

Want more information on running
a successful loyalty program?

Go to **blog.perka.com** for creative program
ideas, useful tips, success stories from
merchants like you, and much more.

your ←
LOYALTY
→ *guide*

The background of the entire image is a repeating pattern of various mobile app screens for Perka. The screens are shown in a light blue, wireframe style. Some screens display a 'CHECK IN' button, while others show a list of rewards such as 'Free 15-minute Oil Change', 'Free 20-minute Tire Rotation', and 'Free 30-minute Car Wash'.

Hit the ground running

Make your loyalty program a hit from day one. *Here's how:*

1 *first things first*
learn
— how —
Perka™
WORKS

Customer checks in
on the Perka app
- or -
by texting your
store code.



Their name
and photo appear
on the merchant
Validator so you
can welcome them
personally.

perka.com/mv

You award
the points
they have earned
for their purchase.



If they have
any available perks
to redeem, these will
show up in their
account.



Redeeming a perk
will deduct the
customer's balance
by the indicated
amount.



2 → find the time to educate YOUR staff

Revvig up your employees about your Perka loyalty program is crucial. Below are proven tactics from our most successful merchants.

Aim to sign up 100 customers in the first 30 days.

We know from experience: loyalty marketing delivers remarkable results once you've enrolled 100 customers or more. Give your employees a collective goal, and offer a juicy incentive if the team hits its target.

Demo the app with your whole team.

It takes just 5-10 minutes to get everyone to download the app, then check each other in. It's helpful to see how the process works from both sides of the counter.

Try some friendly competition.

Award the employee who signs up the most new Perka members in your first month, and talk up the running stakes frequently. Announce at staff meetings where the signup tally stands and which employee is currently leading the pack. Remind them of the prizes, too!

Perfect your team's pitch.

Equip your team with a brief script explaining Perka in a clear and compelling way. Post-launch, ask your top employees to share any refinements they've made to that script. Everyone should learn from everyone else.

Train your team to recognize VIPs.

Make sure that your staff makes it a point to recognize your best customers. Your VIPs are highlighted in purple on the validator so that you that you can personalize their experience or offer them special treatment. They'll appreciate the attention.

Up the ante.

As your first month draws to a close, don't be shy about introducing even sweeter prizes if the team and top employee can top the original goal. Post-launch, consider renewing the employee competition periodically.

→ *let them know!* **3**
promote
 TO YOUR
customers



Market your program throughout the store.

This activation kit contains signage, window clings, and promotional cards to display at the cash register. Make sure you feature Perka prominently in any waiting areas—catching customers at a convenient time will encourage signups.



Promote your program online.

Add a Perka button to your website and social media pages, and make sure to email your customer base about your new loyalty program.



Talk it up face-to-face.

Your staff should be able to explain the program clearly and succinctly. Help them refine their pitch as you learn which benefits resonate with your customers.



Offer a juicy sign-up reward.

Customers should earn a small, immediate reward for their first check-in. Once they've seen for themselves how simple Perka is to use, they're more likely to participate each time they visit your store. If you want to offer an extra-sweet deal for the first 100 customers to sign up, Perka makes that easy, too.

4 *now for the payoff*
improve
your  bottom
LINE

*Your loyalty program gets increasingly valuable
over time—but only if you stick with it.*

Login to perka.com/merchant frequently to check your stats, get to know your customers better, edit your program, test-drive mobile specials, and more.

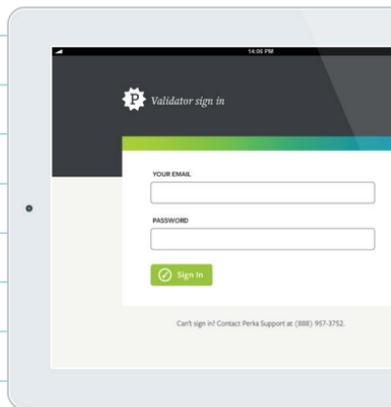
For advice on how to optimize your Perka program, visit the *Advice + Quick Tips* section at blog.perka.com, or for assistance, call one of our client service specialists at **(888) 957-3752**.

Login to your account at:
perka.com/mv

COMPANY LOGIN

username:

password:



TEXT MESSAGE CODE

(included in your Perka Activation Email)

NOTES

Need some help?

Contact us at Perka Support.

✉ support@perka.com 🐦 [@perkasupport](https://twitter.com/perkasupport) 📞 (888) 957-3752

