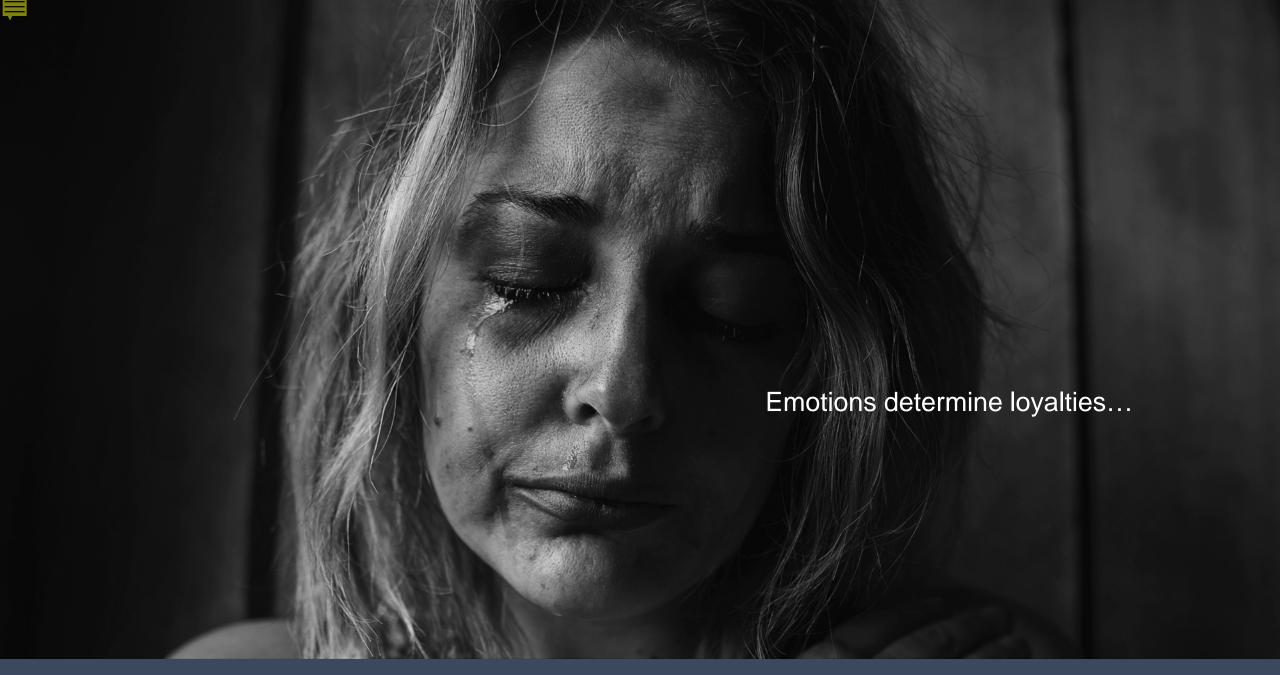


Bryn Anderson
Siteimprove Product Expert &
Inclusion Consultant



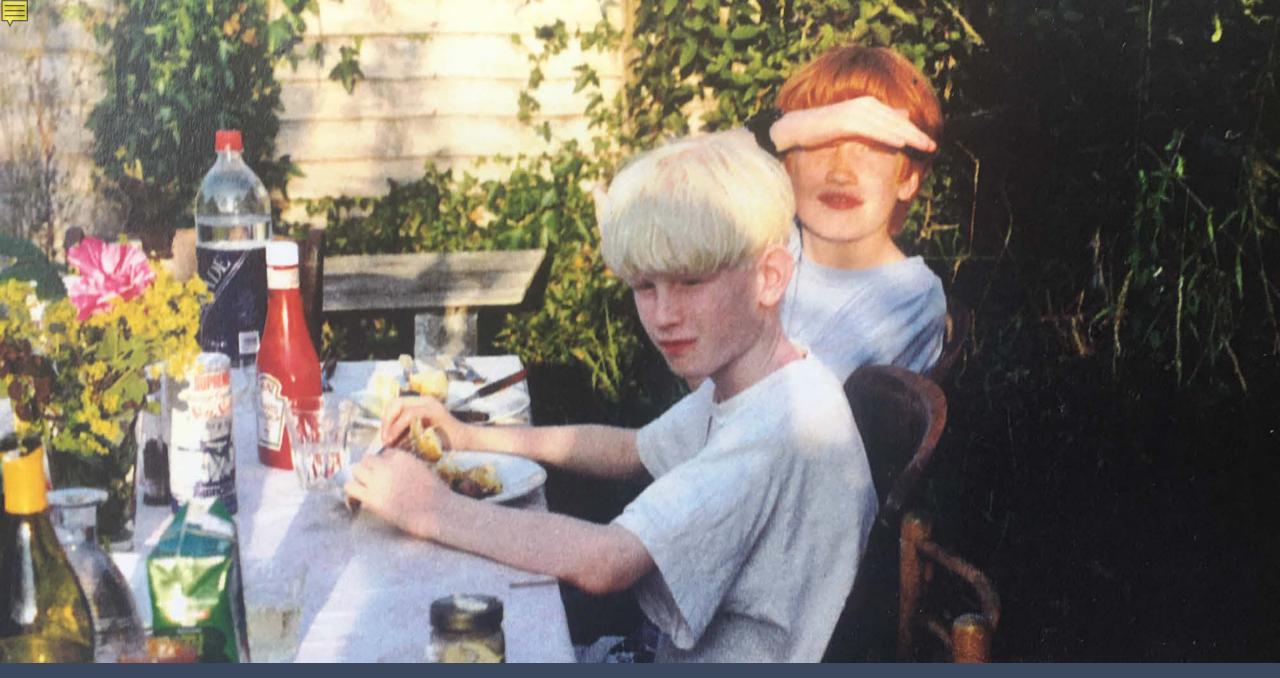


