

CDC Club Card FAQ

What is the CDC Club Card program?

The Club Card program is a loyalty program offered by Chemist Discount Centre that provides our customers with benefits for shopping with us. These include rewards points, vouchers, prizes, and special offers. Club members can earn and redeem rewards points at any Chemist Discount Centre, Australia-wide and online!



How many points do customers get per dollar spent?

Customers earn 2 points per dollar spent at any CDC store, including online.

How much are points actually worth?

The 2 points per dollar spent actually equates to 2 cents per dollar spent. This means customers are accumulating their rewards at a 2% rate. However, **please try not to refer to cents or % rates when communicating to customers**, as it may get confusing. You may notice that most leading loyalty rewards programs (e.g. Qantas, Woolworths Everyday Rewards) refer to 'points' as well, rather than the dollar or % rate equivalent, so let's use the same language too!

Can customers redeem their points at any CDC store?

Yes, customers can accumulate points and redeem points at any CDC store, as well as online.

What items count towards points, and what items are excluded?

To convey the message easily to customers, basically **all 'over the counter' items** (front-of-shop and middle-of-shop items) **are included**, and therefore, would accumulate points. **All 'behind the counter' items** (prescriptions and S3's) **are excluded**, and therefore would not accumulate points.

We have endeavoured to exclude all other 'service'-type items and high-cost medical devices currently listed in CDC stores' database. Services such as DAA/Webster packing fees, vaccination fees, NDSS are all **excluded** from points accumulation to minimise your risk. If you notice an item earning points that should be excluded please let us know.

How do customers know how many points they've accumulated?

Customers' card number, points balance and dollar value equivalent will **be printed automatically on the bottom of their receipt** when they make a purchase at any CDC store when either their CDC Club Card is scanned, or the customer is searched by a staff member in that transaction.



*(The **customer's name** will **not** be printed on the receipt. This is for confidentiality purposes, in case their receipt gets picked up on the street and shows their name and any items or medicines they have purchased)*

Staff members can also simply do a search of the customer on the **'loyalty GUI'** (Graphic User Interface) which is the pop-up on FredNXT POS, to view the customer's points balance and dollar value equivalent. Therefore, staff members can easily see how many dollars are available to be redeemed.

Every email (eDM) we send to customers will also include their current Club Card rewards balance in the header line.

Is there a minimum points or dollar value for redemptions?

No; customers can redeem whatever dollar value equivalent they have accumulated, as shown on the loyalty GUI.

What are the values of welcome and birthday vouchers, and how to customers qualify?

Welcome and birthday vouchers are both \$5 in value. Customers must have a valid email entered in order to qualify for a voucher.

Is there a minimum transaction or purchase value for voucher redemptions?

Yes; customers must be spending at least \$25 in order to redeem their \$5.00 welcome or birthday voucher. The system will not prevent you from redeeming that voucher if the transaction value is less than \$25, so staff need be vigilant and explain this minimum transaction spend to the customer. Please note that vouchers and rewards points must not be used to pay for prescriptions.

What if customers need further information on the Club Card Terms and Conditions?

Team members and customers members can refer customers to the full CDC Club Card **Terms & Conditions on the CDC Website** (navigate to the Club Card page).

Do points and vouchers expire?

Yes, they do. **Points will expire in 2 years** and this will happen automatically. When a customer has points expiring in the next 30 days, you will see a warning on the GUI pop up and on the receipt. When this appears you should encourage the customer to redeem their points immediately.

Vouchers expire in 30 days.

What customer details should I collect?

Generally, it is best practice to **always obtain (or update) the following details as a minimum:**

- Full name
- Phone number (ideally mobile number)
- Email address
- Date of birth
- Gender (where possible)

Tell me about the Club Card team incentive!

At CDC, we want to reward our teams for their hard work in helping to make our Club Card program a big success - we couldn't do it without you!

There is a \$100 Visa Card prize up for grabs each month! To enter the draw, make sure you have signed up 100 new members each month, and achieved the minimum scan rate. Let your Pharmacy Business Manager know if you need a hand!

What is the monthly Win Your Spend Back promotion?

Each month we'll draw THREE winners who have shopped with their Club Card that month, across all of CDC. If your customer is a lucky winner, they will receive the value of their retail spend back in Club Card Rewards! This promotion is funded by the CDC Support Office. Make sure you have your Win Your Spend Back POS material on display around the pharmacy!

What if a customer wants to opt-out of the Club Card program?

Customers may unsubscribe from email and/or SMS communications using the unsubscribe option available at the bottom of each message.

If a customer wishes to completely exit the CDC Club Card Loyalty program please let us know via email info@cdcpharmacy.com.au. Please note that any remaining rewards remaining on their Club Card account will be forfeited when they opt-out of the Club Card program.

Loyalty Technical Queries

Support Email: support@knowitall.net.au
Support Phone: 1300 814 821 (option 1 or 2)

Loyalty and Marketing Support

Email: marketing@support.cdcpharmacy.com.au

CDC Operational Support

Contact your Pharmacy Business Manager

CDC Brand Queries

Fellicia Hambali
Email: fellicia.hambali@support.cdcpharmacy.com.au