

Loyalty & Referral Programmes for the Hospitality Industry

(A Hotel & Restaurant Loyalty & Referral Marketing Review)

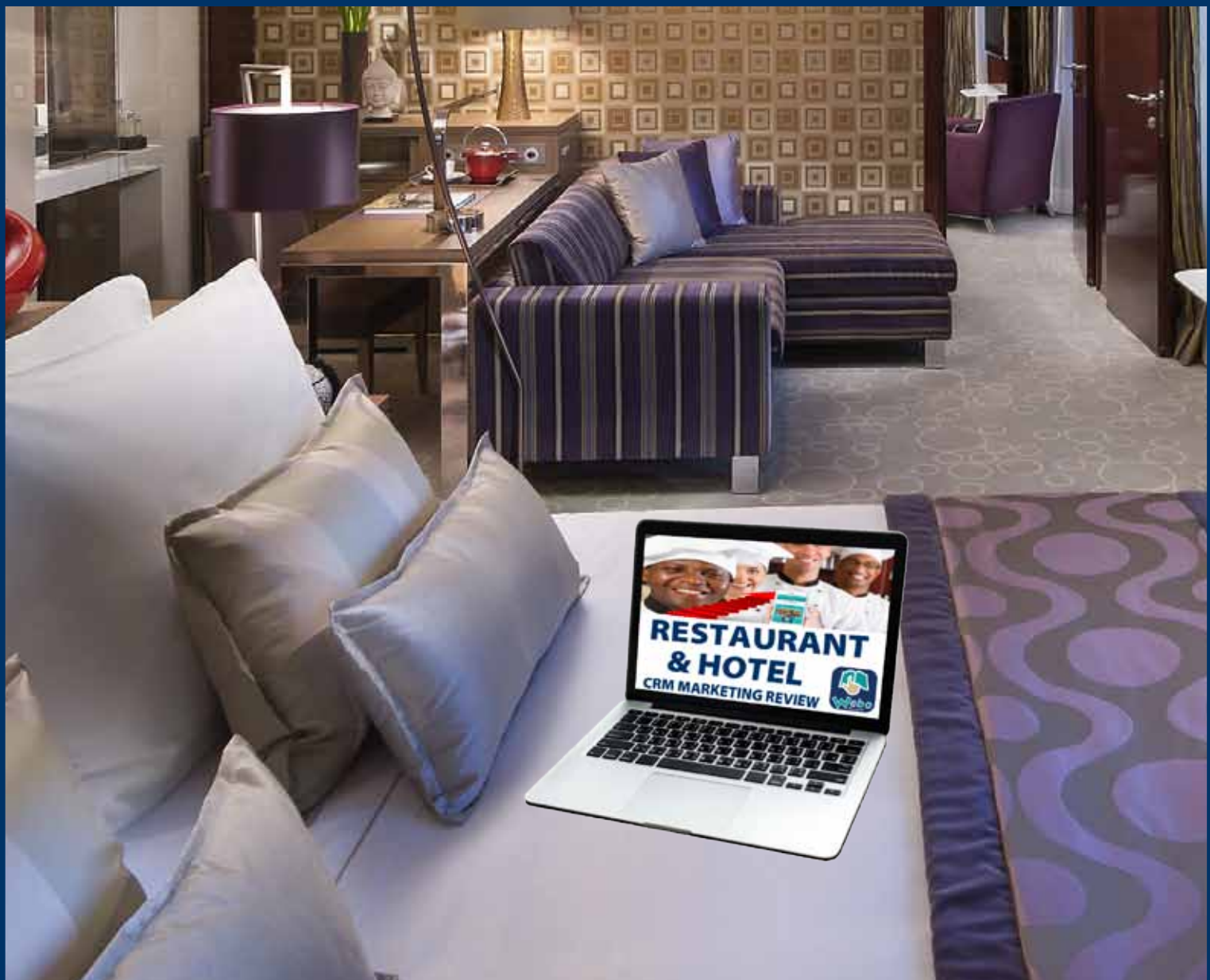


TABLE OF CONTENTS



	Page		Page
Introduction		Food & Beverage Reward Programmes	
Executive Summary	4	Coffee Shop: Starbucks	22
Non-Financial Reward Ideas	4	Franchise: Spur Steak Ranches	24
The Power of Social Media Marketing	5	Fine Dining Restaurant: The Palm	26
Tier Segmentation	5		
Keys to Success		The Hotel Playing Field	
Digital Marketing with the Webo SaaS	6	Loyalty Programmes Remain Relevant	28
Exploring “Customer Delight” Drivers	7	Insights	29
Exploring “Customer Needs” Drivers	7	The US News & World Report	29
Exploring Opportunities for Info Apps	7		
Statistically Speaking		Analytics	
Why do Referrals Work?	8	Snapshot Reward Survey	30
How To Maximise			
Social Media Engagement	8	Focus & Infographics	
Do Information Rewards Work?	9	Hotel Loyalty Programme	
Customer Relationship and		Marketing Focus	31
Loyalty Management	10	The Webo SaaS Game Changer	31
Loyalty Drivers	10	Reputation & Referral Marketing	32
Relationship Building			
Do Customers Know You?	11	Loyalty & Referral Programme	
Do You Know Them?	11	Design Considerations	
Restaurant Marketing	11	Reward System Structure Options	34
		Terminology & Attractiveness	35
The Game Changers		Points Acquisition Options	35
The Link & List Communicator	12	Structure Impact & Outcomes	35
The WhatsGood Communicator	12		
The Meetings Communicator	12	Implementation Considerations	
Do Your Customers Introduce		Marketing Impact Slider	36
Their Friends	13	Multi Channel Marketing	37
		DTHT Roadmap Template &	
Hotel Loyalty Programmes		A Customised Hotel Version	38
Marriott Bonvoy	14	Road Map Communication	37
Wyndham Rewards	16	Loyalty Program Popularity	39
World of Hyatt	18	LPM Marketing Infographic	40
Choice Privileges	20	Audience Building Infographic	41
		Restaurant Demo Site Screenshots	42
		Webo SaaS: Selected Features	49



4 Channels

to promote

4 Communicators



DO YOUR



CUSTOMERS



GROW YOUR



BUSINESS?



EXECUTIVE SUMMARY

In this review we have presented in-depth reviews of the top four loyalty programs run by International Hotel Groups at thousands of destinations. We have also presented a review of a South African loyalty program run by Starbucks, Spur Steak Ranches and by an exclusive USA Fine Dining Restaurant at 25 locations. All these reviews are also crisply tabled on one page for for your ease of comparison.

Communication and engagement are arguably more important key performance loyalty programme indicators of success than the structure of the system to award and redeem points.

The existence of deeply discounted bargain deals does not build loyalty, it erodes margins and is often marketed by third party vendors as a “Quick Fix” to low customer patronage. Rather than market value it attracts those that will leave immediately competitor offers are available or when the discounted campaign is over. No amount of volume turns a loss leader into a profit and when the bargain hunters leave you will be left with the loss and damaging expectations. Bargain hunters are a different breed to value hunters! The former offer little prospect of ever generating a return however the latter are a highly desirable customer group that are likely to be the friends of existing customers.

There are those that heavily market, e.g. a daily special that is offered at a deep discount. This practice has long term implications for perceptions on value. Marketing value, on the other hand, rather than price alone, has a positive impact on the customer experience and it promotes loyalty longevity. Asking for reviews, asking customers to share and to complete surveys, all of which is conveniently located on, e.g. a button on their phones will enable you to better service their needs by better understanding their needs and the relevancy of the rewards that you offer.

Information rewards are often much more valued than pricing discounts. Information that takes time to gather, analyse and summarise saves time and offers instant value that can be scaled the more that it is shared.

Non-Financial Reward Ideas

In lower to middle income groups the attractiveness of even low cash discounts (5% or 10% off mid-week deals or “bogof” (buy-one-get-one-free) deals are attractive offers that will grow short term loyalty. In this segment offering long-term loyalty benefits through “VIP Club” memberships offers the opportunity for creative benefit structuring. Consider the following benefits:

- | | | |
|--|---|--|
| <ul style="list-style-type: none">• Advice: Depression, HIV, Legal, Pregnancy, Tax and Trauma Counselling• Educate: Workshops, Webinars, Mini-Courses, Video & Audio Presentations• Events: Social events, Workshops, Guest Speaker Presentations• Fun and Entertainment: Competitions, Lucky | <ul style="list-style-type: none">• Draws, Giveaways, Free Gifts, Airtime Vouchers• Funeral: Funeral plan benefits• Information: How To Guidelines, Newsletters, eBooks, Articles, Brochures, White Papers, Community WhatsGood Pages• Lifestyle: Experiences (ex- | <ul style="list-style-type: none">• treme sports, beauty treatments and therapy) and Activities (horse riding, entertainment parks, super car rentals, etc.)• Medical: Emergency medical assistance, e.g. Air Rescue• Memberships: Exclusive VIP Access, VIP Memberships, Secret Menus, Free |
|--|---|--|

- Trial Memberships
- News: Topical Press Releases
- Points: Offer points bonuses
- Reality: Case Studies, Success Stories
- Referrals: Comments, Reviews, Free Consultations
- Reviews: Video Feedback, Written Opinions, Audio Podcasts
- Simplify: Articles that summarise or which include Infographics or Graphs, Checklists, etc.
- Surveys: Interactive Quizzes, Polls and Forms
- Transport: Air, bus and train tickets or passes
- Trends: Top 10 Lists, What's Good Apps, Surveys and the results thereof

The Power of Social Media Marketing

Convenience and Ease of Use and Relevant Rewards are the Keys to Success

The Webto Loyalty & Referral App puts the opportunity to share on the phones of your customers. Earning an incentive plus the gratitude of a friend is only a couple of clicks away on a PC or on the phone that is in their pocket.

Statistical studies have found that between 70% and 86% will share when it is worth their while and it is easy to do. Thus:

- For every 100 customers,
- 70% will share with friends on say,
- Facebook where, on average, they have 338 friends.
- This referral will then reach: $70\% \times 338 \text{ people} \times 100 \text{ customers} = 23,660$ referrals in the first step.
- In the next step the reach explodes but suffice to say that the local reach will be saturated.
- Studies show that in seven steps of friends and connections sharing, everyone in the world on the internet will be reached.

Suffice to say that with the Webto App making it easy, you will earn your brand positive engagement and you will leverage customer advocacy to effectively accelerate growth.

Tier Segmentation

It does not need to be about points. Could it be the Key to your growth?

In a product or hospitality centric application the Webto LPM offers three points based loyalty levels which leverages the enthusiasm of the happiest, highest-spending customers with the most points in Level 3. In a referral-centric application such as a local high-end independent hotel the Webto Fan based application can categorise guests into groups such as corporate executives, leisure travellers and public sector officials. Why? In the latter case, growth will be driven by referrals more effectively than by a points based benefit reward structure.

Because like follows like and those that spend more and who spend more often are likely to be an identifiable group who may respond to different incentives. This customer segment is most inclined to refer customers who will be satisfied with your offering and spend money similarly. Referral incentives should be targeted to specific groups and this is what makes them effective. The idea is to target customers to get target customers.

- Airbnb)



Loyalty Programmes vs Automated Word of Mouth Marketing

Word of mouth marketing aka networking has grown reputations and businesses by referral for generations. The realisation that Coupon Marketing, Loyalty Marketing and Referral Marketing are mutually exclusive is the key to unlocking the power of the internet.



The power of social media and the opportunity for automated coupon, awareness and referral marketing lies at the heart of new perspectives on multi channel marketing. Loyalty too benefits as the opportunity to share a relevant and valued benefit will build the social profile of those that share.

Commonly Quoted Referral Marketing Statistics

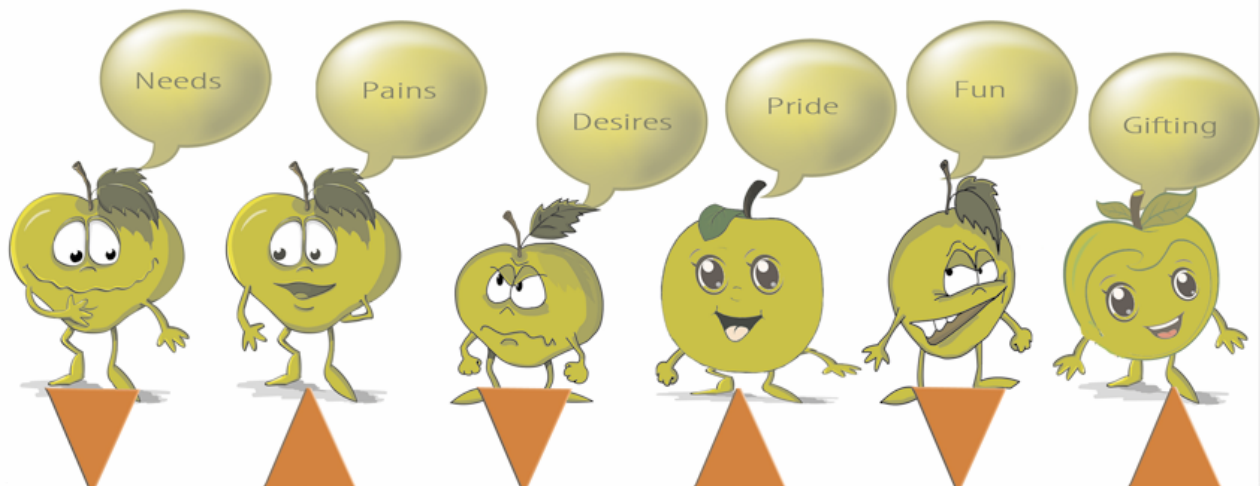
*Less than 25% of delighted clients make Referrals
BUT over 70% do if it's easy & if it's rewarded
35% of purchasing is influenced by referrals
Facebook sharing's reach multiplier is over 1 to 200*



Explore the following when assessing Customer Delight



Explore the following when evaluating Referral Reward Relevancy



Give Information Apps. Referral Marketing Rewards need not be Cash

"We love **Very Good** Lists!"



