

Introduction & Training

LifeClubTM

Customer Rewards Program

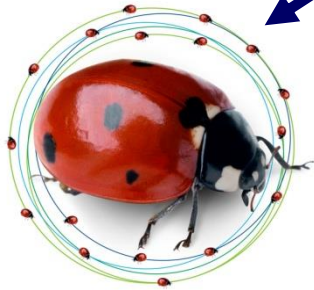


LifeClubTM
Be rewarded for shopping local

What we will cover today:

- ✓ Introduction
- ✓ Understanding the LifeClub components
- ✓ The LifeClub reward equation
- ✓ Benefits of LifeClub
- ✓ The power of LifeClub
- ✓ Going through the 3 main transactions
- ✓ How to sell LifeClub to your customers
- ✓ Enrolling a customer
- ✓ LifeClub Marketing and Promotions

Who is...



Marketing

LifeClub Rewards Program
Seasonal Retail Campaigns
Health Solutions
Local Area Marketing



People

TMI Profiling
Developing Strategic Goals
Performance Appraisals



Retail

Retail Health Check:
Store Appearance
Traffic Flow & Direction
Customer Service

Goals of a Loyalty Program

- Influence customers' buying behaviour
 - Increase average transaction value (ATV)
 - Increase frequency of shop
 - Create a preference for and engagement with your stores

Recent Australian research into loyalty and loyalty customers tells us:



Benefits of LifeClub

Customers can...

- ✓ Join LifeClub for **FREE**
- ✓ Start accumulating Reward Dollars **immediately** (and watch it update on the receipt)
- ✓ Receive their card on the spot
- ✓ Have access to great prizes, including instant prizes and grand prizes
- ✓ Be sent exclusive price offers on hot products



Join Now!

LifeClub™ Rewards

Giving you access to instant rewards every time you shop!



Instant Rewards
Earn reward dollars
on every non-prescription purchase.



Member Offers
Exclusive entry into competitions,
special offers and great discounts.



Health Advice
Information and assistance to help you
manage your health.



Great Gifts & Prizes
You could win with great prizes,
vouchers and competitions.

LifeClub™
It's your life, be rewarded



The Reward Equation

- ✓ Reward \$\$ are earned on **non prescription items**
- ✓ There is **no** minimum spend
- ✓ LifeClub members can earn **5 cents for every \$1** spent in-store added to their LifeClub \$\$
- ✓ Customers can use LifeClub \$\$ to purchase any item(s) in-store **EXCEPT** prescriptions
- ✓ Customers can **redeem** LifeClub reward \$\$ whenever they choose

Your Pharmacy LifeClub discount: 5% and 10% for Seniors

Average Transaction Value

Increasing the average transaction value for FOS purchases has obvious value for a store. We have found that:

- \$19.00 ATV – transactions ex Dispensary
- \$23.69 ATV – Loyalty transactions ex Dispensary

25% increase

in transaction value with loyalty.



Customer Benefits of LifeClub

Remember LifeClub is also a customer benefit!

Imagine how you'd feel if you had been frequenting a store every couple of weeks, and considered yourself a loyal customer, and you found out that you could have been accumulating a 5% discount on every transaction, but hadn't even been told of the program!

Customers want benefits. They want discounts. Make it simple for your customers to understand the benefits and they'll want to join..



LifeClub Customer Segments



Active Young (0 – 29)

- Female Under 30 with no kids
- More interested in Vitamins and their own health



Growing Family (30 – 44)

- Female/Parents 30 to 44 with younger kids
- Kids come first



Independent Family (45 – 54)

- Female/Parent 45 to 54 with Teenage kids
- Growing personal health concerns as kids leave



Mature Family (55 – 64)

- Male and Female, 55 to 64
- Staying healthy is important to them



Active Seniors (65 – 74)

