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**Latest COLLOQUY Magazine Discusses Telecom's Plans to Engage
Customer Loyalty**

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CINCINNATI (May 28, 2008) -- The Spring 2008 issue of COLLOQUY®, the magazine of loyalty-marketing best practices, explores the latest trends, opinion and strategies in relationship, dialogue and database marketing. The voice of loyalty marketing since 1990, COLLOQUY now features more pages, more columns, and more sharpened information and perspective, including:

Cover Story: The God Box

Telephone, wireless and cable companies of the telecom pantheon seek to descend from Mt. Olympus and deliver the "God Box," the be-all consumer telecom service. Join COLLOQUY as we prophesize: can the telecom giants capture loyalty without freeing the demons of Pandora's panacea—fierce price wars and withering commoditization?

Financial Services Report: Meat and Potatoes

Consumer loyalty programs often involve large servings of reward candy, and B2B programs are often too quick to adopt the consumer menu. Join Brian Lifsec, Executive Vice President and General Manager of Citi Commercial Payment Solutions, as he demonstrates that B2B loyalty programs must push consumer dessert-rewards aside and again relish the staples.

Travel Report: The Big Easy

One of loyalty marketing's pioneers—InterContinental Hotels Group's *Priority Club Rewards*—celebrates its 25th anniversary this year. IHG Vice President of Loyalty Programs Don Berg raises



a toast, blows out the candles on the cake, and outlines how *Priority Club*'s "It's Easier. Enjoy" philosophy will be employed to ensure another successful quarter century.

Analytics Report: The Joys of Pointillism

Viewing a pointillist painting at nose-distance, you see only a sea of disjointed painted dots. Step back, and suddenly you see Seurat's *A Sunday Afternoon on the Island of La Grande Jatte*. Analysis of customer behavioral and transactional data can similarly suffer from such granular myopia—and Harrah's CMO David Norton explains the art of painting the big customer picture.

Retail Report: Haute Couture

Macy's *Star Rewards* program debuts increasingly striking models—analytical models, that is. Macy's SVP of Marketing Services Aubyn Elaine Thomas details "haute couture" segmentation, leading to high-end program features requested by the client and manufactured to her exact measurements.

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, COLLOQUY's Research and Education divisions. Together they provide a worldwide audience of 25,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe. COLLOQUY magazine subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.9184.