



News Brief

Loyalty schemes must offer clear added value

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As the retail space develops and changes with increasing pace, so must marketing service providers and the product and service offerings they develop, keeping pace with consumer and retailer needs on both an innovative and technological footing, according to loyalty firm Consumer Benefit Services Inc. The company operates the 'CommunityFirst + Personal Rewards' loyalty programme, which was created to generate income opportunities for financial institutions and merchants while benefiting participating customers and their personally chosen non-profit organizations. In this programme, participants earn points from their sponsoring financial institution on every credit and debit card purchase. Through another innovation – a Financial Product Cross Selling Platform – members also earn bonus points on other products and services from the financial institution (such as mortgages, home equity loans, auto loans, investments, and so on). Bonus points can also be earned by making purchases at participating merchants and using the credit/debit card of the sponsoring financial institution. This kind of programme provides a motivation to change personal shopping behaviour to support community based charitable causes.

Web: <http://www.consumerbenefit.com>

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