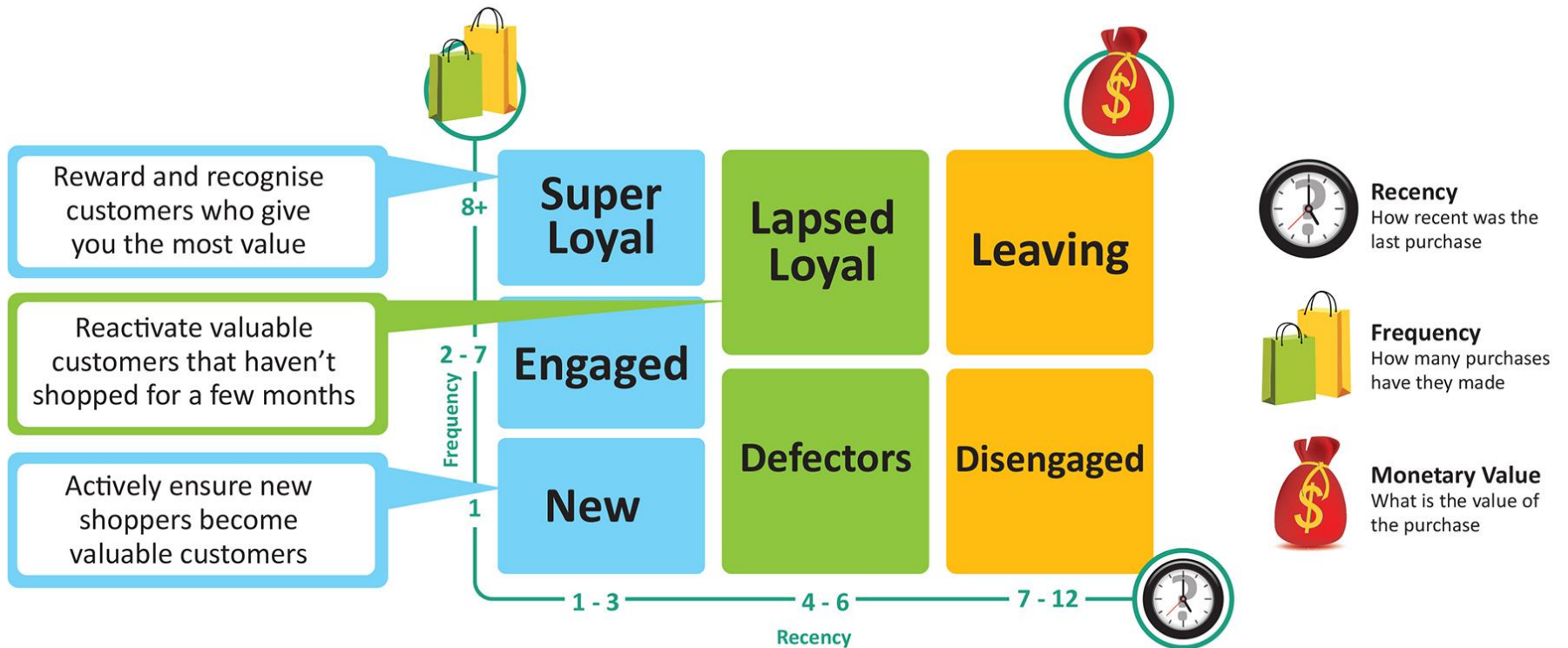
- Females/males 65 to 74
- Place great emphasis on health with increasing medication needs



