



Customer Appreciation, Relationship Building and Retention

Overview

Customer Profile

Hamper King is one of Australia's largest and most successful operations delivers a stress-free, fabulous Christmas for thousands of families each year by providing a great range of quality hampers, gift products and services, all on easy weekly payments.

Part of Layby Services Australia – strategic business solutions. Sydney NSW



The Team

Terry Seremetis
Chief Executive Officer

David White
Sales & Marketing Director

Martin Cohen
Merchandise & Marketing Manager

Customer retention
grew by 15% over
previous years.

For more information contact
1300 250 162
or visit www.keyreturn.com.au

“KeyReturn assisted, designed and produced an important component for this strategic customer retention campaign.”

David White, Hamper King / Layby Services Australia

19,120 Hamper King branded KeyReturn Key-Tags

- Designed, produced and supplied 19,120 key-tags with specialised presentation mail packs incorporating a retention campaign including a competition
- Assisted with the execution, mail-out and fulfilment to all 19,120 Hamper King customers

- The overall campaign strategy developed by Hamper King, combining the branded KeyReturn key-tag was highly successful in terms of customer appreciation, relationship building and retention
- Hamper King KeyReturn Key-Tags yielded a valued perception by customers
- Hamper King will continue to work with KeyReturn on future annual CRM initiatives

The Campaign

- Effectively executed and managed mail-out
- Pre-registered all 19,120 Hamper King customer key-tags in the KeyReturn 'key return service database'
- The positive response immediately after the mailing evidenced a major spike with telephone calls to the customer service departments of both Hamper King & KeyReturn requesting further supplies of Hamper King Key-Tags for family members, friends and associates
- The customer retention campaign proved highly successful with an increase from 60% to 75% over previous years

Summary

“We were thoroughly delighted and impressed with how the team at KeyReturn assisted, designed and produced an important component for this strategic customer retention campaign. Their professionalism, quality of the end product and ‘can do’ attitude contributed to nothing less than a highly successful campaign. I can recommend KeyReturn with every trust and confidence”.

David White

Hamper King/Layby Services Australia