



Metzner Schneider Associates
Customer engagement in the post-CRM world_{sm}

Who we are

- **MSA founded 2002 by loyalty/CRM veterans**
 - **Richard Metzner**
 - Co-founder and President, Brierley & Partners
 - Headed B&P strategy practice
 - Vice President, marketing, Continental Airlines
 - Senior Director, Marketing and Planning, Western Airlines
 - Manager Marketing Planning, American Airlines
 - **Howard Schneider**
 - EVP, Brierley & Partners
 - Chief Creative Officer, Managing Director
 - Strategy Review Board, Executive Committee
 - DMCA, Response Plus, Cohn & Wells
- **Independent consulting and marketing services practice**
- **Broad industry expertise: Travel, hospitality, financial, restaurant, retail, technology, utilities, education.....and marketing agencies**

Leaders in customer engagement

- **Widely published, quoted and reprinted, in North America, Europe, Asia, and the Mideast**

Chicago Tribune

New York Times online

CustomerThink.com

CRM 2Day

Effective Executive

Retail Middle East

American Marketing Association

- **Principals and associates present, lecture, teach at groups including:**

Direct Marketing Association

Marketing Association of America

Wharton Business School Club of Dallas

DMA/Loyola Marymount University

FFPEXpo

Frequent Travel Marketing Association

Circulation Day LA

Network IT Leadership Summit

Direct Marketing Education Foundation

- **Retained to conduct best practices seminars by organizations, including:**

Merrill Lynch

Marriott International

Continental Airlines

JoAnn Stores

Lufthansa German Airlines

Our clients



Metzner | Schneider

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Our team

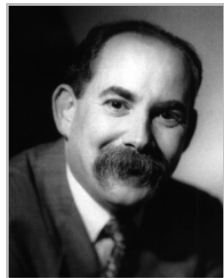


- Laura Siegfried: *Strategy, program design, market research, program management*



- Kate Hogenson: *Strategy, program design, market research, program management*

- Margy Bloom: *Communications strategy*



- Bob Matteo: *Loyalty systems technology*

- Mike Farrar: *Analytics*



- Melinda Risolo: *Creative direction, copy*



- Donna Johnston: *Art direction, design, production management*



What we do

Program design and strategy

- Rewards and experiential elements
- Financial pro-forma analysis for program revenue and liability
- Program measurement, metrics, analytics

Customer insight

- Loyalty drivers
- Moments of Truth mapping
- enVision
- Research design for loyalty programs

Communications and execution

- Strategy for positioning, look-feel, frequency and timing
- Member materials, promotions, and newsletters
- Creative and copy
- Execution and production

Partner marketing

- Strategy and identification
- Negotiation
- Offer tactics and implementation

Technology and tools

- Process design
- Requirements design and documentation
- Evaluation and selection of appropriate platform resource
- Management of technology implementation

Program measurement

- Metrics
- Program reporting and analytics
- Results / ROI measurement

Operations

- Member experience strategy
- Operational manuals
- Training materials

Call us

MSA has designed, implemented and managed successful customer engagement programs for leading brands around the world in the travel, hospitality, retail, technology, financial, food service and other industries. We're also one of the few firms whose practice includes consulting and auditing existing loyalty programs to optimize their effectiveness.

To learn more about MSA, and to obtain specific case studies, please visit us at www.metzner-schneider.com. Or call or email our principals:

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