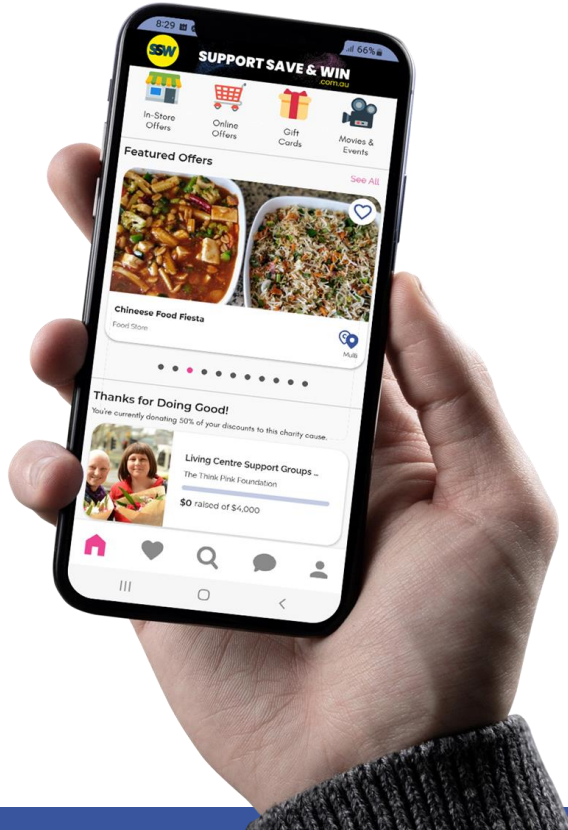
A NEW BUSINESS GROWTH & SOCIAL IMPACT SOLUTION... INNOVATIVE TECH PLATFORM!

The **NEW** Solution for **BUSINESS**

is LOYALTY + CHARITY

= engaged communities



SSW SUPPORT SAVE & WIN .com.au

Brought to you by **Loyalty.com.au** together in partnership with

DOING GOOD REWARDS®

VISA eftpos Good for Australia mastercard

The OPPORTUNITY to win more Customers

Conscious Consumers Switch Brands

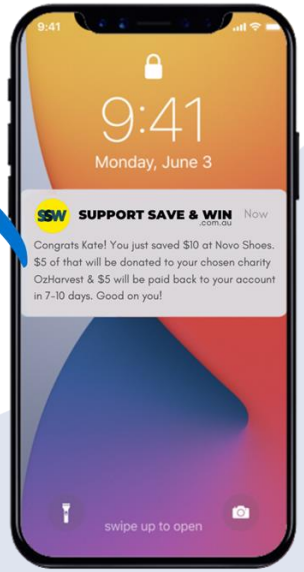
Over 25% of Aussies surveyed **have actively switched brands**, because of their support of a charity, in the past year (2020) (#1).

Almost **50%** say they **will switch to brands** to those supporting charities in the coming year (#1).

76% agree **corporates should be doing more** to solve societal problems and support charities. (#1).

Source: #1 / Conscious Consumer Report, October 2021, Australia

User Experience (UX)
White-labelled program for LOYALTY REWARDS



Your staff/ customers/ members will **FEEL GOOD** every time they shop. Their shopping **discounts** will:

