

Overview: Products & Services

Customers

Employees

Sales Channels

Strategy

Research

Data/Analytics

Marketing

Branding

CRM

Training

Rewards

The case for loyalty management

With all the challenges facing organizations today why spend time and resources on loyalty?

The answer is quite simple. There is nothing more important for companies to understand, manage and optimize. Studies have concluded that in a number of different industries, a single digit increase in customer retention can dramatically increase the efficiency and profitability of the entire enterprise. This simple principal, when applied to relationships with employees and sales channels generates equally high rates of return. Simply put, an organization is only as effective as the people who generate sales and the people who deliver the product or service to your customers. And an organization is only as successful as the number of customers that buy its products and proactively recommends them to others. In a marketplace where there is ongoing, intense competition for customers, employees and sales channels—successful companies are the ones that most effectively initiate, nurture and optimize these valuable, but challenging relationships.



Loyalty Management Solutions From Allegiant

Allegiant partners with leading companies to Harness the Power of Loyalty™ to enhance their relationships with customers, employees and sales channels,

resulting in improved performance and profitability. This is accomplished through a delicate balance of art and science—creative strategy, engaging marketing, exciting rewards, cutting-edge technology and the most sophisticated research and analytical methods. Allegiant offers a highly experienced team of experts and best-in-class resources to help unlock your organizations' most valuable asset: its long-term, high yielding relationships with customers, employees and sales channels. Utilized individually, in combination or in a fully integrated manner—Allegiant's suite of products and services can help solve most any loyalty challenge. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that will transform your organization.

Allegiant Services: **Strategy**

Allegiant develops innovative strategies to engender and retain the loyalty of your customers, employees and sales channel partners. This is achieved with a combination of creative and analytical thinking—a delicate balance of art and science. While strategy development can be as unique as the companies that request them, strategy engagements typically falls into any combination of the following:

Areas Of Expertise:

- Loyalty program strategy
- Strategic marketing alliances
- Loyalty advisory services
- CRM analysis and strategy
- Sales channel optimization
- Customer segmentation

Allegiant strategy services can be provided on an as needed basis, or as the starting point of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.

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Allegiant Services: **Research**

Allegiant provides a full suite of research services to help you solve most any loyalty issue. Allegiant offers both quantitative and qualitative research methods to uncover challenges and opportunities that can affect the loyalty of your customers, employees and sales channels. While research studies can be customized to meet your most unique loyalty challenges, research typically falls into any combination of the following:

Areas Of Expertise:

- Voice of the customer (VOC)
- Loyalty measurement
- Panel Groups
- New product/service ideation
- Point-in-time studies
- Ongoing tracking systems
- Loyalty audits
- Focus groups
- Secret shopper feedback
- Custom studies
- Performance Scorecards

Allegiant research services can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.

Allegiant Services: **Database**

Allegiant develops strategies for collecting, organizing, and distributing information across your organization to meet specific business objectives. While Allegiant can help you with most any database issue, typical work performed includes:

Areas Of Expertise: Readiness Assessment

- Information collection and dissemination strategy
- Organizational environment appraisal
- Technology assessment
- Process Mapping and Documentation
- Business case development

Areas Of Expertise: Database Development

- Database Development
- Hardware and Software Selection
- Database Development
- Business Intelligence platform development
- Software / Hardware integration

Once the database is completed, Allegiant can help you manage it with either:

Areas Of Expertise: Database Deployment

- Hosted Solutions
- Client maintained solutions

Allegiant data services can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.

Allegiant Services: **Analytics**

Allegiant experts have extensive experience in analytic, measurement, modeling and segmentation strategies. We are constantly building and testing analytic methods to handle your most difficult marketing issues – contact strategy optimization, channel rationalization, media optimization and insightful customer segmentation strategies.

While we are capable to help our clients with most any challenge, work performed typically falls into the following categories:

Areas Of Expertise: Customer Insights

- Data Mining
- Dimension Development
- Customer Segmentation
- Behavioral Segmentation
- Profitability Analysis

Areas Of Expertise: Predictive Modeling

- Customer Valuation
- Statistical Modeling
- Expected Value Modeling
- Incremental Value Modeling
- Contact Strategy Optimization
- Churn Prediction Modeling

Allegiant data services can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.

