

LOGISTICS APPROACH TO FORMING CUSTOMER LOYALTY

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In the modern world the problem of customer loyalty become more popular. In order to achieve the desired results, different companies resort to wrong actions, which only worsens the relationship with the client.

A loyal customer is a satisfied customer who remains loyal to the company. Here are some indicators of customer loyalty:

- makes constant purchases;
- recommends the company to friends;
- buys not only familiar goods/services, but is interested in new products;
- emotionally attached to the company;
- can be sympathetic to price increases;
- doesn't run away in case of difficulties, stays with the company even after a not very successful deal;
- provides data about himself, agrees to the mailing list, follows the company on social networks;
- doesn't run over to competitors, even if he is offered a good deal [1].

What are the benefits for having loyal customers? First of all, company may decrease marketing costs. The search for new customers should not stop, but it can be done in moderation. When company has a loyal customer base, it makes sense to focus on it. Also, customer loyalty helps in planning. Customer loyalty allows the company to more effectively forecast increases, thereby helping in financial planning. Marketing teams can be identified by remote customers company can rely on, making it easier to make previous decisions that come with their budget [2].

One way to look at loyalty is in the context of brand. People are loyal to a brand because they associate it with a positive experience, such as great customer service, feeling connected to brand values and ideals, or consistently high product quality.

It's not about an individual product or service – loyalty happens as a result of multiple positive interactions that build up a feeling of trust over time. It also doesn't mean that every interaction has to be perfect. Customer loyalty can withstand a few negatives, although too many will break down the strength of the connection [3].

Nowadays, exist different ways and approaches that can help companies, that work in various spheres, create their loyal customer.

How to form customer loyalty?

The first and the main point is to involve customers in the life of company. The client should be involved in the process, not just passively consume. When communicating with a client, it is better to always choose a dialogue instead of a monologue, use several "touch points" instead of one interaction, alternate online and offline communication. The customer must interact with the brand before, during and after the purchase of service or goods. With the right tactics, the energy that the customer spends on the brand is converted into sustained interest.

The next important thing is qualified and timely satisfaction of needs. Quality and timely satisfaction of needs. If a company does not perform well with its direct responsibilities, no contests and promotions will help to increase loyalty. In order for the client to remain satisfied, it is necessary to meet his expectations. But for him to become loyal, it is necessary to exceed his expectations. Company may provide additional services for free or at a price affordable to the client (value added services) / or the company may create convenient order form so that the client doesn't take necessary actions.

The next way to form customer loyalty is to provide reward or loyalty program. The reward system for the most loyal customers is a great way to keep them coming back. The simplest and probably the most popular loyalty programs use a point system, for example customers earn loyalty points every time they buy from a brand. Then these points, accumulated, bring them a reward, such as discounts, special customer services and more.

And of course, company needs to encourage customers for giving the feedback. Make it easier for customers to reach the brand and encourage them to respond. Companies need to ask them why they prefer to buy from a brand as opposed to competitors and areas that they think can improve the business. Also, companies may set up a dedicated contact line for customers who have problems with help. Finally, always thank customers after they give feedback and use it to identify problem areas in the business [1].

Customer loyalty becomes crucial, because it gives various benefits and advantages during operating activities of the company. Moreover, providing high level of services, makes customers happier and satisfied, which also must be one of the company's goals.

Therefore, it can be defined, that the problem of creation of an ongoing positive relationship between a customer and a business is actively researching and developing. Companies are creating their own ways of improving communication with customers, that gives them opportunities to obtain loyal customer, which will repeat purchases and will not go to the competitor that offers similar products or services.

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