

Smart Button Loyalty Platform 2011

Smart Button is pleased to announce the release of SBLP 2011. This release adds a host of new features and product enhancements providing even more comprehensive functionality to SBLP.

The interactivity of social media is changing the way your customers interact. Stay on top of this trend and stay connected to tech-savvy customers in a multi-channel universe using these features:

- **Facebook Application Feature** - Connect with your customers through this fastest growing social media tool. Advanced functionality such as polls, key code promotions, product code promotions and interaction promotions (earn points for facebook interaction) activate customer engagement.
- **Twitter Feature** - Post to twitter via the app or through twitter itself. Easy access. Posting messages is easy. Track mentions and reward points.

Customer insights and market assessments are key to making smarter business decisions and gaining a competitive edge:

- **Clienteling** - Gives your CSRs/associates quick access to vital customer information (past purchases, preferences, offers and rewards, etc.). Gain deeper insight into your customer preferences.
- **Polls** - Facilitate your own online focus groups. View results real-time.
- **Portal Message Promotions** - New portal module allows you to drop personalized, customized message and offers into the portal. Display pop-up and module messages.

Increased functionality, providing you with enhanced features to optimize user experience :

- **Numerous optimizations and fixes** make the platform even more robust.
- **Enhanced search options** – View by case, coupon, reward and transaction.

- **CSR Only Choice Rewards** – Option to issue choice rewards via the application only – not the web portal or kiosk.
- **Country and Region Management** – Manage your own lists for countries and regions (states/provinces).
- **New Web Service Calls** – Even more options to improve performance. View options here at [web services](#).
- **Account Info on Top of CSR Pages** – Additional user-friendly interface allowing CSRs to view account information on all sub-pages.
- **Point Expiration (Auto or Batch)** - Allows for expiration of aged points that have not been used. Automatic runs once every morning. Batch is setup and executed manually for all members in a promotional member group(s). Expire unused points that are older than X days. Expired points will be removed from available balance and into the 'expired' tally.
- **ESP:External** – Generic setup for ESP functionality. Works like existing ESPs but every morning (recurring) the list and selected fields will be FTPd to supplied FTP credentials or it can be manually executed as needed (Batch). We assemble the file based on the campaign group and send the list out as configured.

For additional information on these features, please contact the Smart Button Support Team at support@smartbutton.com or 302.283.0200, option 2.



Facebook

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The interactivity of social media is changing the way your customers interact. Stay on top of this trend and stay connected to tech-savvy customers in a multi-channel universe using SBLP's new Facebook and Twitter features.

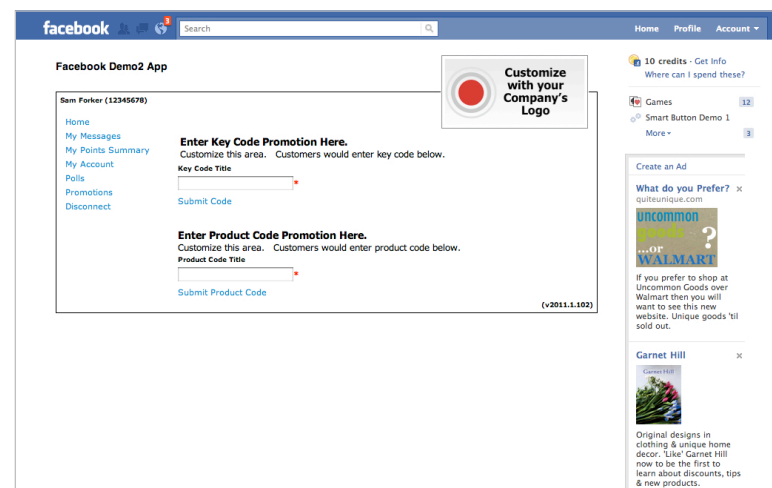
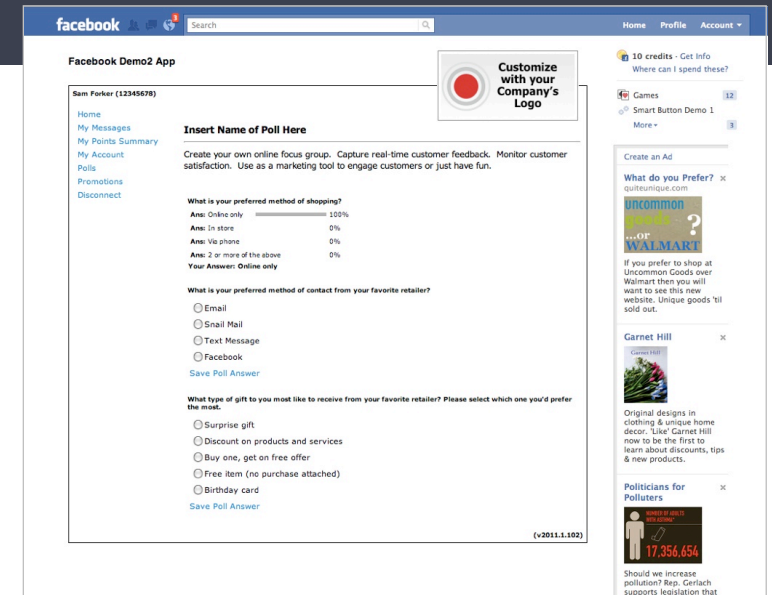
FACEBOOK APPLICATION FEATURE