Why do Referrals Work?

Loyalty Programmes seek incremental growth by incentivising guests to return on a regular basis. Guests value loyalty programmes because membership is in their own self interest. Rewards are accommodation and related (possibly car rental, airfare, dining, etc). There is another way. It involves a multi channel focus; coupon, royalty and referral marketing that influencers friends to become members. If, on average, members introduce one friend each the businesses turnover will double.

People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral is the holy grail of advertising.

Mark Zuckerberg



Some 82% of people actively look for referrals from friends before making a purchasing decision.



Some 92% of people are likely to believe people who are in their circles.



Some 20% to 50% of all purchasing decisions is as a result of peer-to-peer marketing.



Some 65% of social media users learn about brands on social networks.



Some 70% of social media users hear about their friends experiences with brands.



Some 28% of millennials will not try a brand unless their friends approve or share it.



Some 76% of people trust referrals from people rather than from content supplied by brands.

Research the percentages & you'll find that there is little trend variation in these %'s

How to Maximise Social Media Engagement

- Provide Enablers: Provide your advocates with the tools to refer your offers and referral program to grow awareness. Make it easy for them to do and reward them for doing so.
- Make it Easy & Relevantly Reward: In addition, making it easy and rewarding them for writing and managing their reviews will grow your reputation and build awareness.
- Innovate: The more opportunities you provide, such as promoting automated 2-way referrals and last minute deals on social media the more your business will be promoted by delighted guests.
- Listen: What's the buzz on you and on your competitors and understand why these views exist.
- Influence: Establish who is driving or influencing online conversations and provide them with meaningful information and pictures of popular menu choices that they can share.
- Be Dynamic: Change is inevitable; monitor trends and adapt your strategies to support your brand and those that support and influence opinions on it. Use

Do Information Rewards Work?



A study by the University of Chicago found that non-financial rewards are 24% more effective than financial rewards. Receiving gifts, products and services that are relevant and desired offers surprise value that goes a long way to making receiving them memorable.

Rewarding delighted guests promotes loyalty that will be repaid in the form of genuine advocacy. Friends and colleagues tend to offer personal experiences in support of their referrals which makes the referral effective.

Supporting Advisors (who write reviews) and Advocates (who share) builds a community that will boost inter-personal relationships; especially with staff that you spotlight on your sites/apps.



Some 83% of guests who have had a positive experience will agree to share their experience with others if it is easy and rewarded if not, only 29% do. 0% - Lackluster rewards attract nobody! Increasing customer retention by 5% can lead to an increased profit of from some 25% to 95% depending on the market. Some 29% of diners post while in a restaurant - Do you offer free wi-fi ?



Clients that have been briefed by a friend tend to be confident buyers who are likely to spend some 16% more than other customers over their customer lifetime. Some 56% of restaurant guests do so on a digital platform; typically to book a reservation or to review a menu and pricing.



Some 89% of patrons research restaurants new to them online and 57% will return when making a booking. Some 33% will be influenced by reviews irrespective of website content. The impact of receiving rewards means different things to different people. Offer exclusive treats to "1st Tier" qualifiers to make a good 1st impression. It only takes 3 visits to establish loyalty. If you bulk buy at wholesale prices and brand the treats they will offer exclusivity "at a discount on retail pricing."

In a detailed study by Kelton customers that were gifted a reward, as a percentage of responses, felt: Chosen 24% | Deserving 18% | Excited 47% | Honoured 34% | Justified 11% | Proud 27% | Recognised 33% | Rewarded 54% | Smart 21% | Special 36% | Superior 10%

Multi Channel Marketing outperforms traditional campaigns because of the accumulated impact of increased engagement. Success is the result of laying multi layered foundations (one upon the next) and becoming familiar with the tools that will allow you to automate your campaigns and benefit from the coupon, loyalty and referral marketing synergies to an accelerated turnover growth.

Customer Relationship and Loyalty Management

Loyal customers follow your brand and they will maximise their benefits through writing reviews, sharing and enjoying rewards. They are “fountains of knowledge” that they share as ambassadors because they will have selected a preferred communication channel or two, e.g the pull phone book-market button that opens your communicator when they tap the button during a quiet moment or if you build anticipation with a consistent “press release” day and time. Perhaps they will have opted-in for e-mail or for SMS notifications. What’s important is that they in return for you trickling rewards will supply constant feedback that allows you to fine tune your service delivery and guest expectations.



According to InMoment Retail CX Trends Report, 61% of loyal customers will go out of their way to buy from specific brands. More so, 60% of them make frequent purchases. Depending on the niche, Millennials could amount to 70% of your sales and 50% of these customers could become loyal and repeat customers. Most importantly, loyal customers will offer honest feedback.



Pareto is alive and well in the hospitality industry; it is likely that about 20% of your customers will be responsible for some 80% of your turnover. Those that know your business well are likely to create awesome user generated content on the internet that will boost your social media standing that, in turn, will drive traffic to your Internet channels; sites, blogs, apps & social media pages. Per a Yotpo survey some 90% of customers are actually loyal to brands that they follow and 55% ascribe loyalty to brand quality and value. Three memorable brand experiences are likely to establish brand loyalty.

Loyalty Drivers

Knowing the motivations for loyalty engagement enables a deep understanding of needs and desires which will support long-term customer retention and advocacy activity. Customer types include:

- **Bargain Hunters:** These customers will monitor your deals and specials and will migrate to the competitors for cheaper deals. It's not personal, they'll return for your next “killer deal.”
- **Benefit Addicts:** These customers are hooked on your reward creativity and especially on a VIP or unique reward that makes them feel highly valued or recognised. Be sure to allow them to share these rewards with friends as this will more than double the value to them.
- **Communication:** Communication needs have an interactive channel such as on a blog. Regular engagement and predictable anticipation around news & deals builds loyalty. Being first to spread the word may only be subjectively measurable but it remains a powerful loyalty builder.
- **Engagement Addicts:** Some of us live to chat. Expect to be kept in the loop. Appoint selected loyalty addicts as guest bloggers (they are likely to not stick to brand topics on your blog (allow this as social followers will engage more and be informed when you have news) as they will share engaging relevant local content and build a community of followers. Their consistent online content will boost search rankings on search engines and they will keep the community engaged.
- **Loyalty Addicts:** There will be those that are loyal to loyalty rewards above brand loyalty. Some of these will remain loyal, if they feel appreciated, simply because change is not enjoyed.
- **Neighbours:** Location and convenience are sound motivations for membership. Last minute deals will attract neighbours who are in a position to arrive and benefit from “slow days”.
- **Satisfied Customers:** Last but not least this group need to be encouraged and rewarded. They are likely to appreciate the value of you products and services and will be loyal to your brand. Build trust, personalise benefits, offer innovative deals and be dependable for service quality.
- **Extravagant Rewards:** Costly rewards offer a return on investment. See “The Palm” review .

Do your Customers Know You? Do You Know Them?

Consider maintaining a database of customer information;

- Names of Family,
- Kids Ages,
- Birthdays,
- Anniversaries,
- Usual Preferences, etc.

It can be as easy as uploading a spreadsheet to create a Bookmarklet App that contact staff can tap to open to access information to personalise their engagement and a relationship.

Provide information that they can share. Sharing builds loyalty and it can drive a DTHT (Double Turnover in Half the Time) campaign.

Restaurant Marketing

- Your menu and staff are worth marketing
- Vary and give due consideration to the look and feel of your menu.
- Marketing increases visibility & sharing rewards grows audiences
- Share menus, deals and specials
- Share news on guests such as by #hash tagging selfies
- Share news on staff such as information on the latest service assistant of the month
- Ask happy guests to share what's good
- Formalise referrals and reward introductions by customers and staff!
- Share "buddy" information and deals, e.g. chat to guests and make recommendations that may be about "buddies."
- Rewards must be attainable. Lead magnets need to be "within range." The more attractive, the more the reach of being able to share, will grow and build your audience. Host image or review polls, e.g. host a poll to vote on the best review, selfie, etc.
- Points or reward acceleration is a valued incentive to long-term loyalty
- Do known what new customers want to know about and do you provide it?
- Provide tap to open Facebook, Instagram & Twitter image albums on your communicators
- Post behind-the-scenes pictures with captions or short stories, e.g. a picture preparing a popular dish.





*Link & List
Communicator*

*WhatsGood
Communicator*

*Meetings
Communicator*

The Link & List Communicator App: It's an online document library that can be password gated, e.g. Managers can review staff profiles or staff can access online forms. Use it for meeting pack documents. Use it for news letters, etc. Customers can read about or sign up for loyalty programmes.



The WhatsGood Communicator App: Use it as an Info Reward, e.g. Create a “Where to Shop” App with Buddy deals and specials and your Banner Ads. **The Meetings Communicator App:** Create your own online meeting rooms; chat& private chat, video conferencing, presentations & more.



*DO YOUR CUSTOMERS
INTRODUCE THEIR FRIENDS ?*



Capturing, sharing, rewarding and managing reviews and social sharing is automated.



1 in Best Hotel Rewards Programs

Marriott Bonvoy Program

Pros

- No blackout dates when redeeming free nights
- More than 6,700 participating hotels in 100-plus countries
- Rewards can be used on hotel stays, flights, rental cars, cruises and vacation packages

Cons

- Points expire after two years of inactivity
- Rooms at high category hotels cost a large number of points
- Marriott Bonvoy's top-tier membership level is harder to reach than the highest levels within the Hilton Honors and World of Hyatt programs

Points

Can Earn Points On:

- Partner deals like: Credit Card purchases, car rentals, associated hotels, cruises, etc
- Hotel Stays: On average, 10 points per \$1 spent at hotels.
- Both business and leisure travel

Points

Can Use Points On:

- Room Upgrades
- Booking Hotels: from 7,500 per night to 100,000 points per night.
- Partner deals: Air Travel, cruises, airport lounge access, sporting event tickets, back-stage concert passes, retail store gift cards
- Cash plus points is accepted

Membership Levels

Six levels:

- Based on Paid nights per calendar year
- Silver Elite, Gold Elite, Platinum Elite, Titanium Elite and Ambassador Elite. To qualify for Ambassador Elite status, you must also spend a certain amount of money with Marriott annually.

Fine Print

Points:

- Points can be transferred to charities
- Points can be transferred to other members
- Points can be transferred to over 40 airline rewards programs
- Suite night awards cannot be partially covered
- You can buy points at \$12.50 per 1,000 points

Referral Program

- You can be rewarded for up to a maximum of 5 referrals in a calendar year
- Points are earned at 2,000 bonus points every time one of the five new referrals stays at an affiliated property in a calendar year

Loyalty Levels

Each level's benefits are progressive

1. Member

Benefits when booking through Marriott.

- Online sign up and member discounts
- Mobile check-in, free amenities
- In-room free wi-fi

2. Silver Elite

10 nights in a calendar year

- Priority line check-in / check-out
- Reservation guarantee
- 10% extra bonus points earned
- After 5 years and 250 nights earn lifetime status and points never expire.

