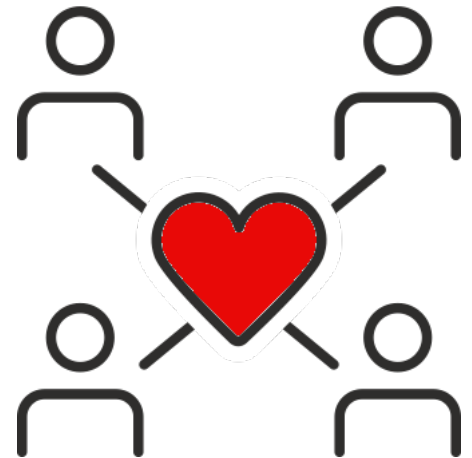
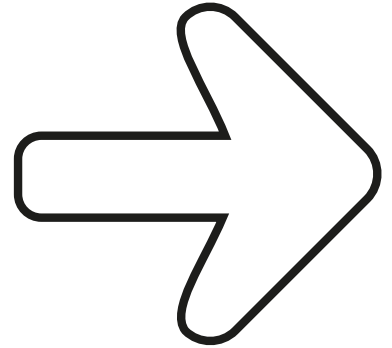


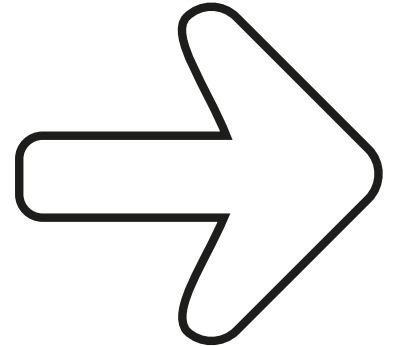
How to boost customer loyalty

With one impressive
strategy

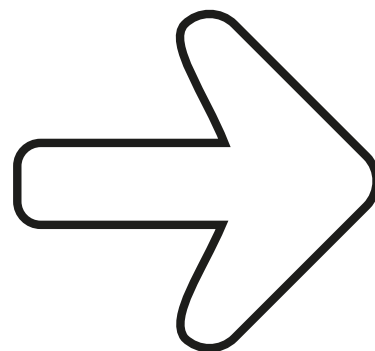
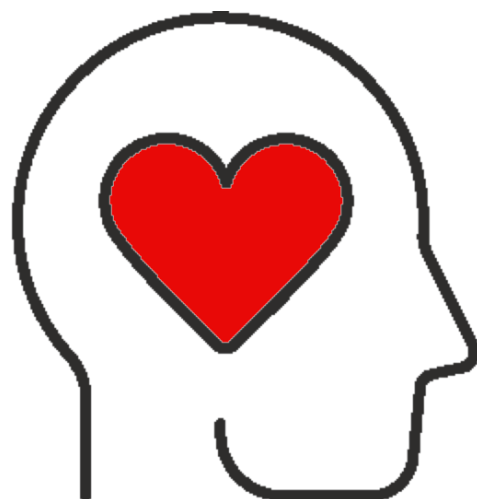


Customer loyalty
is a valuable
asset for most
companies.

However...

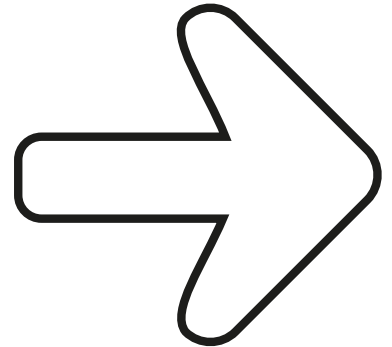


Fortunately, a research-based strategy has emerged, which has proven to work very well.



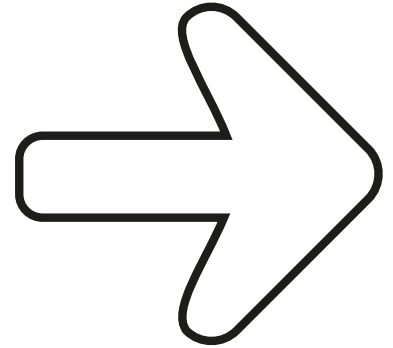
Gelukkig is er een strategie ontwikkeld, die zeer goed blijkt te werken.

Op onderzoek gebaseerd ...



Dr. Cialdini has even rated it the most impressive of all marketing practices that have emerged in the last 20 years...

What's the strategy?



