



“Loyalty Mapping helped us see how our customers felt about us. As important, it showed us how best to boost selection, repurchase and loyalty for high potential-value customers.”

Regional Bancorp

Loyalty Mapping®

MCorpConsulting 

Boost retention and focus service investments by pinpointing ways to boost satisfaction and drive loyalty among the “right” customers.



Is your organization wondering:

- How you can focus brand and customer service spend to drive increased retention and re-purchase potential?
- If some areas of your company are doing a much better (or much worse) job of creating loyal customers than others?
- What you can do to better understand and increase employee and customer loyalty, advocacy and retention?
- If your “satisfied” customers really don’t care at all—and are just waiting for a better offer to switch to a competitor?

Move beyond satisfaction to increase loyalty, retention and purchase behavior with your best customers.

Loyalty is the basis for retention, advocacy, repurchase and increased profits.

Customer loyalty has a proven, positive impact on financial outcomes. These are measured through metrics such as increased retention, increased current and future spending, and new customers that have been referred through word-of-mouth by loyal advocates.

The challenge? Developing a single lens through which to see what organizational activities and customer perceptions drive the relationship between loyalty and financial outcomes.

Satisfied customers are not the same as loyal customers.

Many businesses rely on a measure of customer satisfaction to understand the strength of their customer relationships. Yet across industries, in study after study, 60 to 80 percent of customers who defected said they were “satisfied” or “very satisfied” just prior to moving to a competitor.

Why? Because satisfaction doesn't ensure that behavioral or emotional loyalty will follow.

This is where Loyalty Mapping comes in.

MCorp Consulting has an accurate way to identify, quantify and track loyalty. This data helps you prioritize activities to increase customer and employee advocacy and realize all the benefits.

Through Loyalty Mapping, you can learn where you stand with employees, customers and prospects. You'll learn what specific experiences and attributes will allow you to “move” these audiences from one stage of your relationship lifecycle to another. As a result, you'll enjoy improved purchase and re-purchase behavior, functional and emotional loyalty and word-of-mouth referrals.

By accurately measuring what drives satisfaction and loyalty—and seeing where you stand—you'll have a foolproof lens through which to guide investments, and boost advocacy.

Loyalty Mapping ties brand and customer experience activities to increased NPS.

Net Promoter Score® (or NPS) was invented by SatMetrix and consulting giant Bain, and is widely recognized as the best way for organizations of all types and sizes to accurately measure and assess customer loyalty.

Proven to be a leading indicator of future purchase behavior, NPS tells you what your loyalty is today.

What it does not tell you is how to improve it. We do. Loyalty Mapping, MCorp's approach, shows you exactly what you need to do to improve NPS.

Which aspects of your brand, if refocused, will boost loyalty? Which touchpoints have the greatest positive (or negative) effect on future purchase behavior? With Loyalty Mapping, you'll see exactly what you need to do to improve loyalty over time.

Organizations seek out MCorp to measure and improve the perceptions and experiences that drive loyalty.

In almost every case, we unearth findings that startle clients. What's surprising is where issues can occur, and how substantial the benefits can be. What if:

- A 15 percent increase in customer retention meant a 50 percent increase in profits?

- You could measure the value of word-of-mouth referrals and prove this value to others in your company?
- You could reduce the cost of acquiring new customers by increasing the loyalty of existing customers?
- You could positively affect NPS simply by identifying the touchpoints that are best—or worst—and creating loyalty among your customers?

Loyalty Mapping® is a proprietary research and analytical tool that takes the guesswork out of improving satisfaction and advocacy, by showing you how to boost your Net Promoter Score®.

Loyalty Mapping boosts satisfaction, loyalty and advocacy.

Customer loyalty has a proven, positive impact on financial outcomes. These are measured through metrics such as increased retention, increased current and future spending, and new customers that have been referred through word-of-mouth by loyal advocates.

But finding a vantage point from which to view loyalty poses a significant challenge. What are customers thinking? What takes them beyond satisfaction into advocacy, and how can you improve that progression?

By measuring current and earned loyalty and retention drivers, Loyalty Mapping gives you a clear understanding of where your customers stand. And it helps organizations prioritize investments and activities to drive improvements.

Four ways that Loyalty Mapping can help boost your bottom line. What if you could:

Improve the activities and perceptions that drive loyalty.

When you see your efforts through the eyes of your customers, successes and shortcomings become clear.

