

# Engaging businesses with your BetterPoints programme

## The Opportunity

BetterPoints is a multi-award winning behaviour change company as featured on the BBC. Your campaign uses the BetterPoints platform to combat climate change and improve health, by rewarding local people for traveling more actively and sustainably. Businesses can benefit directly by selling you vouchers to use as rewards, or by sponsoring discounts and prizes.

This is an opportunity for local businesses and organisations to show they care about the communities in which they operate. Their brands will be front and centre in your

campaign's digital communications and in the mobile app.

Some benefits to businesses include:

- Reaching new customers
- Aligning their brands with local sustainability and health initiatives.
- Integrating with their Community Outreach and Corporate Social Responsibility plans
- Accelerating post-lockdown recovery by driving footfall to their businesses.

## How it works

Local residents and workers are encouraged to download the BetterPoints app and record their daily sustainable travel activities, such as walking, cycling or taking the bus. Every time they do, they are rewarded as an incentive to do more. We keep them motivated through feedback via the app, by reporting their progress towards goals, by publicising local events, by promoting special offers from our sponsors, and by sharing inspiring stories from other participants.

### Rewards

Rewards are in the form of BetterPoints (our digital currency), BetterTickets (prize-draw entries) or direct vouchers and prizes. BetterPoints can be redeemed for a wide choice of vouchers in our catalogue of high street and local retailers, coffee shops, sports venues and cinemas. BetterTickets prize-

draws are daily, weekly or monthly, to win BetterPoints or sponsored prizes.

### Redeeming vouchers

- Through the vendor's online store, if they have one.
- In-store, directly into the vendor's QR code and EA13 barcode readers or with our Tap&Clear technology.
- Through the vendor's own digital fulfilment system.

The BetterPoints platform delivers digital vouchers directly to the app for immediate use in-store or online. It supports EAN13 barcode and QR code formats for secure display and fulfilment at the point of sale, as well as direct URLs to the vendor's own secure digital fulfilment system.

# Three ways to get involved



Gift vouchers



Discounts



Sponsorship



## Gift vouchers

**Gift vouchers can be offered through the in-app rewards catalogue.**

Vendors can offer gift vouchers – for any amount – through the app, for which people can exchange their BetterPoints. People can download the voucher and spend it online or in-store, or employ our 'Tap&Clear' technology.

BetterPoints will reimburse the vendor for the value of any vouchers redeemed, on a monthly basis. Vouchers are digital. If a vendor wants to use physical gift cards instead, you will need to discuss it with BetterPoints.

### Set-up

#### 1. Agree value

- Vendor agrees the value of the digital gift vouchers to be offered.

#### 2. Process bank details

- BetterPoints will email a form for the vendor's bank details.
- The vendor must fill out the form and return it to BetterPoints.

#### 3. Configure vouchers

- The vendor sends BetterPoints a spreadsheet containing voucher codes, which BetterPoints adds to the system.
- If the vendor does not have digital gift vouchers already, BetterPoints will create them.

### Fulfilment

#### 4. Customer spends gift voucher

- Online, if the vendor has an online shop, or in-store.

#### 5. Vendor processes voucher

- The vendor's online shop manages fulfilment automatically, or
- the vendor scans the customer's app into their QR code or EA13 barcode reader, or
- For a simple solution that doesn't require integration with EPOS, the vendor can use BetterPoints' unique **Tap&Clear** action to approve and void the voucher quickly and safely.



## Discounts

**Discounts can also be offered through the in-app rewards catalogue.**

As with gift vouchers, above, BetterPoints can create discount vouchers that are used in the same way as gift vouchers; for example: as part of the reward catalogue that people buy with their BetterPoints, or as part of a special promotion. The difference is that BetterPoints does not remit any money to the vendor for 'in-kind' discount vouchers as we would for gift vouchers.

### Set-up

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#### 1. Agree terms

- Agree terms of use (conditions, exemptions etc) with the vendor.

#### 2. Configure discount vouchers

- BetterPoints creates the required digital discount vouchers and adds them to the system.

### Fulfilment

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#### 3. Customer claims discount

- The customer presents the discount voucher in the app on their phone or tablet.

#### 4. Vendor approves discount

- The vendor uses BetterPoints' unique **Tap&Clear** action to approve and void the voucher quickly and safely.



# Sponsorship

**Sponsoring BetterPoints prize draws is a great way for organisations and businesses to reach their local communities and find potential new customers.**

It's also a great way to align their brands with better health and a cleaner environment, because BetterPoints campaigns encourage people to use sustainable and active forms of transport. Sponsorship helps to improve health and wellbeing, reduce local congestion, and drive down carbon emissions.

The sponsor simply has to name an item or service they would like to offer as a prize; for example: a free bicycle service, reusable water bottles, a haircut, lunch for two, a hamper, or even a bike. The prize is then offered as part of a weekly or monthly draw, or, in some cases, as a one-off Grand Prize.

Participants earn tickets for travelling actively or sustainably and the winners are picked at random. Sponsors are named in the app, a story is written about them, and messages are pushed into the users timeline which link to the story.

Sponsors can decide how many prizes they want to make available – whether it is for a single month or throughout the life of the campaign – and what those prizes are.

BetterPoints can help you and the sponsor to structure the prize offer in the best way to appeal to participants.

## How it works

### 1. Agree prize details

- You and BetterPoints agree the details of the prize(s) with the sponsor.
- You also agree whether the prize will be awarded once (one-off), weekly, or monthly.
- If it's a large, one-off prize, you also agree which part of the campaign to attach it to.
- You also agree how the prize(s) will be claimed and delivered to the winner(s).

### 2. Gather sponsor information

- The sponsor provides details of themselves as they would like to see them appear in the rewards catalogue (name, location, logo, contact details etc).
- They can do this through the website, or BetterPoints can supply a template for them to return by email.

### 3. Add the prize(s) to the system

- BetterPoints writes a promotional story to go in the app.
- BetterPoints schedules in-app messaging and push-notifications to promote the prize(s).

### 4. Award the prize

- A winner is chosen and the prize is claimed for them automatically.
- The sponsor delivers the prize to the winner in the manner agreed at the outset.