

Rewards Program

Under the Basic plan, you can set up one free item or one punchcard. If you want to set up more reward programs, upgrade to the Plus plan.

To create a rewards program:

1. On a web browser, log in to the [Web Dashboard](#).
2. Select Rewards.
3. Select Program.
4. Select a reward program.
5. Select More Tools to see other types of offers you can create.
If you are creating a free item perk, you will be asked to [link items](#) from your Clover inventory to make checkout smooth and fast.
6. Select Continue.

Create a rewards program / VIP Club



1. Select Rewards.
2. Select Program.
3. Select a reward program.
 - a. \$5 off after spending \$50
 - b. 5% off after spending \$50
 - c. Free item when you buy 10
 - d. Free item when after spending \$50
4. If you are creating a free item perk, you will be asked to [link items](#) from your inventory to make checkout smooth and fast.
5. Select Continue.

3 Create a rewards program

★ Best for businesses like yours

A



\$ 5 off after spending \$ 50

Continue

More options

B



5 % off after spending \$ 50

Continue

C



Free Item when you buy 10

Continue

D

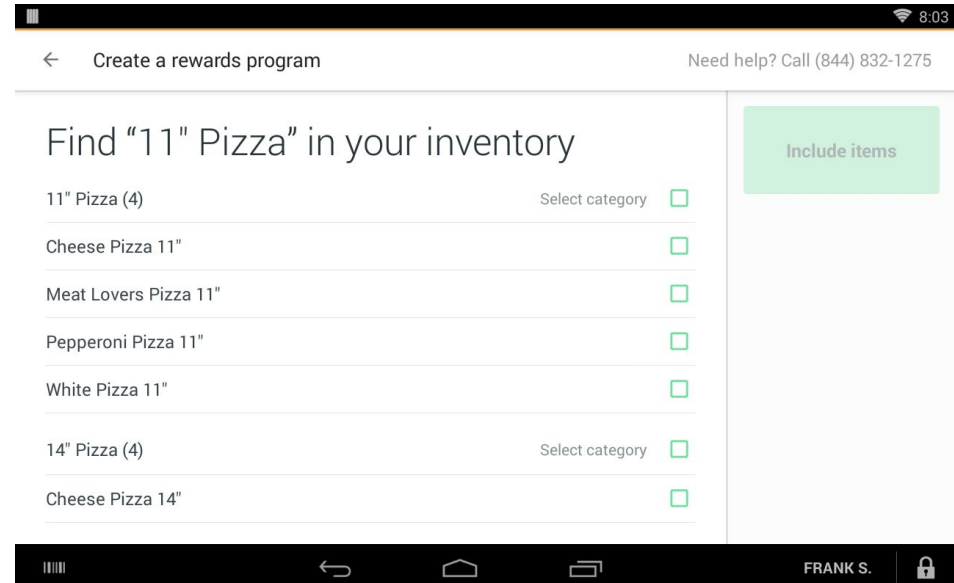
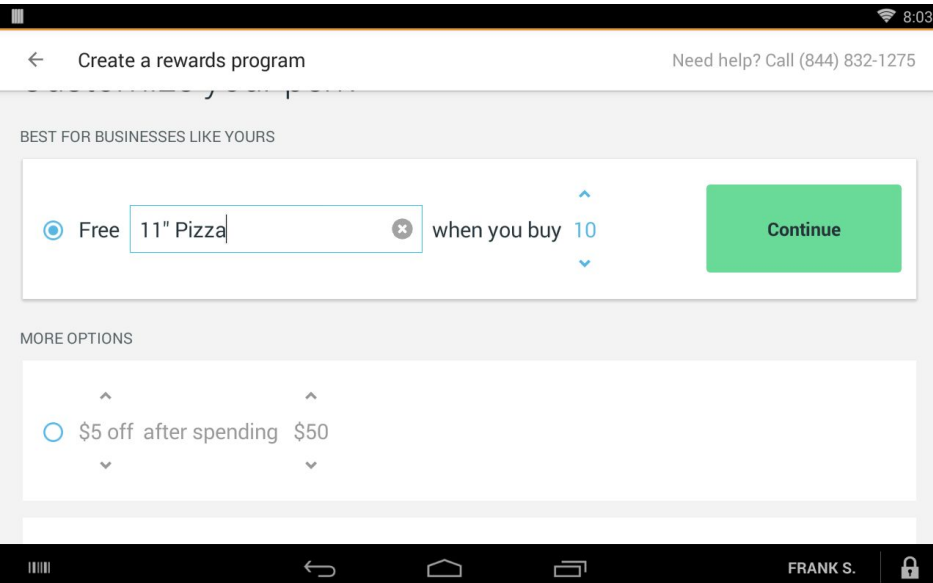


Free Item after spending \$ 50

Continue

Link Inventory Item to reward program

1. On a web browser, log in to the [Web Dashboard](#).
2. Select Rewards.
3. Enter the name of the free item, then Continue.
4. Select the items or categories from your inventory to link to your rewards program.
5. Select Include items when you're done.



