SHORTCUTS™
SMARTER BUSINESS TECHNOLOGY

# Set up a Rewards Club

## ABOUT THIS FEATURE

We know that for most salons, 20% of their client base are their biggest spenders. Imagine if you could still be selling to your top 20%, even while you're closed?! We've got good news.... we've done the heavy lifting and worked out a way to use a forgotten feature in Shortcuts to generate some cash flow for your business quick smart!

The key is to target that small group of top spending clients with an offer they can't refuse. A way to help keep your business running through these tough times, and rewards and savings for them when you're back open.

Enter: Shortcuts Rewards Club.

Here's how a Rewards Club works: Your client makes an upfront payment to join your Rewards Club, which then gives them points to be redeemed later for services in your salon that are worth ***more*** than they paid. Simple right?

The upfront amount and the reward value (as well as the expiry date) are completely customizable, so you can decide what will work best for your business. You can even create multiple Rewards Clubs with different offers; the higher the upfront payment, the higher the reward. For example: clients who pay $1,000 upfront could get rewarded with $2000 worth of service value (2000 points). Imagine if you sold 10 of those!

This is a great way to generate cash flow for your business when you need it most, and reward your loyal clients by giving them great bang for their buck once you're back up and running; it's a win-win.

The best part is that this secret little combo of features is available in Shortcuts Fusion right now, so you can set it up today!

**But before you start selling your little heart out (go you) there's a few things to think about.**

## Access to your salon computer

You'll need to be able to access your salon computer to turn on this feature and get it set up. If you have already closed your salon or are going to temporarily close, you have a couple of options.

**1)** Turn on your computer in salon and access from home, remotely

**2)** Take your computer home from the salon and set it up with connection to the internet via cable

If you cannot get to your computer at all, you can still use this strategy and sell Rewards Club memberships while your salon is closed, it will just be a bit more manual. Here's a few ways you could do it.

**a)** Set up a spreadsheet to record client name, details of the membership tier they have purchased, the date, and whether they have paid or not – that way, when your salon re-opens and you have access to your computer, you can get Rewards Club set up and manually enter the client memberships. TIP: remember to adjust the expiry date to account for the amount of time that has passed since you took payment!

**b)** Payment options – we suggest using PayPal or asking your clients to make a bank deposit into your account, or you can process a credit card payment over the phone if you can do it securely.

**c)** You can still access your Shortcuts Marketing through the cloud to send emails and SMS messages.

## Deciding the value of your Rewards Club membership tiers

Before you start, it's important to consider what value you want to sell the memberships at. Here's a few things to have a look at and think about when working this out.

**a)** Find out who your 20% clients are.

Look into your system and pull the client data of the people who have spent the most in your salon in the past 6 months. To find out who your top spending clients are, run the Top Spending Clients report. You can find this report in Shortcuts Fusion under Tools > Reports > Clients.

This is your immediate target list – the people you can start selling to right away.

**b)** Work out what dollar value to set the memberships.

Consider the amount those 20% clients spent, the time period you want to give them to redeem, and of course – how much money you are looking to make, right now. We suggest setting a membership value at the amount those 20% clients spent, then to make it worth their while, reward them.

A good way to encourage clients to jump up a membership tier (if you have a couple) is to show that there's more reward, the more you spend. Let's look at an example of how you could structure it.

Package 1 = $200 cost; $300 worth of service value

Package 2 = $500 cost; $750 worth of service value

Package 3 = $1,000 cost; $2,000 worth of service value

**c)** Work out how many to sell.

You might be thinking "there's no harm in selling hundreds, open the floodgates – that'll mean more cash in the bank, right?"

The danger with overselling a membership like this is that you need to have the staff capacity to service those clients over the next however-long-you-choose. Remember, that client has already paid you – so when they come into the salon to redeem, you've got to have someone available to give them that incredible service that made them a high-spender in the first place.

## How to sell it

You've worked out your Rewards Club membership tiers, but how do you actually sell it to your clients? You're in luck. We'd never leave you high and dry – our marketing team have been working hard to prepare everything you need (seriously, everything) to start selling this membership today.

We've created email templates, social media posts – even a phone script, so you can start right away. Here's a simple plan of attack.

