

## SLP – Superguest Loyalty Program for ‘Stay & Sleep’

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Target Release	End of Q3 2025
Epic	EPIC-22 : Developing a loyalty program for our frequent travelers. In PROGRESS
Development Status	Under Review
Document Owner	Rashmi Deshpande
Designer	@designer
Developers	@SDM @SDE1, @SDE2, @SDE3
QA	@QA1, @QA2

### **Change History:**

11/2024: PRD creation.

01/2025: Created User Persona.

### **Goals:**

- Launch a tiered loyalty program (3 tiers) for customers to earn points with each booking.
- Enable loyalty members to redeem points towards future bookings.
- Integrate the loyalty program seamlessly into the existing ‘Stay & Sleep’ user interface.
- Implement a marketing campaign to inform customers about the program launch.
- Develop exclusive customer support for loyalty members.
- Ensure clarity with a transparent terms and conditions agreement, including an arbitration clause.
- Retain non-members with a user-friendly experience while highlighting program benefits.

### **Background:**

‘Stay & Sleep’ has a loyal customer base seeking recognition and rewards for their continued patronage. By launching a seamless, tiered loyalty program, we aim to enhance customer retention and satisfaction. The program will be integrated into the current booking process, allowing users to track and redeem points with ease.

### **Program Assumptions:**

- Points are awarded only for new bookings.
- Any price difference between points applied and booking cost is to be paid by the customer.

- Cancelled bookings will reinstate the points for future use.

### **Target Users:**

- **SLP Members:** Customers who opt into the loyalty program.
- **Guests:** Non-members who can still accrue points but must sign up to redeem them.

### **Why This Program Matters:**

Customer feedback reveals a strong desire for a loyalty program:

- 70% of respondents in our survey requested a loyalty program.
- 35% of customers compare competitors' loyalty programs before booking.
- 85% indicated they would sign up if 'Stay & Sleep' offered one.

With competition offering similar programs, launching now is critical to retaining existing customers and attracting new ones.

### **Success Metrics:**

- **Churn Rate:** Maintain a 3%-5% churn rate within the first 6 months.
- **NPS Score:** Target NPS score of > 35.
- **Customer Feedback:** Collect qualitative insights to refine the program.

### **Messaging:**

"SuperGuest Loyalty Members start accumulating points from their very first booking, unlocking savings and exclusive perks for future stays. Sign up today and make every stay more rewarding!"

### **User Persona:**

#### **Jim Jones**

- **Age:** 45
- **Profession:** Product Manager
- **Family:** Married with 3 kids
- **Location:** Framingham, Massachusetts
- **Character:** Fearless, adventure-loving

- **Goals:** Travel frequently with family while teaching financial literacy.
- **Pain Points:** Expensive last-minute, lack of loyalty rewards from travel providers.

### Use Case:

Jim, a busy professional, uses the SuperGuest Loyalty Program to plan an impromptu spring break trip for his family. After logging into 'Stay & Sleep,' he checks his accumulated points, finds curated travel suggestions based on past trips, and books a surprise vacation with ease. The program's flexibility in holding the booking for 3 hours while he arranges logistics makes it the perfect solution.

### User Stories (MoSCoW Prioritization)

#	Title	User Story	Importance	Notes
1.	SLP Implementation	As a Board member, I want the loyalty program integrated into the 'Stay & Sleep' portal so that customers can opt-in or continue as guests.	Must Have	Integrate sign-up functionality on the home page and ensure seamless user flow.
2.	SLP Onboarding	As a customer, I want clear information about member benefits so I can decide whether to join.	Must Have	Add a "SLP Member Benefits" tab on the homepage with detailed benefits and program tiers.
3.	SLP Member Benefit 1	1. As an SLP member, I want to see my points balance immediately after logging in, so I know how much I can redeem.	Must Have	Display points balance prominently on the user dashboard.
4.	Curated Suggestions	As an SLP member, I want personalized travel suggestions based on my history to enhance my booking experience.	Could Have	Provide suggestions for new customers and tailored options for repeat travelers.

5	Auto-Renewal Option	As an SLP member, I want an auto-renewal option for my membership to ensure continuous benefits without manual intervention.	Could Have	Add "Auto-Renewal" checkbox on the Account Information page.
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### **Release Criteria:**

- **Functionality:** All "Must Have" requirements must be met and thoroughly tested.
- **Usability:** New pages and workflows should match the existing website's design and aesthetic.
- **Performance:** Ensure the new features do not disrupt the login or site navigation process.

### **Designs:**

Stay & Sleep

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https://www.stay&sleep.com

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SLP Member Benefits

Become a Host

Help

Sign-Up

Find the perfect place to stay...

Location

Check-In Date

Check-Out Date

Adults

Children (0-12 yrs)

Amenities

Hot Tub

Pool

WiFi

Q search

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Superguest Loyalty Program

Sign- Up to become an SLP member!

