



## Attracting A New Customer Costs 5 Times As Much As Keeping An Existing One

One of the most critical needs for nearly every business is how you retain your most valuable customers? In addition to providing a great product/service, TouchPoint can develop some innovative programs to keep your customers coming back for more. What's even better is to have your most valuable customers become a valuable sales network utilizing social media and referral programs.

Let TouchPoint show you how you don't have to settle for the status quo and evolve your business by engaging your target audience to be loyal lifelong customers.

### Loyalty Program Elements

- Tiered Goals and Thresholds
- Registration and Segmentation
- Surprise and Delight
- Point Bank Management
- Coupons
- Surveys
- Program Reporting
- Triggered and Campaign Communications
- Accommodates All Rewards
- Global

### Program Types

- Communication
- Referral
- Point-based

### Other Services

- Rebates, Sweepstakes, Coupons
- Sales/Channel Incentive Programs
- Employee Recognition
- Premium and Product Fulfillment
- Promotional Products

### About TouchPoint Promotions

- 10+ million transactions yearly
- Range of clientele, including Fortune 500
- Based in Phoenix, Arizona

Learn more how TouchPoint Promotions  
can help you increase sales.

[trhoades@touchpointpromotions.com](mailto:trhoades@touchpointpromotions.com)  
[www.touchpointpromotions.com](http://www.touchpointpromotions.com)

480-668-9400 ext. 209