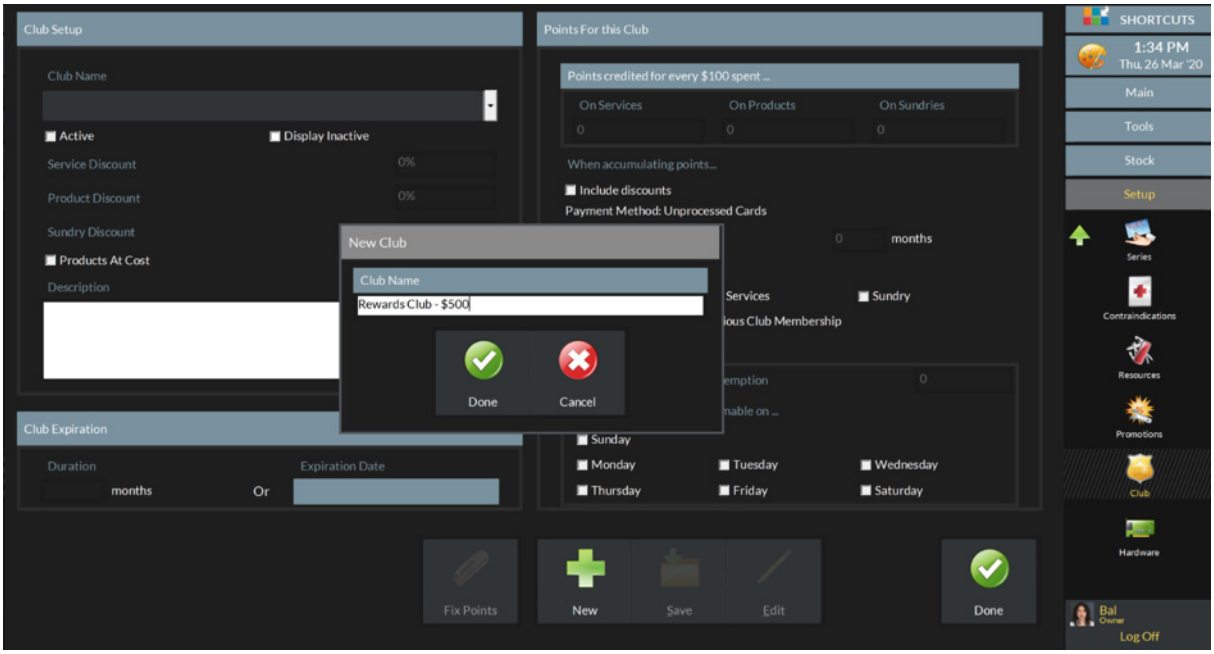
1) Make sure you're ready to sell (that means access to your computer, or a way to record sales, you've set up your system if you can, and you know what you're selling)
2) Send out an email to your whole database. This email will tell them you're still here, you're planning on kicking this coronavirus's butt, and you've still got something to offer. **Check out this template** you can use.
3) Send an SMS blast. A bit shorter, and straight to the point – you've got a great offer and a win-win situation. **Here's some SMS templates you could use**.
4) Schedule in some social media posts. We recommend going pedal to the metal to get the word out. Do a post on Facebook and Instagram, and even jump on your Instagram Stories – we've created social media posts to suit all channels, **check them out**. If you've got Google My Business, add a post on your profile as well.
5) Grab that list of your top 20% clients. Either divvy this up between your team members, or make a plan to call them yourself. Worried about what to say? **We've written you a script** Remember – you're asking them to help keep your business open, and they love your business! They're your most loyal clients for a reason – you ROCK. So explain to them how they can help, and how you'll reward them for their support and loyalty.

All that's left to do now is set up your system.

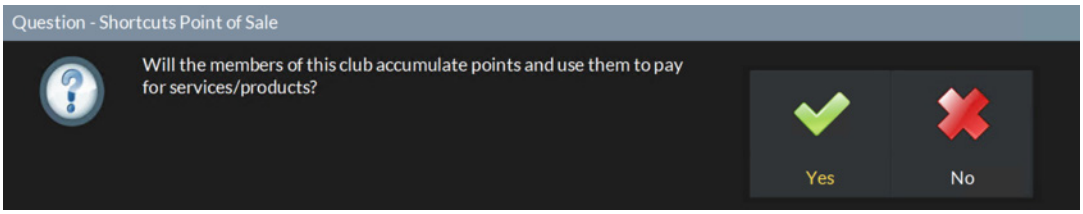
## CLUB SETUP

The Club is used to specify the reward that the client will receive when they pay the upfront amount.

