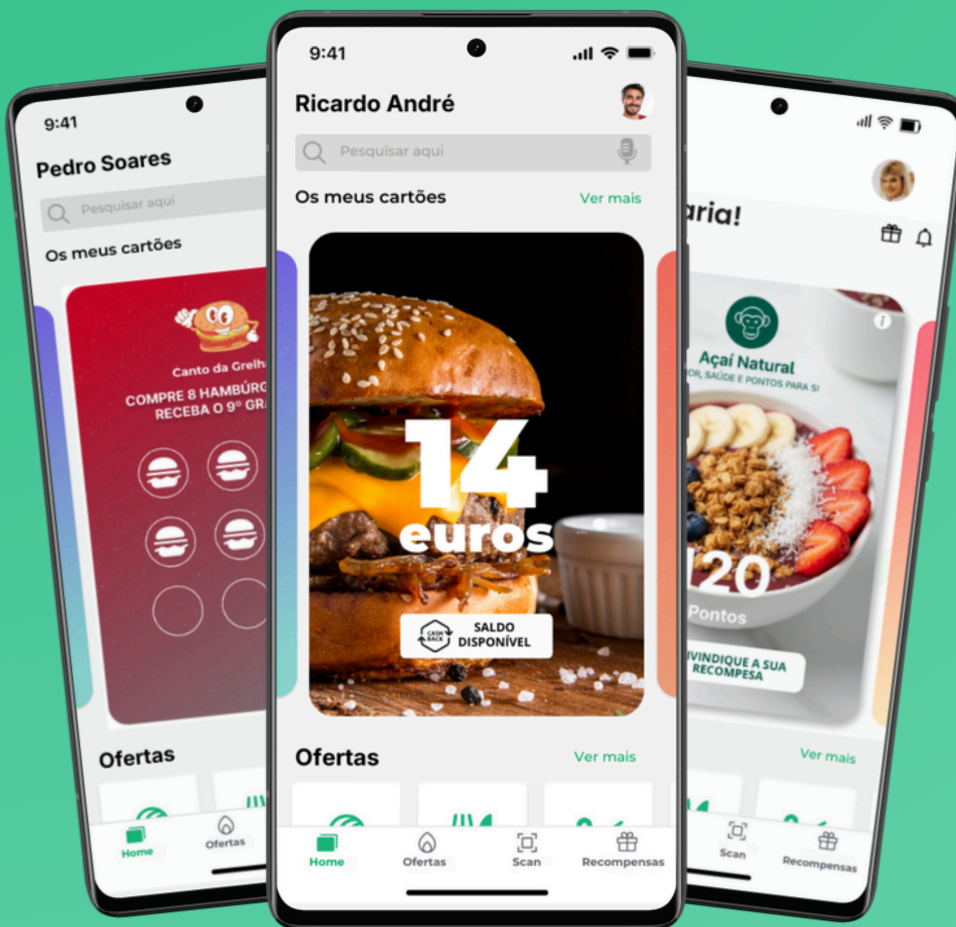


Loyalty Program Activation Manual

YALT



From onboarding to launch
A comprehensive guide



Welcome to

This guide has been designed to assist you in launching your loyalty program in a straightforward, transparent, and uncomplicated manner.

We understand that after registering, it is common to have inquiries regarding where to begin or what the subsequent steps entail. Therefore, we have structured this onboarding process as a **checklist**, allowing you to advance at your own pace without feeling disoriented.

If it is more convenient, **you may print this guide** and mark off each step as you progress. The crucial aspect is to maintain a clear understanding of what has already been accomplished and what remains to be completed.

To streamline this process further, **we have created an interactive checklist in Google Forms**. This version enables you to monitor your progress, contemplate each stage, and allows the Yalt team to swiftly **identify your current status and any areas where you may require assistance**.

There is no requirement to accomplish everything simultaneously. Each step has been meticulously crafted to advance you toward the launch and to guarantee that the program begins yielding results as swiftly as possible.

