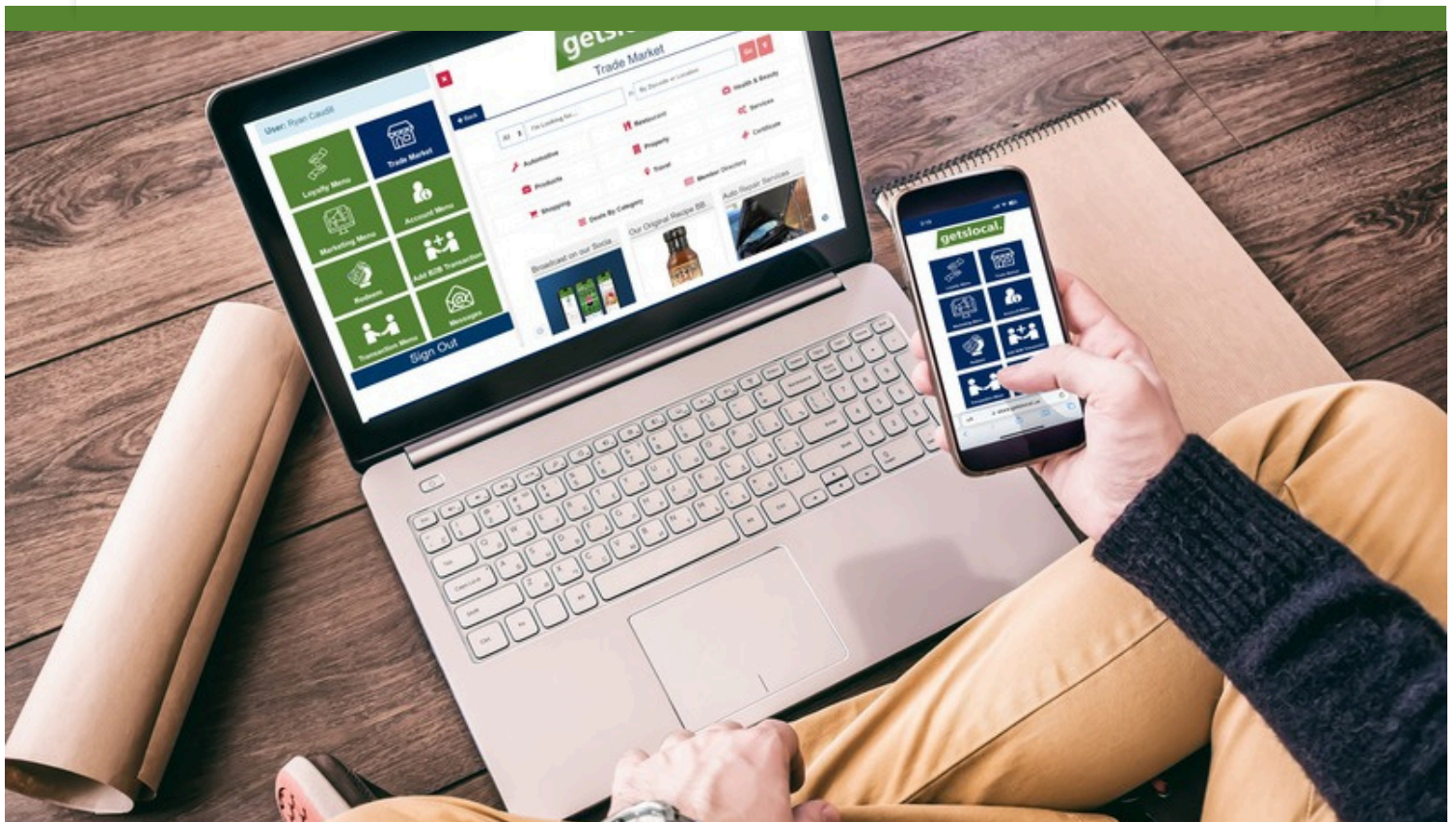


CLUB MERCHANT HANDBOOK



This guide helps you understand the essential features to get your company up and running.

connect.getslocal.us

WELCOME TO CLUB REWARDS



Thank you for becoming a valued Club Merchant of the
Club Rewards Network!

This guide provides the knowledge, tools, tips, and tricks
you need to navigate and use the platform effectively.

If you have any questions not covered here, please
contact us at support@getslocal.us

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This Member Handbook contains training, support, and reference materials provided exclusively in connection
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[Club Deals](#)

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WHAT IS THE CLUB REWARDS PROGRAM



Welcome to the **Club Rewards Program**, a unique marketing tool designed to help your business attract new customers and turn them into loyal fans. Think of it as a Loyalty Exchange, where your business can connect with a network of local shoppers in two powerful ways:



Solo Rewards



Club Deals

You can use either feature on its own, but they work best when used together. Club Deals get new customers in the door, and your Solo Rewards program keeps them coming back.



SOLO REWARDS



This is your business's own private loyalty program, what we call a "Solo Program." It's designed to reward your customers and keep them coming back.

- **How it works:** Customers earn points (Solo Points) every time they make a purchase at your business.
- **Redeeming Rewards:** They can then redeem those points for exclusive rewards and discounts—called "Solo Deals"—that are only available at your location.
- **The Goal:** Solo Rewards help you build a strong, direct relationship with your customers, encouraging repeat business and fostering loyalty to your brand.

CLUB DEALS



This is your tool for instant customer acquisition. Club Deals are special offers you can create and advertise on the Club Rewards app.

- **How it works:** You create a unique offer (e.g., "20% off an entree" or "\$50 gift certificate for \$40").
- **Instant Sales:** Any customer on the app can see your deal and purchase it instantly with their own money, even if they've never visited your business before.
- **The Goal:** Club Deals are designed to get new customers in the door, drive immediate sales, and introduce your business to a wider local audience.

TYPES OF REWARDS POINTS

Understanding the two types of rewards points within Club Rewards

Sections:

[Solo Points](#)

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SOLO POINTS



On the Club Rewards App, Club Members can earn Solo Points from their favorite Merchants with every purchase. These Solo Points can ONLY be used to purchase Solo Deals from the Merchants where they earned them.

If Club Members have Premium Points from other Merchants, they can use their Premium Points to top up to the next Solo Deal level.

- ◇ 100 Solo Points = \$1 Value (with that merchant)
- ◇ Solo Points cost nothing to issue
- ◇ Redemption strategy of low cost and no cost

Solo Points are technically classified as **deferred discounts** and you can issue them however you like as the business. Solo Deals are also unique to every business and you choose how you want your Club Members redeeming their points.

