SLP – Superguest Loyalty Program for 'Stay & Sleep'

Target Release	End of Q3 2024
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:

03/2023: PRD creation.

04/2023: Created User Persona.

Goals:

- Offer clients and users the ability to sign up for a tiered loyalty program (3 tiers).
- Offer a feature to accumulate points on every booking made by customers with 'Stay & Sleep'.
- Offer clients and customers who sign up for the loyalty program the ability to use accumulated points towards booking with 'Stay & Sleep'
- Ensure the integrity of the customer account when they log into the loyalty program.
- Streamline launching the loyalty program for loyal customers using the same interface that users use to book on 'Stay & Sleep'.
- Develop a marketing campaign to communicate with our customers about the launch of this new program.
- Develop a plan for customer support exclusively for loyalty members.
- Develop the program's terms and conditions making sure there are no misunderstandings with the offerings made and publicize them to the customer so they will serve as a binding contract with the consumer.
- Develop a well-drafted arbitration clause.
- Develop a strategy to retain users on 'Stay & Sleep' if they decide to quit the loyalty program.
- Maintain a good user experience for customers who do not sign up for the loyalty program.

Background:

Here at 'Stay & Sleep' we have a strong customer base that expects to be acknowledged and rewarded for their loyalty. Launching a loyalty program will not only ensure high customer satisfaction, but also help in retaining and increasing our customer base.

When customers log into the 'Stay & Sleep' website to make a booking, they will be presented with information on if they are loyalty members and the number of points they have accumulated. The new loyalty program will maintain the same seamless workflow that exists and offer benefits for the customer to use

points towards new bookings. The loyalty program will also offer member- only benefits depending on the destination booked. If a customer decides to not become a loyalty program member, their points on any bookings they make will be stored and presented as information to them about how they can redeem them when making bookings thru the loyalty program.

Assumptions:

- Awarding points to customers begins on new bookings and do not apply to past bookings.
- When applying points towards new bookings, any difference in the amount will need to be paid by the customer.
- If the customer cancels the booking, any points that were applied towards it will go back into the accumulation pool to be redeemed in the future.

Users:

There will be 2 types of customers that can sign into the 'Stay & Sleep' website:

1) SLP member
2) Guest

Why is this program important?

An in-depth analysis of data collected from various channels including social- media, website helpline and competitors' websites, it is clear that loyal customers of 'Stay & Sleep' feel the need to be acknowledged and rewarded for their loyalty. The following metrics have been used for this analysis:

1) 70% of the customers who took part in our annual survey "What would I like" answered that they would like a loyalty program added to 'Stay & Sleep'.
2) 35% of customers answered that they look at competitors' websites that have loyalty programs when making a booking to compare benefits.
3) 85% of the customers said they will sign up for a loyalty program if there was one with 'Stay & Sleep'.

With our competitors having a similar loyalty program, there is an immediate need to launch a loyalty program. The loyalty program has been designed to deliver the following benefits at the minimum:

1. Retain 100% of existing customers for the next 10 years.
2. Attract new customers to become members of 'Stay & Sleep' and/ or SLP members.

Success Metrics:

1) Churn rate of 3%-5% at the end of 1st 6 months of launch.
2) An NPS score of > 35
3) Collecting qualitative customer feedback

Messaging:

Stay & Sleep **SuperGuest Loyalty Program** members will start accumulating points right from their 1st booking and can apply accumulated points towards subsequent bookings thus saving money and enjoying member perks that will take the vacation and/ or business stay to next level awesome!

User Persona:

Jim Jones

Detail- oriented, perfectionist, loves challenges, loves to take family on adventure trips.

ABOUT

Busy professional and dad of 3. Spends 50+hours working while managing 2 middle- school kids and 1 toddler and a home with his wife. Takes keen interest in the kids' upbringing, loves to be a strict parent when necessary but also to reward them from time to time. Loves to explore different parts of the world through travelling and exposing the kids to different cultures.

"A Rolling stone gathers no moss"

DEMOGRAPHIC DATA

Age: 45

Work: *Product Manager*

Civil Status: *Married*

Location: *Framingham, Massachusetts*

Character: *Fearless.*

FAVORITE BRANDS

amazon

GOALS

- Travel to off- beat places with family.
- Teaching financial management to the kids spending time with them while taking them on adventures.

NEEDS

- To be able to travel frequently without having to spend unnecessarily.
- To be able to plan impromptu trips with the family.

PAIN POINTS

- Planning impromptu trips becomes expensive because of last minute bookings.
- No rewards for being a loyal customer while flying and booking lodgings.
- Hates not knowing enough about new places that he plans to visit and fears losing out on getting the most out of that trip.