"Customer loyalty can be said to have occurred if people choose to use a particular shop or buy one particular product, rather than use other shops or buy products made by other companies." FT.com













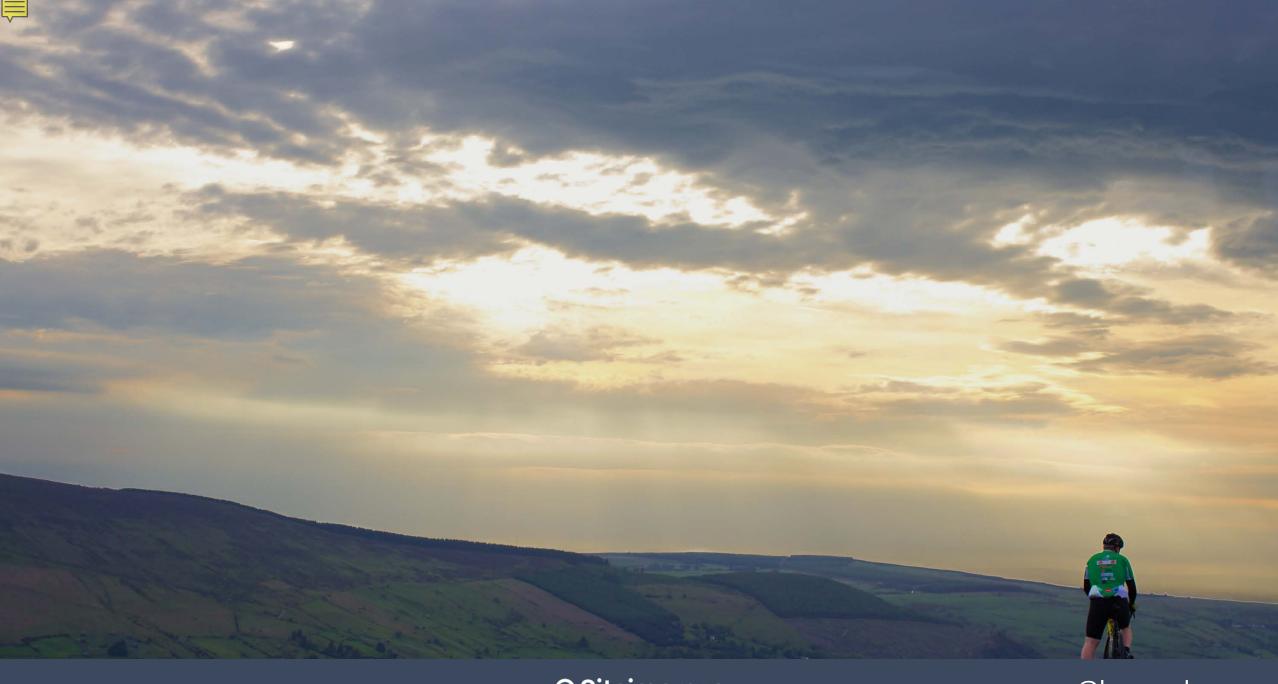
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