

THE PROCESS OF MANAGING LOYALTY: THE THEORETICAL FOUNDATIONS AND PRACTICAL ASPECTS

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The article is devoted to the study of loyalty management process as an important component of modern enterprise management.

The main problem of the modern understanding of loyalty – is a decrease in its value. Most understand the management of loyalty as the realization of the discount and bonus programs.

The author points out that the loyalty management – is a very capacious process that has absolutely unique characteristics, manifestations, methods, risks, etc.

The article made an analysis of the main views and approaches to the management of loyalty as a social and economic phenomenon. An approach to the management, which is based on the classic “wheel of management”, is proposed. It describes in detail each of the stages of management, given the features that characterize them. The basic principles of management of customer loyalty are considered: the unity of strategy, taking into account individual characteristics, flexibility, encouragement and stimula-

tion, justice, pursuance of mutual benefits, development, and principle of non-replaceable understanding.

The author proposed the main approaches and management techniques. Basic approaches to the management of loyalty: depending on the level of perception of the product; depending on the subjects; depending on the “global coverage”, depending on the stage of development of relations with the consumer.

All loyalty management methods are divided into the following groups: organizational, economic, social and psychological. Each group has its own characteristics and is divided into other subtypes.

Also, for the purpose of monitoring and timely impact on loyalty management process we propose the main types of risks that arise. All are combined in groups: internal and external. Depending on the area in which there is a risk, there are described in detail their nature and manifestations, and proposed the main options for action for their overcoming or levelling.