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LOYALTY METHODOLOGY

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Abstract

Even though loyalty programs are common across industries, many organizations still face challenges when it comes to implementing and measuring loyalty and aligning it at the same time with the companies' goals. In this study we will analyze the importance of loyalty for sustainable growth and the gaps of understanding as a methodological phenomenon.

Keywords: provisions, whole, circumstances, model, program, result, document

1 Introduction

In this research, we analyze the concept of loyalty both as theoretical and practical from technology to system and finally to methodology level. The object of our study is organizational loyalty methodology and the main subject is about developing an evaluation model for loyalty based on Return on Investment (ROI) indicator. We have as a goal designing a loyalty framework that combines the interests of the three members, the customer, the manager and the investor. In order to achieve this we present an overview of loyalty rating history and highlight the benefits of loyalty methodology. The Excel-based model is helping us to demonstrate how to measure loyalty inputs, calculate ROI and find out what areas need to be improved. This research is valuable for expanding the definition of loyalty into a methodological system and providing companies with resources to measure and enhance loyalty. Finally, understanding the concept of loyalty through a methodological framework leads to a better decision-making process, stronger customer relations and a more adaptable business model.

2 Methodologies

It is necessary to take into account the contribution of each participant to the final value of effectiveness. In situations where the conditions of normal functioning are violated, the culprit of the deviations must be identified. We are talking about the formation of a composite indicator. At the same time, the standards of sustainable functioning are defined for each participant.

Traditional "marketing strategies" are no longer the focus of management [1]. The fact is that the object of functioning changes over time and therefore it is necessary to apply a doctrine by which new managerial knowledge is transferred to the activities of the enterprise painlessly. In practice, it is necessary to keep the principles and methods of constructing the object unchanged. In this regard, the research problem is reduced to the formulation: "It is impossible to build an effective system of working with clients on the shaky foundation of traditional customer satisfaction studies." The object of the study is a complex for improving the means of organizing the sustainable functioning of the organization. In practice, this is achieved through a combination of several methodologies. The methodology of physical and logical independence is used as the initial complex [2]. The complex includes the mechanisms of synergy, emergence and loyalty [3-5].

In setting the research objective, the needs for constructing a time-varying object of operation were taken into account.

Development of a procedure for assessing multi-user loyalty based on the effect of logical and physical independence. The ROI indicator was chosen as an internal measure [6]. This indicator not only links the activities of various departments, but also allows for the establishment of a system of norms for each participant.

Before formulating the tasks, it was necessary to ensure the compatibility of the designated mechanisms.

1. Evaluation of the current state of the organization based on the composite indicator ROI
2. Setting up the algorithm for calculating ROI in conditions of violation of the efficiency property
3. In case of exceeding the established limits of the ROI indicator, determine the place of deviation
4. Put forward objective recommendations for improving control over the activities of the organization under study

With regard to loyalty, first of all, it is necessary to take into account the complexity of its measurement. But as part of the methodological provisions, a comprehensive indicator for measuring efficiency was obtained. But with structure, methodology and clear indicators, we can align stakeholders, measure loyalty properly and turn it into a long-term driver of value.

The description of a changing object requires unchanging constructive foundations that allow all participants in the organization to be trained in uniform measurement principles before starting to measure loyalty.

3 Conclusions

Results: the practical value of the methodology is its completeness. The complete nature of the organization determines the ability of the system to promptly localize violations that cause deviations from efficiency standards. As a result, cases are identified that caused violations of the reliability of decisions taken. The authenticity of decisions is associated with the use of means of control, formation, distribution and use of all enterprise resources in the process of their circulation. The scientific novelty of the study is associated with the recognition of key links in the organization that negatively affect the sustainable functioning of the organization. In the course of recognition, organizational imbalances are identified. Their knowledge allows not only to modify the means of measuring efficiency, but also to form the prerequisites for a trusting attitude to the assessment tools on the part of all participants in the organization

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