ChatGPT

HAIROTICMEN Loyalty Program – Final Full Overview

PROGRAM NAME: HAIROTICMEN Loyalty Program

Purpose: A reward system designed to increase engagement, retention, and brand loyalty across all user types (end customers, sales reps, dealers, salon stand partners, affiliates).

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1. ELIGIBLE USER ROLES

User Role	Description
End Customer (Retail)	Individual buyers on hairoticmen.de
Sales Rep	Field and digital reps promoting sales
Dealer (B2B)	Wholesalers or large order clients
Stand Partner	Salons and barbershops showcasing HAIROTICMEN products
Affiliate	Influencers or digital marketers via SliceWP

📊 2. POINT SYSTEM (Standard Conversion)

- **100 Punkte = 1 € Wert**
- Points valid for **12 months** from date of issue
- Redeemable for up to **30% of order value**

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3. EARNING POINTS BY ROLE

End Customer (Retail)

Action	Points	Notes
Account Registration	100	One-time
Product Purchase (€1)	1 pt	1 pt per €1 spent
Product Review	50	Verified reviews only
Profile Completion	150	First-time only

Action	Points	Notes
Referral Signup	300	Referral via personal link
Referral First Purchase	500	After successful order
Birthday Bonus	500	On user birthday
Survey Participation	200	Must complete entire survey

Sales Representative

Action	Points	Notes
First Sale Bonus	1,000	One-time
Monthly Sales Target (€8,000+)	800	+10% of total sales
Refer Salon for Stand	250	Must be verified
Activate Salon Stand	500	After approval
Submit Survey/Lead	200	Per valid submission
Event Attendance	300	Product trainings or webinars

Dealer (B2B)

Action	Points	Notes
Initial Order (€1,000)	100	1 pt per €10 spent
Promo Display Participation	1,000	In-store branding
Repeat Order (within 30 days)	300	Encourages consistent stock flow
Seasonal Bonus	400	Via campaign or challenge

Stand Partner (Salon Owner)

Action	Points	Notes
Sell €500 via Stand	2,500	5% equivalent in points
Tagging Stand Photo (Instagram)	250	Must be public + brand tagged
Stand Decoration Challenge	1,000	Must submit image or video

Action	Points	Notes
Participate in Promotion	300	Based on campaign

Affiliate (SliceWP)

Action	Points	Notes
Referral Signup	300	New user registration via affiliate link
Referral Purchase	500	After order is completed
Content Creation (TikTok)	1,000	Must include HAIROTICMEN brand mention
Monthly Top Referrer Bonus	1,500	Based on leaderboard

🎮 4. GAMIFICATION & CHALLENGES

Feature	Description
Monthly Missions	E.g. Buy 3 items + refer 1 friend = 1,000 pts
Badges & Ranks	Titles like "Power Referrer", "Gold Reviewer"
Mystery Box	Spend 1,000 pts to win random gift/coupon
Leaderboard	Top 10 users by month (reviews, sales, referrals)
Anniversary Bonus	1,000 pts on 1-year account anniversary
Flash Challenges	Limited-time actions for double points
Team Events	Sales Reps vs Customers in points-based competitions

5. POINT REDEMPTION RULES

• Redeemable via checkout or profile
• Max 30% of cart total per redemption
• Minimum redemption: 500 points
• No cash value; not transferable
• Points removed for refunded/cancelled orders

6. SYSTEM INTEGRATIONS

Platform	Functionality
WooCommerce	Tracks orders and triggers points
myCred	Point engine, ranks, badges
Ultimate Member	Role-based point rules and dashboard views
SliceWP	Affiliate tracking + referral points
WholesaleX	Dealer-specific logic and bulk actions
Jetpack CRM	Loyalty tagging, segmentation
Contact Form 7	Hook for stand/survey actions

🔒 7. POLICY HIGHLIGHTS

- • ✓ GDPR Compliant
- • ✓ Points expire after 12 months
- • ✓ No resale or transfer allowed
- • ✓ Participation is optional and free
- • ✓ Misuse leads to exclusion

Created for: HAIROTICMEN Loyalty & Partner System
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☎ Legal Basis: German BGB, EU DSGVO