We gather information on your customers at all important touch points and use it actively to improve their customer experience.



- 1 Acquisition**
It is expensive and time consuming to acquire new customers. We help you attract the right customers and ensure that as few as possible are lost in the sales process.
- 2 Alignment**
Managing expectations is crucial for a good customer relationship, and it is important to align customer expectations at the beginning of the collaboration. We help you reveal and align customer expectations – and create optimal customer experiences.
- 3 Development**
It is important to continuously develop your relationship with your customers. We give you answers, showing you how to strengthen that relationship – and exploit the potential for added sales.

- 4 Retention**
Which of your customers are considering switching to a competitor? We monitor customer attitude so you can react before it is too late.
- 5 Critical Phase**
The moment of truth in customer relations is when a crisis arises. We help you manage and mitigate customer complaints – and, more crucially, act correctly when facing a crisis.
- 6 Exit**
When your customers choose to leave, you can either try to win them back or tactfully end the relationship. We help you make – and implement – the right decision.



A Safe Path from Insights to Action and Results

Knowledge has no value for your company until it has been transformed into specific action.

We help you resolve the most important challenges in the Customer Life Cycle. Whether the goal is to attract more customers, increase sales to existing customers, strengthen customer loyalty, or reduce customer churn, our solution is the same: increased customer insights, engaged employees, and decisive action to strengthen customer relations.

Our skills span from analysis and consulting to education and implementation. We gather knowledge about your customers, advise you on choice of strategy, train your employees, and draw up concrete action plans.

In other words, we have what it takes to get you safely from insights to action and measurable results.

At the same time, we know that one of the most important conditions for success is having satisfied and motivated employees. Action plans have no value if the employees don't understand them or don't follow them in their daily work. That is why our work often includes providing input on staff training and development.

We cover the entire spectrum within analysis, consulting, and loyalty development.

Analysis

Our analyses are adjusted to the various phases in the Customer Life Cycle and the challenges faced by the different functional areas of your company. We offer analyses to optimize sales, customer experience, and customer satisfaction. The purpose of an analysis is to provide clarity and support your decisions on how to optimize your business in relation to your customers.

Consulting

Our many years of experience with customer retention and development have given us a unique understanding. We advise senior management on customer strategies, calculating financial consequences, and setting relevant management goals. At the same time, we support department managers in tactical initiatives within Marketing, Sales, Customer Service, and HR.

Education

We help you educate both management and employees to ensure you are prepared to make a difference when facing your customers. Our courses can take place in open as well as closed forums, focusing on a wide range of business-related challenges. Our consultants are all recognized for their high qualifications and many years of experience.

Implementing

“From data to action” is our motto. This means that we follow every project across the finish line and help you convert deep customer insights into action plans and initiatives. We are also happy to take on the role of project manager and coordinate the work with other relevant business partners. Anything we can do to help you successfully implement your strategy and achieve your goals.



We Guide You Toward Loyal Customers

Let us help you succeed with your next customer centricity project – we've been around the block a few times.

Consult us as early as possible in the process and let us help you define the framework for your customer centricity project.

Collaborating with us starts with a dialogue about the challenges, goals, and needs of your company. Before you make a plan, we will ask all the questions you need to know the answers to in order to succeed.

Our well-proven five-step process ensures you get exactly what you need from your project.

The process provides you with the right knowledge base for implementing changes in your company. With the right customer insights you will be on the best possible path toward achieving your goals – and with Loyalty Group in your corner, we'll help you realize them successfully.



“Loyalty Group helps us to identify and prioritize areas that the individual dealer needs to work on. Furthermore, Loyalty Group continuously facilitates workshops with inspiration as well as status and progress updates in our customer-centric work. I can wholeheartedly recommend a collaboration with Loyalty Group. We've been working with them for more than 15 years.

Jan Askholm, CEO, BMW Group Denmark”

Our methods bring you safely from knowledge to concrete actions and, more importantly, to economic value for your company.



