

AUDIT OF CUSTOMER LOYALTY - TEMPLATE

CLIENT _____

RESPONDENT _____

ANONYMOUS? _____



		AGREE ←	→ DISAGREE			
		1	2	3	4	5
Commitment [proxy for <u>relational</u>* market-based assets] (Respondents: customers)						
1	The company XY:					
2	defends us when others criticize us					
3	is very committed to us					
4	is willing to expend any resources for us to make our sales increase					
5	is willing to make sacrifices to help us out at times					
6	is patient with us when we make mistakes					
7	expects to be our supplier for a longer period of time					
Satisfaction [proxy for <u>intellectual</u>* market-based assets] (Respondents: customers)						
8	We are very pleased with the products and services that this company delivers					
9	We enjoy collaborating with this company					
1	On an overall basis, our experience with this company has been positive					
11	This company is first choice for us for the purchase of these products and services					
12	On an overall basis, we are satisfied with this company					
Customer loyalty (Respondents: customers)						
13	We intend to maintain a long-term relationship with this seller					
14	It is very likely that we will purchase products/services from this seller again					
15	We intend to stay loyal with this seller					

Clive Harrison:
Strongly agree

Clive Harrison:
Agree somewhat

Clive Harrison:
Remember that the Zacharias paper has weightings for the various factors. You could use these to build a weighted-rating model.

You could also use the factors listed at the left as a checklist to audit what your own people think would be the customer responses.

Note: "Relational" and "Intellectual" market based resources follow the work of Zacharias et al