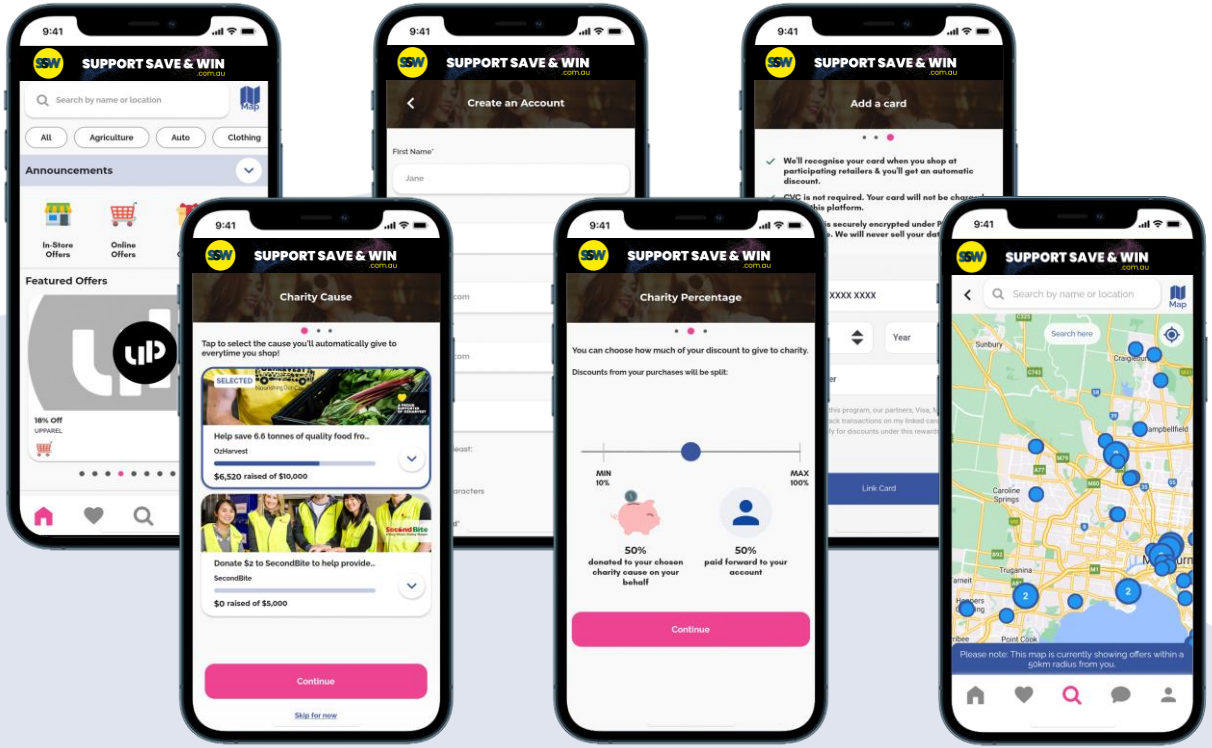
HELP THEM SAVE MONEY

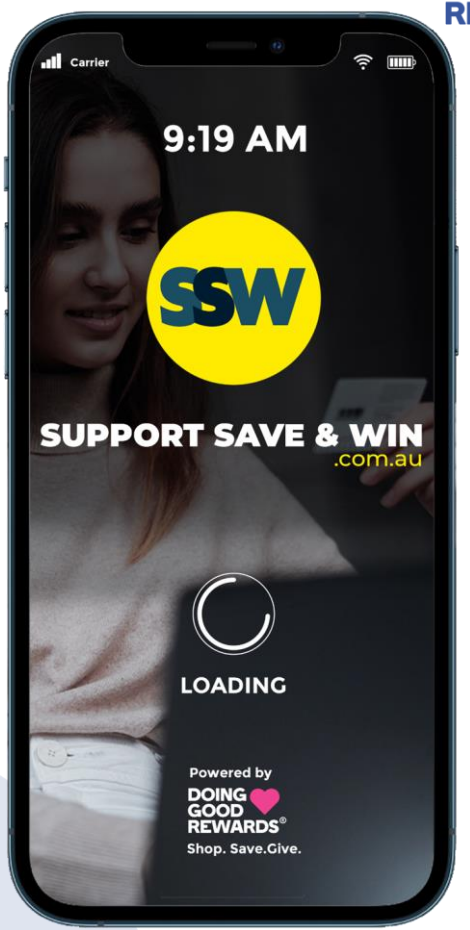
&

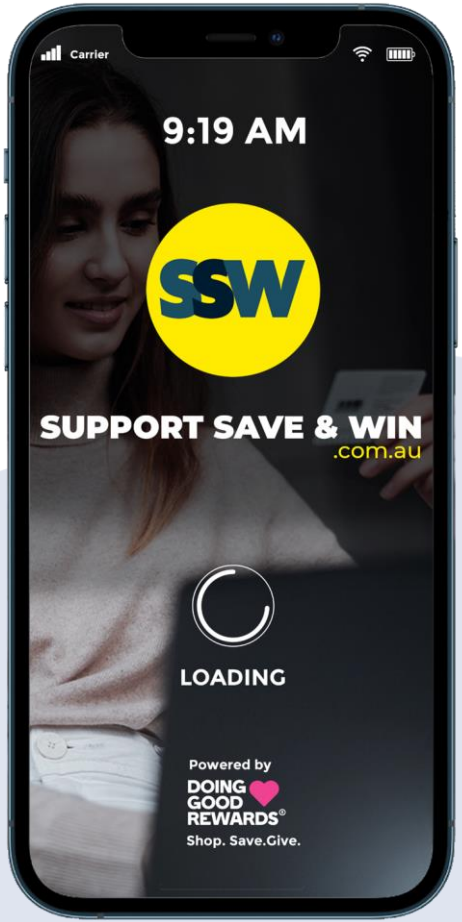
DONATE TO CHARITY

USER EXPERIENCE

DOING GOOD REWARDS®







USER EXPERIENCE

DOING GOOD REWARDS®

The Rewards / Giving Platform can be delivered via customised Apps &/or Websites or via API's into the Client's existing system(s).

The client chooses whether the UX:

- whether the UX is from Doing Good or 'white-labelled' under any company brand,
- the discount model provided to the end user (is **immediate** and paid back to the member's account or **delayed** to pay a bill, a membership fee or to a membership account),
