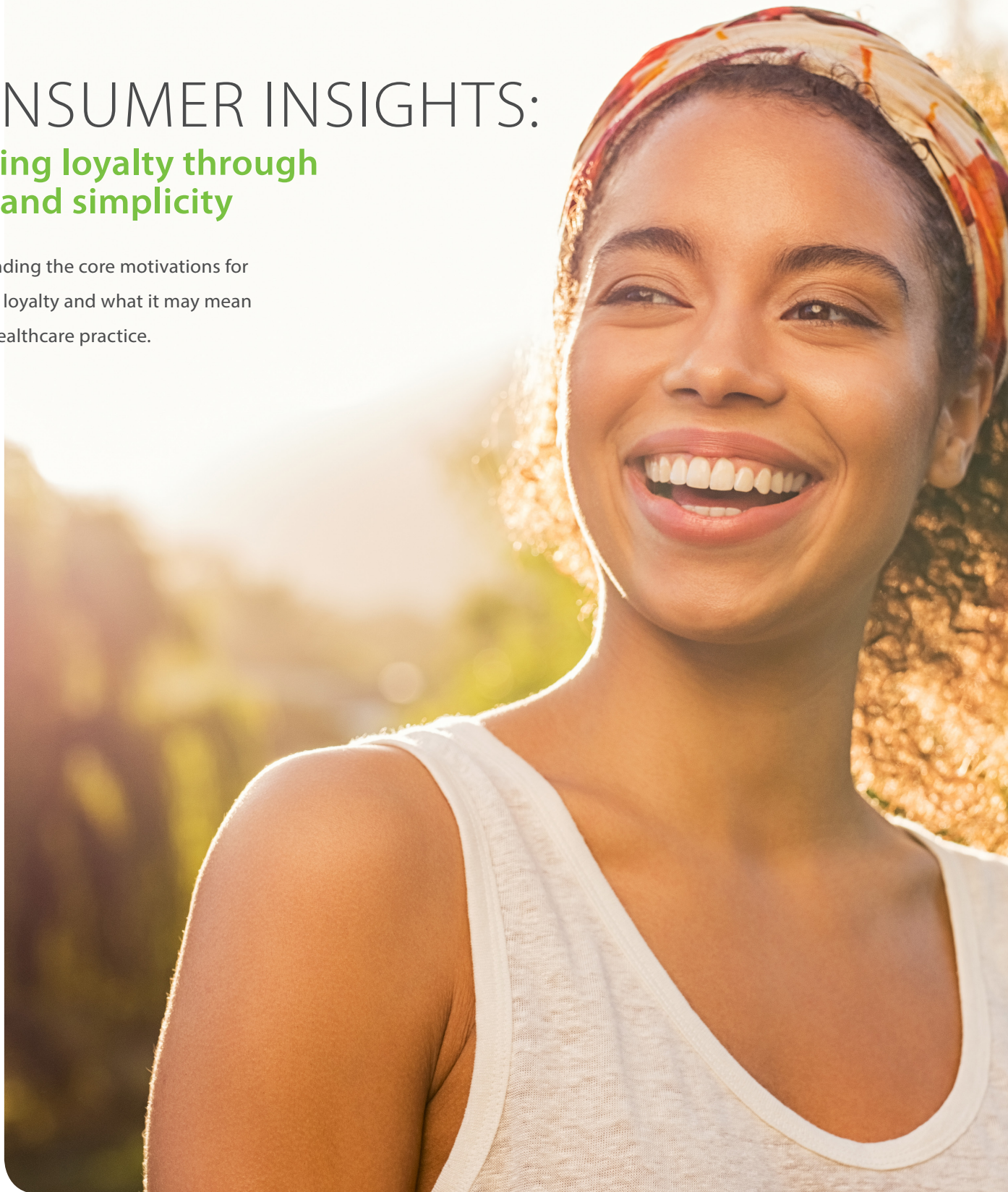


CONSUMER INSIGHTS:

Building loyalty through trust and simplicity

Understanding the core motivations for consumer loyalty and what it may mean for your healthcare practice.



Source: Consumer Loyalty Research: Identifying the Human Motivations Driving Loyalty. Synchrony, February 2019.

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CONSUMER INSIGHTS:

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UNDERSTANDING loyalty



With consumers facing increasing out-of-pocket costs, providers may find that more individuals are “shopping around” before moving forward with care. However, what makes people decide to remain loyal to their provider or to switch is more complex than comparing out-of-pocket expenses. To understand loyalty from the point of view of the patient or client, we turn to revealing consumer research findings.

Based on qualitative and quantitative consumer research across a variety of retail industries, we gained insights into the deep human motivations driving customer loyalty to brands and retailers. These findings may be invaluable to healthcare providers, who may adopt consumer-focused approaches to differentiate their practice.

TOP DRIVERS FOR loyalty

When building strategies to strengthen patient or client loyalty, consumer research shows us that there are eight key drivers that influence loyalty. While some play a larger roles than others in developing and sustaining loyalty, all can be factors that influence decisions to switch retailers.

Of the eight motivators, two stand out as the most critical areas that have potential to impact loyalty—trust and simplicity.

TOP
MOTIVATOR

1. Trust

I am loyal because brand/retailer makes me feel like I can trust them. It's consistent and I know what to expect. Makes me feel comfortable, gives me peace of mind.

No. 2
MOTIVATOR

2. Simplicity

I am loyal because retailer simplifies my life. Gives me convenience, an easy, hassle-free experience and a sense of control.

8. Prestige

I am loyal because brand/retailer makes me feel special and in-the-know. Helps me stand out from the rest, gives me VIP treatment.

