

Algorithms for recovering a sense of loyalty of the organization

Dina Kelsina*

ISMA, Riga, Latvia

**Corresponding author's e-mail: d.kelsina@gmail.lv*

Abstract

A new approach of measuring a multi-user loyalty is proposed. This approach allows to ensure the development of the organization in the long term perspective. An effective scenario of the development is implemented on the basis of the consistent identification of cause came from the mistrust on the part of potential participants in the organization.

Keywords: programs, reviews, stereotypes, problem, implementation, violations, manual, recommendations

1 Introduction

Many typical offers which come from loyalty programs developers, conflict with the negative feedback from their users because of the low impact of their implemented tools.

That is why the organization must have an objective tools of measuring loyalty before it decides to implement the proposed program. This tools should allow to overcome the negative stereotypes that exist around loyalty [1-3]. An expert in the field of loyalty should feel its importance throughout the entire loyalty program implementation [4].

The object of the study is to assess the expert's readiness to recover the lost sense of loyalty.

The algorithms are performed as a subject of this research on which basis the effective measurements of multi-user loyalty will be developed. Such loyalty is considered in the context of calling counterparties to repeat the transaction before and after the violation of the norms of behavior of one of the organization's participants.

2 An approach

The purpose of this study is to develop a procedure that

measures the loyalty program before and after its implementation. In accordance with the goal, the following main tasks are solving:

- finding out the reason for the ineffective use of loyalty programs;
- assessment of the qualified expert in the field of establishing trusting relationships among the participants of the organization;
- developing of scenarios for the organization development in the context of altered targeting;
- preparation of a manual that includes violations of the norms of behavior.

The listed tasks became the basis for the development of the procedure, which prevision is the requirements for the development of the desired algorithms.

3 Conclusions

The developed algorithms gives a chance not only to restore the sense of loyalty, but to improve conditions of the organizational skills in the threshold of the norms condition, which have been established for habitual behaviour of participants of the organization.

References

- [1] Kelsina D 2017 Assessment of multiple actor loylity *The 15th International Conference Information Technologies and Management 2017, April 27-28, ISMA, Riga, Latvia* 183-4
- [2] Kelsina D, Mamedrzaev A 2018 Mechanisms of full-scale protection of the organization *The 16th International Conference Information Technologies and Management 2018, April 27-28, ISMA, Riga, Latvia* 227
- [3] Кельсина Д 2018 Оценка многопользовательской лояльности гостиничного бизнеса 6th *International Scientific Practical Conference "Business Environment" 14/12/2018, Riga, Latvia*
- [4] Kelsina D 2019 Multi-user loyalty evaluation algorithms *The 17th International Conference Open Learning and Distance Education 2019, January 24-25, 2019, ISMA, Riga, Latvia*