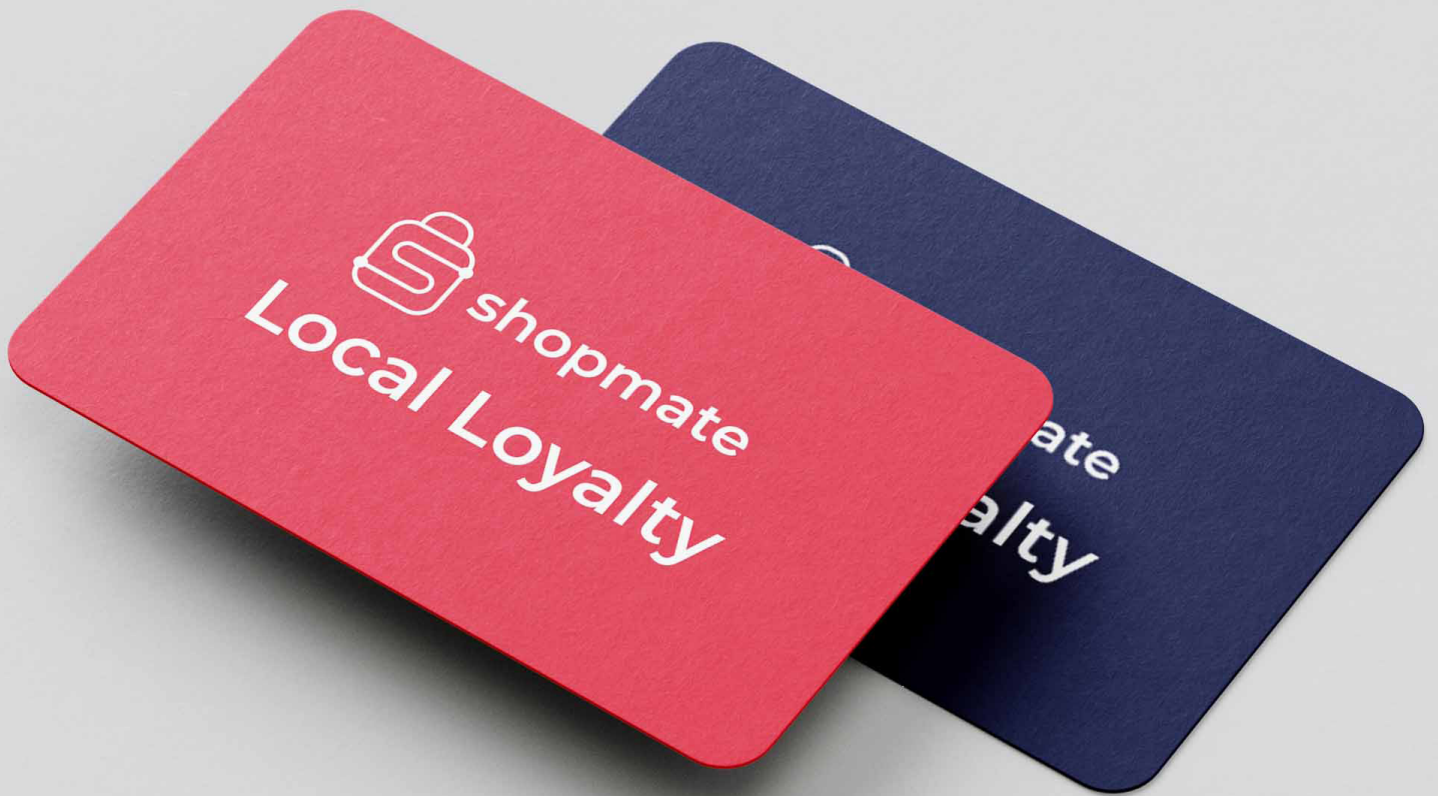




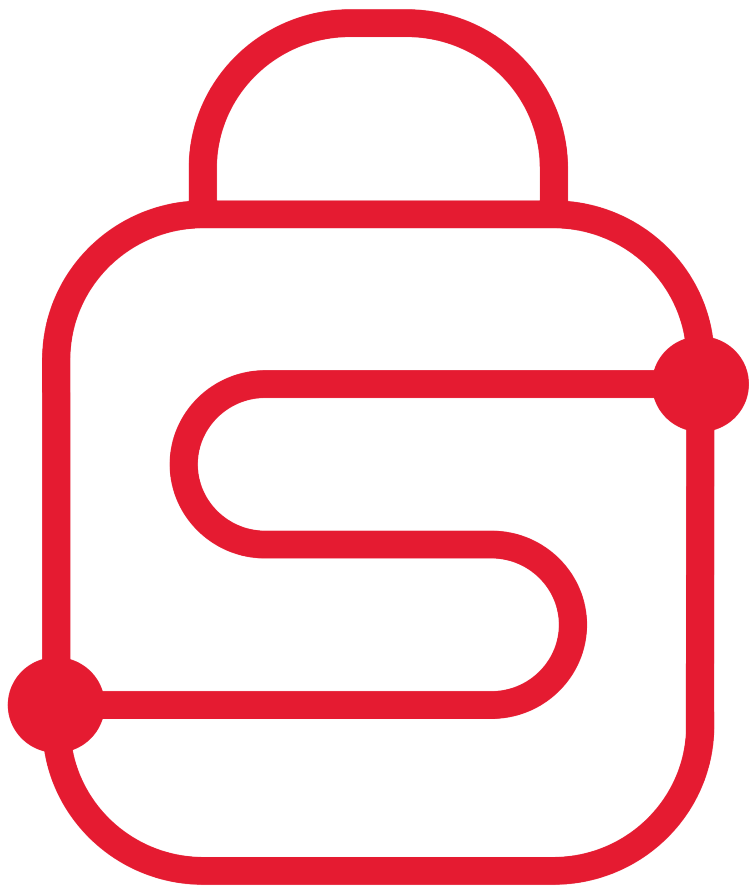
shopmate

# Local Loyalty

Your new customised loyalty scheme



## Managers Guide



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# What's in your Starter Box?

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Your unique Local Loyalty Starter box has been designed to show you the benefits of having a loyalty scheme!

Inside the box, you will find materials that will help advertise the scheme to your customers which in turn, will help you to drive sales and increase your daily footfall.

Inside the box you will find:

1. 200 personalised Loyalty cards with your own colour scheme and logo.
2. 10 badges that say "Ask me About our Loyalty Scheme Today" for all your staff to wear in store.
3. Personalised Local Loyalty posters with your own colour scheme to help advertise the scheme to your customers. You should have 4 A4, 2 A3, 1 A2.
4. 200 personalised flyers to give to your customers or put in their carrier bags.

This shows them how to sign up to your Loyalty scheme in 3 easy steps.

5. An A5 plastic flyer stand so you can display your flyers on the counter next to your loyalty cards.
6. The Retail Data Partnership's new promotional pack.

# What to do in Week One

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In week one of your loyalty scheme, you first need to make sure that all of your staff are aware of the scheme and how the scheme works, so that when a customer asks them about it, they can answer any questions confidently. Also, don't forget to hand out the loyalty badges before the shift starts.

1. Hand out Local Loyalty badges to all staff on shift.
2. Set up loyalty posters around your store.
3. Have your loyalty cards and flyers ready to hand out by the counter.
4. Think of a low cost "giveaway" that you can offer your customers if they sign up to Local Loyalty this week. Phone us for more information and perhaps request the set-up of a giveaway.
5. Keep the Local Loyalty Till Guide close to the till for staff reference.

Building loyalty with 5% more customers would lead to an increased  
average profit per customer of between 25% and 100%

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The Loyalty Effect

# What to do in Week Two

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Now your loyalty scheme is up and running and more and more of your customers are signing up to Local Loyalty – week two is a time to think about in-store promotions.

