



# Intelligent customer loyalty in the B2B sector

# Customer loyalty systems - maximising the potential of your customers

Numerous competitors, overcapacities and barely perceptible product differentiation.

The willingness to switch increases. The competition is only a click away. Will your customers stay loyal to you?

The biggest loyalty killers are: interchangeability, opaque pricing and emotional distance. However, most companies have a lot of catching up to do on at least one of these points. If you fascinate your customers and make them active fans of your products or your company, you create identification, factual as well as emotional attachment. This prevents painfully high fluctuation rates and maximises the sales potential of your customers.

Particularly in the B2B sector, companies are in most cases hardly in a position to actively market individual brands or products or even to ensure the loyalty of their processors due to multi-level sales. Intelligent customer loyalty systems can bind the customer to the brand independently of the price with the help of direct and emotional communication and thus also change his behaviour. To do this, you need to know your processors well. Most companies, however, lack knowledge about important behaviour patterns, product flows, customer data, as well as their needs, wishes and expectations. Simply put: They lack proximity to the individual buyer.

[How about changing the rules of the game so that the customer actively demands more closeness and connection?](#)



*"The cost of acquiring a new customer is seven to ten times higher than the cost of maintaining an existing customer."*

# Customer loyalty - the digital gamechanger for the B2B sector

## The Digital transformation.

Hardly any other topic is ascribed so much potential for growth, increased efficiency and productivity. The digital transformation is affecting all sectors of the economy, impacting the entire value chain and thus changing entire business models. This also applies to the B2B sector:

93% of B2B companies agree with the statement that digitalisation will influence the entirety of processes, according to a study by the Association of German Chambers of Industry and Commerce.

The majority of the players know how enormously digitalisation will also affect their business. One can actually already speak of a revolution. In addition, digitalisation is a development that completely displaces older approaches. New and changed purchasing decision processes are emerging, which have to be matched by appropriate solutions. However, the degree of implementation is still too low in many cases. In short, this means that the company that intelligently controls and coordinates all essential components (product, trade, processor and field service) will gain great competitive advantages.

## Seize opportunities, recognise potential.

Der digital transformation offers players in the B2B sector opportunities to increase their productivity. Especially in 3-stage sales in particular, digitalisation means that companies collect and intensively use all data at every stage of the value chain. This creates a database that gives you a 360° view of all phases of the product flow. In addition, you gain a holistic view of all phases and actors and the possibility to control them. This allows you to create a close connection between manufacturer, retailer and processor that is centrally controlled by you. Other industries are already benefiting from this along the entire value chain. Only a few companies in multi-level distribution have used the strong potential of digitalisation in solving this problem so far.

*"As a driver of digitalisation, a company links manufacturers, buyers, customers, tradesmen and nobility with its sales force."*

## Digitalisation increases efficiency in marketing & sales.

The manufacturer who connects production, trade and processors through digital processes will gain significant efficiency advantages. The collected data provides global knowledge about the customer. This means that the right offer can be made to him at the right time and thus manipulate the purchase decision in the desired direction can be manipulated. This not only optimises sales, but also builds factual and emotional customer loyalty through many additional benefits. The sales force receives digital action signals and individually adapted benefit suggestions in real time. These provide the final, decisive impulse to trigger increased buying behaviour, for example. In the communication with the customer, mobile apps offer the opportunity to generate precise and up-to-date information or offers that can be played out at the right time and in the right place. Offer customers help and support in all aspects of their daily work and make yourself an indispensable partner.

Enormous economies of scale can be achieved through an intelligent customer loyalty system that fully exploits the potential of digitalisation.

With reward programmes, you additionally reward your customers with attractive rewards when they redeem collected points. Added value is created that strengthens customer loyalty. In this way, you can offer the distributor, seller and buyer the decisive advantage and motivation boost. It is not uncommon for such a service to convince customers immediately and lead to a spontaneous purchase decision.

# A new dimension of intelligent customer loyalty

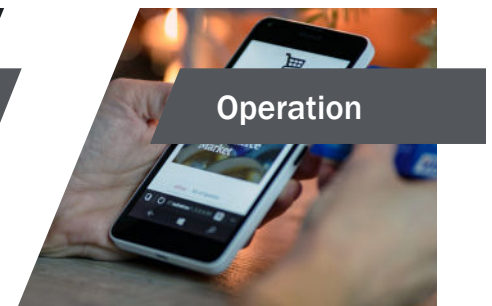
## Leveraging the digital transformation.

Let's keep in mind: The winners of digitalisation will be those companies that have developed and implemented their own data generation and digitalisation strategy for the end-to-end distribution channel across all stages at an early stage.

## Benefit from successful customer retention. We show you how!

Digitalisation therefore requires constant availability, customised services and close cooperation across different systems and data sources. We show you how intelligent, digital processes and value added services can make you an indispensable partner for your retailers and processors.

Innovative concepts, methodical consulting, customised software and systems, complete advantage worlds and all required services from one source. PRODATA takes over the full service for you. We guarantee the successful introduction of an individual customer loyalty programme. With the help of market & advertising psychology, observations of approx. 150 worldwide customer loyalty systems, the knowledge from over 200 studies and our own proven methodology, we analyse and design the perfect customer loyalty system together for your maximum success.



First of all, we work together to develop a holistic strategy that allows us to design a concept that meets your needs. For this purpose, we set clear goals such as customer loyalty, increased sales, exclusive product sales, increased turnover or increased satisfaction etc. In line with this, the advantage elements and services of the programme are defined, which motivate the processor, the trade or the sales force to move in your direction. Furthermore, the sub-target groups are defined, as well as a communication concept, the technical concept and a Customer Journey for onboarding and ongoing operation.