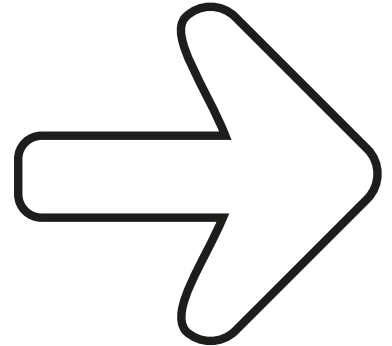
Co-creation



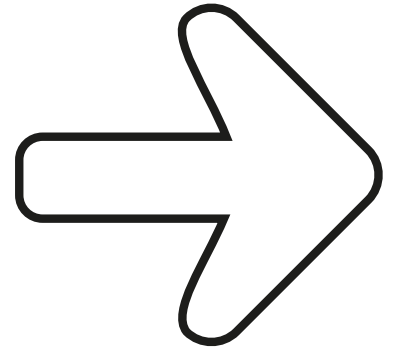
Research shows
that participating
in co-creation
boosts customers'
loyalty.

Let's explore why...

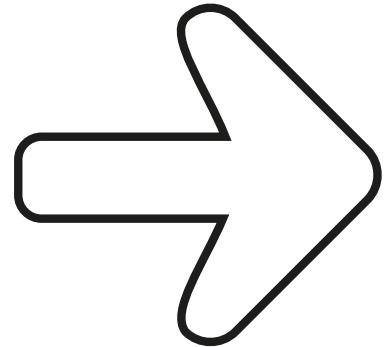
*Warneken, F., Lohse, K., Melis, P. A., & Tomasello, M. (2011).
Young children share the spoils after collaboration. Psychological
Science, 22, 267-273.*



During co-creation,
customers
usually provide
information about
desirable features.

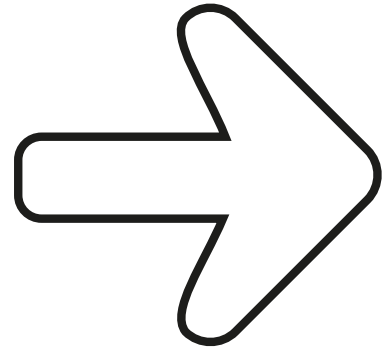


This yields two
significant benefits:

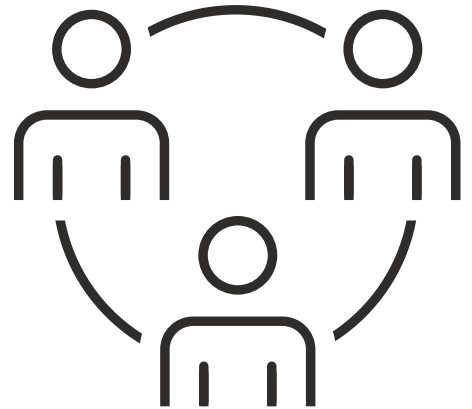
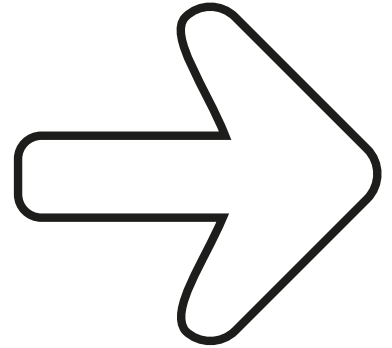


1. The co-created product will better target its audience.

2. The process of co-creation increases a feeling of togetherness.

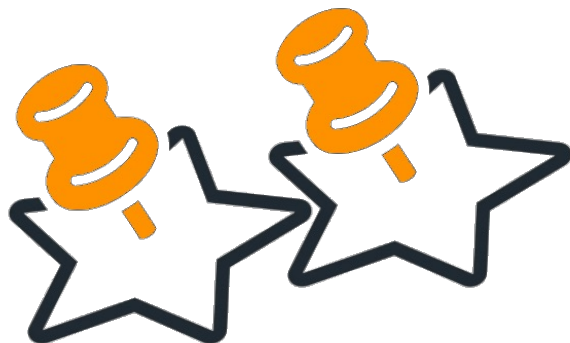
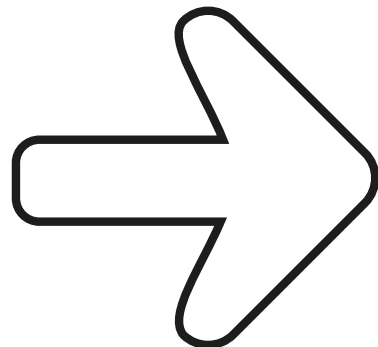


The principle of
Unity shows why
this feeling of
togetherness is so
important:



