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What We Do / Incentive Programs / Loyalty

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## Loyalty

Attract and keep customers who value what your brand offers. Building strong two-way relationships and rewarding people who value your brand will help build a base of committed customers, improve market penetration and grow and protect your market share.

No matter how alluring your value proposition, a loyalty program is no silver bullet for attracting and retaining high value customers. You need to have your organisational basics in place to pull it off with success. And the basics include a staff that's engaged in the brand vision and motivated to deliver a meaningful customer experience.

Research conducted by the US-based Forum for Performance Management and Measurement revealed that:

- There is a direct link between employee satisfaction and customer satisfaction, and between customer satisfaction and improved financial performance.
- Organisations with engaged employees have customers who use their products more and increased customer usage leads to higher levels of customer satisfaction.
- Organisational culture is a significant driver of employee engagement, where employees are expected to cooperate and work together, but also take charge and provide a voice for the customer within the organisation.

The message here is that brand promises come from the top, but delivery happens on the ground, and you're just not going to get caring, sensitive, customer-focused performance from disgruntled, brow beaten, marginalised staff. It takes a team of loyal, impassioned, empowered employees to translate brand vision into brand reality.

The ultimate customer experience begins with the ultimate employee experience. Think about it - loyalty begins at home.

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