1) Go to Setup > Clubs
2) Press the 'New' button at the bottom of the screen
3) Enter the name of your Rewards Club (e.g. 'Rewards Club - $500')




4) Press 'Yes' when this pop-up message appears




***Note:*** *If you wish to provide your clients with added incentive to join your Rewards Club, you may wish to offer, say a 10% discount on products. To do this, enter your chosen discount rate into the 'Product Discount' field.*


5) In the 'Club Expiration' section, either:
   **a)** Set the number of months after which the Rewards Club will expire
   or
   **b)** Set an expiration date for the Rewards Club

***Note:*** *Alternatively, to make this Rewards Club an ongoing offer with no expiry, simply skip this section.*

6) In the 'Points credited for every $100 spent' section, enter an amount in the 'on Sundries' field.
   Think of this like the percentage of value increase you want to offer. In this example we have entered 150, because we're setting up a Rewards Club where the client pays $500 to receive $750 worth of service value.

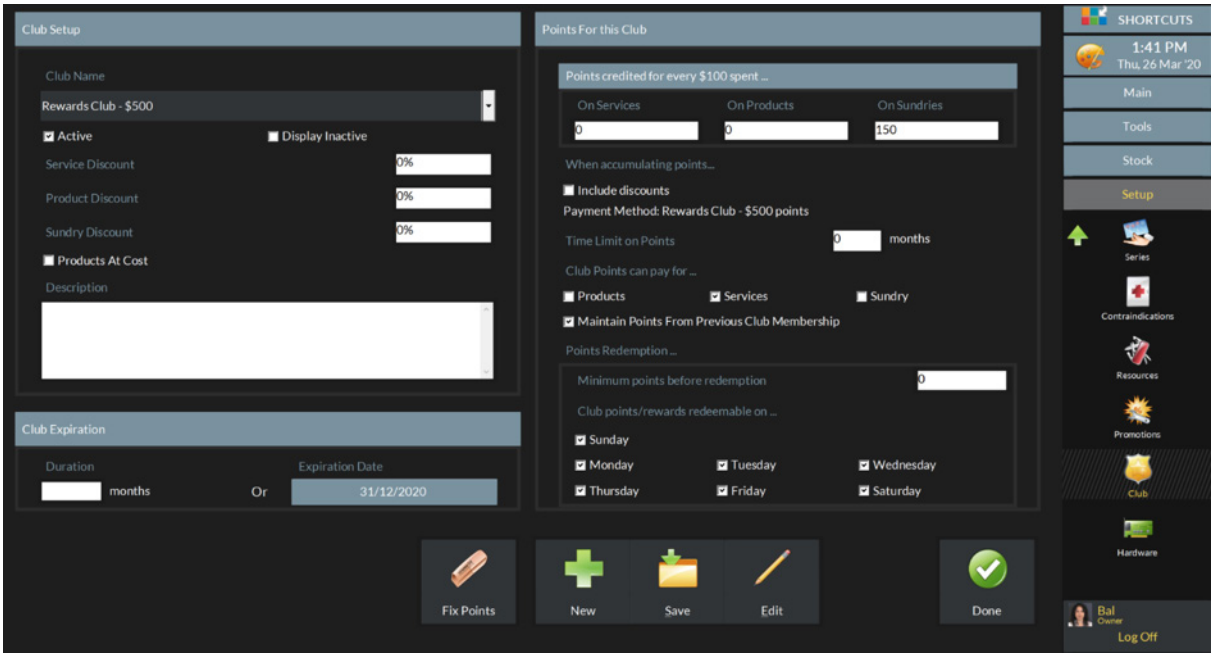
***Other examples:***

- *If you're setting up a Rewards Club where the client pays $250 to receive $300 worth of service value, enter 120 in the 'on Sundries' field.*
- *If you're setting up a Rewards Club where the client pays $1000 to receive $2000 worth of service value, enter 200 in the 'on Sundries' field.*