Connect with your customers through this fastest growing social media tool:

- Customize app with your logo
- Easy HTML editor allows you to get the look and feel needed
- Customer/member profile access
- Customize messages
- View account summary
- Check account history
- Targeted offers and promotions

Advanced functionality such as polls, key code promotions, product code promotions and interaction promotions activate customer engagement:

- **Take polls.** Earn points. Facilitate your own online focus groups. View answer real-time. Customers see results after selecting answers to each poll question.
- **Promotions.** Key code or product code promotions available to use.
- **Facebook interaction promotions.** Customers earn points for visits.



Facebook Polling Options

Create your own online focus group. Capture real-time customer feedback. Ask for input. Determine preferences and interests. Monitor customer satisfaction. Use as a tool to collect useful information. Know your customers. Leverage the data you have available to make smart marketing decisions. Ability to reward customers with points for answering poll questions.

Ability to ask 3 poll questions at one time

The screenshot shows the Facebook Demo2 App interface. At the top, there's a navigation bar with 'Home', 'Profile', and 'Account'. Below that, the app title 'Facebook Demo2 App' is visible. The main content area is titled 'Insert Name of Poll Here' and contains three poll questions:

- What is your preferred method of shopping?**
 - Online only
 - In store
 - Via phone
 - 2 or more of the above
- What is your preferred method of contact from your favorite retailer?**
 - Email
 - Snail Mail
 - Text Message
 - Facebook
- What type of gift to you most like to receive from your favorite retailer? Please select which one you'd prefer the most.**
 - Surprise gift
 - Discount on products and services
 - Buy one, get on free offer
 - Free item (no purchase attached)
 - Birthday card

Each question has a 'Save Poll Answer' link below it. The interface also includes a 'Customize with your Company's Logo' button and a 'Create an Ad' section with various ad examples like 'What do you Prefer? ...OF WALMART'.

View results real-time. Customers are able to see how their responses compare to others.

This screenshot shows the same Facebook Demo2 App interface as the previous one, but with real-time results for the first question. A red oval highlights the results section. The results are:

- What is your preferred method of shopping?**
 - Ans: Online only 100%
 - Ans: In store 0%
 - Ans: Via phone 0%
 - Ans: 2 or more of the above 0%

Below the results, it says 'Your Answer: Online only'. The rest of the poll questions and the 'Create an Ad' section are visible but not highlighted.

Facebook - Custom Promotional Message

Drop in a custom promotional message within the Facebook application. This same promotional message would also be the same one that you place into the portal as well. Provides another way to communicate to your customers in a multi-channel universe.

The screenshot shows the Facebook application interface for a user named Sam Forker (12345678). The interface includes a search bar, navigation links (Home, Profile, Account), and a sidebar with options like Home, My Messages, My Points Summary, My Account, Polls, Promotions, and Disconnect. The main content area features a "Facebook Demo2 App" with a "Customize with your Company's Logo" button. Below this is a section titled "Insert Custom Message in this Area" containing a promotional message: "Hello Sam Forker, It's still snowing out there. Come in and get your winter gear now." The message is overlaid on a "WINTER SALE" graphic featuring a blue igloo and a penguin. A red oval highlights the message text, and a red arrow points from this oval to the corresponding message in the Customer Portal screenshot.

