

Repeat & Loyalty Program

Home & Repair Services

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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 repeat and loyalty program — rewards for repeat bookings, priority service for loyal customers, and appliance-portfolio ownership (servicing all their needs) — so customers keep choosing you over local guys and aggregators. Use it to build loyalty. For referrals use the Referral Program.

Purpose of this tool & output

Reward customers for coming back

How the output is used

Use it to reward customers for coming back — a repeat and loyalty program that lifts frequency and advocacy.

Important cautions

Aim to become the household default for all home services (capture their full wallet across appliances and needs) through reliability and small loyalty perks — not deep discounts, which train customers to chase price.

Companion documents

- Customer Database & Retention System
- AMC Renewal & Recurring Revenue
- Referral Program
- B2B / Society / Corporate Accounts
- Lapsed-Customer Win-Back
- Membership / Priority Plan

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