Tracking Rewards



Card Programs:

Buy 10 coffees get 1 free

← Title | Validate Ryan P.'s purchase

POINTS EARNED

Free Coffee 1
●●●●●●●●●●

Free Muffin-of-the-day special 0
●●●●●●●●●●

AVAILABLE PERKS

Free Coffee ×

Autopay on: \$8.89 Apply

CASHIER NAME | 🔒

Points-based programs:

Customer earns 1 point for every dollar spent at your business. You run a program offering a free entree with every 100 points earned. After spending \$100, customer receives a free entree.

← Title | Validate Ryan P.'s purchase

POINTS EARNED 11 points

NEW BALANCE 71 points

AVAILABLE PERKS

Free Coffee ×

\$20 off any purchase +

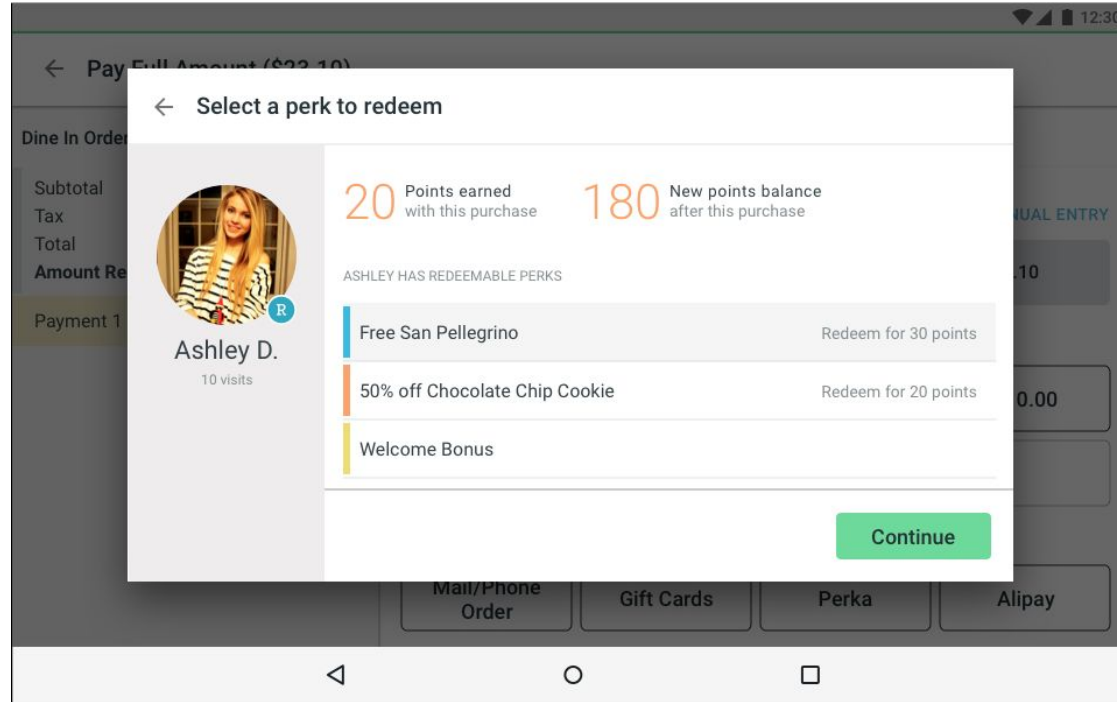
\$30 off any purchase More points needed

Autopay on: \$8.89 Apply

CASHIER NAME | 🔒

Redeem Reward

After earning enough points to redeem a perk, the perk appears on the customer profile. All they need to do is check in on their phone or bring in a redeemable QR code that they received through text or email.



Award and redeem points

After you have created a rewards program, you're ready to roll it out to your customers. Giving your customers points is a seamless experience using the Register (if you have Plus for Inventory Mode) or the Sales app (for Quick Mode).

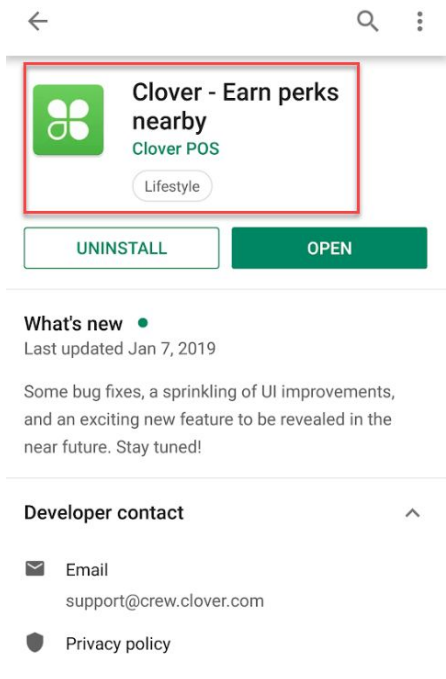
There are three ways for customers to earn rewards:

- Print codes for customers with eligible purchases.
- Ask customers to download the Clover consumer app for iOS and Android.
- Allow self-check in on your customer-facing Mini.

