



Improve your Loyalty score The Loyalty Spider Chart

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What is Loyalty?

When we think of loyalty, we often think of the numerous membership cards that gather dust inside our wallets. But our supermarket points cards and our coffee shop '10-bought-1-free' schemes aren't what we mean by loyalty.

Loyalty is a strong feeling of friendship, support or duty towards someone or something. It is to be faithful to a person or an organisation because we love them so much and they bring us so much joy that it becomes unthinkable to go elsewhere.

How to apply this definition of loyalty to our arts and culture context? Simply put, you want your audiences to feel this way about your organisation. If loyal, they will not only be happy returning customers but also your personal cheerleaders and ambassadors at all times. It all comes down to your relationship with them.

Is your audience loyal?

Before starting to find ways to make your audience loyal, start asking yourself: **how loyal is my audience currently?**

It's not an easy question to answer point-blank but the following spider chart should help you to assess very quickly your current loyalty game.

How to use this spider chart?

This spider has only 6 legs and not 8. Each of its legs refers to all the ingredients you need for the ultimate loyalty score. Rate yourself

from 1 to 10 for each item. 1 means you're not doing so well and should be placed at the centre of the spider; 10 means you're excelling and should be placed at the tip of the leg.

The 6 ingredients are as follows:

- **Unique product:** Is your programme and offer unique, or could they have a similar experience elsewhere?
- **Trust:** Do your audiences trust you to have their needs at the heart of your decision making?
- **Social proof:** Is there a feeling of community amongst your audience members? Do they talk to each other as well as talking to you?
- **Intense emotional experiences:** Does your audience feel a strong emotional connection with you?
- **Competitive avoidance:** Are you your audience's first choice?
- **Multiple exposures:** Do they come back regularly and often?

Be as honest as you can be and ask other members of your team to complete the chart. Each of you may have a different perception of your organisation. Filling this spider chart will help you to visualise how you're doing and to focus your effort on the things you need to improve.



Remember, the best way to understand why some things aren't working as they should is to **ask your audience directly**. Ask your loyal audience why they keep coming back and ask the ones who haven't returned what you can do to welcome them back.

