



Introduction to Loyalty

USER GUIDE



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Goals and Questions

- **Set Goal and Timeline for Success**
10% increase in net sales over 12 months
- **Participation Projection**
20% of customers participate in loyalty over 12 months
- **Define the Customer**
Number of customers, order frequency, average spend, preferred order method, preferred menu items
- **Define Budget Parameters**
How much will each redemption cost?

Sales Data

Goal: Increase Net Sales by 10% over 12 months

Current Sales Statistics for 1 Year

Net Sales: \$1,500,000

Total Orders: 71,500

Order Average: \$20.98

Existing Customers: 5,960

Frequency: 1 order/ 30 days

Net Sales: **\$1,650,000**

Increase Average. Order

Total Orders: 71,500

Order Average: **\$23.08**

Frequency: 1 order / 30 days

Customers: 5,960

Increase Frequency

Total Orders: 78,650 (7,150)

Order Average: \$20.98

Frequency: **1 order/26 days**

Customers: 5,960

Participation Projections

Goal: Increase Net Sales by 10% over 12 months *by using loyalty*

Goal: 20% of customers transacting *in loyalty over 12 months*

Participation Projections

Customer Count: 5,960

Customer Order Frequency: 1 order every 30 days

Average Projected Spend (non-loyalty): \$251.68 each

Projected Loyalty Customers (20% of base): 1,192

Average Projected Spend by Loyalty Members: \$377.52

Increase Loyalty Member Spend by: *\$125.84*

Participation Projections: Example 1

Goal: Increase Net Sales by 10% over 12 months *by using loyalty*

Goal: 20% of customers transacting *in loyalty over 12 months*

Challenge: Increase loyalty member spend: \$125.84

Solution: *Increase Order Average*

Frequency (All Customers): 12 orders/year

Non-Loyalty Order Average: \$20.98

Loyalty Members: 1,192

Loyalty Order Average: \$31.43

Increase: \$10.46

Participation Projections: Example 2

Goal: Increase Net Sales by 10% over 12 months *by using loyalty*

Goal: 20% of customers transacting *in loyalty over 12 months*

Challenge: Increase loyalty member spend: \$125.84

Solution: *Increase Frequency*

Order Average (All Customers): \$20.98

Frequency Non-Loyalty Customers: 12 orders/year

Frequency Loyalty Members: 18 orders/year

Increase: 6 orders (1 order/21 days)

Point Structure

Goal: Increase Net Sales by 10% over 12 months by using loyalty

Goal: 20% of customers transacting in loyalty over 12 months

Solution

Increase Order Average

\$1 = 1 Point



Solution

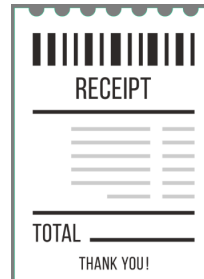
Increase Frequency

1 Order = 1 Point

(Min \$21 purchase)

1 Order = 10 Points

(Min \$21 purchase)



Reward Structure

Goal: Increase Net Sales by 10% over 12 months by using loyalty

Goal: 20% of customers transacting in loyalty over 12 months

Flat Discount

Reward Value: **\$10**

Cost of Reward: **??**



Product

Reward Value: **\$14**

Cost of Reward: **\$3.50**



Cost of Redemption

Goal: Increase Net Sales by 10% over 12 months by using loyalty

Goal: 20% of customers transacting in loyalty over 12 months

Cost to Redeem

Required Qualifying Orders: 18

Projected Rewards Earned per Year: 3

Required Orders to Earn Reward: 6

Projected Loyalty Members: 1,192

Cost per Member: $\$3.50 \times 3 = \10.5

Yearly Cost for all customers: $-\$12,516$

Impact on Loyalty Spend: $\$377.50 + \$10.50 = \$388.00$

Impact on Frequency: $\$388 / \$20.98 = 19 \text{ orders/year } (18.49)$

Impact on Frequency: $1 \text{ order} / 19 \text{ days}$

Goal: Loyalty Customers order 1 time every 19 Days

Loyalty Ratio

Goal: Increase Net Sales by 10% after 12 months

Goal: 20% of orders linked to loyalty after 12 months

Goal: Loyalty Customers order 1 time every 19 Days

Points/Order

Frequency: 1 order/19 days

Order Average: \$20.98

Point Ratio:

1 Order = 30 Points (\$21 min)

Product as Reward

Goal: Increase Net Sales

Food Cost: \$3.50

Value: \$17.00

Reward Ratio:

180 Points = Med 2 Top Pizza

Loyalty Ratio

\$3.50 Discount = \$126 Spent

Loyalty Ratio:

