

# COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

## **FOR IMMEDIATE RELEASE**

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### **Latest COLLOQUY Magazine Takes Stock of Loyalty Marketing in the Supermarket Aisles**

*Free Download Available at [www.colloquy.com](http://www.colloquy.com)*

(June 27, 2006 -- Cincinnati, OH) The summer 2006 issue of **COLLOQUY®**, the magazine of loyalty-marketing best practices, explores the latest trends, opinion and strategies in relationship and dialogue marketing, including:

#### Cover Story: Lost in the Supermarket

COLLOQUY scans grocer loyalty programs and discovers how a select few grocers big and small are replacing moldy two-tiered pricing models with innovation, and finally putting customer data to use. Plus, our web-only exclusive: Paper, Plastic or Electrons?, a grocery list of upcoming in-store technology.

#### International Report: India's Great Leap

Praphul Misra of NetCarrots Loyalty Services and Rick Ferguson of COLLOQUY team to identify five key trends will drive competition and loyalty-marketing growth in India's exploding economy, including surging foreign investment, unprecedented consumer choice, and coalitions in the wings.

#### The COLLOQUY Interview: Answering the Ultimate Question

Fred Reichheld, author of *The Ultimate Question* and other respected books about customer loyalty, speaks one-on-one with COLLOQUY about a powerful and actionable new customer-satisfaction metric.

#### The Customer Diva: At War With the Dark Side

COLLOQUY Director Kelly Hlavinka describes her real-world case history of abandoning a favorite vendor, and offers a first-person lesson in how the vendor could have foreseen and prevented her defection.

#### Analytics: The Best Defense

Grant Gilkerson, Analytic Director for Epsilon, details two approaches to identifying potential defectors through warning signs in already-existing customer data.

#### Commentary: The L-Word, and The Postmodern Age of Loyalty

In two pointed opinion pieces, COLLOQUY sets about busting loyalty myths in the chops. COLLOQUY consultant Brian Higdon reveals the "lie" in "program liability." And COLLOQUY Editorial Director Rick Ferguson argues that loyalty nay-sayers just don't understand what it is they're saying "nay" to.

**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](http://www.colloquy.com) or by calling 513.248.9184.