



OUR REWARDS PROGRAM

What Is It And How Will You Help

Staff Training Resource

WHAT IS ROYALTY REWARDS®?

Royalty Rewards® is an awesome program that rewards our customers every time they visit our business. It thanks them for their loyalty and gives them a reason to come back more often and continue to choose us.

Reward Members Will Receive:



1 Point for every **\$1** they spend



AWARD Certificates when they earn enough points



A **FREE** Welcome Gift just for joining



Other Exclusive, Member-Only **Benefits**



A **FREE** Birthday Reward

HOW DO CUSTOMERS JOIN?

Easy! They can download the Royalty Rewards® Member App and join instantly. We will display signs or posters with a scannable QR Code so it's really simple.

Some customers might prefer to join with a paper enrollment form and receive a physical Rewards card. Ask a manager if you have those available.



HOW DOES IT WORK?

Every time a Rewards Member visits and uses their Rewards Membership, we will assign 1 point for every dollar they spend to their Rewards account. Once they earn enough points, they will receive a valuable Award Certificate in the mail. They can also access their certificates easily in the App.

They'll also receive a Welcome Gift for joining and a Birthday Reward during their birth month. Plus, we will send them other cool surprises and important reminders throughout the year via email and maybe even by text message.

HOW DOES THE ROYALTY REWARDS® MEMBER APP WORK?

Rewards Members will use the Royalty Rewards® Member App to participate in the program. The App does a lot of cool stuff, we encourage you to download it and check it out! Here are couple key features:

MY CARD

Member will earn points by showing us their Membership Barcode, shown here.

MY REWARDS

Members can check their point balance, recent transactions, and click through to access Rewards certificates.



HOW WILL I HELP?

ENROLLING NEW MEMBERS

Reward Members are some of our BEST customers. They visit us more often and choose us over the other options available. The more customers you enroll in the program, the more benefit for us and our business.

To ensure we give every customer the opportunity to join the program, ask EVERY customer who visits...

“Are you a Rewards Member?”

If they aren't already a Member:

- Encourage them to download the Royalty Rewards® Member App and join instantly
- Tell them about their FREE Welcome Gift and Birthday Rewards
- Motivate them! It only takes a minute to join and get FREE stuff!
- Tell them about the program as soon as they come in so they have time to join

PROCESSING REWARD TRANSACTIONS

Rewards transactions are really important. They are how we assign Rewards points to our Members, keep their accounts active, and ensure they receive all the benefits we promised to them.

The more rewards transactions you process, the more benefits our members will receive and the more they will continue to choose us. We'll cover exactly how to process transactions separately. For now, here is a great question to ask when processing EVERY transaction...

“Would you like to earn points today towards FREE Rewards?”

If the customer is already a member, this will prompt them to display their membership barcode. If they aren't a Member, you can help them join!



WHEN DO NEW MEMBERS RECEIVE THEIR FREE WELCOME GIFT?

Members will receive a certificate for their FREE Welcome Gift in the mail a few weeks after they join. They can also access the certificate in the Royalty Rewards® Member App when it becomes available.

WHERE CAN REWARDS MEMBERS FIND THEIR POINT BALANCE?

Members can find their point balance, access Rewards, and update their account in the Royalty Rewards® Member App. They can also login online at www.MyOwnRewards.com.

WHEN DO MEMBERS RECEIVE THE AWARD CERTIFICATES THEY EARN?

Members will receive their Award Certificate in the mail a couple weeks after it is earned. They can also access the certificate in the Royalty Rewards® Member App when it becomes available.

WHAT DOES IT COST TO JOIN?

It's FREE... seriously. There is no charge or fee associated with our Rewards program.

NEED HELP?

Call a Royalty Rewards® Coach at 1-888-353-5012
M - F, 9:30am – 6:30pm EST