# COURSE DATA

| Data Subject | |
|---|---|
| **Code** | 42053 |
| **Name** | Client loyalisation strategies |
| **Cycle** | Master's degree |
| **ECTS Credits** | 5.0 |
| **Academic year** | 2024 - 2025 |

**Study (s)**

| Degree | Center | Acad. year | Period |
|---|---|---|---|
| 2114 - Master's Degree in Marketing and Market Research | Faculty of Economics | 1 | Second term |

**Subject-matter**

| Degree | Subject-matter | Character |
|---|---|---|
| 2114 - Master's Degree in Marketing and Market Research | 4 - Specialty in international marketing | Optional |

**Coordination**

| Name | Department |
|---|---|
| CUENCA BALLESTER, ANTONIO CARLOS | 43 - Marketing and Market Research |

# SUMMARY

Client loyalisation strategies The purpose is to give the student a global and detailed view of what relationship marketing is, why and how they should apply it in their company and the necessary customer orientation of the companies. The necessary skills and knowledge will be developed to manage the processes of creating a customer loyalty program from the marketing area

# PREVIOUS KNOWLEDGE

**Relationship to other subjects of the same degree**

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master

## COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

### 2114 - Master's Degree in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Critically analyse one's own work and that of colleagues.
- Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.
- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.

- Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.
- Realizar una adecuada segmentación y selección del público objetivo.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

## LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

Select and correctly use different sources of information in both traditional and electronic formats.
Handle and correctly interpret quantitative and qualitative data to convert them into useful information for decision making.
Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated way.
Articulate an oral discourse, structured, coherent, with good diction and use of technical vocabulary.
Argue and counter-argue.
Select the target audience in an international context.
Make decisions in a complex competitive environment.
Select and use the loyalty tools appropriately.
Use the technical vocabulary of the subject

## DESCRIPTION OF CONTENTS

### 1. TOPIC 1. MARKETING RELATIONS AND STRATEGIES TO GET CLIENTS

1.1. Concept and components of relationship marketing
1.2. Nature of the loyalty process
1.3. Reasons to build customer loyalty
1.4. Type of clients
1.4.1. Terrorists
1.4.2. Hostages
1.4.3. Mercenaries
1.4.4. Apostles
1.5. Profitability of each type of customer
1.5.1. Repeated sales
1.5.2. Cross sales
1.5.3. Serving costs
1.5.4. Costs of making new clients
1.6. Customer perception
1.6.1. The expectations of the client
1.6.2. The five senses as a source of perception of a service

## 2. TOPIC 2. THE MANAGEMENT AND KNOWLEDGE OF THE CUSTOMER DATABASE AS A FUNDAMENTAL APPROACH OF THE RELATIONAL MARKETING STRATEGY

2.1. What is meant by marketing database ?. Concept and characteristics
2.2. Knowledge of the customer base through the database
2.3. Creation and management of the database
2.3.1. Creation of the database
2.3.2. Quality of the database
2.4. Application in the different sectors
2.5. The selection of the best current and future clients
2.5.1. The segmentation supported in the database
2.5.2. Purchase behaviour segmentation
2.5.3. Data mining: How to obtain gold from the exploitation of the database
2.6. The relationship between loyalty and customer databases. Stages in the process of consumer adoption.
2.6.1. Stages of development of the relationship process
2.6.2. Management of the client from the databases

## 3. TOPIC 3. THE LOYALTY AND THE RELATIONSHIP OF CLIENTS WITH THE BRAND AND THE OBTAINING VALUE FOR THE CUSTOMER

3.1. Customer perception
3.1.1. The expectations of the client
3.1.2. The five senses as a source of perception of a service
3.2. Loyalty strategies
3.2.1. Typologies of loyalty programs
3.3. The chain of the Service:
3.3.1. Profitability
3.3.2. The satisfaction of the clients
3.3.3. Customer retention
3.3.4. The quality of the external service
3.3.5. The quality of the internal service
3.3.6. The satisfaction of the commercial team

## 4. TOPIC 4. EFFECTIVE MANAGEMENT OF THE RELATIONSHIP, THE COSTS OF CHANGE AND THE VOICE OF THE CLIENT

4.1. Exchange rates
4.1.1. Personal change costs of the client
4.1.2. Exchange costs associated with the product
4.2. Exchange and loyalty costs
4.3. Creation of social links
4.3.1. Types of links and systems to establish them
4.3.2. Creation of financial links
4.3.3. Creation of social links

4.3.4. Creation of structural links
4.4. Generation and exploitation of the voice of the client
4.4.1. Customer complaint behavior
4.4.2. The voice and the obtaining of loyalty
4.4.3. Effective management of the voice