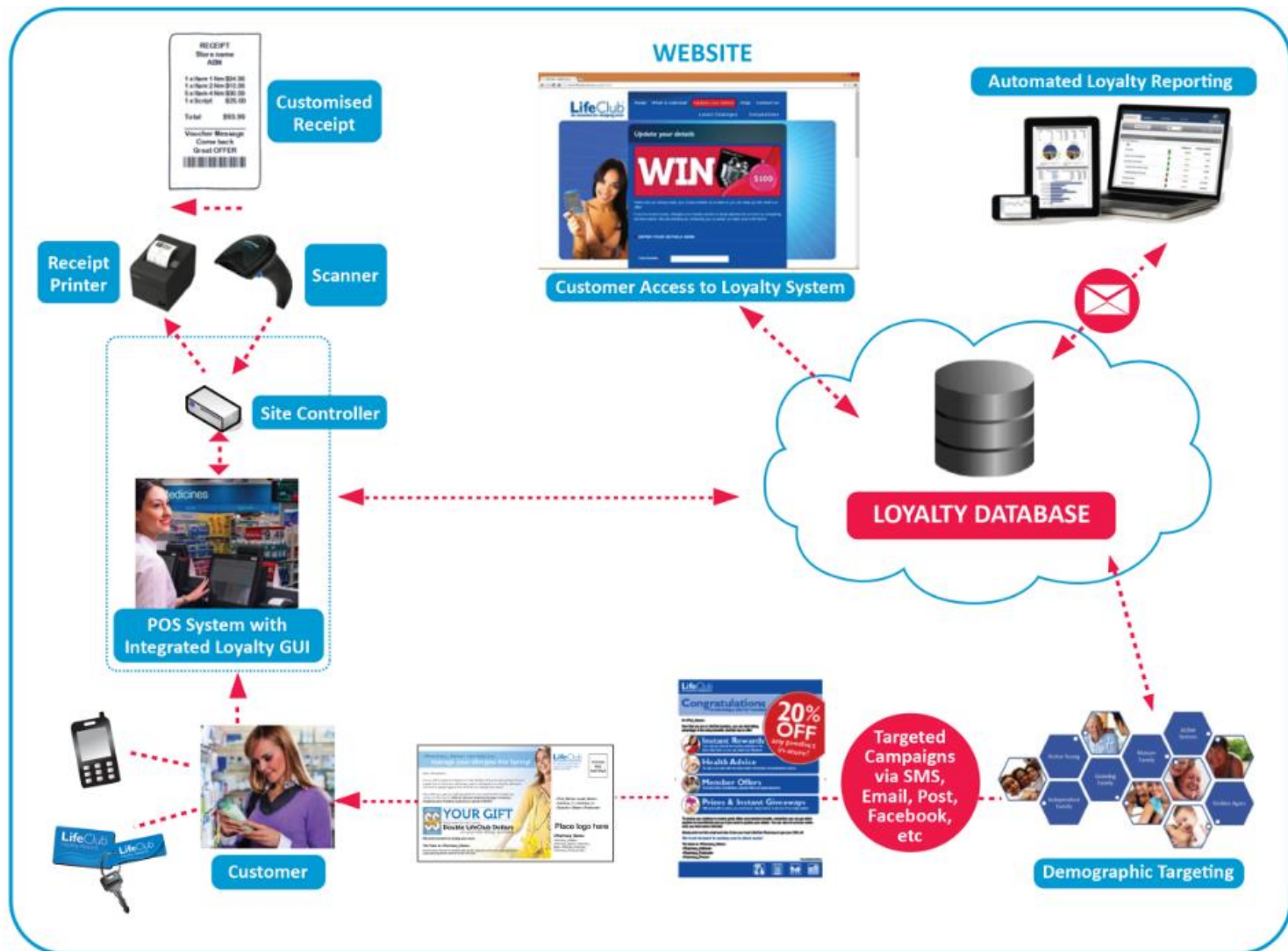
Golden Age (75 +)

- Females/Males 75+ with greatest health needs
- Developing a relationship with their health care provider is important.

