



The North American Conference on  
**CUSTOMER  
MANAGEMENT**

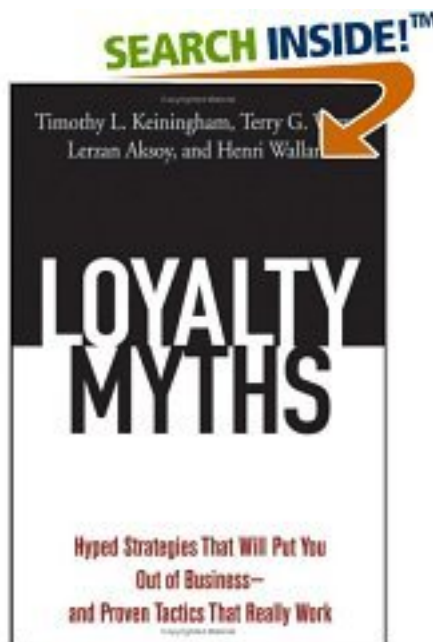
November 16 - 19 2008  
Disneyland Hotel, Anaheim, CA

*putting the customer at the heart of the business*

**The North American Conference on Customer Management  
(NACCM) [www.ecsw.com/naccm](http://www.ecsw.com/naccm)  
April Book**

**NEXT NACCM:** November 16-19, Disneyland Hotel, Anaheim, California. Use the link to find out more and to reserve your place:

<http://www.iirusa.com/naccm/18095.xml>



Title: Loyalty Myths: Hyped Strategies That Will Put You Out of Business and Proven Tactics That Really Work  
Author: Timothy Keiningham, Terry Vavra et al  
Published by: John Wiley & Sons  
ISBN: 0471743151

*Phil Dourado writes:* There's a bit of a war going on at the moment, with Fred Reichheld and Satmetrix's very popular Net Promoter Score on one side and, on the other side, Timothy Keiningham (main author of this book) and his company, Ipsos

Mori, arguing against Net Promoter.

Book description from the publisher: "In Loyalty Myths, the authors have assembled 53 of the most common beliefs about customer loyalty, all of them wrong or misconceived! Each of the beliefs in this book is debunked with real-world examples. While other books speak in platitudes; this book is the only one to validate each proposition with real data".

Well, up to a point. There's a lot of good stuff in this book, such as reminding us that most 'loyalty programs' are little more than sales promotion schemes that only have a short-term effect. But, the example of how First Chicago Bank (now Banc One) charged \$3 per teller transaction to weed out high cost low deposit customers, thereby increasing their profit in the short-term by 28%, is given as a good thing, whereas it could look short-termist. It makes you wonder in the long-term how many of those customers were Richard Branson-types who were scruffy and poor when they were trying to start their business, but would go on to become rich later and never return to the bank

Phil Dourado  
[www.PhilDourado.com](http://www.PhilDourado.com)