

the
Advanced
**STAR
REWARDS**
PROGRAM



“ Now you can entice your customers
to engage with your brand just like Starbucks!

**LEARN FROM THE FORTUNE 500S HOW TO HOOK TODAY'S
SMARTPHONE ADDICTED CONSUMERS**



*Engage customers
like Starbucks!*

Boost Retention

- Entice your smartphone-addicted customers to engage
- Prompt your customers to climb your loyalty ladder
- Encourage customer engagement with your shop's brand



HOW THIS WORKS

3 easy steps

- Set the star target goal
- Choose your reward coupon value
- Select your star earning chances

Choose these 3 settings and the rest is automated. Set it and forget it! The app will do everything else for you. Once your customers download your app, they'll be prompted to enroll in your rewards program and they'll be enticed to complete other steps on their way to earning stars. Hey, when they hit your reward target our platform will also automatically send your customer notification of the reward coupon earned and added to their account. Easy right?



Entice your customers to climb your loyalty ladder and engage with your brand by earning stars!

1

Choose the target

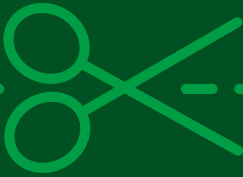
100



example

2

Choose the reward



example

**1 FREE
OIL CHANGE**

~~\$39.95~~
retail value

**to protect getting gouged by a free offer make sure you place a retail price cap on the retail value of the free oil change they can claim.*

3

Choose how they earn

WAYS TO ENGAGE & EARN STARS



example



- | | |
|---|----|
| • first time enrollment in rewards | 10 |
| • every visit to shop | 25 |
| • pre-book their next appointment | 7 |
| • tag a service visit (e.g. oil change) | 1 |
| • connect to customer record on file | 7 |
| • add vehicle profile | 2 |
| • add a personalized vehicle photo | 1 |
| • opt-in to your text club | 5 |
| • add a selfie photo | 1 |

Continued...

WAYS TO ENGAGE & EARN STARS



★ QTY.

- | | |
|---------------------------------------|----|
| • add credit card on file | 5 |
| • request codes to share with friends | 15 |
| • share codes with friends | 5 |
| • set vehicle recall alert reminder | 1 |
| • set average miles driven | 1 |
| • set OEM maintenance reminder | 2 |
| • set oil change reminder | 5 |
| • sharing feedback at checkout | 7 |
| • join birthday club | 5 |
| • enroll in rebate program | 10 |

Continued...

WAYS TO ENGAGE & EARN STARS



★ QTY.

- Enroll as a member

10

- Allow device push notifications

7

- Connect vehicle profile to vehicle on file

4

NINJA TIP

for epic success!

Do you want your loyalty ladder to be hands-off so your customers are enticed to climb on their own?

**PROVIDE REAL
VALUE!** 

Look, if your engagement ladder is going to work you have to do this. You **MUST** entice your customers with **REAL** value. **AND** not just fluff either, but **REAL VALUE** that gets them to take action!





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