

LOYALTY MEMBER
JOURNEY THROUGH
TRUE VALUE REWARDS



True Value®

ABOUT TRUE VALUE



True Value Company celebrates independence, drives relevance and retail excellence for over **4,400** retail locations across the U.S. and internationally. By focusing on local expert advice, the best products for DIY enthusiasts and superior customer service, each independently owned True Value store strives to be the best hardware store in its town. And as the only hardlines wholesaler with a nationally-recognized brand in the industry, the company provides locally relevant product, competitive prices, an expansive warehouse network, in-depth inventory analysis and innovative marketing know-how. True Value is focused on helping independent hardware

stores to grow, realize profitability and remain relevant with their communities for many decades to come.

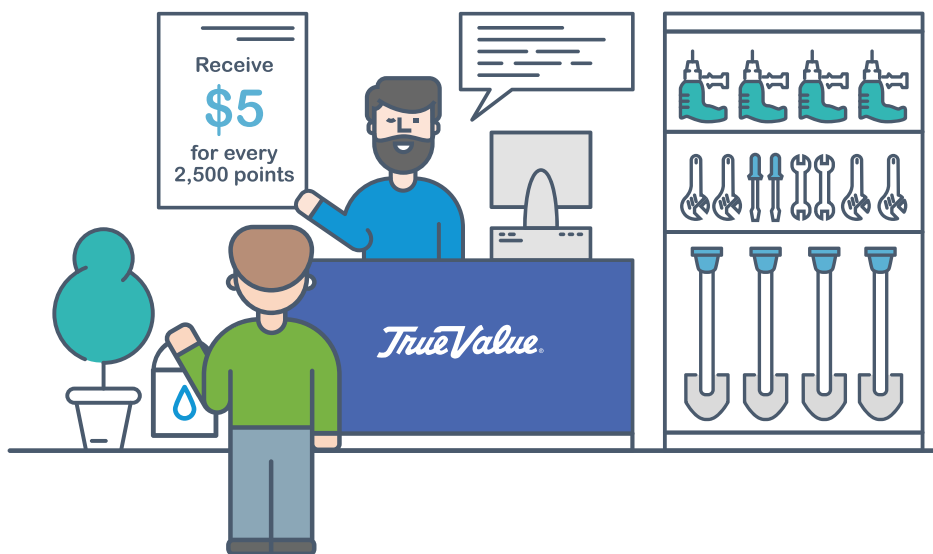
The True Value Rewards program supports the growth of independent hardware stores through the collection, analysis and targeting loyalty customer data collected.

Program customers can earn points for in-store as well as ship-to-store purchases and receive a **\$5** Reward Certificate for every **2,500 points**.

Joining the True Value Rewards Program

1

John G. Customer visits a local **True Value store** and while checking out notices a sign for the True Value Rewards program. The cashier tells John about the program and he learns that, as a True Value Rewards member, he'd earn **2,500 points** on that order and would qualify for a cash certificate reward



2

The cashier informs John he can join the program in several different ways:

- directly at the Point of Sale
- through the True Value Mobile App
- on the True Value Rewards website
- by texting a dedicated phone number



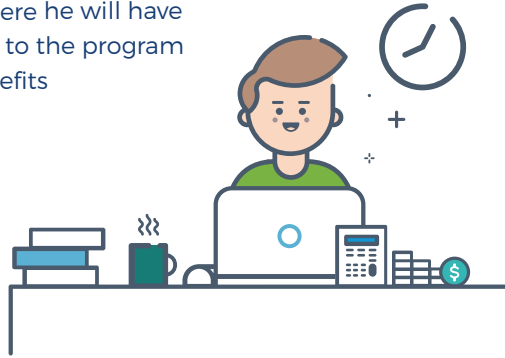
He chooses to join the program right there at the POS with the cashier



After providing some basic information, John is a True Value Rewards member just a minute later - and he's able to earn points immediately on his purchase

3

Later at home, John receives a welcome email from True Value Rewards, encouraging him to visit the website - where he will have hands-on access to the program and all of its benefits



