

Customer Rewards – A Case Study

One successful lifestyle business needed an ‘off-the shelf’ membership club that could be marketed and run via its own brand name. The range of national and regional offers that Countdown has, in addition to the expertise provided in marketing, design and product development meant that Countdown was the perfect partner.

The membership club that was created and launched has ensured that the business has been able to provide its own clients with significant and relevant benefits that in turn help it to maintain its own competitive advantage and generate significant incremental revenues.

As part of Countdown’s ongoing commitment to its clients, new product concepts have been developed to ensure that the club remains both exciting and relevant to members. The result of this ongoing drive for innovation is that the business has been able to generate higher revenues while still delivering increased value to the end user.