

Name :

Date :

CUSTOMER INCENTIVES

Identify and list the details of three customer incentive programs. Attached is a list of some customer loyalty/incentive programs.

COMPANY NAME

COMPANY NAME

COMPANY NAME

MEMBERSHIP COST

MEMBERSHIP COST

MEMBERSHIP COST

Redeeming Rewards per Dollar Value

i.e. 10,000 points = \$10

Redeeming Rewards per Dollar Value

Redeeming Rewards per Dollar Value

Earning Rewards per Dollar Value

i.e. Earn 3 points for every \$1 spent

Earning Rewards per Dollar Value

Earning Rewards per Dollar Value

CUSTOMER INCENTIVES

Is there a minimum or maximum amount of points you can redeem?

What stores can you collect points from?

Do they offer electronic coupons to activate prior to purchase? Provide an example.

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CUSTOMER INCENTIVES

CUSTOMER LOYALTY PROGRAMS

PC Optimum
Sephora Beauty Rewards
Triangle Rewards
Starbucks Rewards
McDonald's Rewards
Tim Hortons Rewards
Airmiles
SCENE
Petro Points
Aeroplan
Credit Card Rewards
CAA
Indigo Plum Rewards
AND MANY MORE...



optimum