Allegiant Services: **Marketing**

Allegiant provides a broad array of marketing services that enable you to craft and disseminate communication that will help you solve most any loyalty challenge. This enables your company to benefit from a single experienced source that can manage every loyalty issue and create seamless marketing communication that supports your key message to these important constituencies. While most any client need can be addressed on a highly customized basis, typical marketing elements used to support loyalty initiatives include the following:

Areas Of Expertise:

- 1 to1 communication
- Interactive
- Websites
- Internet marketing
- E-mail
- E-commerce
- Database marketing
- Brochures and collateral
- Catalog
- Kiosk
- Video/CD-ROM
- Direct mail
- Card design

Allegiant marketing services can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.

Allegiant Services: **Branding**

A brand represents the heart of a business, product, service or program. The way in which your company communicates to its customers and stakeholders through visual branding can have a dramatic impact on your ability to instill and retain loyalty. Allegiant experts help you shape your brand presence, providing your products or program a powerful, enduring and memorable system for expression. Allegiant offers an array of capabilities including:

Areas Of Expertise:

- Brand strategy and positioning
- Brand audits
- Identity designs
- Identity systems
- Product/program naming
- Brand/naming systems
- Brand guideline development

Allegiant brand services can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.

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Allegiant Services: **Customer Relationship Management (CRM)**

CRM means a lot of different things to a lot of different companies. At Allegiant, CRM is the software technology that enables you to initiate and maintain an interactive dialog with your customers. Properly envisioned and executed, CRM software can enhance and optimize any of the following interactions with your customer:

Areas Of Expertise:

- New customer registration
- Ongoing customer communication
- Customer service
- Behaviorally-based offers
- Cross sell offerings
- Reward and recognition programs
- Customer loyalty programs
- Customer feedback

Allegiant offers CRM software solutions designed to interface with most any preexisting system to support:

- 1 to 1 Marketing
- Loyalty program management

Allegiant CRM services can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.

Allegiant Services: **Training**

Increasing the performance of your sales organization is critical to many organizations. Allegiant understands the most effective sales organizations combine the art of communication with the science of goal-setting and measurable improvement. Allegiant offers The Top Gun Sales Performance System™, a revolutionary approach to sales performance enhancement that will transform your sales employees or independent sales channels. By combining individual preparation, impactful instructor-led sessions, personal reinforcement and ongoing evaluations, a strong foundation is established to build on. The result: sales teams with deeper product knowledge, enhanced communication skills and a higher proficiency for closing deals.

- **Interactive online learning tools.**

Unique personal learning portals use streaming video, interactive tests, and more reinforce key ideas. Detailed administrative controls let sales leaders track individual and team progress.

- **Unforgettable live workshops**

Instructor-led classes introduce the core concepts. You can come to our home facility or we can bring it to your location. Either way your team will be actively engaged from beginning to end.

- **Persistent ongoing reinforcement**

The key to performance improvement is to constantly build on the learning. New knowledge and skills are reinforced using e-mail messages and chat-based online sales coaching to help your team to retain and strengthen their new abilities.

- **Ongoing feedback**

High tech and high touch methods are used to provide ongoing feedback and performance measurement to participants and management. This ensures the improvement and optimization sought by all professional sales organizations.

The Top Gun Sales Performance System™ is most effective for sales teams between 50 and 500 people and annual sales in excess of \$50 million.

Allegiant training can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.

Allegiant Products: **Turnkey Rewards**

Turnkey rewards are ready-made incentives that can be ordered and delivered quickly for a variety of loyalty and promotional applications including:

Popular Applications:

- Customer loyalty and retention programs
- Rebates
- Employee performance and recognition
- Repeat purchase programs
- Referral thank-you
- Sales promotion
- Sales incentives for employees
- Sales incentives channel partners
- Contest incentive
- Trial & sampling programs
- Research premium

Turnkey rewards are available in the form of either plastic cards or paper certificates and provide the opportunity for custom branding. Rewards are prepaid currencies accepted at retailers and merchants throughout the U.S. You determine the face value of the reward, what is required to receive the reward, and the expiration period. You determine how they will be delivered: on-pack, in-pack, mail-in, web-in and hand-out are just some of the possibilities. Turnkey rewards provide a quick, easy and effective way to motivate customers, employees and sales channels.