3. Gold Elite

25 nights in a calendar year

- 25% extra bonus points earned
- After 7 years and 400 nights earn lifetime status and points never expire.
- Free Room upgrades when available
- Free upgraded internet access
- Late checkout up to 2pm
- Welcome gift valued at 250 or 500 points

4. Platinum Elite

50 nights in a calendar year

- 50% extra bonus points earned
- After 10 years and 600 nights earn lifetime status and points never expire.
- Late checkout up to 4pm

- Complimentary lounge access (if available)
- 5 Night suite night award
- Free Silver Elite status for a friend
- 40% off a Marriott mattress
- \$100 UNICEF donation

5. Titanium Elite

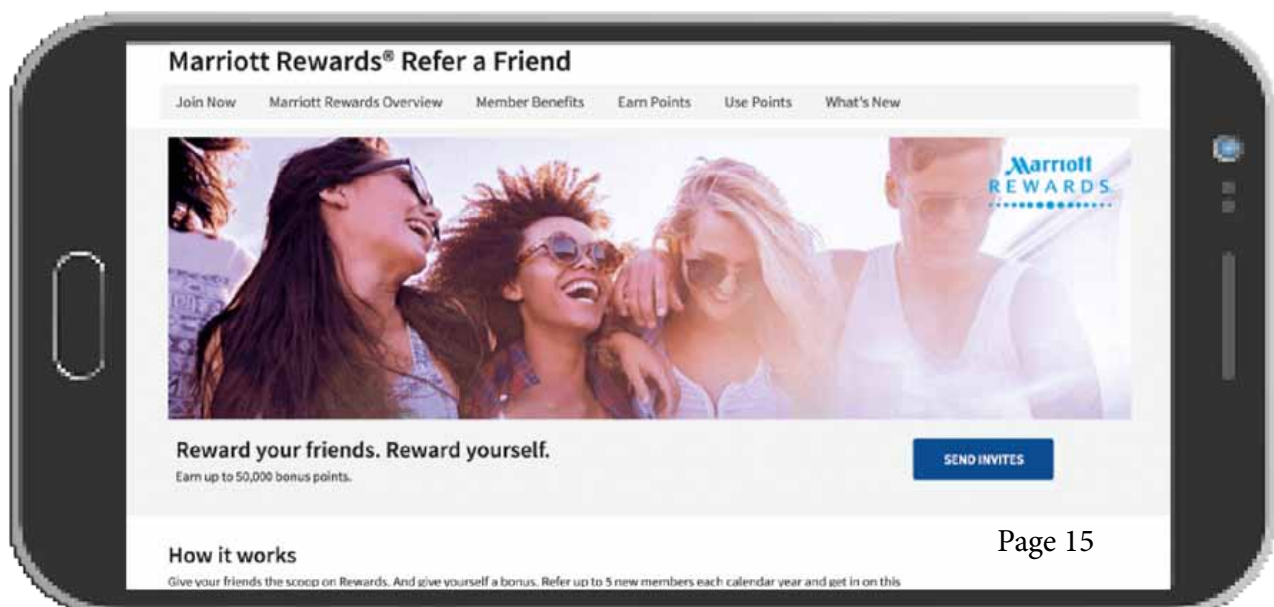
75 nights in a calendar year

- Room availability guaranteed if booked within 48 hrs of arrival
- 75% extra bonus points earned
- Seat upgrades on defined airlines
- 2 x 5 Night suite night award
- Free Gold Elite status for a friend

6. Ambassador Elite

100 nights in a calendar year and spend at least \$20,000 in one calendar year

- In addition to all of the benefits awarded to Titanium Elite members receive access to a personal ambassador who can answer membership questions and arrange services like transportation, sightseeing excursions, restaurant reservations and spa appointments.
- Also enjoy the Your24 benefit, which lets you choose your check-in time through your ambassador. Keep in mind, your checkout time will be the same as your requested check-in time, though you can still request a 4 p.m. late checkout.
- Maintaining your Ambassador Elite status requires meeting minimum stay and spend prerequisites each year.





2 in Best Hotel Rewards Programs

Wyndham Rewards

Pros

- 9,000+ participating Wyndham hotels & Resorts, 30+ Caesars Casinos & at Wyndham Vacation Club resorts (30,000+ destinations)
- Rewards can be used on hotel stays, flights, rental cars, gift cards,, retail purchases and vacation packages
- Qualifying nights can roll over into the following year, making higher status easier to obtain
- Free stays at all-inclusive properties cover meals, drinks and amenities
- No exclusion dates

Cons

- Points cannot be transferred before or after the death of a member
- Points expire after 18 months of member account activity or points expire 4 years
- The member must stay in the room (if 2 rooms booked only 1 counts for stay count)
- Points can take from 2 to 6 weeks to process
- There are a limited number of high-end properties
- Once processed, rewards cannot be converted for other purposes

Points

Can Earn Points On:

- Partner deals like: Credit Card purchases, car rentals (100 to 500 points)and associated partners
- Hotel Stays: 10 points per \$1 spent at hotels or 1,000 points per stay (rooms must be booked directly through Wyndham), whichever is higher.
- Cannot earn points at redemption only destinations
- Members must provide their membership number during the booking process

Points

Can Use Points On:

- Hotel Direct Bookings: 7,500, 15,000 or 30,000 per bedroom with a “Go Free” award or get a discounted rate with a “Go Fast Award” for 1,500, 3,000 or 6,000 points
- The “Go Free” award comes with a coupon deal for a local experience
- Partner deals: Air Travel, car rental, gift cards and retail purchases

Membership Levels

Four levels:

- Based on Paid nights per calendar year
- Blue, Gold, Platinum & Diamond

Fine Print

Points:

- Points can be transferred to charities
- You can buy or be gifted a max of 10,000 points from points.com at \$13 per 1,000

Referral Program

- Referral promotions have been offered, e.g. to 1 March 2018 members could earn up to 60,000 points with Wyndham Refer-A-Friend. Wyndham members could refer a friend and get 6,000 points for a referral when they got the Wyndham Rewards® Visa® Card with No Annual Fee / Gold Level status

Loyalty Levels

Each level's benefits are progressive

1. Blue

Benefits when booked directly through Wyndham

- Online sign up.
- Free basic Wi-Fi (if available)
- One \$5 discount at a local attraction with a free night award
- Best room rate guarantee if booked at WyndhamRewards.com

2. Gold

5 nights in a calendar year* (any excess rolls over to count in the next year)

- Priority check-in/out.
- Complimentary priority phone line at Member Services
- Preferred room (in same category) at check-in (subject to availability)
- Late check out of up to 2 hours, subject to availability
- One \$10 discount at a local attraction with a free night award
- 10% extra bonus points earned
- Having an active Wyndham Rewards® Visa® Card with No Annual Fee awards Gold Level status

3. Platinum

15 nights in a calendar year* (any excess rolls over to count in the next year)

- Early check-in, up to 2 hours early, subject to availability
- One car class upgrade at Avis Car Rental or at Budget Rent a Car, subject to availability
- 15% extra bonus points earned and an annual 3,000 points bonus
- Having an active Wyndham Rewards® Visa® Card with \$75 Annual Fee awards Platinum Level status
- Status Expiry Override: Platinum status membership endures for the calendar year in which it is earned plus it endures for the whole of the following year. From year 3 onwards the status must be earned each year.

4. Diamond

40 nights in a calendar year* (any excess rolls over to count in the next year)

- One snack and/or beverage welcome amenity upon check-in at many participating hotels. (Cheese plates, fruit baskets or sampling of local beers is normally available)
- 20% extra bonus points earned and an annual 6,000 bonus points
- Free Room upgrades when available
- Free Gold status for a friend
- Access to a dedicated concierge team
- One free local experience with each go free night booked.
- Status Expiry Override: Diamond status membership endures for the calendar year in which it is earned plus it endures for the whole of the following year. From year 3 onwards the status must be earned each year.

*Note: If the requisite number of nights in the next year is not met, membership status expires on Jan. 1 of the third year.



3 in Best Hotel Rewards Programs

World of Hyatt

Pros

- 700+ participating hotels
- Rewards can be used on hotel stays, flights, rental cars, dining and spa services
- Complimentary stays in standard rooms start at 5,000 points per night
- Can earn and use points at hotels across a variety of price points and styles
- Points can be converted to airline miles at 27 airline carriers
- No blackout dates
- Free Amenities
- Member discounts

Points

Can Earn Points On:

- Partner Credit Card purchases,
- Hyatt Hotels & Partner Hotels (12 Las Vegas MGM Resorts): 5 points per \$1 spent at hotels booked directly
- 500 points for an Avis Car Rental
- Conferences and events organised by a member
- Upgrade to a Regency or Grand Club room at check-in for 3,000 points or a suite for 6,000 points per night

Membership Levels

Four levels:

- Based on Paid nights per calendar year
- Member, Discoverist, Explorist & Globalist

Referral Program

- Receive 10,000 bonus points for each friend referred through the Refer-A-Friend offer (up to 5), who are approved for the Hyatt credit card.
- Maximum bonus points accumulation for this offer is 50,000 bonus points.
- The maximum you can earn in a calendar year is 50,000 points
- Each friend will receive an offer for 40,000 Bonus Points after they spend \$2,000 on purchases in the first 3 months from account opening.

Cons

- Some elite membership benefits are not available at select hotels
- Free night awards are only available for standard rooms when hotels have availability at the standard rate
- Rooms at high-end category properties cost a large number of points
- After 2 years inactivity accounts/points are forfeited.
- Late checkout is not available at Hyatt Residence Club resorts and M life Rewards destinations.

Points

Can Use Points On:

- Room Upgrades
- Only Hotel Direct Bookings on the Hyatt Website earn points; There are 7 hotel categories. A night in a standard room ranges from 5,000 to 30,000 points, while stays in Regency and Grand Club rooms range from 7,000 to 39,000 points per night.
- Partner deals: Air Travel (earn 500 to 1,000 miles for a qualifying stay night), car rental, gift cards and retail purchases

Fine Print

Points:

- Points can be consolidated with other members to claim an award.
- Points may not cover taxes or service charges

Loyalty Levels

Each level's benefits are progressive

1. Member

Benefits when booked directly

- Online / offline sign up.
- 5 Points per \$1 spent
- Free basic Wi-Fi (if available)
- Free amenities and Free discounts
- Points only expire if you do not stay one night in any two year period

2. Discoverist

10 nights in a calendar year or 25,000 base points in a calendar year

- Complimentary bottled water and Preferred room upgrades subject to availability
- Priority check-in and 2pm check-out option
- Premium internet access
- 10% extra bonus points earned

3. Explorist

30 nights in a calendar year or 50,000 base points in a calendar year

- Automatically receive an upgrade to the best room available (excluding suites and rooms with Club lounge access)
- Guaranteed room availability for reservations booked 72 hours in advance (blackout dates apply)
- Complimentary Gold status in the M life Rewards program and 4 passes to Hyatt's Club lounges, where free continental breakfast and evening hors d'oeuvres are served
- 20% extra bonus points earned plus 1 free night award per stay that can be used at hotels in the 1st four Hyatt categories
- To keep your Explorist status, you must requalify each year.

4. Globalist

60 nights in a calendar year or 100,000 base points in a calendar year

- 30% extra bonus points earned plus 1 free night award per stay that can be used at hotels in the 1st four Hyatt categories
- Year-round lounge access
- Complimentary parking when using a free night award
- Four suite upgrade awards and Personalized My Hyatt Concierge services
- Option to upgrade to the best room available (standard suites included)
- Room availability on select dates is guaranteed for reservations made 48 hours in advance (blackout dates apply)
- Complimentary full breakfast daily at properties without a Club lounge
- Checkout time can be extended to 4 p.m.
- Any guest you gift a free night award to will have access to in-hotel perks during their stay
- Annual Status Validation: 55 qualifying nights annually; members who have earned 1,000,000 base points over the course of their membership will receive Lifetime Globalist status.

Note: Purchase points in increments of 1,000 points up to a maximum of 55,000 points per calendar year. Buy points at various prices with up to a 40% bonus. Without any bonus, Hyatt points sell for 2.4 cents apiece. However, with the 40% bonus, you can get them at the discounted rate of 1.71 cents each.



4 in Best Hotel Rewards Programs

Choice Privileges

Pros

- 5,500+ budget hotels in 40 countries
- Stays at budget hotels can earn free nights at higher-end properties
- Members can book a free night with points 100 days prior to arrival
- A maximum of 120,000 points can be purchased each calendar year at \$11 per 1,000 (min 30,000)
- A maximum of 120,000 points can be gifted.
- For each stay, you must choose whether you want to earn Choice Privilege points, airline miles or Amtrak Guest Rewards. You cannot earn all three in one stay.

Cons

- Choice Privileges points expire after 18 months of account inactivity
- Non-elite members cannot book reward nights at a Preferred property in their home country more than 30 days before arrival (or 60 days for international destinations)
- Points needed for reward nights vary greatly
- Accrued points cannot be transferred to a different account or combined with another member's points.
- Reward stays in hotels cannot be booked more than 100 days prior to your arrival date.

Points

Can Earn Points On:

- Partner Credit Card purchases,
- Partner Retailer purchases
- Hotel: 10 points per \$1 spent at hotel accommodation charges (some countries excluded)
- You can earn points for up to four rooms per night in one hotel if all rooms are reserved in your name and include your member number.
- Avis Car Rental,

Points

Can Use Points On:

- Airline miles
- Cruise vacations
- Amtrak tickets, Gift cards
- A free night ranges from 6,000 to 75,000 points per night.
- Gifting to selected charities is allowed
- Magazine subscriptions, gift cards, 80 restaurants & retailers

Membership Levels

Four levels:

- Based on Paid nights per calendar year
- Member, Gold, Platinum & Diamond

Fine Print

Points:

- Earn extra benefits for booking a weeknight stay (Sunday through Thursday)
- Taxes & incidentals do not earn points

Referral Program

- Each time a referred friend joins and completes their first point-eligible stay, 500 bonus points will be added to the member's account. The friend will receive 500 bonus points upon completion of their first eligible stay.

Loyalty Levels

Each level's benefits are progressive

1. Member

Benefits when booked directly

- Online / offline sign up.
- 10 Points per \$1 spent on hotel accommodation
- Complimentary weekday newspapers, where available
- Free amenities and priority check-in/out
- Free high-speed internet access (at participating properties)
- Express check-in & late check-out if requested
- Free beverage at an affiliated hotel's bar after one drink purchase
- Added benefits for booking a stay with at least one weeknight (Sunday through Thursday) including bonus Choice Privileges points or airline miles, per gallon discounts at participating fuel stations, coffee gift cards, Amazon credit and Uber discounts (see below).
- To keep your accrued points from expiring, you must stay at a Choice Hotels property at least once every 18 months.

2. Gold

10 nights in a calendar year or 25,000 base points in a calendar year

- Member discounts
- 10% extra bonus points are earned
- Dedicated reservation line plus a free snack and beverage at check-in or bonus points

3. Platinum

20 nights in a calendar year

- 25% extra bonus points are earned
- To keep your status, you must requalify each year.