Achieve alignment and support from top management



Motivate customer-facing employees



Ensure optimal customer insights as your basis for decision-making



Ensure focus and progress in working with customers



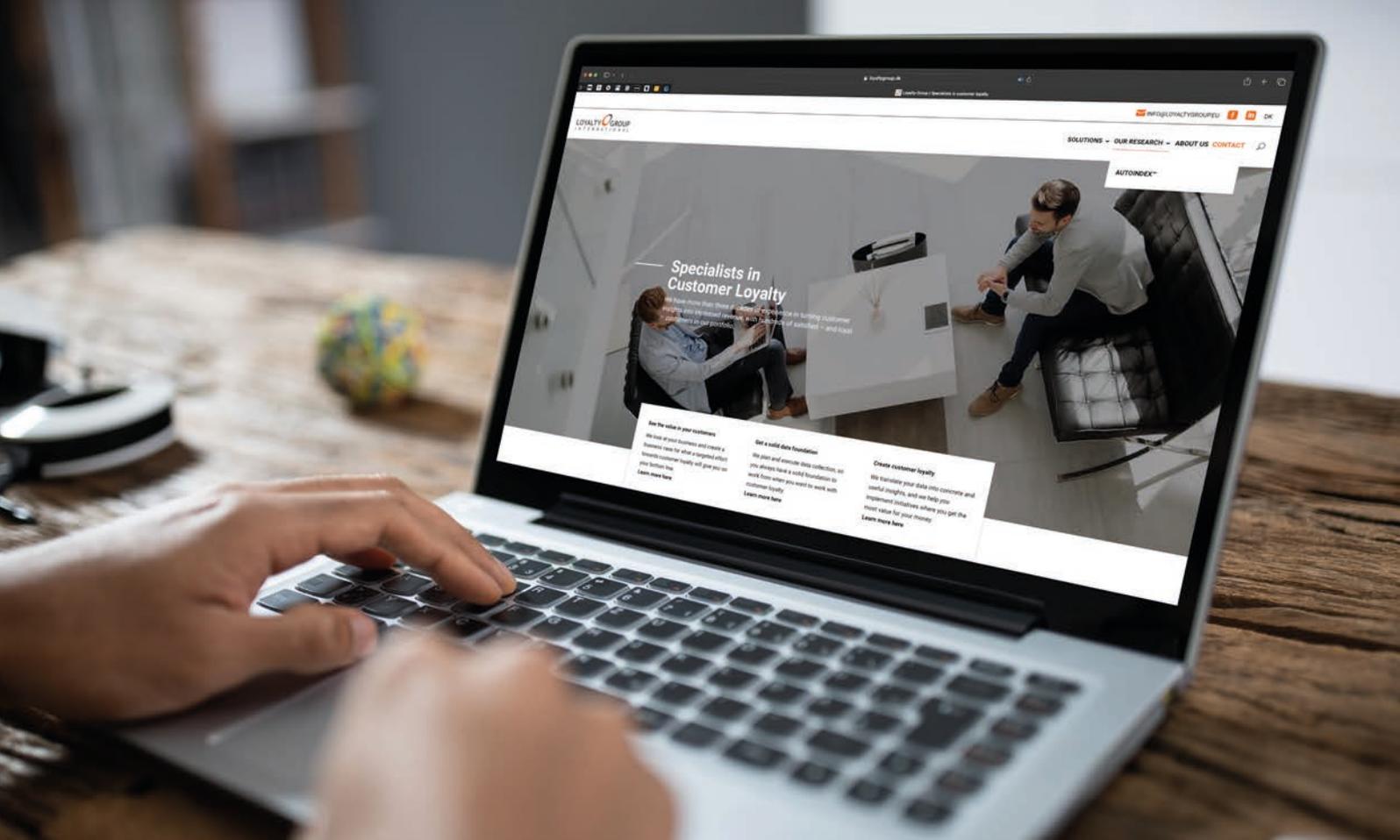
Prioritize the most value-creating initiatives

Experience and Knowledge Across Industries and Countries

Our many years of experience span B2C, B2B, and B2G customers.
Here are just some of the many different sectors we have worked with:

- Automotive
- Banking
- Retail
- Business Services
- Insurance
- Freight/Logistics
- Hotel
- Internet
- IT/Networks/Hosting
- Pharmaceutical/MedTech
- Media/Publishing
- Member Organizations
- Public Sector
- Entertainment
- Transportation
- Pension
- Manufacturing
- Mortgage
- Travel
- Telecom
- Philanthropy





More inspiration?

Before we talk...

Scan the QR code to access white papers and other resources to support your work toward a more customer-centric business.



The 8 Most Important Questions Customer-Centric Leaders Ask

This white paper focuses on the important questions that truly customer-centric leaders – especially top executives – seek to answer. The importance of leadership taking responsibility and leading the effort toward increased customer orientation is undeniable! The content is inspiring in itself, but it can also be the first step in a larger initiative for your leadership team, including talks and workshops.



The 10 Commandments of Customer Loyalty

Our 10 commandments of customer loyalty outline and discuss several key areas that should be a natural part of any company's customer orientation. When businesses aim to increase revenue and strengthen profitability, they often focus too much on acquiring new customers.



From Average to Good – or Good to Great?

Many companies think that all is well with their customer loyalty – and that everything is as good as it can be. But is it?

Ready for a dialogue about customer centricity in your company?

About Loyalty Group

Loyalty Group helps companies increase revenue through a stronger focus on customer loyalty. Since 1992, we have analyzed and developed customer loyalty across virtually all industries. Over the years, we have implemented more than 400 projects in over 80 countries. This makes us one of Scandinavia's leading – and oldest – consultancies within loyalty development.

Loyal Customers are the Path to Increased Revenue

It is highly profitable to develop your customers' loyalty. Loyal customers buy more than others and are willing to pay extra because they receive great value from being your customer. Loyal customers are also your best ambassadors, helping to attract new customers through recommendations. We have plenty of case stories which illustrate how working to increase customer loyalty pays off.

From Customer Analyses to Increased Customer Loyalty

The foundation for promoting customer loyalty is knowledge about your customers. Your company may already conduct customer analyses, but are you asking the right questions and making optimal use of the answers? We ensure you gain the right insights about your customers and help you take the crucial step from data to action. Customer insights only gain real value when translated into concrete initiatives that directly strengthen customer loyalty and your company's bottom line.

If You Want to Move Forward

We Challenge your View on Customer Orientation

If you are looking for a business partner who never asks questions and always agrees with the customer, you've come to the wrong place. At Loyalty Group, we want to understand your business and situation, but we are also eager to challenge your perspective in the pursuit of the best possible solution for you.

In return, you can be sure that we base our consulting on solid experience and knowledge. We have extensive experience in strengthening customer orientation in companies, and we are not afraid to leverage that expertise to achieve results.

We're Ready with Inspiration

We would be happy to share our experience with you and give you examples of how we have helped other companies. At the same time, we can quantify the value of your customer centricity project and even help you secure the support of other relevant departments within your company.

If you want to know more about how we create value for our customers, we are ready for an initial and clarifying conversation. And don't worry, we'll let you know before it starts costing money.

You are always welcome to visit our website
loyaltygroup.eu or phone **+45 7025 2627**.