

Whisper... Don't Shout™

## The PRISM INVESTOMER Programme™ An authentic loyalty management model



### The Challenge

Customers are becoming more sophisticated, more demanding and price sensitive. Needless to say that in today's time customers are less loyal if they are not provided with a value proposition beyond product and service satisfaction. Besides a satisfied and happy customer is not necessary loyal. Building profitable, lasting and loyal relationships with your customers is key to success.

Recent research\* found that "share equity ownership" leads to higher customer spending and loyalty. Investors are 50 % more loyal than the ordinary customers. And that increases in customer loyalty rate by as little as 5% can improve profits by 90 %.

A share-based loyalty programme can help boost revenues by 81% and profitability by over 100%. Four out of five shareholders confirmed\* that owning shares impacts purchase decisions, that is, they are more likely to buy from companies they own!

The findings\* show a company's customers who are also its investors, spend, on average, 50% more than other non-shareholding customers.

Investors refer their relatives and friends to the company 2 to 3 times more often and visit that company's outlets or web sites 66% more frequently. Giving 31% greater share of wallet to the company they own.



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## The Solution

“Converting” customers into shareholders too, will increase customer loyalty, product relationships, and subsequently decrease customer attrition.

The **PRISM INVESTOMER Programme™** is an authentic loyalty management model focusing exclusively on turning your most wanted customers into long-term investors in your company:

- By offering these customers direct investment opportunities through a purposely built loyalty programme.
- By enabling customers to gain special privileges for their affinity with your company.

For the qualifying members (customers) the Investomer Programme provides them with the opportunity to acquire shares in your company by exchanging “kick-backs” they earned by doing business with you and the chance to participate in the success of your company (as Investors) through dividend payments and increase in share value.

### The Impact of INVESTOMER

- Increases awareness and interest in your organisation by both investors and targeted customers.
- Encourages entrepreneurial thinking with your most wanted customers.
- Sustainable loyalty to your organisation as qualifying members have a dual interest as customers and investors.

### The Benefit of INVESTOMER

- Provides the unique ability to interact differently from other listed companies.
- Exclusively aimed at increasing customer loyalty and decreasing customer defection rates.
- The more your customers do business with your organisation, the greater their chances of getting returns higher than expected from your share value.

In a time when stock markets are experiencing static or negative growth, this programme provides the platform for a win-win-win situation for your company, your customers and your shareholders.

For more information about this or other customer loyalty programmes visit [www.prism.ch](http://www.prism.ch) or send an e-Mail to: [success.stories@prism.com.mt](mailto:success.stories@prism.com.mt)  
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