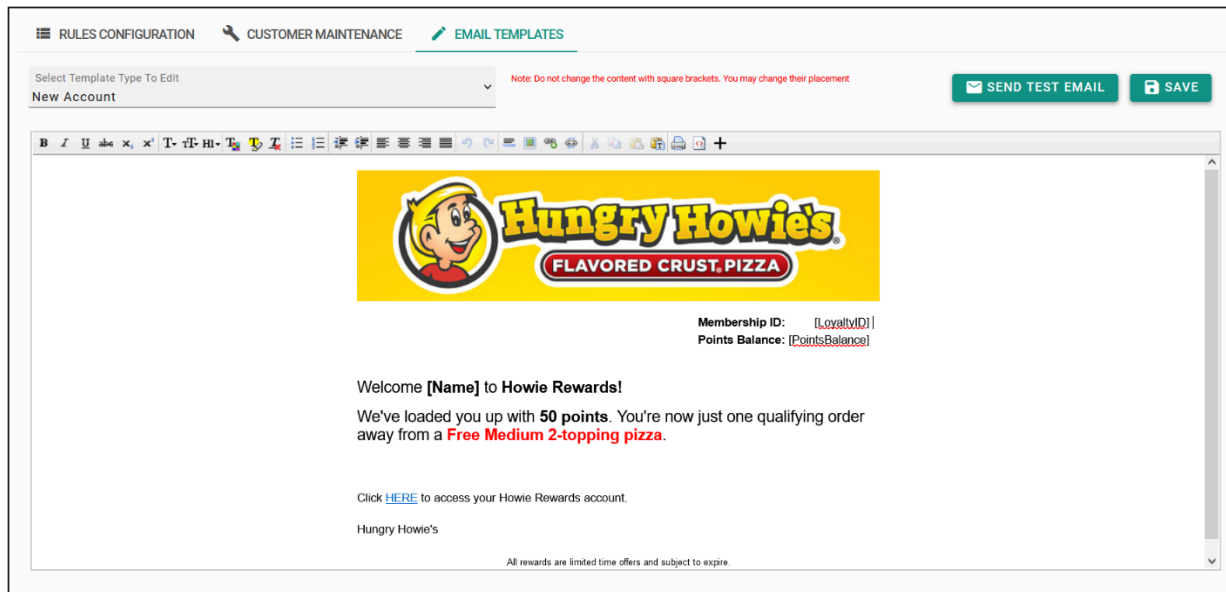
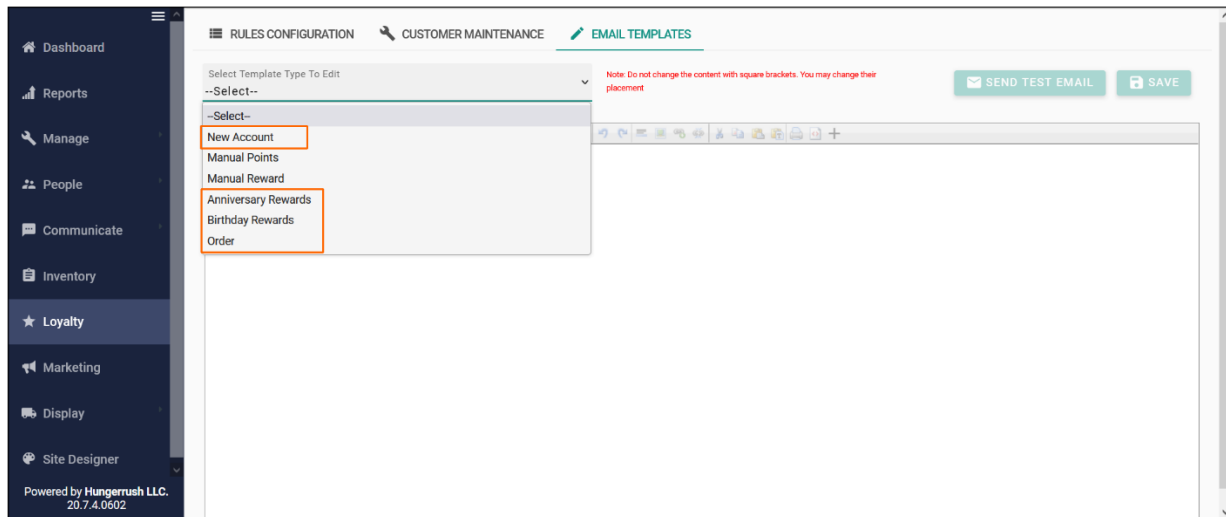
6 Orders = Reward

ROI

\$1 Discount = \$36 Customer Spend

New Features

Email Templates



Restrict Loyalty on Alcohol

Report Group Properties

Report Group: **Beer**

- ☐ Food Stamps Eligible
- ☐ No Gratuity
- ☐ Is Alcohol
- ☒ Is Beer
- ☐ Is Wine
- ☐ Is Beverage
- ☐ Is App
- ☐ Is Entree
- ☐ Is Dessert
- ☒ Is Active
- ☐ Is Meal

Server Tip Out: **0.00 %**

Report Category Name: **Beer**

Item Name: Build Your Own

Button Name: Build Your Own

Receipt Name: Build Your Own

Kitchen Name: BYO

Menu Category: Pizza

Report Group: Pizza

Tax Type: SalesTax

Kitchen Print Cat: Pizza

Show Modifier: ☒ Print Red: ☐ Pref: No

Has Modifier Value: ☐ Open Price: ☐

Price:

