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Say Thank You and Get Your Business to Flourish with Customer Loyalty Programmes! by [John Willium](#)

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The producer-consumer relationship is well past the buying-selling stage. Today, it is all about competition, interaction and appreciation. With the market flooded with competitors, sellers are constantly trying to outmanoeuvre one another when it comes to attracting new customers and keeping the old ones satisfied! In such an intense scenario, Customer Loyalty Programmes go a long way in maintaining strong links with your clients.

Who doesn't love a thank you or a token of gratitude? Your relationship with your customers like any other can be strengthened by a gift of appreciation. There are several online portals dedicated to help you build meaningful bonds with your customers. After all, it is your clients who bring in the business and carry the word around to their friends and colleagues. So if you keep one customer happy, you ensure that they spread words of your appreciation among their circles and also that they come back for more!

Customer Loyalty Programmes can vary from a simple gift to exciting offers, depending on what your budget and clientele is. All you need to do is register yourself online, choose an appropriate gift from a list of branded items, and give in the customers address and voila! Your gift will be delivered to the required client in no time! You can also send in a list of the customers you want to reach out to, along with their address and your budget. The website will then select the gift most appropriate for each client and have it delivered, all this within the frame of the budget you provide.

The choices of gifts are also many varied and branded, definitely way past the days of sending useless vases and teapots! You can even add a little twist to your Customer Loyalty Programmes by awarding points to your clients, points that can be later redeemed for attractive gifts. So, your recurring customers will not only enjoy your fantastic services but they will also be given points for it! You can also award special points to customers who send more business your way.

Another exciting possibility is that of Closing Gifts, which is most important in real estate like businesses. When you close a deal with a client, say goodbye in style by handing them a Closing Gift, like a coffee maker or vacuum cleaner in case of real estate. Great ways to build relationships, these unique programmes show that your customers mean much more to you than just a means for your business to prosper!

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The author is a businessman who believes customer satisfaction to be of utmost importance and recommends a [Customer Loyalty Programmes](#) and a [Closing Gifts](#) to all his peers.

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