7) In the 'Club points can pay for' section, tick 'Services' only
8) If you have other Clubs set up, be sure to tick the 'Maintain Points From Previous Club Membership' box

***Note:*** *A client can only belong to one Club at any one time. So if any of your Rewards Club clients already belong to an existing club, you will need to remember to add them back into their previous club after the Rewards Club expires.*

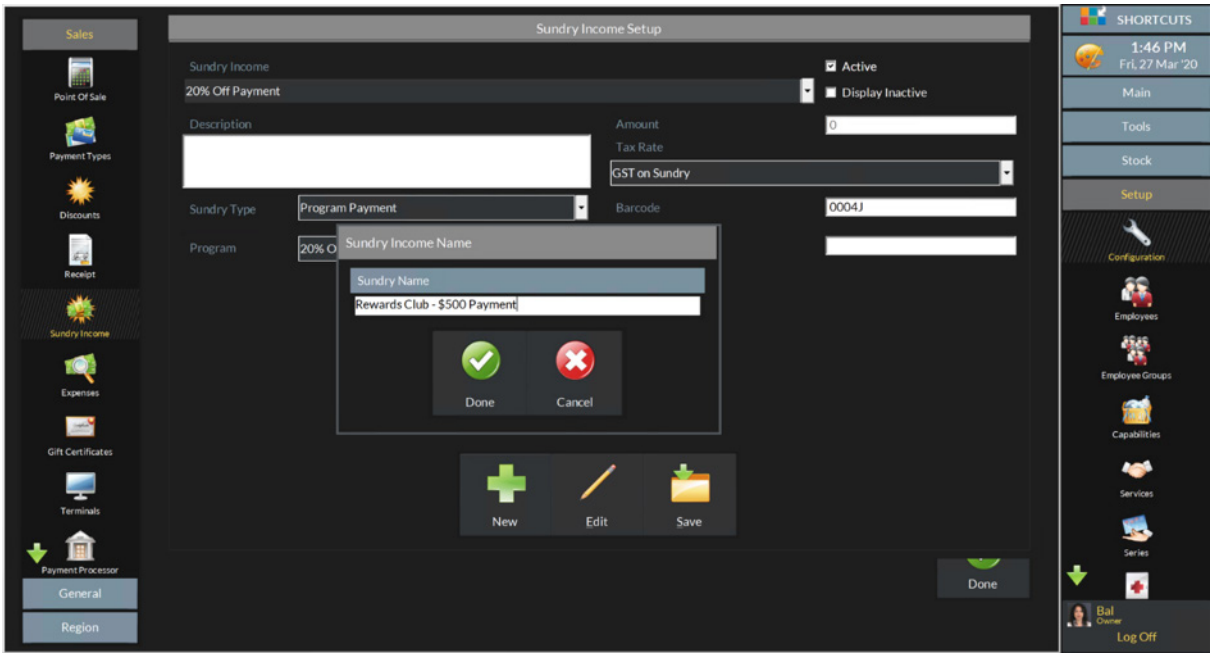
9) Press 'Save'



