

Examples of Loyalty Self-Assessment Questions

- To what extent are your customers repeat users?
- Would they recommend your company?
- Why or why not?
- What ties your customers to you?
- How well are you meeting your customer expectations?
- Do you really know what your customers expect (from their perspective)?
- How well are you delivering on the key leverageable variables you identified as loyalty drivers?
- Do your customers feel like hostages or partners?
- What is your current customer loyalty culture, focus and priority?
- What is the value of repeat sales and incremental sales compared to new sales?

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About Strategic Marketing Solutions

Led by Deb Siegle, a marketing professional with more than 25 years of experience, Strategic Marketing Solutions is a consulting practice that specializes in building effective marketing and customer loyalty programs and experiences. Strategic Marketing Solutions focuses on delivering pragmatic, actionable results. The practice undertakes the following types of projects:

- Market research (qualitative and quantitative)
- Competitive Assessments
- Feasibility studies
- Training
- Meeting facilitation
- Customer loyalty drivers and programs
- Seminars, programs, conferences
- Develop and launch products and services
- Branding and messaging