

Name: _____

Date: _____

Period: _____

Customer Loyalty Promotions

Directions: Customer loyalty promotional programs are designed to build long-term relationships between the company and its target audience. Some retailers use frequent buyer programs to reward customers who spend a certain dollar amount each year. These customers receive discounts, sales notices, product samples, and other benefits.

Compare and contrast two existing customer loyalty programs at a retail establishment or any other type of business.

1. Name of business #1: _____

a. Describe the customer loyalty program offered:

b. What are the benefits of this program?

c. What areas do you feel need to be improved for this loyalty program?

2. Name of business #2: _____

a. Describe the customer loyalty program offered:

b. What are the benefits of this program?

c. What areas do you feel need to be improved for this loyalty program?

Create your own customer loyalty program.

1. What is the name and type of business you will be using in your example?

2. What is the overall mission and/or purpose of your customer loyalty program?

3. Include the directions that your customers will need to follow to participate in your customer loyalty program.
