Program Overview & Features

What are the main features of the store loyalty program?
- There are 3 main features of the loyalty program:
    - **Loyalty Points:** A system where customers earn points based on the amount of money they spend (1 Point = $1). These points can then be redeemed for rewards.
    - **Loyalty Clubs:** A program that allows you to offer "Buy X, Get 1 Free" type deals to your customers. Otherwise known as "Punchcard" loyalty programs.
    - **Customer Transaction History:** A feature that enables you to look up a customer's past purchases using their phone number.

What are "clubs" in the loyalty program?
- Clubs are "Buy X, Get 1 Free" loyalty programs, where customers earn progress toward a free item by purchasing a set number of qualifying products. For example, you could create a club where after a customer buys 5 cups of coffee, they get the 6th one free.

What is the difference between a "Pay with Points" reward and an "Item Reward"?
- A "Pay with Points" reward allows a customer to use their accumulated points to receive a monetary discount on their purchase (e.g., 100 points = $10 off). This type of reward is only available for "Points" programs.
- An "Item Reward" allows a customer to exchange a set number of points for a specific, free item (e.g., 100 points for a free bag of chips). This type of reward is available for "Points" and "Clubs" programs.

Who funds the loyalty programs?
- The store funds their loyalty programs; NRS does not reimburse the merchant.

Earning Points

How are points earned?
- Your customers earn 1 point for every $1 spent. To earn these points, a customer must provide their BOSS Club account information at the register. This can be done by:
    - Giving their phone number to the cashier.
    - Having their BOSS Club Loyalty Card scanned.
    - Having the barcode from their BOSS Local app scanned.
- **Example:** A customer buys $25 worth of groceries and provides their phone number at checkout. They will earn 25 points.

How do I activate points earning for my shoppers?
- In order to prevent your shoppers from earning points before you are ready, points earning is turned off by default.
- When you are ready to begin allowing your shoppers to earn points, follow these steps:
    - In your Merchant Portal, Go to **Promotions > Points**.
    - Turn on the **Activate Points** toggle
    - Your shoppers will now begin earning one point per dollar spent at your store when they provide their BOSS Club number

How does a merchant get their customer onboarded with the loyalty program?
- Getting customers started with the loyalty program is designed to be simple. The merchant can get their customers onboarded right at the checkout counter, in a few easy ways:
    - **By Phone Number:** The customer can simply provide their phone number to the cashier, who will then enter it into the register.
    - **With a Loyalty Card:** The cashier can scan a physical BOSS Club Loyalty Card if the customer has one.
    - **Using the BOSS Local App:** Customers can also have the cashier scan a barcode directly from their BOSS Local app on their phone.

Can a merchant set up different loyalty point earning rates for different items?
- No, the current system is set up to award points based on a fixed rate for every dollar spent, regardless of the item category. The standard rate is 1 point for every dollar.

Is there a way to not allow points to be awarded from certain departments?
- To prevent a department's items from earning loyalty points, follow these steps:
    - Go to the Pricebook.
    - Click the "Departments" tab.
    - Click on the specific department you want to edit.
    - In the "Edit Department" pop-up that appears, turn on the "No Points Earning" toggle.

Creating Points and Club Rewards

How do I create a Club reward?
- In your Merchant Portal, Go to **Promotions > Clubs**.
- Click **"Add Club".**
- Fill in the reward details, including **'Club Name'**, the **'# to Buy'**, and a date range.
- Add a Picture to represent this Club reward on the BOSS Local app and on your Website.
- Click **"Next - Add Items."**
- Search for and add items from your Pricebook into the reward list.
- Click **"Finish."**

You have now created a Club reward that will allow a shopper to redeem a free item once they have purchased the required number of items in this Club.

How do I create a "Points for Item" reward?
- In your Merchant Portal, Go to **Promotions > Points**.
- Click **"Add Points Level".**
- For the **'Reward Type'**, select **"Items."**
- Fill in the reward details, including **'Reward Name'**, the **'# of Points'** required, and a date range.
- Add a Picture to represent this Points reward on the BOSS Local app and on your Website.
- Click **"Next - Add Items."**
- Search for and add items from your Pricebook into the reward list.
- Click **"Finish."**

You have now created a Points reward that will allow a shopper to redeem points for an item once they have earned the required number of points.

