
特易购乐购（中国）投资有限公司客户忠诚度研究

摘 要

从计划经济时代的国营菜市和供销社到现在的以客户需求为主的生活服务中心，我国的超市行业正处于第四阶段的变革时期。由于许多连锁超市陆续进入国内市场，导致超市行业的竞争压力日渐增加，同时，也让更多的超市企业重视起客户流失的问题。因此，客户忠诚度研究对促进企业的发展，帮助其获得更高利润具有十分重要的作用。

针对特易购乐购公司，采用文献研究法、案例分析法、归纳演绎法、问卷调查法等方法，对该公司客户忠诚度现状及降低原因进行了研究，分析得出：公司商品的价格和质量方面、公司人性化服务、客户购买的便捷性、售后服务的及时响应、品牌影响力、营销活动的参与度、公司与客户的售后沟通、销售能力、客户个性化需求满足程度等的不足降低了客户忠诚度。对此建议公司应掌握提高客户满意、提高关系信任、增强产品转移成本等对策，以期达到提高该企业客户忠诚度的目的。

关键词：乐购超市；客户忠诚度；忠诚度提升；客户忠诚度指标

ABSTRACT

From the state-owned vegetable market and supply and marketing cooperatives in the planned economy era to the present life service center that focuses on customer demand, China's supermarket industry is in the fourth stage of transformation. As many supermarket chains are entering the domestic market one after another, the competitive pressure in the supermarket industry is increasing day by day. At the same time, more supermarket enterprises are paying attention to the problem of customer loss. Therefore, customer loyalty research plays a very important role in promoting the development of enterprises and helping them to obtain higher profits.

According to Tesco, this paper studies the current situation of customer loyalty in Tesco and the reasons for its reduction by using the methods of literature research, case analysis, induction and deduction, questionnaire survey, etc. The analysis shows that the following deficiencies reduce customer loyalty: the company's merchandise, the company's humanized service, the convenience of customer purchase, the timely response of after-sales service, the brand's influence, the participation of marketing activities, the company's after-sales communication with customers, the sales ability, the satisfaction of customers' personalized needs, etc. Therefore, it is suggested that the company should master countermeasures such as improving customer satisfaction, enhancing relationship trust, and enhancing product transfer costs, so as to achieve the goal of improving customer loyalty of the enterprise.

Key words: Tesco Supermarket; customer loyalty; loyalty promotes; customer loyalty index

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