7. Inspiration and Excitement

I am loyal because brand/retailer inspires me with ideas, innovations or exciting experiences.

3. Shared Values

I am loyal because brand/retailer shares my interests and values. Shows honesty and commitment, beyond just profit.

6. Belonging

I am loyal because brand/retailer makes me feel I belong, part of the family. Gives me a sense of community, I feel welcomed and included.

5. Enjoyment

I am loyal because brand/retailer allows me to have fun, experiment, escape from reality or feel like a child again (nostalgia).

4. Recognition

I am loyal because brand/retailer knows me and makes me feel recognized and appreciated. I feel valued as a person, not just a customer.



TOP DRIVERS FOR loyalty

(Continued)

When asked, aside from price or product quality, which of the following describe an ideal retailer that you would be loyal to? Respondents said:

The retailer lifts my mood and allows me to be carefree and have fun **28%**

The retailer shares my values, shows commitment and gives back **30%**

The retailer makes me feel like I belong and am part of a family **23%**

I can trust the retailer and know it stands behind its products 66%

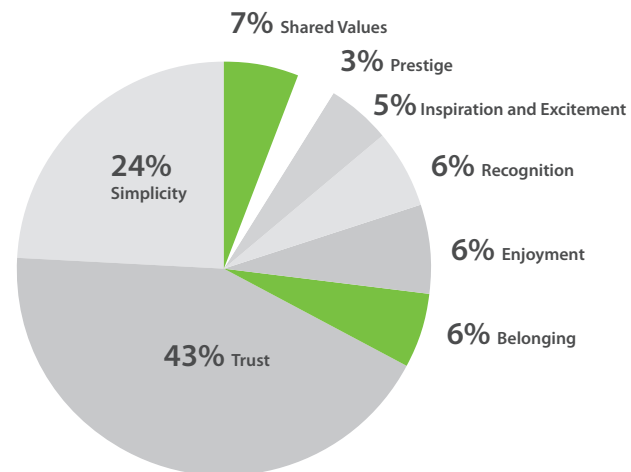
The retailer provides convenience and simplifies my life 58%

The retailer knows me as and values me as an individual **30%**

The retailer makes me feel special and part of an elite group **16%**

The retailer inspires me and makes me feel empowered **20%**

When asked, which one of these is the biggest reason you would be loyal to a retailer? Respondents said:



TOP LOYALTY MOTIVATOR: **trust**

The foundation of loyalty, trust is critical for both establishing and sustaining loyalty. According to our research, without trust, loyalty will not develop.

Consumers are loyal to those they can trust. Many mentioned mutual trust between the retailer and consumer, and told us: "I trust the retailer stands behind its products, and they trust me." One way this mutual trust is demonstrated is when returns are easy and hassle free.

Consistency and transparency are must-haves for developing a relationship of trust. Consumers can go from loving to hating a brand because they feel "disappointed." Examples of those disappointments that impact trust and therefore loyalty could be a brand lowering standards, or neglecting the in-store experience and the environment worsened through time.

Key Attributes

Trustworthy.
Reliable & Dependable.
Honest.

Drives Loyalty: 43%

Spurs Switching: 50%

Ideal Experience

"A brand that... I can trust and stands behind its products."

BUILDING TRUST IN YOUR practice

You can nurture a relationship of trust by ensuring consistency and transparency in your processes, environment and communications.

Consistent experience at every location:

- look & feel
- offerings, promotional materials, communications

1

Space is well organized:

- products are in stock
- placement stays relatively consistent so visitors know how to navigate the location

2

Develop a culture of transparency in everything:

- how staff speak
- messaging
- avoid small fonts

3

Stand behind your products and services:

- go the extra mile in providing individualized support and problem-solving
- when they have a concern, make it right

4

SECOND TOP LOYALTY DRIVER: **simplicity**

A functional or transactional type of loyalty driver, simplicity is a must-have. Consumers are loyal to those that make their lives easier, offer convenience and go the extra mile to provide an efficient and hassle-free experience.

Key Attributes

Makes things simple and easy. Hassle-free. Efficient.

Drives Loyalty: 24%

Spurs Switching: 48%

Ideal Experience

"A brand that... provides convenience and simplifies my life."

SIMPLIFYING YOUR practice

When you prioritize convenience and simplicity, you'll strengthen loyalty.

Layout and displays that are:

- clean
- spacious
- easy to navigate

1

Provide a hassle-free experience:

- from the moment they walk in
- to when they leave (e.g. avoid long lines)

2

Eliminate complexity:

- simplify processes like follow-up appointments
- keep language simple and friendly

3

Maximize efficiency in all transactional activities:

- checkout
- payments
- finding treatment and product information
- booking/ordering

4

BEYOND THE foundation

While trust and simplicity are foundational elements of loyalty, there are other findings from the research that can also help you strengthen loyalty in your practice. Research showed us that loyalty is a multi-dimensional concept that means different things to different people. Here are some considerations to keep in mind when building strategies to develop loyalty in your location.

1) Personalization is critical

Make sure your patients and clients know that you see them as individuals. Greet them by name and look for ways to acknowledge their concerns.

You can: Send cards or emails to celebrate their birthday, anniversary or other milestones.

2) Loyalty is a two-way street

Loyalty is about a mutual respect between the healthcare provider and their patient or client. Make sure they know you value them. **You can: Make sure your communication conveys respect and trust. Avoid language on signs and communications that talks down or patronizes.**

3) In-person experience is essential

Research shows that individuals value the environment of their healthcare provider and expect modern facilities that are clean and easy to navigate.

You can: Ensure your location is well-lit, organized with effective signage and well-kept displays.

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