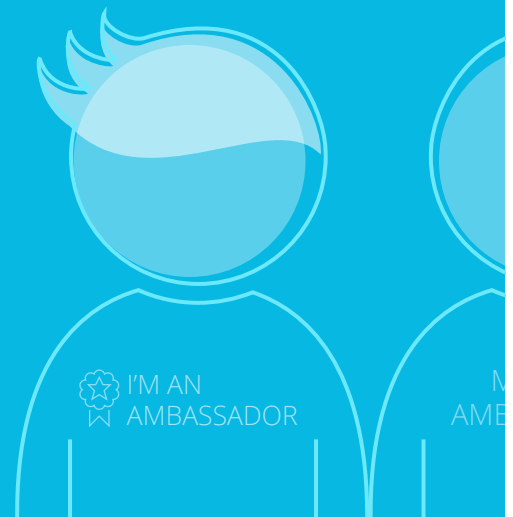


# How to Turn Employees into Loyalty Ambassadors



# Your Employees Make It Happen



Your employees are the most important part of your launch - pure and simple. They are the friendly face of your loyalty club, they offer it to customers, and they operate it.

So you can see why it's important to keep employees informed and excited about the club. This guide shares with you what we at Como have learned from clients all over the world about turning employees into Loyalty Ambassadors.



**Remember:** The beginning of your loyalty club is the MOST important time! This is when you need to sign up lots of new members, so that they tell their friends and your club goes viral.

So let's get your employees on board with the following steps. And of course, your account manager is always available to help.

1. Training Comes First
2. Practice Makes Perfect
3. Contests Work Wonders
4. Frequent Updates Are Essential

## Step 1. Training Comes First

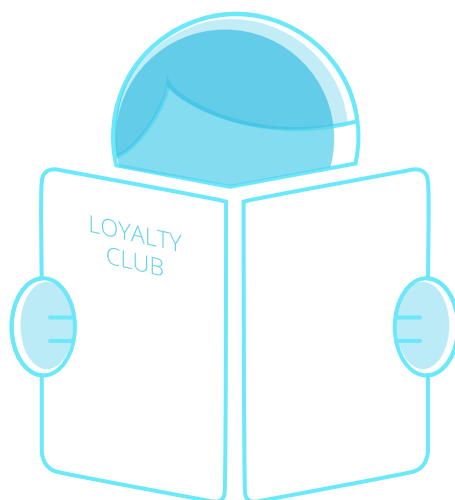
As Loyalty Ambassadors, your employees must understand and believe in the club. They should be enthusiastic about offering the club and answering customer questions. The loyalty club should be totally embedded in the company culture.

- ✔ Make sure each employee attends the employee training provided.
- ✔ Make sure each employee downloads the app, joins the loyalty club, and explores all the features by making purchases and earning rewards.
- ✔ Use your scheduled staff meeting for training and updates.
- ✔ Explain how the loyalty club benefits customers and your business.
- ✔ See also Step 3, "Contests Work Wonders."

## Step 2. Practice Makes Perfect

Now that your employees know the basics, it's time to practice. Here are some ideas for making sure your employees are truly loyalty club experts.

- ✔ **Practice at the POS:** Gather your employees and ask each one to perform the required operation for a different customer situation.
- ✔ Include enrolling new members during busy times. Be sure they tell customers about the joining gift!
- ✔ Give employees a Loyalty Ambassador quiz (ask your account manager for help). You can reward each one who passes or earns a top score with a prize or a Loyalty Ambassador certificate that you can display on a "Hall of Fame" wall.
- ✔ Keep talking about it! Stir up conversations with your staff, especially during downtime.



## Step 3. Contests Work Wonders

A great way to keep your employees motivated is to set up a competition! Here are some ideas for rewarding employees who excel as Loyalty Ambassadors.



**Tip:** Motivating employees is most important during the program's first 3 months, so have your competition ready!

- ✓ **Contests:** Award a prize to the employee who enrolls the most customers, performs the most punch/point operations, or hits a target goal (keep track by using employee codes). You can also have competitions between your business's locations!
- ✓ Recognize outstanding employees as **Loyalty Ambassador of the Month/ Quarter/ Year**.
- ✓ Give employees a **Loyalty Ambassador quiz** (ask your account manager for help). You can reward each one who passes or earns a top score with a prize or a Loyalty Ambassador certificate that you can display on a "Hall of Fame" wall.
- ✓ **Prize ideas:** Free gift or discount from your business, early chance at big sales, special lunch or dinner, trophy, flowers, gift certificate, movie or show tickets... the sky's the limit!

## Step 4. Frequent Updates Are Essential

Keep your employees in the know about any changes, additions, and special offers. And of course, new employees need to be brought up to speed.

- ✓ Let employees know about upcoming promotions.
- ✓ Train and practice on new features and promotions.
- ✓ Make sure they know how to answer customer questions.

**Remember:** Your employees are the face of your loyalty club!