Loyalty Deciphered: Emotional Engagements

Emotions are the main driver of loyalty. Current loyalty metrics are broken.

- Emotional factors have a greater impact on loyalty than rational factors.
- Emotional engagement is linked to increased customer retention and spend.

The road ahead—How can organizations make better emotional connections with consumers?

Emotions & Loyalty

- Current loyalty metrics are based on rational factors (price, product, service).
- Emotional loyalty is based on emotional factors (honesty, trust, joy).

Engage emotionally by focusing on the “4 Rs”:

- Respect Recognize Reciprocate Reward

Genuinely engaged consumers:

- Spend more
- Promote brands they are loyal to

Rational Factors & Brand Values

- Price
- Product
- Service
- Promotions

Emotions

- Emotions are the main driver of loyalty.
- Emotional factors have a greater impact than rational factors.

What is the size of the prize for organizations with emotionally engaged consumers?

- Emotional engagement leads to increased customer retention and spend.
- Emotional loyalty metrics can help organizations understand consumer sentiment and behavior.

Engaging Experiences

- Emotional experiences are associated with the “4 Rs” of emotional loyalty.
- Emotional experiences lead to increased customer satisfaction and loyalty.

Brand values

- Brand values are important to emotionally engaged consumers.
- Emotionally engaged consumers are more likely to advocate for the brand.

Service onboarding

- Service onboarding is a critical component of emotional engagement.
- Emotional service experiences lead to increased customer satisfaction and loyalty.

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Emotions: from the strongest impact on loyalty to the weakest impact

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