Loyalty Mapping helps organizations boost loyalty, usage and retention by addressing these and other key perspectives:

- Loyalty drivers: Identify the soft (emotional) and hard (functional) drivers of brand loyalty;
- Disconnects: Pinpoint the possible disconnects between internal and customer perceptions or experiences that may affect loyalty;
- ROI: Define how increases in loyalty, advocacy and other related metrics can drive measureable return-on-investment;
- Needs: Identify customer needs within each stage of the post-purchase relationship lifecycle, as well as the levers needed to drive movement to satisfaction, loyalty and advocacy.

1.

Understand which touchpoints drive loyalty most effectively—you could focus service investments to boost retention and save money on those that don't work as well.

2.

Find out which customers groups (or employees!) are more—or less—loyal to your brand than others—and focus your efforts (and your budget) on increasing loyalty among those that are most valuable to your organization.

The benefits to your organization can be significant.

Loyalty Mapping can significantly shift how you think about—and work to increase—loyalty and advocacy for your audiences, and positively impact retention and revenue for years to come.

Find hidden opportunities to boost loyalty.

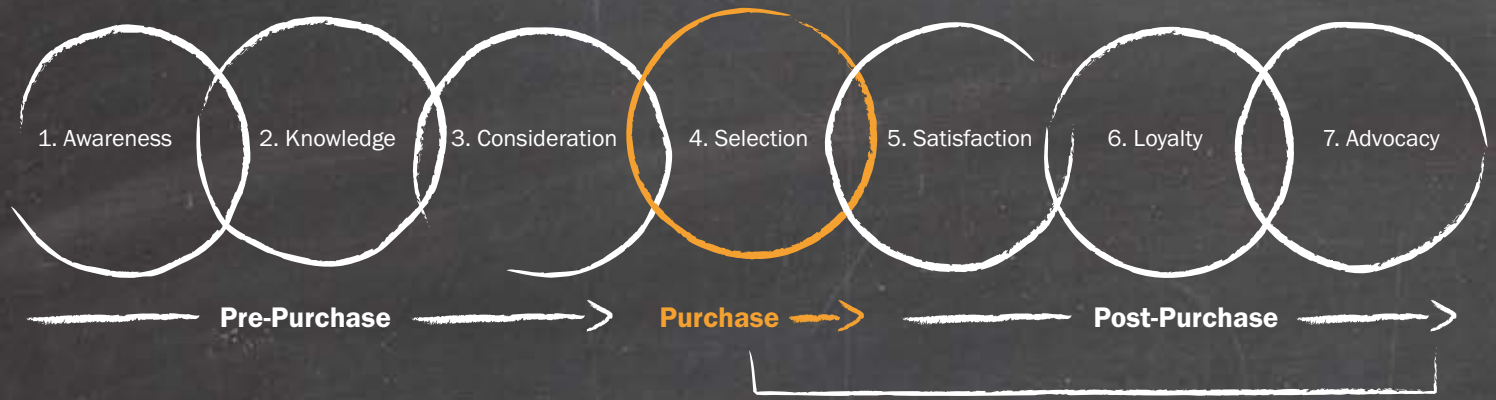
MCorp delivers Loyalty Mapping through customized research and consulting engagements, workshops, surveys, and ongoing performance monitoring.

3.

Learn what your Net Promoter Score is, and see where and how to improve it by turning “neutrals” and “detractors” into “promoters,” driving increased purchases and referrals from your customers.

4.

Reduce cost of service, enjoy fewer customer complaints and boost positive word-of-mouth by driving more of the right customers through your sales cycle from purchase to satisfaction, satisfaction to loyalty, and loyalty to advocacy.



“80% of consumers trust word-of-mouth referrals, more than any other source of information.”

Forrester Research, Nielsen

Track and boost loyalty across the post purchase stages of your customer relationship lifecycle.

The heart of Loyalty Mapping is based on understanding which customers are where in your lifecycle, measuring the strength of their relationship with you at each given stage, and quantifying the steps required to move them closer to your organization. How many customers have purchased, but are not yet satisfied? Which are satisfied—but waiting for an opportunity to switch? Who may be loyal—but not yet willing to tell their friends? Who are your true advocates—and what will it take to create more?

Improve word-of-mouth referrals, boost retention and increase re-purchase by improving performance on the drivers of loyalty.

Understand loyalty and improve it:

Assess key loyalty metrics, focusing on transactional, functional and emotional loyalty;

- Identify and understand the drivers (individual and groups) of functional and emotional loyalty;
- Pinpoint disconnects between internal and external perceptions that affect loyalty;
- Measure promoters and detractors and define your Net Promoter Score®;

- Assess strengths and identify areas for improvement to increase loyalty and advocacy;
- Compile baseline scores on key loyalty metrics and identified benchmarks for improved performance;
- Develop a detailed action plan for improving loyalty, increasing customer value, and measurably driving word-of-mouth referrals.

