



## Loyalty & Profitability

By John Reiss

The recent economic fallout has affected businesses throughout the global marketplace.

Customer spending has decreased while the number of companies vying for their dollars has remained relatively the same. To compete in this market, companies can hold out while the number of competitors decreases (and risk becoming a victim), or they can look for ways to increase customer spending. By continuously developing and enhancing value-added customer services, companies will strengthen their number of loyal customers and amplify profits.

The cost associated with creating a loyal customer is minimal compared to the cost of marketing and advertising to a new one. Loyal customers are already familiar with your products and services; therefore, less money is required in educating and communicating with them. They allow for greater profits because they trust your products and services and don't question their value. Most important, they're your greatest source of referral business—and it's free!

The benefits of developing loyal relationships with your customers are boundless. Knowing how to develop these relationships, however, is a challenge.

As a general rule, a company must communicate that they are truly interested in how their products and services impact the lives of their customers. So keep in touch with your customers. Send cards. Provide an unparalleled business experience. Show them you're more interested in them than in their money. The company that communicates this point best will win the allegiance of more customers than their competitors.

Though stunted budgets and an overpopulated marketplace plague our current global economy, it's business as usual in 2001 and the slogan, *What's good for your customer is good for your business*, still applies. The loyal customer will continue to cost less, spend more, and generate more referrals. By exceeding your customers' expectations and offering personalized solutions, your company will increase customer loyalty and profits.

### Relationship Values

For more than 14 years, Barrett has provided clients with the strategic and visual communications tools necessary in promoting loyal customer relationships.

Our client services department is dedicated to developing person-to-person and business-to-business relationships that last. As John Reiss, director of client services and marketing stated, "By focusing our efforts on fulfilling the individual needs of our clients, re-evaluating and developing our service solutions, and ensuring efficient communications, we have developed positive, symbiotic relationships that allow us to work as an extension of our clients' marketing team. Our customer-centric approach provides clients with individual service and attention, cutting-edge technologies, strategic advice, and responsive request fulfillment."

### Testimonials

Bernie Buelow, director of marketing services at MathSoft Engineering & Education, began working with Barrett in 1989 while at Harper and Shuman (now Deltek Systems). When asked why he continues working with Barrett,

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he said, “I’ve leveraged Barrett’s creative talents and strategic insights for over ten years, because they consistently provide me with effective solutions and make my requests a priority. I appreciate their extra efforts and often refer industry peers to them.”

Caitlin Allen, marketing director at The Recovery Group (TRG), recently reflected on the relationship that has existed between Barrett and TRG since before she joined the company in 1997: “Barrett was strongly suggested from within the company due to their past work with our partners on other projects. We felt that, even after three years of not requiring their services, they could quickly acclimate themselves to our goals and help us achieve our branding initiatives.”

### **“Bare” Market Solutions**

Aware of the challenges in dealing with today’s rapidly changing markets and competitive landscapes, Barrett offers no-bull, “bare” essentials to satisfy immediate communications needs while contributing to broader marketing objectives. Our refined solutions are customized, multi-purpose communications materials designed to empower marketers with flexibility and versatility.

The bare essentials:

- **PR & Sales Presentation Kits**

Typically containing an overview brochure, datasheets, imprintable shells, and a folder, presentation kits are designed to reflect the company’s image and to command viewers’ attention. Additional benefits include visual consistency throughout presentation materials and high-impact, market-specific imagery.

- **Imprintable Shells**

Custom-designed, text-free sheets on which product specifications, case studies, company information, etc. can be printed on an as-needed basis. Typically used in sales presentations, PR kits, and investor relations programs, shells offer benefits such as on-demand printing (for timely information) and consistent brand reinforcement.

- **Web Site Templates**

Strategically designed user interface templates that enable marketers and IT departments to program and maintain their Web sites independently. Additional benefits include reduced external development costs, a distinctive “look and feel,” and rapid and easy content manipulation.

- **Interactive CDs**

Designed to act like a “virtual sales person,” an interactive CD demo provides convenient, clear, and concise information to prospects when used as a direct mailer or when serving as part of a sales presentation. Benefits include reduced travel costs (by conducting more presentations via phone), the ability to track visitors when used in collaboration with your Web site, and an impressive digital presentation that reaffirms your overall message.