Solo Points are not cash convertible

PREMIUM POINTS



Premium Points are not a **deferred discount** and are treated just like cash, as they can be reissued or if you wish convert them into Trade Credits to spend on your Trade Network. Club Members actively seek out businesses who offer Premium Points as these points can be spent with any Club Merchant.

Premium Points are created by business members when their Trade Exchange is a GETS Premium Partner and they convert Trade Credits into Premium Points. Which can then be used with the loyalty exchange to attract new customers and increase visits from existing ones!



100 Premium Points = 1 Trade Credit



Premium Points can be spent with all Merchants.

Only Exchanges that are Partners of the GETS Premium Program have the Premium Point Facilities.

Premium Points are not cash convertible

CLUB APPLICATIONS

How Businesses and Consumers interact with the Program

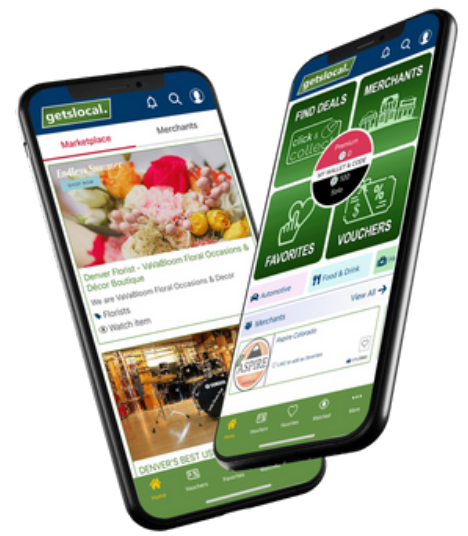
Sections:

[Club Rewards App](#)

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THE CLUB REWARDS APP



The **Club Rewards App** is how local consumers, called Club Members, access your businesses loyalty program as well as others. Consumers can register with your business and access your loyalty program at no cost. However, if a consumer has already registered with another business on the app, they will have to subscribe to the Premium Club Program. Once a Premium Club Member they simply need to favorite your business on the app to earn points at your location.

The **Club Rewards App** is available on both the Google Play and Apple App Stores.

Visit the Club Rewards App: club.getlocal.us



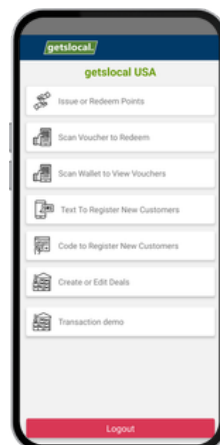
CONNECT APPLICATION



The **Club Connect App** is your command center for managing every aspect of your Club Rewards Program. This is your control panel for everything that Club Members see on the public-facing Club Rewards app. From here, you can manage your Solo Rewards, create new Club Deals, view customer activity, and track your program's success.

The **Club Connect App** is where your business can be installed on any device to access the main features of the platform quickly and easily.

To login visit: connect.getslocal.us



GETTING STARTED

Login: <https://connect.getslocal.us>

Sections:

[Activate Your Account](#)

[Add Payment Method](#)

[How Customers Interact with Your Program](#)

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ACTIVATE YOUR ACCOUNT

Welcome to the Club Rewards Program! Your account has already been pre-activated through your existing Trade Exchange membership. To access your account for the first time, you just need to set a password.

Follow these simple steps to log in and get started:

Step 1: Visit the Club Connect Website Open your web browser and go to connect.getslocal.us

Step 2: Start the Password Reset Process Click on the 'Forgot Password' button on the login page.

Step 3: Enter Your Email In the field provided, type the email address that is associated with your Trade Exchange account and click "Submit."

Step 4: Check Your Email You will receive an email from us with a link to reset your password. Open this email and click on the password reset link.

Step 5: Create Your New Password On the page that opens, enter a new, secure password for your account. You will need to confirm it by typing it a second time. Click "Reset Password" to save it.

Step 6: Log In You will be redirected back to the Club Connect login page. You can now log in using your email address and the new password you just created.

ADD A PAYMENT METHOD

To complete your setup and fully activate your account, you must add a payment method. This is a required final step before you can begin creating deals and rewarding customers. The Payment Cards section is located on your Account Menu.

Getslocal processes all payment transactions securely through Authorize.net, a PCI DSS compliant payment gateway. Getslocal is fully PCI compliant and does not store, process, or transmit sensitive payment card information on our servers.



USING THE PROGRAM

Understanding how your customers will interact with the Club Rewards Program is key to your success. The entire process is designed to be simple and seamless for them, from joining your program to redeeming their rewards.

● 1. Joining Your Rewards Program

Customers have two easy ways to sign up directly for your Solo Rewards program:

- **QR Code:** They can scan a unique QR code specific to your business, which you can display at your location.
- **Referral Link:** You can share a unique referral link on your website, social media, or in marketing emails for customers to click and join.

Once they use either method, they'll create a secure account using their phone number—no complex passwords needed.

● 2. Earning Points

After joining, customers can start earning points on their purchases.

- **Receipt Upload:** The standard way for a customer to earn points is by making a purchase and then simply snapping a photo of their receipt and uploading it through the Club Rewards app. Once the receipt is verified, points are added to their account.
- **Automatic Earning (For Premium Club Members):** Your most loyal customers can choose to become Premium Club Members. This allows them to securely link a credit or debit card. When they use that card at your business, they will earn points automatically without needing to upload a receipt.

USING THE PROGRAM

● 3. Redeeming Rewards

This is where customers turn their points into value at your business.

- **Claiming a Voucher:** In the Club Rewards app, a customer uses their accumulated points to claim a digital voucher for one of the Solo Deals you've created.
- **Visiting Your Business:** The customer then visits your location to redeem their reward. They have 72 hours to use the voucher before it expires (if it expires, the points are returned to their account).
- **Redemption at Checkout:** At the point of sale, the customer will show the digital voucher on their phone to your staff. Your employee will tap "Redeem" on the customer's screen and enter your business's unique 4-digit PIN to confirm the transaction.
- **Fulfilling the Offer:** Once the PIN is entered, the voucher is successfully redeemed, and your staff can apply the discount or provide the item as described in the offer.

The entire journey is designed to be intuitive for your customers and straightforward for your staff to manage.

USING CLUB CONNECT

Login: <https://connect.getlocal.us>

Sections:

Main Menu

Club Menu

Marketing Menu

Account Menu

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MAIN MENU

When you first log into the Club Connect app, you will land on the Main Menu. Think of this as your central dashboard, providing access to all the tools you need to manage your Club Rewards program and how you connect to Club Members.

