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## 摘要

随着服务经济的兴起，顾客忠诚度成为了研究的课题之一。顾客忠诚度是指顾客对于某一特定的产品或服务有好感，从而对其有偏好，进而成为回头客的一种趋势。顾客忠诚度受着服务质量，所带附加值和其他一系列因素的影响。国外学者瑞奇·海尔德认为对于企业经营的头等大事是维护客户忠诚度。任何企业都不可忽视顾客忠诚度的经济效应，这是一门学问。高的顾客忠诚度可以给企业带来经济效益，是企业获取利润和持续成长的直接源泉。作为休闲餐饮企业的代表，海底捞在顾客心中享有很高的美誉以及很高的顾客忠诚度。海底捞在经营中采用了有效的顾客忠诚度培养的战略是其抱有很高顾客忠诚度关键。它贯彻着“四心”原则，那就是：对员工关心，对顾客贴心，对食品用心和对管理精心。

关键词：海底捞 顾客忠诚 服务营销

## Abstract

With the emergence of the service economy, customer loyalty has been researched as a topic. Customer loyalty refers to the customer for a particular product or service produced a favorable impression, forming a preference, and repeat purchase of a trend. The customer loyalty is affected by service quality, added value and a series of factors. Foreign scholar Reich Held point out that now the main task of enterprise is managing customer loyalty. It is a science, and any enterprise can't ignore the customer loyalty of economic science. Loyal customers can bring to the enterprise economic benefits. It is the enterprise that gets profit and the direct source of sustainable growth. As a casual dining representation of the enterprise, Haidilao has formed a broad reputation and high customer loyalty among customers and implementing the effective cultivation of customer loyalty, which is the key to keeping customer back to eating again. And, they carry out its principle: love to employees, close to the customer, intention of the good, intention of management.

Keywords: Haidilao customer loyalty service marketing

## Chapter 1 Introduction

With the high-speed growth of leisure food, overheated investment lead to market supply to appeal, sufficient market supply more alternative choice to customers, Consumption transfer cost reduction, the customer churn up, leisure food enterprise competition pressure increase.

Haidilao is a hotpot restaurant which operates Sichuan-style hot pot primarily, which a “five star” hotpot restaurant is called by the medium. The customer return rate is up to 80%. Hot pot is one of the most China’s popular folk cuisine, and in city, running a hotpot restaurant is not easy, also in China to create a hotpot brand fill with challenges and difficulties. The biggest cost of catering industry business not from food, but from rented storefront, electricity, employee wages, etc. And all income almost came from customers. So customer loyalty becomes profitable source and the main driving force of growth. It is also an important factor that determines Haidilao’s profit. In such a labor-intensive, low threshold market with fierce competition, many restaurants choose to follow others to attract customers. But Haidilao did not follow this. They first established a corporate culture, and then the customer to develop their loyalty. Enterprise culture business concept is not new but this intermediate quality restaurant still surprises many people.

## Chapter 2 Customer Loyalty

### 2.1 The definition of customer loyalty

Customer loyalty is a process, a program, or a group of programs geared toward keeping a client happy so he or she will provide more business. The customer loyalty is actually a customer behavior of sustainability; it is the extent of the customer loyalty to the enterprise. To some extent, loyalty is not rational. According to the degree of loyalty, customer loyalty can be divided into four different levels: cognitive loyalty, behavior loyalty, intention loyalty and emotional loyalty.

Customer loyalty is the central goal of relationship marketing. Because the loyalty of consumer repeat purchase a product or service, customer loyalty is of great significance to the enterprise. Only when the enterprise has loyal customers, they may have profit; otherwise, if the customer does not choose these enterprises, it will lose the economic source, which is the most serious blow to the enterprise. According to the analysis, when an enterprise has 5% more customers than before, the profit increases by 100%. This is because the enterprise not only saves the advertising and promotion costs which are needed to develop the new customers, but also with the enhancement of the customers' trust and loyalty to the enterprise, it can induce customers to improve product purchases of the related products. (Wu Jian'an. (2004) Marketing Management. Beijing. Higher Education Press, p. 463).