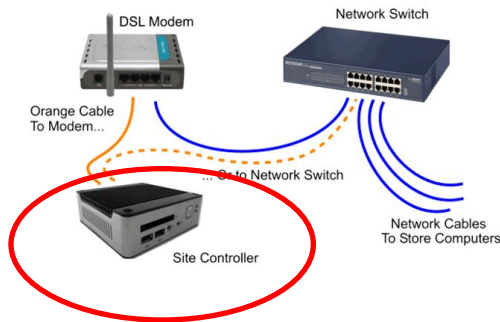
Recency Frequency Monetary Analysis



The LifeClub Rewards System has the following Components:



The LifeClub Rewards System has the following Components:



Site Controller



POS prompts



LifeClub Card

The system on your POS

- **Step 1:** The 2 blue screens will appear at all times, if they are not showing press Ctrl Alt Backspace.
- Make sure to read the dot points as they give you a good guide on what your next step is. You can drag the blue boxes around to your preferred location
- Step 2: The first process is to type in your cashier/clerk number, and then you can begin the transaction.



Enrolment Process

For a new enrolment, pick up a new card and scan. A prompt will then appear asking you to fill in the customers details, or alternatively they need to fill out the paper enrolment form for staff to update at a later time.

All mandatory fields must be entered to proceed with the transaction or press enrol later if the store is too busy.

Note: Customers will not be able to redeem until enough of the fields have been updated.

Click 'Enter Now' to update and register

Update details/register here, and you can then continue the transaction as per normal. Press Enrol to finish the enrolment. There is also an enrol later button if necessary (enrolment forms then needed).

Enrolment Process



This screen will pop up and you now scan a new card, which will allocate to this customer. All existing dollars and details will be automatically transferred. Continue transaction as normal.

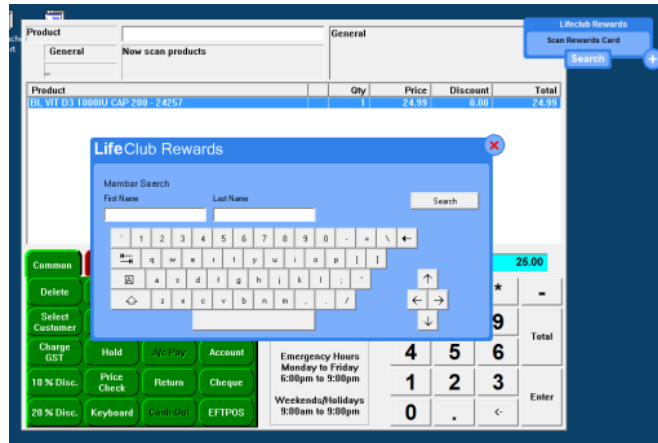


If Enrol Later is selected, a receipt will print out with the card number to be stapled to the enrolment form for processing later.

Transferring Customers

For transferring customers from the old to the new LifeClub program, after you have entered your cashier/clerk number click 'Search'.

Your old customer database has been loaded and you can now search by using their old card number or first and last name to find existing customers.

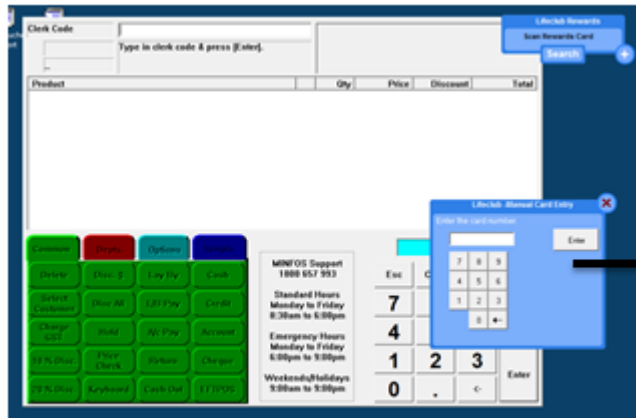


Search with first and/or last name



When you find your customer, click 'Swap' (refers to a new/replacement card being issued).

Transferring Customers



Click the manual option and type in the customer's old LifeClub number.

Note: If the card number shows, but the first and last name is blank/unknown still continue with the swap and update the details.

Transactions

You can scan the product or card in any order. For example, if you scan the product and then the card and the customer then decides to purchase another item you can scan this straight away – it is not affected by an order.

