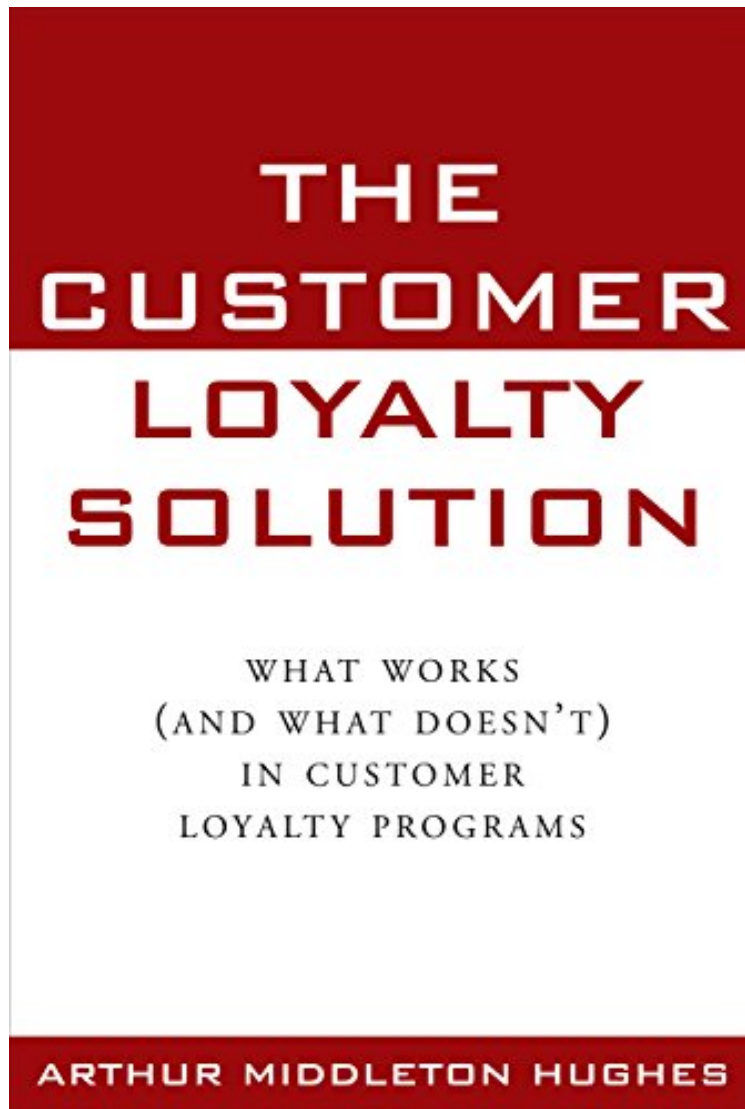


(Free and download) The Customer Loyalty Solution

The Customer Loyalty Solution

Arthur Middleton Hughes

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Arthur Middleton Hughes : The Customer Loyalty Solution before purchasing it in order to gage whether or not it would be worth my time, and all praised The Customer Loyalty Solution:

8 of 8 people found the following review helpful. The Database Marketing Case BookBy E. SanderI have been an admirer of Arthur Hughes' writing for many years. His books The Complete Database Marketer and the splendid Strategic Database Marketing are among the best in the genre. Especially the latter has helped me a lot in my own projects as a database marketing specialist.Now Arthur returns with a new book, another fine read. There are some things to be mentioned though.Ed Sander, Failsafe Database MarketingFirst of all, you should first read Strategic Database Marketing before you read this one. Although some of the subject matter of the two books overlaps, the

