

Today



Meet Jim Joy's family. Jim lives in Wexford, PA, and shops in the Fine Wine and Good Spirits store at 125 Towne Centre Drive. Jim is married to Judy and has two children at Penn State, Janet and Jeff. Jim enjoys single malt Scotch whiskies, an occasional dark beer and red Cabernets. Judy and her daughter, Janet, like white box wine and margaritas on special occasions. Jeff, his son, loves Fireball and any red wine on sale.

The FINE WINE & GOOD SPIRITS JOURNEY






The Future

- Jim and Judy add their PA Savor Rewards profile to CardStar and Key Ring so they can simply scan the bar code in the app rather than providing their phone number.
- Jim updates his rewards profile with his and Judy's product and brand preferences. As time goes by, they are pleased to receive offers that are really relevant to them. They also use their account to track purchases and total savings (through mobile and the website).
- Because of his love of single malt scotch, Jim receives an email with a discount voucher that he can print out to attend a scotch tasting event. The voucher gives Jim \$25 off the normal \$75 entry fee.
- Jim Joy and his family share their positive experience with family and friends, encouraging them to join the program.

Sign-Up Experience

- At check-out, Jim is greeted by Jordan - "Hello! Would you like to sign up for our PA Savor Rewards program today? You would save \$2.00 on each bottle of wine." Jim says, "Yes! I noticed the signs - how do I sign up?"
- Jordan says, "It is very easy. We just need to scan your driver's license, make sure all the information is still current and get your phone number. Your phone number will be your ID for the program, and we promise not to share your information with anyone."
- Jim says, "Here you go, and yes, all the information is still correct." Jordan says, "Perfect. Would you also like to provide your email to receive member-only offers? If so, I'll key your email address in and you will just need to verify it and select the opt-in button."
- Jim says, "Sure, I am okay with that." Jordan says, "Super! You are all set. You just saved \$12 as a member of the program. Thank you. Next time you visit us, you can just give us your phone number and save on any eligible items you purchase in the store."

Ongoing Experience

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Opt-in Confirmation - Current and Future
 The next day, Jim receives a welcome email from the PA Savor Rewards team explaining the program and highlighting new, member-only offers. At a future date, Jim may be asked to opt-in to mobile messaging. If Jim opts in, he will receive a message to confirm his "opt-in" status, convey mobile terms (one message/week) and directions to opt out. Mobile opt-in could be at POS or available on the web preference page.
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Ongoing Rewards
 Jim shares with his wife Judy that the FWGS store has a rewards program. Jim encourages her to join or to use his phone number so that they will share in the savings together. A week later, Judy, Janet and Jeff visit the store together to buy a bottle of tequila. When Judy is asked to join the program, she uses Jim's number to save \$3 on that purchase as a member. In addition, Judy sees an offer for "Fill A Tote" and buys six bottles of her favorite Kendall-Jackson Chardonnay and gets 10% off.
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Staying Connected
 15 days after sign-up, Jim receives an email offer to get \$5 off any purchase of wine or spirits greater than \$100. Jim visits FineWineAndGoodSpirits.com to confirm that his favorite red Bordeaux is included in the promotion. He logs into his account and enters his member ID before submitting his order online. He places an order for three bottles at a cost of \$45/bottle to receive \$5 off.

Store Experience

- Jim drives by his FWGS store and notices large signs advertising the new FWGS Rewards program "PA Savor". Curious about this new program, Jim decides to go in.
- Jim notices store signage encouraging sign-up, store associates with pins that say, "Ask me how to save today." and special shelf-talkers highlighting promotions for members only. Noticing that one of his favorite Cabernets is on sale (regular price \$16.99 and member price \$14.99), Jeff thinks, "Cool, I can save \$2.00 on each bottle of my favorite wine just by joining the program."
- Jim grabs six bottles of wine (two more than he originally intended to buy) in order to take advantage of the deal. While he is at the store, Jim also grabs a bottle of Balvenie Single Malt Scotch 12 year old at regular price.

