

CUSTOMER LOYALTY: CREATE A LONG-TERM B.O.N.D. WITH YOUR CUSTOMERS

Now more than ever, brands depend on loyal, devoted customers to make repeat purchases, provide advocacy, and give relevant feedback. Here's how to maximize your marketing ROI and drive customer loyalty.



BOND

Demonstrate **BENEFITS**: offer personalized, value-adding experiences

79%

of consumers are more likely to continue doing business with brands with good loyalty programs

(Bond, 9th Annual Loyalty Report, 2019)

54%

would allow companies to use their data in return for more personalized experiences

(Selligent Global Connected Consumer Index, 2019)

Cultivate **OPENNESS**: be transparent about how you share data & your safeguards



73+%

consider transparency more important than price when choosing a brand

(Inc., March 2018)

40%

would switch to a brand that is more transparent

(Food Business News, November 2016)

NURTURE the relationship: deliver what customers need & keep it personal

10x

higher customer satisfaction results from successful personalization

(Bond, 9th Annual Loyalty Report, 2019)

77%

like when brands demonstrate their appreciation

(TD Bank, 2016)

Move customers from advocacy to **DEVOTION**: give them a little something extra

61%

say a surprise gift for being a good customer is the best way for brands to engage

(Merkle HelloWorld Loyalty Report, 2019)

77%

maintain relationships with specific brands for 10 years or more

(InMoment, 2018)



The good news is, you don't have to *find* loyal customers; they can be *made*. Once consumers have bonded with a company, they're in it for the long run. With Selligent, B2C marketers can rely on a single, intelligent omnichannel platform to build personal customer relationships and deliver relevant experiences - forging a strong B.O.N.D. with their customers. [Learn more at www.selligent.com](http://www.selligent.com).

