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The underlying principle of The Loyalty Effect is building trust with your constituents-whom Reichheld has as customer, employee, and investor

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(respectively in order of importance).
Customers must trust your ability to deliver, offer service, and most importantly offer value. Everything revolves around value and trust.

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The Loyalty Effect An excerpt from the

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first chapter, "Loyalty and Value."

Loyalty is dead, the experts proclaim, and the statistics seem to bear them out. On average, U.S. corporations now lose half their customers in five years, half their employees in four, and half their investors in less than one.

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"The Loyalty Effect absolutely nails the essence of what it takes to be customer driven." Scott Cook, Cofounder, Intuit, Inc. Any leader who gives up on loyalty is flirting with career suicide. The Loyalty Effect shows why companies that ignore loyalty face a dismal future of low growth, weak profits and shortened life expectancy. Reichheld demonstrates the

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power of loyalty-based management as a highly profitable alternative to the economics of perpetual churn.

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U.S. corporations now lose half their

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customers in five years, half their employees in four, and half their investors in less than one.

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"The Loyalty Effect" will change the way you think about loyalty, profits, and the nature of business. Fred Reichheld is a

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Director Emeritus of Bain and Company and a Bain Fellow. He is also the author of "Loyalty Rules!".

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Reichheld. Loyalty is by no means dead. In fact the principles of loyalty ...are alive and well at the heart of every company with an enduring record of high productivity,... Free shipping over \$10.

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The Loyalty Effect reveals the secrets of successful companies which base their business strategies on loyal relationships. Reichheld lays out the principles that connect value creation, loyalty, growth, and profits, and shows how great companies have used these principles to build loyal customers, loyal employees, and loyal owners.

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The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value. The Loyalty Effect is a 1996 book by Fred Reichheld of the consulting firm Bain & Company, and the book's title is also sometimes used to refer to the

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broader loyalty business model as a
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