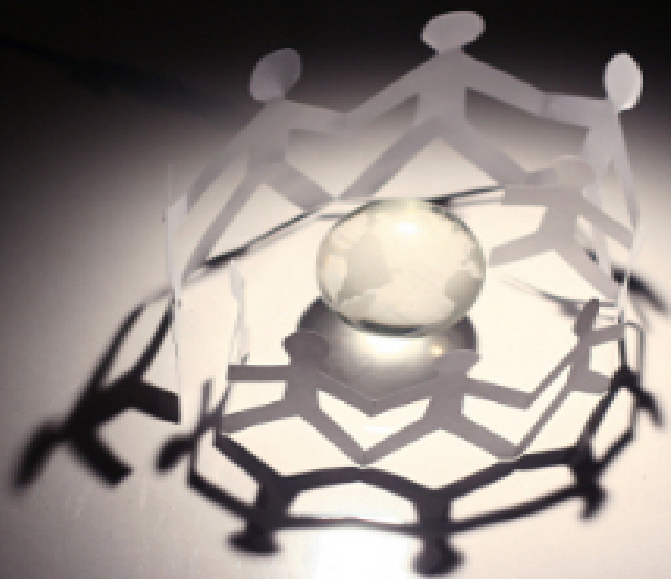




# RMS Connections

Volume 1, Issue: 2

April/2009



Greetings!

Welcome to the April Edition of RMS Connections!

We publish this e-newsletter exclusively for you, our customer, to help you:

- Keep up with the latest news at RMS
- Learn more about the newest perks we offer and how they can help you drive customer acquisition and retention
- Stay on top of the latest industry trends
- Share your success stories

Thank you for your time and partnership with us!

*Your friends at RMS*

**Success Story**

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**Coming in  
September  
2009...**

**Join Us at the  
RMS' Gifts  
Shows!**

Please make sure  
you mark your  
calendars in  
preparation to attend:

September 2-3:  
Chicago, IL

September 23-23:

## Attracting Online Consumers With Incentives Bring Results!

An RMS' client with a 50+ branch network in the southeast revamped their website, allowing customers to open a checking account online and receive a free gift.

Since implementation in December 2008, they average around 14 accounts per week that are opened online. They compare these results to adding a high performance office without all the overhead.

So why should you consider targeting online consumers? By the end of 2009, 22% of new checking accounts will be opened online. Adding an incentive will help you stand out from the competition and win that account!

For more information, please contact us at [sales@rennhack.com](mailto:sales@rennhack.com).

## CEO Insights

### Success in Today's Economy

It's All About the Basics

The recession has everyone re-examining business models and best practices. People ask "How's your business doing in this changed economy?" And fortunately at RMS we can respond that business is not too bad.

While our customers' budgets have been reduced, we find that most of them are moving forward with their core direct deposit acquisition plans. The reason seems to be that most of our community bank customers recognize the opportunity to gain market share in this market climate. Our line up of branded gifts combined with good marketing produces revenue.



Atlanta, GA

Don't miss the chance to get the first look at the latest incentives that will motivate your customers and help you accomplish all your acquisition and retention goals.

Register now at [www.rennhack.com/register](http://www.rennhack.com/register)

You will also be receiving information about the shows in the mail in May.

In the meanwhile, don't hesitate to contact us at [sales@rennhack.com](mailto:sales@rennhack.com) for more information.

We look forward to seeing you there!

To Lure Savers, Banks Offer Big Perks  
*SmartMoney*

Hefty sign-up bonuses and fatter interest rates are helping to encourage Americans' transition from consumers to savers.

There is definitely a move by local community banks to appeal to customers who don't trust their financial institution. More and more retail and small business bank prospects are rejecting the "bigness" of national banks and bulking at increased funds and higher interest rates.

Building core deposits is hard work. It requires a dedicated effort to build relationships and attract new customers. With more people confused about their bank, the opportunity to grow market share in DDA business has never been better. Banks will still need a strong sales approach to call new retail & business prospects.

At RMS, our large customer base of community, local and state banks are re-examining their "start of the year" budgets and looking to increase their effort to capitalize on the opportunity to dramatically increase core deposits and create new consumers and business.

