

CUSTOMER LOYALTY SCHEME- PROMOTIONAL VOUCHER

Regular shoppers at the Houston Department Store can join the Bonus Card loyalty programme which allows them to collect bonus points. The store can also collect valuable data on individual customer's buying patterns. This means that when they mail promotional material to the customer, they can target it more effectively. A shopper who predominantly visits a certain department will be more tempted by offers for that department. Conversely, the store may encourage the shopper to visit other departments.

The marketing team can use these promotions to target specific premium lines or to clear stock. They can also choose discount levels based on the buying power of the customer. Lapsed customers can be coaxed back by higher discount levels. The customer's long-term loyalty is at stake here - not the value of a specific promotion.

This voucher gives the following options:

- Offers are targeted to a specific department
- Voucher value is determined by the customer profile

The voucher and associated literature are printed in offset-quality colour

- High-quality printing reflects the quality image of the store
- Targeting makes the voucher relevant to the customer and hence maximises response
- Variable and versioned portions of the mailer can have the same look-and-feel as conventionally-produced components

Customer: Dear Mr Mangold

Loyalty-programme: Bonus Card 001-345-889

Barcode: LT2920472-01

Card number: HOUSTON DEPARTMENT STORE

Value: 10\$

Validation: Electrical Department

Department: Voucher valid from 1-Oct

SAMPLE OF DATABASE

Customer	Number	Department	Department pic	value	Date
Mr Mangold	001-345-889	Electrical	D1	10	1-Oct
Ms. Evans	001-657-986	Food	D2	15	2-Nov
Mr. Clarke	002-733-243	Furniture	D3	25	2-Jan