

# World International Services, LLC

One Penn Plaza, Suite 6241  
New York, NY 10119

Phone: +1-646-417-4884  
FAX: +1-646-219-6091



## Loyalty Rewards Manager

Helping Direct Selling Organizations Drive Success.



# WISEWALLET's Loyalty Rewards Manager



## Why have a Loyalty Program?

Distributor recruitment and retention are key success factors for direct selling companies. An effective loyalty program can be a compelling differentiator between you and your competitors. WiseWALLET's Loyalty Rewards Manager was designed to allow direct selling companies to efficiently manage loyalty points rewards and redemptions using our stored-value ledger system.



## Loyalty Rewards Manager – very flexible!

WiseWALLET's Loyalty Rewards Manager is very flexible, allowing you to determine how rewards are set for your distributors. The direct selling organization establishes their own reward and redemption business rules and through existing integration flows to WiseWALLET submits instructions to grant or redeem loyalty points for a distributor. Each distributor maintains their own loyalty points balance within the distributor's pay portal or in their distributor back office.

## Getting Started

To get started you decide the name for your loyalty program. It can be Pay Points, Distributor Dollars, Leader Rewards or any other name you choose. Be creative! You also need to assign a logo or icon for the loyalty program that will be displayed next to the points balance in the pay portal.

## Redeeming Exchange Rates

When creating a loyalty program, the direct selling organization decides what point value to assign to real currency. If your organization supports more than one currency, exchange rates must be set between loyalty points and each real currency combination. For example;

- One USD = 2 points
- One EUR = 2 points
- One GBP = 3 point
- One CHF = 2 points

## Granting Loyalty Points

It is up to your organization how you would like to calculate and credit distributor loyalty points. Once you've decided who you want to award points to, you simply load the points into the respective e-wallets using the same method you use to load your commission payments (a different currency code will be assigned for your points program).

## Redeeming Loyalty Points

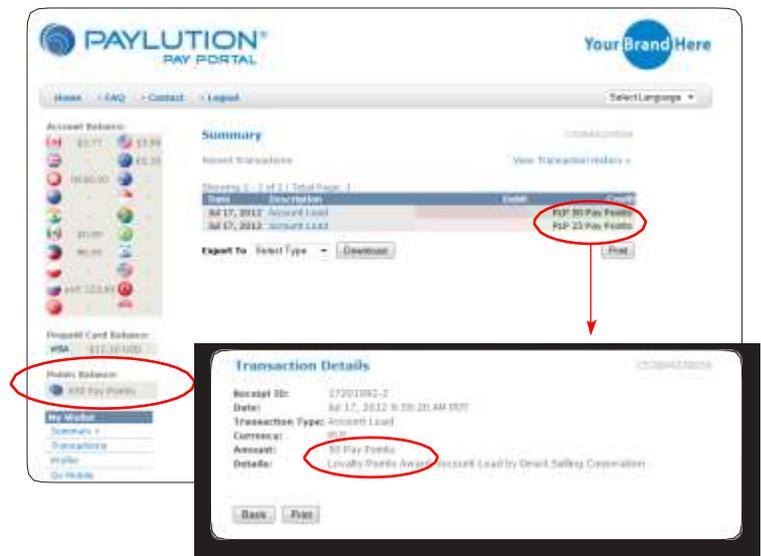
Loyalty points may be redeemed for product purchase from the direct selling company shopping cart or autoship via WiseWALLET's merchant payment gateway.

The direct selling company determines how points may be redeemed, which products are eligible and minimum points levels required before points can be used to buy product.

## Loyalty Point Balances and Transaction Statements

Loyalty point balances will be displayed in the e-wallet and all points-related debit and credit transactions are displayed in the e-wallet transaction history.

Loyalty point balances may be displayed in your own back office via our "get balance" API method.



Loyalty point balances and transaction statements are fully integrated into the e-wallet.

# WISEWALLET's Loyalty Rewards Manager



## Usage Scenarios

There are many different scenarios where WiseWALLET's Loyalty Rewards Manager can be used to manage virtual currency for a direct selling organization.

