



# “Pizza Perks” Info Sheet

## What is “Pizza Perks”?

It’s our new NorthernLights Pizza Co. rewards program!

## How do customers enroll?

### ONLINE

- NEW customers are enrolled by default when creating an account (can opt out).
- EXISTING customers can go to “Edit Profile” to enroll.

### VIA PHONE

- When entering or verifying customer information ask, “Would you like to join our free Pizza Perks rewards program?” If so, click **Add Honeycomb** button (the name of the rewards program in Revention).

- “We do need a valid email address, so let me [enter or verify] your email.”

## How do they earn points?

- When a customer enrolls, they automatically get 20 points.
- Enrolled customers automatically earn **1 point for every \$1 spent**.
- There may be special promotions where they can earn additional points.

## What do points earn?

- When they accumulate **100 points**, they earn a **\$10 reward** that can be applied towards any future order.
- Reward vouchers expire after 60 days.

## How are the reward points applied?

- ONLINE: By default it will apply the \$10 reward (they can choose to save it).
- PHONE: Employee will have to click **Loyalty** button on order screen to access customer’s loyalty balance. If there is a credit, ask, “Do you want to apply your \$10 Pizza Perks reward on this order?”, then click **Apply** to apply it to the balance.

## Other Questions

*Q: If we make a mistake on an order and give a credit for a free pizza or whatever on a future order, how are rewards points earned?*

A: Points are only earned on money spent; they are not earned on credits or remakes or comps.

*Q: What about gift cards?*

A: No rewards points are given when a gift card is purchased. Rewards points are given when a gift card is used as payment on an order.

*Q: If a customer signs up for the program at one store, can they earn points and use rewards at a different store?*

A: Yes, Pizza Perks accounts are cloud-based, so once a customer account is enrolled in the rewards program, it can be accessed and updated from any store.

*Q: Can a customer use part of a \$10 reward?*

A: No, it is all or nothing. The \$10 rewards do not carry a balance.

*Q: What if a customer wants to apply a \$10 reward towards an order less than \$10, like say an order of breadsticks?*

A: Again, it is all or nothing. If they apply the \$10 reward, the entire \$10 reward is used up even if the order amount is less than \$10.