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FOR IMMEDIATE RELEASE:

**JOIN RYMAX MARKETING SERVICES IN CELEBRATING
INTERNATIONAL CUSTOMER LOYALTY MONTH**

PINE BROOK, NJ – April 19, 2011 – International Customer Loyalty Month is celebrated each April and serves as an important reminder of how building a loyal customer base can help drive the long-term growth of an organization. Rymax Marketing Services, Inc., the Largest Manufacturer's Representative in the premium and incentive industry, is extending the news of this business holiday for 2011 by sharing some industry know-how to energize companies across North America to take some simple, effective steps towards converting would-be customers in to brand ambassadors.

According to a study by Bain and Company, a one percent increase in customer loyalty is equivalent to a 10% cost reduction, and a five percent increase in customer retention can increase a company's profitability by 75%. Simply put, investing in ways to enhance loyalty is both impactful and measurable. Times have changed dramatically from the days when loyalty was dictated simply by habit, convenience or family tradition, and companies must evolve too.

Five simple steps to drive customer loyalty for your company:

- **Be creative:** To initiate customer trial, marketing efforts should include innovative approaches to differentiate your brand from the competition in ways besides just price.
- **Leverage what you have:** Once a customer relationship is established, retention is essential and referrals are integral to build business.
- **Create a positive experience:** Regardless of company size, positive customer service and brand interaction can be simple to do and has a lasting and memorable effect.
- **Make it personal:** To capture the attention of potential customers or business partners, personalize the relationship to maximize the impact.
- **Provide incentives:** Recognize and reward customer behavior to drive repeat business.

Acknowledging customer behavior and rewarding them for their actions is at the core of an effective, structured recognition and reward program. Rewards can be tailored to fit the targeted audience and can range from a discount on future purchases or a complimentary service, to a points-based incentive program with aspirational merchandise available for redemption. Merchandise rewards in particular serve as a tangible reminder of an interaction with a company, reinforcing the positive memory and building brand allegiance.

Companies interested in focusing on proven business-building tactics this April should look to companies like Rymax that implement successful, creative customer loyalty programs year-round. Loyal customers are the cornerstone of any business, and there is no better time – or holiday – for organizations to evaluate what

actions they have been taking and ways they can improve how they engage with consumers to drive customer loyalty.

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About Rymax

Pine Brook, NJ based Rymax Marketing Services, Inc. is the largest National Direct Manufacturer's Representative in the incentive industry, providing quality brand name merchandise to a variety of industries worldwide. In addition to providing merchandise rewards for incentive programs, promotions, and corporate gifts – Rymax manages total incentive solutions, helping companies achieve their goals through motivating employees and increasing customer loyalty. For more information, visit www.rymaxinc.com.