

What Customer Loyalty Looks Like in 2022

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January 31, 2022



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As President of Brand Keys, Robert Passikoff has pioneered work in loyalty and emotional brand engagement, creating the Customer Loyalty Engagement Index, the Loyalty Leaders List, and the Sports Fan and Fashion Brand Indices. He's also the author of *Predicting Market Success*, *The Certainty Principle*, and the upcoming *Loyalty Ain't What It Used to Be*. We discussed all of this and more this week on the On Brand podcast.

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Robert Passikoff

Robert Passikoff, Brand Key's founder/president, is a thought leader who has pioneered work in loyalty and emotional brand engagement, creating the Customer Loyalty Engagement Index, the Loyalty Leaders List, and the Sports Fan and Fashion Brand Indices.

His first book, *Predicting Market Success*, provided a 21st-century paradigm for loyalty. His second book, *The Certainty Principle*, dealt with engagement in a more complex and digital marketplace. His next book, *Loyalty Ain't What It Used To Be* will be released in Spring 2022.

Robert's impassioned, straight-shooting, and profitability-correlated perspectives are reflected by the fact that New York University's communication school declared Dr. Passikoff "the most-quoted brand consultant in the United States." He is the recipient of an Ogilvy Gold, an ANA Beacon Award, and has been honored twice by The Advertising Research Foundation with their Research Innovator award.

Episode Highlights

Celebrating the 25th anniversary of the Customer Loyalty Engagement Index with a loyalty hall of fame. "The 25th anniversary of the CLEI seemed an appropriate time to recognize brands consumers have consecutively rated #1 for loyalty," Robert shared, "A testament to these brands' abilities to meet customers' expectations and generate emotional engagement over sustained periods of time." Brands rated #1 for a decade or more:

- Discover (credit cards) – 25 years
- Avis (car rental) – 23 years
- Google (search engine) – 22 years
- Netflix (streaming) – 20 years
- Domino's (Pizza) – 18 years
- Dunkin' (Out-of-Home Coffee) – 16 years
- Konica Minolta (MFP Office Copiers) – 15 years
- Hyundai (Automobiles) – 13 years
- AT&T Wireless (Wireless) – 13 years
- Amazon Kindle (E-Reader) – 12 years
- Amazon.com (Retail: Online) – 11 years
- Home Depot (Retail: Home Improvement) – 10 years

The Rule of Six. "Increase brand loyalty and customers are six times more likely to engage with you, buy you, and buy again. They'll pay more attention to your marketing efforts and your advertising," notes Robert.

This rule has big implications for brands grappling with COVID challenges. "In light of the pandemic, perhaps most importantly, consumers are six times more likely to give brands the benefit of the doubt in uncertain circumstances. Like product shortages, supply-chain SNAFUs, and even price increases."

What brand has made Robert smile recently? Robert pointed us to the recent AppleTV+ ad starring Jon Hamm pining for his own prestige drama on the network with all of the other celebrities. "This not only made me smile, I'd give it a gold star," said Robert.

To learn more, visit the [Brand Keys website](#).

As We Wrap ...

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Until next week, I'll see you on the Internet!