The screenshot shows a retail POS system interface. At the top, there are tabs for 'General', 'New scan products', and 'General'. A 'Checked Receipts' button is visible. Below this, a table lists scanned items with columns for 'Product', 'Qty', 'Price', 'Discount', and 'Total'. One item is listed: '10 NIT 0011 25110' with a quantity of 1, a price of 15.23, a discount of 0.00, and a total of 15.23. Below the table, there are buttons for 'Common', 'Depts', 'Options', and 'Scripts'. A numeric keypad is on the right, showing '0.00' and '15.23'. At the bottom, there are buttons for 'Delete', 'Disc. \$', 'Lay By', 'Cash', 'Select Customer', 'Disc. All', '10% Off', 'Credit', 'Change GST', 'Hold', 'No Pay', 'Account', '10% Disc.', 'Price Check', 'Return', 'Cheque', '20% Disc.', 'Keyboard', 'Lock Out', and 'EFTPOS'.

As long as the customer's details are displayed here, this purchase will register on their transaction history once you process the sale.

Once you have finalised the transaction this is a copy of the receipt to be given to the customer. Note: Their updated balance and transaction is visible on the bottom.

If the customer is offered a reward it will also be printed here so keep an eye out!

The screenshot shows a receipt and promotional message. The receipt is titled 'TAX INVOICE' and includes the following information:

- NetLogo Head Office A.B.N.
- 1 BL VIT 00 100010 CAP 2 24.99
- TOTAL including GST \$ 25.00
- Cash Tended \$ 25.00
- CHANGE \$ 0.00
- GST amount included in total \$ 2.27
- Items marked #* are GST FREE.
- Sale Date : 13/11/2013 Time : 8:43:15
- Served by : General Tili 7
- Receipt No. 161

Below the receipt, there is a promotional message:

Did you know just aesthetics don't use their inhaler properly? Ask our pharmacist for tips.

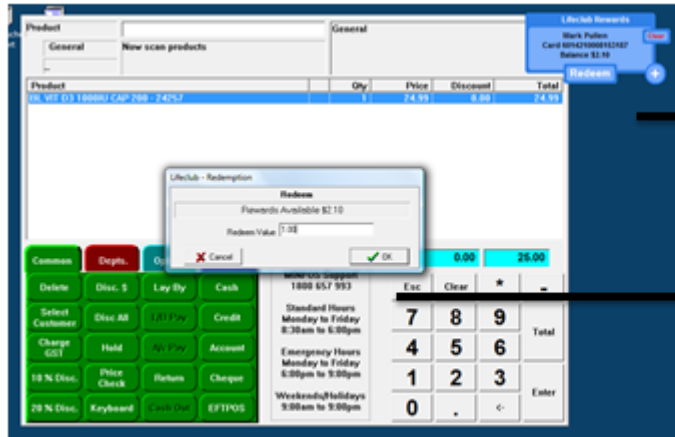
LifeClub Member
Card No: 6014210008520476
Name: Cardholder
6014210008520476
Opening Bal.: \$0.00
Refunded: \$0.00
Current Bal.: \$1.24

CONGRATULATIONS!
You have automatically been entered into the draw to WIN
A Trip to the Australian Open Finals!
Valid 29.10.13 to 22.12.13. Authorised under NSW Permit LTPS/13/073483 ACT Permit TP 13/02512.
To check your points, view transactions and manage your profile, login to www.LifeClub.com.au/rewards

Welcome to LifeClub.
Get \$2.50 off your next vitamins purchase in-store
Valid until 11/12/2013
Surrender this voucher to redeem, not to be used in conjunction with