How do I create a "Pay with Points" reward?
- In your Merchant Portal, Go to **Promotions > Points**.
- Click **"Add Points Level".**
- For the **'Reward Type'**, select **"Pay with Points".**
- Fill in the reward details, including **'Reward Name'**, the **'# of Points'** required, and a date range.
- Fill in the **'Reward $'** to decide what discount the customer will receive when they redeem this reward.
- Decide the **'Min. purchase $'** if you want to require that the customer purchase a certain amount in order to redeem this reward.
  - Note: You cannot have a Min. purchase $ less than the Reward $. Therefore, if you do not enter a Min purchase $, or enter an amount less than the Reward $, the Min. purchase $ will default to the same amount as the Reward $.
- Click **"Finish."**

You have now created a Points reward that will allow a shopper to pay with points and receive a discount on their total purchase.
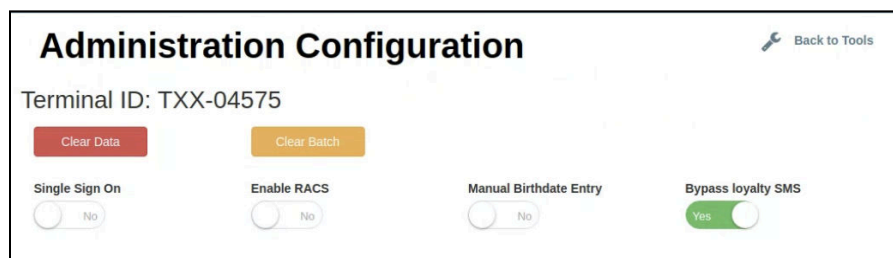
Redeeming Rewards

How can a customer redeem a Points or Club reward?
- First, the customer must identify themselves:
  - The customer can provide their loyalty account information to the cashier, either by giving their phone number, using their loyalty card, or showing the barcode from their BOSS Local app. Once their account is accessed, the steps for redeeming depend on the type of reward.
- **For "Pay with Points" Rewards (only for Points):**
  - The reward will automatically appear on the register screen if the shopper has enough points.
  - The cashier taps the reward and sends a verification code to the customer's phone via text message.
  - The customer shares that code with the cashier. Once the code is entered, the discount is applied!
- **For Item Rewards (from either Points or Clubs):**
  - The cashier *first* scans the item the customer is redeeming.
  - After that, the process is exactly the same as for "Pay with Points" rewards:
    - The cashier selects the reward on the screen.
    - A verification code is sent to the customer's phone, and the code is used to complete the redemption.
    - The item is discounted to be free.

Can I turn off the SMS code requirement for rewards redemption?
- WARNING: This is a common request to speed up loyalty redemptions, but please be aware that this will disable our ability to prevent fraud.
- Steps Below:
  - Go to the "Tools" page on your POS
  - Tap the "Admin Page" tab
  - Turn on the switch for "Bypass loyalty SMS"

Can rewards be redeemed as part of an Ecommerce purchase?
- Yes, rewards can be redeemed as part of an Ecommerce purchase on either the BOSS Local app, or on your store's Website.

- The steps for redeeming rewards via the BOSS Local app (more common) are outlined here. You can request access to view this page.

Customer Account Management

Can customers transfer loyalty points and rewards earnings to a new phone number?
- Yes, email Loyalty@nrsplus.com and a team member will follow up with the customer to process this request.

Can I (a store owner) transfer points data from another loyalty or POS provider over to NRS?
- Yes, email Loyalty@nrsplus.com and a team member will follow up with you to process this request.

Can a customer have multiple loyalty accounts?
- No, a customer can only have one BOSS Club loyalty account, which is tied to their unique phone number. This prevents fraudulent activity and ensures that all of their points and club progress are consolidated into a single account.

What happens if a customer doesn't have a loyalty card and hasn't downloaded the BOSS Local app?
- A customer must provide one of the accepted forms of account identification—their phone number, loyalty card, or the BOSS Local app barcode—to earn points or redeem rewards. Without this information, the system cannot link the transaction to their account. If the customer doesn't have a loyalty card and hasn't downloaded the app, hopefully they at least remember their phone number!

Is there a way for a customer to check their points balance without being in the store?
- Yes, a customer can check their points balance at a particular store even while not in the store by going to that store's listing on the BOSS Local app. The app provides a real-time view of their current points, club progress, and available rewards. Customers can also see this information on the Loyalty page of the store's website.

Are loyalty points or club progress tied to specific store locations?
- Loyalty points and club progress are tied to the specific store where the account was created. A customer's points or club progress at one store cannot be transferred or used at a different, separate store location.

Can loyalty points be shared across multiple locations?
- Not at this time, but this is in development for businesses that own multiple locations.
- Also it is worth noting that you do not have to worry about customers earning points and rewards at a store you are not affiliated with and redeeming at your store. Loyalty earnings are not shared across stores

What is a BOSS Club Loyalty Card and how do I get one?
- A BOSS Club Loyalty Card is a physical card with a barcode that a customer can use at the register to identify their loyalty account. It provides a quick and easy way for customers to earn points and redeem rewards without having to use a phone number or the BOSS Local app. These can be purchased on the NRS Marketplace:
    - Option 1: [50 Boss Club Cards](#)
    - Option 2: [500 Customer Loyalty Cards](#) with your store name, logo and address!