From here, you can navigate to key areas, each designed to control a different aspect of your program. In the following pages, we will explore each of these menus in more detail.



CLUB MENU

The Club Menu is where you go to view and manage everything regarding your Active Club Rewards Program.

This Includes:

- ✓ Issuing and redeeming Solo Points & Vouchers
- ✓ Registering New Customers
- ✓ Adjusting Rewards Rates



Issue Points to :

Customer Number:

Check

Today's Award Rate is: 10%

 Award Terms & Conditions goes here .

SOLO REWARDS

The Solo Rewards button is your tool for manually managing points and rewards directly with a customer in real-time. This feature is perfect for situations that require hands-on assistance or as a backup to the automated systems.

While most point transactions will happen automatically through receipt uploads or linked cards, the Solo Rewards button gives you a direct way to manage your program and ensure a smooth customer experience in any situation.

To pull up a customer simply enter their phone number and click the “Check” button to pull up that user's Club Rewards Account.



ISSUING POINTS

Issuing Solo Points to your customers is quick and easy with no need to change how you accept or process payments. When issuing Solo Points, Club Rewards is completely seamless for you and your staff. No training or hands on activity is required unless you choose to issue points manually. Solo Points can be issued to Club Members in three different ways: Via Card Linking, Receipt Upload, Manually via Club Connect.

● **Card Linking**

Allows for Premium Club Members to link their spending card to the Club Rewards App using Plaid. When Premium Club Members have a card linked, they can spend at your location and will receive points automatically once the transaction is processed. Getslocal receives the transaction data from Plaid and will match it to your business to issue points accordingly. No mess or hassle, Club Members simply purchase how they would normally and everything happens behind the scenes.

● **Receipt Upload**

Allows for Club Members who pay in Cash, or are Basic Members, to snap a photo of their receipt and upload it via the Club Rewards App. Once uploaded the receipt will either be approved or rejected by a Getslocal Administrator and points will be issued accordingly if approved. You have the option to approve or reject receipt uploads from Club Members.

● **Club Connect App**

Allows you to manually issue points to Club Members by downloading the Club-US Connect app, available for free on both android and apple app stores. Simply scan the Club Members Wallet QR Code and enter the details related to their transaction to issue points.

Voucher Number :

Voucher Code

Check

REDEEM VOUCHER

The Redeem Voucher button is your dedicated tool for manually processing a customer's Solo Deal or Club Deal voucher at the point of sale. This function serves as a primary method for redemption and ensures that all deals are tracked accurately within the system.

Clicking this button allows you to validate and redeem a customer's voucher in one of two ways:

- **Scan the QR Code:** Use your device's camera to quickly scan the unique QR code located on the customer's voucher within their Club Rewards app.
- **Manually Enter the Code:** If you cannot scan the code, you can type in the alphanumeric code found on the voucher to look it up and process the redemption.

This tool is essential for your staff to use when a customer wants to use a Solo Deal they've claimed with points or a Club Deal they've purchased.





REDEEMING VOUCHERS

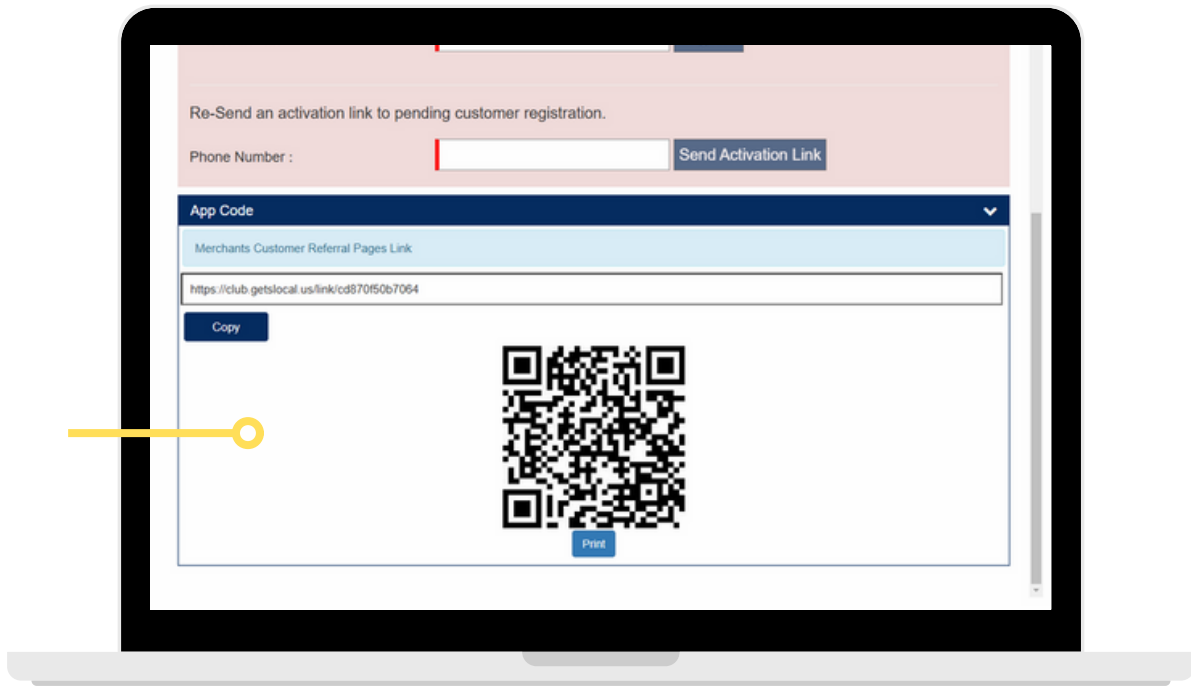
Redeeming Solo Vouchers is designed to be quick and easy taking minimal time or effort to successfully execute with day to day Club Members. It is important that if you have staff other than yourself to share the following process with them so redemptions are efficient.

When Club Members activate a Voucher they have **3 Days (72 hours)** to use the voucher before it expires. When Club Members visit your establishment with a voucher, **they will present you their voucher** (or you may ask to see it) on their device via the Club Rewards App. Located on the bottom of the voucher is a **Redeem button**. Press this button and enter the 4 Digit Pin Code associated with your business. Finally Click Redeem and the voucher has been successfully redeemed!

You must then add the respective discount, deal, offer, etc. to your cash register toward the customers transaction to fulfill what the voucher was for.

