

A Complete Guide

How To Choose A Winning Rewards Program



boom

POWERING MEMBERSHIP REWARDS

A strong Member Rewards and Loyalty Program is an integral part of an organization's full value proposition.

"Our Members truly benefit from the rewards program and our engagement has increased."

Organizations of all types are aware of how important it is to have a diverse, total rewards package. Whether they are a corporation, union or association, they are all looking for ways to engage and reward their groups to drive increased recruitment, loyalty, engagement and retention.

An effective member rewards or loyalty program should be robust and comprehensive enough to have offers that would appeal to the large majority of a group.

The program should provide access to savings on large items, like home and auto insurance, vehicles, electronics, computers, etc. and those frequent purchases like movie tickets, gifts, health and wellness, apparel, restaurants, and more.

A program is more likely to be appreciated and used by members when a wide range of products and services are available, both in-store and online. The result is a program that benefits the members while driving support for recruitment, retention, engagement and loyalty.

A strong Member Rewards and Loyalty Program is an integral part of an organization's full value proposition.

Time and again we have seen how a strong loyalty rewards program builds engagement and loyalty for both employers and member organizations of all sizes. Valuable and easy to use rewards programs provide a simple and inexpensive way to show you care about your employees and/or your members while supporting your recruitment, retention, loyalty and engagement initiatives.

"Members' Only" offers are particularly popular. A rewards program that allows members to show proof of membership through a mobile app or membership card, at participating retailers, is important. Why? Because people like to SAVE MONEY. And, if you can help them to access savings on a regular basis, savings that they can't get elsewhere - it can help win their approval and earn their loyalty.

So, how do you go about choosing a savings-based rewards program that makes sense for your organization? Here are six proven ways for choosing a winning rewards program.

Who can benefit?

Membership Rewards and Loyalty Platforms are used by organizations with employees or a membership base including:



Large Corporations



Small and Medium Sized Businesses



Professional Associations



Commercial Property Managers



Subscriber-based Organizations



Unions



Social Clubs

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1

Select a rewards program that offers something for everyone.

Your team or members are a diverse group. An offer that excites Cynthia in Engineering may not necessarily appeal to Matt from Shipping or Jamie in a different city.

A great rewards program will have enticing offers from a broad range of retailers or service providers.

When evaluating a program, see which retail brands are on board and get examples of the types of offers available. Then think of your group. Do the offers appeal to members of all ages? Men and women? The various types of people within your organization (eg. professional, office, tradespeople, etc.). Singles? Families? Etc.

Ideally, most of the retail promotions and offers will have universal appeal (eg. savings on groceries or a discount at an oil change service). That said, others may be specifically targeted (eg. discounts to your local Zoo may appeal to the parents, but not those without kids) – but that's okay. As long as there is something for everyone, you'll be golden.



2

Keep the rewards program top of mind.

Your program can have the best deals in the world, but if the individuals in your group don't know about them, they'll go unused and people will lose interest. The more touch points in the rewards program, and the better the offers are promoted, the more engaged your employees and/or members will be.

Programs that use multiple platforms to reach members are more effective than one-dimensional programs. Being able to search and access offers via a website and mobile app is a must. Working with a program-provider that sends out regular email updates around new or timely offers is a fantastic way to ensure your program is always top of mind.

Don't forget, not everything has to be electronic. There are still those who prefer traditional communications, like magazines, letters, newsletters or posters. Find out the range of ways a rewards program can reach out to your group and consider ways to cross promote through your existing communication channels. There may even be a chance to have your program provider do an online lunch and learn to highlight some of the key offers or participating retail brands.

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3

Deliver on a mobile platform.

These days, people are all about mobile apps. Member rewards programs are no exception. Apps makes it easy for people to search for deals wherever they go (no need to haul around an old-fashioned coupon book or print off an offer).

If people don't want to carry another loyalty card in their wallet, no problem! Many apps have the membership number and barcode built in so the retailer can simply scan or input the necessary account info from the user's mobile device.

These apps are generally available through the leading app stores for both Android and iOS devices. Members verify their membership when they first sign up ... then let the savings begin!

Mobile Apps makes it easy for people to seamlessly access their rewards - wherever they go.

4

Make it easy and instant to redeem an offer.

Programs that make a person call a 1-800 number, print off coupons or wait to receive the offer are frustrating.

Selecting a solution that offers the members a chance to save instantly, either in-store or online, will provide an immediate benefit - uncomplicated access will make the members in your group much happier and more engaged in the platform.

Offer the ability to save instantly either in-store or online and you will provide an immediate benefit.

5

Include everyday and big ticket items.

While it's great to be able to save \$5 here and \$20 there, people's eyes light up when they can get some significant savings that are only available through your rewards program.

Imagine how your employees and/or members would react if they could save hundreds on home insurance – or thousands when buying a new car or even a new home!

When choosing a rewards program, ask what big ticket items are on the menu. If you're impressed, your group members will be, too.



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6

Make sure the program is fully supported.

The best programs not only offer great savings, they also save your team from dedicating a lot of work and resources to administer it. Look for a program that offers a full turnkey solution.

It is especially important that you get administrative support and help promoting the program when it is launched. Once it is up and running, onboarding new members will be a piece of cake.

Ongoing support will also help you keep the program relevant long after you've launched.

Look for a program that offers a fully managed, turnkey solution

Member Rewards Programs are a highly successful tactic to support and build retention, engagement and loyalty.

A Robust And Valuable Rewards Program Will:



Drive Recruitment



Support Retention



Build Loyalty



Boost Engagement



Create a Sense of Belonging

BOOM's Member Rewards and Loyalty Platform is proven, flexible, fully managed and filled with great rewards and discounts for all the members in your group.

If you would like to learn more, please reach out:

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