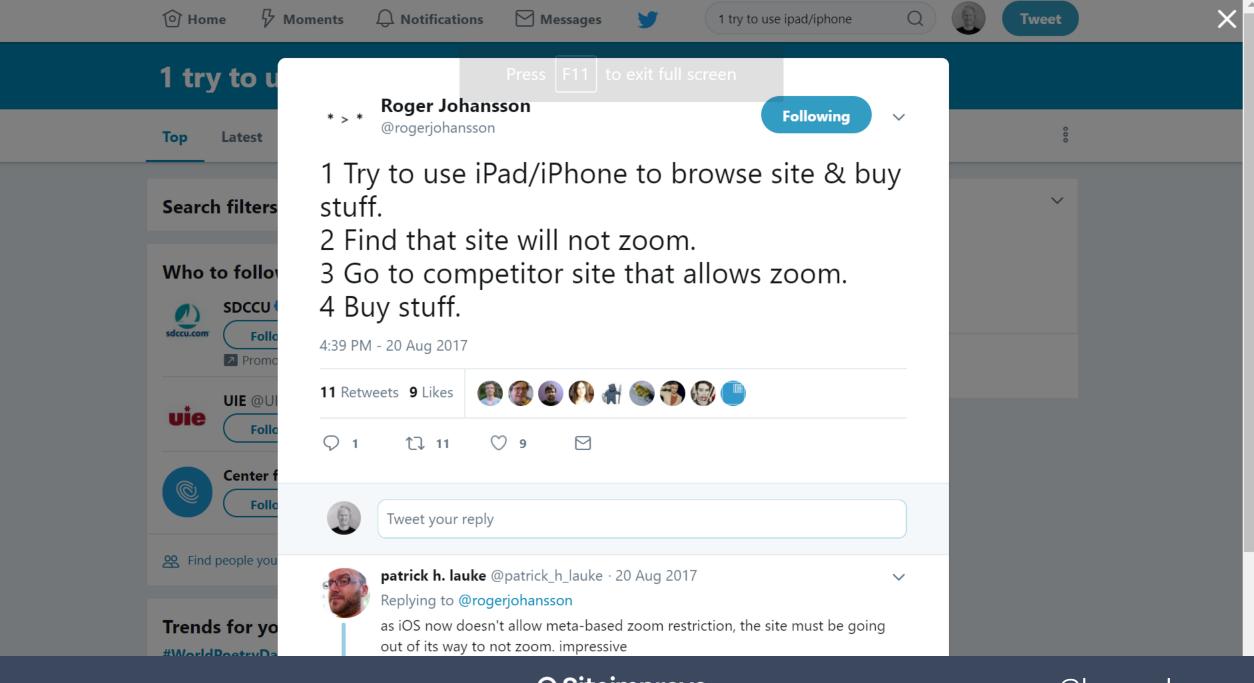
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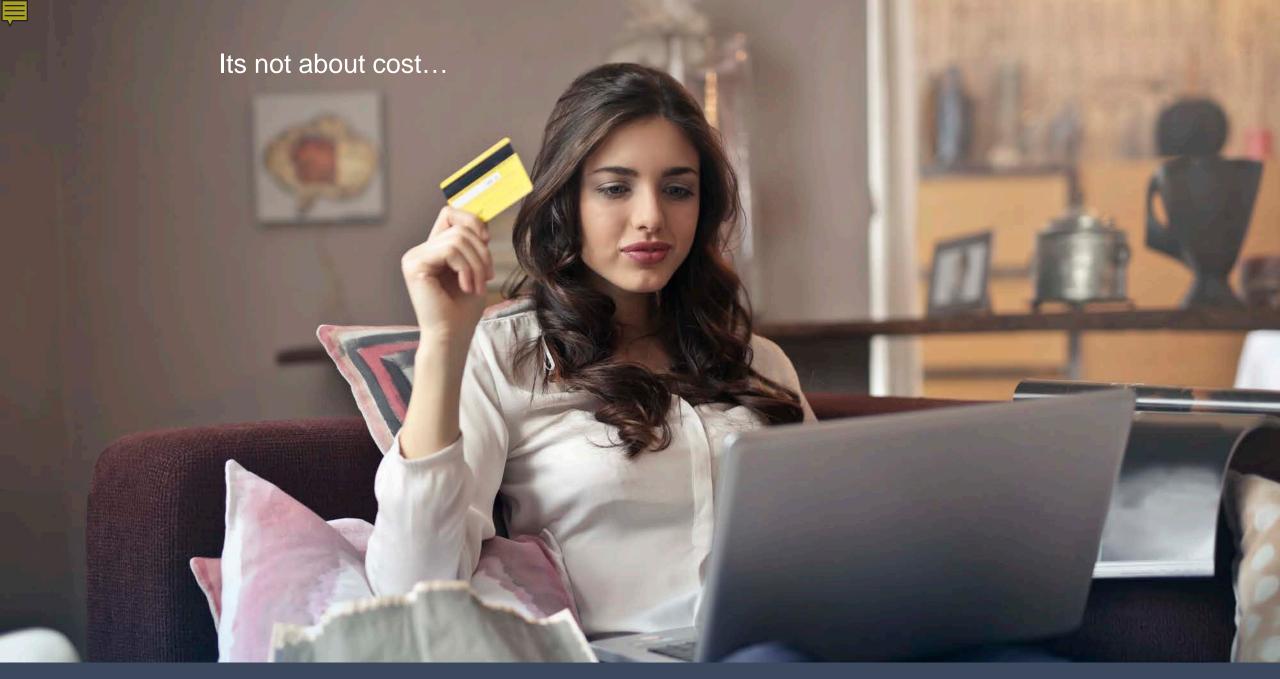


