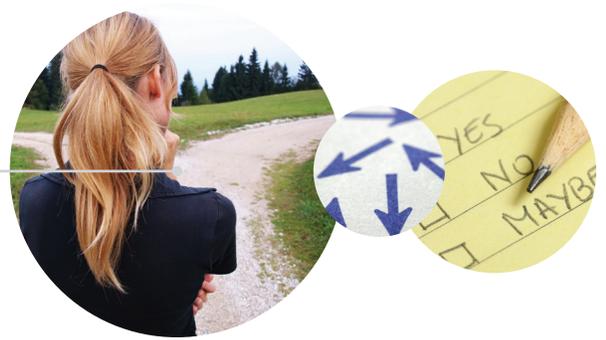## radius

LoyaltyDeveloper™

A proprietary tool that identifies the optimal strategies to drive customer loyalty.

Why LoyaltyDeveloper™?

Most customer satisfaction measurement systems suffer from three problems:

The "so what?" problem...
"Our satisfaction scores are going (up/down/ holding steady). So what does that mean?"

The "how do you know that?" problem...
How do you know that "intent to renew", "overall satisfaction", "value for the money", "recommend to a friend" is the best measurement of "Satisfaction"?

The "now what?" problem...
Now that you know your customer satisfaction scores, what do you do? Radius LoyaltyDeveloper™ addresses these problems using advanced modeling approaches tailored to your business environment.

What makes LoyaltyDeveloper™ different?

We work with you to examine your business strategies and develop customer satisfaction metrics that predict business outcomes: increase share of wallet, increase retention, or build a deeper relationship.

LoyaltyDeveloper™ will enable you to:
· Differentiate the customers you want to keep
· Develop strategies to retain loyalists
· Build loyalty among the most vulnerable

What does LoyaltyDeveloper™ deliver?

First, the Loyalty Spectrum's weighted combinations of responses from two to four questions are strongly predictive of your selected behavioral outcome. Customers are classified from most to least loyal, along a Loyalty Spectrum that identifies customer segments that differ in their relationship to your business.

LoyaltyDeveloper™ then identifies the products and processes that are key drivers of loyalty for each customer segment.

Finally, LoyaltyDeveloper's™ key drivers are configured in an interactive, user-friendly Simulator that allows you to test alternative strategies. The Simulator allows you to differentiate strategies that move vulnerable customers to content customers, versus those strategies that move content customers to loyalists.

LoyaltyDeveloper™ identifies the key questions needed in subsequent research to evaluate your strategies and track progress over time. »

Why use LoyaltyDeveloper™?

Not all customers are your 'best' customers. LoyaltyDeveloper™ is tailored to your unique business needs. It will help you to identify which customers are the ones you most want to satisfy, and help you determine the actions required to build true satisfaction.

When should this approach be used?

Many companies have ongoing customer satisfaction tracking systems that yield little to no direction for future action. LoyaltyDeveloper™ can be undertaken to revitalize an existing satisfaction measurement system or to provide a fresh look at a company's standing among its customers. LoyaltyDeveloper's™ advanced analytics will identify key strategies for customer segments that can be easily incorporated into your overall research effort and provide a stable ongoing satisfaction metric.

Case study

Pushing their buttons.

A major provider of a telecommunications service wanted to understand how best to minimize churn among its large customer base. The company had concentrated on its service interactions with customers to gain a handle on satisfaction. LoyaltyDeveloper™ was able to identify the importance of the ease of phone operation to less satisfied customer segments. This opened the way to a new strategy to upgrade the ease with which customers could interact with the product. ●