

Customer Loyalty / Retail Scheme Design

Building Materials & Hardware

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs a customer-loyalty or retail scheme — points/rewards for repeat purchase, referral incentives, and festive offers — structured so it drives repeat and referrals without just discounting. Use it to build retail loyalty. For contractors use the Contractor Incentive / Loyalty Program.

Purpose of this tool & output

Reward repeat customers without eroding margin

How the output is used

Use it to reward repeat customers without eroding margin — a simple loyalty or retail scheme that lifts repeat business affordably.

Important cautions

Design loyalty to reward repeat and referral behaviour, not to hand blanket discounts; track redemption and cost against incremental sales.

Companion documents

- Pricing Strategy & Rate Card
- Margin Management & Analysis
- Discount & Negotiation Policy
- Contractor Incentive / Loyalty Program
- Competitive Pricing Response
- Value-Based Selling Guide

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.