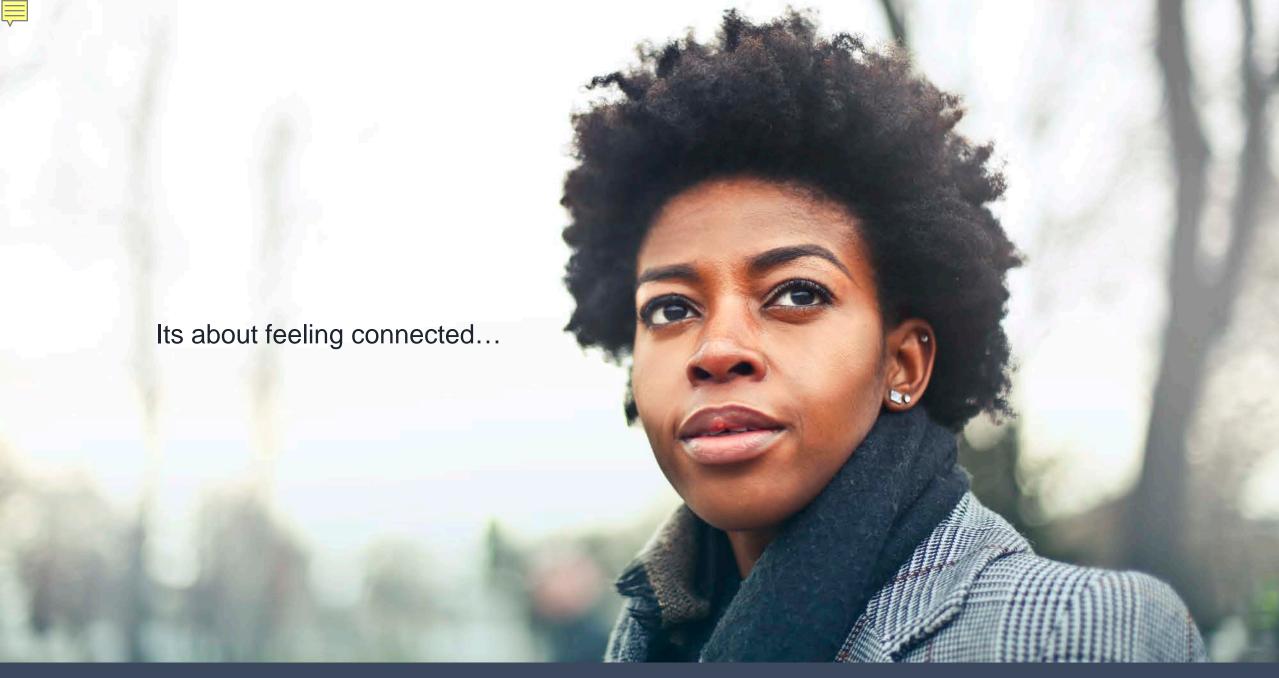
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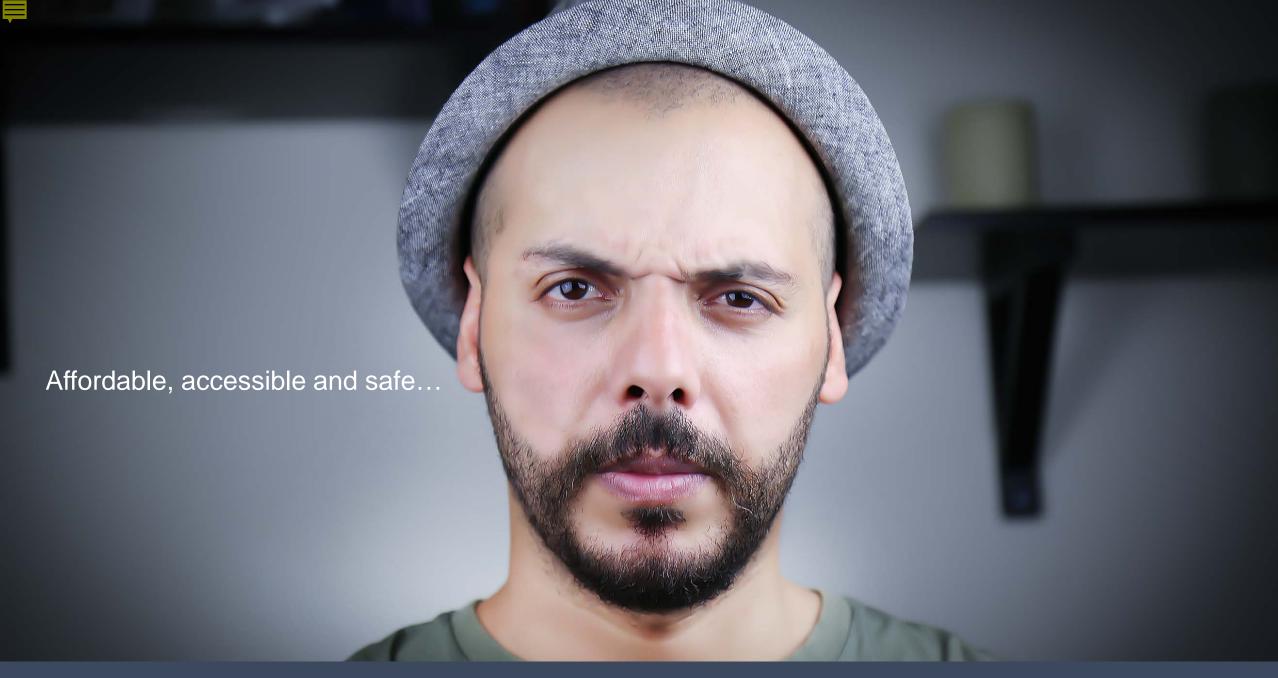


