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## Loyalty Program Checklist

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Ratings: 1-poor 2-fair 3-good 4-above average 5-excellent

1. Loyalty program is simple to learn/use: \_\_\_\_
2. Features of the loyalty program include:
  1. text messaging available \_\_\_\_
  2. email available \_\_\_\_
  3. newsletters available \_\_\_\_
  4. report generation available \_\_\_\_
  5. types of reports: \_\_\_\_\_
  6. Secure site for back-office: \_\_\_\_
  7. Database searchable by: \_\_\_\_ name \_\_\_\_ telephone \_\_\_\_ customer ID
  8. other: \_\_\_\_\_
3. Reports readily available: \_\_\_\_ hourly \_\_\_\_ daily \_\_\_\_ monthly \_\_\_\_ annually
4. Customer feedback readily available: \_\_\_\_ Yes \_\_\_\_ No
5. Number of times per month a customer can be contacted: \_\_\_\_
6. Cost per customer contact: \_\_\_\_
7. Offer suggestions available: \_\_\_\_
8. Types of Rewards: \_\_\_\_\_
9. Reward Levels: \_\_\_\_ Pre-determined \_\_\_\_ Flexible
10. Cost of Points \_\_\_\_
11. Database Ownership: \_\_\_\_\_
12. Cost of the loyalty program: \_\_\_\_\_
13. Length of the contract: \_\_\_\_\_
14. Training available: \_\_\_\_ onsite \_\_\_\_ online \_\_\_\_ telephone \_\_\_\_ emailing
15. Cost of Software Upgrades: \_\_\_\_
16. Customer Membership Cards: \_\_\_\_ optional \_\_\_\_ required
17. Other: \_\_\_\_\_
18. Special equipment required: \_\_\_\_\_