In practice the redemption process should be quick and easy. As a business you have the option to create multiple unique PIN Codes for each employee so that you are able to track who has redeemed vouchers, when, and with what customers.

Additionally you can redeem vouchers using the Club Connect app, scanning the QR Code on the voucher and entering the transaction details.



REGISTER CUSTOMERS

Register Customers Directly with their Phone Number.

The Register New Customer button on the Club Menu allows you to register a customer by entering their phone number or having the customer scan your QR Code.

Here you will also find your unique club referral link that can be copied and pasted on social medias as well as embedded into your own marketing materials providing your customers more ways to register to your rewards program.

Your customers can register with you for free if they are not already a member of the Club Rewards Program. If a Club Member has registered already from another business they will need to upgrade to the Premium Club Status and favorite your business in order to subscribe to your rewards program.

TSI Rewards

Account Title:	TSI Rewards Rewards
Balance:	-500
Minimum Redemption:	0
Issue % :	100%
Collect % :	100%

[EDIT RATES & TERMS](#)

PROGRAM SETTINGS

Under Settings located on the Club Menu you can adjust your rewards issuance rates for Club Members.

Rates can be varied by **day** and for your **weekly specials**.

You can Edit Rates & Terms by selecting the button on the settings page. This will allow you to change how many points are issued per dollar and what terms & conditions you would like to set as a result. A **10%** Rate is recommended.

100 Solo Points = \$1

So if your business has a 10% Rewards Rate a Club Member must spend \$100 to earn 1000 Solo Points (\$10).



Current Month
All Status 50 Results

Traded with

Amount

LOYALTY TRANSACTIONS

The Loyalty Transactions button is your quick link to the financial records of your rewards program. Use this section to monitor all the activity related to points and redemptions with your customers.

Clicking this button takes you to a detailed log of all your loyalty transactions.

This tool is essential for keeping track of your program's activity and understanding how your customers are interacting with your business.



MARKETING MENU

The Marketing Menu is where you go to manage your offers, start marketing campaigns and more.

This includes:

- ✔ Solo Deals, Club Deals, and Promotional Adverts
- ✔ Special Events
- ✔ Loyalty Statistics and Reviews





ADDING SOLO DEALS

Solo Deals are the core of your loyalty program.

Offer rewards that truly excite your Club Members! Give them compelling reasons to shop frequently, accumulate points, and redeem them for exclusive rewards. The more enticing your rewards, the more motivated they'll be to engage with your loyalty program and your business.

Create unique offers that help you push a specific product, item, or service and add redemption terms to so Club Members are spending cash when they redeem Solo Vouchers.



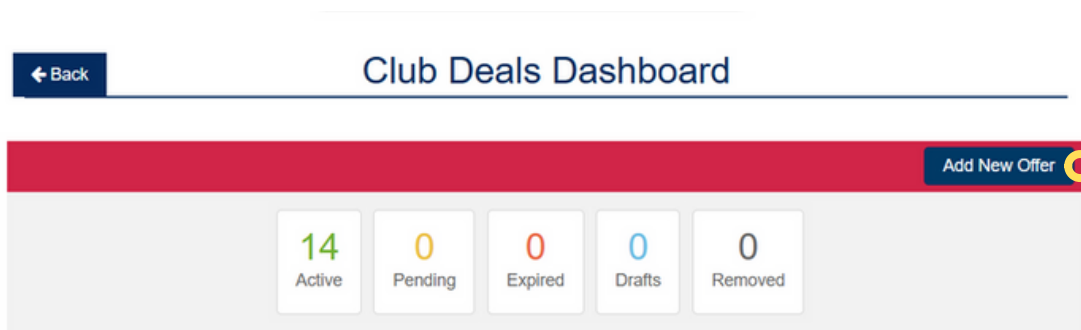


ADDING CLUB DEALS

Club Deals are how you attract and acquire new customers.

While Solo Deals reward loyalty, Club Deals are designed to generate immediate cash sales and introduce your business to the entire network of Club Rewards members.

Think of a Club Deal as your "first handshake" with a new customer. The offer should be enticing enough to motivate someone who has never visited your business to come in and spend money on that specific product or service.





PROMO ADS

Promotional Adverts are your digital bulletin board. While Club Deals are for selling, Promo Ads are for telling. Use this feature to share important news and information with the Club Rewards community.

These ads are purely informational and do not have a price attached. They appear in the app similar to Club Deals, ensuring high visibility for your announcements.

- ✔ Announce Upcoming Events
- ✔ Introducing New Products or Services
- ✔ Build Your Brand on Club Rewards



SPECIAL EVENTS

Special Event Rewards are your tool for delighting customers with automated, non-purchase-based points. This feature allows you to reward customers for key actions and milestones, making them feel valued from their very first interaction with your brand.

The "Welcome Bonus": A Must-Have Reward

We highly recommend using this feature to set up a "Welcome Bonus." This automatically gives a starting balance of points to any new customer who:

- Registers for your program using your unique QR code.
- Favorites your business on the Club Rewards app.

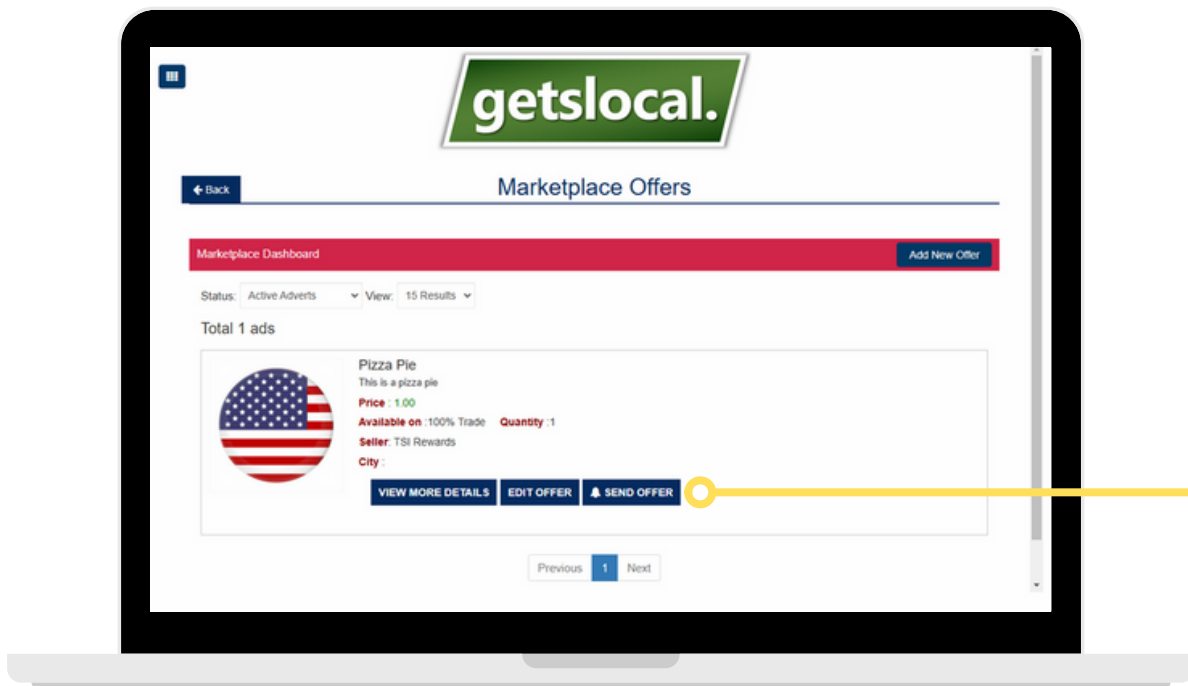
Giving customers points instantly is the best way to get them started with your Solo Program. It shows immediate value and encourages them to start working toward their first reward.



