

## Creating a customer contact 'capture card'

It's re-assuring that in this day and age of 'virtual' everything, there's still a place for a simple capture card. Frequently, it offers the only opportunity you'll have of gathering the contact info of customers who would otherwise be lost to you. It may seem a simple process to create one, but there are some key issues to consider, not least to ensure you comply with legislation. Feel free to use or adapt the example below for your own use.

Think about how you might be likely to contact your customers in future, and gather as many different types of contact info as possible.

The all-important email address. If you get nothing else, get this.

Customer feedback is crucial. Why not incorporate it into your capture card?

No need for an opt-out tickbox on this sample, but this statement should help re-assure customers about how you intend to use their info.

You are legally obliged to provide a means of unsubscribing from your mailing list.

### We'd love to keep in touch with you!

**...so why not join our mailing list? You'll receive exclusive discounts and special offers, email and text alerts of special events and much more.**

**PLUS we'll enter your name into regular free prize draws.**  
(Terms & conditions apply. Information may change without notice).

|          |               |
|----------|---------------|
| Name     |               |
| Address  |               |
| Address  |               |
| Postcode | Date of birth |
| Tel no   | Mobile        |
| Email    |               |

**Please give us your comments and suggestions on how we could improve our service to you:**

**Our promise to you**  
We will only contact you occasionally by mail, email or text, and with information that we think will be of specific interest to you. Your information will never be shared with anyone else, and you will always have the opportunity to unsubscribe from future contact.

Contact form designed by Contact Marketing Solutions Ltd, Alloa

Incentive, incentive, incentive. The more you offer your customers, the more willingly they'll part with their info.

See our Factsheet no 1 for more info on running a prize draw or competition.

If there's a lower age limit on your promotions, you may need a date of birth. However, it also gives you a great reason to get in touch with the customer a few weeks before their birthday.  
  
Our monthly report can include a birthday alert.

**Remember...** Gathering completed capture cards is only the start of the process. To build an effective database the information must be collated regularly, consistently and repeatedly. We can take care of the entire process for you, from custom-designing a capture card to processing the data and building your database for you.

**Disclaimer:** This information does not constitute specific legal advice, but is intended for guidance only. You should consult a suitably qualified lawyer on any specific legal matter.