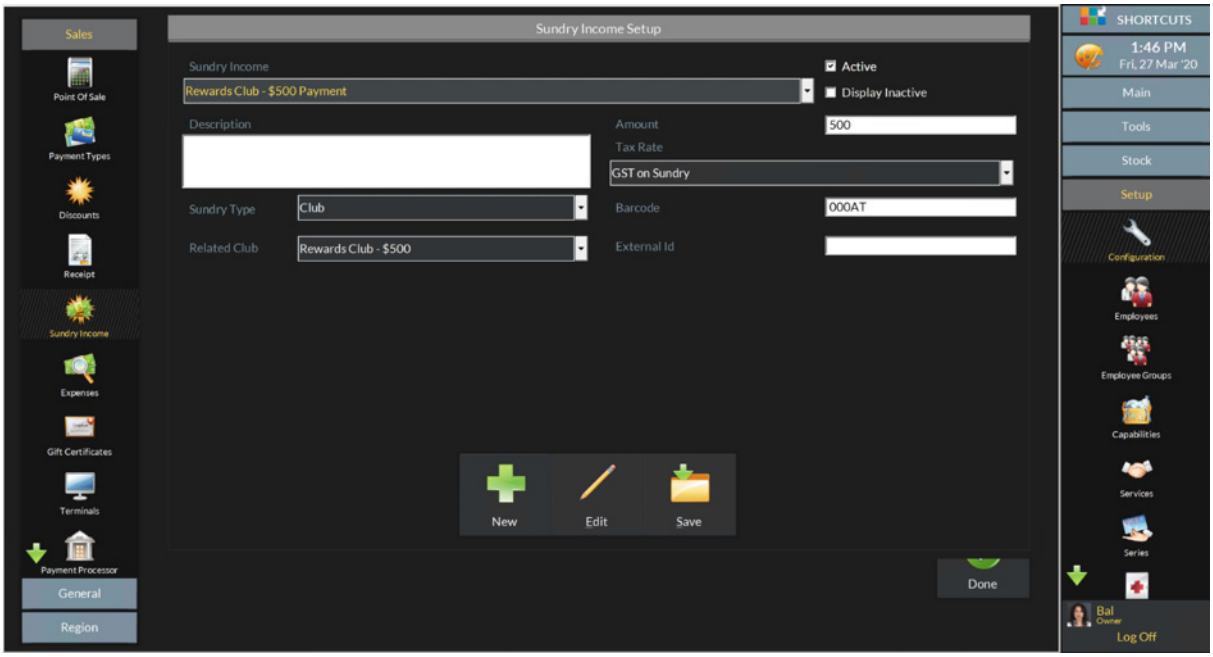
## SUNDRY SETUP

The sundry item will be used to take the upfront payment for the client to join the Rewards Club.

1) Go to Setup > Configuration > Sales > Sundry Income
2) Press the 'New' button
3) Enter the name of your sundry item (e.g. 'Rewards Club - $500 Payment')




4) Select 'Club' as the 'Sundry Type'
5) Select the relevant Rewards Club as the 'Related Club'
6) Enter the upfront payment amount in the 'Amount' field (e.g. $500)
7) In the 'Tax Rate' dropdown, select the appropriate sundry tax rate for your region (e.g. GST or VAT)
8) Press 'Save'



## ADD A CLIENT TO YOUR REWARDS CLUB (TAKING THE UPFRONT PAYMENT)

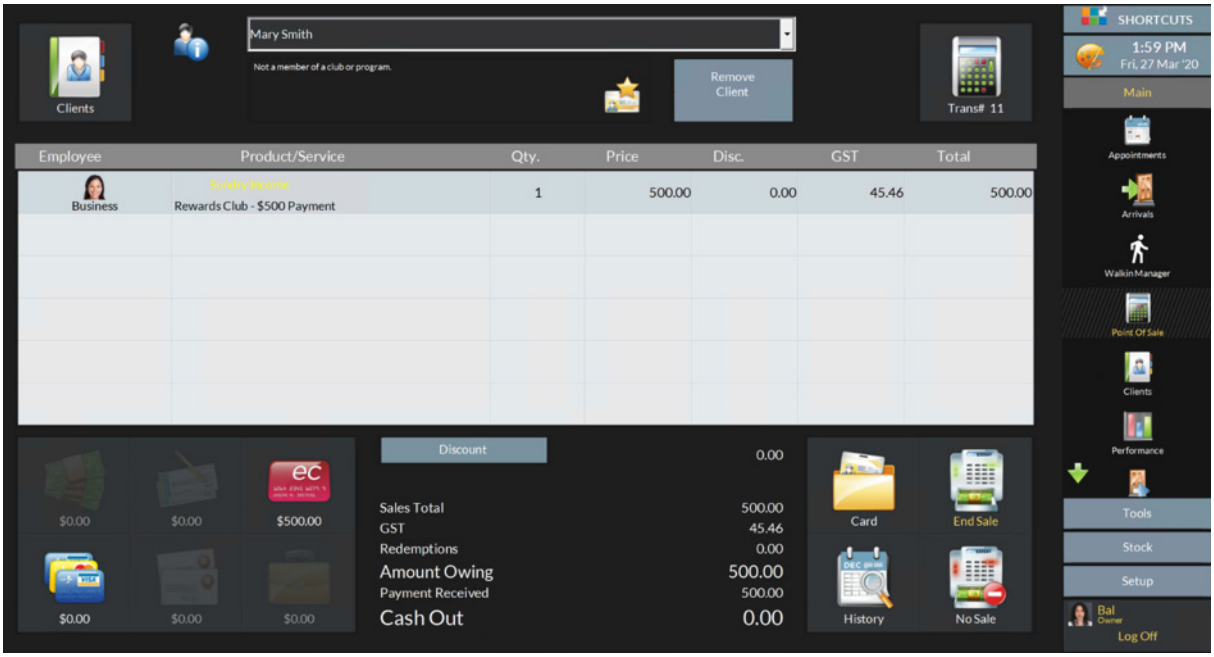
Now that you have set up the sundry item and linked it to your Rewards Club, any clients who purchase the sundry item will be automatically added into the club.

