

SIGNING UP A CUSTOMER FOR A BEST REWARDS LOYALTY CARD (LC)

Ask customer if they have a BRLC. If customer indicates he/she would like a LC, first check the POS system to see if they already have one. Duplicate LC's are time-consuming to correct and some customers will try to get the introductory 10% discount multiple times!

- If there is no LC account under the customer's last name or phone no. then give them an application. It must filled out on-site to get the 10% discount.
- Make sure it is complete and legible.
- Encourage the customer to give a phone no. if that line is blank. We may need to call them, plus it gives us another way to look them up. Phone numbers are confidential.
- Sometimes the spouse already has a LC. Point out that they will earn points toward rewards much faster if both spouses use the same LC.
- Initial the application and circle your store number at the bottom so the office can call you if there is a question.

*If the customer wants to make a change to their LC account, then fill out a **white** LC change form. Initial and date.*

BRLC discount awards are only for LC accounts- which are paid with cash or credit. They can't be used on a regular store charge account, which already receives a discount.

If you have any questions please speak to your team leader or the Accounting Office.