



## **Trends towards Customer Intimacy and Loyalty**

Research from the recent IBM 2010 Global CEO study indicates a prominent trend towards customer intimacy through research and insight:

- Of the 1500 CEOs interviewed, 88% picked “*getting closer to the customer*” as the most important dimension to realise their strategy in the next 5 years!

Successful CEOs around the globe acknowledged the need to “reignite customer loyalty, or risk losing ground to competitors”.

*Here are just 3 of their recommendations:*

- Reinvent customer relationships
- Honour your customers above all else
- Profit from the customer insight explosion!

Make sure you are providing what customers want tomorrow, instead of what they wanted yesterday.

What's happening now *is* history. Being a forward thinker means paying attention to trends.

Remember: You heard it from us first 😊

*Note: Study participants included more than 1,500 face-to-face interviews with private sector CEOs (80%) and senior public sector leaders (20%) from 33 different industries spread over 60 countries*