

CREATING LOYALTY

COMPANIES THAT PRIORITIZE BUILDING RELATIONSHIPS
CREATE A BRAND THAT IS WORTH REMEMBERING

DATA 1

The Downfall of Customer Relationships

We traded connection for convenience



Before Technology:

- Relationships
- Connections
- Community



We are no longer curious about others or eager to engage in conversations (DiJulius, 2019, p.2)

More Tech, Less Connection

- Technology has made everything digital, including chatbots, registers, and emails.
- Convenience outweighs connection

Lack of Social Skills

- “social media” = “social isolation” (DiJulius, 2019)
- People engage with a device and do not connect with people around them

Tracking Data instead of Relationships

- Companies track transactions and customer engagement, but they do not remember personal details about customers

Lack of Strong Relationships

- Customers do not feel acknowledged
- Customers go directly to the internet and miss out on building strong relationships

DATA 2

Skills Needed to Build Strong Relationships + Intrinsic Motivators



Curiosity



Authenticity



Empathy



Love for People



Listening



AUTONOMY

MASTERY

PURPOSE

PROGRESS

SOCIAL INTERACTION

DATA 3

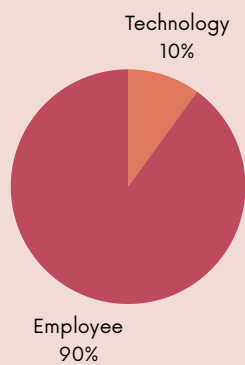
Using Technology to Build Relationships

RELATIONSHIP ECONOMY

- USE TECHNOLOGY TO BUILD CUSTOMER RAPPORT
- CUSTOMERS SHOULD HAVE TIME FOR REAL CONVERSTATIONS
- USE TECHNOLOGY TO LEARN ABOUT CUSTOMERS' FORD (FAMILY, OCCUPATION, RECREATION, DREAMS)

LOYALTY 3.0

- USE BIG DATA TO UNDERSTAND HUMAN BEHAVIOR
- DATA GATHERED FROM TECHNOLOGY HELPS TO PERSONALIZE HUMAN EXPERIENCES
- USING GAMIFICATION METHODS LEADS TO LOYALTY 3.0



“TECHNOLOGY IS JUST 10% OF THE CUSTOMER EXPERIENCE AND EMPLOYEES ARE 90% (DIJULIUS, 2019, P. 51)

CREATING A SUCCESSFUL BRAND

PRIORITIZE RELATIONSHIPS

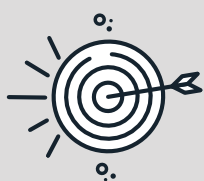


Gather FORD

Give More

Care for Community

USE INTRINSIC MOTIVATIONAL FACTORS



Design experiences for purpose

Make interactions meaningful

USE DATA TO PERSONALIZE THE CUSTOMER EXPERIENCE



Collect Data to Know your Customers

Use Gamification to create recognition

REFERENCES

DIJULIUS, J. R., III. (2019). THE RELATIONSHIP ECONOMY: BUILDING STRONGER CUSTOMER CONNECTIONS IN THE DIGITAL AGE. GREENLEAF BOOK GROUP PRESS.
PAHARIA, R. (2013). LOYALTY 3.0 : HOW BIG DATA AND GAMIFICATION ARE REVOLUTIONIZING CUSTOMER AND EMPLOYEE ENGAGEMENT (1ST EDITION). MCGRAW-HILL EDUCATION.