

Customer Loyalty Programs

Who said customer service and customer loyalty was a thing of the past? Let us give you two scenarios to visualise and answer.

1. You are a customer and visit the same two cafés each week. You generally visit each one about once per week (a total of two visits).
2. Every week the same person serves you at the two cafes.
3. Café no. 1 and café no. 2 generally serve the same type of coffee and have similar service.
4. Café no. 1 gives you a coffee card where you get your 5th cup for free. They also give you a VIP card that entitles you to 10% off all meals, 7 days per week.



Q – which café are you now going to visit more?

A - Café no. 1 where you get your 5th cup for free + 10% on all meals

The answer is clear, and no matter how old or young or wise we are, everyone likes to be treated in a special way, and made to feel special.
So the keyword here is “SPECIAL”

No matter what business you have, customer loyalty programs can be introduced. **Marketing Mechanics** are the experts in devising, developing and implementing fantastic programs that are unique to your business.

Some food for thought... its easier and less expensive to sell to existing clients than to obtain new ones! You have already done the hard work in getting the client in your door or helping them buy your products and services. Now is the time to keep them there and up sell/cross sell. You will be amazed about the additional % in sales you can achieve!

For further information, call us today on **02 9565 2120** or [email us](mailto:info@marketingmechanics.com.au)

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