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# Customer Loyalty: How to Earn It, How to Keep It

Jill Griffin

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"Jill Griffin makes it easy for the reader to apply her customer loyalty building principles to any business."—Stephen M.R. Covey, president and CEO, Covey Leadership Center, Inc.

Completely Revised & Updated

# CUSTOMER LOYALTY

HOW TO EARN IT **HOW TO KEEP IT**



JILL GRIFFIN

FOREWORD BY ROBERT T. HERRES, CHAIRMAN, USAA

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**Jill Griffin : Customer Loyalty: How to Earn It, How to Keep It** before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Loyalty: How to Earn It, How to Keep It:

0 of 0 people found the following review helpful. Understanding LoyaltyBy Ramona WrightJill Griffin created an excellent book on customer loyalty. With loyalty being an important aspect in quality service to a customer, Griffin takes the reader on a journey on the meaning of loyalty and how it is earned and kept with an organization. This book is an excellent read or a perfect syllabus requirement for any quality assurance course dealing with customer service.1 of 1 people found the following review helpful. The happy customer return pathBy Pedro LopezA very nice book, that includes the idea of converting prospects to qualified prospects that will eventually be loyal and advocate customers. From the basics to the most recommended actions to do in the market. Even talks how to avoid customer inactivity and how to develop a loyalty driven culture on any company. A very well supported and referenced book.0 of 0 people found the following review helpful. Some useful frameworksBy JavierEasy to read. I skimmed a lot of it but there are

a couple chapters with great ways to think about loyalty.

You've read about Customer Loyalty in the Los Angeles Times, Dallas Morning News, Miami Herald, Kansas City Star, Entrepreneur, Industry Week, Marketing News, Boardroom Reports, Marketing Management, Library Journal, The Selling Advantage, Ideas Magazine, Executive Briefings, Training, Hospitality Upgrade, Direct, Quality Digest, Marketing Tools, Houseware Executive, Journal of Pharmaceutical Management, Discount Merchandiser, TeleProfessional, NationsBank Business, Modern Jeweler, Furniture Today-- now read the new and revised edition of the ground-breaking book that created all the buzz.

From Publishers Weekly Management consultant Griffin here addresses the failure of the "market share" theory. Presenting case studies-Home Depot's customer intimacy standard; Sharp Electronics' sales doctor approach-she stresses the need to develop customer loyalty programs. Griffin deftly examines pricing, value, customers' purchasing cycles, positioning and targeting to create repeat purchasers. She ponders: What "exactly" does a company do that engenders loyalty? A Florida picture framer she interviewed discovered by surveying his customers that the uniqueness and quality of his work ensured their patronage, not his low-end framing options; a Nebraska travel agent learned that he retained his corporate accounts because of his willingness to hold regular review sessions with them. Readers will profit from the arsenal of tools Griffin provides. Copyright 1994 Reed Business Information, Inc. From Library Journal Studies have shown that customer satisfaction does not equate with continued sales. What a business needs instead is customer retention and repeated purchases, otherwise known as customer loyalty. Marketing consultant Griffin has written a practical guide for planning strategies to assure customer loyalty. She uses actual examples to describe whom a company should target, how to find qualified prospects, and how to turn customers into company advocates. Griffin also details how to win back inactive customers and how to develop a loyalty-driven corporate culture. Several recent books have been published in this area, including Joan Cannie's *Turning Lost Customers into Gold* (American Management Assn., 1994), which provides sample survey forms but an abbreviated text. Griffin's thoroughgoing treatment is recommended for public libraries. Kathy Shimpock-Vieweg, O'Connor-Cavanagh Lib., Phoenix, Ariz. Copyright 1995 Reed Business Information, Inc. "Customer Loyalty is a comprehensive resource for businesspeople who are looking to improve customer service and satisfaction." --From Harvard Business School Working Knowledge