4. Diamond

40 nights in a calendar year

- 50% extra bonus points are earned
- Free room upgrades subject to availability (see below)

"Your Extras" reward options

You can earn an 'Extra' on any qualifying point-eligible stay with at least 1 weekday night on Sunday through Thursday. You can select from – and alternate between – any of the following:

- 400 Choice Privileges points
- 100 airline miles with participating carriers
- \$0.20 per gallon in Fuel Rewards® savings at Shell or other select fuel stations
- \$2.50 Amazon.com credit, \$5 coffee card, \$2.50 Uber trip discount

*Note: Since the 'extra' reward option must be selected in your account prior to check-in, you are unable to change your selection mid-stay. Bookings must be direct at choicehotels.com Room upgrades are determined by each hotel at check-in, are subject to availability. Privileges points in a member's account expire two calendar years after the year points were earned - earn in year 1 / points expire end year 3.



Starbucks Rewards

Pros

- Pay with your phone
- Get more than free drinks.
- No membership fee
- Starbucks Cards can be a physical card or the presentation of the Starbucks App on phone
- Contact Method/Channel opt-in options
- #StarbucksSA is promoted

Cons

- Memberships and rewards are non-transferable and can't be shared with family members, friends or others
- The Stars you collect will expire after 12 months of no activity, and your Star balance will be reset to zero.
- Birthday Rewards expire one month after your birthday.
- The Stars Rewards you collect will expire 3 months after they were awarded
- A R500 spend for a free drink may not be a worthwhile loyalty magnet.

Points

Can Earn Points On:

- Earn 1 Star for every R2 spent on in store purchases at any of the 12 stores in South Africa.
- Members collect Stars towards free rewards, called Star Rewards. 250 Stars earns a Star Reward and enjoy free handcrafted food and beverages (excluding bottled drinks).

Points

Can Use Points On:

- Star Rewards are good for pastries, sandwiches or any food item on the menu
- Awards are automatically added to a member's account
- You can join and earn in other countries but stars cannot be transferred or consolidated.

Membership Levels

Two levels:

Green and Gold

They have no referral program.

Fine Print

Points:

- You can only earn Stars at a Starbucks® store in the country that you signed up to, e.g. South Africa.

Marketing Innovation

The "Meet me at Starbucks" campaign was first launched in 2014.

Other competitors (e.g. McDonald and Dunkin Donuts) also support the concept of telling a story about their guests. Search "Meet me at Starbucks" on YouTube to see video clips of happy customers. These campaigns do not sell products they sell satisfaction!



Loyalty Levels

Each level's benefits are progressive

1. Member

Benefits are progressive

- Online sign up and App download
- You can check your balance on your phone
- You can reload your Card on your phone
- You can Track Stars on your phone
- You can redeem Star Rewards all on your phone
- 125 Bonus stars on registration
- 1 Star per R2 spent
- A free drink or food item every 250 Stars
- Special offers
- Once you have earned 250 Stars these will automatically result in a free food or drink coupon being awarded for an eligible food or drink at Starbucks (Reserve and Bottled Drinks are excluded), this would not affect the number of Stars required to earn Gold status.

2. Gold

750 Stars in 12 months

- A free birthday reward
- Free Origin Espresso upgrades
- Invites to member events
- Free in-store refills
- Once you have reached Gold status you will remain on Gold status for 12 months, if you had not achieved 750 stars in that 12 month period you will be set to Green status.

Note

- When you sign up for email, we'll send you personalised offers and promotions, Starbucks® news and more. Bonus Star offers may help you reach Gold Status or Star Rewards faster.
- To collect Stars as a member of Starbucks Rewards™, you'll need to use your Starbucks® App or registered Starbucks® card every time you visit Starbucks. The barista can't do this for you.
- You cannot have more than one card, you are only allowed one account which earns stars
- You don't lose out on earning status and will round the value of the transaction for you. For example, if you spend R37, you'll earn 19 Stars.
- Members do not earn Stars for loading or reloading their registered Starbucks® card
- You can't earn Stars on card-to-card transactions with your Starbucks® card (such as activations, reloads, transfers or any other card-to-card transactions).
- Star Rewards are allocated automatically to you, so 250 stars will be removed from your Star balance, but will not affect the Star balance to reach Gold (we keep track of both balances). You'll continue to earn a Star Reward for every 250 Stars you accumulate.
- If you use your Starbucks® app or registered card to purchase a beverage and then present that same payment method for a refill, you can get a free refill on any hot brewed coffee or tea during the same store visit at participating Starbucks® stores. Once you leave the store, your visit has ended and any subsequent coffee or tea refill thereafter would be considered a new purchase.



Spur Family Card

Pros

- Focus on the kids and family experience
- The option to send an eGift voucher
- Monitor rewards on the Spur Family App
- Download the App and apply for a profile (account) or visit familycard.co.za
- Digital Spur Family members do not need to carry a physical card the alternative is a physical card

Cons

- Your voucher will be valid for redemption for 3 (Three) years from the date of loading, thereafter it immediately expires.
- The birthday voucher will be loaded onto your profile on the day of your birthday and is valid for 31 (Thirty One) days thereafter.
- The birthday voucher is not transferable and may only be redeemed by the registered member.
- Vouchers cannot be used as a tip/gratuity.

Vouchers

There are no points:

- Spend earns cash vouchers.

Vouchers

Can Use Vouchers On:

- Spend vouchers at any South African Spur
- You can only redeem a voucher in full, not in part

Membership Levels

1 Level however there is segmentation between a Family and their registered Kids.

Fine Print

- Voucher validation: You will not be able to earn or redeem vouchers if your Spur Family Card profile has not been registered.
- Your card can only be swiped once in a 24-hour period. Should you visit more than once in a day request to speak to the manager who will be able to help you with this transaction.

Referral Program

- No

SPUR FAMILY CARD MEMBERSHIP (MILLION)



SPUR RESTAURANT TURNOVER (R'm) AND EXISTING RESTAURANT TURNOVER GROWTH (%)



Loyalty Levels

1. Family Card Member

- R50 meal voucher for a R1500 spend (excluding Vat & Service Gratuities) will be automatically added to a members loyalty account with confirmation by SMS / eMail.
- Should you visit a Spur 3 (Three) times in the 12 (Twelve) months preceding your birthday, and spend R250.00 (Two Hundred and Fifty Rand) or more per visit, you will receive a R50.00 (Fifty Rand) birthday voucher.

2. Secret Tribe Members

- Sign into your Family Card profile or register a new profile to link your kids.
- Birthday Treat: Choose any kids' meal on the kids' menu, plus a kids' soda or fruit juice and kids' chico the clown ice cream, each year for your birthday.
- Any day Treat: A FREE kids' soda when ordering any kids' meal for Secret Tribe members linked to their parents Spur Family Profile.
- Competitions: Enjoy automatic entry into competitions when applicable.

Note

- Place your Spur Family Card into the bill folder or write down your unique membership number when paying your bill. Your unique membership number can be found when logging into your profile via the Spur App or at the back of the Spur Family Card.
- Your waitron will swipe your card at the till or enter your unique membership number.
- Your spend (excluding VAT and waitron tip) will automatically be allocated to your profile within 72 (Seventy Two) hours.
- Once you have an accumulative spend of 1500(excluding VAT and waitron tip), it will be converted to a R50 (Fifty Rand) voucher.
- You can earn at any Spur Steak Ranch within South Africa.
- The Spur Family Digital profile is a digital/electronic version of the Spur Family Card. It allows members to sign up online using their cell phone, computer or tablet via an Internet connection. Members can also earn points and redeem Spur Family loyalty vouchers (all without having a physical card).

<div>RESTAURANT TURNOVER</div> <div>R4.35 billion</div> <div><div><div></div><div>2.8%</div></div></div> <div>(2017: R4.48 billion)</div>	<div>FRANCHISE REVENUE</div> <div>R211.0 million</div> <div><div><div></div><div>3.2%</div></div></div> <div>(2017: R217.9 million)</div>	<div>CONTRIBUTION TO GROUP PROFIT</div> <div>R176.5 million</div> <div><div><div></div><div>6.2%</div></div></div> <div>(2017: R188.0 million)</div>
<div>TOTAL RESTAURANTS IN SOUTH AFRICA – SPUR STEAK RANCHES</div> <div>284</div> <div>(2017: 283)</div>	<div>ACTIVE SPUR FAMILY CARD HOLDERS</div> <div>1.46 million</div> <div>(2017: 1.77 million)</div>	<div>NEW OUTLETS</div> <div>12</div>
<div>TOTAL RESTAURANTS IN SOUTH AFRICA – SPUR GRILL & GO</div> <div>6</div> <div>(2017: 6)</div>	<div>CORPORATE EMPLOYEES</div> <div>37</div> <div>(2017: 37)</div>	<div>REVAMPS</div> <div>6</div> <div>RELOCATIONS</div> <div>4</div>



The Palm

Pros

- Members get a \$25 gift card, which they can use the next time they visit.
- The more times you visit, the more points you earn.
- 25 Fine Dining Restaurants in the USA
- The Palm offers wonderful food, personalized experiences and a warm and heartfelt welcome.

Points

The program is points and rewards based:

- In addition to the rewards you earn over time as you accumulate Points.
- As you accumulate Points, redeem them for a host of rewards curated especially for Club members, ranging from a complimentary entrée to a week-long getaway for two.
- Points are accumulated at the rate of one point for every \$1.00 US spent on food and beverages, excluding tax and gratuity.

Membership Levels

- 1 Level (837 Club Membership)

Referral Program

- No

Loyalty Levels

837 Club Member

- Club members enjoy exclusive wines and cocktails.
- Rewards change each month, e.g. loyalty members could have access to a monthly featured cocktail and two special wines at a special discount rate.

Rewards

- The Palm Restaurant Cookbook. Chapters Include: Classic Palm Cocktails; Appetizers; Soups and Salads; Seafood; Steaks and Chops; Veal and Poultry; Pasta; Sides; Dishes Made with Leftovers; and Desserts. Unsigned: 500 points Signed: 1,000 points
- Palm Throw Blanket exclusive to members: 650 Points
- Palm Gift Certificates: \$50 – 1,000 Points, \$75 – 1,500 Points, \$150 – 2,000 Points valid for 120 days from the date of issue, are not valid in combination with any other offer and are void if transferred, copied or sold. Certificates must be used in their entirety during one visit.
- Tiffany & Co. Gift Cards: \$200 - 2,500 Points, \$300 - 3,500 Points
- Palm Pak Chef Special: The Party Size 4-pak Chef Special is a sampler of USDA Prime Beef — perfectly marbled, aged, packaged and shipped to you. For 4,000 Points, you receive 12 steaks — 4 each of 3 different cuts: the 16-oz New York Strip, the 24-oz Rib Eye and the 14-oz Filet Mignon. Steaks are shipped frozen via Next Day Delivery upon confirmation of a valid U.S. address

Cons

- Guests who believe that the rewards are worth it, pay a one-time registration of \$25 to be a part of the 837 Club.
- Restaurants cannot redeem points or issue reward certificates.
- Membership expires after 18 months without activity

Certificates

Expiry:

- Birthday certificates expire 120 days from the issue date.

Redemption:

To redeem a reward, contact with Member Services and allow 14 days for the delivery of Certificates. Restaurants cannot redeem points or issue reward certificates.

Fine Print

- Points on purchases made prior to enrolments or on checks (or portions of checks) paid by others do not qualify.
- Points are non-transferable and non-divisible and may not be combined with other members' accounts.

Rewards Continued

- Night on the Town for Two* Available for 10,000 Points, the reward includes: Dinner at The Palm (in the form of one \$150 gift card), Entertainment tickets for two (e.g., Broadway/theater performance, Cirque du Soleil performance, concert, etc.) based upon availability, One-night hotel accommodation for two. *Please allow at least 6 weeks to plan your trip, and note that this reward does not include transportation.
- Private Party and Caricature* This 15,000-Point reward includes: One \$1,500 gift certificate for food and beverage (can be used towards a Private Party at most U.S. Palm locations) Caricature unveiling on the walls of a Palm restaurant. *Please allow at least 4-6 weeks to plan your party.
- Trip for Two to the Hunting Inn* This 22,000-point reward includes: 3-day/2-night accommodation for two at the Inn, Round-trip air transportation (coach class), Dinner at The Palm for two nights (in the form of two \$150 gift cards). *Please allow at least 6 weeks to plan your trip.
- Vintner's Sonoma Wine Tour for Two* This 30,000-point reward includes: 4-day/3-night accommodation for two, Round-trip air transportation (coach class), Car transportation to and from airport, Welcome toast and visit to Domaine Carneros Winery, Visit to St. Francis Winery and Vineyards, \$500 American Express® gift card. *Please allow at least 6 weeks to plan your trip.
- Napa Classics Wine Tour for Two* This 30,000-point reward includes: 4-day/3-night accommodation for two, Round-trip air transportation (coach class), Car transportation to and from airport, Welcome toast and visit to Domaine Carneros Winery, Visit to Cakebread Cellars, Visit to Sequoia Grove Winery, 500 American Express® gift card. *Please allow at least 6 weeks to plan your trip.
- Trip for Two to The Palm City of Your Choice* This 45,000-point reward of a 7-day trip for two to the Palm city of your choice in North America includes: 7-day/6-night accommodation for two, Round-trip air transportation (coach class), Dinner at The Palm for two nights (in the form of two \$150 gift cards), \$500 American Express® gift card. *Please allow at least 6 weeks to plan your trip.

