

HOSPA 300 – Rare: Consulting

Ben Pask introduced himself as a director at Rare: Consulting, who had taken up the opportunity of the HOSPA 300, meaning he was going to be talking about their work on customer loyalty. He said that there were four ways to understand customer loyalty: love of a brand, support for a brand, repeat buying from a brand and a positive attitude between brand and customer, driving repeat purchases. From their research there was an interesting disparity between the way that consumers and businesses thought about loyalty. He noted that there was consistency in the importance of consumers feeling rewarded and positive about brands. Trust was not a consistent notion, but was something that had to be maintained.