

New Company Formed to Motivate Customer Response

True Incentive and Customer Service Network Group Specialize in Leadership and Know-How

FORT LAUDERDALE, FL, USA, October 21, 2014 /EINPresswire.com/ -- [True Incentive](#) and [Customer Service Network Group](#), formed at the beginning of October by long-time incentive marketing experts Gary Baron (Chairman) and Taylor Billington (CEO) to fill what they call a “vacuum in the industry.”

The seasoned leadership of True Incentive and Customer Service Network Group led the founders to embark on the creation of two companies instead of one.

According to Baron, the concept is to have one company (True Incentives) focus on business-to-business interactions deliver incentives that drive prospects and existing customers to action. Customer Service Network Group, the fulfillment side of the business, redeems hundreds of desirable travel and retail experiences to consumers.



“Selling incentives is simply not enough in today’s marketing environment. We’ve been in this business for nearly a quarter of a century and have witnessed its evolution. That’s why we look at the omni-channel challenges of marketing today and are proactive in crafting effective tactics for a variety of incentive-based marketing programs,” said co-founder Taylor Billington. “Not only do we understand how to motivate desired behavior, but our quantitative research allows us to predict results and measure new strategies.”

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“Many companies sell similar products,” continues Baron. “Few have the know-how to understand how to fully use

incentives. Our incentives are designed for all stages of the customer cycle from lead generation to acquisition to gift with purchase. Our commitment is to help our clients in the process so that they achieve the desired results.”

True Incentive and Customer Service Network Group, now builds on its leaders' successful 25-year old tradition of servicing millions of offers. True Incentive's products include travel-based land vacations, airfare combination vacations, cruise vacations, gift cards, cash back rebate and semi-custom solutions designed to give timeshares, travel clubs, banks, auto dealerships and direct marketers the competitive advantage when acquiring and/or maintaining consumer relationships.

To find out more, visit www.true-incentive.com and www.csnetworkgroup.com.

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