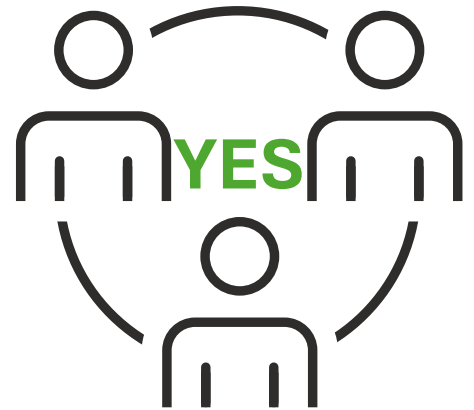
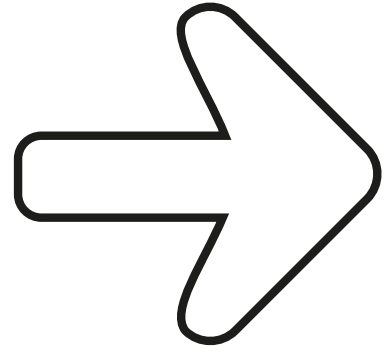
Unity

We have a strong desire to say “YES” to people out of a shared identity or feeling of togetherness.



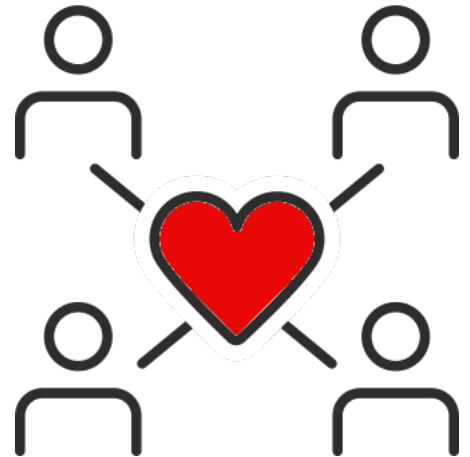
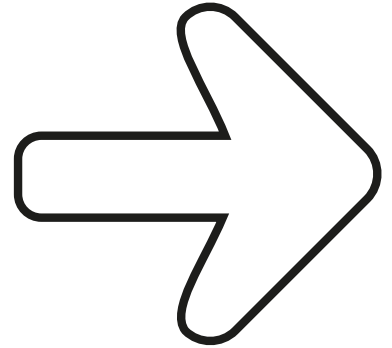
So, as a result of the co-creation process, customers are more likely to say “YES” to you or your brand.

What's more...



They are more likely to ignore information about product failures in determining:

- Their attitudes
- Their loyalties to the brand

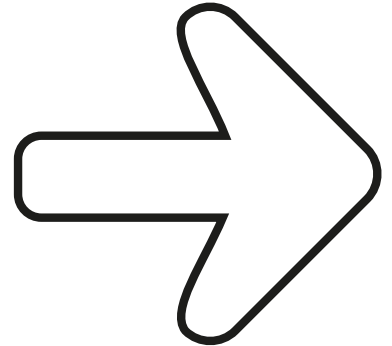


So, remember...



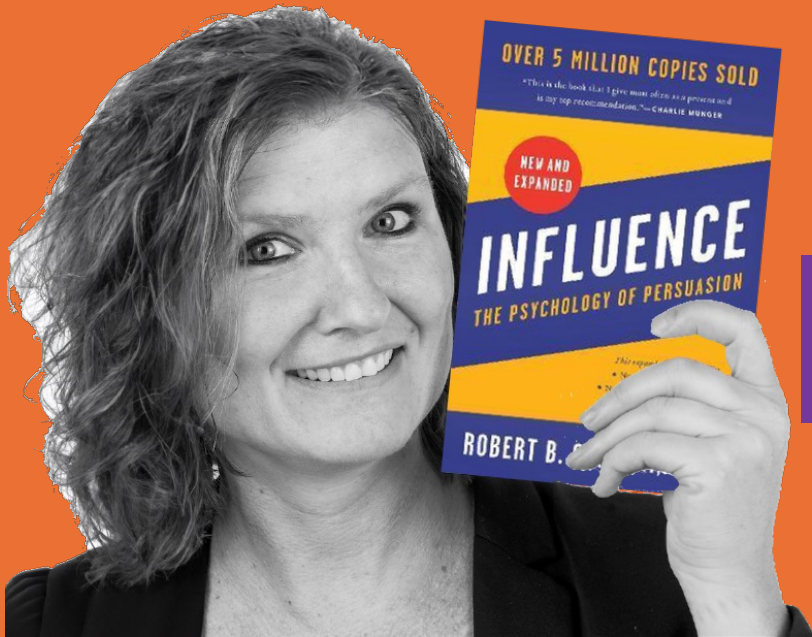
To boost customer
loyalty.....

...invite your customers to
co-create new and improved
features, products and
services with you.



Thank you for your attention!

I'm Patricia Heemskerk, Certified Coach at the Cialdini Institute. I have a passion for marketing, customer experience and behavioural design. Especially for ethical influencing.



A like or comment
is greatly
appreciated

Thank you



You also wanna become
an expert in the principles
of ethical influencing.

Visit ethicalinfluence.nl
for the possibilities.

