

# BRANDWORKS



## LOYALTYWORKS

LOYALTY PROGRAMME FOR  
SMALL AND MEDIUM RETAILERS

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A simple, cost effective method to  
retain, nurture and lock-in your customers!



## Why a Loyalty Programme

In today's financially choking times, it is important to find ways and means to maximise your revenues. It is often seen that businesses put in great time, effort and money to try and get in new business but forget about their existing customers and how to retain them.

Research has show that you can retain a customer for just 1/7th the cost that you would otherwise incur to gain a new customer. Therefore, it makes an absolute sense to put in some effort in trying to find ways and means of retaining existing customers.

And this is where the Loyalty Programme comes in. Called by various other names, such as Membership Programs, Customer Relationship Programs, Privilege Programs - this is a very cost effective way to keep your existing customers with you for the long haul.

## Advantages of the Loyalty Programme

- The biggest and No. 1 advantage of such a program is that you tie-in a customer for a period of time!
- It's a very cost effective program to put in place and sustain on a long term basis.
- Given your customer profile and your relationship with them, you may recover the cost of the program even within a month.
- The program enables you to collect data of your customers, which you can then use to further your business through periodic offers.
- You can communicate with your customers on a regular basis through electronic newsletters, thereby saving on the cost of producing (printing) newsletters, envelopes and postage.
- And lastly, with your card in their pockets, the customers will keep returning back to you.

## What you require to start a Loyalty Programme

- The first thing is the will and desire to have a Loyalty Programme in place.
- The Card - plastic cards like credit cards, 760 microns thick, with sequential numbering and a strip at the back where you can put the validity date.
- Membership Forms - on which you can collect your customers' data - DL size (1/3rd A4), printed one side
- A date stamp - to stamp the 'Valid up to' date
- A PC or a laptop in your shop to enter the data in Excel format. Brandworks can give you a formatted Excel Sheet for you to enter data or you can send us your filled forms on a periodic basis and we can do the Data Management for you (extra charges apply) .



## The Enrolment Process

- Keep in the Enrolment Fee as low as possible - just enough to cover the cost of production. The more cards you can get into customers' pockets, the more number of customers get tied-in.
- Get the customer to fill in his/her details in the Membership Form.
- Stamp the 'Valid up to' date on the reverse of the card.
- Note down the number of card issued, on the Membership Form.
- That's it!

## The costs involved

<b>LP-500</b>			
500 Membership Cards	:	₹	12,500
500 Membership Forms	:	₹	500
Designing Charges	:	₹	1,500
Total Spend	:	₹	14,500
<b>COST OF ACQUISITION PER CUSTOMER</b>	:	₹	<b>29</b>
Income - 500 Members @ ₹ 50	:	₹	25,000
<b>Net savings on Production costs</b>	:	₹	<b>9,500</b>
<b>LP-1000</b>			
1,000 Membership Cards	:	₹	22,000
1,000 Membership Forms	:	₹	1,000
Designing Charges	:	₹	1,500
Total Spend	:	₹	24,500
<b>COST OF ACQUISITION PER CUSTOMER</b>	:	₹	<b>24.50</b>
Income - 1,000 Members @ ₹ 50	:	₹	50,000
<b>Net savings on Production costs</b>	:	₹	<b>25,500</b>
<b>LP-2000</b>			
2,000 Membership Cards	:	₹	38,000
2,000 Membership Forms	:	₹	2,000
Designing Charges	:	₹	1,500
Total Spend	:	₹	41,500
<b>COST OF ACQUISITION PER CUSTOMER</b>	:	₹	<b>20.75</b>
Income - 2,000 Members @ ₹ 50	:	₹	1,00,000
<b>Net savings on Production costs</b>	:	₹	<b>48,500</b>
<b>LP-4000</b>			
4,000 Membership Cards	:	₹	60,000
4,000 Membership Forms	:	₹	3,000
Designing Charges	:	₹	1,500
Total Spend	:	₹	64,500
<b>COST OF ACQUISITION PER CUSTOMER</b>	:	₹	<b>16.13</b>
Income - 4,000 Members @ ₹ 50	:	₹	2,00,000
<b>Net savings on Production costs</b>	:	₹	<b>1,35,500</b>

# BRANDWORKS

We Design & Print!

Advertisements Brochures  
Carbonless Forms Document  
Folders Envelopes Flyers &  
Leaflets Glowsign Handbills  
Inlay Cards Journals  
Kiosks Logo Design Menu  
Cards Newsletters Outdoor  
Media Posters Quality  
Rollup Banners Stationery  
Translites User Manuals  
Visiting Cards Websites Xtras  
Years Of Experience Zee Cards



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It's all about making the right moves!