What are Customer Loyalty Surveys?

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Customer Loyalty Surveys, as explained by DJS Research Ltd.

Customer Loyalty is the term given to the act of a customer giving a company repeat business or a good review, report or testimonial. Some customers do companies a huge favour through word of mouth advertising that eventually drives more custom the way of the company.

Customer Loyalty surveys are a branch of customer satisfaction research, and since only 4% of dissatisfied customers will complain according to Kevin Cacioppo, and every dissatisfied customer eventually tells 9 others, it is a vital piece of research that all companies should be carrying out.

Customer loyalty can be increased through â€œbrandingâ€•, through quality assurances and guarantees and through short or long term incentives such as buy one get one free offers.

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