

Rewards member survey

Thanks for being a member. Tick one box on each line; it takes about four minutes. Hand the card in at the checkout when you are done.

Date

Store or channel

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

- 1

How often have you bought from us in the last three months?

☐ Weekly or more

☐ Every 2 to 3 weeks

☐ About monthly

☐ Once or twice

☐ Not at all
- 2

Of what you spend on things we sell, how much is with us?

☐ All or nearly all

☐ More than half

☐ About half

☐ Less than half

☐ Very little
- 3

Compared with other places you could buy from, how do we rate?

☐ Clearly the best

☐ Better than most

☐ About the same

☐ Not as good

☐ Far behind

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
4 I know how to earn points or rewards.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
5 My next reward feels within reach.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
6 The rewards are things I actually want.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
7 Redeeming a reward is easy.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
8 The offers I get fit what I usually buy.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
9 Being a member makes me choose you over other places.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
10 Being a member makes me feel recognized here.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
11 How likely are you to recommend us to a friend or family member?	Not at all likely ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 Extremely likely				

12 What one change would make our rewards program better for you?

Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Earning and redeeming

13 Which reward would you most like to earn?

- ☐ Money off ☐ Free products ☐ Free delivery ☐ Early access to sales ☐ Members-only events

14 How do you feel about the time it takes to earn a reward?

- ☐ Far too long ☐ A bit too long ☐ About right ☐ Quicker than I expected

15 How many rewards have you redeemed in the past year?

- ☐ None yet ☐ One ☐ Two or three ☐ Four or more ☐ Not sure

16 If you have points you have not used, what is the main reason?

- ☐ Not enough yet ☐ No reward I want ☐ I forgot ☐ Redeeming is a hassle ☐ Saving up
☐ No unused points

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
17 Points show up in my account soon after I buy.	1	2	3	4	5
18 I can check my points balance whenever I like.	1	2	3	4	5

Tiers, status and paid membership

19 Which member level are you on?

- ☐ Entry level ☐ A middle level ☐ The top level ☐ Not sure

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
20 I know what it takes to reach the next level.	1	2	3	4	5
21 The perks of my level are worth what it takes to keep it.	1	2	3	4	5
22 Would you pay a yearly fee for extra member perks?	☐ Yes ☐ Maybe, depending on the price ☐ Probably not ☐ No				

Thank you for being a member.

poll-maker.com/cp-customer-loyalty-program

Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Card, app and checkout

23 How do you usually show you are a member when you pay?

- ☐ Card or key tag ☐ The app ☐ Phone number ☐ Online account ☐ I often forget

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
24 Getting my points at checkout is quick.	1	2	3	4	5					
25 The app or member account is easy to use.	1	2	3	4	5					
26 I trust you to keep my member details safe.	1	2	3	4	5					

Member emails, texts and offers

27 How often would you like to hear from us?

- ☐ Weekly ☐ Every two weeks ☐ Monthly ☐ Only about my rewards ☐ Rarely

28 Where would you like to get member offers? (tick all that apply)

- ☐ Email ☐ Text message ☐ App notification ☐ At the checkout ☐ Social media

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
29 Member emails and texts are worth opening.	1	2	3	4	5					
30 In the last month, did a member offer bring you in?										
	☐ Yes, more than once	☐ Yes, once	☐ Saw one, did not use it	☐ Did not see any						

About you

31 How old are you?

- ☐ Under 25 ☐ 25 to 34 ☐ 35 to 49 ☐ 50 to 64 ☐ 65 or over

32 How do you mostly shop with us?

- ☐ In store ☐ Online ☐ Both about equally

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Customers who have not joined

33 Did you know we have a rewards program before today?

- ☐ Yes ☐ No ☐ Not sure

34 What is the main reason you have not joined?

- ☐ Did not know about it ☐ I do not shop here enough ☐ Too many programs already
☐ Do not want to share details ☐ The rewards do not appeal

35 Which would most likely get you to join?

- ☐ A welcome reward ☐ Points on today's purchase ☐ Signing up in seconds ☐ No marketing emails
☐ Nothing, thanks

Members who have gone quiet

36 What is the main reason you shop with us less than before?

- ☐ My routine changed ☐ Better prices elsewhere ☐ Rewards stopped being worth it
☐ A bad experience ☐ I need it less now

37 Do you now use another rewards program for the same things?

- ☐ Yes, mostly that one ☐ Yes, I use both ☐ No

38 What would bring you back?

- ☐ A welcome-back reward ☐ Better prices ☐ Different products ☐ Better service
☐ Nothing right now