theoretical background is explained much better in Arthur's previous book. For instance, the Lifetime Value case in The Customer Loyalty Solution is far too complex as a first taster. Second, the title. I really don't think it does the book justice since it covers much more ground than just loyalty programs. With a title like this it might easily get lost between the dozens of other customer loyalty books on . Personally I would have suggested something like "The Database Marketing Case Book" instead, since the book mainly consists of some 40 short and longer case descriptions which illustrate the power and possible results of database marketing combined with the Internet. As such, it is a great companion book to Strategic Database Marketing, which focusses more on the 'how to'. Third, although there is - as I mentioned - certain overlap with Strategic Database Marketing, this book does cover a few highly interesting (new) subjects in more detail. To name a few:- What is the difference between CRM and DBM ? Which is better ?- Why have catalogers not used DBM ?- Calculating the value of names and e-mail addresses.- Selling versus communicating on the web. Which one works ?- E-mail marketing. Also, most of the cases and options described are evaluated using the Lifetime Value theorie, which is very clear and useful. All chapters also include a summary, checklists of things that work and don't work and a quiz to test your understanding of the described cases. All in all another fine and inspiring book by Arthur. Not as essential as Strategic Database Marketing, but a must have for anybody who has already digested that title and wants an extra 'grand desert'. 0 of 0 people found the following review helpful. A good, well organised DB marketing textbook with some arguable points of view. By ServantofGod This is for sure a good and well organised Database Marketing DBM textbook. I like "What works", "What doesn't work" and "Quiz (with answers)" in the end of each chapter much. However, I think it can be even better if the author can add more real life examples to support his key points of the book, as summarized in the last chapter:- 1. DBM is not the same as CRM. 2. DBM is incremental. 3. The internet has enabled DBM to deliver on its promises. 4. The Web is not a selling medium; it is an ordering medium. 5. People like communications. 6. Everything in DBM can and should be measured. 7. Lifetime Value is the key measurement technique for DBM. 8. DBM is not about discounts. 9. Customers should not all be treated alike. 10. Most successful database marketers outsource the construction of their database. 11. Caller ID and cookies have become essential database marketing tools. 12. Many customers will gladly give you their profiles over the web. 13. Marketing databases today are stored in a relational format on a server accessed by marketers over the web. 14. Becoming customer centric is seldom an achievable goal. Despite my praise above, I can hardly agree with the author's projection of DBM as a surefire independent tool to distinguish it from the notorious CRM. IMHO, the high failure rate of CRM is owing to the absence of good business+customer strategies, and the ignorance of top executives who believe that putting tons of money on software and servers will make CRM work. No matter what and in short, this book deserves to be recommended.

How Today's Marketing Leaders Have Bypassed the "Experts" to Craft Effective, Inexpensive Customer Loyalty Programs Database marketing is today's most powerful tool for designing cost-effective, resource-efficient marketing and operations programs. The Customer Loyalty Solution cuts through theory and guesswork to examine how leading marketers from Land's End to IBM are using today's new breed of database marketing tools to compute lifetime value, cut costs in every area, and make databases easier to access and utilize from anywhere on the globe. Praise for The Customer Loyalty Solution: "The Customer Loyalty Solution combines the best of traditional practice with contemporary market factors in terms that inspire and cut across industries. Straightforward enough for the upcoming 1-1 marketer as well as a great catch-up for the seasoned practitioner."--Joe Rapolla, VP, Consumer Marketing Services, Universal Music Group/CLO "Delivers practical solutions instead of hyperbole and theory. Hughes makes this book fun to read, and he gets his point across--clearly."--Robert McKim, CEO, msdbm "Well written and easy to understand. Hughes imparts his wisdom to set realistic expectations and provides case studies adding real-world application."--J.C. Johnson, VP, Database Marketing, Fairfield Resorts "Hughes distills the jargon and complexity of database marketing into a refreshingly straightforward and practical guide. The Customer Loyalty Solution should be required reading for anyone serious about making database marketing work."--Jonathan Huth, VP, Relationship Database Marketing, Scotiabank New technologies like the Web have brought unprecedented change to database marketing. But some things never change. Successful marketers have learned that to understand their customers they must still think like their customers, who continue to ignore one-time discounts to ask, "Why would I want to be that company's customer? What's in it for me?" The Customer Loyalty Solution goes straight to the source, revealing how marketers today are leveraging their database marketing programs to identify and attract the most profitable new customers, increase current customer retention and repurchase, and identify and reward their most loyal and profitable customers. More than 40 detailed case studies and dozens of examples reveal success stories including Verizon's "best in class" datamart that realized a 1681 percent return on marketing investment Isuzu's database project that targeted only their best prospects--and cut industry-standard per-unit sales costs in half Weekly Standard's variable headline strategy that increased direct mail response rates by nearly 25 percent Author and database marketing pioneer Arthur Hughes doesn't hide behind incomprehensible formulas and impossible-to-navigate layouts. Each easy-to-follow chapter clearly addresses and explains a different piece of the database-marketing puzzle. Case studies are clearly marked and detail what went right--or wrong. Chapter-ending synopses summarize the lessons to be learned in each

chapter and clearly review what worked and what didn't. These features and others combine with innovative charts and quizzes to ensure hands-on understanding of material covered and make the book a timely, practical guide. The Customer Loyalty Solution reveals how database marketing and customer relationship management initiatives are making a difference, today, for the world's leading marketers. It provides you with step-by-step techniques for benchmarking their efforts to develop intelligent strategies of your own, understanding how and why they work, and monitoring their results to continually adjust and modify for changing market conditions. The result will be far stronger customer loyalty, more consistent repeat sales, and a database-marketing program that is enjoyable and successful--for both you and your most profitable customers.

From the Back Cover
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About the Author
Arthur M. Hughes is vice president for business development of the CSC Advanced Database Solutions (www.cscads.com), which builds and maintains databases for major U.S. corporations. A pioneer in the use of databases to reach customers and impact their decision making, Hughes wrote the classic marketers' guidebooks Strategic Database Marketing and The Complete Database Marketer.