

May 2016

Customer Satisfaction and Brands - UK

“There is a clear link between customer satisfaction and perception of premium attributes such as quality, innovation, sophistication or style, forming the basis of why consumers seek out luxury brands in the first place. Luxury brands can highlight this satisfaction and the emotive benefits that they bring in order to ...

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Loyalty and Brands - UK

“The differences in building and measuring loyalty across different sectors mean that brands must take a nuanced approach to fostering a connection with customers. Bigger brands with more exposure tend to have an immediate advantage in building favouritism; however, recent arrivals such as Netflix show that new brands, particularly those ...