MY CAMPAIGNS

The My Campaigns button is your archive for all direct marketing communications you've sent to your followers. Use this section to review the performance and history of your past promotional efforts.

This area allows you to view a list of all previous marketing campaigns you have sent out to your customers via email or in-app push notifications. It's a great way to keep track of what offers and announcements you've shared over time.

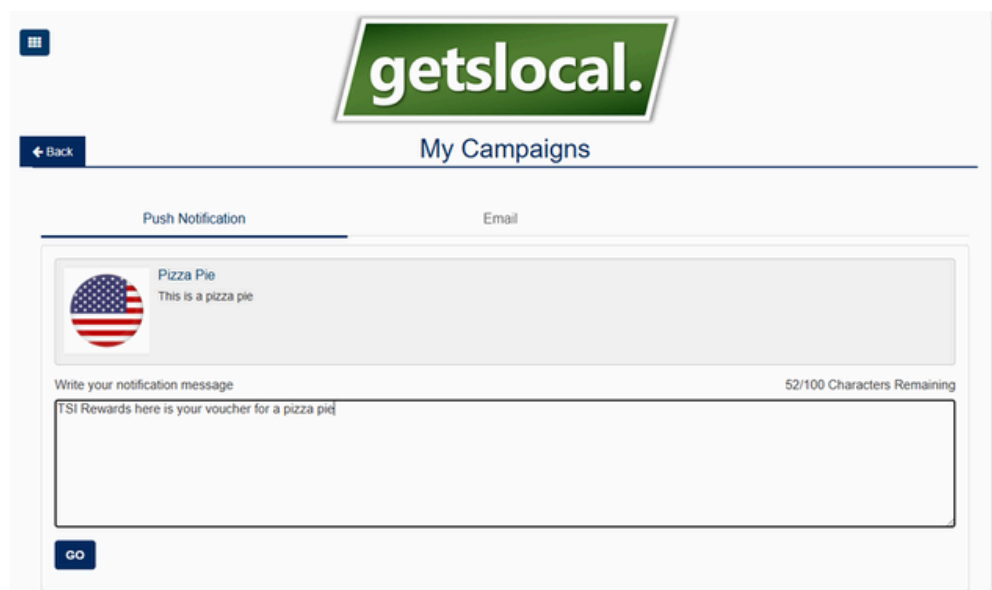


DIRECT MARKETING

How to Start a Campaign

1. Navigate to the specific Club Deal or Promo Ad you want to share.
2. Find and click the "Send Offer" button.
3. Choose whether to send it as an email or a push notification.

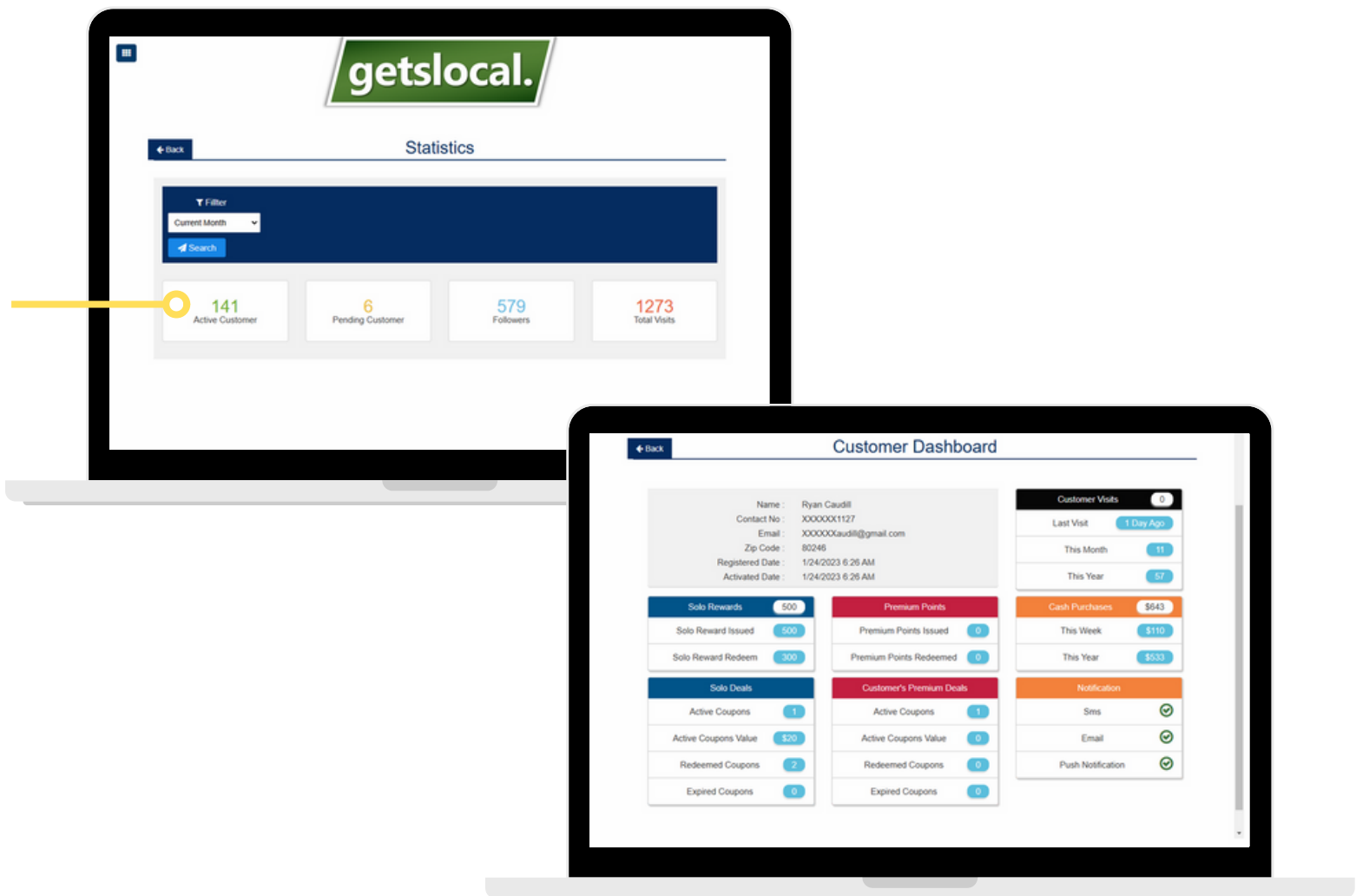
Once sent, a record of that campaign will automatically appear in the "My Campaigns" section for you to review later.



