

Improving Customer Satisfaction Loyalty And Profit

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Customer loyalty and customer satisfaction aren't the same thing, which means your business should be measuring both. But one should take precedence over the other -- and we'll teach you how to figure out which one. Customer Satisfaction vs. Customer Loyalty. Customer loyalty is a set of behaviors and attitudes that a customer exhibits that demonstrate loyalty to a product, service, or brand, such as repeat purchases or choosing the brand over a competitor. Imagine you just went to the store and bought a brand new 4K TV you'd been eyeing. Therefore, improving customer loyalty should directly increase in CLTV. The second reason is your customer lifespan.