

**IN THIS  
ISSUE**

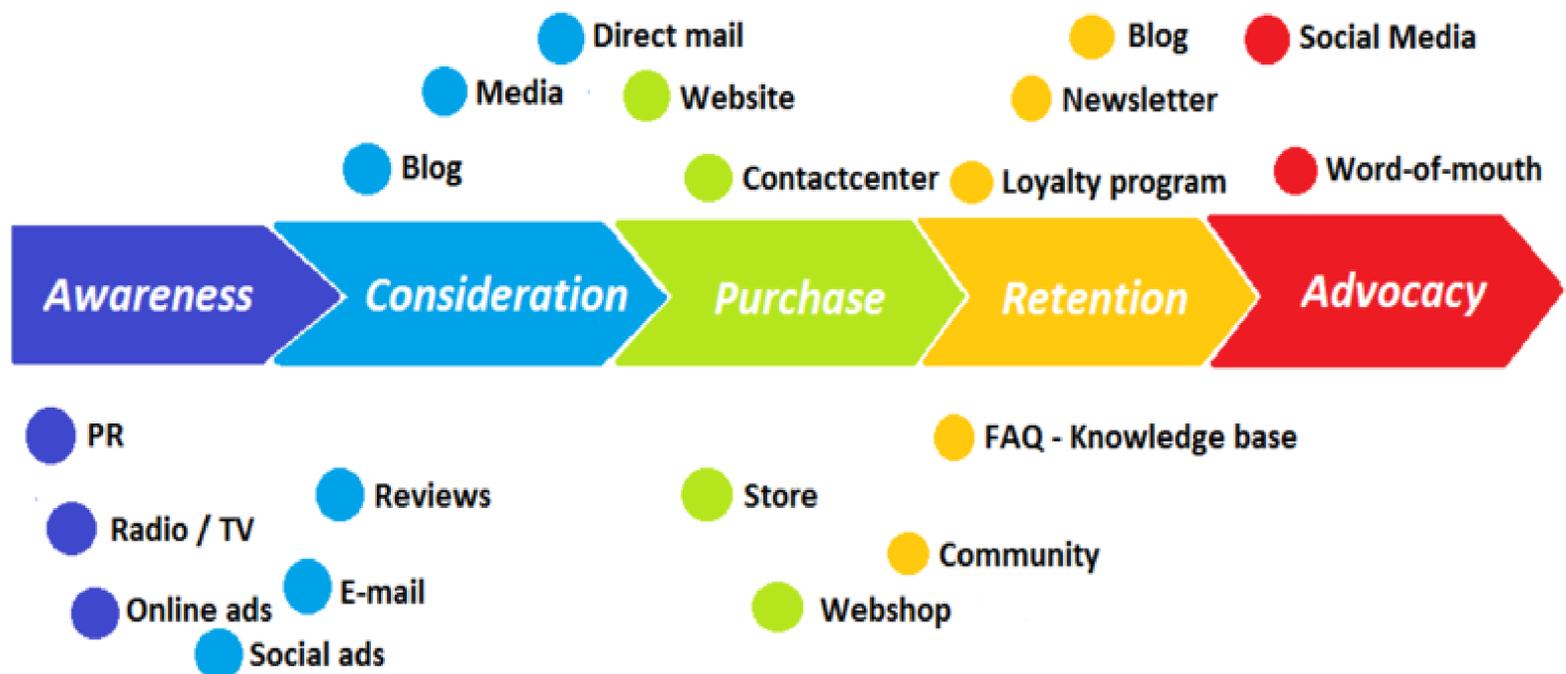
# **CUSTOMER ADVOCACY**

**SACODA SERV LTD  
QUARTERLY NEWSLETTER**

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# Welcome to this issue

## From Customer Loyalty to Customer Advocacy



In the previous issue we covered the topic of Customer Loyalty and ways to measure this loyalty.

This new issue transitions a loyal customer by focusing on the main qualities of creating and cultivating Customer Advocates.

