

# Customer Portal

## The Portal Completes a Loyalty & Rewards Program

An essential facet of any loyalty and rewards program is how successful the mode of communication is between your business and your customers. Smart Button has a solution that will help you communicate with your customers 24/7.

The Portal is an online website that allows you to create a continuous line of communication between you and your customers. It is just one feature of Smart Button's application.

The Portal can be used to for a variety of functions:

- Enroll customers in your loyalty program online
- Allow customers to view points they've earned
- Allow customers to check their transaction history
- Answer survey questions
- View reward options, rewards earned and redeemed
- Enable customers to update their profile & password
- View important program news
- View special customers only promotions
- View special events
- Display rewards store
- Show ranking in club
- Enter choice words/phrases

The Portal can serve to enhance your original website's traffic. It's simple to add a link from your Portal home page to your company's website and vice versa.

Customize the look and feel of your Portal:

- Use one of our five themes
- 15 + different styles
- Customizable tabs
- Create your own survey questions
- Insert flash movies
- Insert your own images
- Add a feedback link
- And more

The home page of the Portal can be viewed by everyone. With the remainder of the tabs, you have the option of allowing them to be seen by everyone or by customers only.

The look and feel of your Portal can easily be representative of your organization, displaying your own images, services, upcoming events and even photos.

Customize all tabs, subheadings, text and links.



### Los Angeles Sparks "Home Court Advantage"

Loyalty program customers can log onto your Portal and view special member promotions, discounts and coupons, as well as their account information.

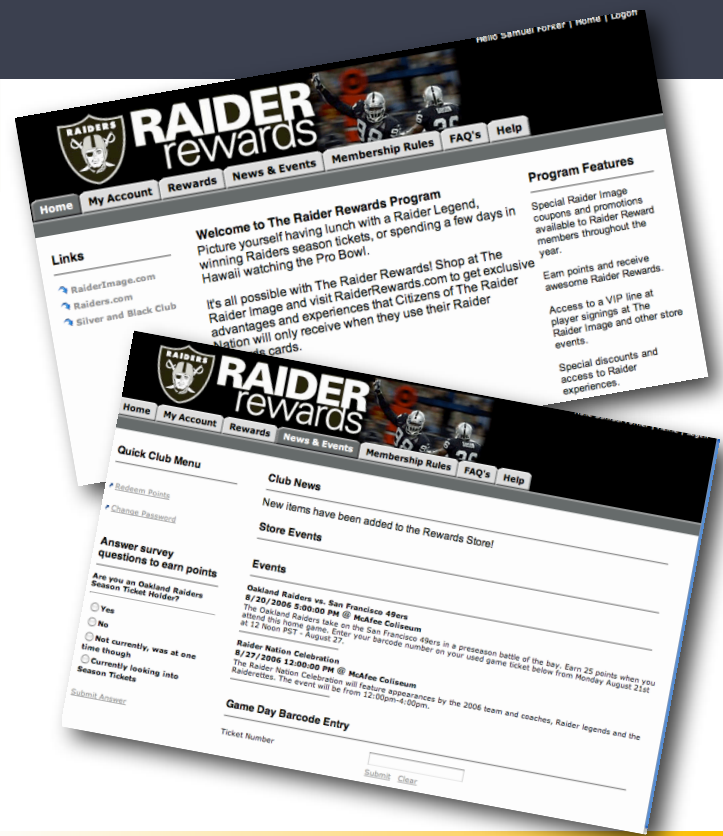
The Portal allows your club customers to view their account information and history with a secure login and password.

## Customers Get Real-Time Access to Portal and Account Information

Customers will be able to use the secure Portal and view their account summary.

Customers will be able to:

- See a complete account summary
- View points earned and redeemed
- Check transaction activity
- Answer survey questions (for points and bonuses)
- View transaction history
- View reward options, rewards earned, rewards redeemed
- Change password
- Update profile
- Redeem points for comps with two options (pick up at kiosk or receive in a PDF format via email)
- Provide feedback
- Look at their complete account history by year with total points earned, used and remaining
- Enter choice rewards
- Get updated with program information
- And more



## Oakland Raiders "Raider Rewards"

## Benefits to Your Organization

**Accessibility** – Web-based convenience allows your customers to have 24/7 access to their account information, history, rewards availability and any program-related information.

**Ease of Use** – Communicate with your customers from your personal desktop.

**Complete Control** – Changes, revisions, updates, new additions – you do it all yourself.

**Options** – You've got many. Customize tabs and sections to meet your organizational needs. Update content as often as you like. Choose from several different portal styles and themes.

**Cost Efficiencies** – No unnecessary hardware. It's all web-based.

**Constant Contact with Customers** – An efficient way to communicate with your customers – online. Any changes can be made quickly and posted directly to the Portal providing instant access. Customers also have instant access to their account information 24/7.

**Lessen the Burden** – Driving customers to the Portal allows you to spend more time running your business instead of looking up point balances and histories. There are fewer walk ups and less phone calls as customers are able to view information and redeem comps on their own without the need of your assistance.

## Portal Feature Highlights

**Portal Statistics:** Monitor activity on the portal with just one screen. View information such as: total unique visitors, total internet visitors, total visits, average visits per day, average unique visitors per day and more.

**Survey Feature:** Set up survey questions on your portal and get answers real-time. Reward customers with points for answering questions.

**Question & Answer Survey Stats:** Results and responses to survey questions can be shown in a color-coded graphical format or a table format.

**Portal Feedback Link:** Provide your customers with a direct connection to you. Customers are able to type in questions into the portal feedback section and inquiries and comments come directly to you.

**Rewards Store:** Set up your own rewards store in your portal. View photos of all rewards, descriptions, points and more. Customers may even redeem rewards themselves using the built-in features.

**Events Feature:** List upcoming special events by name, location, date and descriptions. Reward customers with additional points for attending events.