

As the leader in measurable marketing, Clever Returns' loyalty program goes beyond basic communication, building a long-lasting relationship between your customers and your establishment. Your members will receive exclusive, value-added offers which have been proven to drive traffic and increase incremental sales at establishments across the country. Transactions are linked to each promotion and individual member as a result of our "cardless" program. This unique method of tracking gives you a definitive ROI, shows incremental revenues, and allows more dynamic and targeted marketing in future promotions and communications - unlike card-based and e-mail only programs.

LOYALTY MARKETING PROGRAM COMPONENTS

MEMBER COMMUNICATIONS

Enrollment Forms—Clever Returns will provide your establishment with 5,000 basic enrollment forms.

E-mail Welcome Message—Clever Returns will send your members an e-letter explaining how your program works, and thanking them for joining within 72 hours of enrollment.

E-mail Thank You Message—Clever Returns will automatically send your members a thank you for coming back and continuing to be loyal customers every time they visit.

E-mail Miss You Message—Clever Returns will target members who have not visited your establishment within a specified time period and send them a miss you message inviting them to come back.

E-mail Special Occasion Message—Clever Returns will send e-cards for birthdays and members' program anniversary date.

E-mail Family Member Birthday Reminders—Clever Returns will send e-cards to your members reminding them of their family member's upcoming birthday celebrations.

Valued Member Website—Clever Returns will create and maintain a customized, secured, interactive website for your members to view promotions, spending history, enter cash transactions, register credit cards, and track and redeem points.

SERVICES

Dedicated Marketing Coordinator—Clever Returns will assign a Marketing Coordinator to work directly with you to develop your customized loyalty program that will create top-of-mind awareness and help drive repeat business. Your Marketing Coordinator will analyze the results of your loyalty program, providing reports and recommendations on a monthly basis.

Design and Production—Along with your input, Clever Returns will develop customized e-mail or direct mail communications to generate repeat traffic and sales.

Reporting—Clever Returns can provide what no other company can: tracking of your members' spending habits and frequency both prior to and after joining your loyalty program. Various reports available to you on-line and custom reports are also available.

Data Entry and Maintenance—Clever Returns will build, maintain, and manage your database, with no limit to the number of members you may submit.

Member Hotline—Clever Returns' Customer Care will answer any questions your members may have, ensure the appropriate rewards are posted, assist in redeeming points, register additional credit cards, and update member information—all so you do not have to.

SERVICES CONTINUED

Reward Management—Clever Returns automates the reward process, making fulfillment 100% turnkey.

Measurable Results—Clever Returns will show you your ROI. You will be provided reporting that will show you the measurable results of your loyalty program.

OPTIONAL SERVICE ADDITIONS*

Promotional E-cards and Tracking—Announce special events and offers with e-cards from your establishment to yield greater redemptions, and increase traffic and sales. Tracking and measuring reports will be provided.

Special Occasion Cards—Send traditional cards for special occasions (birthdays and anniversaries). Minimum 1,000 piece order includes printing and fulfillment.

Promotional Items—Highlight and promote your program, increasing customer awareness by using table tents, menu inserts, premium items, enrollment form upgrades, gift certificates, etc.

Personalized Letters—Personalized letters can be sent to your members when an e-mail address is not available.

Customer Satisfaction Surveys—Learn what your customers want via an electronic survey and prepare to deliver. When your customers know how responsive you are to their requests, you will soon find them back in your establishment.

Database Transfer—Invite members of your existing loyalty program or mailing list to join your program. Clever Returns will develop a campaign targeted at getting these customers to become members of your loyalty program. If you currently have a database in a convertible format, we will import it free of charge.

Onsite Training—A Clever Returns representative will come to your establishment(s) to facilitate role-play, walk through step-by-step materials we provide, and answer any questions your employees may have.

Enrollment Forms—You may choose to customize, upgrade or increase quantity from the 5,000 basic forms provided.

Custom Reports—Custom reporting can be arranged in order to provide you with information specific to your organization.

Interface with Reservation Systems—If you use an automated reservation system, such as OpenTable™ or Reserve Interactive™, Clever Returns may be able to populate additional information pertaining to your members. This allows your staff to make the member's visit even more personal.

*Pricing based on specifications