

The More You Shop, The More You Earn

RepeatRewards Program Increases Store Traffic

Whether it is for an anniversary, birthday or just for being a valued customer—wouldn't it be nice to reward your valued customers?

Now Orgill customers can do just that through the RepeatRewards Customer Loyalty Program provided by Pro/Phase Marketing. Through this program, customers earn points for every dollar spent in a store, and then they receive a coupon or discount based on their number of points. Customers can also receive rewards for a birthday or anniversary.

"Basically, this is a point-based program. For every dollar they spend they earn a point and each retailer gets to set their own threshold. We've seen everything in hardware stores from a 2.5 percent payback to a 5 percent payback. It really depends on profit margins. We actually see that a 2.5 percent payback can be very successful. For every 200 points, we would mail a five dollar certificate," says Elliot Eskin, president/CEO of Pro/Phase Marketing.

Eskin adds that customers are more likely to spend extra

money in a store if they have a coupon or gift certificate.

"They actually spend from 2.5 to 4 times the amount of money. The program is really powerful because people feel empowered; they essentially have five bucks in their pocket already," he says.

Denise Sullivan, Orgill's retail programs manager, says that retailers have seen good results with RepeatRewards. "It's a great way to keep your customer loyal and keep them coming back to your store. RepeatRewards does the administrative work, all the retailer has to do is sign up people and RepeatRewards takes care of the rest," she says. Once the retailer signs the customer up for the card, the customer keeps the card and it can be swiped for each one of their purchases. RepeatRewards tracks the amounts spent and mails out the rewards.

"We do all the work for them and there are several ways that they can collect the transaction information," adds Eskin. Retailers can use

a terminal to monitor their customers or use a POS system. Eskin says that there is also a Website that allows retailers to see 20 different reports about customer activity. RepeatRewards can also serve as a marketing tool where the retailer can target certain customers and send out e-mails or postcards to them. Retailers can also give them extra rewards. "We really try to encourage retailers to reward their best customers," says Eskin.

One Orgill retailer that has had a great experience with RepeatRewards is Mark Bates, president of Bell and Bates Home Center in Quincy, Fla. Bates says, "We are pleased with the results that we have seen. We were able to identify a lot of cash customers. We didn't realize that certain customers were spending so much money with us." Bates adds that as of December, almost 1,300 customers have signed up for the program since it was implemented in October 2007. Certain customers

come in his store a few days a week, but until he started using the program, he had no way of tracking how much money these customers were spending in his store. "I think there are two benefits: one is that we are rewarding our good customers and we are able to identify who they are," says Bates. He adds that because RepeatRewards takes care of most of the paperwork, the program has been really worthwhile for him. "It's very beneficial for us because it doesn't require much work on our end," he says.

Instead of solely focusing on gaining business through new customers, Bates has discovered the importance of also focusing on existing business. Bates has found it worthwhile to spend money on keeping his current customers loyal and keeping them coming through the doors. "I think it has paid off," says Bates.

Call Pro/Phase Marketing, Inc. direct at 866-876-2737 for more information or to sign up today.



Start your new year off right by getting your customers (or prospects) to come in more often and spend more money.