

Loyalty Program With New Desktop Marketing Communication Proves More Successful Than Outdated Programs That Utilize E-mail

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DAVENPORT, Iowa, Feb 07, 2007 /PRNewswire via COMTEX/ -- Mississippi Valley Regional Blood Center (MVRBC) recently launched an innovative Loyalty Program and integrated scheduling system for blood donors. The program is designed to increase blood donations, donor frequency and retention, while at the same time lower marketing and communication costs for reaching whole blood, platelet apheresis and double-red cell donors. MVRBC serves 53 hospitals in 45 counties throughout Iowa, Illinois, Wisconsin and Missouri.

The program is cutting-edge, and uses a new technology called Desktop Delivery(TM). The Desktop Delivery tool is among seven forms of tiered loyalty-building communication, similar to the tool used by Southwest Airlines called "Ding." According to an article published in BRANDWEEK last month, Southwest Airlines already has more than two million subscribers who have purchased \$130 million in fares through the innovative tool.

"We use the Desktop Delivery tool as a donor alert mechanism, allowing us to profile and determine preferences of our blood donors. By doing so, we are better able to serve needs," said Melinda Bryant, VP Donor Resources for MVRBC. "The tool also allows us to target market with interactive traceable weblinks, and proven view technology for images, animation and video. These are delivered directly to the desktop, based on the preferences and profiles of our donors."

Recognizing that outdated marketing and communication strategies, such as e-mail, direct mail and telemarketing, are no longer providing the results necessary to meet collection goals, MVRBC decided to team up with THINK360, a marketing-solutions company based in Austin, Texas, to build a state-of-the-art loyalty program with an integrated donor scheduling system. The program gives donors and blood drive coordinators the ability to choose from seven forms of communication, although use of desktop communication is encouraged. Desktop Delivery, BroadCast ScreenSaver, SMS Text Messaging and Voice BroadCasting are the primary forms of communication, with e-mail, direct mail and telemarketing acting as tiered failover methods.

"Over the last few years, we had become alarmed at the increasing number of donors that we could not reach through the usual methods. We obviously needed a new answer, and THINK360 had the right answer. What started as strictly a loyalty program has developed into a complete donor relationship management program," Bryant said. "A little over three months after launch of the program, we had over 7,000 donors registered in the system."

"MVRBC is considered an innovative technology leader within the blood industry," said David Green, President & CEO for MVRBC. "We strive to partner with innovative companies like THINK360 that offer progressive solutions with one primary goal in mind -- to help us provide world-class blood products and services to communities in need." Mr. Green went on to say, "We are an organization that will continue to grow and understand -- like Southwest Airlines does -- that it is critical we value and act upon our donor's preferences and have the appropriate marketing tools if we are to meet community needs."

This release was issued through eReleases(TM). For more information, visit <http://www.ereleases.com>.

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