



Customer Loyalty Programmes and Clubs

By Stephan A. Butscher

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In every industry, and any company, customer loyalty marketing is an important pillar of corporate strategy. This second edition of *Customer Loyalty Programmes and Clubs*, explains how the key to effective protection against competition lies in identifying and offering your customers the right combination of financial and non-financial benefits. Stephen Butscher has reviewed the developments that have taken place since his original successful step-by-step guide was published and now includes 'pricing for customer loyalty' and 'e-loyalty' along with extra case studies. He takes you through all the necessary stages to research, plan and launch a programme that builds and develops the relationship between you and your customers, and emphasises value measurement and selection of the right benefits, enabling you to integrate the loyalty programme into every part of your organization. *Customer Loyalty Programmes and Clubs* includes case studies from some of the most successful companies, including Volkswagen Club, Kawasaki Riders Club, Swatch the Club, Porsche and many more.

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Editorial Review

Review

'224 pages of worthwhile reading...' The Hairdresser 'For anyone considering a loyalty programme or club, there is much excellent advice here from an experienced practitioner. ... Obviously this book is targeted at the management market, but information managers who are looking at methods for keeping existing customers, or developing new markets, should find some challenging ideas in here. It has a thorough bibliography, a good index, and is strongly bound. Recommended.' The Electronic Library

About the Author

Stephan A Butscher is a partner with Simon, Kucher & Partners in London and Bonn, Germany and has written on all aspects of customer loyalty strategies. He has worked with companies in continental Europe as well as the USA and received the Alfred Gerardi Award from the German Direct Marketing Association for his work on customer clubs.

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