



CiLOYALTY

When developing a loyalty program, you must ask yourself three very important questions:

- Are my initiatives creating loyalty to 'points and prizes' or to the brand?
- Can I really measure the results?
- Am I getting a return for the business?

WHAT'S YOUR CUSTOMER'S 'CARE FACTOR'?

Without loyalty to your brand, you could be giving away profits to people who are happy to switch allegiances the moment something new comes along.

When you create a deep one-on-one relationship with your customers, and can measure the real return on investment, your long term profits soar.

CiLoyalty can develop loyalty programs from scratch, or evaluate and refine existing programs, to help you achieve your business goals. Whether it's short or long-term, multi or single-tiered, even domestic or global, we take every step strategically - and measurably.

Our extensive loyalty program services include:

- Program research
- Development of reward program strategy
- Design and production
- On-line data management
- Redemption and incentive program tracking
- A suite of travel, merchandise and lifestyle rewards

Contact us to discover the many ways CiLoyalty can add magic to your own loyalty program.

Visit www.ciloyalty.com

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