

▪ Customer Recognition

Every contact you have with your customer should demonstrate your appreciation of their business. A simple thank you is often all that is needed. One-time promotions can both surprise a customer and stimulate a sale. Reward programs that allow customers to accumulate points for future use create long-term relationships.



Profitability. Customers will keep buying your product or service to get their rewards.

Benefit to you



Rationale

Customers want to get something extra for being loyal to you. If they can get additional products or services at no cost, all the better. Customers who participate in reward programs tend to shop with you exclusively, rather than go to your competition.



Implementation

You can design a reward program based on points tied to purchase amount, purchase levels or a combination of recency, frequency and monetary value of your individual customers. Customers can be notified of their rewards or access their accounts electronically to check reward status. The program can be administered by you or by Access CRM.



 RESOURCES

- Database Design System
- Direct Mail Service
- Email Operating System