

This is WHY I EXPO



## Creating Client Loyalty

PPAI EXPO

---

---

---

---


---

---

---

---

This is WHY I EXPO



A customer continuing to believe that your organization's product or service offer is their BEST option.

It best fulfills their value proposition and they take that offer whenever faced with a purchasing decision.

PPAI EXPO

---

---

---

---

---

---

---

---

This is WHY I EXPO

You will know they are loyal when:

- Your customer transacts with a brand on an ongoing basis
- Your customer only buys only from you
- Your customer is an outspoken advocate for your brand

PPAI EXPO

---

---

---

---

---

---

---

---

This Is WHY I EXPO

## Recognize that Loyalty is More than Just Behavior

- Contract in place
- Too much effort to switch
- Low cost provider
- Relationship with an employee
- Habits are hard to break



---

---

---

---

---

---

---

---

This Is WHY I EXPO

## Loyalty Program

Surprise and Delight Customers

- New Customer Gifts
- Birthday Gifts
- Referral Gifts
- Baby Gifts
- Travel Gifts
- Celebrate Non-Traditional Holidays



---

---

---

---

---

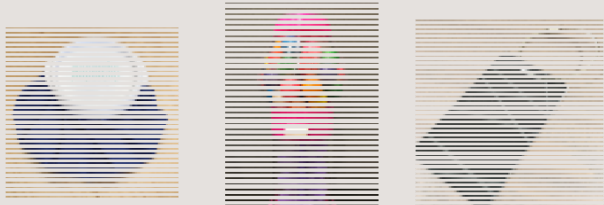
---

---

---

This Is WHY I EXPO

## Loyalty Program



---

---

---

---

---


---

---

---

This Is WHY I EXPO

### Loyalty Program



PPAI EXPO

---

---

---

---

---

---

---

---

This Is WHY I EXPO

### VIP program

Pay Special Attention to your top 20 contacts

- Thank you notes
- Special Birthday Gifts
- Touch points that aren't sales oriented
- Personalized Service

PPAI EXPO

---

---

---

---

---


---

---

---

This Is WHY I EXPO

### VIP program



PPAI EXPO

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

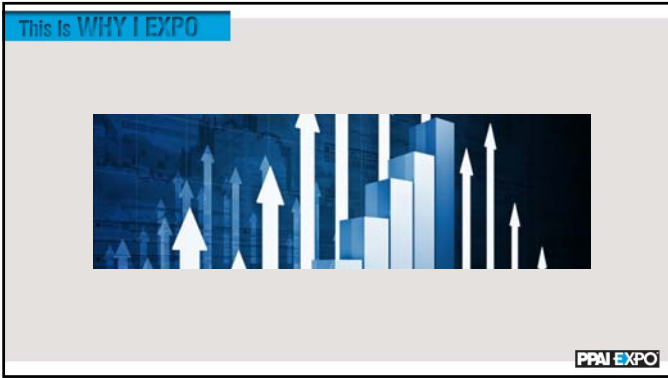
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

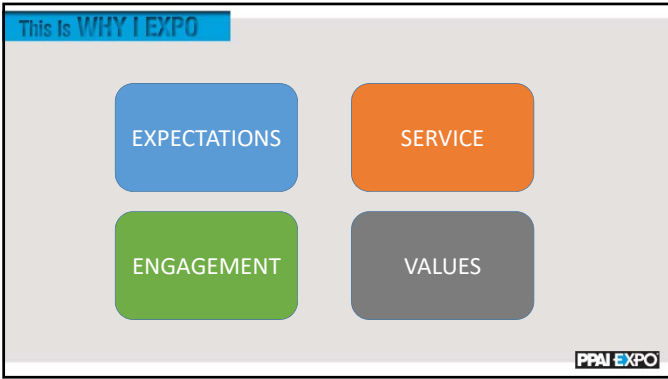
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

This Is WHY I EXPO



PPAI EXPO

---

---

---

---

---

---

---

---

This Is WHY I EXPO

ASK FOR FEEDBACK GET PERSONAL  
**RIGHT EMPLOYEES**  
**LOYALTY PROGRAM**  
 EXCELLENT SERVICE SHARE VALUES  
 DON'T NEGLECT **BE RELIABLE**  
 CREATE COMMUNITY  
**CONTENT MARKETING**  
 BE TRANSPARENT ADMIT MISTAKES  
**EXCEED EXPECTATIONS**  
MAKE LIFE EASIER

PPAI EXPO

---

---

---

---

---

---

---

---

This Is WHY I EXPO



It's not easy

PPAI EXPO

---

---

---

---

---

---

---

---

This Is WHY I EXPO



80% of CEOs believe they deliver a superior customer experience

but only 8% of their customers agree

PPAI EXPO

---

---

---

---

---

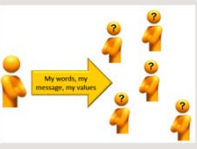
---

---

---

This Is WHY I EXPO

- Customer might have different priorities
- Inconsistent Levels of Service
- Bad Timing
- You don't know what makes them happy
- Too much ME and not enough YOU



PPAI EXPO

---

---

---

---

---

---

---

---



Recap

---

---

---

---

---

---

---

---

This Is WHY I EXPO

**REMEMBER TO:**

- Find out what is important to your customers
- Identify your VIP contacts and plan 4 touch points for the year
- Surprise and delight your customers
- Share your values
- Realize that every communication is an opportunity to increase their loyalty
- Have Fun




---



---



---



---



---



---



---

This Is WHY I EXPO

Ruth Verver  
[ruth@paperclippromotions.com](mailto:ruth@paperclippromotions.com)  
 @cliphappens




---



---



---



---



---



---



---