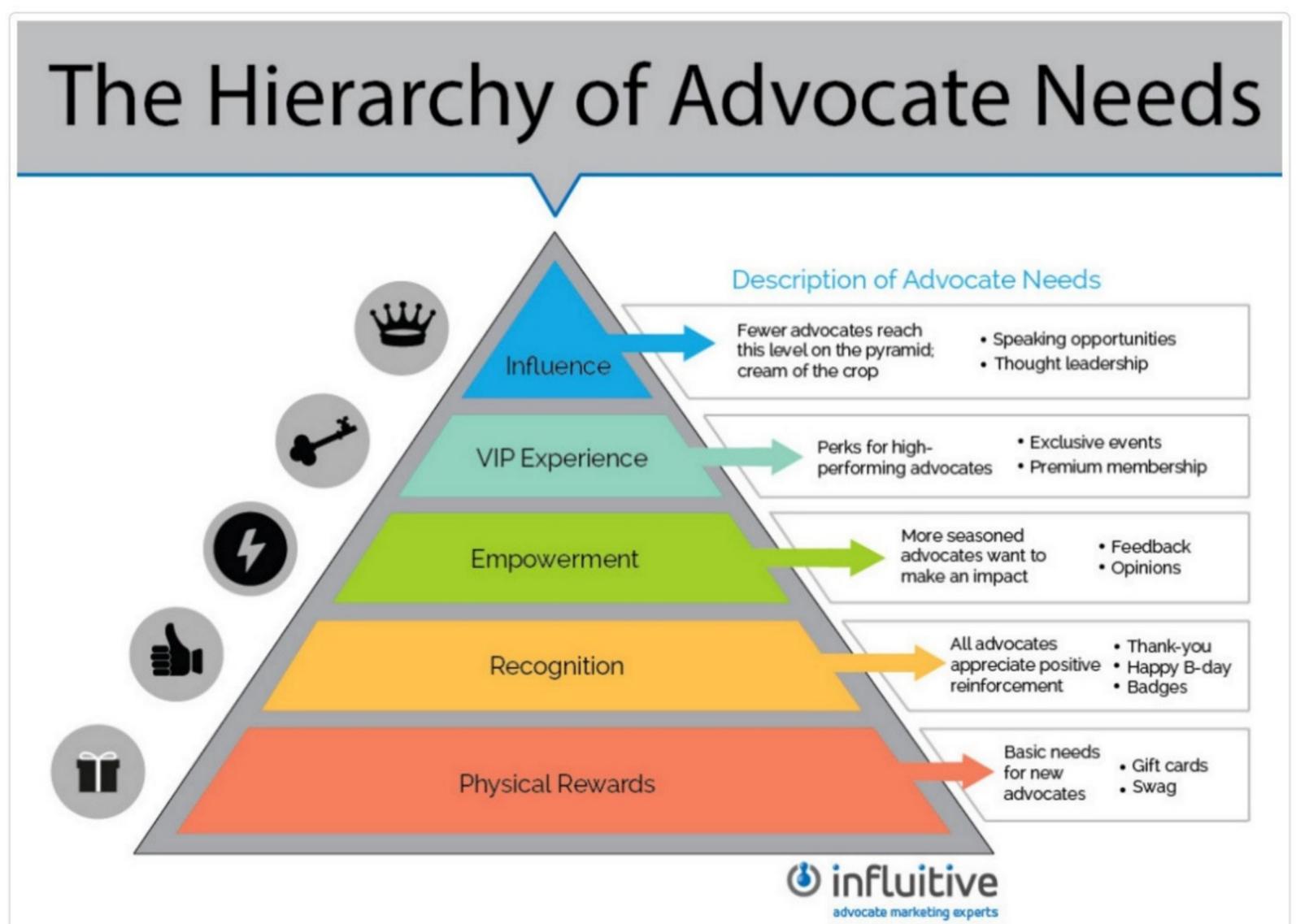
# The Customer Experience

## Customer Advocacy

Customer Advocacy is a specialized form of customer service in which companies focus on what is best for the customer. In turn, it rewards companies with loyal customers who advocate for our products and brand. It is a change in a company's culture that is supported by customer-focused customer service and marketing techniques.

