KENNELSOFT REWARDS

KennelSoft's Reward Program is a fully integrated system for creating, calculating, presenting, and redeeming award points for services and/or merchandise.

As with any business that has a rewards program, it's purpose is to create and maintain customer loyalty and allegiance. How effective a program is, is based upon it being effortless (fully automatic) for the customer and that it provides instant gratification.

When checking out a pet that had acquired points from previous visits, the program will check if that point balance is equal to or greater than the number of points needed to qualify for rewards on the current bill. If it is, an on screen message appears showing the number of points available, the rewards options, and the number of points needed for each option. The customer (or your staff) selects the reward(s) they want and then proceeds with the check out.

THE BASICS

You can choose whether to offer a rewards program or not.
You can make it for members only (requires an email address) or for everyone.
You can name your rewards program. i.e. Friendship Perks.
You can set up the rewards program so that if a customer reaches a certain point level they'll qualify for premiere status i.e. Elite Friendship. Customers that have achieved premiere status will receive bonus points. Bonus points are added as a percentage of the regular points. The percentage is user defined and is part of the Rewards Program Setup.

THE SETUP

There are two main parts to Atlantis Rewards - <u>Points Accumulation</u> (the acquiring of reward points) and <u>Rendition of Rewards</u> (point redemption).

Points Accumulation is divided into seven areas – Boarding, Day Care, Medications, Activities, Miscellaneous Boarding (look-ups), Grooming, and Retail. Each of these areas can be included or excluded to provide points. The default value for each area is one dollar equals one point. A bonus percentage can be applied to each individual area. For example, a boarding or daycare dollar might be worth more to you than a grooming

dollar. In this scenario you might add a Boarding and/or Day Care Bonus Factor of 10%. Fifty dollars of boarding would generate fifty five points where as fifty dollars of grooming would generate fifty points.

Additional options for Boarding and Day Care - Points can be calculated by the Charge Amount (i.e. $1.00 = 1 point) or by the number of Days Boarded (i.e. 25 points per day).

Medications and/or Activity points can be calculated by the Charged Amount or by Administration (i.e. 3 points per administration for meds and 8 points per activity given).

Rendition of Rewards (point redemption) requires some analysis of how you want to value the rewards. Best Buy uses 2 % (for most sales) for their rewards. This is $5.00 in rewards paid out for each $250.00 in sales.   In KennelSoft's Reward Program one option for your customer is to redeem points as a direct credit against their bill. In the rewards setup you have to decide what Credit Award Value you want to use. This is essentially what minimum denomination do you want the credit to be. You can make this $10.00, $20.00, $25.00, etc. Whatever amount you decide upon your customer can receive credit in blocks of that amount. You then have to decide how many points will be required for each credit reward. If you want the credit reward to be $20.00 and wish to use the Best Buy model of 2% then the number of points needed for each Credit Reward would be 1000. If you're setup to use $20.00 for your Credit Reward and the customer's bill is $53.95 (and they have $40.00 worth of Credit Reward available) they can use one reward of $20.00 or two rewards of $20.00 each. The customer may also defer to use their rewards for a future visit.

Rendition of Rewards may also be used for services such as Boarding, Activities, and Day Care.

Boarding – When creating boarding rewards (you can have up to 26) the first thing you need to do is give them names.   Two examples of this are "Cat's Night on Us" and "K-9 Night on Us". When setting up each boarding reward you must decide how many points you want to require for a free days board. This is dependant upon your rate structure. If you want to use the 2% example and the boarding rate is $40.00 per day you would use 2000 for points required. If however the boarding rate is $20.00 per day then you'd use 1000 for points required. Bear in mind that this is the pet industry and you can probably be a bit more generous with these rewards. Using the $40.00 day example, if you lower the points needed for a free day from 2000 to 1000 you're increasing the reward to the customer from 2 % to 4 %. In other word, once the customer has paid for 25 days of board the 26th day is free.   You can be more generous if you wish. Remember, you're customer will also be earning points from activities, grooming, and retail. These additional points will help the customer earn free days faster. You also have the option to designate if each Boarding Reward is valid on prime or peak days. In your rewards setup there are check boxes showing all of you boarding rate types. You check the box or boxes for each rate type that you want included for a particular reward.

