

LOYALTY PROGRAM DESIGN SERVICES

In today's fierce market place, rewarding your customers' loyal and valued behavior isn't just common sense – it is point of entry.

The question isn't whether to deploy a rewards strategy; the real question is what should your loyalty strategy look like?

We understand that the choices, options and decisions can be overwhelming, especially when you still have to do your day job! There are many paths to choose from, but only one destination.

Reward Paths helps companies navigate their way to effective, successful loyalty programs. We understand success for both your customer base and your bottom line. We provide the full spectrum of expertise to design, analyze, and



understand all operational and financial parameters before you launch your loyalty program – whether your customers are small businesses,

consumers or employees – we can help. We are the Right Choice, First Time to become your loyalty strategy or program design partner.

Design Paths

Design Paths™ is a flexible suite of consulting solutions dedicated to designing and delivering successful rewards programs to our clients. Whether your objectives are to retain best customers, drive incremental revenue or motivate your employees and channel partners, you need a strategic road map and a comprehensive program plan before you implement. Choices need to be fully explored, aligned with both your marketing objectives and the financial requirements of your enterprise. Choices need to be systematically put through the rigorous lens of the loyalty marketplace. Will your

customers respond? Why? Is your program design sufficient to differentiate from competitors or will it become more of the same malaise that currently dominates the rewards landscape in your industry? Can you enable and operationally deliver? What tools, technologies and added skill sets will you need? What is the probability of financial success over time?

We are a highly customized service provider who strongly believes that every rewards program has a unique foundation based upon your goals, customers, employees, brand equities and competitive

environment. Our program design approach mirrors that belief and draws upon extensive expertise across two continents and dozens of industries.

- Classic points programs involving a proprietary currency
- Auction programs utilizing an auction-only currency or combined with points
- Coalition marketing programs with a shared, common currency
- Merchant/Service funded networks
- Soft currency designs (points plus real currency)
- Communications only and Engagement marketing programs

BUSINESS MARKETS SERVED

We specialize in serving clients in the following industries:

- Industrial Trades, especially sellers of finished goods, component parts and raw materials in the electrical, construction, plastics, landscaping sectors
- Maintenance, Repair and Operations sellers of replacement parts or services
- Technology markets, especially technology consumables in the computer equipment and supplies arena
- Consumer products companies selling to small businesses, convenience store channels, gasoline retailers or institutional/food service markets
- Distribution and Supply companies in the freight, packaging, printing, mailing and fulfillment industries
- Business-to-professional marketers whose customers include lawyers, accountants, consultants, teachers, beauty professionals/salon operators, architects, dentists and other highly specialized, professional services firms
- Telecommunications industry serving schools, small businesses and institutional customers

CONSUMER MARKETS SERVED

We specialize in serving clients in the following industries:

- Specialty Retail, including multi-channel merchants
- Entertainment, recreation and hospitality markets
- Casino Gaming, especially riverboat and native-American operators
- Financial markets, especially community banking and credit union organizations
- Restaurants
- Consumer products companies, especially packaged goods marketers.

DESIGN SOLUTIONS

Reward Paths consulting team offers tangible, experience-based program design services to address the following situations:

- **Loyalty Assessments** – Is loyalty right for me and my customers? What might it look like and how favorable does a preliminary business case appear to be?
- **Loyalty Audits and Refreshments** – How does my current program compare to others in my industry? To best practices? What new program features can I add to refresh and reinvigorate my program?
- **Loyalty Training and Education** – Practical, principles-based training and educational workshops for your loyalty, marketing, communications, agency, technical and customer care teams who support your current/planned loyalty strategies
- **Complete Program Design** – Comprehensive program planning including all customer strategy and segmentation decisions, structural design criteria, value proposition and benefits construction, program ops, communications planning, technical requirements, member care and program rules, redemption strategies, exit strategies. The complete package.
- **Loyalty Finance** – What does the designed program mean for loyalty marketing budgets? How much lift, shift or retention impact must I obtain with this design in order to reach an acceptable level of ROI? By when? With what probability of success? Will breakage be important? Should I charge members a fee?

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