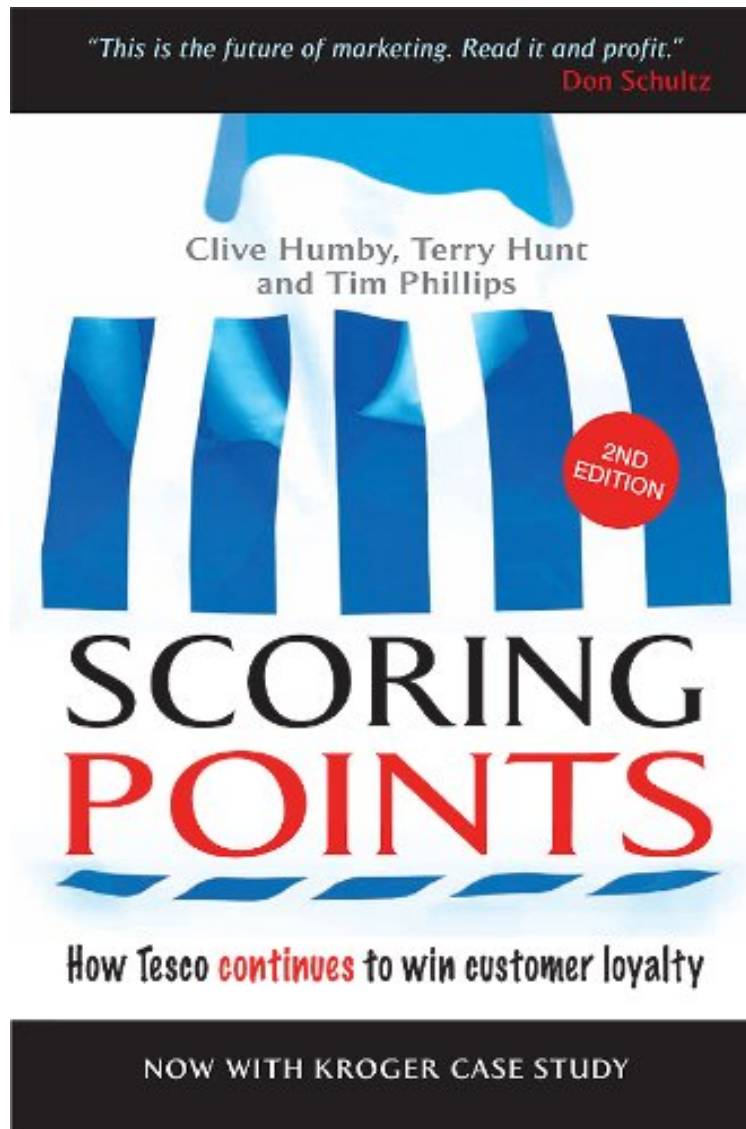


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## Scoring Points: How Tesco Continues to Win Customer Loyalty

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**Clive Humby, Terry Hunt, Tim Phillips : Scoring Points: How Tesco Continues to Win Customer Loyalty**  
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Scoring Points: How Tesco Continues to Win Customer Loyalty:

1 of 1 people found the following review helpful. Hidden pearl of CRM expertiseBy Vitek FilipGiven the fact that book is out for quite a long time and has not appeared in any major listing, let me label it a hidden pearl of CRM expertise. Book depicts how Clubcard, ultimate Tesco (retail) loyalty scheme, has been launched and later upgraded. The story, itself, is not the key essence of the book, but it reveals the principles of loyalty card establishment, including do's and don'ts. If you work in CRM (even if loyalty program is not your responsibility), I strongly suggest

you read this excellent piece.3 of 3 people found the following review helpful. Loyalty schemes were never so interestingBy Gustavas JankauskasTesco's loyalty program "Clubcard" is recognised as by far the most succesful system of this kind in the world.This book allows us to get deep into this topic, understand the loyalty schemes used and possible, as well as discusses the value of loyalty programs themselves.I found this book of a high value, thus would recommend it to all retailers as well as suppliers, who want to understand their partners better as well as to find ways for partnership of a higher added value.1 of 1 people found the following review helpful. Scoring PointsBy Mandy GoodExcellent book, Easy to read and well laid out. A fascinating insight into an innovating concept by a major UK retailer.

Scoring Points is the compelling and dramatic inside story, told from a project point of view, of how the Tesco Clubcard was conceived, launched and developed. It explains in detail how Tesco collected, analysed and used customer data to become a retail giant, making customer loyalty marketing work when almost every other programme failed. By pairing its loyalty scheme with sophisticated information technology, Tesco set a new standard for knowing your customer.Scoring Points is one of the seminal marketing books of the last decade. A fascinating tale of what can be achieved through vision, a strong team ethic and a company-wide commitment to customer satisfaction, it is an inspirational read for anyone in business, from junior marketers or salespersons working in an FMCG environment, to any practitioner looking to better analyse their customer base.

""This is the future of marketing. Read it and profit."" -- Professor Don Schultz, Northwestern University