1) Go to the Point of Sale screen and select the relevant client
2) Click on a sale line (we recommend assigning the sale to the Business employee)
3) Select 'Sundry'
4) From the list of sundry items that appears, select the relevant Rewards Club payment (e.g. 'Rewards Club - $500 Payment')
5) Take the client's payment via their desired payment method

***Note:*** *There are several different ways you could take the Rewards Club payment to suit you and your client's needs. For example, you could offer to take half of the payment now, then put the other half on the client's account to be paid the following month. Alternatively, you could take a direct bank transfer; this part is totally up to you. Just make sure you enter the payment into Shortcuts when you get the chance, to ensure that your sales and liabilities all balance out correctly.*

6) Press 'End Sale'

***Note:*** *If you are unable to provide your client with a physical receipt, you can always send them an email receipt! To enable email receipts, go to Setup > Configuration > Sales > Receipt. In the 'Receipt Options' section, tick 'Email receipt'. You will then be given the option to send the client an email receipt each time you process a transaction. To use this feature, please ensure that you have your business email address entered into Shortcuts under Setup > Configuration > General > Business.*

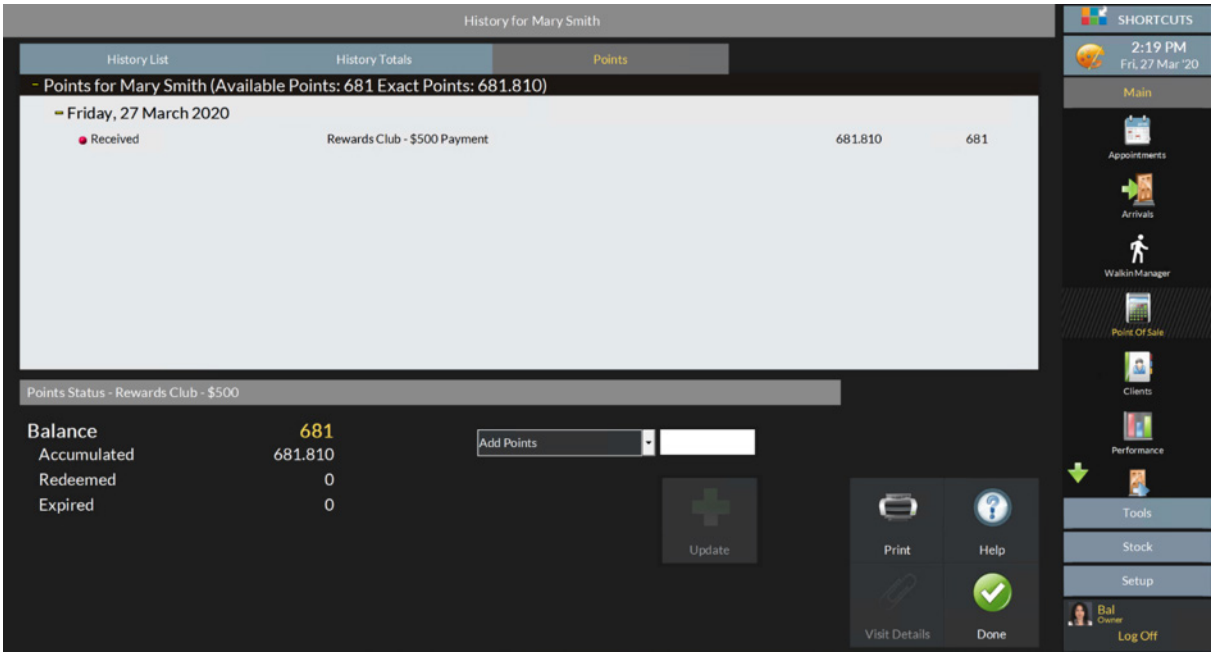


## CHECK A CLIENT'S REWARDS CLUB POINTS BALANCE

If at any point you wish to see the points the client's accumulated-points-balance and redemptions, you can simply view the client's History.