Note

- 837 Club members have access to wine and cocktail features (that are announced each month) designed exclusively for them at a special price (except where prohibited).
- You also receive points for purchases made on our Online Store (excluding gift baskets) by providing your Club account number at checkout
- Online accounts can be accessed by logging in with your account number and pin. Once logged in, you will be able to: See available points, Access detailed account history, Update your address, email and other account information such as reward details
- Qualifying members receive a Birthday Benefit (certificate for one complimentary entrée up to a 3-pound lobster). As of November 1, 2013, in order to qualify for the Birthday Benefit, you must have earned a minimum of 1,000 Points in the 12 months prior to your birth date by visiting a restaurant or making a qualifying purchase online. Your accounts monitored regularly and members are mailed a certificate if they qualify. There is a limit of one Birthday Benefit per Club member per calendar year.
- Members provide membership detail when reserving by phone or online. 837 Club account numbers are noted on reservations, which allows for the issue of points in case a member forgets their card.
- Only the member paying the bill may accumulate points. If a bill is paid by credit card, the name on the card must match the name on the 837 Club card.
- Where guests are dining with one (or more) 837 Club members and where the bill is split, members may receive points for their portion of the meal.

Loyalty Programmes Remain Relevant Is It Time For A Game Changer?



Loyalty programmes that deliver personalised needs and desires improve guest loyalty.

Holiday Inn

The Holiday Inn Group launched their loyalty program in the USA, based on points, in 1983.

MARRIOTT

Launched in 1983 the Marriot Group was first to award points on the total hotel bill and not only on accommodation frequency.

Rankings

US News Rankings for 2018/19.

1. Marriot Rewards
2. Wyndham Rewards
3. World of Hyatt
4. Choice Privileges
5. Best Western Rewards

Insights

- In a study conducted by the Centre for Hospitality Research on 50,000 hotels over a two year period they found that after signing up for a hotel's loyalty programme the frequency of their stays at that hotel increased by, on average, 49%.
- This said the backbone to any loyalty or referral programme is a delighted guest. The guest experience is influenced by memorable moments created by exceeding expectations.
- As the frequency of returns increases preferences, needs and desires will change. In short much will tend to want more. The trick is to differentiate stays with small changes while maintaining the level of service. As budgets tighten the scope for loyalty reward relevancy increases.
- Hotel amenities, location, convenience and value are potential differentiators. The focus of this document has been on the nature and relevancy of loyalty and referral programs.
- Determining the needs and desires of guests will change constantly and keeping up with trends is a great first step.
- Leisure guests will value information on lifestyle and leisure activities, pampering, the gym, spa, deals and specials, entertainment and hotel view upgrades. These matters offer scope for reward consideration. Business travellers will appreciate a faster check in and checkout, room upgrades, welcome-gifts and availability more than the view.
- We define Buddy deals as deals and specials that are promoted for redemption as rewards. Partner deals and specials are those that members can redeem but members can also earn points and rewards on Partner purchases.

The US News & World Report

ANNUAL RANKINGS OF HOTELS AND RESORTS IN THE USA, THE CARIBBEAN, MEXICO, BERMUDA, EUROPE AND CANADA.

There isn't one hotel loyalty program that's ideal for every traveler. Some programs offer greater flexibility and prioritize earning points for free nights, while others emphasize special members-only privileges, such as free Wi-Fi access or minibar credits.

Calculating the Rankings

Each hotel's place in the rankings takes into account the aggregate opinion of published travel experts and the overall customer satisfaction expressed in online guest reviews provided under license by TripAdvisor.

The highest-ranking hotels are typically those that both experts and users recognize for their exceptional quality.

SNAPSHOT REWARD SURVEY

International Hotels : 1. Marriott 2. Wyndham
3. Hyatt 4. Choice Privileges F & B: 1. SA Coffee Shop: Starbucks 2. SA Franchise: Spur Family Card
3. International Fine Dining Restaurant Webos SaaS Support/Enablers [Detailed reviews follow]

Description	H:1	H:2	H:3	H:4	F&B:1	F&B2	F&B3	Webos SaaS
Only Direct Bookings Earn Points	Yes	Yes	Yes	Yes	n/a	n/a	n/a	At Check-in/out
Number of Loyalty/Referral Levels	6/0	4/0	4/0	4/0	2	1	1	3/3
Points earned per \$1 spent	10	10	5	10	1 / R2	n/a	1	Set in T&C's
Min Points for a Free Night / Award	7500	7500	5000	6000	250	R50 for every R1500 spent. Only R50 vouchers	\$50 for 1000 points 1 point for \$1 spent	Set in T&C's
Max No. of Points for a Free Night	100k	30k	30k	75k	n/a			Set in T&C's
Level 2: Bonus Points % & nights (Pts) to qualify for this level	+10% 10	+10% 5	+10% 10	+10% 10	+0% 750			3/3 reward qualification automation. Admin's award & redeem points & have Status override. T&C's can set any number of levels & points structures.
Level 3: Bonus Points % & nights (Pts) to qualify for this level	+25% 25	+15% 15	+20% 30	+25% 20	n/a			
Level 4: Bonus Points % & nights (Pts) to qualify for this level	+50% 50	+40% 40	+30% 60	+50% 40	n/a			
Level 5: Bonus Points % & nights (Pts) to qualify for this level	+75% 75	n/a	n/a	n/a	n/a			
Buy Points: \$ Cost per 1,000 points	12.5	13.5	17.2+	11	No	No	No	Set in T&C's
Free Night Redemption options	☉	☉	☉	☉	n/a	n/a	n/a	Set in T&C's
Room Upgrade redemption options	☉	☉	☉	☉	n/a	n/a	n/a	Set in T&C's
Flight/Travel Ptner/Buddy Redemption	☉ P	☉ P	☉ P	☉ P	No	No	No	Ptner is an optional extra. Buddy Admins unlimited
Car Rental Partner/Buddy Redemption	☉ P	☉ P	☉ P	☉ P	No	No	No	
Retail Partner/Buddy Redemption	☉ P	☉ P	☉ P	☉ P	No	No	Yes	
Points Duration: Yrs/Mths/Days	2 CY	4 CY	2 CY	3 CY	3/12M	3Y	18M	Auto per Days
Status revalidation required 1 Jan. year	2	3	2	2	No	No	No	OK but Manual
Transfer points to other members	Yes	No	Yes	Yes	No	No	No	OK
Transfer points to charities	Yes	Yes	No	Yes	No	No	No	OK
Points exclusion dates	No	No	No	Yes	No	No	No	Automated
Member Contact List	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Loyalty Programme Reports	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Referral Programme Reports	Yes	Yes	Yes	Yes	n/a	n/a	n/a	Yes
Coupon Marketing eg Slow day specials	No	No	No	No	Yes	Yes	Yes	Yes: Automated
Loyalty Marketing eg Benefits Promoted on Apps / Website	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes: Automated
Reputation Marketing eg Ask for Reviews & Rewarded on own App/Site	No	No	No	No	No	No	No	Yes: Automated
Awareness Marketing eg Social Comment Sharing on App/Site & Rewarded	No	No	No	No	No	No	No	Yes: Automated
Referral Marketing eg 2-way Rewards	Yes	Yes	Yes	Yes	No	No	No	Yes: Automated
On Phone Communicators / Apps / Button Bookmarking	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Information Communicators eg WhatsGood & Bulk Content Rewards	No	No	No	No	No	No	No	Yes
Online/on phone Loyalty Accounts	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Cash Register / Check-in Integration	Yes	Yes	Yes	Yes	PhPyt	Yes	No	No: Independent
Contact Channel Opt-in Options	App	App	App	App	Yes	Yes	No	SMS/e-mail/ App

Hotel Loyalty Programme Marketing Focus

The focus of large hotel groups or large hotel networks is often to encourage brand loyalty. Given thousands of participating destinations in many countries the primary goal is often to get frequent business travellers to maintain brand loyalty at multiple destinations. Frequent international business travellers who are able to qualify for higher loyalty levels accumulate high value rewards earned by staying more often, at a given hotel chain, and as a consequence they tend to be “locked in” to brands. Where international travellers are faced with local choices that do not offer the opportunity for high loyalty levels the traveller is likely to look to free rewards at entry level as well as to enhancing the guest experience with referral rewards. In short, it is suggested that referral rewards that focus on encouraging guests to refer business colleagues to patronise a local hotel or a restaurant /other amenity in the hotel within an “ Attract, Retain and Grow” strategy.

The Webbo SaaS Game Changer

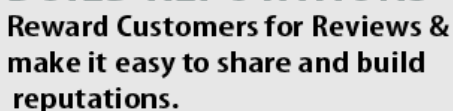
The Webbo tried and test roadmap to business growth “from here to there” is a perfect fit to the needs of the hospitality industry. Hotels and Restaurants both relate to businesses that need to delight guests with consistent experiences that consistently repeat memorable moments that are cherished. Success does not happen by accident. Success entails the development of a concept that merits an impeccable reputation that guests share and refer because it is easy and relevantly rewarded.



Reward Advisors for Reputation Building Reviews. Reward Advocates for Sharing comments & reviews.

Identify market segments within your customer base & research pains, needs & aspirations.

From Bargain Hunter to Loyal Customer. Delight by exactly meeting needs & by exceeding expectations & sign up.



Build relationships & give every customer their own private rewards account.

Attract with Coupon Offers Marketed to Targeted Demand.

TRANSACTION HISTORY

Site Name	C, V or T Name	Order Number	Downloads	Qty Purchased	No. Coupons Downloaded	No. Coupons Redeemed	Balance Available	Expires	Redeem
MailMarketing	Coffee Shop	1673	GET	1	0	0	1		Redeem Now
MailMarketing	Sally's Seafood	1674	GET	1	0	0	1		Redeem Now
CLEAR HISTORY							GO TO MY ACCOUNT		LOGOUT



Coffee Shop

20% off on Mondays

Available for Associates and Auditors who are g20.0 or a Friend.



My Name _____

My Manager's Name is _____

My Location _____

My Email ID _____

011-5834-567

My Manager's phone number is _____

011-5555588

My e-mail address is _____



The 20% Assoc. Discount is not available. Subject to validation upon presentation to audit or all Assoc. One coupon per person.

[CLOSE](#)
[DOWNLOAD IT](#)
[PRINT IT](#)
[MY ACCOUNT](#)

[ADD TO MY ACCOUNT FOR LATER USE](#)
[EMAIL IT](#)



Sally's Seafood Restaurant

Carpaccio 2/4/1

2/4/1 Mondays to Thursdays Only



Phone no:

If Office: Purchaser's Name :

Required:

Purchaser's Name:

Reservation Address:

Telephone Number:

Telephone Number:

For Office use:

Advisors:

Share for Advisors and review for Advisor status:

Subject to T's & C's - [Click Here to view Reservation Process](#). 1. Have a Reservation & Quote the Order No. 2. Print Coupon & Upon Arrival, Present it for verification. 3. Enjoy

Note: This Coupon Excludes VAT & Expires On 31/11/2017

[CLOSE](#)
[DOWNLOAD IT](#)
[PRINT IT](#)
[MY ACCOUNT](#)

[ADD TO MY ACCOUNT FOR LATER USE](#)
[EMAIL IT](#)

01

Advisors write reviews, which grow your brand's reputation and they share them with friends and business connections on their preferred social networks because it is easy and it is relevantly rewarded.

02

Advocates share reviews, coupon deals, specials, featured products and services, competition entries, quizzes and event tickets on their preferred social networks with friends and business connections because it's easy & rewarded.

03

Ambassadors e-mail, print and deliver by various means coupon or voucher benefits with friends and business connections and they earn the identical benefit when the friend redeems the coupon or voucher.

04

Audiences targeted by customers follow up the offers received and engage with the businesses because they have a credible expectation of being delighted by the suggested offer received based on the recommendation of a known person.

05

Businesses segment customer lists to ensure that each segment represents a like minded group of people/businesses so that they can be make relevant offers that suit their specific needs.

06

After three to four purchases buyers who perhaps arrived as "bargain hunters" are likely to become loyal customers as a result of a businesses consistently good service and because they enjoy the benefits of the loyalty programme.

07

New customers will write reviews, share and make referrals because it is easy and rewarded thus joining a highly engaged community of customers who have opted in to the push/pull communication channels available to them.

Webbo Loyalty Status Levels: Fan Level 1, Fan Level 2, Fan level 3 (Titles can be are customised).

Levels can be further split on the basis of specific rewards that are available to loyalty members with a specific no. of points. Point duration and Status duration can be independently set. Referral Status has three categories: Advisors who write reviews, Advocates who share & Ambassadors who refer.

