

# New Loyalty Practice Offers Proof Positive of Success

CHICAGO, Ill., Aug. 22, 2013 (SEND2PRESS NEWSWIRE) – CAC Group, Inc., a customer marketing solutions firm, announced this week the launching of a new division to focus on loyalty program performance – Truth in Loyalty™ ([www.truthinloyalty.com](http://www.truthinloyalty.com)).

“The feedback from the loyalty community has been strong,” Brad Rukstales, president and CEO, CAC Group, Inc., says. “There’s a need for an unbiased and credentialed evaluation of loyalty programs as confirmed by our discussions with leading companies in the hospitality and retail space.”

The launch of Truth in Loyalty™ was born from CAC Group’s experience in using customer analytic methods to design clients’ pilot programs, a proof-of-concept phase, where a conceptual program design is market-tested prior to the launch to assess the investment.

In a world that is increasingly big data and omni-channel, loyalty marketers are under pressure to prove incremental financial contribution and overall financial value.

As a result, CAC Group assembled an expert loyalty consulting team to focus on these needs and to bring leading-edge evaluation techniques to the loyalty marketing space. The team will be led by Rob Morgan, a seasoned loyalty marketing executive; and Joel Schiltz – an industry leader in loyalty program evaluations.

Truth in Loyalty™ will partner with organizations that need a realistic and unbiased perspective about the economics of their loyalty program. Additionally, there is a need for an evaluation not directly tied to the infrastructure/technology loyalty platforms or ongoing communications requirements.

“Truth in Loyalty will bring empiric evaluation techniques that touch on a range of program options including currency and non-currency models, hard and soft benefits (surprise and delight modeling), infrastructure investments and the financial payout structure,” Rukstales says. “Many evaluations will include analyzing a client’s transactional data, conducting primary research and developing pilot recommendations with a complete financial pro-forma and loyalty blueprint.”

## **About CAC Group:**

Since 2002, CAC Group has been evaluating and improving many types of marketing programs. It focuses specifically on quantifying the incremental impact of customer-focused marketing activities.

The company’s heritage in customer-level predictive modeling, incremental measurement and analytic excellence is aligned with loyalty marketing expertise to meet the needs of the board room and the back room.

For more information, please visit: <http://www.cac-group.com/>.

\* Photo Caption: Brad Rukstales, president and CEO, CAC Group, Inc.  
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