

where
123 POINTS
 score

...where a
25% DISCOUNT
 counts

What's best
 for your
 Customer
 Loyalty
 Program ?

Not Applicable to "Public Relationship
 Management" Programs

POINTS

**CUMULATIVE
 REWARDS** The customer
 scores points with every purchase
 and redeems the accumulated
 points later.

DISCOUNTS

**IMMEDIATE
 REWARDS** Customer
 is given a cash discount as a
 reward each time that he
 makes a purchase.

THE POINTS ADVANTAGE!



1. Increases the cost of switching for the customer once he is engaged
2. Points help in fostering long-term relationships and customer retention
3. Provides detailed insight into customer behavior (using tracking systems)
4. Allows closely targeted marketing programs, hence achieves greater ROI



THE BENEFITS OF A DISCOUNT!

1. Short-term and Instant benefits to customers (and businesses)
2. Discounts help in initiating new relationships (acquisition)
3. Can be executed with low initial investment (lower break-even cost)
4. Are simpler to manage and explain to customers

WHERE POINTS ARE POPULAR



1. Products with a high frequency of purchase like groceries, petrol, apparel
2. Premium products/services such as airline tickets, hotel stays, etc



AND WHERE DISCOUNTS DELIVER

1. Products with high cost and low frequency of purchase like white goods & PC hardware
2. High involvement services/products such as magazine subscriptions, apparel, etc

SurfGold advises businesses on a course of action beyond points and discounts. We develop customized 'hybrid' loyalty programs that are ideal for your business and deliver greater ROI. Our methodology demonstrates strategic, operational and analytical expertise in evolving profitable marketing programs for organizations. To find out how, just write to us at loyalty@surfgold.com

SurfGold
 Building Loyalty in Relationships