LOYALTY STATISTICS

Your Loyalty Statistics Page is located on the mMarketing Menu and is your command center for understanding and optimizing your Club Rewards program.

Use the Dashboard to track Club Member activity, change your rewards rate, measure your sales, and adjust your program with ease. Explore the dashboard's features, experiment with different strategies, and watch your customer loyalty soar.





MY REVIEWS

The Reviews button is your direct line to customer feedback. This feature allows you to monitor your business's reputation and engage directly with your customers based on their experiences.

Clicking this button takes you to your Reviews dashboard, where you can:

- **View All Reviews:** See a complete list of reviews that customers have left for your business.
- **Respond Directly:** You have the ability to post a public reply to any review, allowing you to thank customers for their positive feedback or address any concerns from a negative experience.

Managing your reviews is a powerful way to build trust and show that you value your customers' opinions.

ACCOUNT MENU

Your Account Menu is where you go to view your Club Merchant Account Details and add your payment method for fees.

This Includes:

- ✓ Account Details and Balances
- ✓ Business Profile and Employees
- ✓ PayPal API Settings
- ✓ Add a Payment Method





MY WALLET

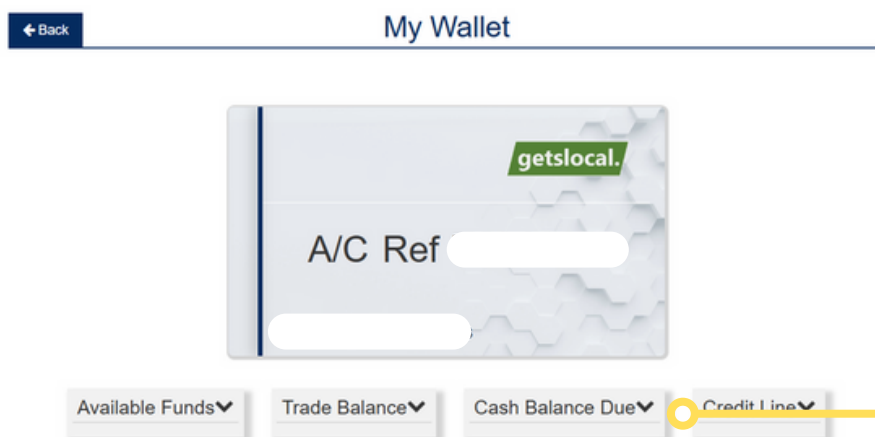
The My Wallet button is where you can view a summary of your account's financial status, specifically any fees owed for your participation in the Club Rewards program.

Clicking this button will show you several balances. For your purposes, the most important one is:

- **Cash Balance Due:** This line item shows the total amount you currently owe for any monthly membership dues and transaction fees associated with Club Deals you have sold.

Important Note for Trade Exchange Members

As your account was pre-activated through your trade exchange, you can disregard the other fields you may see in this section, such as Available Funds, Trade Balance, and Credit Limit. These are not applicable to your account.





MY ACCOUNTS

The Accounts button is where you can see a high-level overview of your rewards program, specifically the total volume of points you have issued to your customers.

Clicking this button will show you a list of accounts. The most important one for your loyalty program is your Rewards Account. This shows you the total number of Solo Points that your customers currently hold, which represents your total outstanding loyalty rewards.

Important Note for Trade Exchange Members

Just like in the "My Wallet" section, you can disregard any other accounts you see listed, such as your Trade Account. As your account was pre-activated through your trade exchange, these are not applicable to your Club Rewards program.

Loyalty Accounts		
	Premium Rewards	1
	Rewards	-10,947

Trade Market Accounts		
	Trade Credit Account	0.00
	Main Cash Account	0.00

Wallets Issued



MY MEMBERSHIP

The Membership button is where you can find the specific account details and identifiers for your business within the Club Rewards Program.

This screen displays important information related to your account's configuration and status. While you may not need to access this page often, it contains key details that the Getslocal support team may require if you ever need assistance.

If you contact a Getslocal administrator for help, they may ask you for information from this screen to quickly identify your account and resolve your issue.



MY PROFILE

The My Profile button is where you can manage the public-facing information that Club Members see about your business on the Club Rewards app.

This screen allows you to view and edit certain details about your business profile.

- **Edit Your Business Description:** You have direct control over the description of your business. This is a great place to tell your story, highlight what makes your business unique, and connect with potential customers.
- **View Public Details:** You can see all the information that is visible to customers, such as your logo, contact information, and business categories.

How to Update Key Information

To ensure consistency and accuracy across the network, some of the core details of your profile can only be changed by an administrator. If you need to update your business logo, contact information (address, phone number), or business categories, please contact a Getslocal administrator to request the change.

Main Contact

Active/Disable: [Show Active Contact](#) ▼Username & Password:

There are currently no Primary contacts listed

Additional Contacts

Active/Disable: [Show Active Contact](#) ▼Username & Password:

There are currently no additional contacts listed

[Add Employee](#)

EMPLOYEE SETUP

Adding your Directors, Managers, Employees, or Family Members can be essential to managing your business on the Club Rewards Program.