Facebook

The screenshot shows the Customer Portal interface for a user named Sam Forker (12345678). The interface includes a navigation bar with links like SMS-TXT Promo Code, P&G Promo Example, Benefits, VIP Offers, Rewards Store, Teachers, Blog, Mobile Points, and My Account. The main content area is divided into several sections: "Points Summary" (VIP Rewards, Points Earned: 13,038.55, Points Used: 0.00, Points Available: 4,331.05), "My Messages" (highlighted with a red oval containing the message: "Hello Sam Forker, It's still snowing out there. Come in and get your winter gear now."), "Points Available Ranking" (VIP Rewards, You are in 7th Place, There are 6 Customs ahead of you, Top Custom has 66,765 Points Available), and "Poll" (Do you use coupons? Ans: Yes 0%, No 100%; How much do you typically spend on clothing during the year? Ans: Up to \$100 0%, \$101 - \$250 0%, \$251 - \$500 100%, \$501 - \$700 0%, \$701 - \$900 0%, \$901 - \$1000 0%, \$1001 - \$1200 0%, \$1201 - \$1400 0%, \$1401 - \$1600 0%, \$1601 - \$1800 0%, \$1801 - \$2000 0%, Over \$2000 0%; Your Answer: \$251 - \$500). A "General Settings" section is also visible at the bottom.

Customer Portal

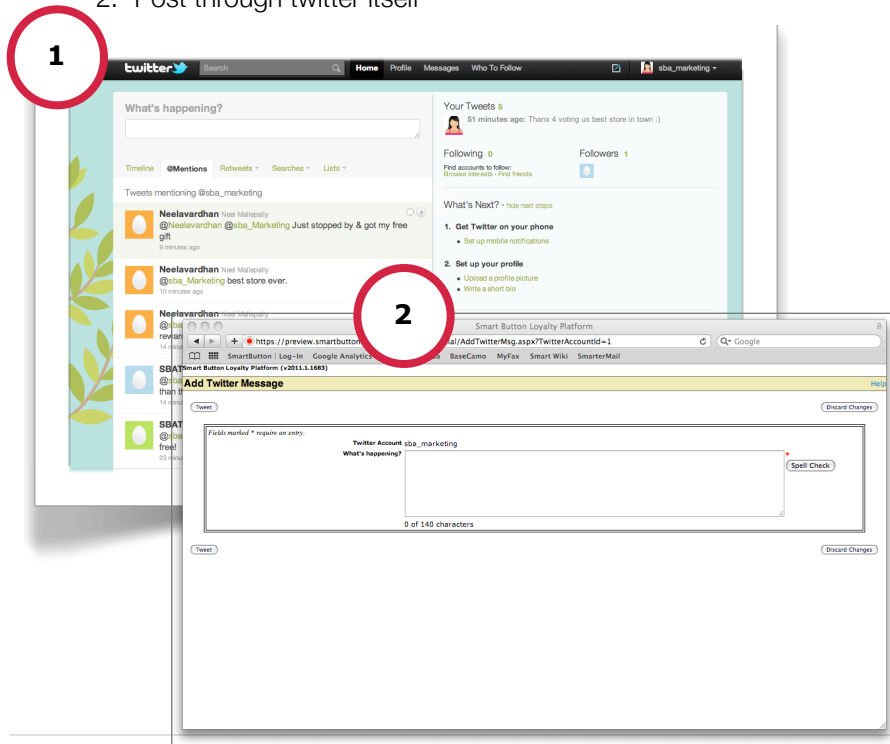
Twitter

TWITTER FEATURE

Twitter Communication

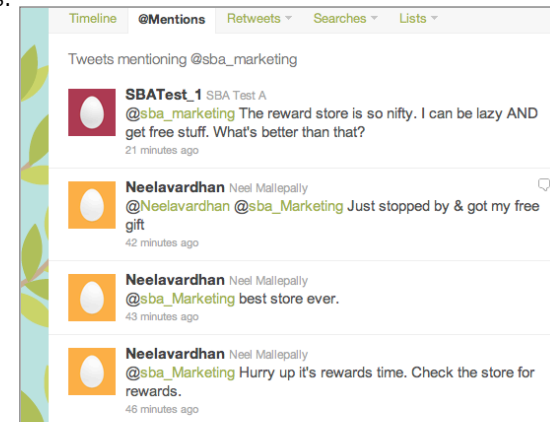
One more way to connect with your customers and extend your multi-channel universe is through twitter. Manage your twitter account communications via two options. Easy access. Posting messages is quick and easy.

1. Post to twitter via the app
2. Post through twitter itself



Track Mentions and reward points

View a list of mentions within a easy-to-view grid. Link mentions to members and award points.



