



# Scoring Points: How Tesco Continues to Win Customer Loyalty

By 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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- Sales Rank: #693133 in Books
- Published on: 2008-09-01
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .70" w x 6.10" l, 1.19 pounds
- Binding: Paperback
- 304 pages



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### Editorial Review

#### Review

"This is the future of marketing. Read it and profit." -- Prof. Don Shultz, Northwestern University

"Thought provoking." -- *Chain Store Age*

#### About the Author

**Clive Humby** is Visiting Professor, Integrated Marketing, at Northwestern University and chief information architect of Tesco Customer Management. **Terry Hunt** is chairman of EHS Brann, one of the largest direct marketing agencies in the world. **Tim Phillips** is a journalist and author of *Knockoff* (Kogan Page).

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