The Yalt team is readily available to assist you and address any inquiries you may have during the process.

Begin with the initial step and adhere to the checklist. **The paramount objective is to ensure the program is operational.**

[interactive checklist](#)



Phase 1

Strategic guidance and decision-making

Objective: To gain a comprehensive understanding of what you are about to launch and the rationale behind it.

Select the program type

Cashback • Points • Visit Rewards • Direct Discounts • VIP Tiers

Establish the primary objective.

Enhance visit frequency • Augment average order value
• Reengage inactive customers

Identify the target audience for the program.

Current clientele • New clientele • Both

Establish the fundamental guidelines of the program (criteria for victory).

Methods of earning • Conditions for utilization • Validity of rewards

Phase 2 Regulations and rewards

Objective: To eliminate uncertainties and prevent future frustrations.

Define principal accolades

Value reduction · Complimentary product or service ·
Premium offer

Establish pragmatic and enduring values.

What is the cost of each reward to the business? ·
Average frequency of awards

Phase 3 Technical Configuration at Yalt

Objective: To ensure the system is operational and prepared to serve customers.

Adjust the program settings in the control panel.

Regulations · Awards · Automated notifications

Connect POS or registration system

Physical Point of Sale · QR Code · Manual

E-mails

Select the email address you will utilize for sending correspondence.

Messages

Select the name you will utilize for submissions.

Establish your own application.

Enable the selected features.

Connect the point of sale to the e-commerce system (if required).

Please verify the designs with our Yalt team.

Comprehensive internal flow assessment

Customer receives reward · Customer redeems reward

Phase 4

Communication and marketing collateral

Objective: To guarantee that the program receives due recognition.

- Selecting communication materials
Store posters, stickers, QR codes, and additional support materials.
- Prepare a foundational draft of the program.
What it is · How it functions · Why it is valuable
- Prepare the design of the materials.
Clear · Consistent · Brand-aligned
- Creating digital content
Instagram feed posts · Stories · Profile highlights

Use:

If necessary, Yalt offers a ready-to-use creative for social media promotion, facilitating the launch of your loyalty program without the need to invest time in design or copywriting.

For those seeking continuous assistance, we provide a social media management service that encompasses planning, content creation, and communication optimization, available for an additional fee.

To submit your order, please utilize our interactive checklist.

Phase 5 Launch strategy

Objective: To cultivate an experience, rather than a "silent" launch.

Establish the official release date.

Establishes focus • Cultivates anticipation • Enhances engagement

Define promotional offer

Sign-up incentive • Additional reward during the initial days • Alternative promotions

Prepare communication for the pre-launch phase.

Teaser narratives • In-store announcements • Additional points of engagement

Prepare communication for the launch day.

Clear communication • Call to action • Optimal visibility

Phase 6 Team composition

Objective: To prevent the most significant error of all, employees who lack the ability to articulate concepts effectively.

Identify the individuals who require training.

Individuals who engage directly with customers ·
Individuals who document sales · Team leaders

Accelerated training

How the program operates · How to articulate it to the client · How to address frequently asked questions

Develop a standardized approach for engaging with the customer.

Straightforward · Organic · Effortless to recall

Practical assessment with the team

Fosters trust · Mitigates errors · Enhances compliance

Use:

Yalt can offer a standardized methodology for the client and assist in practical testing with the team to enhance the daily execution of the program.

To submit your order, please utilize our interactive checklist.

Phase 7

Post-launch assistance

Objective: To ensure the program remains operational beyond the initial week.

- Review registrations during the initial week.
Evaluate initial impact • Adapt swiftly • Prevent stagnation

- Examine preliminary data
Number of registered customers • Rewards granted

- Adjust rules as needed.
Based on the information • Free of complications • Emphasize buy-in

- Enhance communication on social media platforms.
Increased visibility • Enhanced memberships • Greater engagement

[interactive checklist](#)





We develop user-friendly programs that foster genuine and enduring connections between brands and their customers.