

Scoring Points How Tesco Continues To Win Customer Loyalty How Tesco Is Winning Customer Loyalty

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Scoring Points, one of the seminal marketing books of the last decade, tells the story of how British supermarket chain Tesco conceived, launched and developed its hugely successful Clubcard program -- and transformed itself into a winning brand. Authors Clive Humby and Terry Hunt, two key members of the project, and Tim Phillips, a leading ...

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Scoring Points: How Tesco Continues to Win Customer Loyalty. Scoring Points. : Clive Humby, Terry Hunt, Tim Phillips. Kogan Page Publishers, 2007 - Business & Economics - 294 pages. 3 Reviews....

Scoring Points: How Tesco Continues to Win Customer ...

This book tells the story of how Tesco's Clubcard loyalty programme moved Tesco from a struggling number two position in supermarket management to number one. In doing so it provides an account of how loyalty programs work, and also don't work. The book makes four main points. The first point is that Clubcard's main benefit was the data it provided about customers.

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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 ...

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Scoring Points : How Tesco Continues to Win Customer Loyalty, Paperback by Humby, Clive; Hunt, Terry; Phillips, Tim, ISBN 0749453389, ISBN-13 9780749453381, Brand New, Free shipping in the US Tesco is the UK's number one retailer, and the third largest retailer in the world. In 1995, the company launched the Tesco Clubcard, the world's most successful retail loyalty scheme.

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Scoring Points: How Tesco Is Winning Customer Loyalty. December 2003; Journal of Database Marketing & Customer Strategy Management 11(2) DOI: 10.1057/palgrave.dkm.3240219. Authors: Merlin Stone.

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Scoring Points: How Tesco Is Winning Customer Loyalty. Scoring Points. : Clive Humby, Terry Hunt, Tim Phillips. Kogan Page Publishers, 2004 - Business & Economics - 276 pages. 2 Reviews. The story of how Tesco used Clubcard - its loyalty scheme - to reinvent itself and its relationship with its customers, in the words of the people who were there. Between 1995 and 2003, the UK's second largest grocer came not only to dominate superketing in the UK, but created on or Europe's fastest growing ...

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