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This book tells the story of how Tesco's Clubcard loyalty programme moved Tesco from a struggling number two position in supermarket management to number one. In doing so it provides an account of how loyalty programs work, and also don't work. The book makes four main points. The first point is that Clubcard's main benefit was the data it provided about customers.

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Scoring Points : How Tesco Continues to Win Customer Loyalty, Paperback by Humby, Clive; Hunt, Terry; Phillips, Tim, ISBN 0749453389, ISBN-13 9780749453381, Brand New, Free shipping in the US Tesco is the UK's number one retailer, and the third largest retailer in the world. In 1995, the company launched the Tesco Clubcard, the world's most successful retail loyalty scheme.

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Scoring Points: How Tesco is Winning Customer Loyalty. December 2003; Journal of Database Marketing & Customer Strategy Management 11(2) DOI: 10.1057/palgrave.dbm.3240219. Authors: Merlin Stone.

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