- invitation is automatic via a QR/Barcode scan, an email/text or SSO (Single Sign-On),
- 2 or more charity causes for the users to select (we recommend a maximum of 5-6),
- communications are via email or notifications (to mobile phones)

Sample Mock-up for Loyalty Rewards

The following sample UX is delivered under a 'white-labelled' model:

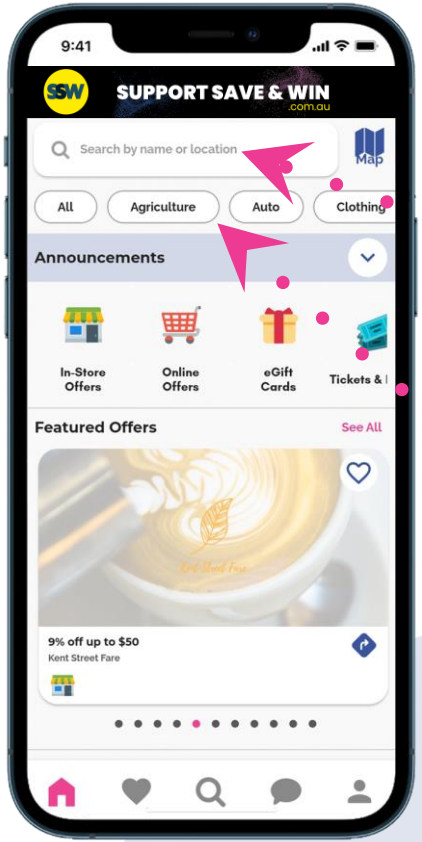
User Experience (UX) continued...

DOING GOOD REWARDS®

Initially, the UX is the same as a traditional loyalty program in that there are a range of offers or benefits users can search for.

