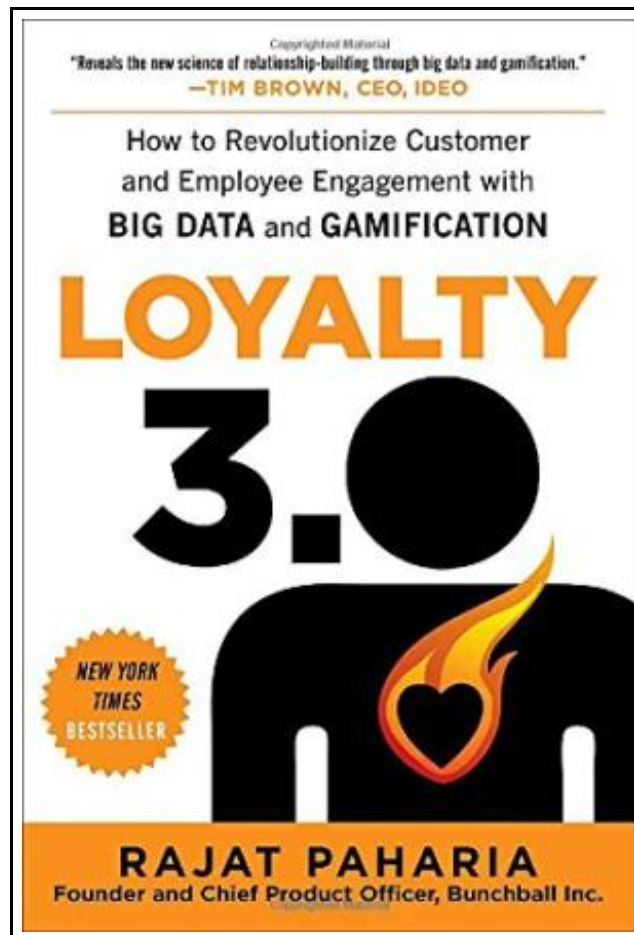# Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification

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Reviews

It is really an remarkable book which i have ever go through. It can be writter in simple terms and not difficult to understand. I am just effortlessly can get a enjoyment of reading a composed pdf.
(Dr. Lily Wunsch II)

LOYALTY 3.0: HOW TO REVOLUTIONIZE CUSTOMER AND EMPLOYEE ENGAGEMENT WITH BIG DATA AND GAMIFICATION

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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification, Rajat Paharia, The New York Times and Wall Street Journal bestseller! The new secret to driving Loyalty that pays. Once revolutionary, loyalty programs designed to differentiate products quickly became commoditized. And yet, billions of dollars are still spent every year on programs that are doomed to fail. These programs, it turns out, don't inspire long-term loyalty. Once a better deal comes along, customers will gladly defect. Can you blame them? Silicon Valley start-up Bunchball, the pioneer and innovator in gamification, is light years ahead when it comes to the concept of loyalty - and using it to drive business profits and growth. Focusing not only on customer loyalty, but also the loyalty of employees and partners, Bunchball combines behavioral economics, big data, social media, and gamification to inspire loyalty that lasts - from everyone involved in the success of a business. Now, in Loyalty 3.0, Bunchball founder Rajat Paharia reveals how you can use these same techniques to seize the competitive edge for your business. Paharia shows you how to create a system powered by human motivation and digital technology that creates ongoing, persistent engagement among customers, employees, and partners. Loyalty 3.0 arms you with everything you need to know in order to build a loyalty and engagement program that drives a sustainable advantage for your business, including: the building blocks of motivation, big data, and gamification necessary for creating a powerful strategy that drives long-term loyalty; case studies from today's most innovative companies that are already driving customer engagement, learning and skill development, and employee motivation with Loyalty 3.0 methods Step-by-step guidance on how to plan, design, build,and optimize your program. Now is the time...

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