



The Loyalty Strategy Report

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Let Us Hear From You!

OMEGA IN THE NEWS

INCENTIVE MAGAZINE's 'Honoring Customers' article features coverage on Omega Management Group's NorthFace ScoreBoard Award

Nothing Succeeds Like Success!



John Maraganis
President & CEO

Omega's success these past 20 years is the result of our commitment to providing exceptional service to our clients along with a focus on consistently growing our customer base. I'm very pleased to present you with three vivid examples that show we continue to practice that proven, winning formula.

You're looking at the first example: Omega's brand new "e-newsletter." You probably receive a number of such emails, but I can say with confidence you've never seen one as visually appealing, graphically rich and as easy to navigate as this one. We've also leveraged the interactive nature of email to allow

you to instantly request and receive specific information regarding your relationship with Omega. In the future, we'll do even more in this regard.

[\[FULL STORY\]](#)

SCORE 2005: Symposium for Customer Operations & Relationships Exposition



March/April 2005 Las Vegas

There is already tremendous interest in SCORE 2005, the Symposium for Customer Operations and Relationships Exposition. This blockbuster event will focus on a top priority at every organization -- maximizing customer CRM loyalty and retention - and ways to develop the best-in-class marketing, service, support, training and employee compensation linked to customer satisfaction programs that make it all happen.

[\[FULL STORY\]](#)



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\$5K value

- Free annual web customer survey; \$5,000 value (first 25 respondents)



-\$25 American Express Gift Cards (next 25 respondents)



-Mass State Lottery \$5 scratch tickets (Next 50 respondents)



-Mass State Lottery \$1 scratch tickets (Final 150 respondents)

To claim your REWARD, click on the button below to enter your complete contact information.

Excellence versus Expectations - A Tale of Two Scales



All end users have expectations regarding the quality of service provided by their various suppliers. In a satisfaction survey, however, is an end user response of "excellent customer service" the same as saying the service quality "exceeded our expectations"? The words would seem to elicit the same responses...

[\[FULL STORY\]](#)

Top Ten Reasons for Obtaining Quality Systems Registration



The original ISO 9000 series is about 20 years old, but it remains the most universally accepted quality management standard and the founding principles still apply. The newest revision (ISO 9001:2000) emphasizes value added, is customer-focused versus organization-focused, and is process-centric versus documentation-centric.

[\[FULL STORY\]](#)

Anthony & Alexander Group: Omega's 'Mr. Goodwrench'



© Picturequest

As a business executive, you know that keeping current on customer and employee needs must always be in the forefront of your service deliverables. At Omega, we recognize and respect your commitment to world-class service, and we are committed to working with you as you fine tune your processes, procedures and culture to maintain and improve your day-to-day operation in order to remain in step with your business goals

[\[FULL STORY\]](#)

Services Renewal Rates - A Leading Loyalty Indicator

by Michael Sifton

Companies fight hard to win the initial sale. Prodigious amounts of money and time are spent on marketing communications, sales calls, proposals, and contracts. After the customer is won and the initial profit realized, you want to secure that customer over the long term to protect the up-front investment and maximize the ongoing revenue stream.

[\[FULL STORY\]](#)

Mailing Address
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Who's Who at Omega: Account Management

Omega's Account Management Loyalty Partnering strategy is the cornerstone of our service delivery process. This strategy focuses on collaboration with clients on every facet of their customer satisfaction and retention program.

[\[FULL STORY\]](#)

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Michael Silton
President
Rainmaker Systems

Customer Profile: Checkpoint Systems, Inc.

Checkpoint



In 2002, Checkpoint Systems, Inc. began an initiative to understand customer perceptions of its products, sales, services and overall company performance across two distinct lines of business. One was the EAS (Electronic Article Surveillance) business and its mission-critical BCS (Bar-Code Systems) high-speed laser document business.

After looking at a number of companies, Checkpoint selected the Omega Management Group Corp. because of its detailed reporting package and timely analysis. Checkpoint began its survey tracking with Omega's Customer Satisfaction and Retention (CARE) program to gauge customer loyalty. Each quarter, Omega surveyed 30 EAS and 40 BCS customers. The results were tallied and reports displayed on the Omega ScoreBoard bulletin boards wall-mounted outside Checkpoint Systems' CEO George Off's office.

[\[FULL STORY\]](#)

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