SLP Member Benefits

Already an SLP member? Please login

SLP Member/ Guest Login Name: 

User Name

Password: 

Password

Login

Stay & Sleep

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https://www.stay&sleep.com

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Account Information

Help

Logout

Welcome Superguest! You have a 2000 points balance to use towards a booking!

Find the perfect place to stay...

Location

Check-In Date

Check-Out Date

Adults

Children (0-12 yrs)

Amenities

Hot Tub

Pool

WiFi

Q search

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Destination 1

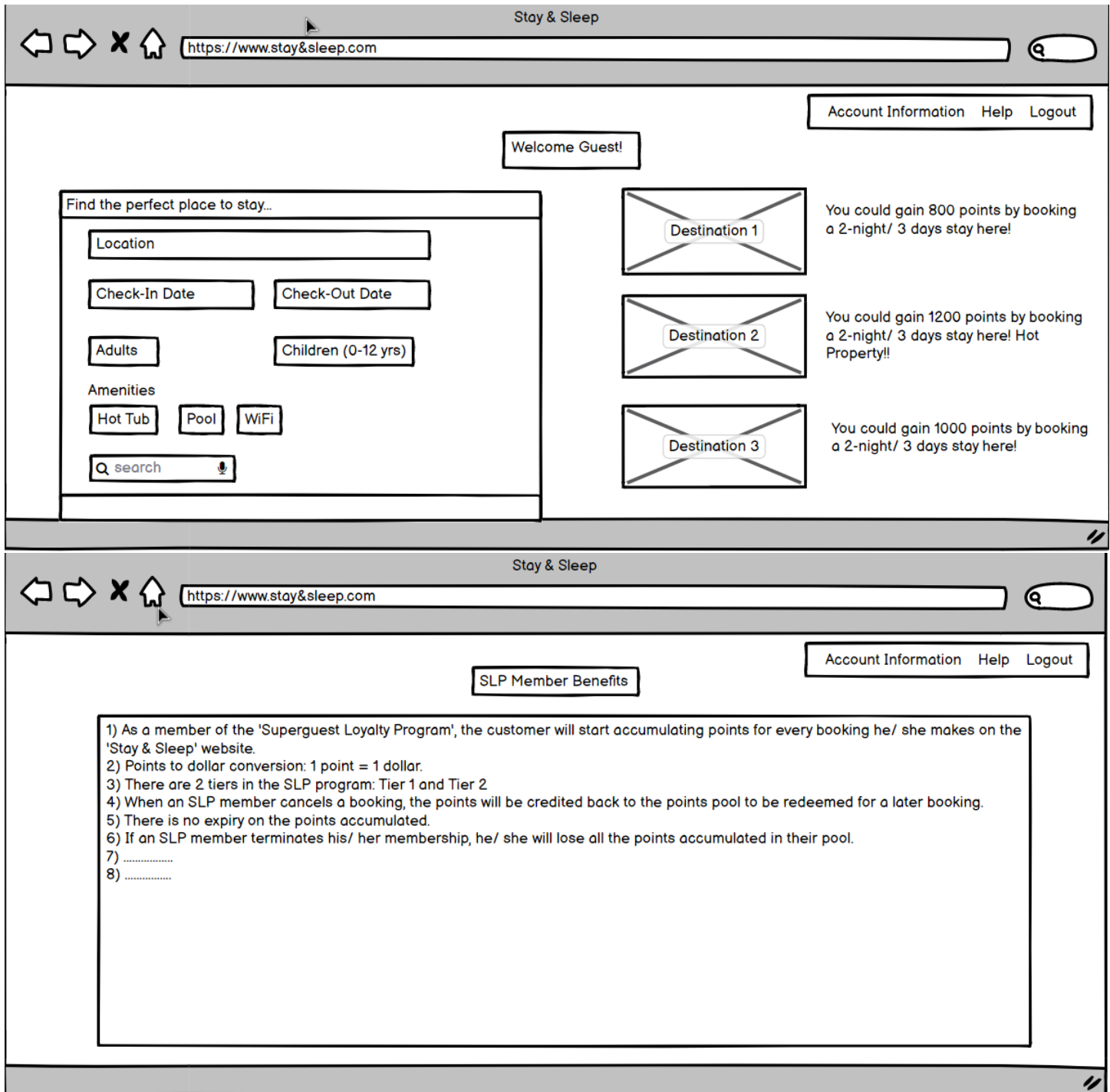
Book This!

Destination 2

Book This!

Destination 3

Book This!



## Q&A

### 1. How will customers be notified of the program?

Marketing will roll out an email campaign and blog posts to introduce the program.

### 2. Where will the program be available?

Initially, the program will be available to California residents for 3 months, followed by a broader rollout based on performance data.