



Customer Retention – Case Study

Customer Challenge – VIPGift was engaged by a Fortune 500 utility company to increase customer retention in their existing points program by accomplishing the following goals:

- Increase **Program Engagement** – additional point redemptions
- Increase **Customer Loyalty** – reduce customer turn over

VIPGift Solution – VIPGift developed a comprehensive points program whereby customers purchasing from **multiple business units** had their purchases **funneled** into a **centralized retention and loyalty program**. **Customers earn points for:**

- **Total Monthly Spend** – from all business units
- **Additional Feature Purchases** – new service options
- **Spending Level Increases** – growth in existing service options

Results – Action resulted in **improved program engagement** and **churn reduction**

- **Program Engagement** – increased overall participation by **8.5%**
- **Customer Loyalty** – churn decreased by over **32%** in five years