1) Select the 'History' button for the relevant client (via the Point of Sale screen, Clients screen or via one of their booked appointments)
2) Select the 'Points' tab at the top of the screen
3) Here you'll be able to see the client's current points balance and any redemptions

***Note:*** *In this example, we are looking at the client's points balance immediately after they paid $500 to join the Rewards Club. You'll notice that points only accumulate based on the value of the sundry item itself (exclusive of tax). This ensures that your tax balances out correctly once the points are redeemed in exchange for services, as the redemption of points is also exclusive of tax. Essentially, the client is paying the tax upfront when they join the Rewards Club, which is why their points balance may look something like the below.*



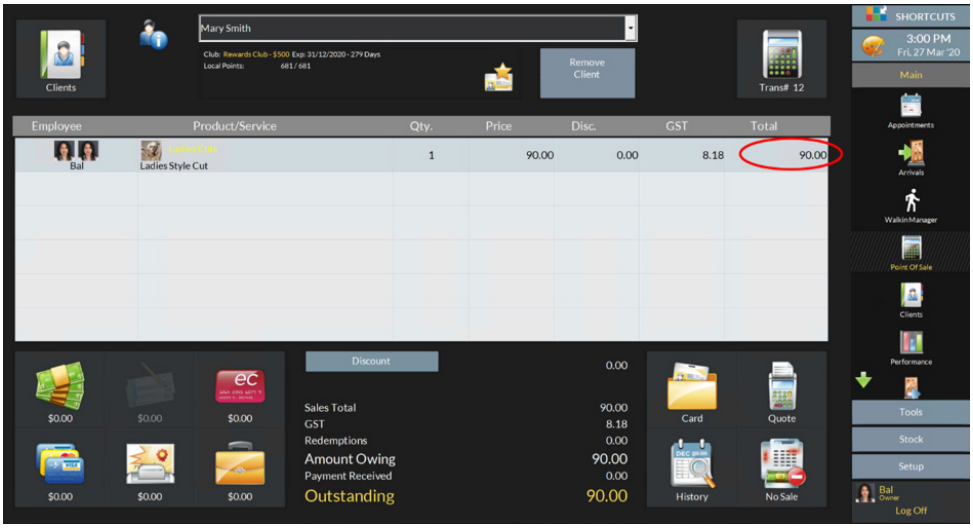
## REDEEM REWARDS CLUB POINTS IN EXCHANGE FOR SERVICES

Once the client comes in and has their next service, they will be able to pay for their service using their Rewards Club points. Remember, the Rewards Club is for services only so they won't be able to use their points pay for any products or sundry items.

1) Bring up the client's sale

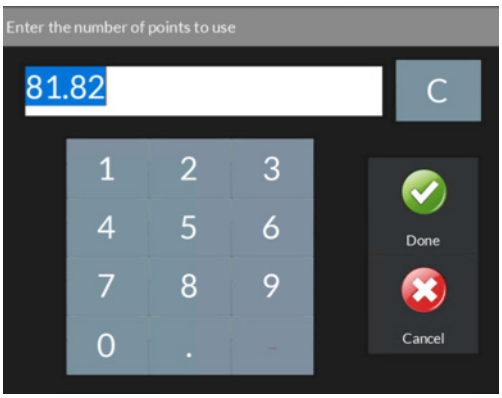
***Note:*** *You will see the client's 'Local Points' balance at the top of the screen under their name.*

2) Click on the service 'Total' on the far right of the service sale line




3) Press 'Done' to confirm the number of points being used

***Note:*** *This will default to the maximum number of points that can be redeemed against the service. Remember that points cannot be used to pay for tax, and the client already paid tax when they joined the Rewards Club. This is why their points redemption may look something like the below.*



4) You will then see the ‘Points Redeemed’ line appear in the sale.
5) If there are any other items in the sale (e.g. products or sundry items), take the payment for those items as per normal
6) Press ‘End Sale’