Loyalty Mapping delivers powerful, actionable results.

One company was able to boost employee and customer loyalty by more than 100 percent. Another was able to link improvements in loyalty to specific economic benefits of more than \$1,200 per promoter. Others have increased retention, boosted purchase behavior, and lowered the cost of acquisition. What might Loyalty Mapping do for you?

Loyalty Mapping will measure customer satisfaction, loyalty and advocacy—and chart a specific path for improving them all.

Loyalty Mapping Engagements typically encompass four steps.

Step 1. Objectives Definition

What are your objectives? How might measurable increases in loyalty benefit your organization?

Step 2. Definition of Drivers

Primary, qualitative research of internal and external audiences serves to codify insights and perceptions about the drivers of loyalty by key audience.

Step 3. Quantitative Assessment

Statistically projectable data enables MCorp to identify leading and lagging indicators of loyalty, viewed from multiple perspectives.

Step 4. The Loyalty Map

Comprehensive data analysis provides clear, actionable conclusions for increasing loyalty and advocacy, and measuring future performance over time.

Typical findings include:

- Identification and understanding of individual drivers of functional and emotional loyalty;
- Assessment of key loyalty metrics, focusing on transactional, functional and emotional loyalty;
- Measurement of lifecycle drivers, including the activities that will encourage audiences to increase selection, satisfaction, loyalty and advocacy;
- Measurement of promoters and detractors and your Net Promoter Score®;
- An assessment of strengths and identification of areas for improvements to improve loyalty and advocacy;
- Baseline scores on key loyalty metrics and benchmarks for improved performance;
- A detailed action plan for improving loyalty, increasing customer value, and driving word-of-mouth referrals.

Loyalty Mapping will help you improve customer and employee loyalty.

By measuring current and earned loyalty and retention drivers, Loyalty Mapping gives organizations a clear understanding of where their customers stand and then clarifies priorities, highlighting those activities that will most effectively increase loyalty.

Because Loyalty Mapping quantifies what drives these metrics, it helps organizations justify and prioritize specific activities that will drive increased retention, satisfaction and advocacy.

How can your organization benefit from Loyalty Mapping?

Call 866-526-2655 or email mapping@mccorpconsulting.com to find out.

Success Brief: Regional Bancorp increases employee and customer retention by improving performance on key loyalty drivers.

By measuring organizational performance and closing identified gaps, this regional bank was able to boost Net Promoter Scores by over 60% in under six months.

Challenge: Recent acquisitions, employee turnover and geographic barriers set stage for dissatisfaction.

Approach: By mapping prospect, customer and employee loyalty, we benchmarked competitive and organizational satisfaction, loyalty and advocacy.

Findings: Initial customer loyalty scores of 25% are lower than hoped, but in line with national averages. The surprise was that employee's loyalty was actually lower than competitor's customer's loyalty to their banks!

Recommendations: Prioritizing drivers of loyalty, the bank instituted teller training, boosted service delivery at the branch level, and focused on their most valuable customers.

Results: In less than six months, customer loyalty jumped to 40%, and the bank set a target of reaching 60% NPS over the next 18 months. At the same time, employee loyalty nearly doubled.

Accurate, powerful metrics will help you establish and understand your own loyalty index—providing an actionable roadmap for increasing customer loyalty.

SERVICES

Loyalty Mapping®

- Customized loyalty research and consulting engagements based on your specific goals, challenges and situation

Loyalty Mapping Diagnostics

- Cost-effective diagnostic assessment of touchpoint performance and prescriptions for improvement

Loyalty Mapping Workshops

- Team-oriented training and action plans for ongoing performance improvement and monitoring

DELIVERABLES

- Precisely quantified Loyalty Map, supported by statistically projectable data and proprietary analytics

- Online surveys and action plan, including map of disconnects and immediate insights for quick fixes

- Loyalty Mapping Diagnostic and analysis, a half-day onsite Workshop and 30 days of follow-up consulting

All of our services can be specific to or inclusive of business objectives (including M&A, expansion, market penetration, acquisition, retention, etc.) business units or product groups, tactical communications (including behavior change and crisis communication) and audience segmentation (such as employees, customers, potential customers, investors, industry analysts, etc.)

MCorp Consulting

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MCorpConsulting 

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.

Touchpoint Mapping[®], Brand MappingSM and Loyalty Mapping[®] are proprietary research and analytical tools for brand marketers that take the guesswork out of decision making with proven, actionable and accurate data.