

For immediate release

## **Bass Centre Launches Loyalty Scheme**

The Bass Centre – the original bass guitar specialist, announces the launch of their online loyalty scheme which rewards BassCentre.com customers with the ability to earn loyalty discount.

The loyalty scheme is part of their refreshed ecommerce plan – Tom Lammiman-Hinckley, eCommerce Manager says “We needed to make the change from ‘retail only’ to having a stronger online presence, so we have a new website, we have an online customer promise and now our loyalty scheme which, as far as I’m aware, is unique for a musical instrument specialist store.”

The Bass Centre loyalty scheme rewards customers with points for every purchase, spending £500 would earn a £10 discount for example. Customers can also save points from multiple orders and choose to redeem the combined discount at a later date.

According to Lammiman-Hinckley, the Bass Centre will also be offering customers free ‘bonus’ points for submitting customer product reviews or over special weekend online events. He goes on to say “As part of our 25<sup>th</sup> anniversary celebration, we’ll be running various competitions, offers and events throughout the year. Many of these events will only be promoted via our monthly email newsletter, so it’s well worth subscribing”.

For more information on the Bass Centres’ loyalty points scheme, visit [www.basscentre.com](http://www.basscentre.com)

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