# STORECARD REWARDS

Create customer loyalty and encourage loading and reloading funds onto the StoreCard with the Rewards feature. You determine the reward amount and whether the reward is loaded upon purchase, reload, or both. Every time customers use their StoreCards at your business or reload their cards, they receive cash back loaded directly onto their StoreCards.

## The built-in benefits of StoreCard Rewards

- Reload and Auto-Reload can help you to keep your check-out lines short when your customers reload their cards in advance of a purchase.
- Reload and Auto-Reload make in-store check-out and StoreCard balance management convenient for your customers.
- As soon as your card-using customers put money on their cards, it becomes available in your bank account, increasing your cash flow.
- Reload and Auto-Reload also work in combination with the Rewards feature. Rewards help drive customers to reload their cards and remind them to keep using StoreCard as an alternative to credit cards or cash.
- Keeping your customers paying with their StoreCards can reduce your credit card processing bill as well.

## Reaping the rewards of StoreCard

First, let's make sure we understand how the Rewards feature works:

**Rewards on Reload:**
- The $1 reward is not taken from your bank account. It's just like if you issued $1 on a promotional card and gave it away. The $1 reward behaves more like a discount of $1 off of a future purchase instead of customer purchased gift card value.

**Rewards on Purchase:**
- Example: You select 10 percent rewards on Purchase. A customer's $10 purchase results in a $1 reward added back to their StoreCard. The customer had a $20 balance on their card before the transaction - they now have an $11 balance.
- The $1 reward is not taken from your bank account. It's just like if you issued $1 on a promotional card and gave it away. The $1 reward behaves more like a discount of $1 off of a future purchase instead of customer purchased gift card value.

**Rewards on Purchase AND Reload**
- You select 10 percent rewards on Purchase and Reload. A customer's $10 StoreCard load or reload results in a $1 reward added to the loaded amount for an $11 total. The customer already had $20 on their card for a new balance of $31. If that customer makes a $30 purchase, this results in a 10 percent reward for $3 credited to their card. Added to the previous balance, the customer has received $4 in rewards, an incentive to return to your store.
- The $4 reward is not taken from your bank account. It is just like if you issued $4 on a promotional card and gave it away. The $4 reward behaves more like a discount of $4 off of a future purchase instead of customer purchased gift card value.

## How to make Rewards work for your business

Now, let's understand how we can use this to our advantage to affect consumer behavior.

**Rewards on Reload:**
From our previous example, you can see how your customers are incentivized to load their cards. This is the most important reward for your business. Customers who have value on their cards are encouraged to spend the money they already have — money that has already been put into your cash flow. Rewarding customers for reloading their cards further adds money to your bank account and incentivizes spending at your store.

**Rewards on Purchase:**
Once the money is on their cards, your customers will want to spend that money. Rewards on Purchase simply encourages them to spend the money on their StoreCards faster in order to earn more rewards.

**Rewards on Purchase AND Reload**
If you are incentivizing reloads with rewards on Reload, then hopefully those cards are being reloaded more often. The next step is to reward based on purchase. Your customers will want to spend the money on their cards simply because that money is only worth something to them once converted into goods at your store. When you also reward on Purchase, you are now incentivizing them to spend their balances faster to earn more Rewards dollars. This creates a wonderful cycle of card reload and card use resulting in depletion for another reload.

### Tips

- Train your staff to talk to your customers about your Rewards offering and how to get signed up.

- Your own experience with StoreCard and your help in getting your staff trained will really start to pay dividends as you begin to get your customers signed up for your Rewards program and start to increase your reloads and reduce the time between customer visits.

- With cash back rewards, your customers will never have a zero balance. There is always a reason, even if it's a small one, to make a purchase at your store.

- In order to keep your line moving efficiently and to maximize the efficiency for your customers to earn rewards on their StoreCards, you will want to offer Reload or Auto-Reload capabilities through StoreCard Manager. The ability to reload the card as a customer will help keep card balances in a purchase-ready state so that your lines do not become bogged down with customers loading their cards and then executing their purchases in order to earn their rewards.