



The Customer Loyalty Playbook: 12 Game Strategies to Drive Improved Results in Your Business

By Jeri Quinn

Driving Improved Results. Paperback. Condition: New. 164 pages. Dimensions: 8.5in. x 5.5in. x 0.4in. Did you know that a 5% increase in customer loyalty could add an extra 25-100% of profit to your bottom line? Did you know that it costs 5-8 times more to get a new client than to keep an existing client? Did you know that loyal customers who buy regularly help you have predictable cash flow? This book gives you the why and the how of customer loyalty so you can have these benefits in your business. Just like in sports, your business can have a playbook, a notebook that contains the game plays that make a team successful. Each chapter has a play diagram followed by an explanation, a case study, and discussion questions to use with your team. There are four sections that build customer loyalty infrastructure into your business: leadership, engaged employees, designing the customer experience, and targeted marketing. Recommended by Dr. Ivan Misner PhD, the founder of BNI (Business Networks International) and author of 17 books, this book in his words will bring profit to your bottom line. He states this book is filled with everything you need to know to effectively build a...

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