

# Aligning Your Customer Loyalty Survey Focus and Questions with Your Primary Business Growth Objective and Strategies



**Q1. What is your company's PRIMARY customer value proposition (CVP)?**

<b>Operational Excellence</b> <i>(low cost leader)</i>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N	<b>Product/Service Leadership</b> <i>(innovation leader)</i>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N	<b>Customer Intimacy</b> <i>(best friend + one stop shop)</i>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N
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**Q2. Keeping your primary CVP in mind, what business growth objective(s) do you plan to focus on to achieve profitable business growth?**

**Q3. Which supporting growth strateg(y)ies will your company use to achieve the relevant business growth objective(s)?**

**Q4. Based on your responses, which customer loyalty dimension(s) should apply in your company's customer loyalty assessment?**

**Q5. Which survey questions would you like to include on your customer loyalty survey? (select only 2\* for each loyalty dimension that applies)**

<b>Grow through EXISTING customers</b>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N	<b>If YES</b>	<b>DECREASE customer turnover/ INCREASE customer retention</b>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N	<b>If YES</b>	<b>Customer Retention Loyalty</b>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N	<b>If YES</b>	<p>Listed in descending order in terms of strength of correlation*</p> <ul style="list-style-type: none"> <li>• Purchase from a competitor</li> <li>• Stop purchasing</li> <li>• Switch to another company</li> </ul>	<b>Check here</b>	
<b>Is the above your PRIMARY growth objective?</b>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N		<b>INCREASE the purchasing behavior of existing customers</b>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N		<b>If YES</b>	<b>Customer Purchasing Loyalty</b>			<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N	<b>If YES</b>
<b>Grow through NEW customers</b>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N	<b>If YES</b>	<b>INCREASE referrals of new customers by existing customers</b>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N	<b>If YES</b>	<b>Customer Advocacy Loyalty</b>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N	<b>If YES</b>		<ul style="list-style-type: none"> <li>• Purchase more expensive offerings</li> <li>• Purchase more frequently</li> <li>• Increase purchase amount</li> <li>• Purchase a different product/service</li> <li>• Recommend (OR use NPS?)</li> <li>• Choose again for 1st time</li> <li>• Purchase same product/service</li> <li>• Customer Satisfaction</li> </ul>	<b>Check here</b>
<b>Is the above your PRIMARY growth objective?</b>	<b>Circle one</b> <input type="checkbox"/> Y / <input type="checkbox"/> N		<b>If YES</b>	<b>If YES</b>		<b>If YES</b>	<b>Check here</b>				