

THE CHARGE

APRIL 2018

SHARE   

FORWARD TO YOUR FRIENDS

BLOG

CONTACT US

LOYALTY MATTERS



43%

of customers spend more money at brands they are loyal to.

65%

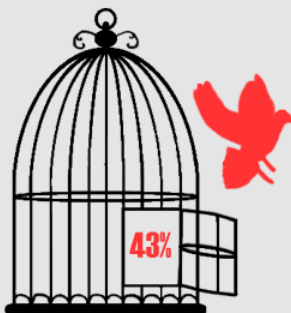
of company's business comes from existing customers.

Source: <https://www.fundera.com/resources/brand-loyalty-statistics>

WHEN LOYALTY FLIES AWAYS

57%

of consumers would stop using a brand if they had a negative review go unaddressable.



43%

of customers stopped doing business with a company because they lost trust in the company.

50%

of all customers stopped doing business with a company immediately after bad sales and marketing experience.

Source: <https://www.fundera.com/resources/brand-loyalty-statistics>

INVEST IN LOYALTY

Emotions are the main driver of loyalty. Engage your customers by focusing on the "4Rs"



RESPECT

Do what you say you will do to promote honesty, trust and integrity.



RECIPROCATE

Build a two-way relationship.



RECOGNIZE

Make the effort to truly know your consumers and understand what they care about to create meaningful experiences.



REWARD

Providing timely, meaningful rewards that promote long-term relationships in exchange for loyalty.

Source: https://www.capgemini.com/wp-content/uploads/2017/11/loyalty-deciphered_standalone-infographic_21nov17.pdf

"LOYALTY IS HARD TO FIND. TRUST IS EASY TO LOSE. ACTIONS SPEAK LOUDER THAN WORDS."
- ANONYMOUS



1.866.855.6733 | info@energy2engage.com

Loyalty Matters. Partner with E2 to customize an incentive/loyalty program that helps you win more!

ENERGY 2 ENGAGE
GOAL ALIGNED PERFORMANCE

