

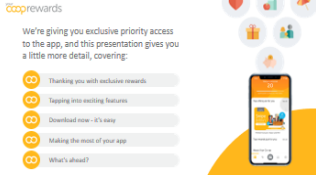
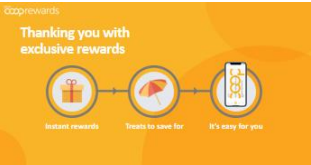



Briefing notes for Managers


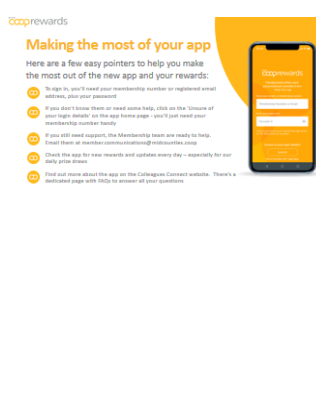
Phase1 Launching YCR App	Material/ Guide	Notes
 <p>Slides/ Action</p>	<p>Manager’s brief for Managers</p> <p>Encourage managers to bring their membership number</p> <p>PowerPoint and Briefing notes</p> <p>Mobile phones – to download the App</p> <p><u>Additional Resources – Colleagues connect</u></p> <p>Videos – How to download the YCR App i.Learn <a href="https://www.midcountieslearning.coop/course/view.php?id=897">https://www.midcountieslearning.coop/course/view.php?id=897</a></p> <p><b>Abbreviations –</b></p> <p>YCR – Your Co-op Rewards FAQ’s – Frequently asked Questions SOP- Share of profits</p>	
	<p><b>Aim –Introduction</b></p> <p>Cover why- remember to excite colleagues!</p> <p>This is the best our membership has offered!</p>	<p>Thank you for attending today’s brief, this should take up to 20 minutes.</p> <p>You may already be aware; we are launching Your Co-op Rewards in the coming weeks and this will be launched in Three phases.</p> <p>Tap into Phase 1, which is the launch of the YCR apps to all our colleagues, given priority access.</p> <p>Phase 2- Share of Profits electronic <b>22nd March</b> Phase 3 -<b>15th May</b>: announcement of member launch at AGM</p>

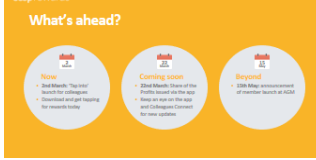

		<p>Your membership has just got smarter, with the new Your Co-op rewards App.</p>
	<p><b>Aim-</b> Get colleagues excited about the Your Co-op Rewards Colleague Launch</p> <p>Go through Objectives</p> <p><b>Overall Objective -</b></p> <p>Colleagues to become more familiar with the YCR App, how the rewards and offers work.</p>	<p>We're giving our colleagues exclusive priority access to the app, and this presentation gives you a little more detail, covering.</p> <ul style="list-style-type: none"> <li>• Overview of Your Co-op Rewards – Thanking you with exclusive rewards</li> <li>• Tapping into Your Co-op Rewards App and exciting features</li> <li>• Download the App and make the most of the App</li> <li>• What's ahead</li> </ul>
<p><b>Ask Question</b></p>	<p><b>Aim – Ask question to discuss</b></p>	<p>Have you heard about Your – Co-op Rewards?</p>
<p><b>Talk through</b></p>	<p><b>Aim -</b></p> <p>Talk through Your – Co-op rewards and what this means for our colleague members.</p>	<p>Overview of –</p> <p>We're giving exclusive priority access to our new app, <b>Your Co-op Rewards</b>. It's all about thanking you, with rewards, for choosing to shop with us and for being a valued colleague members.</p> <p>Your Co-op Rewards is an app and website with rewards just for members, however our colleagues have been given, priority access to offers, rewards and deals.</p> <p><b>This means first-hand experience of the offers/ rewards and how they work, start earning stamps for great Travel and Food rewards.</b></p> <p>By downloading the Your Co-op rewards App – we want our colleagues to experience first-hand our great rewards for being our valued colleague members.</p> <p>By having this first-hand experience weeks before launching to our members-, colleague members will be able to feel more confident in promoting the YCR app.</p> <p><b>(There will be prize draws and colleague specific offers)</b></p>

<p><b>Ask Question</b></p> 	<p><b>Aim- ask the question</b></p> <p><b>Aim –</b> talk through the benefits - optional if already covered through the above questions</p>	<p>What do you think the benefits are? (YCR)</p> <p>Thanking you with exclusive rewards</p> <p>Instant Rewards – Offers for members only</p> <p>Treats to save for – save for a special treat!</p> <p>It's easy for you – membership card to hand on App</p>
	<p><b>Aim - Summarise</b></p>	<p><b>Instant rewards</b></p> <ul style="list-style-type: none"> <li>• Fantastic colleague-only deals right to your phone</li> <li>• Colleague-only exclusive prize draws including daily winners</li> </ul> <p><b>Treats to save for</b></p> <ul style="list-style-type: none"> <li>• Earn every day, with one stamp for every £10 you spend on food and utilities</li> <li>• Redeem your stamps on Your Co-op Travel bookings</li> </ul> <p><b>It's easy for you</b></p> <ul style="list-style-type: none"> <li>• Your digital membership card is always on hand for exclusive colleague discounts</li> <li>• A convenient way to manage your membership</li> <li>• More exciting membership features coming soon</li> </ul> <p>(Never leave without your phone, never miss out on points and stamps)</p>
<p><b>Talk through</b></p>	<p><b>Aim –</b></p> <p>Talk through, strategy, importance of membership <b>detail dependant on audience knowledge</b></p>	<p>Why membership is important</p> <p>Phil's Vision</p> <p>“trusted by our member to make their lives less complicated and more rewarding in their day to day”</p> <p>We are not like other retailers. We are a co-operative – which means we are owned by our members and run for their benefit.</p> <p>And that means that being a member needs to feel special – more than just being a customer. This is their Co-op. It is our strategy to put members at the heart of everything we do to grow our businesses.</p> <p>And that strategy begins by making them feel rewarded for the everyday ways they spend with us.</p> <p>If they spend more with us, they get rewards for themselves – and they are supporting their local communities.</p>



