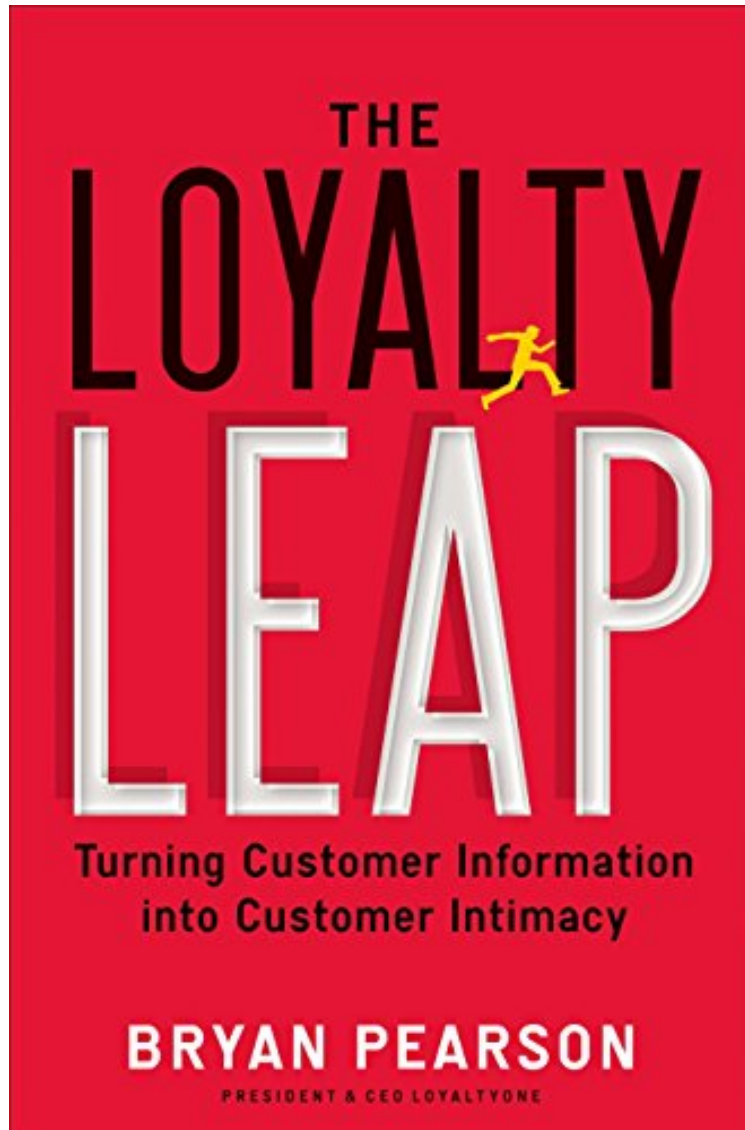


# The Loyalty Leap: Turning Customer Information into Customer Intimacy

*Bryan Pearson*

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**Bryan Pearson : The Loyalty Leap: Turning Customer Information into Customer Intimacy** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Loyalty Leap: Turning Customer Information into Customer Intimacy:

1 of 1 people found the following review helpful. awesomeBy John-Paul McLeanA very good understanding of the problems we face as marketers and a great respect for the customer and the data we use on them.0 of 0 people found the following review helpful. Five StarsBy Ho Chew MengThe items received in good condition.0 of 0 people found

the following review helpful. Interesting, informative, easy to read. By Anonymous The Loyalty Leap is an interesting high-level read providing insight into the benefits, huge positive potential, and risks of companies using customer data to interact in a more intimate and, Brian argues, more effective way with their customers. To a customer, this is a great book to see how your data is used and managed. To a business, it provides valuable insights into the benefits of good data management. Consumer insights are blended with marketing concepts to create a clear, well-rounded view of customer loyalty. To cement these concepts, Brian uses several clear examples to show real triumphs and failures in this area. His long-standing tenure with Loyalty One, and experience in the loyalty marketing space overall is visible in the depth within clear, simply explained insights. An easy, concise and interesting read. This book seems to be geared towards the larger corporation. The limited examples of tools for small businesses, and methods for producing customer insights without "big data" may leave the over two-million small businesses in Canada feeling a little excluded, despite there being a lot to learn from the customer intimacy in a well-run small business. Having said that, the concepts discussed are generally universal, despite the logistics and examples being primarily 'big-business' focused. The views expressed in this book are well balanced overall, however Brian Pearson's (in many ways justified) devotion to Loyalty One may leave the reader wondering if descriptions of Loyalty One and his experiences may be influenced by where his own loyalty lies. This is not a bad thing, but rather further demonstrates the effectiveness of the concepts in The Loyalty Leap. After all, Brian's loyalty shows his own practical belief in the tools discussed in his book.

