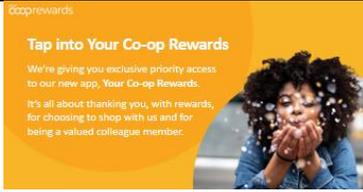
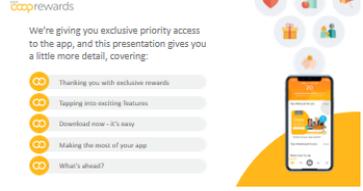
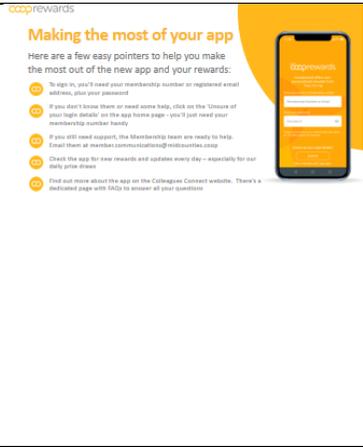


Manager briefs for Teams

Phase1 Launching YCR App	Information /Material	Manager briefing notes
<p>Slides/ Action</p>	<p>Manager brief for Teams- Encourage colleagues to bring their membership number PowerPoint/ or brief Encourage colleagues to bring their membership number And mobile phones FAQ's from colleagues connect</p> <p><u>Additional Resources – Colleagues connect</u></p> <p>Videos – How to download the YCR App i.Learn https://www.midcountieslearning.coop/course/view.php?id=897</p> <p>Abbreviations – YCR – Your Co-op Rewards FAQ's – Frequently asked Questions SOP – Share of profits</p>	
	<p>Objective of the brief - inform – and excite! great opportunity to be part of YCR</p> <p>Colleagues to become more familiar with the YCR App, how the rewards and offers work.</p>	<p>Thank you for attending today's brief</p> <p>This briefing is to talk to you about Your Co-op Rewards-</p> <p>Tap into Phase 1, From 2nd March, you will have priority access to Your Co-op Rewards this means first-hand experience of the offers/ rewards and deals and how they work.</p> <p>“You can start earning stamps for great Travel and Food rewards”</p> <p>Your membership has just got smarter, with the new Your Co-op rewards App.</p>

	<p>Aim - Get colleagues excited about the Your Co-op Rewards Colleague Launch</p> <p>Objective's Read through or talk through</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"> • Overview of Your Co-op Rewards – Thanking you with exclusive rewards • Tapping into Your Co-op Rewards App and exciting features • Download the App and make the most of the App • What's ahead • Understand your role
	<p>Aim -</p> <p>Talk through Your – Co-op Rewards and what this means for our colleagues.</p>	<p>We're giving exclusive priority access to our new app, Your Co-op Rewards. It's all about thanking you, with rewards, for choosing to shop with us and for being a valued colleague member.</p> <p>Your Co-op Rewards is an app and website with rewards just for members, however our colleague members have been given, priority access to offers, rewards and deals.</p> <p>By downloading the Your Co-op Rewards App – it's an opportunity for you to experience first-hand our great rewards and offers for being our valued colleague member.</p> <p>By having this first-hand experience weeks before launching to our - members- you will be able to feel more confident in promoting the YCR App.</p> <p>Don't miss out (There will be prize draws and colleague specific offers)</p> <p>Here are some of the differences of the digital membership -</p> <p>Earn a stamp for every £10 spent in Food & Utilities. Treats to save for.</p> <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 and Tap into the App, to see for yourself!</p>

	<p>Aim –</p> <p>Encourage our colleagues to download Your Co-op reward App</p>	<p>Let's take a look at some of the benefits - 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>Aim- Go through features excite!</p>	<p>Instant rewards</p> <ul style="list-style-type: none"> • Fantastic colleague-only deals right to your phone • Colleague-only exclusive prize draws including daily winners <p>Treats to save for</p> <ul style="list-style-type: none"> • Earn every day, with one stamp for every £10 you spend on food and utilities • Redeem your stamps on Your Co-op Travel bookings <p>It's easy for you</p> <ul style="list-style-type: none"> • Your digital membership card is always on hand for exclusive colleague discounts • A convenient way to manage your membership • More exciting membership features coming soon <p>(Most of us never leave home without our phones, never miss out on points and stamps).</p>
<p>Talk through</p>	<p>Aim –</p> <p>Go through Phil's vision, overview of why membership is important and pilot information.</p> <p>(Managers discretion) how detailed</p>	<p>Why membership is important - 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>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.</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.</p> <p>It is our strategy to put members at the heart of everything we do to grow our businesses. And that strategy begins by making them feel rewarded for the everyday ways they spend with us. If they spend more with us, they get rewards for themselves – and they are supporting their local communities.</p>
	<p>Here use the appropriate</p> <p>Manager can download the App/ demo the App</p> <p>Ask colleagues to download the App (if possible)</p>	<p>How familiar are you with downloading App's? It's easy.</p> <p>"Download the App or demo the App"</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>Aim- Read slide share information</p>	<p>Here are a few easy pointers to help you make the most out of the new app and your rewards</p> <p>Have your email address (the one registered to your membership account), or membership number and password</p> <p>Don't worry, if you aren't sure of any of the details you can click on the 'Forgotten my details' link and this will lead <i>you through</i>. You just need to have your membership number handy – this is the number that's on your membership card</p> <p>Still having difficulties you can contact -members.communications@midcounties.coop</p> <p>Check the app for new rewards and updates every day – especially for our daily prize draws</p> <p>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>Go through any FAQ's</p>
	<p>Manager -</p> <p>Also, advice and share location for other resources if they can access</p>	<p>Let's take a look at "What's Ahead"</p> <p>22nd 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>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 soon.</p>

		<ul style="list-style-type: none"> • 15th May: announcement of member launch at AGM
	Encourage downloading the App	<p>Thank you for your time today. Tap in today.</p> <p>Download the App don't miss out on great offers and see how they work! Save up for that treat! Something to look forward too!</p>
Talk through	Summarise next steps	<ul style="list-style-type: none"> • Your role, download the App" look through the rewards, offers • Understand the features and the benefits to you as a colleague – Download the App <p>Any Questions</p>
Ask Questions	<p>Test understanding –</p> <p>Some questions –</p>	<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>