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Myth #2: Loyalty is Lost

The Reality Is: Millennials loyalty can be earned through good customer service

Girl: Customer service is very important to me

Boy: Customer service definitely is number one

Boy: Depending on customer service I will go back to a place if they did actually treat me well

Boy: You wanna feel welcome when you go to the stores

Girl: That makes a world of difference

Girl: And just who understands that your time is valuable

Girl: There are people obviously who you'll have bad experiences with and that just puts a sour taste in your mouth and you won't want to go back

Girl: I think it's important that companies make their representatives represent the company well. One person is deciding whether or not I'm going to shop with you again

The Reality Is: Millennials want something in exchange for their loyalty

Boy: Many of the stores that I frequent do offer loyalty programs with point systems that I take advantage of

Boy: loyalty programs are big

Girl: I like them opening up rewards cards for me

Boy: You feel like you want to go back to that store because you want to use your \$25 gift-card

Boy: So you know they'll give you 10%, 20% which isn't a lot, but it adds up

The Reality Is: Millennials want things personalized such as targeted promotions through email, text or social

Girl: I get postings from stores that I like and they have offers on there

Girl: I've seen certain deals that "oh if you share this deal on Facebook you'll get a certain amount off"

Girl: You get discounts through emails and you can actually use them, or you get them at your house and you just show up with your phone and they'll let you use it – it's perfect

Girl: You can give them your phone number and they'll send you a text when they have sales going on

Boy: There is a thing about the product and its cost, but there's also a big part about being treated like a valued customer