

# Alpine Valleys

agribusiness forum

*'Australian Alpine Valleys - Where the Best Grows to Perfection'*

## Project Report

**Customer Loyalty Program 2007-09**

**Total Project Cost  
\$77,910**

The AAVAF was funded to facilitate a program to assist wineries and breweries with their marketing. This involved a series of training events and ongoing mentoring for eighteen winemakers and two craft breweries. The program was conducted by Kevin Bascomb of Quercus Marketing and addressed four main issues;

- Solutions to IT challenges
- Maintaining customer loyalty
- Communications
- Cellar door merchandising

The two year program resulted in improvements in the retention of loyalty scheme members along with the recruitment of new members for the participants.

This loyalty program course assisted participants to understand the importance of consistency in their brand and channel management, website management, direct mail orders, and the need for disciplined diligence to meet loyalty program operational obligations including recruitment, pack despatch, and back-of-house administrative procedures.