

LOYALTY LIFT CALCULATOR

Maximize the impact of operational improvements on loyalty and financial performance.

Satisfied customers come back. They spend more with you than with your competitors. They provide referrals to friends. Satisfied customers clearly have a higher lifetime value for your business.

The Loyalty Lift Calculator is a robust decision support system (DSS) that optimizes investments in the customer experience. By combining operational behavior information (e.g. mystery shop data) with customer satisfaction and financial data, the Loyalty Lift Calculator quantifies exactly which in-store actions matter most to satisfaction and loyalty, and subsequently, to your top-line sales. Business operators can then focus their employees on doing the exact things that matter most to your customers. It's actionable. It drives real results.

Through an intuitive web-based interface, business operators can construct realistic "what-if" scenarios to model their investments in customer experience. For example, if you improve operational performance by 1%, how much does customer loyalty improve? How much do same store sales improve? We can tell you not only the effect of intended performance improvements on loyalty and financial performance - but also the lag-time between drops in satisfaction and resulting financial performance.

DISCOVER

- The operational realities that create the perceptions among your customers
- How many of your customers are at risk and the revenue they represent
- Lag-time between changes in customer satisfaction and potential changes in revenue
- The impact of operational performance on loyalty and financial metrics

SO YOU CAN

- Quantify the impact of key business drivers in your stores
- Address significant performance gaps hurting sales
- Manage your investment in the customer experience, eliminating those expenses that don't matter and funding those initiatives with the highest return
- Focus employees on what matters most



WITH PATENT-PENDING TECHNOLOGY, THE LOYALTY LIFT CALCULATOR:

- Links customer perceptions to specific behaviors in your store
- Estimates the impact of improving behaviors and perceptions on financial performance, like same store sales
- Provides a tool for running "what-if" scenarios to estimate the effects of specific improvements on loyalty from the store-level to the brand level
- Identifies the lag time between changes in satisfaction and potential changes in loyalty and sales

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.