	<p>– Overview of the pilot</p>	<p>Over the last six months we have been trialling Your Co-op rewards in the Walsall and Chipping Norton areas and had positive feedback.</p> <p>This is a new way of making our membership more rewarding.</p> <p>Earn a Stamp for every £10 spent in Food and Utilities redeem against great rewards Here are some of the differences of the digital membership -</p> <ul style="list-style-type: none"><li>• Earn one stamp with every £10 spent in Food &amp; Utilities.</li></ul> <p>Stamps are for redemption on some great treats/rewards. Like the Airport lounge for example.</p> <p>This is in addition to what our membership currently offers.</p> <p>Download the App, to see for yourself!</p>
<p><b>Ask Question.</b></p>	<p><b>Aim –</b>  Managers to experience the APP</p>	<p><b>Who has the App already?</b>  If not let's download the App now!</p>

	<p>Or look through the App talk about some of the rewards</p>	<p>So, you can see how quick and easy it is.</p> <p>(feedback from the pilot, was positive and when they downloaded the App, they understood it better).</p> <p>“If downloaded here’s how the App work’s “</p>
	<p><b>Optional</b> – How to download the App</p>	<p><b>Action</b> -Demo how to download the App</p>
		<p>Once you have downloaded the App</p> <p>Here are a few easy pointers to help you make the most out of the new app and your rewards. have your email address (the one registered to your membership account), or membership number and password. Don’t worry, if you aren’t sure of any of the details you can click on the ‘Forgotten my details’ link and we will <i>lead you through</i>. You just need to have your membership number handy – this is the number that’s on your membership card.</p> <p>If you still have any problems signing in, then contact the membership team.</p> <p>members.communications@midcounties.coop</p> <p>Check the app for new rewards and updates every day – especially for our daily prize draws Find out more about the app on the Colleagues Connect website. There’s a dedicated page with FAQs to answer all your questions.</p>
<p><b>Talk through</b></p>	<p>Aim – Demo the App</p>	<p>Once you have downloaded here’s how the App works.</p> <p>Or look through you’re App talk about some of the rewards.</p>
<p><b>Talk Through</b></p>	<p><b>Cover roles and responsibilities Managers</b></p> <p>Emphasis that managers should use the material most suited to their stores, no tracking</p>	<p>What the managers are expected to do- create the buzz and knowledge brief the teams.</p> <ul style="list-style-type: none"> <li>• Store Manager to briefs Teams</li> <li>• Share resources</li> <li>• FAQ’s to hand</li> </ul> <p>Excite and encourage colleagues to download the App!</p>
	<p><b>Manager</b> – to talk through What’s Ahead</p> <p>Go through any FAQ’s group specific</p> <p>Also, advice and share location for other resources.</p>	<p>What’s Ahead</p> <p>22<sup>nd</sup> March While you become familiar with YCR App, the next phase will be electronic share of profits- you will learn where they are located and how to redeem them.</p>

 <p><b>cooprewards</b> What's ahead?</p> <p><b>Now</b> 1. Get Ready "The first" search for colleges 2. Download and get training for rewards today</p> <p><b>Coming soon</b> 3. Share Rewards: Share of the Profits based on the app 4. Access to earn the app and Colleague Connect for new queries</p> <p><b>Beyond</b> 5. 20th May announcement of member launch at AGM</p>		<p>First time ever Share of Profits will be delivered through the Your Co-op Rewards app with e-vouchers, but more information will be available in the next phase.</p> <ul style="list-style-type: none"> <li>• <b>15th May:</b> announcement of member launch at AGM</li> </ul>
 <p><b>cooprewards</b> Tap in today</p> <p>Download now Google Play   App Store</p>		<p>If you haven't managed to download the App, don't forget to do so, tap in today.</p>
<p><b>Talk through</b> <b>Ask Questions</b></p>	<p><b>Aim -</b> Summarise the session</p> <p>Ask Questions to check understanding. (Select questions)</p>	<ul style="list-style-type: none"> <li>• Ensure you are fully equipped to be able to brief your teams</li> <li>• Understand your roles and responsibilities</li> <li>• Understand the features and the benefits to you as a colleague – Download the App</li> </ul> <p>How much do you need to spend to earn 1 stamp?</p> <p>List some of the benefits?</p> <p>What information can you find within the App?</p> <p>Where can you collect stamps from?</p>
<p><b>Talk through</b></p>		<p>Encourage your teams too and talk about the rewards! Any Questions? What are your key takeaways?</p>