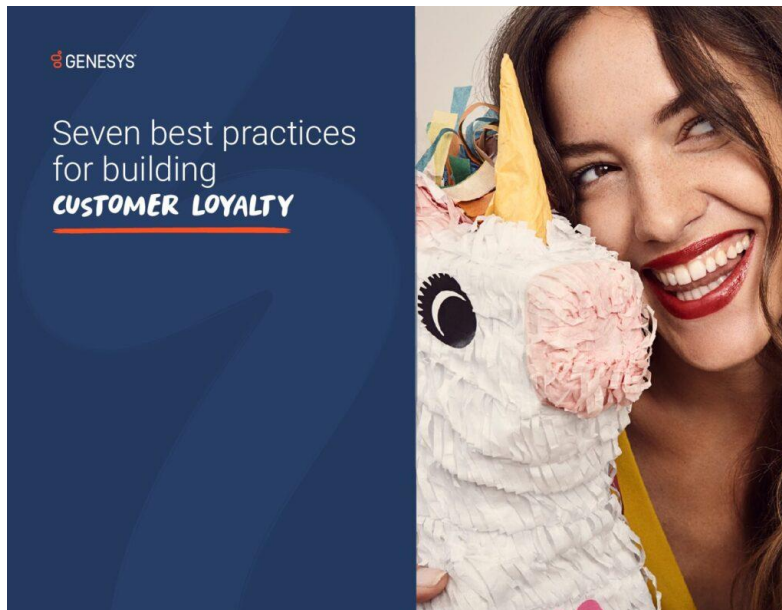




## Seven best practices for building customer loyalty



Earning and maintaining customer loyalty is always a challenge, even more so in this age of rising consumer expectations. Continually evolving technologies and increasingly restrictive compliance requirements only add to the challenge. To maintain customer loyalty, you need to know how to reach — and retain — consumers.