



Scoring Points: How Tesco Continues to Win Customer Loyalty

Clive Humby, Terry Hunt, Tim Phillips

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Scoring Points tells the dramatic story of how Tesco Clubcard was conceived, launched and developed. Clive Humby and Terry Hunt, two major influences behind Tesco's spectacular transformation, and Tim Phillips, a leading business writer and broadcaster, bring us a compelling behind-the-scenes account of Clubcard: the successes, the failures and the lessons learnt.

The authors show how Tesco made customer loyalty marketing work, when almost every other loyalty programme failed, and illustrate the benefits for Tesco and its customers.

Scoring Points is one of the seminal marketing books of the last decade. A fascinating tale of what can be achieved through vision, a strong team ethic and a company-wide commitment to customer satisfaction, it is an inspirational read for anyone in business.

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