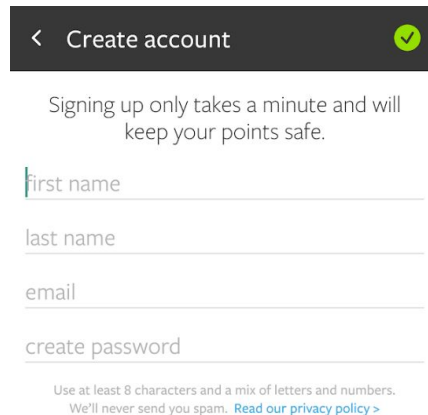
How to download Clover app



Step 1: Search for “Clover” in App store



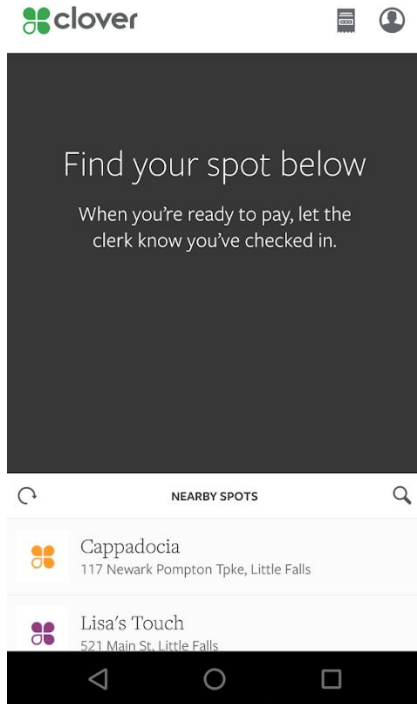
Step 2: Create a profile



How it works for Customers

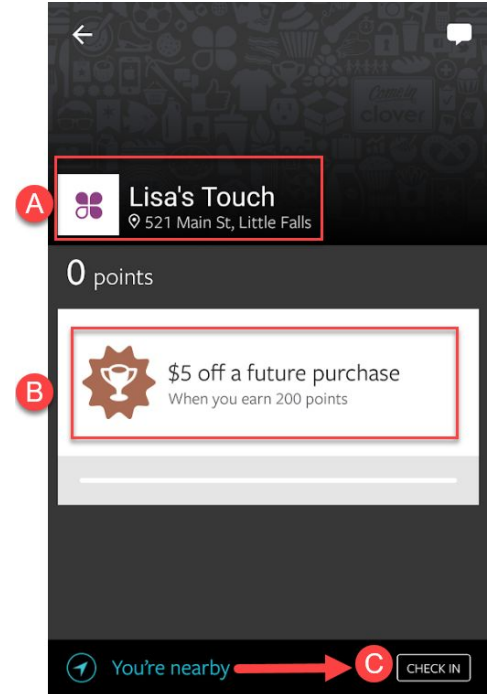


Customer main login screen



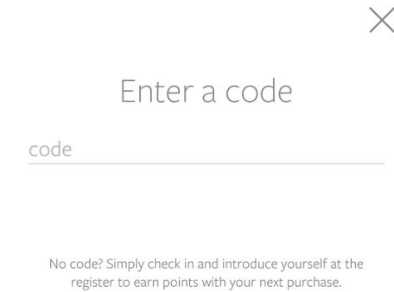
Customer taps on your business name

- A. Business name & address are displayed
- B. Promotion that you are offering shown
- C. Customers "Check in" to track reward progress and redeem reward once achieved



Redeem reward

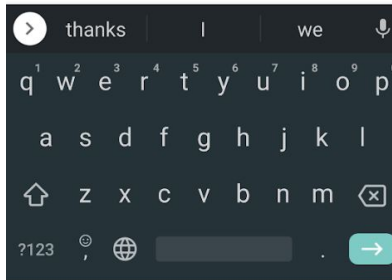
Customers can redeem rewards with QR code
or Set the option to automatically print codes on the
customer receipt for customers with eligible purchases.



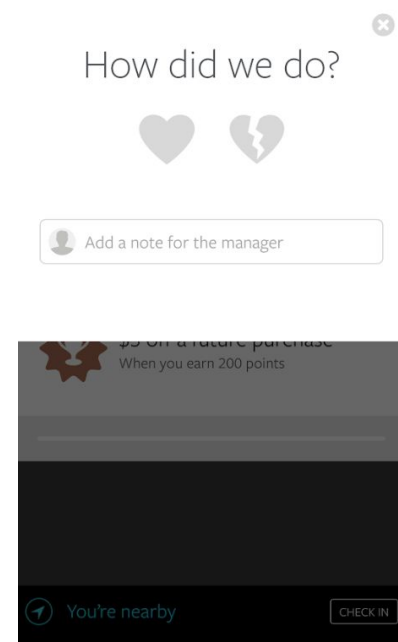
Enter a code

code

No code? Simply check in and introduce yourself at the register to earn points with your next purchase.



Optional: Customers can leave a note for
management through the app



How did we do?

Add a note for the manager

\$5 off a future purchase
When you earn 200 points

You're nearby CHECK IN

Promoting your Rewards program

Reward program is digital: customers must have “Clover” Downloaded from app store

Promote customers to download Clover by:

- Making Posters
- Word-of-mouth
- Printing on receipts
- Announce on social media (Facebook, Instagram, Twitter)