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## LOYALTY PROGRAM POLICY AND PROCEDURES

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### Purpose

The Loyalty Program Policy at Trendie serves to establish comprehensive guidelines for the creation, implementation, and management of customer loyalty programs. The purpose of this policy is to ensure that our loyalty programs are strategically designed to reward customer loyalty, enhance customer engagement, and encourage repeat business, thereby fostering long-term customer relationships and supporting our business growth objectives.

### Scope

This policy encompasses all loyalty programs offered by Trendie, including but not limited to point-based systems, membership tiers, rewards, and exclusive offers. It involves the collaboration of various departments, including marketing, sales, customer service, and finance, in the development, execution, and management of these programs.

### Policy Statement

Trendie is committed to recognising and rewarding our loyal customers through carefully crafted loyalty programs that provide significant value. Our aim is to offer programs that not only enhance the customer experience but also contribute to customer retention and drive sustainable business growth. We are dedicated to ensuring that our programs are designed with integrity, transparency, and compliance with all applicable laws and regulations.

### Loyalty Program Principles

- **Value and Reward:**

Our loyalty programs are designed to offer rewards that genuinely enrich the customer experience, providing incentives that encourage repeat purchases and sustained engagement.

- **Transparency:**

We ensure that the terms, conditions, and mechanics of our loyalty programs are clear, straightforward, and easily accessible to all participants, fostering trust and understanding.



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- **Fairness:**

Our programs are structured to treat all customers equitably, with rewards and benefits allocated fairly based on their engagement levels, ensuring an inclusive and respectful approach.

- **Compliance:**

All loyalty programs will strictly adhere to relevant Australian laws and regulations, including consumer protection laws, ensuring ethical practices in customer engagement.

- **Data Security:**

We are committed to protecting customer data collected through our loyalty programs, ensuring it is securely handled in accordance with data protection laws and internal data security policies.

## Loyalty Program Procedures

- **Program Design:**

- The marketing, finance, and customer service teams will collaboratively design loyalty programs, ensuring they are strategically aligned with our overall marketing objectives.
- Each program's structure, rewards, and benefits must be clearly defined, with detailed documentation outlining the mechanics, eligibility criteria, and reward distribution processes.
- Programs will be designed to include a balanced range of rewards that are both attainable and desirable to customers, ensuring long-term engagement.

- **Approval:**

- All proposed loyalty programs must undergo a comprehensive review process, including an assessment of financial viability, legal compliance, and alignment with marketing strategies.
- The marketing manager, finance department, and legal team must review and approve the program before implementation, ensuring it meets internal standards and regulatory requirements.

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- **Implementation:**

- Upon approval, the program will be implemented in a phased approach, including system setup, staff training, and the development of customer communication materials.
- Training sessions will be conducted for all relevant staff members to ensure they are equipped to effectively manage the program and assist customers with queries.
- Clear communication channels will be established to support customers during the enrolment process and throughout their participation in the program.

- **Communication:**

- A comprehensive communication plan will be developed to inform and educate customers about the loyalty program. This includes creating engaging marketing campaigns, in-store signage, online promotions, and customer service scripts.
- All promotional materials will include clear and concise terms and conditions, ensuring customers are fully informed about the program's benefits and requirements.

- **Monitoring and Adjustment:**

- The program's performance will be regularly monitored using key metrics such as customer enrolment, engagement levels, and reward redemption rates.
- Monthly and quarterly reports will be generated to assess the program's effectiveness, identify areas for improvement, and make necessary adjustments to optimise performance.
- Feedback from customers and staff will be collected and analysed to inform ongoing program enhancements and ensure it continues to meet customer needs and expectations.



## Monitoring and Reporting

- Continuous tracking of the loyalty programs will be conducted, focusing on key performance indicators such as enrolment rates, customer engagement, retention rates, and reward redemption.
- Regular reports will be submitted to management, providing insights into each program's success and offering recommendations for future strategies.
- An annual performance review will be conducted to assess the overall impact of the loyalty programs on customer retention and business growth.

## Compliance

- All employees involved in the creation, implementation, and management of loyalty programs are required to adhere strictly to this policy. This includes ensuring compliance with all relevant laws, regulations, and internal standards.
- Non-compliance with this policy may result in disciplinary action, up to and including termination of employment, in accordance with Trendie's disciplinary procedures.

## Review

- This policy will undergo an annual review to ensure its continued relevance and effectiveness in achieving the intended objectives.
- Any revisions or updates to the policy will be communicated promptly to all affected employees and stakeholders, with training provided as necessary to ensure ongoing compliance and effective program management.