1. Set up some promotions that will make your loyal customers feel valued. For example, 50p coffee or a meal deal that is normally £2.99 for £1.99 exclusively for loyalty customers (set this promotion up on page 10 ).

2. Set up a Facebook page to promote your store, your scheme and special offers.

This will spread local awareness, and help recruit members. It may bring additional footfall to your store. Talk to us about how Facebook advertising campaigns can work for you (see page 11).

“Fully Engaged” customers are worth 23% more to your store  
in terms of basket size and revenue.

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Cap Gemini

# What to do in Week Three

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Set up a random draw from your loyalty members.

The prize could be:

- The value of their biggest basket during the preceding month
- A bottle of wine
- A number of extra points added to their card
- An Easter egg
- A Christmas stocking.
- A prize relating to an upcoming sporting or national event

Don't forget to display the prize prominently in store.

We would love to hear from you! If you'd like to discuss any of the ideas above, or have your own idea, give us a call on **01780 480 562**.

52% of consumers have switched providers in the past  
year due to poor customer service.

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Accenture

# What to do in Week Four

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Now that your scheme is off the ground and working, it's time to engage 100% with your customers.

1. Run a staff competition, for example, the staff member who signs up the most members each week wins a bottle of wine.
2. Set up weekly promotions to be sent to your Local Loyalty customers via text message and your mini-website. You can do this through your Management Portal (find out about your Management Portal on Page 9) .
3. Your ShopMate EPOS system automatically provides your mini-website with promotions but actively promoting these promotions via text and mini-website messaging will help boost awareness and engagement.
4. Remember, don't have the same offers on each week, different ones spark interest and keep customers coming back.

89% of consumers say a great customer experience is a  
key to driving brand loyalty.

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Accenture



# Your Monthly Checklist

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Every month you should take some time to go over some key points about your loyalty scheme. You should check its performance to make you're getting the most out of it.

1. Monthly evaluation of your Local Loyalty point balance.
2. A record of your scheme's liability should be noted down each month – you can use this to make room for improvement if necessary.
3. Check you have enough Local Loyalty cards, in-store posters and flyers. If you need to top-up. (See page 15 for more information)
4. Keep active on Social Media and respond to customers quickly for that extra level of customer service.
5. Evaluate your promotions – what worked well and what didn't? This will help you to implement a monthly strategy of promotions or special offers.

Top 3 reasons consumers switch supermarket: cheaper pricing (31%),  
rude staff (18%) and too many mistakes (16%).

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Verint

# Your Mini Website

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## Your side - Management Portal

You can log on to your Management Portal and see all your scheme members, the points they have accrued, the points they have redeemed and the points they have left. You can also see the total points in your scheme, the total that has been redeemed and the total points remaining in the scheme. Other reports include how many members have been signed up and by which members of staff.

To log on, visit **[www.localloyalty.management](http://www.localloyalty.management)**. Your password will have been sent to you by email. If you can't find this, simply click the Forgotten Password button.

## Customer side - Customer Portal

The URL (website address) for this is on the bottom of your cards and starts with **[www.localloyalty.club/](http://www.localloyalty.club/)**.

Here your customers can log on with their mobile number and see the promotions you are running in store and the points they have accrued.

# Scheme Only Promotions

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When a customer is using Local Loyalty in your store, they have the option to take advantage of exclusive promotions that are not available to non-loyalty members.

Having scheme only promotions makes your customers who use Local Loyalty feel special and give non-members an incentive to sign up.

For example, 50p coffee or a meal deal that is normally £2.99 for £1.99 exclusively for loyalty customers.

Just set up your offer and if you wish, mark it as 'scheme-only'. This means that loyalty scheme members can take advantage. If you need a hand setting up a promotion call the customer support team on 01780 480 562, they will be happy to help.