From the home page, users can:

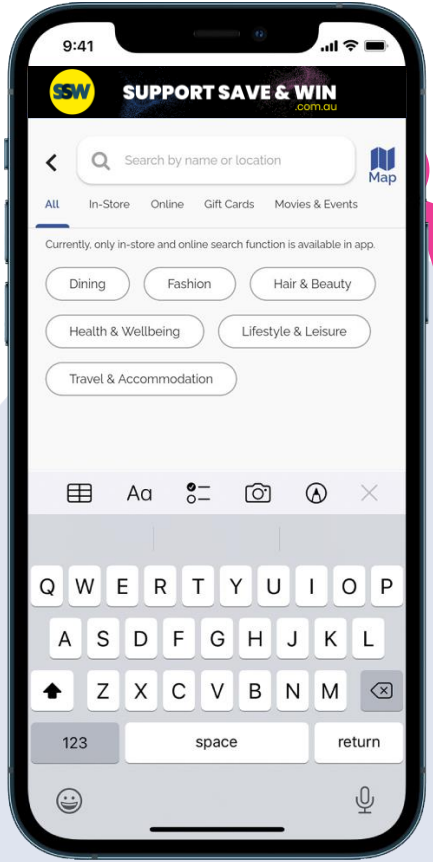
- Search by Keyword, Map and/or Category
- See Announcements from your company
- Browse Featured Offers
- Browse Nearby Offers



Do a keyword search to help narrow down what you're looking for,

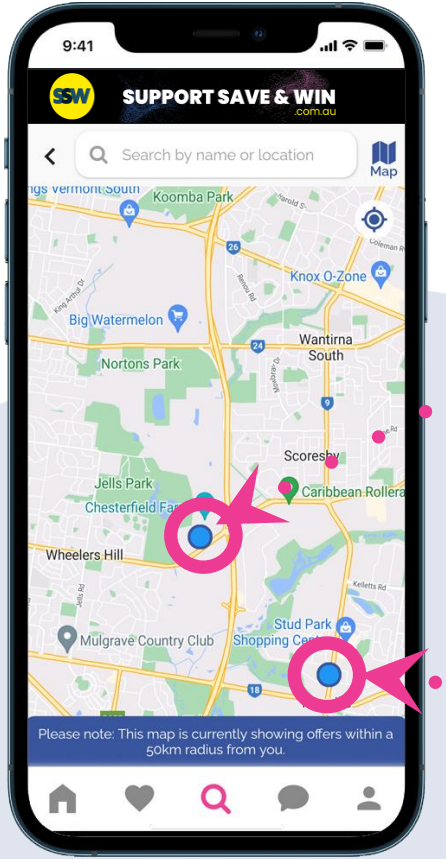
--or--
Select a category, like "Dining"

Note:
the client can send communications to all members via **Announcements** (text and/or image) in prime position on this home page.



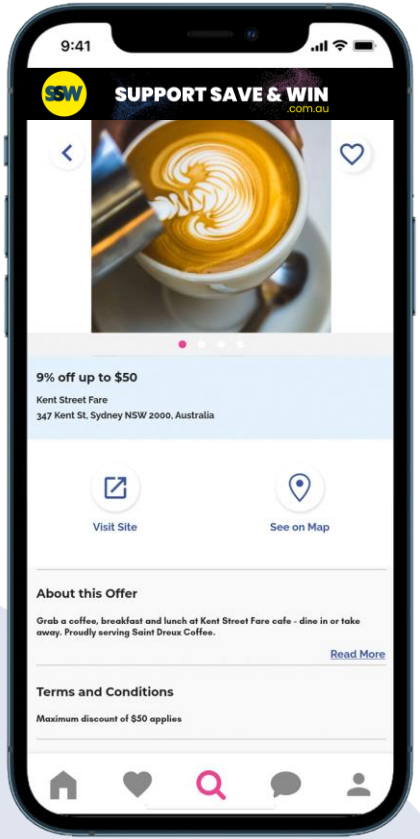
You can also search by Map, based on your current location

User Experience (UX) continued...



When selecting a nearby retailer offer, a quick summary at the bottom appears.
Swipe that down to dismiss it and continue searching OR
click on the preview to see more details about the offer.

On the map the dark blue dots show nearby retailer offers.