There are many ways to gain deposits but no matter what the marketing effort is, it comes down to reaching out, offering the right services and creating trust. It's the basic blocking and tackling tactics that continues to attract new customers.

You have to understand customers and create confidence in your brand with them everyday. At RMS, we have been doing the basics for 33 years and counting.

Best Regards,



Michael V. Howe  
President and CEO  
Rennhack Marketing Services  
[michaelh@rennhack.com](mailto:michaelh@rennhack.com)

**Featured Incentive**

[Click here to read the full article](#)

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## RMS is Excited to Present a New Gift Card Incentive!

Through our exclusive partnership with Travelocity, we offer attractive hotel gift cards at less than retail value. The cards are available in \$25, \$50 and \$100 denominations that can be easily used for:

- customer service satisfaction
- customer retention
- employee rewards & retention
- and more!



These cards are valid at over 50,000 hotels worldwide at Travelocity.com and can be customized with your logo.

Learn how to take advantage of our latest offer. Email us at [sales@rennhack.com](mailto:sales@rennhack.com) to request pricing and more information.

## Survey Results

### RMS 2008 Customer Evaluation Survey

Thanks for Your Feedback!

We are excited to share the results of the RMS 2008 Customer Evaluation Survey conducted at the beginning of the year:

- 98% of you say that RMS' products you receive are good quality items that are priced fairly.
- 98% of you said that RMS supports your inventory management and reporting needs.



- You would recommend RMS because we are the strongest at: 1. Customer Service 2. Logistics 3. Inventory Management.
- Collectively our clients said that the strongest performing gifts were: 1. Rolling Coolers 2. Pyrex/Corningware 3. George Foreman Grills.
- Gifts you would like to see us offer in the future are: 1. More \$10 included gifts (items that pose a challenge each year, yet we will continue to do our best to provide these options) 2. \$10 Included Pyrex (available as a single piece without retail packaging) 3. iPods and iTunes Gift Card (something we currently offer).
- 32% of you said that you are "not sure" the significant investments that RMS makes annually in ConsumerTrac™ research is beneficial.\*

At RMS, we are committed to providing superior customer service. We are pleased to hear about customers' satisfaction with our team's professionalism, outstanding procedures and quality merchandise.

*\* In the next edition of Connections, we will explain a bit more about the benefits of ConsumerTrac™ and how it can help increase the results of your incentive program.*

## News

### RMS Makes Organizational Changes to Support Its Long-term Growth

Shannon DeVillbiss Promoted to Oversee Growing Marketing and Sales Initiatives

RMS announced in first quarter of 2009 the promotion of Shannon DeVilbiss to Vice President of Sales and Marketing for RMS & Travel America.



She has the primary responsibility for establishing and coordinating all marketing and sales strategies and programs of RMS' products to the financial services industry and Travel America's products to the furniture, automotive and other industries.

Mrs. DeVilbiss joined the company in 2002 as an Account Manager and quickly rose to several supervisory and management positions. Mrs. DeVilbiss was previously the Director of Customer Service for RMS.

### Holly Landauer Promoted to Ensure Service Excellence to Expanding Customer Base

RMS announced in first quarter of 2009 the promotion of Holly Landauer to Director of Customer Service. Mrs. Landauer directs and coordinates the company's account management and customer service policies and activities.



Mrs. Landauer joined the company in 2005 as an Account Manager, where she built relationships with clients and managed their acquisition programs. Prior to RMS, Mrs. Landauer worked as an Account Executive for The Dallas Morning News, where her responsibilities included account maintenance and new account acquisition.

"Shannon and Holly have shown great leadership and have the experience and abilities to help us drive growth and deliver even greater value to our customers," said Michael V. Howe, CEO and President of RMS and Travel America.

[Read the full press release](#)

## Pick Your Topic!

Have a Story to Share? Topic You'd Like to See?

We welcome your feedback and stories!

Send us an email at [vanina.sloan@rennhack.com](mailto:vanina.sloan@rennhack.com) with comments and suggestions.

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