The screenshot shows a 'Twitter Mentions' table in the Smart Button Loyalty Platform. The table has columns for 'Created At', 'Click For Account', 'From Twitter User', 'Text', and 'Source'. The data is as follows:

Created At	Click For Account	From Twitter User	Text	Source
2/11/2011 2:49:44 PM		Neelavardhan	@sba_Marketing Hurry up it's rewards time. Check the store for rewards.	web
2/11/2011 2:49:28 PM	Stan Smith(2000)	SBATest_3	@sba_marketing 200 bonus points for a survey? doesn't get better than that.	web
2/11/2011 2:40:08 PM	Stewie Griffin(2001)	SBATest_2	@sba_marketing I just got my gift! Stuff's always better when it's free!	web
2/11/2011 2:54:48 PM		Neelavardhan	@Neelavardhan @sba_Marketing Just stopped by & got my free gift	web
2/11/2011 2:53:07 PM		Neelavardhan	@sba_Marketing best store ever.	web
2/11/2011 3:14:39 PM		SBATest_1	@sba_marketing The reward store is so nifty. I can be lazy AND get free stuff. What's better than that?	web

Last fetched data from Twitter at: 2/11/2011 3:20:15 PM

Clienteling

Customer insights and market assessments are key to making smarter business decisions and gaining a competitive edge. Use these features to gain more insight into your customers and promote via customized messages and offers:

- **Clienteling** - Gives your CSRs/associates quick access to vital customer information (past purchases, preferences, offers and rewards, etc.). Gain deeper insight into your customer preferences.
- **Polls** - Facilitate your own online focus groups. View results real-time.
- **Portal Message Promotions** - New portal module allows you to drop personalized, customized message and offers into the portal. Display pop-up and module messages.

CLIENTELING

No loyalty program is complete without a full-service clienteling aspect. As some of our competitors are just talking about this now, clienteling has become an industry buzzword of sorts. Yet, we've been doing this for over 15+ years with some of the most competitive and sophisticated customers. We've refined our existing functionality on many existing features that we currently have and extended them even further to create a more robust clienteling option.

Our clienteling feature allows your CSRs and associates to have all the information they need to foster a relationship with your customer at their fingertips: past purchases, preferences, offers and rewards are displayed through a variety of mediums that allow the associate to connect with the customer.

We know what it takes to build deeper insights into your customers and your brand. Our clienteling option enables you to take the store/customer relationship to a whole new level. It provides you with the opportunity to build a 360° view of your customers and market accordingly.

The screenshot displays the 'Clienteling Services' interface. On the left is a navigation menu with options like 'Enroll Patron', 'Quick Enroll Patron', 'Enroll Prospect', 'Enroll Into Program', 'Contact Settings', 'Account Settings', 'Id Maintenance', 'Clubs & Memberships', 'Expanded Settings', 'Notes', 'Cases', 'Activity', 'Rewards', 'Coupons', '360-View', 'Patron Tracking', 'Analysis & Statistics', 'Statements', 'Tools', 'Point Adjustment', 'Manual Transaction', 'Issue Reward', 'Issue Variable Reward', and 'Add Interaction'. The main area features a search bar with '1001' entered and a dropdown menu for 'Account Id (starts)'. Below the search bar is a table with columns 'Click To', 'Patron Id', and 'Patron'. The table contains three rows: '1001 Sam Forker', '1001a Sam Forker', and '1001b Test Prospect'. To the right of the table is a detailed view for 'Account 12345678' belonging to 'Sam Forker'. This view includes contact information (phone: 1-(302) 229-4805, email: sforker@mac.com), address, and account statistics such as '# Active Ids 5', 'Last Note 11/7/2007 11:26:22 AM', 'Last Case (#10) 12/17/2009 3:14:25 PM', 'Preferred Host Administrator', and 'Total Nights 0'. It also shows 'Points Used 8,707.5', 'Points Locked 0', 'Points Expired 0', 'Profit (\$195.15)', 'Point-Of-Sale Spend \$343.55', 'Last Active Date 02/02/11 17:02:02', 'Pending Rewards 1', 'Enrolled In Program 09/06/07 10:01:24', and 'Lifetime RFM 123'. A 'Quick Tools' section on the right includes links for 'Lost Card', 'Enroll Similar', 'Redemption Options', 'Add Patron Task', 'Open Patron Case', 'Alerts & Actions', and 'Complete Enrollment Survey'. The footer contains copyright information: 'Copyright © 2003-2011 Smart Button Associates Inc. All rights reserved. Master Subscription Agreement'.

Polls

POLLS

We've added one more way to gather information from your customers and reward them too - polls. That means that SBLP comes fully equipped with three different types of question options - polls, surveys and trivia questions to cover all bases.

Polling can be used as a highly effective marketing tool to determine what works and what doesn't. Think of it as a learning tool. Being able to have access to this usable information is the key to making smart business decisions.

