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The Degree of Customer Loyalty

Source: Stig Joergensen: **Customer loyalty for lasting profits and growth**

MARTIN Division G		Personal Relationship (Customer - Salesman)		
		weak	normal	very strong
Attractiveness of the Supplier (competitiveness, image etc.)	high	0 % Risk Customers	24 % Loyal Customers	21 % Ambassadors
	average	5 % Searching	29 % Risk Customers	14 % Loyal Customers
	low	2 % Lost Customers	3 % Searching	2 % Risk Customers

21%	no chance for competitors	8%	on the run / almost lost
38%	pretty safe customers	31%	costly / need more attention