- **Product Purchase** – allow loyalty points to be used for product purchases from the direct selling company website including partial and full payment amounts.
- **Store Credits** – use WiseWALLET's Loyalty Rewards Manager to track values for product returns and refunds. Balances can be used against the distributor's next purchase.
- **Special Promotions** – set up a special promotion loyalty program such as a vacation or a convention package allowing distributors to earn points during the year for a trip to your annual convention.

Perhaps you need more than one points program? Our Loyalty Rewards Manager can support multiple point program instances at the same time. In addition to your standard points program perhaps you are also interested in a secondary points program aimed at rewards for an upcoming event or rally? Whatever your goals, we can help you with our Loyalty Rewards Manager.

If there is a loyalty scheme that requires tracking of reward and redemption amounts, WiseWALLET can help. Just let us know the details of your program and we will offer a solution using Loyalty Rewards Manager to support you.

## Integration Methods

Our Loyalty Rewards Manager was designed to utilize the same integration methods used for commission payment and spend back for product purchases. This includes online web forms, spreadsheet file upload, batch files via s FTP and real-time merchant payment / spend back integration. There may be minor enhancements to your systems to identify the new virtual currency code, but the impact on your IT team should be minimal.

	A	B	C	D	E
1	<b>Unique_Id</b>	<b>currencyCode</b>	<b>loadAmount</b>	<b>merchantTxnId</b>	<b>description</b>
2	distributor13333	PPP	100	155525	Loyalty Points Award
3	distributor939494	PPP	2500	155526	Loyalty Points Award
4	distributor475688	PPP	950	155527	Loyalty Points Award
5					

Easily grant loyalty points to distributors via spreadsheet file upload.

## Settlement and Reporting

There is no financial settlement between you and WiseWALLET on loyalty points balance. Loyalty points by themselves have no cash value but they represent your company's unique currency designed to underline your overall brand strategy.

Depending on your loyalty program, loyalty points may be redeemed into a variety of rewards and become a liability to your company. When points are redeemed they are credited to your merchant wallet on the WiseWALLET system. End of period (daily, weekly and monthly) reports detailing loyalty points activity are provided so that you may reconcile loyalty point activity to your own systems.

## 5 Easy Steps to Setup your Own Loyalty Rewards Program:

1. **Establish** your Loyalty Rewards Program Name and Icon
2. **Establish** points redemption / exchange rates
3. **Define** how distributors earn points
4. **Define** how and when distributors can redeem points
5. **Enhance** existing commission payment and spendback integrations to support your assigned virtual currency codes.

## What Next?

We'd be delighted to discuss your new loyalty points program with you. Please contact us for further details.

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## About WISEWALLET

WiseWALLET delivers secure, global-grade payment technologies to organizations who require a simplified way to access or leverage the global financial network.

Since 2000, we have become a leading provider of online and mobile payment, international payments, card products and financial technology solutions to world-class customers in Canada, the U.S. and E.U Internationally.

With hundreds of customers that touch millions of users, our clients span numerous sectors including direct sales, financial services, business and government.

As a leading-edge payments technology company committed to your needs, you can count on WiseWALLET to deliver the solution you need, the way you need it, when you need it.

## Payment Solutions Designed for Direct Selling Growth

- **Global:** Leverage a bank-grade payment platform that is the center for commission payment distribution and product payment collection for millions of users in 170+ countries.
- **Payment Distribution:** Offer self-service mobile and online e-WALLETS that let distributors choose their own commission payout methods including branded prepaid cards, direct to bank deposits and retail cash pickups.
- **Payment Collections:** Increase your addressable distributor base by offering alternative merchant payment acceptance methods such as cash, bill payments, recruitment gift cards and e-WALLET commission earnings.

## Improve Distributor Loyalty and Retention

- Offer recruitment gift cards to help distributors build down lines
- Offer loyalty points to reward distributor behaviour
- Distributors can show off their success via branded web and mobile payment apps

## Contact Us to Explore New Payment Possibilities

We're here to understand your payment challenges. Contact us today to explore new possibilities aimed at increasing your company's revenue and distributor retention.

**WISEWALLET**

**Corporate Headquarters**  
1 Penn Plaza, suite #6241  
New York, N.Y. 10119

**Tel:** (646) 417-4884

**Fax:** (646) 219-6091

[info@wiservicesllc.com](mailto:info@wiservicesllc.com)