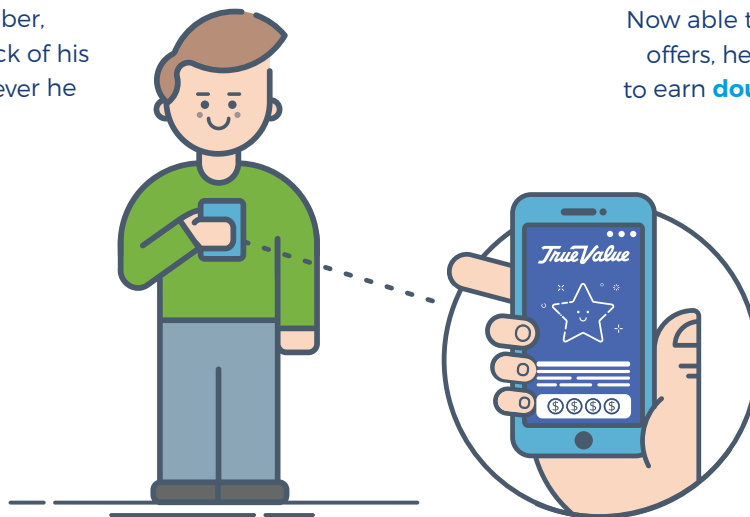
He now has full access to:

- account information
- rewards history
- current points balance
- local ad for his primary store

True Value Rewards Mobile App

4

As a smart loyalty member, John wants to keep track of his rewards progress wherever he is, so he downloads the **True Value Mobile App** on his smartphone

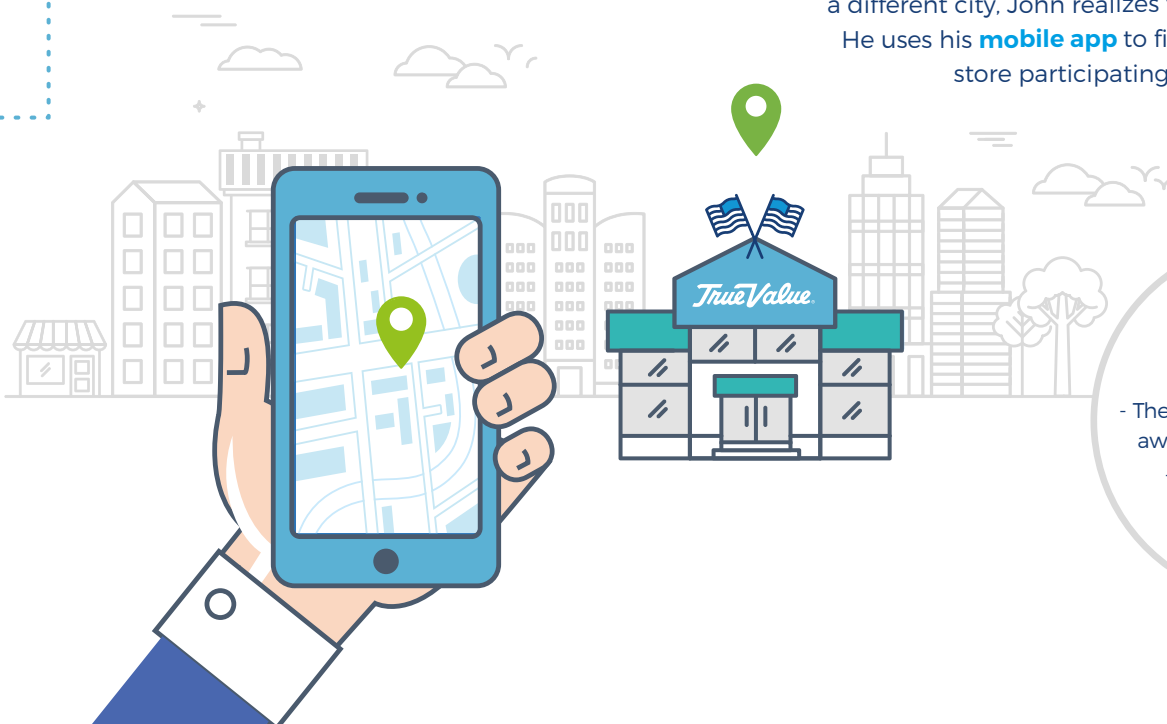


5

Now able to see all available offers, he activates an offer to earn **double points** on his next purchase

