

## Customer Rewards Program Overview

The Customer Rewards System provides a method for accumulating the number and amount of 'on time' as well as total payments made by each customer on A/R (accounts receivable) accounts. Additionally the Rewards System allows customers to qualify for up to nine different ratings based on total amount of 'on time' payments made and then automatically reward those customers with increased credit limits, future discounts and/or favorable payment terms. The customer's reward rating is displayed on the payment screen while the customer's accumulated 'on time' reward points are printed on the payment receipts. Additional information is also displayed on the Customer Maintenance Screen (RCUSTMNT) such as qualification date, previous rating, total amount of 'on time' payments made, total number and amount of all payments made, and percentage of amount of 'on time' payments made. The CPRTA Customer Report also displays the customer's reward rating, total payments and 'on time' payments, and can be selected/sorted by either rewards rating or 'on time' payments.

To create and maintain different reward ratings, a new Reward Maintenance Program (RWRDMNT) is available. This program allows up to nine different reward ratings to be defined. Each reward rating has its own qualification requirements, 'on time' payment grace periods, exclusions (closed reasons, customer types and/or excessive late payments) and rewards.

To update each customer's accumulators and rewards ratings, a new batch program (RSRDUPDT) must be run at each store periodically (daily or weekly) via the Spooler (Report #185 on second screen). This program reads through all the A/R payment records (ARPMT) and updates the payment accumulators, reward rating, and reward benefits on the Customer's Record. A "Promotions Report" is also generated out of this program that lists all customers that were promoted or demoted to the new rewards rating.