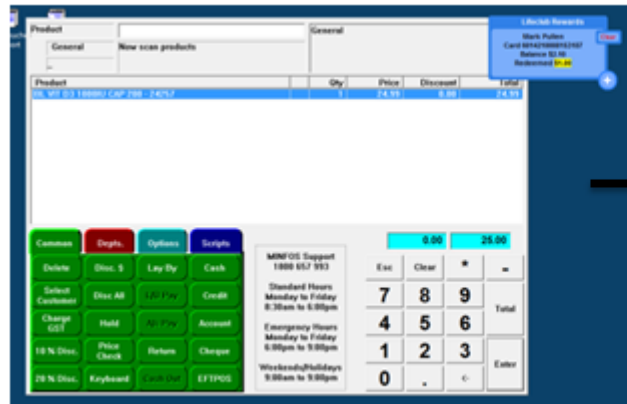
Redemptions

- Only if the customer has provided enough personal details will they be able to redeem. The small blue box will prompt you if they need to fill out more details to be able to redeem. You can select update and do this for the customer on the spot.



Click 'Redeem' and the grey pop up box will appear.

This will tell you how many dollars are on the card and available to be redeemed. The customer can redeem all or part of this. Simply type in the amount they wish to redeem.



The screen will automatically go back to the transaction and the yellow highlight shows what you have redeemed off the card.



This redemption slip will print from your receipt roll to be kept in your till for end of day

Redemptions

Once you have redeemed the dollars off the customer's card, you will now need to take the dollar amount off the total purchase value.

It is recommended that you create one of your tender buttons as a 'LifeClub Rewards' option you can select to take the money off the final total.

Other Procedures

Looking up a customer if they don't have their card present:

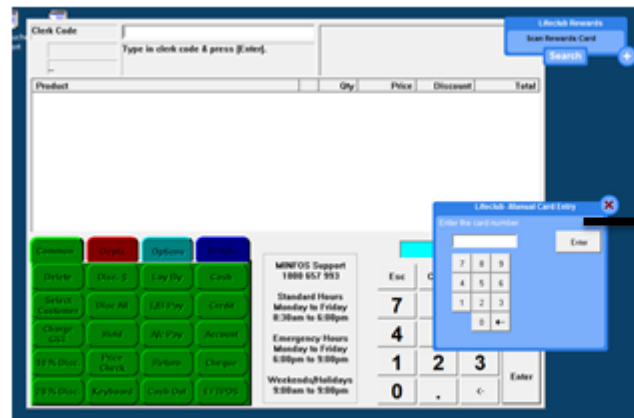
- You can still process a transaction manually if the customer doesn't have their card available.



Simply press the search button to look up a customer. Once you find your customer press 'Use' and they will be entered into the transaction.

If the scanner is not registering the card

- If for some reason the scanner is not picking up the barcode, the customer's card number is written on the back under the barcode for you to process manually. If the main loyalty screen is not showing, press Alt Ctrl Backspace to select 'Manual'.



This pop up screen will appear for you to type their card number. The card will then be added to the transaction.

Other Procedures

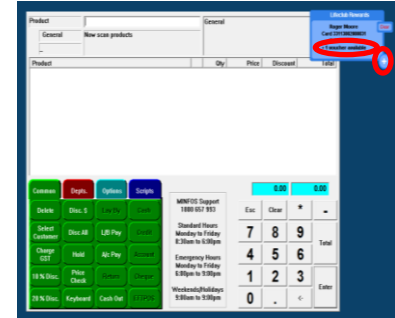
- **Replacement card (Fix It)**
- If a customer has misplaced their card, you can replace it in-store and all their details and reward dollars will automatically transfer over to the new card. Simply press search, use first and last name to find your customer and then press swap. It will prompt you to scan a brand new card, which is now allocated to this customer. Continue processing the transaction as normal.



