Building customer loyalty is an interactive technical that provides an overview of the objectives, plans and management indicators to enable us to achieve customer satisfaction and loyalty, reflecting the impact of that loyalty on the bottom line.

The student will work in an interactive manner through the different chapters:

- Conceptual model
- Customer intelligence
- Loyalty programs
- Practical cases
Building customer loyalty

Interactive Technical Note

M04/462-M

Through a number of case studies and numerous interactive exercises, the student identifies and applies the key factors of a customer loyalty strategy. Theory, complemented with audio and animated graphics, assists the student in understanding the fundamentals.
Final examples of successful companies help the students to assimilate the theoretical concepts learned.