REPUTATION AND REFERRAL MARKETING



Loyalty & Referral Programme Design Considerations

Reward System Structure Options

There are a variety of reward structures including the following:

1. Transaction Based Systems, e.g. Coffee Shops & Restaurants that give the 10th cup free, Hotels that give a free night after, e.g. 10 nights.
2. Activity Based Systems, e.g. Status is granted for activities such as writing reviews, social network sharing, submitting a quiz, event participation, no. of times a table is booked, no. of times a conference is booked, etc.
3. Spend Based Tier Systems, e.g. Loyalty Tiers based on the amount spent, on defined purchases, within a defined period such as a calendar year.
4. Points Based Tier Systems, e.g. Systems where benefits are based on tiers that could be based on points that are earned on spend or which are awarded based on defined activities.
5. Category Based Systems, e.g. systems that segment customers into business executives, families & singles or public sector, private sector & NGO's.
6. Combo Tier Systems, e.g. Hotels that base tiers on a minimum spend together with a minimum no. of bed nights.
7. Points Based Redemption Systems, e.g. Rewards can be "purchased" with points and if so redeemed the Total Points Count will be reduced which may result in a downgrading of the member's Tier Status.
8. Tier Based Redemption Systems, e.g. Benefits and rewards accrue to members on specific Tiers. Redemption does not impact status however the number of rewards that a member redeems may be limited.
9. Tier Based Points Acceleration, e.g. One point per currency unit spent for the first membership level, plus 10% bonus points for the second membership level, plus 25% bonus points for the third level and 50% bonus points above 50,000 points.
10. Frequency based points acceleration, e.g. After 10 bed nights in any month you earn 25% bonus points.
11. Combo Redemption Systems, e.g. Membership tier status is earned on the basis of points and points are deducted for reward redemption however the status, once attained, endures for a given period such as for the calendar year or for two calendar years, etc, during which time, the member must qualify once more by bringing her/his total points back up to the qualification level.
12. Combo membership: Corporate and individuals (staff members) where points are split between the company and the staff member.

Terminology and Attractiveness

1. Coupons are an offer to buy on the basis of set terms and conditions.
2. Vouchers are in essence “a receipt” for a product or service to be supplied on set terms and conditions that was acquired by purchase/points.
3. Buddies: Buddy deals may be promoted by the issue of coupons or vouchers by an entity that are redeemable at a third party, e.g, a restaurant rewards patrons with a coupon for a discounted offer from a local fashion store.
4. Partners: Partner deals may be secured by the redemption of points at a participating partner outlet with or without the requirement for the transfer of the points from the one outlet to the other.
5. Value is often based on relevance or indulgence. Partnerships that group everyday consumption with desired lifestyle experiences or with luxury rewards are often highly successful at ensuring consumer loyalty.

Points Acquisition Options

1. Points can be earned on the basis set out in the Terms and Conditions of the Loyalty Programme, e.g. for purchases or for referrals
2. Where permitted, points can be purchased from the business.
3. Where permitted; points can be transferred between group entities, e.g, between hotels, restaurants, amenities (e.g. a gym or spa) or a resort.
4. Where permitted; points can be transferred between partners, e.g. Hotels, Car hire and Airlines.
5. Points can be offered as a monthly prize, e.g. for the review of the month.

Structure Impact & Outcomes

1. Members buy more & more often to obtain points/status rewards.
2. Third Party Payment, e.g, Individual membership points/status rewards with accounts paid by a company can lead to businesses strategically increasing prices to fund higher reward benefits or individuals purchasing more or higher priced services to obtain more points or to promote tier status advancement.
3. Transaction based systems can result in purchase splitting into multiple smaller “baskets” which results in higher handling costs.



Marketing Impact Slider

Move the Sliders (in your mind's eye) to visualise the objectives for each layer in your multi channel loyalty & referral marketing programme.

Multi Channel Marketing

Loyalty programmes focus on retaining guests and in this respect they can be designed to achieve just that. The Webo SaaS suggests a multi channel approach to achieve the Webo DTHT (Double Turnover in half the time) challenge. We call it “Hamburger Marketing” because the end result is a combination of the impact of a layered product. Loyalty marketing certainly impacts turnover but so too does coupon marketing, referral marketing, gamification and deep customer engagement and relationship building. The “Marketing Impact Slider” pictured below illustrates the potential for multi channel marketing.



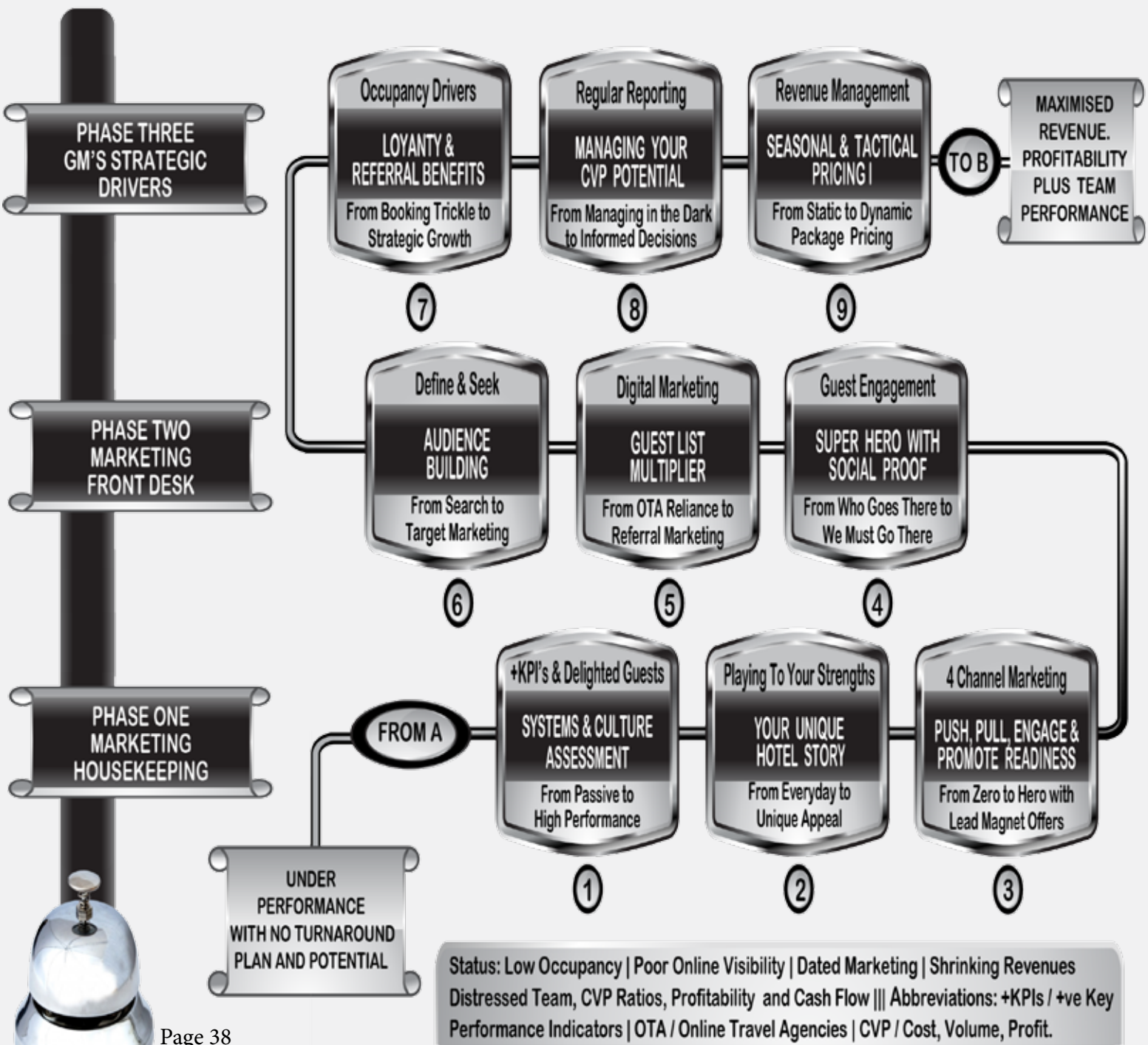
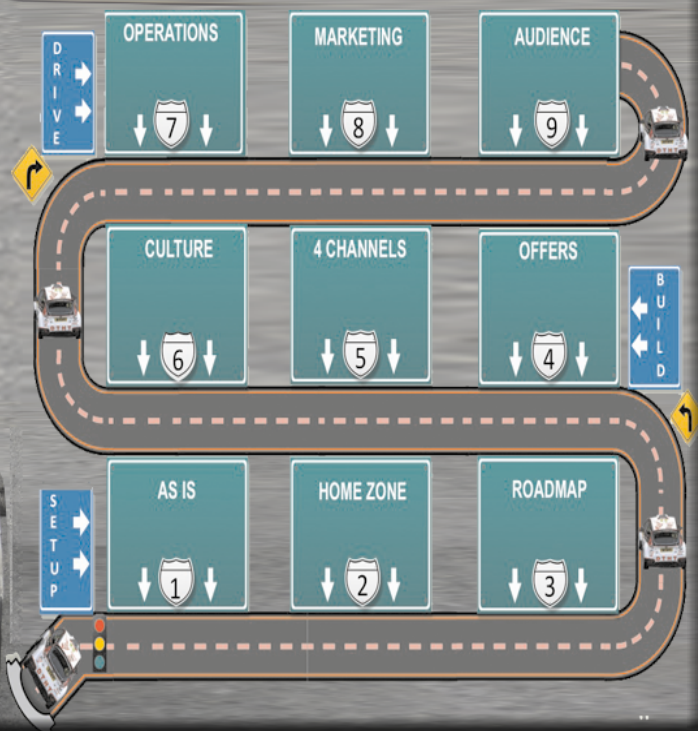
Road Map Communication

The Webo SaaS is designed to enable the communication of marketing campaigns via the use of internationally tried and tested roadmap methodology. The concept can follow a fast track implementation of a LPM (Coupon, Loyalty & Referral) marketing campaign. Typically the roadmaps are customised to suit individual needs. There are three layers (setup, build & drive) to the standard DTHT roadmap. On the next page we present a standard and a custom roadmap.



The first setup layer deals with researching where the business is, the future “Home Zone” of the business that may include new target markets and the finalisation of a customised roadmap. Layer two deals with campaign build matters such as benefits and reward structuring, communication and promotional channels and getting the staff and infrastructure ready for growth. The third drive layer deals with ensuring that guests are delighted, member loyalty marketing is driven as is audience building referral marketing.

THE DTHT CHALLENGE ROADMAP

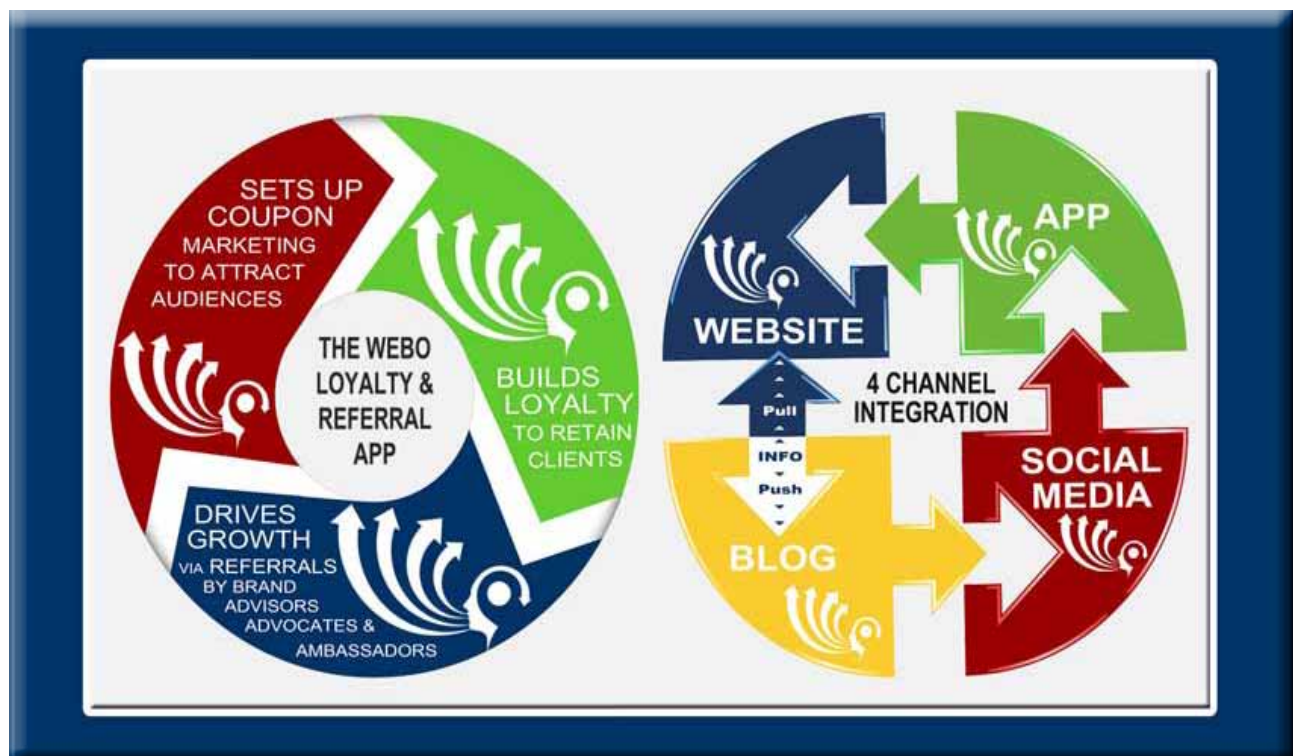


Loyalty Program Popularity

In the USA consumers, on average belong to 18 loyalty programs. In South Africa four out of five economically active consumers have at least one loyalty card and on average they belong to eight loyalty programmes. Clearly, people view memberships as something that is worth their while.

The game changer is the impact of a multi channel approach that drives results through specialist campaigns that attract, retain and grow the baseline turnover.