Medium: 10.95

Large: 12.95

Party: 16.95

Online Options: **Sugg Desc**

Restrict Points by Order Type

SUPPORTED APPS

POS ONLINE

SUPPORTED ORDER TYPES

DELIVERY PICK UP WALK IN WEB DELIVERY WEB PICKUP

Order Types

ID	Order Type	Description
delivery	Delivery	Phone Delivery
pickup	Pick Up	Phone Pickup
walkin	Walk In	Instore Pickup
webdelivery	Web Delivery	Online Delivery
webpickup	Web Pickup	Online Pickup

Add Save

Order Type Properties

Order Type Name: **Catering**

Receipt Name: **Catering**

Requires Customer: **All Required**

Deferred Order Prep Minutes: **60** Cust Desc: **Edit**

☒ Auto Gratuity - Minimum Guest Count: **1**

- ☐ Requires Table #
- ☒ Delivery?
- ☒ To Go?
- ☐ Drive thru?
- ☐ Use Seat Numbers
- ☐ Delivery Charge Applies
- ☐ Allow Hold Kitchen Ticket
- ☐ Ask to Use Last Order
- ☐ Display Divy Payment Method
- ☒ Remove from Caller ID
- ☐ Allow Hold & Fire
- ☐ Requires Guest Count
- ☐ No Tip Line
- ☒ Print Labels
- ☒ Name on Splits
- ☐ Collect / ☐ Preauth Only
- ☐ Is Available Online
- ☐ No New Orders
- ☐ Get Cust Name From CC
- ☐ Price by Order Type

Minimum Order: **\$0.00** Estimated Time: **0**

Customer History Report

Rules Configuration CUSTOMER MAINTENANCE Email Templates							
Search Add Points Create Reward							
	Loyalty ID	First Name	Last Name	Email	Point Balance	Date Enrolled	Reward Balance
<input checked="" type="checkbox"/>	1048576	TEST	REV	AQUICK@REVENTION.COM	83	07-27-2016	1
<input type="checkbox"/>	1048578	RICHARD	SANDERS	RSANDERS@REVENTION.COM	6	08-03-2016	2
<input type="checkbox"/>	1048600	TEST	TEST	AQUICK@GMAIL.COM	20	08-24-2016	0
<input type="checkbox"/>	1048606	SHAWN	ROMIO	DOWNTOWNROMIOS@GMAIL.COM	31	09-19-2016	0
<input type="checkbox"/>	1048610	HENRY	LAFLEUR	HLAFLEUR@REVENTION.COM	1	09-27-2016	2
<input type="checkbox"/>	1048631	TEST	ENROLLMENT	ATQUICK@REVENTION.COM	5	02-01-2017	0
<input type="checkbox"/>	1048641	MANDI	MOLINAR	MMOLINAR@REVENTION.COM	10	02-24-2017	0
<input type="checkbox"/>	1048670	TEST	REVENTION	TEST21@REVENTION.COM	0	06-28-2017	0
<input type="checkbox"/>	1048679	TEST	TEST	AQUIC@REVENTION.COM	0	07-25-2017	0
<input type="checkbox"/>	1048688	BRIAN	KELLEHER	BRIAN@575PIZZERIA.COM	0	10-05-2017	0

REVENTION™

CUSTOMER MAINTENANCE

Mar 14, 2018

10:42AM

TEST REV

AQUICK@REVENTION.COM

1048576

Audit

Created By	Points	Create Date	Reward \$/%	Max	Exclusive
admin@revention.com	150	09/12/16 03:40 pm	-	-	-
admin@revention.com	-83	09/15/16 03:46 pm	-	-	-
admin@revention.com	1	09/15/16 03:48 pm	-	-	-
POS_123456	5	10/07/16 02:16 pm	-	-	-
admin@revention.com	1	10/19/16 03:00 pm	-	-	-
POS_123456	42	01/25/17 09:11 am	-	-	-
POS_123456	100	01/25/17 09:23 am	-	-	-

Account Status Email

Rules Configuration CUSTOMER MAINTENANCE Email Templates							
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<input type="checkbox"/>	1048679	TEST	TEST	AQUIC@REVENTION.COM	0	07-25-2017	0
<input type="checkbox"/>	1048688	BRIAN	KELLEHER	BRIAN@575PIZZERIA.COM	0	10-05-2017	0



Membership ID: 1229369
Points Balance: 50

Hello NO MAKE NO MAKE,

Thank you for being a loyal customer.

Congratulations! You have earned the following REWARDS:

- ◊ Reward Code: **HC108868** - Test display reward
- ◊ Reward Code: **HC132446** - Free Medium 2 Topping Pizza
- ◊ Reward Code: **HC132447** - Free Medium 2 Topping Pizza
- ◊ Reward Code: **HC179314** - Free Medium 2 Topping Pizza

Technical Support

For technical support, contact **HungerRush Technical Support** at 1.877.738.7444 or go to <https://www.hungerrush.com/support>.