- Capture real-time customer responses
- Real-time reporting
- Customers are able to see how their results stack up against others
- Flexibility and quick set up
- Gain marketing intelligence
- Identify customers likes, dislikes, interests, preferences and trends

The screenshot displays a user interface with a navigation bar at the top containing links: SMS-TXT Promo Code, P&G Promo Example, Benefits, VIP Offers, Rewards Store, Teachers, Blog, Mobile Points, and My Account. The main content area is divided into three columns. The left column contains a 'Points Summary' section with the following data: VIP Rewards Points Earned (13,038.55), Points Used (8,707.5), and Points Available (4,331.05). Below this is a 'Points Available Ranking' section stating 'VIP Rewards You are in 7th Place', 'There are 6 Customs ahead of you', and 'Top Custom has 66,765 Points Available'. The middle column features a 'My Messages' section with a greeting 'Hello Sam Foster'. A large red-bordered box highlights a 'Poll' section with the question 'Do you use coupons?' and 'How much do you typically spend on clothing during the year?'. The poll results show 'Ans: Yes 0%' and 'Ans: No 100%' for the first question, and 'Your Answer: No'. For the second question, the results are: 'Ans: Up to \$100 0%', 'Ans: \$101 - \$250 0%', 'Ans: \$251 - \$500 100%', 'Ans: \$501 - \$700 0%', 'Ans: \$701 - \$900 0%', 'Ans: \$901 - \$1000 0%', 'Ans: \$1001 - \$1200 0%', 'Ans: \$1201 - \$1400 0%', 'Ans: \$1401 - \$1600 0%', 'Ans: \$1601 - \$1800 0%', 'Ans: \$1801 - \$2000 0%', and 'Ans: Over \$2000 0%'. The user's answer is '\$251 - \$500'. The right column contains another 'Poll' section with the question 'Do you use coupons?' and 'How much do you typically spend on clothing during the year?'. The results show 'Ans: Yes 0%' and 'Ans: No 100%' for the first question, and 'Your Answer: No'. For the second question, the results are: 'Ans: Up to \$100 0%', 'Ans: \$101 - \$250 0%', 'Ans: \$251 - \$500 100%', 'Ans: \$501 - \$700 0%', 'Ans: \$701 - \$900 0%', 'Ans: \$901 - \$1000 0%', 'Ans: \$1001 - \$1200 0%', 'Ans: \$1201 - \$1400 0%', 'Ans: \$1401 - \$1600 0%', 'Ans: \$1601 - \$1800 0%', 'Ans: \$1801 - \$2000 0%', and 'Ans: Over \$2000 0%'. The user's answer is '\$251 - \$500'. At the bottom right, there is a section titled 'Answer Survey Questions. Earn More Points.' with a question 'What do you like most about our stores? Select as many as you'd like.' and several checkboxes: 'Epic candy selection', 'Sports equipment galore', 'Fine selection of reading material', and 'Trendy cell phone, iPod and iPad accessories'.

Portal Message Promotion

New portal module allows you to drop a personalized, customized message and offers into the portal. Provides you with the ability to display a pop-up message or a personalized, customized message within the portal module.

- Quick, cost-effective way to get information out to your customers.
- HTML editor allows you to easily customize this area.
- Insert your own custom images or use existing images.
- Use this as a promotional tool to announce sales, promote special events, new products, offers, incentives, etc.
- Ability to set up by promotional groups, ranking sets, etc. so that you can speak to who you want to and deliver the promotional message directly to those customers.

Promotional message displays within actual portal module.

The screenshot displays a web portal interface with a navigation bar at the top containing links: Home, P&G SMS-TXT Promo Code, P&G Promo Example, Benefits, VIP Offers, Rewards Store, Blog, and Mobile Points. The main content area is divided into two columns. The left column features a 'Points Summary' section with the following data: VIP Rewards, Points Earned (13,038.55), Points Used (8,707.5), and Points Available (4,331.05). Below this is a 'Points Available Ranking' section showing: VIP Rewards, You are in 7th Place, There are 6 Customers ahead of you, and Top Customer has 66,765 Points Available. The right column is titled 'My Messages' and contains a personalized promotional message: 'Hello Sam Forker, It's still snowing out there. Come in and get your winter gear now.' Below the text is a large graphic for a 'WINTER SALE' featuring a snow globe and a penguin.

Increased Functionality

Increased functionality, providing you with enhanced features to optimize user experience:

- **Numerous optimizations and fixes** make the platform even more robust.
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