



Scoring Points: How Tesco Continues to Win Customer Loyalty

Clive Humby, Terry Hunt, Tim Phillips

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Swiping a grocery store's loyal-customer card has become second nature to shoppers these days. *Scoring Points*, one of the seminal marketing books of the last decade, tells the story of how British supermarket chain Tesco conceived, launched and developed its hugely successful Clubcard program -- and transformed itself into a winning brand. Authors Clive Humby and Terry Hunt, two key members of the project, and Tim Phillips, a leading business writer and broadcaster, bring a compelling, behind-the-scenes account of Clubcard -- the successes, failures and lessons learned. They show how Tesco made customer loyalty marketing work, even when almost every other loyalty program failed, thanks to vision, a strong team ethic and a company-wide commitment to customer satisfaction. It includes three new chapters, including an examination of the US retail market and the authors' work with both Tesco and Kroger.

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Meagan Shaffer:

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