Activities – Activity Rewards are similar to Activity Punchcards. You give each Activity Reward a name i.e. "Treating Your Pet" or "No Bonz About It" and select which activity (or activities) you want the reward(s) to apply to. You then select how many punches (times given) you want the reward to be for. Next, you'll need to decide how many points will be required for that reward. If Playtime is $8.00 and the reward is for 5 of them then you'll probably want to require 1000 points for this reward. This is 4 %. You can set it higher or lower. The easiest way to calculate points is to take the total retail value of the reward and divide it by the percentage you wish to use for that reward. For example, if a reward is worth $15.00 and you want the activity points needed to be 3 % then, 15 /.03 = 500. A calculator can be useful here.

Day Care – Day Care Rewards are similar to Boarding Rewards. Give each Day Care Reward a name i.e. "Group Day on Us" or "Day Camp for Free". Decide which day care plans you want each reward to apply to and then calculate the number of points required for that reward. If a day care reward (free day of day care) is worth $30.00 and you wish to make it a 5% reward then the points needed would be 600. (30/.05=600)

CHECK OUT USING REWARDS

As soon as you start a check out Atlantis checks to see if which rewards are available to your customer and they are displayed on screen at that time. To select a reward click on it's check box.   Points available are shown at the top of the window. You can select more than one reward but the available reward options and the reward points remaining change with your selections. In the example shown the customer has several options. They can receive 1 free day boarding, or a $10.00 credit, or a $20.00 credit, or a credit for 5 Bizzy Bone sessions, or a credit for 5 bizzy bone sessions plus a $10.00 credit. They can also elect No Rewards and let the points accrue to be applied to future visit.

Friendship Perks

Points Available: 1,290

	Rewards Available	Points Needed
☐	Credit of $10.00 for immediate use	500
☐	Credit of $20.00 for immediate use	1,000
☐	No Bonz About It (5) punches	675
☐	K-9 Night on Us (1) punches	1,000

Apply Rewards   No Rewards
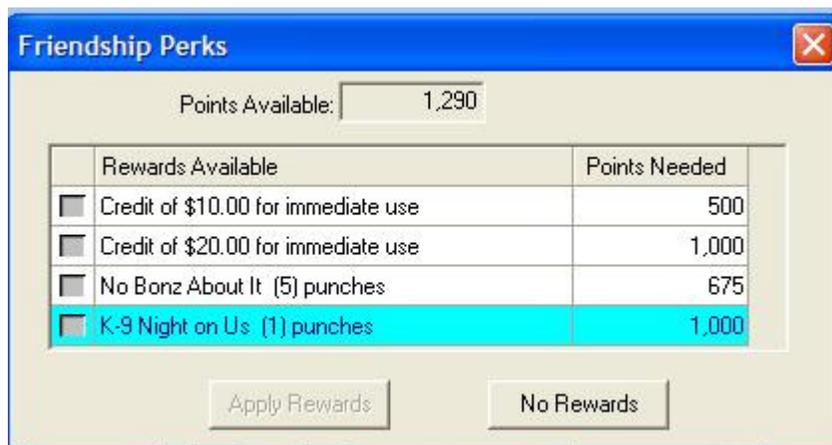
Checking a Member's Status

Reviewing a Member's History

Report Showing Reward Options

Friendship Perks Options Available for Redemption of Reward Points

$10.00 Credit for every:	500 points

Reward Cards

Boarding	Points	Day Care	Points	Activities	Punches	Points
Cat's Night on Us	450	Full Day Day Care on Us	600	Swim for It	5	800
K9 Night on Us	700	Mountain Hike on Us	840	Small Dogs Rule	5	800
Sweet (Suite) Night on Us	1,500			Big Dogs Rule	5	900

Reward Items

Item	Points	Item	Points	Item	Points
D.N.A. Breed I.D. Kit	1,625	Pet Gear Car Seat (Small)	1,750	Pet Lover Eureka Vacuum	3,125
Carmines Dinner for 2	5,000	Smith & Wolenski for 2	8,750	Atlantis Resort 3 Nights	37,500