PREFERRED CHANNELS

- Search Engines: 35%
- Social Media: 40%
- Referral: 25%

Use Cases:

Jim had an unexpected break from work because of a project that got postponed because of another team downstream. With his kids' spring break coinciding with this break, he asked his wife if it would be possible to

take 4 days off from her work if they were to plan an impromptu trip for the kids. Getting an affirmative there, Jim logged onto his Stay & Sleep SLP member website to see how many points he had accumulated, and how he could manage a surprise trip for his kids. He saw that not only had he accumulated a decent amount of reward points; he also was presented with curated suggestions based on his travel history. This made it a very easy decision to take, so he placed a hold on the booking after going thru suggestions and narrowing down 1 of them. The SLP program placed a hold for 3 hours, during which he could map out other logistics and details of the trip. He then returned to confirm the booking. Now all that was left was breaking this big surprise to the kids!

User Stories:

When reviewing the requirements below, consider that the users may be logging in through our mobile app, or through desktop portals. While implementation and UX may differ between these channels, the core functionality and features should be consistent, and the user experience should be seamless to the customer.

The below requirements use the MoSCoW method of prioritization, listed from greatest to least important.

#	Title	User Story	Importance	Notes
1.	SLP Implementation	As a member of the Stay & Sleep' Board of Directors, I want a 'loyalty program' implemented and available via existing 'Stay & Sleep' portal so that customers are given the choice to either sign up for this program or continue as a guest when booking through Stay & Sleep. ACCEPTANCE CRITERIA: 1. Existing home page of 'Stay & Sleep' portal will have a feature added to sign up for the loyalty program when a customer visits the home page. 2. If an SLP customer signs in, the web site will offer him/ her all the information as outlined by the SLP program. 3. If a non- SLP member signs in, he/ she will continue with the existing booking process.	Must Have	
2.	SLP Onboarding	As a customer, I want to be able to see all the benefits that are available to an SLP member clearly laid out on the Stay & Sleep website so that I can make	Must Have	

		an informed choice about whether it works for me. ACCEPTANCE CRITERIA: 1. Existing home page of 'Stay & Sleep' should have a tab called 'SLP member benefits.' 2. On clicking the tab, the site should navigate to a page that gives details of tiered member benefits. 3. This page should have all the other navigation tabs that are present on the home page so that the customer can continue browsing to other pages from this page.		
3.	SLP Member Benefit 1	As an SLP member, I want to see the points balance on my account as soon as I have logged in so that I know how much I can use to make my booking accordingly. ACCEPTANCE CRITERIA: 1. If there are no points remaining, the textbox message should say "0 points remaining".	Must Have	
4.	SLP Member Benefit 2	As an SLP member, I should be able to see curated suggestions on my home page based on my travel history. ACCEPTANCE CRITERIA: After logging into the Stay & Sleep website as an SLP member, if it is a first-time customer with no travel history, the page will display suggestions from popular destinations.	Could Have	
5	SLP Membership Auto renewal	As an SLP member I should be able to have an option to select 'auto-renewal of membership'. ACCEPTANCE CRITERIA:	Could Have	

		1. On the existing 'Account Information' page, there should be a new checkbox option titled 'Auto renew membership'. 2. The user should have the ability to select or de-select this checkbox.		

Release Criteria:

1. Functionality: All 'Must Have' requirements must be met and tested.
2. Usability: All new pages and workflows must match the visual aesthetics and design of the existing 'Stay & Sleep' website.
3. Reliability/ Performance: Implementation of this new feature should not significantly increase the website logging in and logging out workflow as well as site navigation.

Designs:

Stay & Sleep

https://www.stay&sleep.com

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

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

https://www.stay&sleep.com

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

Destination 1   Book This!

Destination 2   Book This!

Destination 3   Book This!

https://www.stay&sleep.com

Account Information   Help   Logout

Welcome Guest!

Find the perfect place to stay...

Location

Check-In Date   Check-Out Date

Adults   Children (0-12 yrs)

