TABLE OF CONTENTS

Preface

[Fabrizio Losa and Chiara Landini, TCC]

XI

Part One **CUSTOMER LOYALTY: CONCEPTUAL ASPECTS** AND EMPIRICAL EVIDENCE

CHAPTER 1 CUSTOMER LOYALTY: AN INTRODUCTION

[Bruno Busacca, Sandro Castaldo]

1.1	The competitive environment	3
1.2	The concept of loyalty	4
1.3	Typologies of customer loyalty from a cross-sectional perspective	5
1.4	Forms of loyalty in a dynamic perspective	7
1.5	Measuring customer loyalty	9
	1.5.1 Behavioral indicators	11
	1.5.2 Cognitive indicators	12
	1.5.3 Synthetic indicators	13
1.6	The value of customer loyalty	14
	1.6.1 Customer loyalty and customer contribution margin	15
	1.6.2 Customer loyalty and customer relationship longevity	16
	1.6.3 Customer loyalty and flow discount rate	17
1.7	Conclusions	17

CHAPTER 2

CHALLENGES AND TRENDS FOR RETAILERS: LOYALTY, UNCERTAINTY, AND RESPONSIBILITY

[Emanuele Acconciamessa, Sandro Castaldo]

2.1	The role of retail as an interface between industry and demand	21
2.2	The macro-scenario for retailers	23

2.2 The macro-scenario for retailers

2.3	A more demanding, more informed customer base	25
2.4	Retailer strategies and tactics	27
2.5	The need for innovation	33

CHAPTER 3

LOYALTY PROMOTION MONITOR: THE PERSPECTIVE OF RETAIL MANAGERS

[Emanuele Acconciamessa]

3.1	Research background and methodology	39
3.2	The main insights	42
	3.2.1 The retail perspective on the macro-environment	42
	3.2.2 Loyalty management as a relational asset	45
	3.2.3 The challenge of digitalization	48
	3.2.4 The culture of measurement	49
	3.2.5 The link between loyalty and sustainability	53
3.3	Conclusions: relevant topics for the future of loyalty management	55

CHAPTER 4

AN ANALYSIS OF PREVIOUS REVIEWS ON LOYALTY: CONCEPTUALIZATIONS, MEASUREMENTS, AND IMPLICATIONS

[Generoso Branca, Andrea Ciacci]

4.1	Introduction	59
4.2	Methodology	60
4.3	Results and Discussion	61
	4.3.1 Descriptive analysis	61
	4.3.2 The nature and dimensions of loyalty	61
	4.3.3 Contributions and insights of the loyalty research	66
4.4	Conclusions	71

CHAPTER 5

CONCEPTUALIZATIONS, DIMENSIONS, AND MEASUREMENTS OF LOYALTY: A SYSTEMATIC LITERATURE REVIEW

[Andrea Ciacci, Alice Mantovani, Generoso Branca]

5.1	Introduction	73
5.2	Approach and structure of the systematic literature review	74
5.3	General overview	76
	5.3.1 The concept of loyalty and its temporal evolution	77

VI

5.4	Theories	81
5.5	Contexts	84
	5.5.1 Industry	85
	5.5.2 Countries	87
5.6	Characteristics	88
	5.6.1 Antecedents	88
	5.6.2 Outcomes	90
	5.6.3 The mediating role of loyalty	92
	5.6.4 Moderators	93
5.7	Methodology	94
5.8	Loyalty measurements	95
5.9	Focus on retail	97
5.10	Conclusions and future research directions	100

CHAPTER 6 **RESEARCH ON MEASURING LOYALTY**

[Lara Penco, Ginevra Testa]

6.1	Background: the empirical analysis within the overall research	
	design	105
6.2	Methodology for the empirical research	107
	6.2.1 Phase 1: Research design	109
	6.2.2 Step 2: Case Selection	111
	6.2.3 Step 3: Data collection	112
	6.2.4 Step 4: Data Analysis	114
6.3	Measuring loyalty	115
	6.3.1 KPIs for measuring loyalty	115
	6.3.2 Frequency in measuring loyalty	119
	6.3.3 KPIs and loyalty categories	120
	6.3.4 Loyalty information sources	121
	6.3.5 The tools and technologies for measuring loyalty	122
	6.3.6 How loyalty variables are processed	123
	6.3.7 Loyalty and segmentation	125
	6.3.8 Integrating and interpreting data	128
6.4	Structuring, implementing, and measuring loyalty programs	
	and promotions	129
	6.4.1 Implementing various LPs	129
	6.4.2 Cases of LP success and failure	133
6.5	Measuring loyalty with specific KPIs for store loyalty and e-loyalty	134

	6.5.1	Informants' assessments of the relationship between store	
		loyalty and e-loyalty	134
	6.5.2	Differentiations among LPs	136
	6.5.3	Different measurements for loyalty and e-loyalty programs	138
6.6	The a	intecedents and effects of loyalty	140
	6.6.1	Factors that build loyalty	140
	6.6.2	The outcomes of loyalty policies: the link to measurement	143
6.7	Corp	orate strategies and policies for the future development	
	of loy	alty and loyalty measurements	145
6.8	Conc	lusions	149

CHAPTER 7 CONCLUDING CONSIDERATIONS AND MANAGERIAL IMPLICATIONS

[Emanuele Acconciamessa, Bruno Busacca, Generoso Branca, Sandro Castaldo, Andrea Ciacci, Alice Mantovani, Lara Penco and Ginevra Testa]

7.1	Introduction	
7.2	The evolution of strategic relevance of loyalty	152
	7.2.1 Main approaches to loyalty measurement	153
	7.2.2 Customer centricity as a pillar for loyalty	153
	7.2.3 Omnichannel and customer journey	154
	7.2.4 Emotional loyalty and customer engagement	155
	7.2.5 Technological innovation	155
7.3	Managerial implications and future research directions	156
7.4	Academia and business together generate value	160

Part Two CORPORATE EXPERIENCE

CHAPTER 8 LOYALTY MANAGEMENT AND MEASUREMENT ACCORDING TO TCC: A DATA-DRIVEN APPROACH

[Generoso Branca, Andrea Ciacci, Damien Katris and Yana Rubashkina]

8.1	Introduction	163
8.2	TCC	163
8.3	TCC's approach to loyalty	164
	8.3.1 Campaign design	164
	8.3.2 Performance monitoring	165

	8.3.3 Post-campaign analysis	165
	8.3.4 The lifecycle of a loyalty campaign	165
8.4	Depth in data analytics	166
8.5	The value of data and KPIs	167
	8.5.1 Measurement tools	168
8.6	Enhancing loyalty and sales with data: a success story	170
8.7	Conclusions	172

BIBLIOGRAPHY

AUTHORS

BIBLIOGRAPHY	175
AUTHORS	189

APPENDICES

The appendices are available on the book's webpage. To access them, you can scan the QR Code or manually enter the following address.

