

# PACKED WITH PURPOSE

THE CUSTOMER: A Financial Services Firm



## THE CHALLENGE

Thank a firm's clients for their continued business with a gift that surprises and delights them, and reflects the company's engagement with local communities.

## OUR SOLUTION

Packed with Purpose created an ongoing, client appreciation gift program that enabled this firm to effortlessly send gifts on a rolling basis to top clients. The financial services firm was able to outsource all aspects of their client appreciation to Packed with Purpose so that their top clients would receive an unexpected thank you on the anniversary of their initial contract with the firm. This program dramatically minimized the time and effort the marketing team spent on client.

Packed with Purpose implemented an easy-to-use, turn-key program that sent out gifts to firm clients on a rolling, monthly basis. Each gift box was branded with the firm's logo and included a custom card by the firm's partners, thanking each client for their business, and celebrating yet another year of their successful relationship.

## THE OUTCOME

Packed with Purpose created an on-going client appreciation program that required minimal effort on behalf of the firm, which surprised and delighted clients, resulting in increased engagement.

- Branded gift with company logo
- Customized thank you card for each recipient
- Turn-key client appreciation program with minimal firm oversight
- Drop ship to individual addresses
- Increased client engagement

"We have received positive feedback on the gifts that were sent earlier this month! 50% of gift recipients either phoned or sent a Thank You note which is a great response."