Don't forget to contact your customers about your promotions.

80% of shoppers would switch stores when  
offered a compelling promotion.

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Market Track

# Using Facebook

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Working with Facebook is simple. To get the most out of it, ensure that you've followed these steps:

1. Make sure you have a shop Facebook page.
2. Make sure your last post is telling your customers about a scheme only promotion.
3. At the bottom right hand corner of your post you will see a "boost" button, click it.
4. Follow through the stages on the left hand side.
  - Check and define your audience
  - Select your budget
  - Select the length of time
5. Click the "boost" button and watch your post displayed to those who have liked your page.

**Contact us about postcode specific adverts regardless of whether they have liked your page to enable customers to sign up to your loyalty scheme directly from Facebook.**

# Games and Incentives

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Talk to us about games and incentives you can run through your Local Loyalty

Scheme to encourage more members and increased basket sizes. Ideas could

include:

1. A double or triple points week
2. A monthly draw where a loyalty member could win:
  - The value of their biggest basket during the preceding month
  - A bottle of wine
  - A number of extra points added to their card
  - An Easter egg
  - A Christmas stocking.
  - A prize relating to an upcoming sporting or national event

**We can help you organise a game if you wish. Just give us a call to discuss your ideas.**

# Boosting Footfall & Spend

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Now your Local Loyalty Scheme is set up, you will begin to slowly see an increase in footfall and daily spend.

Integration with ShopMate means that setting up your offers and rewards is the same as standard promotions. Just set up your offer and if you wish, mark it as 'scheme-only'. This means that loyalty scheme members can take advantage – you could even offer double points on certain products to mix it up a bit!

By now your loyalty scheme should have helped you to connect with your customers on a one to one basis. Actively promoting in-store offers to all of your members and highlighting your best deals on your customer mini-website.

With rewards, offers and more reason to shop with you, you'll find that your customers not only visit more often but spend more per visit giving you a significant boost to your turnover.

# Incentivising your Staff

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Your staff are important when it comes to the successful running of your store. If they're happy, then so are your customers.

As the owner or manager of your store use the Management Portal's Reports tab to see how many customers each member of staff has signed up to your loyalty scheme.

With this information you can provide incentives! The prizes don't have to be expensive. You can offer incentives such as:

- An extra paid day off
- A gift card
- Tickets to the cinema
- A bottle of wine
- Or other low cost ways to show your appreciation

Facebook fans of a store will visit 30% more often  
than others and spend 50% more.

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Collective Bias

# Topping Up

If you find that you are running low on loyalty cards, all you have to do is contact us and we will supply you with more, subject to the pricing below. To place an order, just email [office@retaildata.co.uk](mailto:office@retaildata.co.uk) or call us on **01780 480 562**.

Additional Loyalty Cards x 200 x 300 x 400 x 500 x 500 +	£51.20 £60.50 £70.00 £79.25 Get in touch for a quote	If a repeat order or designed via TRDP card designer.  Includes P&P.
Posters 1 x A1 2 x A2 2 x A3 4 x A4	£21.00 £18.00 £15.00 £15.00	Includes costs of design & P&P.
Flyers 200 x A5 Replacement / Additional stand	£30.00 £3.00	Includes P&P.
Additional SMS text message marketing. (First 200 free).	£2.60 + VAT per hundred messages	These do not roll over each month. Usage must be in line with terms and conditions.  Additional purchased texts roll over if unused.
Badges x 10	£4.50	Includes P&P



