

COLLOQUY®

The Art and Science of Building Customer Value

COLLOQUY Presents Loyalty Marketing Insights
From Citigroup, Hewlett-Packard and Alaska Airlines

Free “Loyalty Leaders Tell All” Transcript Available for Download

CINCINNATI (March 8, 2007) – Loyalty marketing publisher and consultancy COLLOQUY® is sharing loyalty success secrets from Citigroup, Hewlett-Packard and Alaska Airlines with the free transcript release of a “tell all” panel discussion at the Direct Marketing Association Annual Conference.

COLLOQUY assembled the loyalty all-stars for a panel titled “Loyalty Leaders Tell All: Lessons Learned from the Trenches.” A standing-room-only DMA conference audience gathered to hear the Citigroup, Hewlett-Packard and Alaska Airlines experts exchange views on best practices, avoiding common mistakes and program evaluation. Attendees exited the session with invaluable tips for creating, expanding and revamping their own loyalty enterprise initiatives.

Here are some of the highlights:

-Nancy Gordon, Executive Vice President, Thank You Network®, Citigroup’s Global Consumer Group North America – “Redemption can be a good thing... We’ve seen that redemptions – especially by those who redeem more than once – drive higher sales, lower credit losses, and reduce attrition, particularly on the credit card portfolio, versus those cardmembers not enrolled.”

-Tiffany Tuell, Global Director of Loyalty Marketing Programs for Hewlett-Packard Software and its Global Business Unit – “Never underestimate the power of a free T-shirt. I’m speaking symbolically; the T-shirt represents that little something-extra you can do for a customer. It represents your customers’ preferences and their intrinsic values and behaviors... So for your customers, define and deliver your symbolic T-shirt. What’s the something-extra you can do for your customers? Where’s the wow? What does that reward or recognition look like?”

-Rick Rasmussen, Director of Marketing Programs for Alaska Airlines – “One of the first important moments of truth in our frequent flyer world is the first time a customer tries to redeem for that aspirational trip they have been saving up for. If the customer gets the run around, then you’re telling them that there’s no point in saving miles and no point in being loyal. You’re inviting them to try your competitor’s product.”

See PDF attached or click here to read the full transcript:

<http://www.colloquy.com/files/2007-COLLOQUY-Leaders-Talk-White-Paper.pdf>

About COLLOQUY:

COLLOQUY comprises a collection of resources devoted to the global loyalty-marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, COLLOQUY®, a magazine serving the loyalty-marketing industry since 1990, COLLOQUY.COM, the most comprehensive loyalty web site in the world, and COLLOQUY's Research and Education divisions. Together they provide a worldwide audience of 28,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe. COLLOQUY magazine and email subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.9184.

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