Amenities

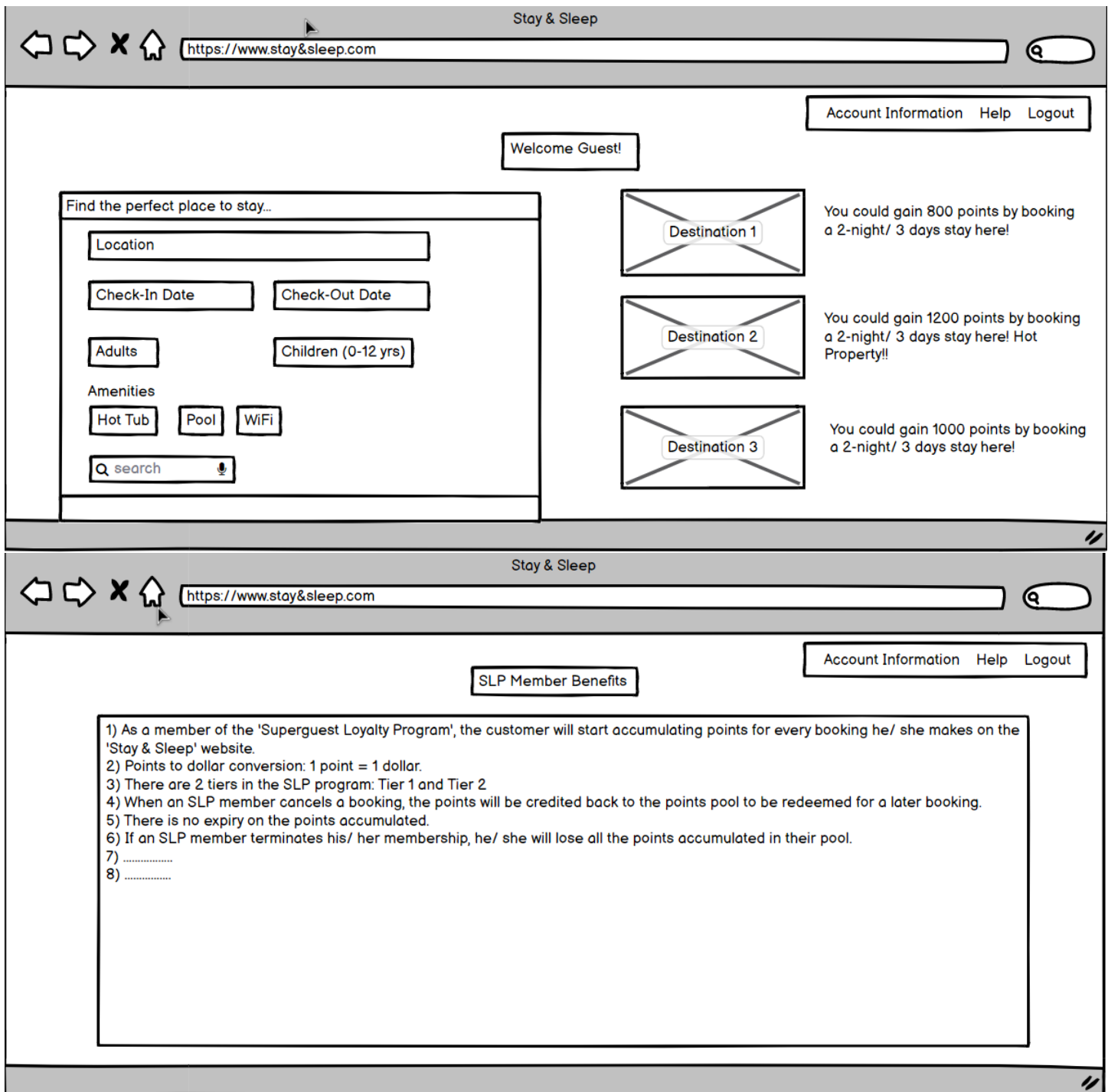Hot Tub   Pool   WiFi

Q search

Destination 1 — You could gain 800 points by booking a 2-night/ 3 days stay here!

Destination 2 — You could gain 1200 points by booking a 2-night/ 3 days stay here! Hot Property!!

Destination 3 — You could gain 1000 points by booking a 2-night/ 3 days stay here!

SLP Member Benefits

1) As a member of the 'Superguest Loyalty Program', the customer will start accumulating points for every booking he/ she makes on the 'Stay & Sleep' website.
2) Points to dollar conversion: 1 point = 1 dollar.
3) There are 2 tiers in the SLP program: Tier 1 and Tier 2
4) When an SLP member cancels a booking, the points will be credited back to the points pool to be redeemed for a later booking.
5) There is no expiry on the points accumulated.
6) If an SLP member terminates his/ her membership, he/ she will lose all the points accumulated in their pool.
7) ....
8) ....

Q&A:

1. How will the launch of this program be communicated to existing customers of 'Stay & Sleep'.
   The Product and Marketing teams are working on an email campaign and blog posts to introduce this feature to our customers.
2. Is the program being launched at all geographical locations that are serviced by 'Stay & Sleep'?
   The SLP program will first be made available only to residents of the State of California for a period of 3 months. Post this launch period, considering data analytics, it will be made available to all geographical areas that are serviced by 'Stay & Sleep'.