



## Innovation Drives C-Store Loyalty Program and 16-Year Partnership

### Challenge

One of the nation's largest convenience store chains needed a partner to produce and distribute loyalty cards as part of a rewards program. Customers use their cards to accumulate loyalty points, which are redeemed to buy merchandise from the chain's convenience stores and to receive discounts on gasoline.

Due to the client's extensive growth through acquisition, the partnering organization needed to develop an innovative solution to provide a large quantity of loyalty cards in a short time frame. In addition, the cards needed to be durable since many customers use their cards multiple times each day.

### Solution

Taylor has supported production and management of the chain's loyalty program materials since 2004. Our ability to respond to the client's rapidly changing needs has been a hallmark of a relationship that has lasted 16 years and counting. For example, the first card was extremely durable and relatively expensive, which became an issue as card volume increased. To save costs, Taylor seamlessly transitioned to a new lighter-weight material that didn't sacrifice durability — and reduced costs for our client by 30%.

### Results

Taylor's proactive account service model and expertise with loyalty card programs have been the foundation of this special 16-year partnership.



#### INCREASED PROFITS

Higher in-store sales and lower loyalty program costs have boosted the client's bottom line.



#### DEEPER RELATIONSHIPS

Customer data gathered through the loyalty program has enabled targeted and personalized offers.



#### SUSTAINED GROWTH

Taylor's flexible production and distribution system ensures seamless fulfillment of millions of cards.