

UNRAVEL THE SECRETS OF

LOYALTY BEYOND TRANSACTIONS

Create a Sustainable Competitive Advantage



**CONNECT WITH
CUSTOMERS BEYOND THE
TRANSACTION**

**NextBee:
10 Years of Creating
Engagement
Before & After
Purchases!**

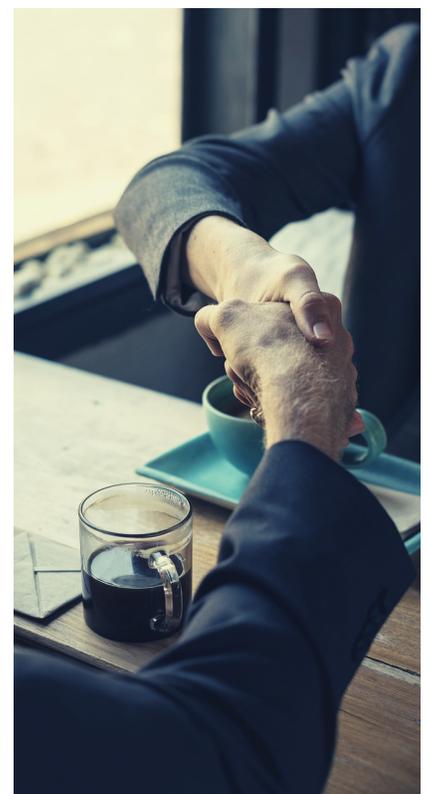
LOYALTY BEYOND TRANSACTIONS

Loyalty Is Not About Transactions, It's about Engagement!

Loyalty is earned over the lifetime of a customer. It's not created at the end of a sale but instead when the seller and buyer become truly engaged with one another through multiple interactions before, during and after the transactions. It's when a company realizes, embraces and strategically uses this knowledge to create strategic interactions that they will build greater loyalty, drive new revenue streams and develop greater long term customers.

Loyalty programs are strong revenue generators and have been around in one form or another for a while but companies often have no real idea of how to implement them successfully online. How to drive true engagement that leads to a greater ROI and larger brand followings.

For the past 10 years NextBee has been helping companies develop successful engagement programs so let's take a look at some thoughts, ideas, tips and tricks that can truly help you create loyalty beyond transactions.



Our Success Stories



Vonage Drives Success with Social Influencers and Brand Ambassadors



AirPort Parking Drives Retention Among Business Travelers



ADH Guardian Drive Revenue Through Personalized Promotions

CREATE EMOTIONAL LOYALTY

While transaction based rewards provide useful incentives to customers, you should not start there. Instead, start by doing good business, or in other words, provide a great customer experience, meet your shoppers' needs, etc. and from there you will build a connection. A connection which leads to emotional loyalty because customers with emotional ties to a brand are going to remain the most loyal customers.

TYPES OF CUSTOMER LOYALTY

Rational Loyalty

Rational Loyalty is the loyalty that a customer develops because there's an upfront "I do this, I get that" type of scenario since rational loyalty is based on transactions, points earned, and incentives to be redeemed.

Behavioral Loyalty

Behavioral loyalty is created from a number of reasons but some of the main reasons are; the brand fulfills a key functional and/or emotional needs, they buy out of habit, or there are barriers to switching (cost, availability, etc.) Behavioral loyalty can easily be lost if something more convenient comes along for the customer.

Emotional Loyalty

Emotional Loyalty is when a consumer stays with a brand not because of incentives or because they're "trapped" but instead for things like customer service, trust, the brand's story, and other things like charity/philanthropy.

If you want to engage more on an emotional level with your clients, then you need to let them know what your company cares the most about. Generating trust and a relationships through quality interactions with employees, quick email & phone support, social media shout outs, etc.

Basically, a customer wants to be recognized, felt appreciated and know that a company is about more than just making a profit. Connect all of those items with your customers and you'll build long lasting emotional loyalty.

Get A Free Personalized Loyalty Program Strategy Session

Email: Sales@NextBeemedia.com

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>

