Building Customer Relationships

Klein Tools – For Members Only

Challenge

As a manufacturer of hand tools for professionals, Klein Tools has a highly skilled, highly loyal customer base. They live and breathe Klein. One of the ways the company stays in touch with key customers is through an exclusive (but not snooty) club called the Klein Tradesman Club. The main objectives of the Klein Tradesman Club are to build brand loyalty, get customers to join the club and build a database of key customer names (so Klein can sell them more great stuff).

Solution

Sonnhalter developed a special website and a quarterly newsletter (printed and electronic versions) aimed at Club members. These vehicles are used to encourage registration with and participation in the Club, while providing loyal customers with industry news, product information, special promotions, brand merchandise and a whole lot more.

Results

In the first year of the Club's existence, membership exceeded projections by nearly 50% and it continues to grow every year. The positive feedback from distributors and end users has been phenomenal, as have the number of hits on the Club website and the requests for more product information. If we were tradesmen, we'd be in this Club for sure.