

# Customer Retention

## Retention E-Coupon and VIP Service

A White Paper  
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*Retention is defined as "An ability to recall or recognize what has been learned or experienced."*

The target platform application of this paper is the electronic distribution of marketing messages or coupons to established buyers.

The speed of a buying decision has been increased with new technology providing marketing materials to a buyers hand via cell phone or mobile computing device.

The RETENTION platform integrates with existing equipment to gather customer information to quickly process media to selected or demographically targeted groups, reflecting multiple products, simultaneously with print or broadcast campaign programs.

#### TRADITIONAL METHODOLOGY

During the past three years marketing has broken the mold of mass media to include the personalization of advertising into a handheld device.

Product placement and web site innovations continue to define non-traditional methods of marketing. Marketing communication by E-mail is almost a separate specialty, reaching qualified customer with a high loyalty quotient.

Reaching a few thousand clients electronically on a weekly or monthly basis can be an expensive investment in both hardware and personnel. A single store in the food delivery industry may complete a transaction with three thousand individuals per month. Maintaining a data base of preferences for marketing can be bothersome without dedicated staffing.

#### RETENTION EXECUTION

This product interfaces with existing database information to market quickly to customers. Starting with basic e-mail and fax messaging in one-to one or one-to-many applications *RETENTION* can incorporate web based messaging or voice based messaging integrated with marketing pieces.

Reaching a large volume of customers with real time results can lead to real time decisions for increasing profit.

## APPLICATION SUMMARY

Marketing electronically now incorporates vehicles from large screen displays to tiny handheld devices. Rapid response to cultural changes and target marketing are almost necessities in the new competitive environment.

The *RETENTION* platform brings electronic marketing integration to the store level.