

# **Allmat Customer Loyalty Scheme – FAQ's**

A little thank you along the way.



## **Why set up a scheme?**

We want to build better, stronger relationships with our customers and reward them for their loyalty to us and of course we'd like you to buy more of your building materials from us!

## **What's in it for me?**

- We're offering you loyalty bonuses when you hit key spending milestones within a 12 month period
- We'll acknowledge and reward you for new customer referrals you make
- You'll be offered special deals and promotions only available to loyalty scheme members
- You'll be included in a quarterly prize draw
- We'll keep you up to date with relevant news from time to time

## **Do I have to be a member of the loyalty scheme?**

No, it is optional but by being a member, you will receive special offers and loyalty bonuses when you hit certain levels of spend with us.

## **How is it different from a trade account?**

You can have a trade account without being a loyalty scheme member but by being a member of the loyalty scheme you get additional benefits

## **Can I buy from Allmat without having an account on your system?**

Yes you can but if you are likely to be doing any sort of on-going work, even a big project at home, you might as well join and benefit from the additional offers and promotions that we'll be creating for loyalty scheme members.

## **Can I be a loyalty scheme member without registering on your system?**

Sadly, no you can't because we're rewarding your loyalty by crediting your account when you hit certain spending thresholds.

## **How do I become a loyalty scheme member?**

If you have an existing trade account with us, we'll automatically issue you with a loyalty card and add you to the scheme and you'll start to receive information and promotions and of course every time you buy your building materials from us, you'll be working towards your bonus.

If not, you can register to become a loyalty scheme member with our trade counter team, over the phone with our sales team or via our website: [allmatbuildingsupplies.co.uk](http://allmatbuildingsupplies.co.uk)

### **So how do I benefit?**

It's really easy. You sign –up to the scheme and you buy your building materials as usual. Every pound you spend with us adds up towards hitting the bonus milestones! Once you hit each milestone, we'll credit your account with a cash sum to spend against future purchases.

### **What are the rewards?**

#### **Credits to your account every time you hit a spending milestone within a 12 month period**

Every time you hit a key milestone we'll credit your account with a 0.5% bonus.

So once you've spent £5k net sales with us we'll credit your account with £25

Once you've hit the £10k net sales marker, we'll credit your account with an additional £50.....and the list goes on!

<b>Net spend within 12 months</b>	<b>Rebate</b>	<b>Total Reward</b>
£5,000	£25	£25
£10,000	£50	£75
£20,000	£100	£175
£30,000	£150	£325
£40,000	£200	£525
£50,000	£250	£775
£60,000	£300	£1,075
£70,000	£350	£1,425
£80,000	£400	£1,825

#### **Special promotions and deals**

Every month we'll be offering special promotions and deals only available to our loyalty scheme members.

#### **Referral credits**

If you refer a new customer who joins the Loyalty Scheme and spends over £50 on their first purchase, we'll credit your account with a £20 bonus to say thank you.

#### **Quarterly Prize draws**

You will automatically be entered into a quarterly prize draw, just for loyalty card members.

#### **Relevant news and updates**

We'll keep you update with relevant information and updates about our products and services from time to time

### **What happens If I decide I no longer want to be a member of the loyalty scheme?**

It's not a problem. Just let us know and we'll update our system accordingly.

### **The terms and conditions**

- Once you've joined the loyalty scheme, your 12 month period starts on the 1<sup>st</sup> of that month (eg, if you join on 15<sup>th</sup> September, your 12 month period runs from 1<sup>st</sup> September).
- Once you hit a key milestone, your account will be credited with your bonus by the 15<sup>th</sup> of the following month for you to spend on future purchases.
- If you refer a new customer to us, who joins the scheme and spends £50 on their first purchase, we'd like to say thank you by crediting your account with a £20 referral credit....we'll do this within 7 days!
- All rebates are based on net sales figures.
- Other retailers and merchants are not eligible to join the loyalty scheme.
- Allmat reserves the right to alter, amend or withdraw the promotion or any part of it without prior notice or compensation. Allmat decision shall be final and binding and no correspondence will be entered into.
- By becoming a member of the scheme, you agree that your personal details may be held on an electronic database.
- Members of the scheme members are obliged to ensure that all information supplied is bona fide, up to date and accurate.
- Unless members specifically "opt-out" you agree that your data may be used for future promotional communications.