



# KICKBACK REWARDS SYSTEMS

## “Making Good Customers Better”

Newsletter

Summer 2007

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### Web Sites

[rewardsbutler.com](http://rewardsbutler.com)

*A portal for merchants and staff that takes the complicated task of sorting loyalty program data and makes it sophisticatedly simple.*

## Welcome to our inaugural newsletter

Our goal is to inform and hopefully inspire you and your entire organization to take it to the next level with your loyalty-building activities. We plan to focus on best-practices, lessons learned, strategies and tactics that cultivate and strengthen the relationships you have with your customers.

Feel free to forward it onto your colleagues and staff. Anyone wishing to add themselves to our mailing list can just shoot me an email at [news@kickbackpoints.com](mailto:news@kickbackpoints.com) and the same for those wishing to opt-out. Enjoy!

-- KickBack Bob

## The fish have started biting



Payola wants to go fishing and the fish are already biting. Customers are lining up to get their Fishing Bingo card at participating coalition locations. It's KickBack Points hot new summer promotion and we're giving away one million points.

Customers can go fishing with Payola and win just by using their KickBack Reward Points card each time they visit a participating location. The bottom of their receipt in the instant (trigger) message area will inform them of their catch of the day. Catch all five in a row and win that prize instantly. My favorite trigger message is "I think we need a bigger boat – You just caught a Shark." The CRM staff really outdid themselves with the development of this promotion and their witty phrasing of the trigger messages.

To help customers follow along and to build excitement the staff created a bingo like card that customers can use to check off their catches of the day. No need to save receipts. The Fishing Bingo card is only for reference. Prizes for each row range from 1,000 points all the way up to 25,000 points. If they win, points will automatically be added to their KickBack card.

Jani, a cashier with Oasis Stop 'N Go #3 in Twin Falls ID, says "there are less neglected cards because of Fishing Bingo." Jani went on to say that she "always tells people they're neglecting their card if they forgot it in their car. Sure they can use their phone number, but I like to see the pride people have when they whip out their card for me."

[myrewardsbutler.com](http://myrewardsbutler.com)  
*Cardholder's portal. One stop for everything to do with their rewards card.*

[kickbacksystems.com](http://kickbacksystems.com)  
*If you're thinking about how a loyalty marketing program can help your business then this is the place to start.*

[kickbackpoints.com](http://kickbackpoints.com)  
*America's most popular loyalty program. A coalition of merchants working together in the U.S. and Canada.*

### Coming Soon...

[elite.kickbackpoints.com](http://elite.kickbackpoints.com)  
*An exclusive portal for our best and most savvy customers participating in the KickBack Points coalition rewards program.*

[debitback.com](http://debitback.com)  
*Our new ACH/Debit service that turns any rewards card into a payment instrument. Promises merchants relief from credit card costs.*

### Contact Us

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Fishing season open until August 31<sup>st</sup>. Good luck!

## The emotional bank account



People make decisions intellectually, but they buy emotionally.

One of the goals of a properly designed loyalty program is to systemize your loyalty-building activities and assist your employees with turning every transaction into an opportunity to strengthen the relationship; the bond with the customer.

We've moved from a transaction-based world to a relationship-based world. It is your skill in managing relationships and the proper use of technology that will keep your business healthy and thriving. You need to understand not only what value you are providing with the core product or service, but how you can then add value through the emotional relationship. As Stephen Covey says, "build the emotional bank account."

In every interaction, you must preserve the customer's perception that you care. Once you have proven to your customers that you are on their side, that you are serving their needs, customers will come back and do business with you again. Retained customers are perfect candidates to become truly loyal customers.

Retained customers keep showing up at your store giving you the opportunity to be marvelous, to create more value, to form a bond. The relationship interaction is what builds the emotional bank account – the emotional connection that's characterized by caring, comfort, and understanding. It includes forgiveness when a company really messes up. Its pride evidenced in referrals that say, "go to *my* store."

With every interaction, when customers have the opportunity to form a judgment, they are subconsciously putting a check mark in the debit or credit column of that little accounting sheet in their heads. Consider when relationships might falter – you don't call back quickly; you're slow to resolve problems; you're abrupt. The customer gets the sense that they are no longer important to you. The debits mount up. When we begin evoking negative emotions, rather than positive ones, the relationship is in danger.

Once you diminish the reserve in the emotional bank account, the customer will leave, even if they have been retained for a long time. It is critical to your success that you continuously build the emotional bank account, and keep it full. Keep dishing up positive emotional experiences for your customers and loyalty will be a natural outcome.

Our CRM staff is here to help you build the emotional bank account with each of your customers. Don't forget to take advantage of their expertise at leveraging all the tools available to you. Give them a call at 1-866-230-6357.