

Monitor your program

Insights in the palm of your hand

Download the app to track your customers and their engagement in your program.

Home Tab

- Points redeemed by your customers
- Program insights
- Latest news and promotions

Members Tab

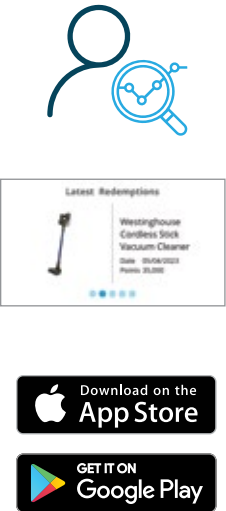
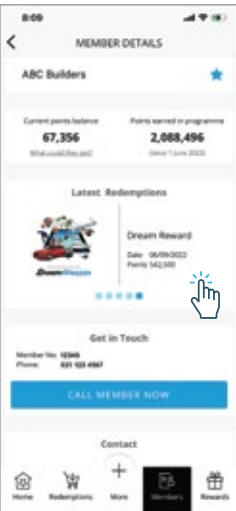
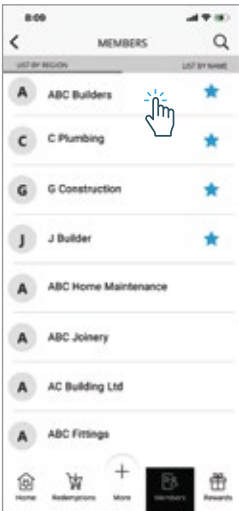
- Live redemption feed
- Customer profiles
- Wishlists

More Tab

- Update account details
- Direct access to your key account manager



You can 'favourite' your top customers to track their redemption activity.



Rewards Shop

www.rewards-shop.com.au

Our online Rewards Shop provides your customers with thousands of products they can redeem their points on. Items are delivered straight to their door from Smart Loyalty's leading suppliers.



Dream Rewards

Let your imagination run free!

Our Dream Rewards concierge service gives your customers the power to choose how they use their points. From flights and accommodation to one-of-a-kind experiences, spa pools to jet skis... we'll go above and beyond to fulfil their requests.

Points + Pay

Combine points and cash to get rewards even faster

If your customers don't have enough points, they can still get the rewards they want, instantly, by making a cash top up on their redemption.



THINK



Your EXCLUSIVE point of difference

www.mysmartloyalty.com/thinkwater

Brought to you by Smart Loyalty AU

Why loyalty as a business strategy?

A tailored loyalty strategy can deliver significant business outcomes

Create a point of difference in an increasingly crowded market. Use your loyalty program to attract, retain and grow your customer base.

Attract

Utilise your reward program to attract new customers by offering points and rewards.

Entice customers with targeted, relevant and customised promotions.

Target prospects with unique offers to acquire new business and increase market share.

Retain

Build an emotional connection with customers.

Strengthen your point of difference.

Minimise attrition by offering customers rewards they can't achieve elsewhere.

Grow

Identify and target customers for growth.

Support seasonal lows or slow-moving product with enticing promotions.

Engage customers and strengthen relationships with an enriched communication strategy.

How it works...

Your customers can earn reward points for every dollar they spend with you, and use those points to get virtually any reward they want!



Spend

Customers earn points for every dollar they spend with you.



Earn

Points are earned when accounts are kept current.



Engage

Your customers will receive regular updates, news, offers and giveaways.



Redeem

Points can be used to get any reward they want!

Getting into the details

Who should you include in the program?

Who to enrol:



- Important customers you want to retain
- Business customers, repeat spenders
- Customers with more potential spend
- Brand new customers
- Bad payers

Who to exclude:



- One time only spenders
- Retail sales
- Government accounts/councils
- Very low margin contracts

How to reward them

1% – Base Offer	2% – Boost Offer	2% Plus – Platinum Offer
The standard points offering to those invited to the program.	Offer a higher rate of reward for targets, milestones and high value customers.	High value, high margin, contract conversion opportunities and product promotions.

Next steps

Add your customers via the easy enrolment process below:

We recommend that you sign up customers in store, or via the online join form at smart-trade.com.au/join. Alternatively, you can email the customer for permission using the template provided.

See below your customers journey during the **LAUNCH** process of the SmartTrade Rewards Program.



1.

Customer joins the program via web, hard copy form or email.



2.

Confirmation email sent from SmartTrade.



3.

Follow-up phone call.



4.

Welcome email sent from SmartTrade, includes link to set up password/account.



5.

Customer falls into standard comms.



6.

First points are due.

Customer benefits

Loaded with extra deals and discounts

Customers have exclusive access to in-store and online discounts, savings on activities and more. Only available through the SmartTrade app, members can log in and check out what's on offer.

What's on offer?

Easy Perks

Customers can get exclusive access to great savings on activities, shopping, dining and more.

Each store that joins before the end of August gets a 12 month complimentary subscription to Easy Perks.



Accommodation & Car Hire



Home & Appliances



Hardware



Dining



Sports & Outdoors

SmartTrade app

Points: Your customers will always have their points balance and points activity on hand.

Deals: Points can go even further with exclusive reward specials, updated regularly on the app.

Latest news: Customers can stay informed with the latest program news and Think Water content.

Rewards: Direct access to thousands of rewards online. Customers can redeem via the app to get their rewards delivered straight to their door.

Wishlist: Customers can save favourites to their wishlist and come back to redeem later.