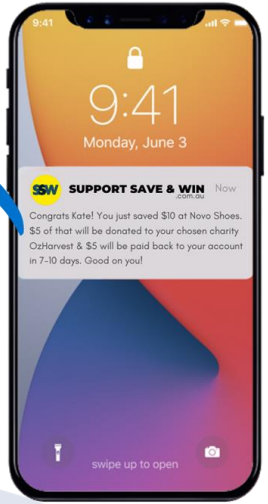


This is the Offer details screen

In this example retailer offer:

- See images & with the heart, you can save it as a favourite offer
- See the benefit % offer quickly
- See the address, how far away the retailer is and View it on a Map
- Read more about this Offer and check any Terms and Conditions
- When you scroll down, you can also see the Impact shopping here will have – what % of your discount you save and what % you will automatically donate to your chosen charity cause

User Experience (UX) continued...

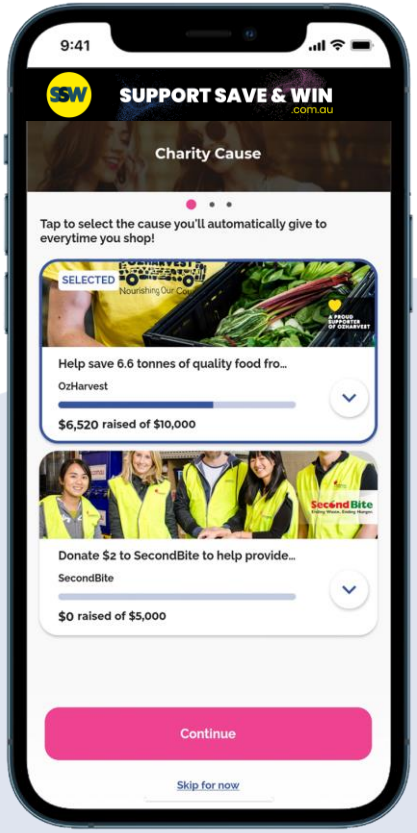


In some cases (like in this example) users will intentionally visit the retailer they searched for & thus know that they will receive a discount.

However, in many cases, the user will shop with retailers in-store & online and when they pay, they will be pleasantly surprised to automatically receive a discount.

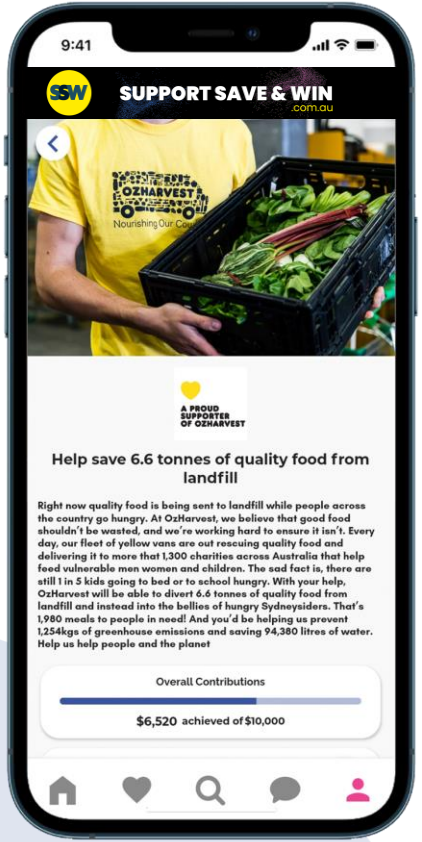
In either case, the user will receive a **notification** to advise they have received a discount & part of that discount has automatically been donated to their selected charity.

User Experience (UX) continued...



Users can see/change their **chosen charity cause and see 'Your Contributions'** in the platform at any time.

The user will receive an impact update every month (from the user's selected charity) on their contribution & how much in total their chosen charity has received these discounts.



The goal is to make all users feel they are a part of something much bigger than themselves & that they are helping to **make a real difference in the world**.

For more information

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DOING GOOD REWARDS®

Powering Positive Change

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