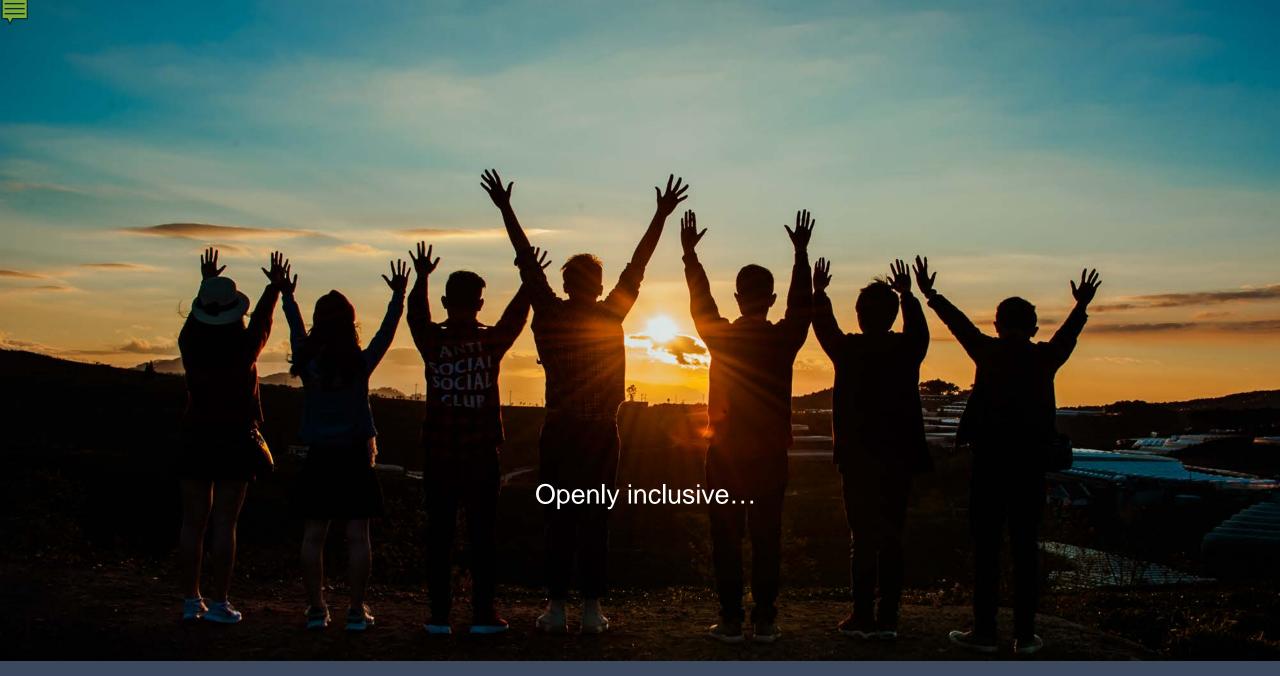


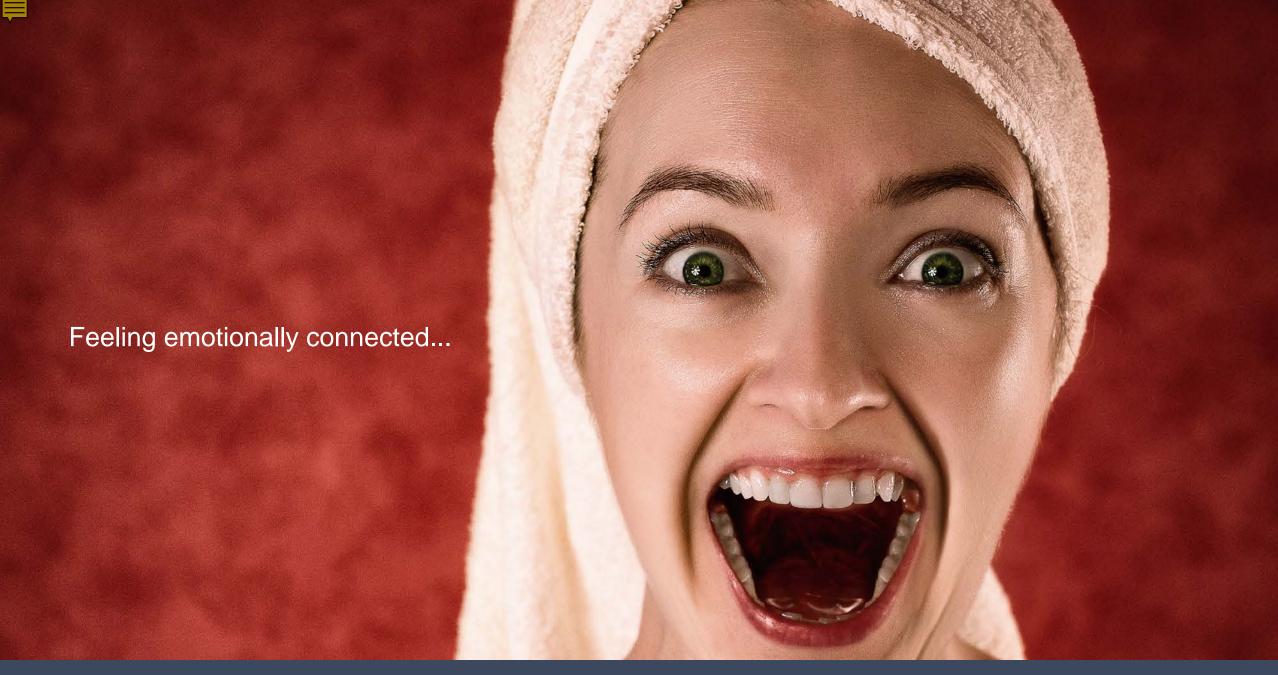












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Thank you!