



Customer Loyalty Program

The Challenge

When a large animal health company needed a creative way to reward their customers for their loyalty, they turned to Hibbert.

The brand team had three goals that they shared with Hibbert:

- Retain loyal veterinarian offices and clinics
- Strengthen the relationship between the client and its customers
- Provide reward items that are valuable to the customer and be able to provide different rewards for varying levels of loyal customers

The Process

Hibbert helped design a program to reward veterinarian and clinic offices that are the most loyal to the brand. The client determined the loyalty level achieved. Based on the level, the customer received and clicked on the link to the Hibbert order2u.com[®] site, where they could view a number of templates for items that are customizable and can be printed on demand. Based on link security, the customer can only see items that are available for that specific reward level. Once the order is placed, Hibbert fulfills on behalf of the veterinarian office or clinic.

The Solution

Set up and implementation of the program took one month from the concept phase and design of the reward items to the launch of the program.

- Leveraged an existing order2u.com[®] site with template features to save the client time and money for setup and implementation.
- Assigned specific links with certain access levels to be distributed based on loyalty achievement status through the client.
- Worked with the Hibbert Design Studio on concepts outlined by the client, to create various reward items such as reminder cards, appointment cards, posters and office banners. Items were customizable with the customer's logo, name and address.

The Results

- The program was successful and all of the program goals were realized.
- Hibbert created a solution utilizing existing platforms and functionality to save time and money.
- The legal and regulatory review process for reward items was managed by Hibbert.
- Valuable rewards were created for the veterinary office and clinics' customers for use on a daily basis. The reward items are also a daily reminder to the customers in a positive way.
- Hibbert was able to implement the program accurately, cost effectively and timely.

Whether a small pilot program or a nationwide launch, the program can be tailored to your brand's specific marketing needs. We will work with you from the concept phase through to implementation and launch.

Hibbert is your "one stop shop" for all your marketing fulfillment needs.

To find out more about Hibbert, contact your Hibbert Account Executive.

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