

# BUILD SUCCESS WITH LOYALTY!



**Build strong relationships, and let customers know how much they are appreciated with a Loyalty Program!**

- Focus on the Long Term
- Target Key Customers
- Develop a Method to Track Your Success
- Reinforce Relationships

## BENEFITS FOR YOUR CUSTOMERS:

- Appreciation
- Dedication to the brand/company
- Brand name merchandise rewards
- Increased satisfaction

## BENEFITS FOR YOU:

- Increased ROI
- Increased client referrals & repeat business
- Engaged customers
- Higher customer satisfaction
- Reinforced relationships
- Valuable customer insight



## HERE ARE THE FACTS:

- ▶ Satisfying and retaining current customers is 3 to 10 times less expensive than acquiring new customers.
- ▶ A 5% reduction in the customer defection rate can increase profits by 25 to 80%.

*Source: Return On Behavior Magazine*

**Give them the recognition they deserve!**

Call Rymax today to start a Loyalty Program!  
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