

dallas
dubai
hong kong

kuala lumpur
london
mumbai

san francisco
shanghai
singapore

sydney
tokyo
zurich



Harrods appoints ICLP to manage its new in-store customer loyalty programme

London, UK, October 2006: Harrods, the world's most famous department store, has appointed ICLP, the loyalty agency, to support 'Harrods Rewards', its new in-store customer loyalty programme.

ICLP will deploy its successful proprietary loyalty system TLS to provide the loyalty points engine and customer membership servicing capabilities. In addition, ICLP's in-house contact centre will handle member enquires and ICLP will provide the collateral fulfilment processes for the programme.

Harrods has migrated 90,000 loyalty members from GE Capital Card to the new programme to form the initial membership base, with an additional target of one million members over the next three years being predicted by Jose Majluf, CRM Controller at Harrods. Customers will be invited to join the programme in-store or on-line following their transaction. The launch will also be supported by a direct mail campaign and in-store marketing collateral, also produced by ICLP, in partnership with Harrods.

Majluf says: "Launching 'Harrods Rewards' is an integral part of our CRM strategy. It gives us the opportunity to understand our customers and their spending behaviour. This will be achieved by providing compelling reasons to join, remain engaged and actively participate in the programme. Tiers within the programme will offer our best and high value customers superb additional benefits; loyalty should be rewarded."

Gillian Epps, Client Services Director of ICLP says: "The Harrods marketing team really understands the value of using data insight from its customers to engage the best ones. Using our loyalty system TLS, as the backbone for this data gathering, Harrods Rewards will allow us to intelligently gather transaction and profile data to target appropriate communications, at the right time, to this high profile member base."

Majluf says: "We are confident that engaging ICLP with its loyalty expertise will help us to drive profitable customer relationships. It is a hugely exciting time for us."

Harrods is a multi-channel retailer with a main channel department store located in the heart of Knightsbridge. The store offers over 1,000,000 sq. ft. of merchandise arranged over seven floors. The company also offers a direct mail operation, online shopping, overseas Signature Shops and locations in every terminal at London's Heathrow and Gatwick airports.



managing profitable relationships

world class | consulting • creative • client services

dallas
dubai
hong kong

kuala lumpur
london
mumbai

san francisco
shanghai
singapore

sydney
tokyo
zurich



About ICLP

ICLP is the world's leading specialist loyalty marketing agency with offices in London, Dallas, Dubai, Hong Kong, Kuala Lumpur, Mumbai, San Francisco, Shanghai, Singapore, Sydney, Tokyo and Zurich.

As a full-service agency, ICLP employs some of the world's most experienced loyalty marketing experts. With two decades of commercial insight from working across a wide variety of sectors and best practise experience from around the world, ICLP specialises in maximising the profitable impact of loyalty marketing.

ICLP is part of The Collinson Group which owns and operates a global portfolio of complementary specialised agencies and marketing services businesses.

For more information contact your local ICLP office. Details can be found on: www.iclployalty.com



managing profitable relationships

world class | consulting • creative • client services