## 5. TOPIC 5. THE OBTAINING OF LOVING AND PROFITABLE CLIENTS

5.1. Plan for the acquisition of new clients
5.1.1. Integrated communication program
5.1.2. The care and exploitation of potential customers or leads
5.2. Cultivation of the relationship
5.3. Selection of customers with whom the relationship is profitable
5.4. Development of collaborative relationships between supplier and client
5.5 Communication plan in the cultivation of the relationship
5.5.1. Creation of a club
5.5.2. Accompanying material
5.5.3. Gratitude
5.5.4. Cross selling
5.5.5. Complementary sale
5.5.6. Special offers
5.5.7. Information on special products and services
5.5.8. Keep in touch
5.5.9. Customer recovery plan
5.6. Key indicators within a relational marketing program

## 6. TOPIC 6. CRM AND ORIENTATION TO THE LOYALTY OF THE COMPANY'S CLIENT

6.1. The company as a business process to create satisfied and loyal customers
6.2. The reengineering of the company in customer value processes
6.3. The direct relationship between customer retention and employees
6.3.1. Why do we need satisfied employees?
6.3.2. Brand extension strategies
6.4. Customer Relationship Management (CRM): a global perspective
6.4.1. The definition of CRM
6.4.2. Components of CRM
6.5. How to get CRM to work: How to properly combine customer acquisition with processes and technology
6.5.1. People
6.5.2. Processes
6.5.3. Technology
6.5.4. Integration of clients, processes and technology
6.6. Formulation of the CRM strategy
6.7. Determination of CRM business processes

## 7. TOPIC 7. CRM: PRACTICAL ASPECTS

7.1. Trends in the application of CRM in companies
7.2. Trends in CRM technology
7.3. CRM: Benefits and problems
7.3.1. Tangible benefits
7.3.2 Intangible benefits
7.3.3. Problems associated with CRM
7.4. Aspects to take into account in the proper implementation of a CRM in the company
7.5. From CRM to Customer Lifetime Value (CLV) and the CVM
7.6. From traditional CRM to Social CRM

## 8. TOPIC 8. THE COMMERCIAL DEPARTMENT

8.1. The commercial organization
8.1.1. The organization of the work of the sellers.
8.1.2. The study of routes. The tours of visits.
8.1.3. The client portfolio, the sample book.
8.1.4. The file and the customer master.
8.1.5. The reports of visits to clients.
8.1.6. The sales administration and its organization.
8.1.7 Sales statistics.
8.2. The sales force
8.2.1. Leadership, motivation of the sales team.
8.2.3. The personality and profile of the seller.
8.2.3. The selection and incorporation of sellers.
8.2.4. The valuation and remuneration of sellers.
8.2.5. The formation of sales teams

## 9. TOPIC 9. SALE TECHNIQUES

9.1 The Forecast of Sales.
9.1.1. Diagnosis of the zones and the clientele.
9.1.2. Factors that influence sales.
9.1.3. Stages and methods for a sales forecast.
9.1.4. The commercial strategies and commercial policy.
9.1.5. The goals and their follow-up and control.
9.2. Advanced sales techniques.
9.2.1. The sale.
9.2.2. Evolution of the Sale. From the sale of products to the advisory sale
9.2.3. The Neurolinguistic Programming (NLP) in the Sale.
9.2.4. Purchase motivations
9.2.5. NLP Metaprograms in the Sale.
9.2.6. The sale interview.
9.2.7. The non-verbal Language in Sales.

9.3. The satisfaction of the client in the personal sale.
9.3.1. Basic concepts.
9.3.2. Measurement.
9.3.3. Analysis

## WORKLOAD

| ACTIVITY | Hours | % To be attended |
|---|---|---|
| Theoretical and practical classes | 35,00 | 100 |
| Theory classes | 0,00 | 100 |
| Attendance at events and external activities | 2,50 | 0 |
| Study and independent work | 4,50 | 0 |
| Preparation of evaluation activities | 23,00 | 0 |
| Preparing lectures | 30,00 | 0 |
| Preparation of practical classes and problem | 30,00 | 0 |
| **TOTAL** | **125,00** | |

## TEACHING METHODOLOGY

Theoretical classes participatory master class
Discussion of articles (readings)
Resolution of practical cases
Problems
Project development
Discussion or directed discussion
Expert conferences
Workgroup

The proposed methodology can be developed both in person and remotely if the circumstances require it.

## EVALUATION

Written exam: With a score of 7. The minimum that will be required in this part to be able to pass the subject will be 3.5 points.
Preparation of academic papers: With a score of 3, the minimum grade that will be required will be 1.5 points.

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

## REFERENCES

### Basic

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