Digital Marketing with the WeboSaaS





LPM MARKETING



COUPON MARKETING

Coupons, vouchers or tickets-gifted by customers to their friends is a game changer. Compelling offers matched to your best customers will drive shares. Researched reward gifting will appeal to like minded customers and marketing lookalike customer profiles will grow your profitable customer baseline. Our App makes it easy to grow reputations and referrals.

LOYALTY MARKETING

Delight your customers and segment them into like minded groups with specific and well researched needs and desires. Provide all customers with their own private social accounts to track rewards and reviews. Grant Brand Advisor, Advocate and Ambassador status to customers who have your App on their phones.



REFERRAL MARKETING

Promoting Brand Advisors (those that write reviews), Advocates (those that share) and Ambassadors (those that make one on one personal recommendations to friends and business connections) lies at the heart of Referral Marketing where customers gift rewards that are valued by target audiences. Give to get works as it is easily done on the App.



- 1. Market Research: Profitability, Solutions, Appetite & Dominance potential.**
- 2. Avatar Research: Demographics, Psychographics, Influencers and followers**
- 3. Channels: Sites, Blogs, Apps eg (FB Groups, Twitter, WhatsApp etc) & Social media integration (Image harvesting, #hastagging, etc.)**
- 4. Communicators / Apps: Automate Lead Generation with WhatsGood, Link & List, LPM, Meeting Rooms with chat, private messaging and video conferencing plugins.**
- 5. Attract: Promote Awareness & Interest with Lead Magnets & Offers**
- 6. Engage: Cold eg email, adverts etc & Warm: referrals**
- 7. Sell: Online, Off-line: Fixed Price or Auction Sales**
- 8. Delight: Confirm with on and off line Surveys and Polls**
- 9. Convert: From visitors and bargain hunters to customer**
- 10. Keep: Identify needs by segment, engage and reward loyalty**
- 11. Fans: Grow Turnover & Reward buying more and more often**
- 12. Advisors: Reward writing reviews and sharing which grows reputations**
- 13. Advocates: Reward sharing and commenting which grows awareness**
- 14. Ambassadors: Reward referral effectiveness in growing turnover**
- 15. Build: Build your Brand & Community Relationships**

How to Add our Communicator Bookmarklet Apps to the Home Screen of your Phone.

Start by opening a Webo page online on your phone. Select "Menu" then "Add to Home Screen." That's It!



Next
For iPhones
Add To Home Screen
See Below

Next
For Android Phones
Add To Home Screen
See Bottom Row



Overview What We Do

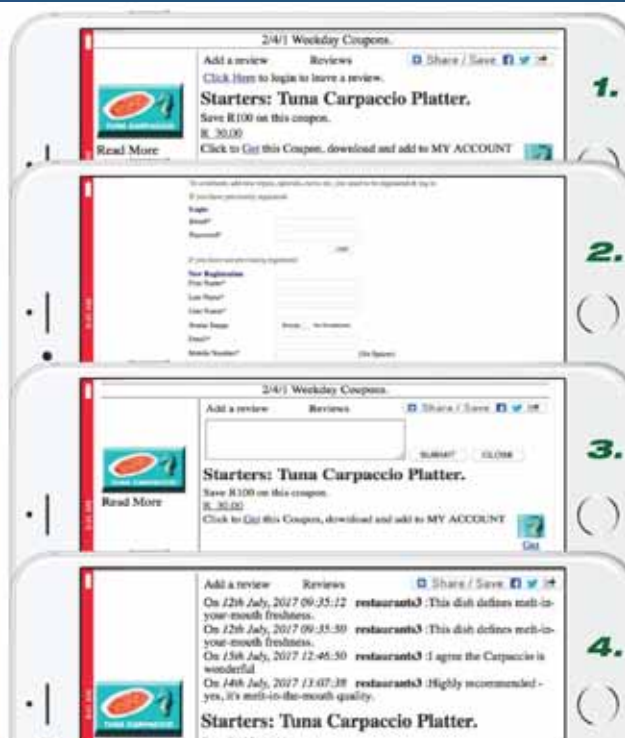
We interface with or provide blogs, websites, online shops, communicator apps, eBooks, loyalty marketing apps, videos, interfaced social media pages and more.

Our system supplies free or priced coupons, prepaid vouchers, lucky draw tickets, event tickets, text or image feedback polls, #hashtag harvesting, social media image harvesting, social media sharing and comment synchronisation with Facebook & more.



Find Sally's Seafood Restaurant at:
www.ssr.webos.directory

We help Share Reviews

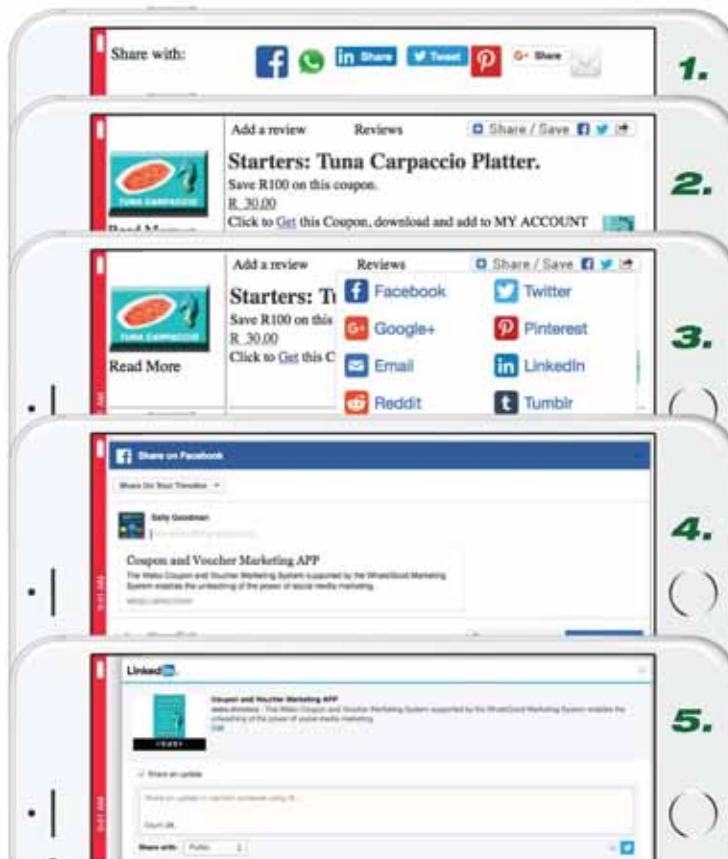


1. Click Add a review
 2. If you are not Logged In the Log In and New Registration Screen will open Complete and Submit
 3. The Add a review panel will open Add your review & SUBMIT
 4. Select Reviews to Read the Reviews
- You can edit/delete your reviews in Your Account

GET

Connected with
Webos LPM & CRM

We help you
Share
with friends
& Connections

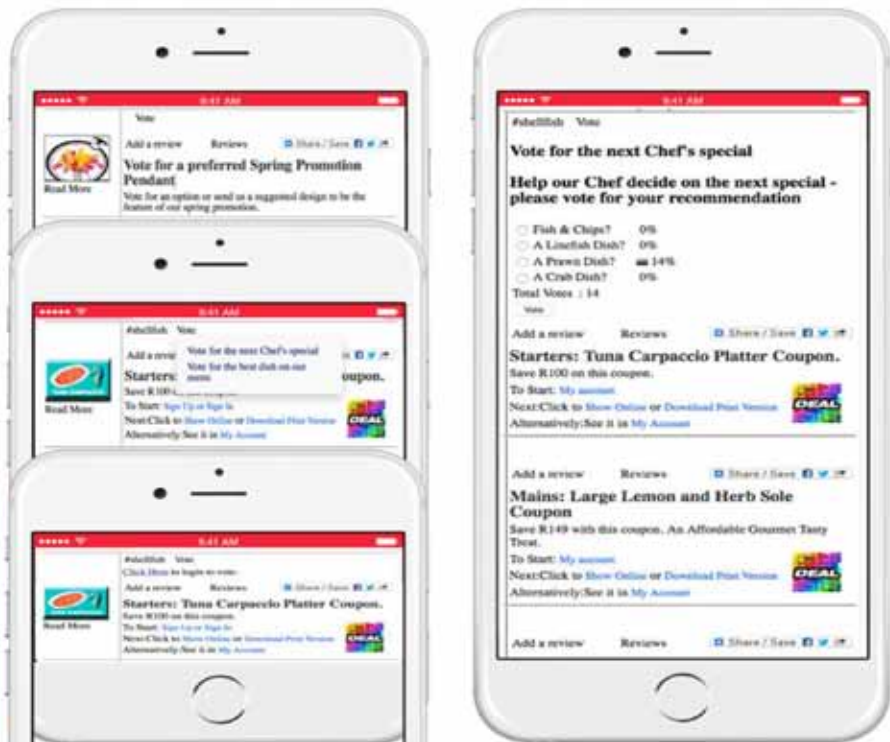


1. At the top of the App under the Header Image is an App Share Option &
2. Each Item on the App has a Share Option
3. eg Tap the Item Share Option and select from a range of Social Media Sites
4. eg Share with all your friends on Facebook
5. eg Share with all your business connections on LinkedIn

Text Vote

The Text Vote
option offers
multiple choice
questions.

It is simple &
involvement
improves the
customer
experience



FUN

Competitions

Host a Caption Competition
Offer a fun picture, ask
a question and request
customers to add their answers
to a competition entry form eg.
tag your answer on a social
media page with #hy5in5
Q: What did the Oyster say to
the Seahorse? Win

Promotions and Competitions: What's your High 5 Clevering
#hy5in5

Add a review [Share / Save](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

Hy5in5 Caption Competition.Min 50% OFF LUCKY DRAW & 5 Free Main Courses

Stand to get lucky and draw a % off coupon. Minimum 50% off your main meal.

To Start: Sign Up or Sign In
Next:Click to Show Online or Download Print Version
Alternatively:See it in My Account

[Read More](#)

Sally's Seafood Restaurant
Competition
#hy5in5

Sally's Seafood Restaurant #hy5in5 Competition

This is an Entrance Ticket for the #hy5in5 Competition

See the T's & C's for the Competition Details.

Sally Goodman	0715071400
If Gifted: Recipient's Name - ID Document Required	Telephone Number
Sally Goodman	0715071400
Customer's Name	Telephone Number
My Hy5in5 words are:	For Office Use
Redemption Admin	Booking Details



Promotions and Competitions

#shellfish

[Instagram](#) [Facebook](#) [Pinterest](#) [Google+](#) [Twitter](#) [Archive](#)

Share / Save [Facebook](#) [Twitter](#) [LinkedIn](#)

Sunday ticket
a complimentary buffet.

Next:Click to Show Online or Download Print Version
Alternatively:See it in My Account

[Read More](#)

Sally's Seafood Buffet & Jazz Competition
#shellfish

This is an Entrance & Competition Ticket for the Monthly Draw at the next Seafood & Jazz Event.
Prior Reservations are Essential. See the T's & C's for the LUCKY DRAW

Sally Goodman 0715071400
If Gifted: Recipient's Name - ID Document Required Telephone Number
Sally Goodman 0715071400
Customer's Name Telephone Number
Signature For Office Use
Redemption Admin I love this event because x x x x x

Subject to T's & C's... Click Here to view Redemption Process: 1. Print a Reservation & Quote the Order No. 2. Print Coupon & Visit Restaurant, Present it for verification. 3. Enjoy the Seafood Buffet & Jazz Event.

Redemption Process: 1. Print a Reservation & Quote the Order No. 2. Print Coupon & Visit Restaurant, Present it for verification. 3. Enjoy the Seafood Buffet & Jazz Event.

Research
a unique
#hashtag.

Customers
#hashtag
images and
text responses
to questions.
Short listed
entries can
be voted
upon.

#Hashtag
MARKETING
Entrance
Tickets

Sally's Seafood & Jazz Monthly Event and LUCKY DRAW Competition Terms & Conditions

The Competition: Each month we take bookings for the Seafood and Jazz event on the first Sunday of the month. We host the first seafood buffet that you can hope to find featuring fresh from the sea seafood dishes for this Sunday lunch which extends into the afternoon accompanied by a variety of jazz artists. It is a seafood experience not to be missed.

Eligibility: Reservations are essential and customers who download this competition coupon must quote the coupon order number when making a reservation.

Winners: Customers must bring the coupon on their phones or a printed copy to the event for verification. A lucky draw will be held and the winning order numbers will have their restaurant fee refunded and they will receive the buffet with our compliments.

Disqualified Participants: All employees of participating entities including promoters and sponsors and their immediate families plus any person under 18 years of age. The promoter may, at its sole discretion disqualify any person for any reason whatsoever.

Immediate Families: Immediate Families include: Grandparents, Parents, Children, Grandchildren, siblings and spouses whether by marriage, past marriage, re-marriage, adoption, co-habitation or other family relationship.

Validity Date: This coupon is valid for the month in which it is issued.

Verification: Winner's Coupon Validity is subject to verification.

Images: Coupon images are indicative and may not be specifically representative.

Service: The Coupon administrator is not responsible for service and item delivery.

Amendment: The right to amend these terms and conditions without prior notice is reserved.

Order Number:
1010
Validity Verified By:



Print Coupons and Vouchers

The Buyer Prints the Coupon
and makes a Reservation / Appointment
for the
Redemption of the Service, Meal etc.

The coupon can be gifted.

The seller will scan the QR code
and the Online version will open
for the Seller to enter the PIN.

If valid the coupon/voucher will be redeemed.

