GETTING THE MOST OF PERKVILLE

<u>What is Perkville?</u> Perkville is a point - based customer loyalty program that helps businesses increase their referrals, retention, social media, and revenue.

Earning Activities: Ways members can receive and earn points can be from: Social Media, Birthdays, Check-ins, Referring Friends, Attending classes, spending money, and more. **Time Bonus**: brings customers in during a certain time of day offering them double, triple, or X times the points as the usual earning activity.

Frequency Bonus: Brings customers in multiple times a week or month by offering them X times the points as the usual earning activity.

Promotion Bonus: Brings Customers in during special promotions that you're hosting (anniversaries, sales, etc.) by offering them X times the points as the usual earning activity.

Submitting Referrals on Behalf of a Customer:

ABC VIDEO on Adding referrals on customers account

Occasionally, a customer will come to you with a friend directly, not aware that they can make referrals through your reward program. When this happens, you might want to submit a referral on behalf of your customer, both so that they can earn points for bringing someone into your business and so that you can keep track of the referrals you will be receiving. To submit a referral of a customer: navigate to the customers profile for their account. Click the agreement tab and edit on the first box on the left. You will see an insert saying referring member, search the referring members name and submit it to their account.

FAQs from Members

1. How do I redeem points?

You redeem your points through your perkville account. Go to the Perks section of your perkville account home page, then select the perk that you'd like to redeem points for. Select the location from the dropdown, and click redeem. You'll receive a voucher that you can print or show on your phone when you want to use it.

2. I'm not receiving points

You may not be properly completing earning activities. For example. Not receiving points for social media? Make sure your posting on facebook and twitter through your perkville account.

Not receiving points for referrals? Your referred friend probably hasnt come in and completed an earning activity with the business. Remind them to use their referral offer, and you'll earn points.

If you're not earning any points for any other reason, please contact support@perkville.com

3. I can't figure out how to post to social media?

To post to social media, you'll need to connect your Facebook and Twitter accounts to your perkville account. You can do so by signing into your perkville account and following the prompt at the top of the page.

4. I didn't get birthday points?

There's a chance that the customer's birthday is incorrect in your system. If a customer didn't join prior to their birthday, but you'd still like to give them birthday points, please contact support@perkville.com with the customer's email and birthday information.

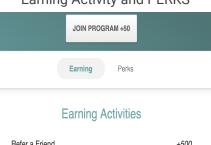
Communicating the Value of Perkville

The way you talk about your rewards program to your customers is important. Your goal as a staff member or Manager is both to keep customers happy and thriving and to get them participating in your business' reward program. This will lead to higher retention and referral numbers in the long run.

The best way to do this is to communicate the value of perkville to customers and mit not just part of your everyday script, but also your selling script when people are considering doing business with you.

Here is a blurb that you can incorporate into your script to spread the word about your rewards program and get more customers signing up.

Every single thing we do is to make our customers enjoy their experience at Club 24. One of the ways we have done this through our rewards program where customers earn points for different activities inside and outside of our business. We want to create a fun and inspirational way to interact with our customers while also rewarding them for their efforts. Earning Perkville points will allow you to cash in those points for great rewards, including (insert rewards). Our customers really love it and we think you will too.



Earning Activity and PERKS

Refer a Friend	+500
Member Anniversary	+100
Upgrade to VIP Orange Membership	+75
Join Rewards Program	+50
Birthday	+50
Gym Check In	+2
\$1 Spent on Retail, Food, & Drink	+1

