**Loyalty Rewards Program**

**Recommended Study Name:** **[INSERT NAME]** Rewards Program

**Objectives:** Understand how customers learn about and use your loyalty rewards program and the impact of the program(s) on behaviors and attitudes toward brands.

**Email Invite**

**Subject:** Improve our Loyalty Program

Hi **[%Name%]**,

We’d love to hear what you think about our loyalty rewards program! Please take a few minutes to let us know.

**Click here** to get started. Or, copy and paste this link into your browser: **[LINK]**

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Enjoy!

**[COMMUNITY NAME]**

**Questionnaire**

**[Q1] Loyalty Programs**

**Question Type:** Multi Choice

**Who sees this question?** All members

First off, we’re going to ask you some questions about loyalty programs in general.

Which of the following loyalty rewards programs do you belong to?

**[RANDOMIZE]**

**[INSERT YOUR RETAIL LOYALTY PROGRAM]**

**[INSERT A MAXIMUM OF 7 RELEVANT LOYALTY PROGRAMS]**

I don’t belong to any of those loyalty programs **[ANCHOR][EXCLUSIVE]**

**[Q2] Favorite Loyalty Program**

**Question Type:** Single Choice

**Who sees this question?** All members

Which loyalty rewards program is your favorite?

**[INSERT LIST FROM Q1 AND SHOW ONLY PROGRAMS SELECTED]**

**PRO-TIP: If members only belong to one program, Sparq will automatically punch Q2 with that answer [including those that don’t belong to any loyalty programs].**

**[SHOW Q3A TO MEMBERS WITH A SPECIFIC LOYALTY PROGRAM SELECTED]**

**[Q3A] Favorite Loyalty Program - Reason**

**Question Type:** Long Answer

**Who sees this question?** Members that belong to at least one loyalty program

What makes **[Q2 answer]** your favorite loyalty rewards program?

**[SHOW Q3B TO MEMBERS THAT DO NOT HAVE A SPECIFIC LOYALTY PROGRAM SELECTED]**

**[Q3B] No Favorite Loyalty Program - Reason**

**Question Type:** Long Answer

**Who sees this question?** Members that do not belong to any loyalty programs

Is there any particular reason why you don’t belong to any of those loyalty programs?

**[Q4] Learning Method**

**Question Type:** Multi Choice

**Who sees this question?** All respondents

What are your preferred ways to learn about special offers or promotions? Select up to your top three.

**[RANDOMIZE][MIN 1 – MAX 3]**

Direct mail

Email

In-Store

Magazine

Mobile app

Newspaper

Online

Radio

Social media

Word of mouth

Other (please tell us): **[ANCHOR][OPEN END]**

I don’t like special offers or promotions **[ANCHOR][EXCLUSIVE]**

**PRO-TIP: Use this question as a possible shareback to the community.**

**[SHOW Q5 – Q10 TO MEMBERS OF YOUR LOYALTY PROGRAM]**

**[Q5] Tenure**

**Question Type:** Number

**Who sees this question?** All members of your loyalty program from Q1

Now we’d like to talk about **[RETAILER]**’s loyalty program. How long have you been a member?

*If you can’t recall exactly, no worries! Please give us your best guess in years*

**[Q6] Impact on Purchase**

**Question Type:** Single Choice

**Who sees this question?** All members of your loyalty program from Q1

How much influence does **[INSERT NAME OF YOUR LOYALTY PROGRAM]** have on your decision to shop at **[RETAILER]**?

A lot

A little

None

**[Q7] Likelihood to Recommend**

**Question Type:** Single Choice

**Who sees this question?** All members of your loyalty program from Q1

How likely are you to recommend **[INSERT NAME OF YOUR LOYALTY PROGRAM]** to people you know?

Extremely likely

Very likely

Somewhat likely

Not very likely

Not at all likely

**[Q8] Unaided Benefits**

**Question Type:** Short Answer

**Who sees this question?** All members of your loyalty program from Q1

What do you like about **[INSERT NAME OF YOUR LOYALTY PROGRAM]**? Tell us up to three things.

**[PROVIDE THREE SHORT ANSWER BOXES ON SAME PAGE – MARK ONLY THE FIRST AS REQUIRED]**

**[Q9] Improvements**

**Question Type:** Short Answer

**Who sees this question?** All members of your loyalty program from Q1

On the flip side, what could we improve about the program? Give us a few specific suggestions if you have them.

**[PROVIDE THREE SHORT ANSWER BOXES ON SAME PAGE – MARK ALL AS OPTIONAL]**

**[Q10] Ranking of Benefits**

**Question Type:** Rank Order

**Who sees this question?** All members of your loyalty program from Q1

Please rank the benefits of the **[INSERT NAME OF YOUR LOYALTY PROGRAM]** from most to least valuable.

**[SELECT A MAXIMUM OF 7 BENEFITS FROM YOUR PROGRAM]**

**PRO-TIP: Consider only having members select their top three benefits. Having to rank too many options makes the question more difficult to answer for members and the analysis more complicated for you. You could also include benefits that you’re contemplating adding to the program to gauge initial interest with members.**

**[SHOW Q11 TO NON-MEMBERS OF YOUR LOYALTY PROGRAM]**

**[Q11] Motivators to Join Loyalty Program**

**Question Type:** Long Answer

**Who sees this question?** All non-members of your loyalty program from Q1

What could we offer to make **[INSERT NAME OF YOUR LOYALTY PROGRAM]** more attractive to join?

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! Your feedback is going to be super helpful as we look at the benefits of **[INSERT NAME OF YOUR LOYALTY PROGRAM]**. We’ll definitely let you know when we’re able to share how we utilized the insights learned from this activity!

We really appreciate the feedback and look forward to hearing from you again.

Thanks again!

**[COMMUNITY NAME]**

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**