



Summary of RMS Programs

Acquisition Programs

Companies interested in efficiently growing their customer base can leverage RMS' 32-year history of maximizing results from acquisition programs. We typically coordinate strategies closely with the client's direct marketing partner and we recommend gifts at price points to make the gift a decision influencer for households or businesses considering where to take their business. Strategic and tactical recommendations are based on an analysis of historical account openings and include estimates of the ROI from the acquisition strategy. An important component of acquisition strategies for the most successful RMS clients is a referral program backed by training of all front-line employees.

- In 2007, RMS acquisition clients have averaged a 52% lift in account openings
- Acquisition costs for lift accounts are normally far less than first-year revenues from those additional accounts

Optimization Programs

For companies interested in a lift in cross sales and/or reduction in attrition, RMS' Optimization Programs are the answer. RMS Optimization Programs are best used when rewards/incentives are desired for product purchases or other activities that are significant but infrequent. RMS creates recommendations for completely customized programs based on the value of the products purchased by customers. These recommendations include gifts we describe as decision makers, since the intent is to offer rewards that literally prompt customers to take immediate action. For example, these kinds of programs are very effective at increasing the penetration of sales of "sticky" products at the New Accounts desk at a financial institution.

- Optimization Programs can efficiently boost cross sales of products to existing customers
- RMS' Optimization Programs are ideal for testing, giving you the opportunity to determine the approach and components that give you the highest ROI
- The programs can be used as a consistent part of your marketing mix, or as a way to boost sales on an event basis
- Gifts in your Optimization Program can be fulfilled by RMS to your customer's doorstep

Loyalty/Rewards Programs

Companies that wish to reward customers for small transactions, such as activation or increased use of a credit or debit card, can turn to RMS' proprietary BankingBonus™ platform. This web-based platform gives you the control and flexibility you need to create any sort of customer or employee rewards program you wish, and it is backed by a catalog of more than 3,000 gift items. Reporting on activity of participants in your program is extensive, with more than 20 analytical reports at your fingertips at any point in time.

Events

RMS supports hundreds of clients every year with merchandise for special or one-time events such as short-term promotions, grand openings, or board, investor or community meetings. Just contact our offices with the details about your needs and we will provide you with gift recommendations for various products to support your initiative.