Cost of Turnkey Rewards

While the cost of turnkey rewards varies based on the reward itself and the face value of the card or certificate, they are very versatile and affordable. Your program can be structured so that your net cost is based on:

- Individuals that purchase your product or service
- Individuals that qualify/register for reward
- Individuals that redeem the reward

Face value of rewards can be as low as \$5 and the actual redeemed cost is only a fraction of that face value.

Contact Us About Turnkey Rewards

Click the link above to complete a request online or fill out the form on page 4 and send.

Allegiant Products: **Turnkey Rewards**

Allegiant turnkey rewards can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.

Reward Currencies

Consumer chooses where and how to spend it.

• **Retail Rewards**

Home Improvement
Grocery
Computer
Gas
Sporting Goods
Office Supplies
Toys
Electronics
Salons/Spas

• **Travel Rewards**

Airfare
Hotel
Cruises
Land packages

• **Dining Rewards**

Specific restaurant
Multiple restaurants

• **Entertainment Rewards**

Movie admission
Movie rental
DVD purchase
Video purchase
Music purchase
Book purchase
Computer game purchase

• **Sport & Leisure Rewards**

Golf
Skiing
Bowling

• **Merchandise Rewards**

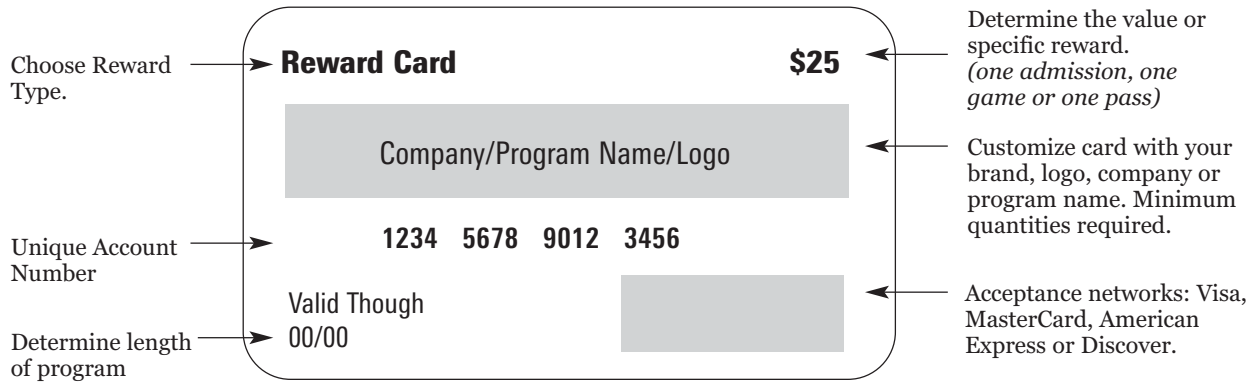
Name brand merchandise
(catalog or online)

Please see reward card and certificate specifications on the following page.

