



WHAT MAKES A GOOD LOYALTY PROGRAM?

This audit checklist helps cannabis dispensaries evaluate their loyalty program to improve retention, boost revenue, and create a seamless experience.



CUSTOMER-CENTRIC APPROACH

Do you offer rewards and campaigns based on purchase history? Are personalized offers and simple sign-up, tracking, and redemption processes in place? Can patrons easily view their points and rewards?



FLEXIBILITY & ADAPTABILITY

Does your program grow with your business and adjust based on customer feedback and market trends? Is it reviewed and updated periodically?



ENGAGEMENT & COMMUNICATION

Do you keep customers informed about their status, rewards, and promotions through email, SMS, or app notifications? Is there a consistent schedule for communication?



ATTRACTIVE REWARDS

Do you provide appealing and attainable rewards, including discounts and exclusive experiences, with multiple ways for customers to earn points?



DATA & ANALYTICS

Do you collect and analyze customer data to improve your program? Do you track key performance indicators and review campaigns regularly to enhance retention and transaction value?



EXCEPTIONAL CUSTOMER SERVICE

Is reliable support available through budtenders or direct channels? Are systems in place for gathering feedback and providing help when needed?



REFERRALS & SOCIAL SHARING

Do you offer incentives for referrals and encourage social sharing to attract new patrons?



MULTI-CHANNEL ACCESSIBILITY

Can customers access your loyalty program seamlessly in-store, via apps, websites, and advertisements with consistent branding?

[ACCESS EXCEL CALCULATOR VERSION](#)