



Case Study - Fostering Customer Loyalty

A prestige fragrance company wanted to establish an on-going relationship with purchasers of their designer fragrance. The company did not have a loyalty strategy specifically focused on their high-end customers.

Premiere Response developed a plan to include:

- Strategy Sessions
- Development of the business reply card
- Creation, answering and management of the 800 number
- Database development, management, and reporting
- Fulfillment of gifts
 - Writing and printing personalized, customized note
 - Specialized packaging of gift items (hand wrapped in specialty tissue)
 - Picking, boxing and shipping
 - Warehouse storage
- Quarterly program evaluations

Strategy Sessions

Premiere Response participated in and led brainstorming sessions with the designer company to determine an appropriate loyalty strategy. Premiere Response proposed a loyalty campaign in which customers would R.S.V.P. to be contacted by the company to receive promotional materials. In order to establish a relationship with customers, they must agree, in writing, to be contacted either via the telephone, email or regular mail.

Business Reply Card

A business reply card was developed by Premiere Response, in conjunction with the company's marketing team, and included with each purchase of the designer fragrance. Customers either completed the card and mailed it or called a specially designated 800 number to say they wanted to participate in the program. Fifteen thousand customers elected to participate in the program.

The 800 Number

An 800 number was established exclusively for the designer fragrance customer. Specially trained consultants spoke with customers. In addition to capturing contact information, the consultants asked customers several questions about their personal preferences and uses of the fragrance collection.



The Database

All collected customer information was put into a proprietary database and was used to develop additional marketing and loyalty programs tailored to customer preferences. The database was further segmented to include targeted mailings by type of preferred customer and geographic location.

Fulfillment

To enhance the luxury experience, customers received tri-annual gifts. The gifts were samples of new items from the designer and other related items that coordinated with the signature collection of fragrances and products. Each gift included a personalized, customized note and was hand-wrapped in specially branded tissue paper that was then packed into a special box.

Results

Quarterly, Premiere Response meets with the company to review the program. The established customer relationships have continued for over two years. Each customer “touch” reinforces the exclusivity and luxury of the products they have purchased.

A random sample of customers was offered the opportunity to purchase the collection by calling a special 800 number. Purchasing behaviors have been tracked and show that customers have remained loyal to the members-only program and to the designer fragrance.