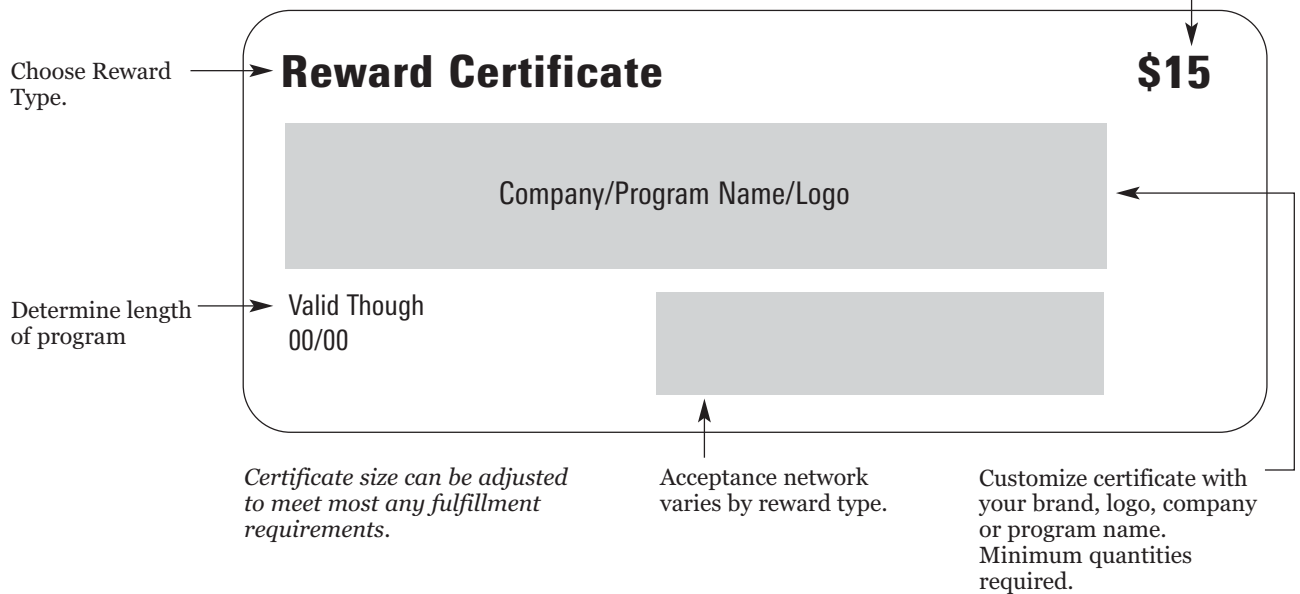
Contact Us About Turnkey Rewards 

Click the link above to complete a request online or fill out the form on page 4 and send.

Allegiant Products: Turnkey Rewards



Determine the value or specific reward. (one admission, one game or one pass)



Contact Us About Turnkey Rewards 📧

Click the link above to complete a request online or fill out the form on page 4 and send.

Contact Us About Turnkey Rewards 

Click the link above to complete a request online or fill out the form and fax to 815.572.0303.

Name: First Last
Position
Company
Address
City State Zip
Email
Telephone -

Are you an agent/agency working on behalf of a client?

Yes No

How do you plan to use the reward?

Consumer promotion Custom Loyalty Program Sales Incentive Employees

Timing of your program launch?

1-3 months 3-6 months 6-9 months 9+ months

Offer Distribution Geography?

National Multi-regional Regional Local

Estimated units of currency needed?

Reward preference?

Plastic card Paper certificate Virtual

Fulfillment method?

On-pack In-pack Mail-in Web-in Hand-out

Anticipated face value of reward?

Program budget? (total or per unit)

Additional comments about how we can assist you.

Allegiant Products: **Custom Rewards**

Allegiant develops custom reward programs for clients that have unique challenges or those that intend to have a need to motivate their constituencies for an extended period of time. While custom reward programs can be as unique as the needs of the client, solutions may include, but are not limited to the following:

- **Frequency & Loyalty Card**

Identifies preferred customers and provides them with special discounts, services and perks. May also include a card with company brand and/or program name.

- **Affinity Credit Card**

Enables member of your not-for-profit organization to make purchases everywhere Visa/MasterCard is accepted. Identifies them as a preferred member and provides them special privileges. Carries the name of your organization.

- **Co-Branded Credit Card**

Enables customer to make purchases at your business, and everywhere else Visa/MasterCard is accepted. Identifies them as a preferred customer and provides them special discounts, services and perks. Carries company brand/program name.

- **Private Label Credit Card**

Enables customer to make purchases at your business. Identifies them as a preferred customer and provides them special discounts, services and perks. Carries company brand/program name.

- **Gift Card**

Offers your customers the opportunity to “gift” your goods and services to their family, friends and business associates. Card is accepted at your establishment and carries your company brand/program name.

Allegiant custom rewards can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.