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# Savings Account Bonus Target Best

**Allen E. Smith**

## Savings Account Bonus Target Best:

**Reward Management as a Part of Bonus Programs in B2C Markets** Sebastian Grosser,2006-09-11 Inhaltsangabe Abstract At the moment bonus programs are alone or in combination with other instruments one of the most successful and most often used marketing instruments in B2C markets to retain customers by giving them a bonus for loyal behaviour A typical bonus program of this kind is Payback The problem is that still there is little known about why customers participate in bonus programs and that especially the crucial aspect rewards management also bonus management is the blind spot of the marketing theory on hand On the background of high investments in bonus programs and their rewards on the one hand and unclear reasons for the different success of bonus sets on the other hand this is an unsatisfactory situation The target is therefore to show how bonus programs work and how rewards management is integrated in such a bonus program Furthermore it is the target to show how rewards management can contribute to program success how a rewards concept has to be set up and which possibilities e g type of reward there are for setting up a successful bonus set To reach this a compilation of the scattered but carefully selected information in marking literature papers articles and further sources also from non economic ones like psychology a systematization of the findings and drawing of conclusions from this gives a clearer picture and helps to give recommendations for setting up a successful rewards management For backing up the findings the results of an especially therefore carried out online survey get used The decision to start with a bonus program must be based on the likeliness of the expected benefits that can be higher perceived product value customer satisfaction loyalty from that customer equity and company value and cost savings as well as additional sales and cross and up selling Of course these benefits are strongly influenced by the customer retention potential of the bonus program set up The customer retention can be influenced through bonus programs by both psychological causes e g satisfaction as well as by rewarding the customer for certain behaviour Because everybody can reward the customers the type of bonus reward is decisive The type of reward belongs to the burning mechanism of a bonus program In a token economy rewards can be redeemed for collected points artificial currency Points and point issuance rules are part of the earning mechanism and are closely linked

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**Savings for Development** United Nations. Department of International Economic and Social Affairs,1986 *Campaign Planner for Promotion and IMC* Shay Sayre,2002 This workbook is designed to help students prepare and present a professional campaign in conjunction with their advertising promotion or IMC text Using a 10 step guide the Campaign Planner for Promotions and Integrated Marketing Communications 2e clearly explains the process of planning and executing a successful campaign Students have the option of working alone or in agency teams to complete the workbook activities Students working in teams will learn about specific agency roles as they create their campaign Acting as a simulated agency students provide solutions for a chosen client s promotional problem Problem solutions involve advertising public relations and promotional aspects to deliver a truly integrated marketing communications plan To aid students in the development of campaign objectives strategies and tactics a case synopsis featuring Starbucks Coffee is included as an example brand Finally students are asked to develop a Plans Book containing their recommendations for a successful campaign *The Routledge Handbook of Economic Expectations in Historical Perspective* Laetitia Lenel,Alexander Nützenadel,Jochen Streb,Ingo Köhler,2025-11-18 The Routledge Handbook of Economic Expectations in Historical Perspective offers a one stop reference that distills and summarizes the recent scholarship on economic expectations Investigating the dynamics effects and determinants of economic expectations from a global perspective since the seventeenth century this book enhances the understanding of expectation formation across time and space Expectations drive economic decision making and thus offer a fundamental key to understanding economic behavior Given the centrality of economics to society the historical study of economic expectations is a highly relevant endeavor for which this volume provides an accessible starting point Featuring 33 chapters written by leading scholars from fields ranging from anthropology to political science this handbook provides a uniquely interdisciplinary perspective Together the collection of essays argues that the development of economic theory and empirical research on expectation formation has not taken place in a vacuum Rather it must be understood as one strand in a complex entanglement of knowledge production experiences and economic and political decision making which interacted with challenged and transformed each other With its broad scope this handbook will be of interest to students and scholars across multiple disciplines including economic history economics sociology anthropology psychology and political science

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