You can add as many users as you like, issue individuals their own unique username & password, pin code, and different access levels. The access levels range from very basic functionality to the full platform. This allows you to provide each employee the capabilities they need while giving you peace of mind.

You can access and edit your contacts by navigating to the account page and then selecting employees. Once there you will find the add employee button.



BUSINESSPAYPAL

Setup

Accept Cash Payments for Club Deals directly over the app when you link your **Business PayPal's REST API** with Getslocal.

In order to link a PayPal you must have a **Business PayPal Account**. You can find your REST API keys by visiting the business tools section of **your PayPal Account**. [See PayPal FAQ for Help](#)

Once on the Business Tools section of your paypal account, located at the bottom, you will find a button labeled API Credentials. Select this and continue through the getting started section to generate your REST API Keys. Once PayPal has successfully generated your REST API Keys copy them down. You will need to enter these keys on the Getslocal PayPal API in order to process payments through our platform.

Login into connect.getslocal.us and navigate to your account page to input your API Keys.

How to Navigate

Select the **Account Menu** > Select **PayPal API Credentials** > Select **GETS Rewards Club Transactions (REST API)** > Edit and enter your specific keys generated from PayPal.

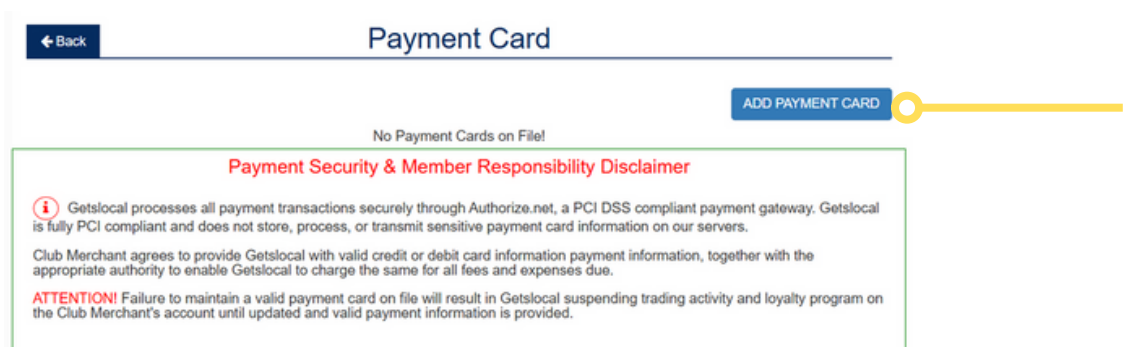


PAYMENT METHOD

The Add Payment Method button is where you will securely add your business's payment card to your account. This is used to pay for your monthly membership fee and any transaction fees associated with the Club Deals you sell.

Clicking this button will take you to a secure form where you can enter your business's credit or debit card information.

A Note on Security: Your security is our priority. Getslocal does not store your payment card details on our servers. All payment information is securely handled and tokenized by our payment processor, Authorize.net, a leader in secure online payments.



EDUCATING YOUR STAFF

A well informed staff is key to running Club Rewards

Sections:

[Why Your Team is Key](#)

[What Your Team Needs to Know](#)

[Talking Points](#)

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EDUCATING STAFF

The Key to Success

Your team is the face of your Club Rewards program. Their understanding and enthusiasm are the single most important factors in making your loyalty program a success. An educated staff will drive customer sign-ups, ensure a smooth experience, and help turn casual shoppers into loyal fans.

Why Staff Involvement is Crucial:

- **They are your front line:** Your staff are the ones who interact with customers every day. They have the perfect opportunity to tell customers about the program and its benefits.
- **They create a seamless experience:** Knowing how to quickly redeem a customer's voucher is essential. A fast and easy redemption process makes customers happy and encourages them to keep using the program.
- **They build loyalty:** When your team can clearly explain how customers can earn points and what rewards they can get, it gives customers a compelling reason to join and keep coming back.
- **They can answer questions:** A well-trained team can handle common customer questions on the spot, ensuring a positive and helpful experience.

Investing a small amount of time in training your team will pay huge dividends in customer loyalty and business growth.

EDUCATING STAFF

What Your Team Needs to Know

Here is a simple guide to the two most important things your staff needs to know to make the Club Rewards program a success: how to redeem vouchers and how to talk to customers about the program.

The Most Important Skill: **Redeeming Vouchers**

This is the most critical interaction your staff will have with the program. It needs to be quick and smooth.

1. **Customer Presents Voucher:** The customer will show you the active voucher on their phone.
2. **Tap "Redeem":** Press the "Redeem" button at the bottom of their screen.
3. **Enter Your PIN:** Enter your business's secure 4-digit PIN on the customer's device.
4. **Tap "Redeem" Again:** Press the final "Redeem" button to confirm.
5. **Apply the Discount:** Crucially, you must now manually apply the discount or provide the free item in your own point-of-sale system or cash register.

EDUCATING STAFF

Simple Talking Points for Your Team

Here are some easy conversation starters for your staff to use:

When a customer is paying:

- "Are you a member of our free rewards program yet?"
- "Did you know you can earn points on today's purchase?"

If the customer asks what they get:

- "You earn points with every purchase that you can use to get rewards, like a free coffee or 10% off your next visit."
- "It's our way of saying thank you for being a loyal customer."

When a customer wants to sign up:

- "It's easy! Just scan this QR code to get started. You can start earning points right away."

REWARDS STRATEGIES

Different ways to incentivize your customers

Sections:

[Redemption Options](#)

[Low Cost and No Cost](#)

[Coalition Rewards](#)

[Club Member Only Deals](#)

[Tiered Loyalty](#)

[Click and Collect](#)

[VIP Rewards](#)

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REDEMPTION OPTIONS

With Club Rewards you choose how Club Members redeem points. During redemption sales, customers often opt for better products because the upgrade costs them less. This dynamic creates a win-win scenario for both Club Members and your business. Not only will your customers feel like they're getting a great deal, but you'll also benefit from increased sales and customer satisfaction.

See some examples below:

- **Discounts**

Redeem points for discount vouchers as either a percentage or dollars off whole orders or specific items.

- **Free Items**

Redeem points for free items such as a cup of coffee or bottle of wine.

- **Pay with Points**

Redeem points directly for purchases adding flexibility for Club Members.

LOW COST NO COST

Imagine you're running a shop and you introduce Club Rewards for your customers, where every time they buy something, they earn points. Let's say a customer comes in and spends **\$50**. You decide to give them points as a thank you, which are worth **20%** of their spend. So, if they shop 10 times and spend **\$500 in total**, they get points worth **\$100**.

