



The Power of Loyalty: 10 Essential Steps to Build a Successful Customer Loyalty Strategy

Roger Brooks

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Loyalty strategist Roger L. Brooks invites you to take part in the growing loyalty movement and shows you how to build a successful loyalty strategy following 10 essential steps. Brooks covers the best practices and proven techniques from more than 12 customer loyalty leaders including: Chase, JetBlue, Verizon, Subway, Starbucks, Nordstrom, Wegman's, T.G.I. Friday's, CVS/pharmacy, Bank of Montreal, Saks Fifth Avenue and Men's Wearhouse. He provides a comprehensive 6-point initial launch plan plus strategy essentials including employee and company introductions to loyalty. In addition, you'll learn how to incorporate loyalty initiatives into your marketing plans and budgets and identify WOW factors to set your business apart from your competitors.

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