

Business Solutions Capabilities

For over 20 years, Loyalty Research has partnered with B2B and B2C organizations all over the world to help them build better customer and employee experiences.



Customer Loyalty

Measure your organization's greatest asset - the customer base. By measuring the strength of relationship you have with customers, you can identify the most impactful areas for organizational transformation.



Prospect Analysis

Identification of the prospects most likely - and primed - to buy your products or services.



Employee Engagement

Understand key perceptions and evaluations of the employee experience to strengthen your team and attract better employees.



Predictive Analytics

Modeling approaches to key customer behaviors, like growth and/or defection probability.

Predictive & Projective Analytics

How useful would it be to understand which of your customers is most likely to grow their business with you in the next 12 coming year? And how would they grow that business with you?

What about those that are more likely to quit doing business with you in the next 6 months? Most clients find this information enables their organizations to be vastly more effective in using sales and marketing dollars.

Loyalty Research develops a custom algorithm for each client to predict these behaviors and project them onto the entire customer database.

Clients have used Predictive and Projective Analytics to:

- ✓ Prioritize customer problems most likely to lead to defection.
- ✓ Proactively sell to customers primed for growth.
- ✓ Target sales to best-fit prospects ready to buy.
- ✓ Expand to new markets that most align with your business model.

For more information, contact us today:
loyaltyresearch.com



Ryan Bardach

Practice Leader, Business Solutions

As the Business Solutions Practice Leader, Ryan engages directly with our clients on a wide variety of projects, including B2B, B2C, and Employee Engagement. His team specializes in developing customized projects that accurately measure customer loyalty and employee engagement, providing you with the information you need to make the right decisions for your company. He comes from a varied background which includes telecommunications and operations management. Ryan holds a BA in psychology and history from Indiana University.