<b>Bundles</b>		
<u>Poster Bundle 1:</u> Posters - 1 x A2, 2 x A3, 4 x A4	£23.00	If a repeat order or designed via TRDP card designer.  Includes P&P.
<u>Poster Bundle 2:</u> Posters - 1 x A1, 1 x A2, 2 x A3, 4 x A4	£34.00	
<u>Poster &amp; Flyer Bundle 1:</u> Posters - 1 x A2, 2 x A3, 4 x A4 Flyers - 200 x A5	£40.00	
<u>Poster &amp; Flyer Bundle 2:</u> Posters - 1 x A1, 2 x A3, 4 x A4 Flyers - 200 x A5	£45.00	
<u>Poster &amp; Flyer Bundle 3:</u> Posters - 1 x A1, 1 x A2, 2 x A3, 4 x A4 Flyers - 200 x A5	£52.00	
<u>Loyalty POS Pack 1:</u> Talkers x 20 (plastics included) Custom Shelf Edge Labels x 105	£30.00	Includes P&P.
<u>Loyalty POS Pack 2:</u> Talkers x 50 (plastics included) Custom Shelf Edge Labels x 105	£37.00	Includes P&P.

If you need posters or flyers for loyalty promotions and games,  
please get in touch for a quote.

# Case Study - Crump

How Local Loyalty boosts baskets, turnover and profit

## The challenge:

Crumptons is located in the tourist town of Rhayader, Wales. During the busy season, there is a lot of traffic heading in and out of the nearby valleys, a popular attraction. During the off-season, it is quieter and relies more on business from the local population.

## The solution:

The Retail Data Partnership loyalty and insights team worked with the Crumptions to set up their Local Loyalty scheme with in-store POS, exclusive loyalty promotions and marketing to let shoppers know about the benefits of joining.

Over a 3 month period, the team engaged with shoppers, offering exclusive promotions on goods throughout the store as well as competitions for



## Feedback from the

*We started running Local Loyalty and saw a significant increase in turnover and profit. We started running Local Loyalty competitions in our town. Spar up the street. We really*

*Since the start we've seen a significant increase in turnover and profit. We started running Local Loyalty competitions in our town. Spar up the street. We really*

**Dan Goodman - Crumptions**

# tons

In the Summer the store is busy with passing  
During the off-season however, the store is

Staff at  
exclusive  
benefits

exclusive loyalty  
for members.



## The Crumptions Team

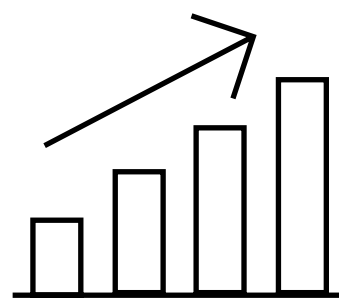
*Loyalty due to the amount of  
We've got a newsagents next door and a  
ally wanted to stand out.*

*year on year turnover and profit in-  
ks to bigger baskets.*

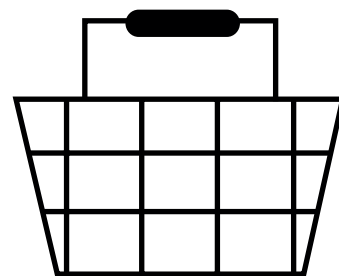
tons Store Manager

## The Outcome

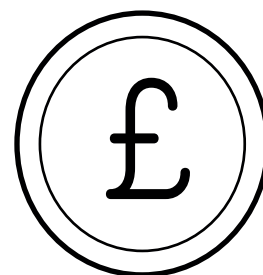
Performance  
2015 vs 2016



**16%** Turnover/  
Sales  
Increase



**13%** Basket  
Size  
Increase



**9%** Gross  
Profit  
Increase

# Still Unsure? Get Help

Expert UK technical support is available



## Online Support Videos

Many functions are explained in short, helpful videos available at:

[www.retaildata.co.uk/demos](http://www.retaildata.co.uk/demos)



## Online Help Guides

Help guides like this one are available for all of our products and services at:

[www.retaildata.co.uk/guides](http://www.retaildata.co.uk/guides)



## Call our Support Team

9am - 5pm Mon - Fri for non urgent matters and 7am - 10pm Mon - Sun for emergencies.

**Call 01780 480 562 (Option 1)**