Customer advocates are the pillars of an organisation's brand as they:

- Spend the most money
- Bring in more customer
- Continuously promote your business.



"A 12% increase in advocacy represents a 2X increase in revenue growth."

(Influitive)

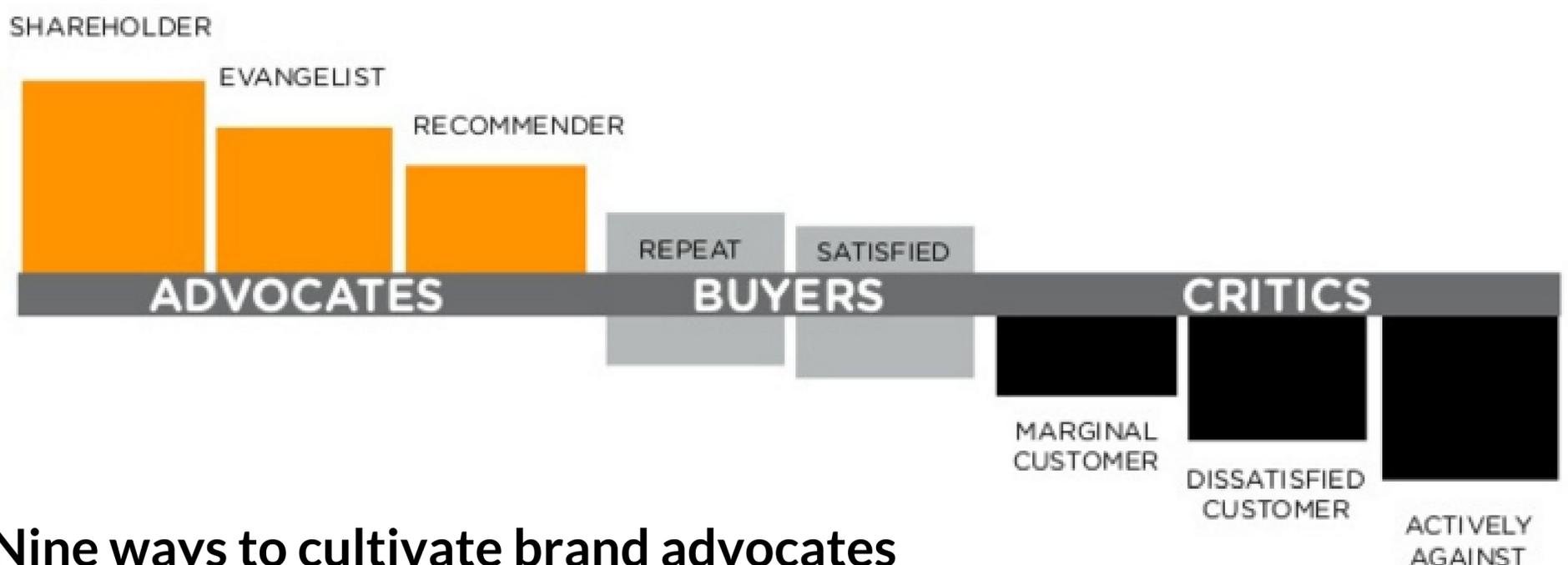
# The Customer Experience

## Are you activating your advocates?

According to a Social Media Conference conducted by Deloitte (2009), Consumers mention 56 brands in conversations per week. 1 in 3 people come to a brand through a recommendation and customers referred by loyal customers have 37% higher retention rate.

Qualify your buyer base

True Advocacy Score - % Advocates - % Critics



## Nine ways to cultivate brand advocates

1. Focus on the relationships
2. Serve with speed
3. Share successes
4. Reward customers
5. Surprise customers
6. Empower advocates
7. Remember special occasions
8. Solicit and act on feedback
9. Say thanks even to the detractors



Quality research can produce rich data that can reveal how satisfied, loyal and driven your customers are with your brand.

Insight into the customer experience can further reveal gaps and the way forward into transforming your customers into brand advocates.

**Sacoda Serv Ltd can help you understand your customers better with our quality research services.**

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