

## Choosing the platform

Identifying how you would like your customer relationship program to take shape, whether through a loyalty program, points system, or card-based program.



## Selecting a provider

Selecting the system you need, based on the criteria that are most important to your goals. The certified specialists can integrate the system with your existing POS software.

## Change-management

Staff are prepared across multiple workstreams of the upcoming change, including training.

## Implementation

Necessary working processes (including operating hours) are accounted for. Implementation occurs with



## Marketing

An on-site, digital and ATL marketing plan has been implemented with users getting multiple sign-up options.

## Data

As the program rolls out, you can filter incoming data to identify different areas of information for better decision-making.

## Maintenance

Software up-dates and on-site check-ins ensure that your system continues to provide the best possible value to you and your customers.

