Loyalty Points Integration | Release Note
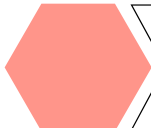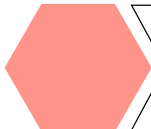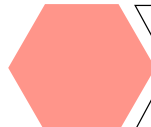
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Background & Context

The following release introduces a new feature available to players that captures the newly established partnership between [Company A] and [Company B].

Eligible members who have also enrolled in [Company B] loyalty programm , can now link accounts and convert their [Company A] Loylty Points to [Company B] Loyalty Points.

LIVE

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Note

Loyalty Points are available as a Rewards Store item **only on specific regions and labels.**

Important Information

- Players can link their Company A & B accounts and convert Loyalty Points A to Loyalty Points B.
- Players can acquire LP A in exchange for LP B from the Rewards Store in their accounts. Note that players CANNOT convert the other way around - LP B to LP A is not possible.
- Account linking or unlinking will automatically sync for all parent and child accounts a single player might have. However players will only be able to convert points, collected in their current location LPs are not transferred between child accounts and the accumulation and conversion of reward points is entirely state-specific.
- LP B will be added to the Rewards Store from the Loyalty admin section of the backend tool. LP B need to be activated for each region individually.

How it works

If a player wants to convert Rewards Points to Loyalty Points, the player needs to have an account with [Company B].

If they have an account with [Company B], the player needs to link that account to their existing account with [Company A] through the website or mobile application.

To link accounts, players need to login into their[Company A] account and navigate to:

Account Details > My Rewards > Loyalty Points

Players are presented with a new page containing **T&Cs** as well as **FAQs** sections, but most importantly players will see a **"Link Account"** button.

Upon clicking on that button, players are asked to enter their [Company B] credentials (Emails & Password). If done correctly, a small pop-up notification informs players that they have linked their accounts successfully.

Immediately after, players are able to convert LP A to LP B as simply as a few clicks. The same page players used to link their accounts now contains a **"Convert Points"** function as well as **"Unlink Account"** button.

Convert Points - upon clicking this button, players are redirected to their Rewards Store. [Company B] Points have their own space within the [Company A] Rewards Store, amongst the product pages. An extra [Company B] tab is added to the sub-navigation lane to accommodate the new feature.

A new window will ask the players to enter the amount of LPs they want to convert. There are no plans to limit the number of points players can convert, at least at the initial release phase.

The conversion rate is **1 to 1** for each LP. On the screen players will also be able to see the total cost (of the transaction) as well as their remaining balance.

Once players **confirm** the transaction, the conversion will be successful. A confirmation screen will appear providing corresponding information. If players attempt to convert more points than they have available, the transaction will be rejected due to insufficient balance.

Please note that, once confirmed the transaction cannot be cancelled or undone!

Unlink Account - players can unlink their Marriott Bonvoy account if they want to. BRPs that have been already converted to MBPs prior unlinking the accounts will not be affected (lost) as they will be already transferred to Marriott's platform.

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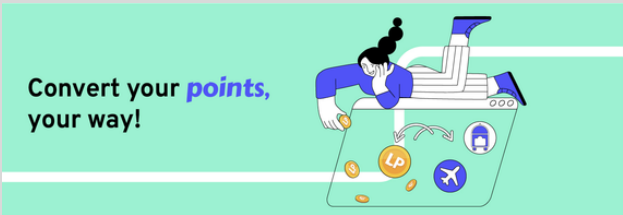
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Parent & Child Account Behaviour

Our system allows players to use a single [Company A] account across all regions part of the system. The account which players initially registered with (the parent) will create child accounts in the backend for each region, participating in our system. By doing so, players can enjoy a flawless transition when they visit a new region without the need to create new [Company A] accounts.

[Company A] loyalty program, links with the parent account and therefore communicates with all child accounts (if any) accordingly. This means that once players link their [Company B] account with any of their [Company A] accounts child or parent, it will **automatically sync** with any other child accounts.

For example, a player links their [Company A] account, based in X region (part of our system), with their [Company B] account. That same player visits Y region (also part of our system) the following week and they open their [Company A] account to see it is also linked with their [Company B] account.

Similarly, when players **unlink** from any of their parent or child accounts, it will **automatically reflect** in any other accounts they may have.

However, due to the fact that LPs are not transferred between parent and child accounts, the accumulation and conversion of reward points is **entirely state-specific**. **The amount of LPs players have available can differ from one account to another.**

For example, the player from the example above has collected 1000 LPs through playing in their region X account during their stay there. They come back to their parent account region. The player will not be able to convert the 1000 LPs collected in X region because they will not be transferred to their parent account. The player can only convert the LPs that are available in their parent account, if any.

