

Boots the Business

Student Worksheet

Module 3 - BOOTS ADVANTAGE CARD

Customer Loyalty

Without customers an organisation can not compete effectively in the business environment. Strategies must therefore be introduced to sustain high levels of market share. Boots have introduced the Advantage Card to gain the loyalty of their customers.

1. What are the benefits of the Advantage Card to Boots?

2. What are the benefits of the Advantage Card to customers?

3. What are the consequences of poor customer loyalty to a business?



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Customer Loyalty (Continued)

Boots use the Advantage Card to gain customer loyalty. Try to think of other organisations and the strategies they use to help maintain a strong customer base.

| ORGANISATION | LOYALTY STRATEGY |
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| E.g. TESCO | Tesco Club Card. For every £1 spent, points are awarded and then money off vouchers are given. |
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