### 2.2 The influencing factors of customer loyalty

#### 2.2.1 Service quality

Service quality is not judged by the enterprises, but by the customer. Customer perception of service quality is the essential value of products and services to the customer, it includes product quality, service quality and delivery of three major aspects. The quality of the product is only one aspect, quality of service.

product quality is the static reflect for the value to customers.

### 2.2.2 Service experience

Customer service experience is a kind of psychological feeling and satisfaction when customers accept the products and services which the enterprises provide. With the progress of information technology impact, influence service experience on customer loyalty behavior also increases. In other words, customer experience never has such important influence on customer loyalty.

### 2.2.3 Interaction relationship

Relationship interactions a two-way communication process between the enterprise and the customer. Since it was the interaction and a process by enterprise and customer, which are two aspects of the relationship. Of course, only interaction does not guarantee customer loyalty relationship, more important is whether the interactions established based on the principle of mutual benefit relationship with the service concept of the foundation.

### 2.2.4 Concept identity

The customer loyalty is also related to the concept of enterprise. If the customer identity the enterprise's concept, he (or she) may be loyalty to the products and services of the enterprise, especially for the service enterprise such as Haidilao.

### 2.2.5 Value-added feel

No added value, not loyalty. Only have good service is not enough, enterprises must let customers have long-term appreciation of the value of experience. Customers get the sense of value is the deciding factor of enterprise to realize the optimization long-term pricing.

## 2.3 The measure of the customer loyalty

Loyal customers are the most valuable asset of enterprises. An American business research shows that loyal customers can bring more profit than the 20% to 85% new customers for enterprises. The number of loyal customers for each additional 5%, corporate profits will increase by 25%. The discretion of the customer loyalty can be measured by the following standard measure (Wu Jian'an. (2004). Marketing Management. Beijing. Higher Education Press, p.464).

### 2.3.1 The number of repeat customers purchase

During a certain period of time, if the customer repeats purchases the product of a certain brand, he is loyal to the product.

### 2.3.2 Customer buying time

According to the consumer psychology, selection is the necessary stage when a customer purchases something. But the time is different. Therefore, it can also judge customer loyalty for a product from the length of choosing time.

### 2.3.3 Price sensitive

Price is very important to customers, but this does not mean that the customer is loyal to the product if they are sensitive to the price. Facts show that, for love and trust products, a customer has a strong ability to adjust to the change in price, that's the low sensitivity. On the contrary, the high sensitivity. So according to this, customer loyalty can be measured.

### 2.3.4 The attitude to the competitive products

The change of consumers' attitude mostly appeared through the comparison of the competition's products. So, according to the customer's attitude toward the competition product, customer loyalty can be judged from the opposite way. If the



customer has a good impression of competitive products, it indicates that the low loyalty degree.

### 2.3.5 The ability to bear the product quality problem

Any kind of product quality problems may have many reasons, even the famous brand products, it is very difficult to avoid this situation. If the customers of high brand loyalty, even if appear quality problem, customers will not change the brand.

## Chapter 3 Haidilao's Service and its' benefits

### 3.1 Haidilao's service

Haidilao though is a hot pot restaurant, its core business is not food, but service. Everyone will have a strong impression of the nuanced services of Haidilao. They will provide everything you need. When you are waiting for a table, you can enjoy many services, such as you can have many different types of beverages, on the sofa, playing cards, surf the Internet, clean your shoes and many other things, and all of the services you can enjoy the freedom.

#### 3.1.1 Smile Service

Every people went Haidilao might feel like being at home. The staffs here treat their customers like their brothers and sisters, no matter how busy they are, the sincere smiles are always on their faces .

Haidilao's service can even reach its customers as soon as they get off the taxi, employees there may give a bottle of pure water to the taxi driver or pay the parking fee to their customers.

#### 3.1.2 Waiting service

Haidilao is always roaring business, customers usually have to wait, and sometimes they even have booked in advance. However, waiting in Haidilao is much more different. A waiting area is designed for this situation, customers can get a clean and playing cards there, and even surf online and manicure for free. They also providesome drinksand snacks, such as popcorn, fruit, milk and lemon juice. Compared to otherhot pot restaurants, customersare more likelyto wait in the Haidilao and not boring, under conditions in which they can lose their appetite for

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