

Consumer Corner

Cell Phone Customers Call For Rewards Program

(NAPSA)—Consumers have bought in to the idea of rewards programs—and they've made companies listen.

In fact, letting customers accrue points for money spent, and then exchanging those points for goods and services such as free flights, has become so popular that even wireless phone users are now asking "what about me?"

According to a recent study by analyst firm In-Stat, of 936 survey respondents who are heavy cell phone users, more than 60 percent don't think that their wireless provider appreciates their business, and 80 percent believe that operators should do more.

Still, practically none of the cell phone carriers offer official loyalty programs. Sprint, however, is an exception. It offers rewards to select business customers, and a unique loyalty program to prepaid wireless customers via its Boost Mobile division. The division, which distributes wireless communications products for the youth market, offers incentives that are customized to meet the brand's younger customer base, the majority of whom are under 26 years old.

Unlike traditional customer rewards programs, Boost VIP offers customers enhanced social features, including unique lifestyle experiences and benefits. Customers who sign up for the free loyalty program, available at www.boostmobile.com/vip or by calling (888) BOOST-4-U, have access to exclusive content, tickets to certain events, contests and sweepstakes, handset upgrades and free service trials.



A new rewards program offers special perks to cell phone customers.

But do customers really care? The answer seems to be yes. In a recent survey, customers indicated that after learning more about the VIP reward program, the most valued benefits offered seemed to be the enhanced social features and experiential benefits, such as concert tickets, entrance to clubs, and previews of new ringtones and wallpapers.

Also, as part of the customer rewards program, 10 members were given the VIP treatment earlier this year when they attended a Boost Mobile Rockcorps payoff concert.

The selected recipients were guaranteed preferred seating at the concert, VIP passes to the pre-reception and afterparty, and car service to and from all events surrounding the exclusive concert. One of the 10 was even taken backstage for a meet and greet with the artists performing at the concert, which included Korn, The Game, +44, Rise Against and Young Jeezy.