

# Playing the Long Game: 7 Ways to Foster Customer Loyalty in the Contact Center

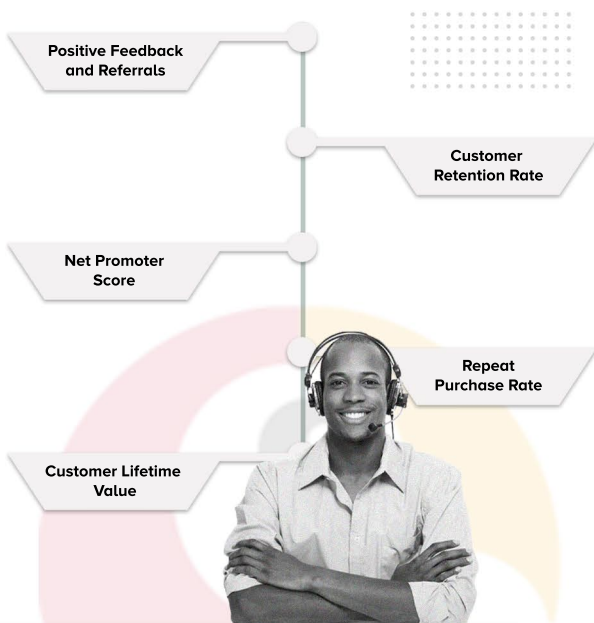


- **What Is Customer Loyalty?**  
Customer loyalty means that a **customer is willing to purchase from and interact with a business time and time again.**

## Why Is Customer Loyalty Important to Your Contact Center's Success?



## How Can You Measure Customer Loyalty?



## How Can You Foster Customer Loyalty?

