

Satisfied vs. Loyal?

Satisfied customers will shop anywhere. Loyal customers will encourage others to buy from you, and FIGHT before they switch. Which would you prefer to have: Satisfied Customers or Loyal Customers?

What is a satisfied customer? One that felt OK about dealing with you. Their needs were met. The product or service was OK. The experience was OK. They were satisfied with their purchase or the service you provided. They may or may not refer someone to you. Their overall feeling about you is between neutral and positive, and their experiences with you have not been negative. Not bad, but not great.

What is a loyal customer? One who feels GREAT about doing business with you. Their needs were met and/or exceeded. Your delivery was GREAT. The service was GREAT. The experience was GREAT. They will proactively talk about the experience. They will proactively refer others to you. Their overall feeling is wonderful and their experiences with you have been memorable.

Which would you prefer?