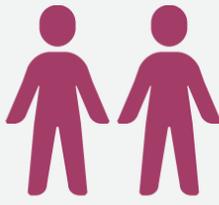


Building Customer Loyalty

These 10 factors work together to develop the best customer experiences, and in turn create customer loyalty.

Human Connection

“Personally and professionally, success is increasingly about creating and building human connections” (DiJulius, 2019, p. 2).



Intrinsic Motivators

Apply the 5 intrinsic motivators:
 Autonomy
 Mastery
 Purpose
 Progress
 Social Interaction
 (Paharia, 2013, p. 26)



Focus on the Customer

“100 percent of your sales come from one place - your customers” (DiJulius, 2019, p. 22)!

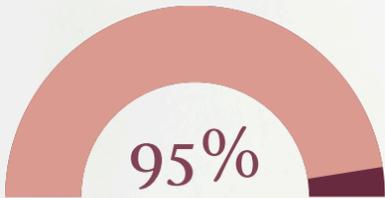
FORD

Family
 Occupation
 Recreation
 Dreams
 (DiJulius, 2019, p. 62)



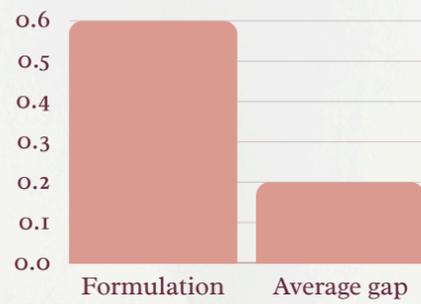
Take Responsibility

“Only when you’re willing to take 100 percent responsibility for making the relationship work will it work. Otherwise, a relationship left to chance will always be vulnerable to disaster” (DiJulius, 2019, p. 132).



Humanize Your Employees

“Servion predicts that AI will power 95 percent of all customer interactions by 2025 and will do it so effectively that customers will not be able to ‘spot the bot’” (DiJulius, 2019, p. 16).



Listen

“Scientists have studied the human brain and found it takes a minimum of 0.6 seconds to formulate a response to something said. Then they researched hundreds of conversations and found the average gap between people talking was 0.2 seconds. How is it that people can respond in 1/3 the time that the human brain allows” (DiJulius, 2019, p. 61)?

“Tell Me Something Good”

“Start every conversation with ‘Tell me something good.’ This forces the conversation to start on a positive note” (DiJulius, 2019, p. 92).

BIG Data

“With big data, a business can learn a lot about what you do, where you do it, when you do it, and what you like” (Paharia, 2013, p. 41).



Gamification

- | | |
|---------------|---------------|
| Fast feedback | Onboarding |
| Transparency | Competition |
| Goals | Collaboration |
| Badges | Community |
| Leveling Up | Points |

These 10 mechanics of gamification appeal to the 5 intrinsic motivators. (Paharia, 2013)