As soon as the concept for your programme is ready, our experienced project managers and technicians turn the content into reality for you. We take care of the complete handling and set-up of all systems, websites, processes and databases. We also work with you to design all advertising materials and coordinate with sub-partners such as printers, premium suppliers or similar.

We operate your programme holistically for you and take over the technical and communicative services, the support and the benefit management. At your request, we will regularly provide you with detailed statistics on your customers and the individual activities. With the help of our controlling, you can also measure the efficiency and quality of the various activities in your system. In this way, you always stay on course and realise your goals. Of course, your permanent project manager will also assist you with the optimisation and further development of your programme.

# 8 solid reasons for a customer loyalty programme

- ✓ **Satisfied customers increase your turnover.** If your customers become fans, you will notice this enormously quickly in the form of increased purchase frequency and rising sales.
- ✓ **The customer's loyalty is rewarded.** It offers your customers added value with customised benefits that fit their life and work situation.
- ✓ **Customer information is invaluable to your business.** Not only can you learn a lot about the purchasing behaviour of your processors, but you can also contact your customers directly and effectively.
- ✓ **It creates a link between manufacturer, trader and processor.** In 3-tier sales, a connection controlled by you can be created, which is of great importance for the success of your company in all sales and marketing processes.
- ✓ **The emotional connection to the company and the brand is strengthened.** A satisfied and loyal customer will buy from you even if prices should rise. In the case of new products, such a customer will usually buy from your company, even if there should be a cheaper competitor. With a successful customer loyalty system, you ensure that the customer sees no reason to have to reorientate himself on the market.
- ✓ **The customer loyalty system serves as a control tool for the entire customer journey.** From lead generation to sales, cross- or upselling and complaint management to cancellation prevention.
- ✓ **Existing customers are tied to the company.** New customers will come in. Surely you knew that it is 7 to 10 times more effective to retain existing customers than to acquire new ones. The right customer loyalty programme ensures that successful customer retention can take place.
- ✓ **The field staff can be individually controlled and motivated.** For this purpose, it is equipped with various tools for better market cultivation.

**Only if the offer is easy to understand and yet highly attractive to the customer will it work. We show you how it works! Contact us now or visit our website at [www.prodata.de](http://www.prodata.de).**





**Thorsten Heftrich**

**Founder and Managing Director of Prodata GmbH**

**Mr Heftrich, you have been dealing with successful customer retention since 1991. What challenges do you see today?**

The internet has made prices and services much more transparent and, above all, comparable. As a result, price plays an important role and other arguments lose significance. Competition is growing, and loyalty to one supplier tends to decrease. Retailers always sell the product with the highest margin. This makes it more important than ever to build a direct customer relationship by offering the customer more tangible benefits beyond the product. Customers who feel well looked after and understood are less price-sensitive and buy more and more often.

**How do you manage to motivate the customer and change his behaviour in the desired direction?**

We follow a holistic approach. The marketing-psychological goal is that the customer recognises why it is worthwhile for him to be permanently associated with your company, apart from the price argument. This customer loyalty in turn benefits the company, a classic win-win situation. In this way, we additionally charge the product and the service with further benefits and advantages that the customer would definitely like to have and thus a pull effect is created quite naturally.

**Every manufacturer, every company has different challenges. What is your approach for a custom-fit concept?**

Yes, that is so correct. It is clear that there is no one model concept that fits every client and meets all requirements. To think this would be a sure way for a project to fail. For a successful concept, we have developed our own methodology based on a wide range of studies and behavioural psychology findings. We analyse up to 400 aspects with our clients and shed light on both the situation of the client as well as the needs of the respective target group. The aim is to find trigger points that move and bind the customer permanently.

**What changes in the area of customer loyalty for the B2B sector do you see in the near future?**

On the one hand, we have digitalisation, which is a real "gamechanger" in sales and marketing. The possibilities of price comparison and the resulting migration of customers will continue to be a problem thanks to will continue to be a problem in the future thanks to advancing digitalisation. For many companies, direct customer communication and loyalty between manufacturer and processor will therefore be decisive for success. Because only those who really know their customers can offer them exactly what they need. We will see manufacturers setting up entire toolsets free of charge to make the customer's work easier, more convenient and more profitable. In this way, more and more ancillary work can be relieved or made easier for the customer. Those who manage to do this can demand brand loyalty and more turnover in return. The following still applies: A customer who feels valued and understood is a loyal customer.

## Who we are


PRODATA is your dedicated partner for customer loyalty, sales promotion and sales management. As a project agency and service provider, we are your guarantee for successful services, systems and solutions.

We offer you the necessary services and systems for efficient marketing and sales across all media.

Our common goal is to develop the best loyalty programmes for our customers. We accompany you from conception to operation. And we have a lot of fun on our journey together.

We are passionate about working for our clients to implement our beliefs with the help of new perspectives. No long ways, no expensive "overheads". Personal commitment, intensive identification with the product and your company, and open, fair and direct customer contact. Together we look for solutions to complex requirements and strive for innovation. Each of the 85 team members forms an important cog in our company and thus contributes to our joint success.

The two founders Wolfram Eberitzsch and Thorsten Heftrich, as managing directors and owners, have stood for the highest performance and quality for over 29 years. They personally vouch for this in their company PRODATA.



***Trust in over 29 years of successful customer communication and more than 1000 successfully implemented projects.***

# Our customers



Mercedes-Benz



**FESTOOL**

**Buderus**



**Jeep**



**FESTO**



JOHN DEERE



Contact us

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