

Customer Loyalty

Now I'm going to ask you both some questions about customer loyalty.

- 1) Why do you think many customers are loyal to particular brands, A?
Why do many customers keep buying the same brands?**

**What do you think, B?
Why do you think many customers are loyal to particular brands?**

- 2) How do you think companies can persuade customers to stay loyal, B?
How can companies encourage customers to stay loyal?**

**What do you think, A?
How do you think companies can persuade customers to stay loyal?**

- 3) A, do you think it's better to focus on loyal customers or to attract new customers? (Why?/Why not?)
Is it better for companies to keep their loyal customers or to attract new customers? (Why?/Why not?)**

**B, do you think companies should find out as much as possible about their loyal customers? (Why?/Why not?)
Should companies find out as much as possible about their loyal customers? (Why?/Why not?)**

Thank you.

A. WHAT IS IMPORTANT WHEN.....?

Selecting staff for promotion

- (a) Attitude to work**
- (b) Current performance**
- (c) _____**
- (d) _____**

B. WHAT IS IMPORTANT WHEN.....?

Considering a career change

- (a) Further study or training**
- (b) Opportunities for future promotion**
- (c) _____**
- (d) _____**

C. WHAT IS IMPORTANT WHEN.....?

Renting retail premises

- (a) Location**
- (b) Length of contract**
- (c) _____**
- (d) _____**

PART 3

WORK EXPERIENCE PROGRAMME

Your company has decided to offer a 2-week work experience programme for a small group of business students.

You have been asked to help with the preparations for this programme.

Discuss the situation together and decide:

(1) what kinds of work experience should be offered to the students

(2) how the participants should be selected