



10 Quick Tips for Implementing a Successful Customer Loyalty Program

Staff engagement

Let's face it, your staff is who will be enrolling your customers and you must give them reasons that will increase their engagement with the program. Call a meeting and explain the new program. Reinforce that enrolling customers is a "win-win" situation. Constantly reinforce the program's benefits. **RepeatRewards® will share a variety of ways to accomplish this.**

Training

Don't forget about educating your staff. If they don't understand your program, your customers certainly will not. **RepeatRewards® will provide as much assistance as you need.**

Signage

Make sure you promote your program with signage and brochures. Customers won't sign up unless they know about your program. **RepeatRewards® will create this for you.**

Advertising

Reach out to existing customers by creating interest in your new program. Make an enticing offer to get them to come in and join. Explain the benefits and watch them enroll. Or acquire some new customers using an acquisition strategy. **RepeatRewards® provides mail and email service to do all**

Attainable reward(s)

Make sure that your rewards are attainable. If you make it nearly impossible to earn a reward, you'll get very little program participation. A 5% payback is very customary – for every 200 points they earn (one point equals one dollar) they will receive a \$10.00 award certificate. You can vary the multiple to fit your business. RepeatRewards® will give you guidance and advise you.

Offers

Our program is designed to touch your members on a consistent, timely basis. Let us help you get them to come back more often and spend more money by using offers that make it worth their while to visit you. RepeatRewards® provides mail and email service to do all

Soft-benefits

Frequent-fliers probably care more about getting on board first and having a special telephone number to call to make a reservation or change their tickets than actually earning free flights. Give your members similar benefits that don't cost you an arm and a leg. Better seating, a separate check-out lane, free advice or a help line are just a few examples. RepeatRewards® will give you guidance and advise you.

Terms/Rules

Make sure you define any special business rules associated with your program. Your brochure is a convenient place to write these out. Also emphasize that you will not sell, rent, or use their personal information for any other purpose than those associated with your program. RepeatRewards® will give you guidance and advise you.

Target Marketing

You don't have to send a communication to every member. Nor do you have to send the same offer to everyone. With your program, you'll be able to differentiate based on a number of factors like length of time since last visit, money spent, etc. RepeatRewards® will give you guidance and advise you.

Review your reports

Understand your customers better. We have created over 20 different reports to show you how your program is working. Make sure you review them at least once a month. RepeatRewards® will give you guidance and advise you.