Backend Setup

Activate LPs in Loyalty Store

The [Company B] points are administered in the backend. They are added or removed to the Rewards Store as every other item is, through the **Loyalty Store admin** in the backend tool.

[Company B] LPS have been integrated to Backoffice as a new prize type, amongst other reward types.

[Company B] are added or removed to the Rewards Store for **each region individually**.

*Note, that addition or removal of LPs is a **one-off** action, once added in the tool, players will be able to exchange LPs on the front-end!*

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Users need to navigate to:

Backend > Admin Tools > Loyalty > Loyalty Store > Add loyalty store item

After selecting front-end and brand, users need to select LPs as the reward type from the drop-down menu.

Unlike other reward types, users are not required to state a price for the LPs.

Another mandatory field is the "Item Name".

Please note, that the name will be used only for internal purposes and it is not customer facing. This is not the name of the item that will display on the front-end.

The name of the item along with the rest of the required content, that will actually display on the front-end, will be pulled from the tool when we link the template ID in the backend tool using the "Template Id" field.

Once all mandatory fields have been filled, users need to click on the **"Submit"** button to activate the LPs for the selected brand.

View/Modify MBPs

Marketers can access an overview report on LPs through the **"view/modify store item"** menu in the tool. Amongst other fields, marketers can see the **"Item Id"**, **"Status"** (Active/Inactive), and **"Change Log"**.
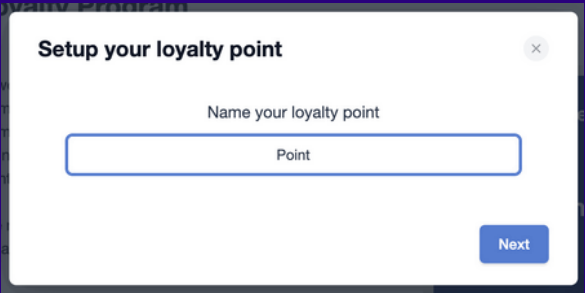
Clicking on the item ID will redirect the user to the edit page. Out of all the fields only the "Template Id" allows to be modified.
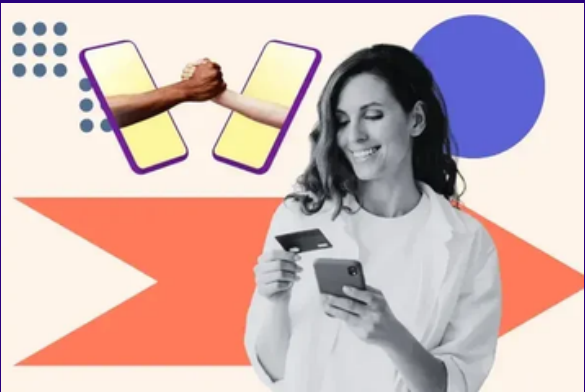
Deactivate LPs

LPs can be deactivated by changing their status to **"Inactive"** from the View/Modify page in the tool.

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Reporting

Frontend

Once points are converted, players will be able to see history of their purchases in the **"Rewards History"** section of their [Company A] accounts.

Along with the rest of their Rewards Store purchases, players will be able to check how many LPs they have converted and when they converted them.

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Backend

General Loyalty Store Reports

The tool provides users with an overview of Rewards Store purchases made by players on a label-level.

Navigate to:

Backend > Admin Tools > Loyalty > Loyalty Store > Purchase History

You will need to select the respective front-end, brand and reward type as well as a date range. Date range can be up to 6 months in the past.

If you want to look for the purchase history of a specific account, you need to insert the account name in the "Account Name" field, otherwise the search results will include all accounts from that label who purchased the reward type selected.

The purchase history table provides details for:
- **Date of purchase**
- **Account name**
- **Item ID**
- **Reward Type**
- **Initial/Final Balance**
- **Reward Points spent**
- **Quantity**
- **Status**

You will also be able to look for purchase history based on the **status** of the transaction from the **"Purchase history status"** menu, located just below the "Purchase history" menu.

The search options include:
- Success
- Pending
- Completed
- Failed

Player Specific Loyalty Reports

The tool also provides users with an overview of Rewards Store purchases on a **player level**.

Navigate to:

Backend > Customer Services > Player Specific > [search & load account] > Loyalty Points > Summary Details

Selecting the **'Change log'** symbol under the 'Current Point Balance' tab will open a 'Points History Log' showing all points credited / debited for the player.

LPs purchased/converted via the store will be listed as 'LPs Purchased'.

Other details such as the date, number of points (debited / credited), are also available in this report.