



Loyalty: Myths And Realities About Desire

Ipsos unravels customer satisfaction and retention history, mythology, and reality

July 27, 2005, Paris, France—Ipsos explores the evolution of customer satisfaction and retention models, and the misperceptions that have accumulated along the way, in the latest issue of *Ipsos Ideas*, entitled “Loyalty: Myths and Realities about Desire.”

Articles include “Consecutive Mythologies” by Henri Wallard, CEO of Ipsos Loyalty Worldwide, Chairman of Ipsos Asia, and Director of the Ipsos board, which follows the evolution of customer retention management from the quality movement of the 1970s, to “Total Satisfaction” in the 1980s, to the database as the Holy Grail during the 1990s, and to the present.

Previous collaborators on several best-selling customer retention management (CRM) and customer satisfaction management (CSM) books, Terry G. Vavra, Chairman Emeritus of Ipsos Loyalty, and Timothy Keinigham, Senior Vice President and Head of Consulting for Ipsos Loyalty, authored both “Shattering the Myths of Customer Loyalty” and “The Seven Truths of Customer Loyalty.” The articles expose pervasive loyalty myths that cause customer retention management CRM and CSM programs to fail, and describe the loyalty truths and processes that can generate a truly successful loyalty program.

The loyalty issue of *Ipsos Ideas* also offers “The Parable of Plastic Loyalty”: a case study of how Turkish grocery retailer Tansaş turned their losing loyalty program into industry-leading profitability.

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About Ipsos Ideas

Ipsos Ideas highlights the latest thinking from Ipsos’ five research specializations: advertising, marketing, loyalty, media, and opinion and public affairs. *Ipsos Ideas* is published in English, French, and Spanish. Current and past issues are available at www.ipsos.com/ideas, or by electronic subscription.

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Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2004, Ipsos generated global revenues of € 605.6 million (\$752.8 million U.S.). Visit www.ipsos.com to learn more about Ipsos' offerings and capabilities.

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