Beyond quality and price, social responsibility and shared values are key to maintaining customers’ loyalty.

**WHY**

**is social responsibility important?**

Beyond quality and price, social responsibility and shared values are key to maintaining customers’ loyalty.

- **68%** of customers said they are motivated by knowing that a brand shares the same values as them.
- **62%** say they would join a loyalty program if the rewards had a positive social impact.

Customers expect from brands what they expect from friends and family – to know they understand them and know what they find important.

While showing customers that your values are aligned with theirs, it’s also important to build a sense of unity.

- **47%** say they are motivated to be loyal by becoming part of a like-minded community.

**ACTION POINTS**

**Ways to foster social responsibility**

**Standing for a cause**

Show your customers you’re aligned with them by talking about your position on “big-picture” problems. For example, your viewpoint on environmental or humanitarian issues.

There’s a difference between supporting a cause and standing for a purpose. It might be easy to pick an issue that seems topical, but customers can spot inauthenticity a mile away. They won’t be afraid to ditch you in favor of another brand that puts its money where its mouth is.
Your brand’s position on social causes is a huge factor in determining loyalty. Build customer loyalty by talking about your brand values in your welcome newsletters, building relationships with micro-influencers, talking about what you do to make your business fairer and encourage social sharing to get the word out.

Takeaways

Your brand’s position on social causes is a huge factor in determining loyalty. Build customer loyalty by talking about your brand values in your welcome newsletters, building relationships with micro-influencers, talking about what you do to make your business fairer and encourage social sharing to get the word out.

To learn more about creating and maintaining loyalty through social responsibility and personal values, download the full “Loyalty: Up close and personal” report.