

# COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

## **FOR IMMEDIATE RELEASE**

Jill Z. McBride, Public Relations, 513-231-5115 [jill.mcbride@colloquy.com](mailto:jill.mcbride@colloquy.com)  
Rick Ferguson, COLLOQUY, 513-248-5910 [info@colloquy.com](mailto:info@colloquy.com)

## **COLLOQUY Magazine Tackles Luxury Loyalty, Hospitality Programs, Relationship Banking & More**

*Free Download Available at [www.colloquy.com](http://www.colloquy.com)*

(April 5, 2006 -- Cincinnati, OH) The spring 2006 issue of COLLOQUY®, a loyalty-marketing publication, explores the latest news in relationship marketing and CRM strategies including:

### Cover Story: Lap of Luxury

Meet the new affluent: They look for value, crave experiences and love rewards but demand recognition. Meeting their needs has never been more challenging. Discover how companies are turning to loyalty and database marketing strategies to meet the challenges they present.

### Life is Not a Shopping Cart

Canada's AIR MILES President, Bryan Pearson, tells us that to sustain brand loyalty, companies must focus on deeper, more meaningful, relevant and mutually beneficial relationships with their customers.

### Building a Better Reward Catalog

Fábio Santoro, CEO of Dotz, the largest coalition loyalty program in Brazil, explains how to build a better reward strategy and offers six commandments for exceeding customer expectations.

### Program Spotlight: Cendant TripRewards

Cendant Hotel's Wendi Mazzucco details how Cendant keeps searching for the Holy Grail of customer loyalty by digging into the data collected by eight hotel brands, two car rental companies and a host of partners.

### International Report: Grupo Posadas

COLLOQUY's Terri Gaughan talks with Alfredo Reynoso of Grupo Posadas, owner of Mexico's Fiesta Americana and Fiesta Inn Hotels and the *Fiesta Rewards* frequent-guest program, about how they turned predictive customer modeling to address the problem of inactive members.

### The Flight to Quality: How Credit Fits Into Relationship Banking

COLLOQUY contributor Bill Hanifin mourns the demise of banks' intimate customer service and explores how banks are discovering the benefits of managing customers across retail lines.

### **About COLLOQUY:**

COLLOQUY comprises a collection of resources devoted to the global loyalty-marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, COLLOQUY®, a magazine serving the loyalty-marketing industry since 1990, COLLOQUY.COM, the most comprehensive loyalty web site in the world and COLLOQUY's Research and Education divisions. Together they provide a worldwide audience of 25,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe. COLLOQUY magazine subscriptions are available at no cost to qualified persons at [www.colloquy.com](http://www.colloquy.com) or by calling 513.248.9184.