

COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

Contact:

Tim Sansbury, tim@jzmcbride.com or Will Sikes will@jzmcbride.com 513-231-5115

COLLOQUY Presents Loyalty Marketing Insights From Charter Communications, Macy's & Wyndham Worldwide

Free "Loyalty Leaders Tell All" Transcript Available for Download at www.colloquy.com/whitepapers

CINCINNATI (January 22, 2009) – Loyalty marketing publisher COLLOQUY® is sharing loyalty success secrets from Charter Communications, Macy's & Wyndham Worldwide with the free transcript release of a "tell all" panel discussion from the Direct Marketing Association Annual Conference held in late 2008.

COLLOQUY assembled the loyalty stars for a panel titled "Loyalty Leaders Tell All: Maximizing the Customer Experience." The DMA conference audience crowded in to hear the North American marketing experts discuss views on best practices, surviving the recession and leveraging customer data. Attendees left the session with invaluable tips for adjusting their own loyalty enterprise initiatives for tighter times.

Here are some of the highlights:

- Brian Kryzanski, Director of Customer Loyalty and Retention, Charter Communications – "When times get tough, most companies cut marketing dollars first, and we were not an exception. This impels us to leverage the data we've collected through the loyalty program to be smart on how we market and who we market to."
- Aubyn Thomas, Senior Vice President of the Marketing Services for Credit and Loyalty for Macy's – "Macy's draws discretionary spending, and we're challenged by people deciding whether our products are things they want rather than truly need. Because consumers are very selective in what they buy, we're relying far more heavily on our *Star Rewards* program today than ever before."
- Jill Noblett, Senior Vice President of Loyalty and Direct Marketing, Wyndham Hotel Group – "A loyalty program's true benefit lies in the customer intelligence it provides, allowing us to employ a push strategy, combining what we need to fill our hotels with what we know about our consumers' destinations, preferences and behaviors. This marriage allows us to provide relevant offers, packages, and pricing to our loyalty program members."

Click here to read the full transcript: www.colloquy.com/whitepapers

About COLLOQUY:

COLLOQUY comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. COLLOQUY® has served the loyalty-marketing industry since 1990 with over 30,000 global subscribers to its magazine and www.colloquy.com is the most comprehensive loyalty web site in the world.

COLLOQUY's research division develops consumer and B-to-B research studies and white papers including industry-specific reports, sizing studies and insights into the drivers of consumer behavior. COLLOQUY also provides educational services through workshops, webinars and speeches at events throughout the world and is the official loyalty-marketing partner of both the Direct Marketing Association and the Canadian Marketing Association. COLLOQUY also operates The COLLOQUY Network, a global consortium of practitioners certified in COLLOQUY's proprietary methodology. COLLOQUY magazine subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513-248-9184.