WordStock Customer Loyalty Program Setup

WordStock supports two types of Loyalty programs: **cumulative** programs, which extend rewards whenever a defined 'triggerpoint' is reached, such as 'receive a 20% discount for every $100 purchased'; and **immediate** programs, in which customers receive benefits with every purchase.

If your Loyalty program contains elements other than described below in our standard program, custom programming is avail-able for an additional fee; please contact Support for additional information.

Date _____

Store Name _____

Store Address _____

Store Phone _____

Store Fax _____

Your Name _____

Your email _____

1. What is the name of your loyalty program?
   _____

2. Is there an enrollment fee for your loyalty program?

   Y ____   N ____

   If **Yes**, what is the fee? $_____

3. Does membership expire, *i.e.*, must customers purchase items within a certain time period before accrued credit expires?

   Y ____   N ____

   If **Yes**, what is the period of time? _____

   If renewing a membership is part of your program, should there be a warning that a customer's membership will expire?

   Y ____   N ____

   If **Yes**, how close to the expiration date should the warning begin to appear? _____

4. What Products and/or Sections apply towards earning a reward ?
   _____

5. What Products and/or Sections if any, should NOT apply towards earning a reward when sold?
   _____

6. When a customer earns a reward, should it be delivered as part of the current sale or the next time they purchase something from your store?

   ___ Now [skip #7 below and go to #8]
   ___ Next time

7. Choose a method of delivering rewards to customers:

   ___ Gift Certificate
   ___ Credit Slip
   ___ Coupon

8. Is your reward a specific dollar amount, based on a % of purchases or a specific item, such as a free t-shirt?

   ___ Dollar Amt
   ___ % of Sale
   ___ Item _____

9. There's room on the gift certificate/credit slip/coupon for a message, such as "You've earned 20% off your next purchase!"

   Please write the message you want to print [40 character max]:

   _____

For CUMULATIVE Programs only:

10. Does a customer earn a reward based on an accrued dollar amount spent? Y ____ N ____

    If **Yes**, what amount $_____

    • Or is it based on the number of items? Y ____ N ____

    If **Yes**, what is the number? _____ **or Cumulative Loyalty**

11. Should overages carry over to the next reward cycle? For example, if your reward is triggered at $100, and a customer purchases $120, should the extra $20 be rolled over and included in the next reward cycle? Y ____ N ____