

**“The Loyalty Mapping Diagnostic quickly shows you how satisfied and loyal your customers are, and how your activities that drive loyalty affect their perceptions.”**

## The Loyalty Mapping Diagnostic

MCorpConsulting 

### **Understand customer loyalty from the outside.**

Customer loyalty has a proven, positive impact on financial outcomes. But how can you achieve loyalty when you're not sure what your customers are thinking? It's difficult—but critical—for organizations to see themselves from the outside in, as well as from the inside out.

### **The Loyalty Mapping Diagnostic.**

Through the lens of a Loyalty Mapping Diagnostic, you can see how loyal your customers are, who your loyal customers are, and why.

To diagnose your brand, we gather performance data and insights from your customers and your company. By illuminating the disconnects between internal and external perspectives, it helps you close gaps and take advantage of opportunities you didn't know were there to increase loyalty, retention and referrals.

### **Get the data you need to better understand—and improve—customer loyalty.**

The core of the Loyalty Mapping Diagnostic is a series of online surveys and data analytics based on proven, proprietary Loyalty Mapping® methodologies developed by MCorp Consulting.

The Diagnostic provides multiple insights including:

- Measurement of promoters and detractors and your Net Promoter Score [NPS];
- Assessment of key loyalty metrics, focusing on transactional, functional and emotional measures;
- Baseline scores on key loyalty metrics, and identified benchmarks for improved performance;
- Pinpointing disconnects between internal and customer perceptions of loyalty.

### **The Loyalty Mapping Diagnostic delivers measurable results.**

The Loyalty Mapping Diagnostic maps the territory between what you think is working and what's actually working. Most important, it provides you with actionable insights to guide what needs to be fixed, realigned or replaced.

Closing these gaps can lead to greater loyalty, increased word-of-mouth referrals, and improvements in lifetime customer value.

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**MCorp Consulting** is a research, brand and strategy consultancy that maps and improves the touchpoints between organizations and their customers, delivering better brand, marketing and customer experiences. Online at [www.mcorpconsulting.com](http://www.mcorpconsulting.com).

# The Loyalty Mapping Diagnostic: Aligning internal views of what you think drives loyalty with what really does, supported by measurements of actual customer loyalty.

## The Loyalty Mapping Diagnostic is comprised of three primary steps.

### Step 1: Internal Perspectives

Internal surveys capture your objectives, what you believe drives loyalty, and other information critical to identifying gaps between internal and external perceptions.

### Step 2: Customer Perspectives

External surveys rate how likely customers are to choose you over a competitor, to what degree you've earned their loyalty, and how likely they are to recommend your company, product or service.

### Step 3: Analysis, Findings and Recommendations

Delivered as a highly actionable report, the Survey will help you see disconnects between customer perceptions and organizational assumptions. It will also help you see how to increase loyalty, retention and renewal.

## The benefits to your organization can be significant.

In about four weeks you'll have an actionable understanding of customer loyalty. For an additional fee, employee loyalty can be measured as well.

The information gathered in a loyalty diagnostic can significantly shift how you view your relationship with your customers. The primary objective of the Survey is to provide a cost-effective way to understand where you fit versus your competition, and to define actionable paths to immediate improvement.

## How can your organization benefit from a loyalty diagnostic?

Call 866-526-2655 or email [mapping@mc Corp Consulting.com](mailto:mapping@mc Corp Consulting.com) to find out.

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## Snapshot: The Loyalty Mapping Diagnostic

### WHAT

The engagement includes a series of online surveys and data analytics, based on MCorp's proprietary Loyalty Mapping methodology.

### HOW LONG

About four weeks from start to final performance assessment and identification of key areas for improvement.

### VALUE

Tailored to fit your organization and driven by your needs, the Diagnostic looks at your organization's performance through the lens of customer loyalty and willingness to recommend your company, product or service.

Analysis tells you how well you're delivering against expectations, providing top-level assessments of your performance, and identifying key areas for improvement.

### DELIVERABLES

- Completed surveys of up to 10 management team members and 200 key customers;
- Key findings and directional insights;
- Assessment report and performance scores;
- Quick map of perception gaps and disconnects;
- Action Insights: immediate quick fixes for ROI and experience improvement;
- Opportunities and obstacles report.