Collecting data is easy for marketers. Figuring out what to do with it is hard. Technology has made it almost routine for companies to know exactly when, where, and how their customers shop, both online and off. As soon as someone pulls out a credit card--or even better, a membership rewards card--the data floodgates open. United Airlines knows if you think it's worth \$25 to check a suitcase. Verizon knows how often you call your mom. Hilton knows if you prefer a higher floor and a room away from the elevator. But after gathering and crunching all this customer data most companies have little or no idea how to use it. They either let it go to waste or abuse it with ill-considered, irrelevant, or even creepy marketing pitches. There's a much better option, as Bryan Pearson has discovered after twenty years of studying the hidden patterns of consumer behavior. It really is possible to turn customer information into customer intimacy-- systematically, efficiently, and without invading anyone's privacy. And intimacy is the key to long-term loyalty, growth, and profits. As Pearson writes: Customers can only be acquired, churned, and reactivated so many times before they tire of your brand. There is a proven marketing equation in which customers willingly share information with you in the expectation of being better served and valued during future transactions. Capitalizing on that equation is our business responsibility. The Loyalty Leap will give you the tools to persuade customers to share more information in their own best interests. And it will help you make sense of all that data to build strong customer relationships. It also shares compelling examples, including: How Shell increased sales while reducing its network of gas stations by giving its best customers incentives to buy from another location. How GameStop offers its PowerUp Rewards members access to such events as the Comic-Con convention. How McDonald's in Finland used location-based marketing to send special offers to customers near one of its locations, with a 40 percent response rate. How Caesars Entertainment uses data from its 40 million Total Rewards members to draw complete customer profiles, resulting in increased visits. Pearson believes this is one of the most exciting times in the history of marketing, and that loyalty marketing will be increasingly essential for years to come. His book will take you behind the curtain to show how the best companies are doing it.

LoyaltyOne President CEO Pearson has written the seminal book on customer-experience marketing. With a book so strongly dedicated to achieving these very specific business/marketing goals, it is refreshing to find that Pearson is able to engage the reader, communicating without boring. Agent: Jim Levine, Levine Greenberg Agency. (May) Publisher's Weekly. This book is a useful business and marketing reference for those looking to improve customer data collection and use triggered communications for improved customer loyalty. The insightful and fresh material is timely and helpful for business leaders in the increasingly competitive environment of consumer data mining and long-term loyalty. Booklist. Today's executives are challenged with establishing loyal customers amid the new customer power. Utilizing the power of customer knowledge, Mr. Pearson describes the path to customer loyalty through enterprise loyalty. If customer loyalty is your target, Loyalty Leap is your vehicle to get there. Lior Arussy, CEO, Strativity Group, author of Customer Experience Strategy. Pearson leverages two decades of frontline experience with loyalty programs to give marketers sound strategies for navigating the world of privacy and data integrity. The Loyalty Leap is extraordinarily insightful and clearly illuminates how to successfully manage customer information--the greatest asset in the digital age. Don Tapscott, coauthor of Wikinomics and Macrowikinomics. Bryan Pearson has hit on one of my top five complaints about businesses over the last few years. He will help you re-learn what loyalty really means. Chris Brogan, president, Human Business Works and coauthor of Trust Agents. Bryan Pearson has constructed a bridge that spans the gap

between soulless customer, experience data, and the relevancy of a successful loyalty program as a method to establish a platform with your customers. This is a work that begins at the intersection of privacy and trust—and it is a bridge I highly recommend you cross.”—Randy Petersen, chairman and president, InsideFlyer magazine

“Capturing your audience’s attention is more difficult than ever. Bryan Pearson shares remarkable insights about a next generation of consumer intimacy where both the consumer and the company end up as true winners.”—Martin Lindstrom, author of *Brandwashed*

“Data and customer info used to be cold and boring . . . this book details the end of that. Loyalty is sexy and building customer intimacy is everything. Literally. Sadly, most brands are still busy scrambling for ‘likes’ on Facebook and not thinking about this next generation of loyalty. This book will help you make the leap. No customer intimacy, no future.”—Mitch Joel, president, Twist Image and author of *Six Pixels of Separation*

“The key to making The Loyalty Leap is shifting your company’s focus away from products or services and instead putting people (customers and employees) at the heart of your purpose. Bryan Pearson walks us through this intriguing journey, drawing on firsthand stories and behind-the-scenes anecdotes that illustrate how everyday data can build emotional loyalty.”—Chester Elton, author of *The Carrot Principle* and *The Orange Revolution*

“The Loyalty Leap is the best guidebook I’ve seen to date on developing real, lasting customer relationships.”—Chris Taylor, Founder of Actionable Books

“LoyaltyOne President CEO Pearson has written the seminal book on ‘customer-experience marketing.’ . . . With a book so strongly dedicated to achieving these very specific business/marketing goals, it is refreshing to find that Pearson is able to engage the reader, communicating without boring. Agent: Jim Levine, Levine Greenberg Agency.” (May)