Here's where it gets interesting: To use their \$100 worth of points, the customer needs to make a bigger purchase than usual, say **\$200**. But, they can pay half of that (\$100) with the points **they've accumulated**. This means they're encouraged to buy more from your shop, **doubling their usual spend** without you having to reduce your prices or give away cash.

Club Rewards is designed to make your customers feel rewarded and keep coming back, increasing their spending each time. The clever part? Despite giving out points, it doesn't actually cost your business extra money because the program encourages **additional sales that cover the cost of the points**.

So, after everything, you still keep your initial earnings, and your customers are happy because they get to use their points for discounts on bigger purchases. It's a win-win: your customers get more value, and you boost your sales without dipping into your profits.

COALITION REWARDS

Uniting Local Businesses with a Shared Loyalty:

Sainsbury's Nectar Coalition Rewards revolutionized customer loyalty by allowing multiple brands to share a single rewards program, incentivizing customers to shop across a network of stores. Club Rewards takes this model and applies it to local businesses, creating a **Multi-Merchant Hybrid Coalition Loyalty Program** where customers earn points across participating Club Merchants and redeem them within the community.

Why it works:

In this coalition model, local businesses can pool their customer bases, leveraging the collective strength of the network to drive **foot traffic** and repeat business. The rewards aren't just for individual stores but for the entire local economy.

- **Increased footfall across businesses:**
as customers are motivated to visit multiple merchants within the coalition.
- **Stronger Community Ties:**
as businesses collaborate and support each other by promoting cross-shopping.
- **Enhanced Customer Loyalty:**
as shoppers have more opportunities to earn and redeem rewards across a variety of stores, making the entire local shopping experience more rewarding.

CLUB MEMBER ONLY DEALS

Delivering Personalized Offers to Boost Loyalty:

Tesco's Clubcard allows shoppers to access **member-only deals** that reward loyalty. Club Rewards replicates this approach by providing local businesses with the ability to offer exclusive, personalized **Club Deals** to their customers and followers who sign up through the Club Rewards app.

Why it works:

Personalization has become key to consumer engagement, with customers expecting offers tailored to their preferences. By giving local businesses, the tools to create targeted, exclusive deals, Club Rewards ensures that consumers feel valued and are more likely to return.

- **Improved customer retention:**
as shoppers are rewarded for their loyalty with exclusive deals.
- **Increased Revenue:**
through personalized promotions that encourage repeat business.
- **Data-driven Marketing:**
allows businesses to track customer purchases and tailor future deals based on buying behavior.

TIERED LOYALTY

Encouraging Frequent Purchases with Reward Tiers:

Lidl's Tiered Loyalty Bonuses and “Middle of Lidl” promotions create excitement by offering tiered rewards and limited-time deals. Club Rewards adopts this strategy by allowing local businesses to create **tiered loyalty programs** that reward customers based on how frequently they shop. In addition, businesses can offer **flash sales** or **limited-time** promotions to create **urgency**.

Why it works:

Tiered programs give customers a reason to keep **coming back**—the more they shop, the more rewards they unlock. The excitement of exclusive or limited-time offers also drives impulse purchases, ensuring businesses capture attention when it matters most.

- **Higher Customer Engagement:**
as shoppers aim to reach higher reward tiers.
- **Increased Sales:**
due to the urgency created by time-sensitive promotions.
- **Better customer loyalty:**
through long-term engagement strategies that reward frequent customers.

CLICK & COLLECT

Bridging Digital and Physical Sales:

Primark's Click & Collect service gives customers the convenience of shopping online while still driving foot traffic to physical stores. Club Rewards adapts this model by enabling local businesses to offer **Click & Collect** services, allowing customers to shop online and pick up their purchases in-store using Club Deals.

Why it works:

In this coalition model, local businesses can pool their customer bases, leveraging the collective strength of the network to drive **foot traffic** and repeat business. The rewards aren't just for individual stores but for the entire local economy.

- **Increased foot traffic:**
as customers visits the store to pick up online orders.
- **Higher sales:**
as customers are more likely to make additional purchases during their in-store visits.
- **Improved customer satisfaction:**
through the flexibility and convenience of shopping online with local businesses.

VIP REWARDS

Creating Exclusive Experiences for High-Value Customers:

American Express has mastered the art of creating value for high-spending customers through its **VIP rewards**. Club Rewards adapts this strategy by allowing businesses to offer **exclusive perks** for their most loyal or high-value customers, creating a more personalized and premium shopping experience.

Why it works:

VIP programs make customers feel **special**, encouraging them to **increase** their spending and loyalty. By offering **exclusive rewards** or **experiences**, businesses can build stronger relationships with their **top-tier** customers.

- **Higher Customer Retention:**
as VIP customers feels valued and appreciated.
- **Increased Spending:**
as customers are incentivized to qualify for premium rewards.
- **Differentiation from competitors:**
giving customers a reason to choose a business over others.

PRICING AND FEES

What the costs and fees are to use Club Rewards

Sections:

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PRICING OPTIONS

1) The All-in-One Plan: Club Deals + Solo Rewards

This is our most popular and powerful plan, designed for businesses that want to both attract new customers and build long-term loyalty.

- ✓ Monthly Fee: \$30
- ✓ Club Deals Fee: 5% cash fee on Club Deal Sales
- ✓ Solo Rewards Fee: \$0 (no fee to issue or redeem Solo Points)

2) The Pay-as-You-Go Plan: Club Deals Only

This plan is a great way for businesses to get started on the Club Rewards app without a monthly commitment. It's perfect if your primary goal is to attract new customers through instant cash offers.

- ✓ Monthly Fee: \$0
- ✓ Club Deals Fee: 7% cash fee on Club Deal Sales
- ✓ Solo Rewards Fee: No Loyalty Program

Prices and Fees are Subject to Terms and Conditions and are Subject to Change.

BENEFITS AND PERKS

✔ **Cost-effective way to acquire new Customers**

Start using the Club Rewards Program right away once your account has been activated.

✔ **Improve footfall, retention and loyalty**

Club Rewards helps you build loyalty around your brand by offering an innovative and community focused program for your customers.

✔ **Additional value from existing customers**

Using Club Rewards with your business leads to higher lifetime value for each customer through more frequent purchases, higher-value orders, and less customer turnover.

✔ **Predictable Sales**

Loyalty points are more than just a perk – they're a powerful tool to keep your customers engaged and coming back for more.

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