

cims.
rewarding relationships



cims.

Cims Limited, Wexham Springs, Framewood Road, Wexham, Slough, SL3 6PJ, United Kingdom

Tel: +44(0)1753 828600 Fax: +44(0)1753 662822

www.cimsglobal.com

Cims is part of Cendant Corporation

Growing profitable relationships.



Pioneers.

A partner with your objectives in mind

Cims is the pioneer and European leader of membership marketing and loyalty programmes. **A truly unique partner for businesses wanting to unlock the potential of their customer base.**

Cims is part of the multinational, Cendant Corporation, one of the top 100 USA public companies and world leader in the **management of marketing and franchise programmes.**

Choosing Cims allows you to benefit from 30 years of **international experience**, and the **resources of a large network** whose **experienced staff** deliver marketing services every day to over **17 million members Europe-wide.**

That's why the best companies come to Cims when they want to optimise the value of their customer relationships.

Rewarding.



Getting the most from every contact.

The market is increasingly competitive and consumers are better informed and more demanding than ever before. To overcome these challenges, every existing and potential customer needs to see real and tangible value in your offering.

In an environment where products and services are becoming homogenous, the pressure points lie with price and margin. Cims allows you to escape this dynamic by shifting the competitive focus from price to value.

It is vital to get the most out of each contact with your customers, to **achieve the most rewarding relationship and to build on it.**

Membership marketing and loyalty schemes represent an effective solution because they enable relationships to be built between the brand and its customers, to the mutual benefit of both parties.



Behind every result there's a team. The right team.

Passion.

Throughout Europe, **Cims' marketing and customer care experts** are working to grow profitable relationships between their clients and their customers.

Cims aims to offer its clients **the best and most innovative solutions** using a "turnkey" approach.

Our team is organised into two distinct operations:

- Strategy and consultancy, to take care of your programme from concept development to full delivery.
- Operational support, specialised contact centres to guarantee your customers receive quality service 24/7 all year round.

Cims uses the most advanced IT and CRM, **however we recognise that technology is not everything...**

Every year Cims invests heavily in the recruitment, training and development of its people to give you and your customers all **the attention, professional service and enthusiasm** you would expect.

Because behind innovation and marketing in relationship management there is always a highly motivated team.



Creativity.

Every client is different. Just like our solutions.

Cims has a creative yet practical approach. We consider every option to design the most effective and practical loyalty strategies with you, delivering tangible results.

With Cims involved at each stage in the design of your programme you can count on a well-oiled machine, able to provide you with the professional skills, tools and the quality service you need to deliver results.

All this, with a range of strategies capable of providing the most appropriate solution in every situation:

- **Relationship programmes:** a combination of value-added services and communications tools integrated with the product proposition to improve your customer satisfaction levels, and create new sales opportunities
- **Reward schemes:** incentives to encourage customer loyalty that will enhance your competitive edge
- **Service packages:** portfolios of themed services and relationship tools based on a specific area of need, aimed at differentiating your product offering
- **Sales incentive programmes:** reward schemes designed to drive sales effectiveness within your network
- **Relationship communications:** creativity, tools and experience to deliver the message and reinforce the value of your relationship programmes
- **Campaign management:** innovative tools to support clients in operational marketing campaigns.



Reward schemes To encourage customer loyalty

Relationship Programmes Satisfied members

What are they?

Relationship Programmes are a **combination of value-added products, services and communication tools** specifically designed to integrate into our clients' proposition enabling them to increase profitability and customer satisfaction at the same time.

These added value "benefits" appeal to the lifestyle and lifestage needs of customers, such as :

- saving time
- saving money
- improving leisure time
- peace of mind

They are supported by a range of relationship tools designed to stimulate and reinforce closer ties with the customer and to create new sales opportunities, for example:

- welcome programme
- fulfilment kit
- magazine
- members' help-line

What can they do for you ?

- Generate **additional fee** income
- Increase **cross-sell** and **up-sell**
- Improve customer **satisfaction**
- Improve **retention**

Our many successful case histories provide convincing evidence of Cims' ability to achieve these objectives.

Cims added value

Cims has amassed thirty years of experience in designing and managing **hundreds of relationship programmes worldwide.**

The opportunity to access the international best practice and benchmarks allows us to **always offer our clients robust and relevant solutions.**



What are they?

Reward schemes are designed to incentivise a change in customer behaviour, such as higher and more frequent spending, or take up and use of new products - supporting longer lasting and more valuable relationships.

These schemes can be **stand-alone** or **integrated** into a broader relationship programme.



What can they do for you?

- **Encourage take up** and usage
- Increase **retention**
- Increase **"share of wallet"** for specific products
- **Create cross-sell** opportunities

Cims added value

Reward schemes require specialist knowledge and understanding of the underlying dynamics and techniques - products, pricing, catalogue management and customer care - to deliver a successful and profitable result.





Sales incentives

A motivated team

Service packages

Adding value

What are they?

A portfolio of **themed services and relationship tools** relating to a specific area of need – such as motoring, home, travel or family – offered to the customer as an annual membership.

What can they do for you?

Cims' integrated service packages support our clients' sales objectives through a system of "value integration", which means increasing the perceived and tangible value of the product offering.

More specifically, it enables you to:

- Offer a **differentiated product**
- Generate additional **renewable income**
- Reinforce **brand affinity**
- Encourage **cross-sell**

Cims' added value

Cims works with clients to customise the package to **specific needs through careful analysis** of customer segmentation, motivations and acquisition behaviour.

At the operational stage

Cims' support extends as far as **customer acquisition**, managing the **service delivery** and executing the **customer communications plan** – as required.

What is it?

A motivated sales team is a critical element of a successful business. Cims' reward schemes enable you to unlock the potential of your sales network.

What can it do for you ?

- Improve sales **performance**
- Increase sales network **motivation**
- **Maximise the return** on sales campaigns

Cims' added value

Cims brings an exclusive **one-to-one approach**, gearing solutions to individuals and driving the maximum impact from incentives.

Cims' understanding of the success drivers and a dedication to operational excellence supports the initiative through each stage of development and implementation :

- **Channel identification** (objective clarification, profitability and potential analysis)
- **Communications**, delivered through a multichannel model
- **Operations**, including preparation of the IT platform and logistical management of the scheme
- **Monitoring**, with quantitative and qualitative analysis of performance.



Relationship Communications



What is it?

Cims provides programme support to help you **communicate effectively and successfully** with your customers.

Acting as advisors or an outsourced facility we can help you move your communications onto a value-based relationship platform, designed to build a closer bond between your customers and your brand.



We can provide:

- **Merchandising (at point of sale)**
- **Sales tools**
- **Member kits**
- **Magazines**
- **Tactical support**

What can it do for you?

- Increase **customer traffic** at point of sale
- **Reinforce brand values**
- Influence **sales performance**
- **Establish deeper relationships** with customers



Cims' added value

Cims' brings pan-European experience in **managing membership communication**, and **in-depth knowledge of specialist marketing techniques**, enabling us to design bespoke materials to meet our clients' specific relationship marketing requirements.



Campaign Management

Improving effectiveness

What is it?

Campaign management is a programme of direct marketing activities, turning data into insight and insight into value-generating activity, enhancing every contact with the customer.

What can it do for you?

- **Stimulate "dormant" customers**
- Identify and **protect valuable** customers
- **Increase sales**

Cims' added value

Cims has developed specialist techniques and tools to support clients in the creation and management of marketing campaigns.

Our unique **"turnkey" approach** of database analysis, targeting, campaign strategy, communications programme and monitoring of results provides a step by step route to success.