Other Procedures

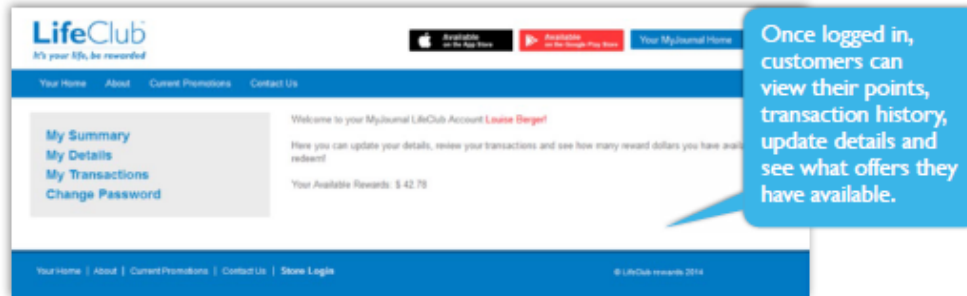
- **Processing Vouchers/Offers**

- This process is for redeeming an offer a customer may have received from a mailer, email or a voucher on the bottom of their last receipt. Please follow the steps below.
- The customer comes in who has received a mailer, email or voucher.
- They will either already have a new card OR still have the old GraphiCard number.
- Find them in the system by:
 - Searching and swapping their old card over to the new if need be (refer to step 3B).
 - Scanning their new card.
- Once scanned, you will see '+1 voucher' on the small blue box on the screen.
- Click on the plus sign, and then 'USE' voucher. Note: you will have to press the cross button to close the screen and continue with the transaction.
- 'Voucher' will be highlighted yellow in the small blue box confirming the offer has been redeemed off the card.
- Redeeming different types of rewards:
 - Points Offer: If the reward is say Triple LifeClub Dollars, this only needs to be taken off the card. Once you have completed the above it will process automatically and can be viewed on the bottom of the customers receipt, or the customer can go online to their MyJournal account later to review their transactions.
 - Monetary Offer: If the reward is for example 'Receive \$5 off your next transaction, you will need to redeem the offer off the card as well as off the total transaction value on the till. Perform the above processes for redeeming off the card, and refer to Step 5 for redeeming off the till.



Web Interface – ease of access

Customers go to (www.lifeclub.com.au/rewards)



Another added benefit of the new LifeClub program is the customer online portal, MyJournal. This allows customers to access their details, rewards and history online at any time.

When customers enrol in-store and provide an email address, an activation email with instructions on how to set up their MyJournal account.

At the bottom of every receipt there is a prompt reminding customers that they can go to www.lifeclub.com.au/rewards at any time to review their account and update their details.



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How to sell LifeClub Scenarios...

Staff: Can I please have your LifeClub card to update your reward balance?

Customer: No, I don't have one.

Staff: I can join you on the spot for free so you can start accumulating a 5% discount straight away?

(Staff member to show customer enrolment form)

Staff: Are you a member of our LifeClub Rewards Program?

Customer: What's LifeClub?

Staff: It's our pharmacy loyalty program that gives you instant reward dollars. I can join you now for free so you can start accumulating your 5% discount?

If NO... Smile, hand the customer enrolment form and say "I'll give you this to take-home and read in case you'd like to join in the future..."



Be confident & positive and more customers will be interested...

Monthly LifeClub Reports

- You will receive monthly reports which are easy to read and visually appealing so you can utilise this valuable LifeClub information.
- The store/group reports summarises key metrics for the month, staff performance on LifeClub metrics, graphs to view your stores sales and enrolments, lifestage break down, category performance and gender break down.
- You will also see the value of LifeClub members in your store and be able to compare stores key metrics to your group (if applicable) and LifeClub averages.

LifeClub Material in-store

Place all LifeClub POS around the store to promote awareness with customers as they enter the store and wait at the counter and also as a prompt for staff.



*Should you require further POS please call (02) 9248 2620

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Our Details...

Card or System enquires

– LifeClub head office (02) 9248 2620

Marketing Enquires

– Danilia, Louise or Caterina on (02) 9248 2620

General Line – (02) 9248 2600

Fax Number – (02) 9248 2601

Postal Address – Level 8, 217 Clarence St, Sydney NSW 2000

