How Do I Enable The Automatic Rider Reminders?

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Our **Automatic Rider Reminders** are regarded as "smart Autopilot emails" (if you are already familiar with this feature), and they are very effective in keeping your customers engaged with your reward program and increasing overall shopping activity. These special emails are designed to target customers with **one of six** different types of emails – but don't worry: **only one alert will be sent to each customer every 30 days.** This is so that people won't be over-loaded with messages if they shop multiple times per month.

Each of these six messages have been specially designed by our marketing experts to pull customers back into your store and increase your sales. Therefore, More Than Rewards **HIGHLY RECOMMENDS turning on all of these Automatic Rider Reminders** as they will greatly benefit your business. To enable this exciting new feature, just visit the "Marketing Tools" page of the Intranet.

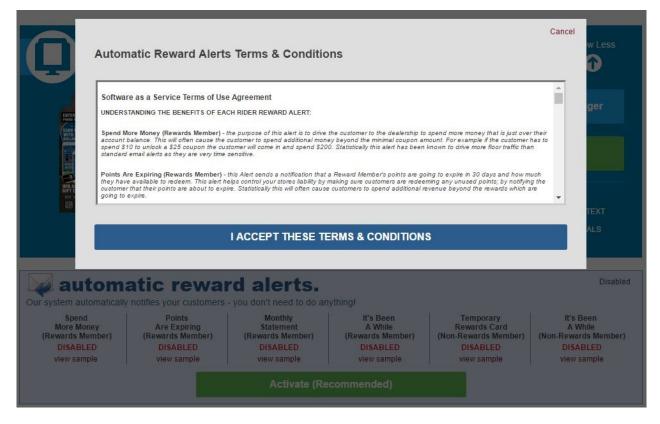


At the top of the page, you will see this box which displays the six different types of alert emails aptly named **"Spend More Money," "Points Are Expiring," Monthly Statement,"** etc. Within the box, you can also see what each email-type will contain by clicking on their respective "view sample" links. When you are ready to turn your alerts on, just click the green "Activate" button.

Then, you will be taken to a screen with our Terms & Conditions. Within the text, you can read more details about how each email alert works.

These emails may generate A LOT more sales activity than you're accustomed to, especially relating to customers wanting to earn more points or using their rewards.We encourage you to **review the details of each email with your counter staff** so everyone understands what customers will be receiving.

If you agree to the terms, just click the blue "I Accept" button, and that's it!



We hope you enjoy this new feature, and you'll definitely see more floor traffic from your reward and non-reward customers alike.

As always, if you have any questions regarding these Automatic Rider Reminders, please contact our customer service team at (414) 326-4100, or email support@morethanrewards.com.