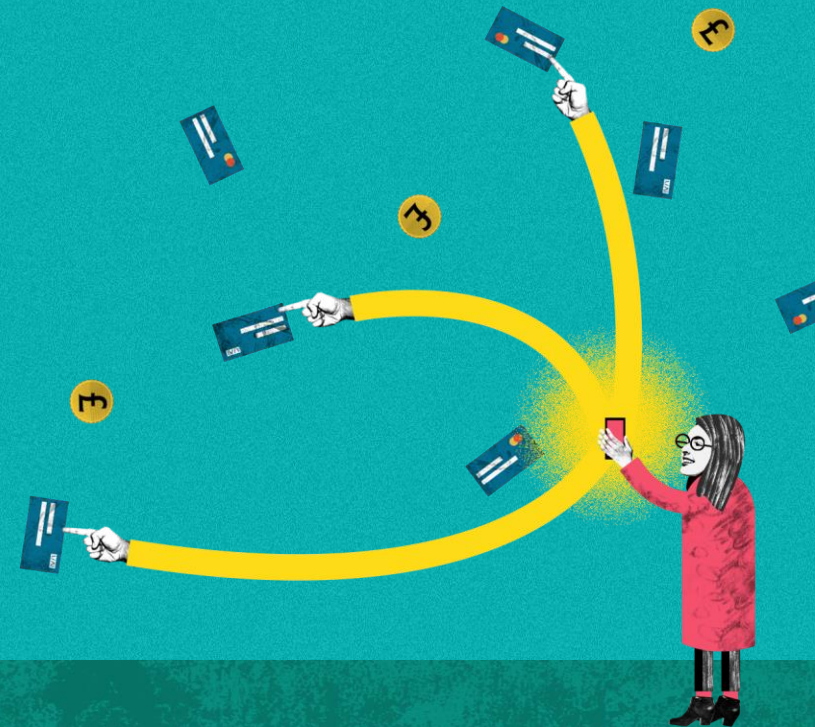


Customer experience and the disloyal customer

Sarah Roberts & Hannah Whiteley



**Loyalty isn't what
businesses think it is**



“I believe in earning loyalty. I observe and listen and I give the best I can offer. I expect little in return. Loyalty is not something I can buy.”

Who are your customers?









Task Journey



Things to try

Work out who your customers are

Open a dialogue with them

Understand pain points

coop



12.6%
Increased sales

New
customer segment

1%
Market Share
Increase

Trust = Loyalty

Look at what loyalty is for your business

Is it anything like a real relationship?

trainline



lastminute.com



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