6

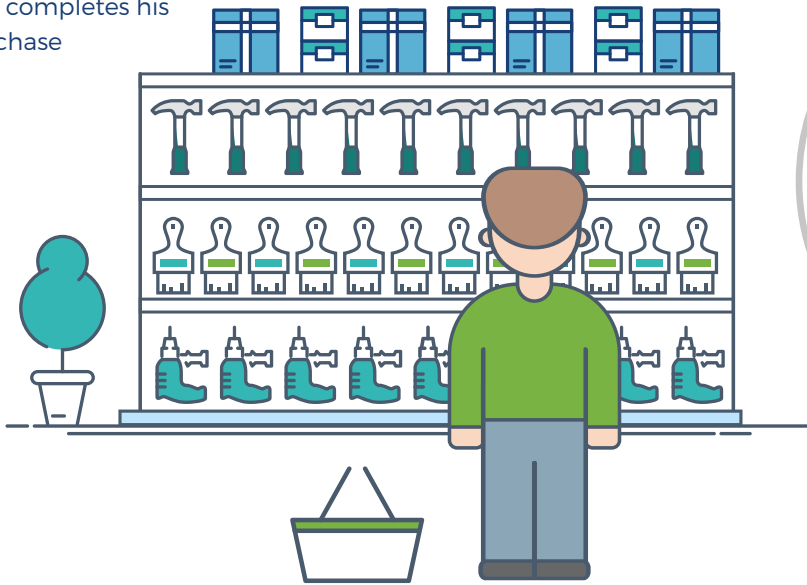
While helping a friend remodel his home in a different city, John realizes they need more supplies. He uses his **mobile app** to find the closest True Value store participating in the Rewards program



- The app tells him it's 2 miles away and open until 6 PM
- He also accesses an available coupon on one of the supplies they need

7

John visits the store and completes his purchase



- Using his phone as a rewards card, he earns double points from the offer and is able to use his available coupon.
- This purchase takes his balance over 2,500 points again and triggers the delivery of another \$5 reward certificate off his next purchase!

True Value Rewards Points Redemption

9

During his next visit to a True Value store, John uses the mobile app to redeem his certificates and apply additional coupons to his purchase - and he leaves the store as yet another satisfied **True Value Rewards member!**



8

John earned a total of **\$10** in Rewards certificates for the month and can use on his next purchase

COMARCH CRM&MARKETING PRODUCTS



COMARCH LOYALTY MANAGEMENT

is a cutting-edge solution that allows for the design, implementation and rollout of innovative loyalty programs and marketing initiatives.



COMARCH LOYALTY MANAGEMENT TRAVEL EDITION

is a version of the product dedicated to companies in the transport and tourism sector, particularly airlines.



COMARCH CAMPAIGN MANAGEMENT

is designed to help marketers easily define and manage marketing campaigns (both single-channel and complex multi-wave designs) and deliver the right message to the right audience over the right channel.



COMARCH LOCATION-BASED SERVICES

blends maturity of software development with a bold approach to all things smart. Using location data from geo-fencing, wi-fi triangulation, beacons and other sensors, it launches precise marketing campaigns as well as short and to the point messages conveyed via push notifications.



COMARCH CUSTOMER ENGAGEMENT

is an efficient solution for increasing customer engagement, motivation and loyalty of customers. This innovative tool offers a variety of fully customizable plugins to engage and reward users, especially by using virtual elements: badges, challenges, leaderboards, storytelling and other games mechanics.



COMARCH ENTERPRISE ENGAGEMENT PLATFORM

is a tool for companies that comprehensively implements mechanisms of gamification in the work environment in order to improve the engagement, productivity and motivation of employees and business partners.



COMARCH CUSTOMER CARE

is a solution that significantly improves the quality of customer service, which is increasingly important nowadays.



COMARCH BUSINESS INTELLIGENCE

provides responses with a complete picture of customer buying patterns, their value, campaign effectiveness and overall loyalty program performance.



COMARCH SOCIAL MINING

is a useful tool that upgrades loyalty programs with a social context. The system provides the ability to monitor the behavior of loyalty program members on social media based on the user-defined criteria and required data sources.



COMARCH MANAGED SERVICES

together with our technology platform, constitutes an extensive end to end loyalty program support portfolio including loyalty consulting and program management.

COMARCH

TRUSTED CLIENTS INCLUDE

True Value

METRO GROUP

★ HEINEKEN

Heathrow

enterprise

jetBlue
AIRWAYS

الخط
ETIHAD
AIRWAYS

Azul
Linhas Aéreas Brasileiras

CREDIT SUISSE

ExxonMobil

bp

ABOUT COMARCH

Founded in 1993, Comarch has over 25 years of experience in designing, implementing and integrating IT solutions for large enterprises in a variety of industries: airlines, travel companies, telecoms, financial institutions, as well as retail and consumer goods companies. Comarch's CRM & Marketing portfolio - which includes the award-winning Comarch Loyalty Management (CLM) system - is an advanced set of solutions dedicated to marketing processes and activities, building loyalty and maximizing engagement. Comarch is a true end-to-end loyalty and engagement provider. Aside from the best-in-class technology and product sets, Comarch also offers a full suite of managed services to guide customers throughout the entire loyalty program lifecycle. With thousands of successfully completed projects, 14 data center locations and over 85 offices in more than 30 countries, Comarch has the support and infrastructure necessary for high-volume rollouts.

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