



Driving Top Customer Loyalty

Recognize, Reward and Retain Your Bank's Very Best Customers

Attracting and keeping loyal customers is imperative for the success of practically any business. For many of today's financial institutions, a relatively small percentage of top-tier customers will account for the majority of its profits.

The **Platinum Customer Program** was developed to provide bankers with an imaginative, measurable and sustainable method to build deeper loyalty – and enhance profitability – with the bank's most sought-after customers.



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Platinum Customer Program

The Platinum Customer Program is designed to achieve three important goals:

- **Recognize, reward and retain the bank's most profitable customers**
- **Deepen the bank's "wallet share" with top-tier customers**
- **Attract customers with "move-up" potential**

With Platinum Customer status, top-tier customers not only enjoy tangible financial benefits and incentives, they continuously receive VIP treatment. Their Platinum status also invokes a strong emotional tie to the bank.

Platinum Recognizes The Entire Relationship

Because being a Platinum Customer is a *status* and not an *account*, the bank can award this special designation to overlay any customer account. Platinum is usually reserved for the top 10% of personal banking customers. To achieve Platinum status, the customer is typically required to have a Personal Checking Account at the bank along with significant deposit and/or loan balances. Each bank determines its own criteria for customers to attain Platinum status.

Personalized Incentives Deepen Loyalty

The Platinum Customer Program is easy to customize and quick to implement. For the cost of treating a top-tier customer to dinner, your bank can reward that same customer with Platinum perks all year long. Each Platinum Customer receives a customized mailer, 2-3 times annually, that includes a personalized benefits card, valuable coupons and the bank's best offers. Combined with an optional Platinum Training Program, this high touch style of communication will heighten your customers' appreciation of their Platinum status and deepen their loyalty to your bank.

F&M Bank has successfully customized its Platinum Customer Program with targeted offers and a proprietary brand name: "F&M GoldCrest Customer."

Platinum Produces Compelling Results

The power of the Platinum Customer Program is most clearly reflected in its results. The following are highlights from the initial three years of F&M Bank's GoldCrest Customer program:

- **Deposits by GoldCrest Customers more than doubled, an increase of \$111.1 million**
- **GoldCrest Customers represent 8% of all personal banking customers, but their combined balances grew significantly in the first three years:**
 - Percentage of Bank Personal Deposits: 25.9% to 45.9%
 - Percentage of Bank Personal Loans: 29.0% to 54.4%
 - \$264 million in combined personal deposits and loans
- **Accounts per customer increased from 4.13 to 4.42**



Contact BLF Marketing and discover how your bank can benefit by offering a Platinum Customer Program to your top customers.



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Since 1978, BLF Marketing has specialized in results-focused bank marketing, including: Strategic Services, Branding/Identity, Product Design, Targeting & Cross-Selling, Marketing Resources, Advertising Campaigns, Electronic Marketing and Corporate Communications.

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