Sally's Seafood Restaurant

Sally's Seafood Restaurant
Mains: A dozen Scampi and savoury rice
2/A/1 Mondays to Thursdays Only

Rice & A Dozen Scampi

Sally's Seafood Restaurant Terms & Conditions

Coupons:
Are a limited time and availability offer, that is subject to validity confirmation at the time of redemption and which offers entitlement, subject to confirmation, to the offer stated on the coupon.

Vouchers:
Are not refundable, not exchangeable, not replaceable prepaid receipt for the goods or services stated on the voucher that is subject to a valid booking, availability and redemption verification before an expiry date.

Ownership: Title passes upon receipt of payment in full and risk passes upon delivery by electronic or other means to the buyer or to the buyer's online account.

Limit per customer: Customers are limited to XX downloads on any specific coupon whilst voucher purchases are subject to stated conditions.

Reservations: Phone XXX XXX XXXX. Note that reservations are subject to availability.

Validity Days: Coupons: Monday through Thursday every week.

Verification: Validity is subject to verification upon arrival. Prior use voids coupons and vouchers.

Service: Sit down dining is required for redemption at a Street Name, Suburb Name, Town Name.

Quantity: Only one coupon may be presented per item served.

Service charge: Gratuities should be calculated on the full value reserved.

Images: All images are indicative and may not be specifically representative.

Refunds: Coupon fees are an administration fee and are non refundable.

Service: The Coupon administrator is not responsible for service and item delivery.

Order Number: 896

Validity Verified By:



Note: This Coupon Excludes VAT & Expiry On 31/11/2021

Tickets Print & Present or Online

Download
& Print or
Show on
Phone

Lucky Draws &
Competitions

Theme Event
Entrance

Voting

Terms &
Conditions
Plus Ticket
Number on
Tickets

Promotions and Competitions

Add a review

Share / Save



Read More

LUCKY DRAW: Sunday Seafood Buffet- Table for Twenty - This is a completely free giveaway..

This is our big prize. The value of the prize is R6,000 without VAT. You pay only for beverages. Enter to win!

To Start: [Sign Up or Sign In](#)

Next: Click to [Show Online](#) or [Download Print Version](#)

Alternatively: See it in [My Account](#)



Promotions and Competitions

Add a review

Share / Save



Read More

LUCKY DRAW: Sunday Seafood Buffet- Table for Twenty - This is a completely free giveaway..

This is our big prize. The value of the prize is R6,000 without VAT. You pay only for beverages. Enter to win!

You are logged in. Select an option below.



Link Format

Website
www.webo.directory/
SiteName/

App
www.SiteName.webo.
directory

QR Code

Scan with your phone
to open the APP

You may receive the
website URL, App URL
or QR Code by SMS,
Email or they may be
on social media sites.

Button Bookmark the
App Page on a phone
by selecting Menu

On an IOS device,
eg iPhone & iPad Tap
the "Bookmark" button,
and then tap "Add to
Home Screen."

On an Android device,
eg Samsung & Tablet

Use the Chrome
browser to open the
page. Tap the "Menu"
button, and then tap
"Add to Home Screen."



- The URL for this Demo Website is www.webo.directory/restaurants3/
- For the App the URL is www.restaurants3.webo.directory
- The QR Code is



Tap the GET LOGO



If you are not registered
you will be required to
register or LOGIN
(top right). The online
version of the coupon
will display (middle
right). Hand the phone
to the Seller to enter
the Redemption PIN or
close the page to save the
coupon in your Online
Account. LOGIN with
your registered Email address and password to view your Online Account. See In
Store Checkout for How to Gift Coupons. See Redemption for online plus Print &
Present options. "Read More" on the App opens the Store View Pages for detail.



2. Present the Coupon or 3. Select
Read more to see the detailed View Page.



Ideas In Store Promotions

Some Options



Voucher Events

Consider Limited Edition Promo Codes



Consider on phone VIP Menus !



Coupon Deals

Consider Personalised Gift Vouchers



Would you share valued Benefits ?



Voucher Deals



1 Start with the Home Page that has two format options; with a side panel and without.



2 Select VIEW on the Home Page and review the detailed description & features.



3 If desired, ADD TO BASKET & CHECKOUT



4 If you did not Sign Up or Sign In before, the Register & Login page will display.



5 The Confirmation Page will show / confirm your details and that of a gift recipient (if required).



6 If the coupon is not free or if it is a voucher or if you do not have coupon credits the the Payment Page Shows.



7 Notification of Payment is shown then your Buyer's Account is opened.



8 The Coupon or Voucher is displayed for redemption or if closed it is saved in your Buyer's Account.

PC Store Screens vs Phone App Screens

MY ACCOUNT e.g.

MY COUPONS AND VOUCHERS

WHATSGOOD PACKAGES PURCHASED

Coupon Package Name	Order Number	No Of Coupons	Total Price	Validity(Days)	Status
WhatsGood 3/4/1Credits	614	30	300.00	180	Approved

TRANSACTION HISTORY

Site Name	Coupon or Voucher Name	Order Number	Downloads	Qty Purchased	No. Coupons Downloaded	No. Coupons Redeemed	Balance Available	Expires	Redeem
Sally's Seafood Restaurant	2/4/1 Scampi Deal	896	GET	1	0	0	1	31/11/2017	Redeem Now
Sally's Seafood Restaurant	2/4/1 Carpaccio Deal	915	GET	1	0	0	1	31/11/2017	Redeem Now

[CLEAR HISTORY](#)
[GO TO MY ACCOUNT](#)
[LOGOUT](#)



Connect with Web LPM & CRM

Summary

The Web Vouchers App's Features Include:

Your Branding

All Sites and App's are yours with your branding.

One-click Management & Redemption

Every Customer gets their own ACCOUNT to manage Redemptions, Reviews and more.

One-click Reviews

The App and Every Item listed on the App offers the option to ADD a Review and to Read Reviews.

One-click Social Sharing

The App and Every Item listed on the App offers sharing eg share with all your friends on Facebook or share with all business connections on LinkedIn.

One-click VIEW Detail Links

Every item listed on the App offers a Read More link to detailed VIEW pages on the App's website.

One-click GET Coupon & Voucher Buttons

Every coupon or voucher listed on the App has the option to Get coupons or vouchers with one click.



Online & On Phone Coupons & Vouchers



Printed Coupons & Vouchers



LPM & CRM Touch Points



The WebO SaaS

The LPM App	Site Builder	Viral Blog Builder	The L & L App	Meetings Communicator	
Coupon, Loyalty & Referral Marketing	Websites & Stores	Video & Podcasting Social Media Integration	Link & List Info App Builder	Online Meeting Rooms Meeting Pack Apps	
Rent the SaaS and Own The Campaign					
Opt-in / Out Client Short Message Database: Alerts		Social Media Sharing & Lead Generation		All Customers get their own Customer Loyalty Programme Account	
Opt-in / Out Client eMail Database: Newsletters		Synchronised Facebook Comment Sharing		A Website, Blog, Product Showcase, eCommerce Shop and an App	
Client Follow / Unfollow Blog Topics		App Sharing & Connecting Audiences		eBooks, Flipbooks, Picture Galleries, Social Media Image Harvesting	
Coupons, Vouchers & Ticket Account Administration		Showcase Product Reviews & Sharing		Complete Social Media Integration with Comment Facebook Syncing	
Reviews & Comment Administration		#Hashtag Harvesting & Campaign Mgt		Customer Registration Management	
Coupon, Voucher & Ticket Issue, Tracking & Redemption		Text & Image Polling		Online & Offline Coupon, Ticket Redemption	
PC Product Showcase		PC Product Reviews		Feedback Management & Voting	
Communicator App Product Showcase		App Product Reviews		Showcase, Product and App Reviews & Sharing	
The LPM App is your Communicator and Automation Assistant					



Selected Features

- **Modus Operandi**
- Points determine the Loyalty Status of a guest on a max of 3 levels (Fan levels 1, 2 and 3) and activities determine their Referral status (Advisors: write a review, Advocates: share and comment on social media and Ambassadors; successfully refer friends who buy a set number of times). There are thus 6 Memberships. Members can hold one Loyalty status and each of the referral statuses.
- Status titles can be customised.
- Flexibility: An Administrator can override the system and appoint a guest to a status selected by awarding points e.g. 1: A loyalty or referral status may be awarded to a Wedding Planner who utilises a hotel's facilities even though payment is made by the father of the bride, e.g. 2: Points may be awarded to a supplier for outstanding service, e.g. 3: Points can be deducted or status can be removed when appropriate - maybe for a no-show, or non-payment by a company?
- Guests can claim defined benefits that they qualify for and they can save these for later use (given that they have the status at that time). This means that limited time promotions can be run, e.g. Stay during the next month (a low season) and claim a 2/4/1 restaurant deal that you can save and use during a "free nights" stay with the family at Xmas.
- Benefits can be redeemed as "Free Benefits" or they can be redeemed against the redemption of points at fixed or varying rates e.g. 1: A free night in high season may require 10,000 points but only 5,000 points during a low season, e.g. 2: Wi-Fi in the room or Cable TV may be a free benefit or it may be activated against the redemption of a set number of points, e.g. 3: A room upgrade may be a free benefit on the check-in date or it may require the redemption of a set number of points depending on the extent of the upgrade.
- Benefits can include tickets to events or functions
- Promotions via #hashtag entry can be set up.

- Feedback by way of coupons or tickets that are issued by the system
- **Limits**
 - There is no limit to the number of participating owner outlets
 - There is no limit to the number of customer loyalty accounts
 - “No Limits” means that there are no literal limits. Package pricing will depend on fair usage and hard drive utilisation.
- **Buddy Appointments:** (Participating Stores that accept promotional coupons but who do not award points nor referral status.)
 - Bulk buy and promotional offers can be set up with own and local suppliers who accept coupons issued by the Programme Owner for spa, dining, etc
 - Administrators can be appointed at any Buddy Store who can redeem coupons online.
 - Overall max coupon issue and max coupon issue per member can be set.
 - Buddy deals and specials coupons can be issued as a free status benefit
- **Exclusion Dates:**
 - These can be set globally e.g for Public holidays or they can be set for specific exclusion days for individual rewards.
- **Points duration:**
 - The days to expiry of Loyalty points from the date of award can be set.
 - The points earned from each transaction are tracked and the accumulated total of the valid points will determine a guest's status.
 - This means that guests must maintain a status, within the expiry duration period, by maintaining the minimum points set for that status. e.g. If the points duration is 365 days then points earned during the past 365 days will be active and they will determine the guest's status.
- **Referral Status Duration**
 - The days from the date of the last qualifying activity can be set for each status e.g. This means that guests must maintain a status, within the expiry duration period, by maintaining the minimum points set for that status. e.g. If the points duration is 365 days then points earned during the past 365 days will be active and they will determine the guest's status.
- **Progressive Loyalty Status Rewards**
 - Any reward can be set to be available to one or more loyalty or referral status plus it can be set to be available to a higher loyalty level plus to the loyalty lower levels

Cons

- Partner Participation is an optional extra. (Partners can redeem and award points and they can award loyalty and referral status. They also honour points awarded by other Partners).
- Partner programmes are an optional customisation extra and are subject to agreement. As an example: Appointments for the redemption of Partner deals and specials e.g. using points at a local restaurant will require cash settlement terms and conditions relating to nett points settlement. e.g. Points could be given a value of X and Partner settlement would involve a cash settlement where a Partner did not issue points that the Partner redeemed. i.e. a local restaurant redeems 30,000 points that they did not award. The Programme owner would need to pay the restaurant for the points redeemed at the settlement rate. Settlement terms and conditions

as well as settlement dates and accounting reports / data file exchanges can but need to be set up and this requires Webo SaaS customisation.

Points Gifting

- There are no restrictions required

Voucher Gifting

- Customers can purchase a voucher online in a Managed eCommerce Store which they can eMail to a friend.

Registration Fees

- The the online collection of registration fees is easily managed by the eCommerce module in the Webo SaaS.

Points Processing Time

- Loyalty Marketing (Online points)and Referral Marketing Status Administration is online and administration is done by Admin Officers who update membership accounts in the presence of members at the time of an in-house visit against PIN Number validation. Offline printed loyalty cards, tickets, coupons and vouchers are redeemed at the point of e-mailing, downloading or printing. Printed coupons, vouchers or tickets can be validated online.

Build Support

- The Webo Academy is dedicated to your build success.
- A comprehensive online meeting room is available to SaaS subscribers to support their build success.
- Microsoft Powerpoint Roadmap Templates can be viewed online or they can be downloaded for editing as can step by step guidelines.
- An ebook library can also be viewed online or the ebooks can be downloaded by subscribers.
- Detailed Hotel as well as Restaurant guideline roadmaps are available.
- Step by step “Getting Started” and “Loyalty & Referral Marketing” ebooks will get your build started in a “paint by numbers” style. It’s easy, you can do it.
- The Webo SaaS meeting room has live chat and private chat functionality as well as video conference functionality
- Webinars are hosted to meet demand.
- The chat group offers peer support.
- The Admin panels have “How To Tips” panels on every page of the Admin Panel.
- Where subscribers prefer to have a built for you set up and maintenance service this is available.

Customisation

- Webo has was founded in 2004 and has thousands of listed members. The SaaS platform is and will remain in continuous development. We welcome ideas for leading edge innovation to support subscriber needs.

Build Support

- Read more at <https://www.webo.directory/vouchers/>

