NEORA'S PREFERRED
CUSTOMER PROGRAM

Driving Customer Growth, Retention and Satisfaction with our Preferred Customer Rewards Program

Neora's Preferred Customer Rewards Program was designed to attract customers and drive customer retention and satisfaction. Our strong customer demand was a key element of our recent historic win against the FTC and was cited throughout the legal opinion.

Having high-value products, a strong customer rewards program and a compensation plan that rewards Brand Partners for customer sales creates an ideal environment for a strong customer base.

In addition to saving up to 25% off our products, Neora's Preferred Customer Rewards Program offers our customers exclusive rewards, including free shipping on orders of $150 or more, 10% NeoraCASH for every purchase that can be used towards a future purchase, a free full-sized product during their birthday month and first access to product launches. They also receive a free membership in our Perks program which gives them discounts on thousands of brands, and they earn a $10 coupon for each Preferred Customer they refer.

The best part? There are no fees to become or stay a Preferred Customer, and customers can cancel or make changes to their order at any time.

Happy Birthdays = Happy Customers (New in 2023)

THE NEED:
We needed a way to verify that the contact information we had on file for our customers was accurate, gather some additional information from our customers to provide more value to them, as well as get their opt-in for text marketing communications. Additionally, we wanted to do something special for our customers in their birthday month—but we did not have this information on file.

THE SOLUTION:
Adding a Birthday Club element to our Preferred Customer Rewards Program that rewarded customers with a full-sized product (worth $20+) during their birthday month, in exchange for them verifying their contact information and providing us some basic demographic information.
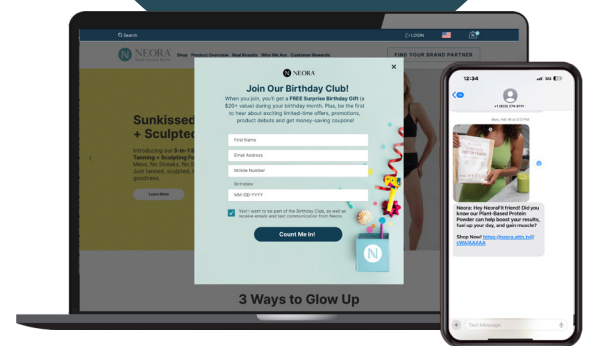
We then used this information to create a more personalized communication plan for each customer that was more targeted to their specific needs and delivered via their preferred communication platform. Previously, most of our communications were mass broadcasts—where the same message was sent to every customer—which did not provide the personalized value we wanted.

Neora's Preferred Customer Rewards Program helped us enroll 8.3 new customers for every new Brand Partner enrolled in 2023.

THE RESULT:
Preferred Customers who participated in our Birthday Club program had **366%** more orders per year compared to those who did not.

Give $10, Get $10 Customer Referral Program (New in 2023)

THE NEED:
We had a large loyal base of customers who were willing to share what they loved about Neora's products but did not want to be a Brand Partner. This was a lost opportunity to reward some of our brand's biggest advocates.
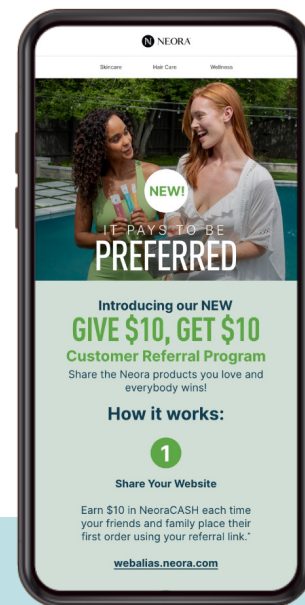
THE SOLUTION:
Give $10, Get $10 Customer Referral Program

We created a Customer Referral Program that gives each customer an unlimited number of $10 off coupon codes they can give out to their friends and family. Whenever a new customer uses their referral code, they also earn a $10 coupon that they can use on their next order.

Additionally, when a Preferred Customer refers another Preferred Customer, that referral counts as if it was a personal customer to the Brand Partner. By helping their customers share their $10 off code, each Brand Partner can tap into a much larger network.

THE RESULT:
This program now accounts for **8% of total customer enrollments** for the company.

Happy Customers = Happy Brand Partners

When we increase customer sales and engagement through enhancements to our Preferred Customer Rewards Program, we make a big impact on our Brand Partners. Our compensation plan rewards Brand Partners with up to 40% commissions on their personal sales to customers. These commissions can be earned without having to recruit or build a team. Additionally, Brand Partners can earn Neora's annual incentive trips purely on customer sales.

BRAND PARTNER FEEDBACK

"These days customer service is EVERYTHING. I can't thank Neora enough for making my customers feel so special. They love the free birthday gift program and having the NeoraCASH program is so effective for retaining my customers! It's such a joy to work with a company that gets it right! And I love that there is no cost to become a Preferred Customer."
- Aana Camp (Neora Brand Partner)

"Knowing my customers get communication via email and text catered to their needs is so helpful for Brand Partners and is great customer service for our customers!"
- Shalon Murphy (Neora Brand Partner)

"There are so many options in the online space and Neora allows me, as a Brand Partner, to stand out by being able to offer customers loyalty cash, referral credits, birthday gifts and free shipping. These programs help with acquiring and retaining customers! In addition, Neora uses a sophisticated communication system of texts and emails that help with customer retention and sales. Neora stands out as a true partner in the direct sales space."
- Leslie Hocker (Neora Brand Partner)

How we did it

During new program development, we determined that not having updated customer contact information and not having a way for customers to refer other customers was keeping us from reaching our goals. As a team, we came up with the Birthday Club and Customer Referral program as solutions to these challenges.

Our goals were to ensure:
- Customers are treated and rewarded as well, if not better, than customers of more traditional e-commerce companies.
- Our Brand Partners are fairly rewarded and encouraged to build a large base of customers, including meeting or exceeding the compensation of traditional affiliate marketers.
- That there is more benefit for enrolling a customer than there is for enrolling a Brand Partner who behaves like a customer.
- That we have enough information and data to support our customers and Brand Partners.

During the design phase, we started with the data and brainstormed until we felt that we had arrived at the best solutions. Next, we gathered input from our field leaders to ensure we understood the training and tools needed for the most seamless roll-out.

These program enhancements included collaboration across all departments:
- **Sales and Marketing** created communication and training materials to ensure that our Brand Partners would understand it.
- **IT** developed mechanisms for Preferred Customers to verify the contact information we had on file, and to identify their birthday month (to add the free product to their order). They also created $10 off coupon codes for each customer, as well as a mechanism to reward the referring customer with $10 off. Finally, they updated the Back Office reporting system so that Brand Partners could access this pertinent information for their customers.
- **Finance and Commissions** ensured that customer referrals worked as expected for Brand Partner compensation.
- **Supply Chain** prepared each warehouse to include the surprise birthday gift in customer orders.
- **Customer Support** was trained to answer all questions related to these programs.

Results that speak volumes

In 2023,
Neora enrolled 8.3 new customers
for every new Brand Partner enrolled

Approximately
80% of Neora's sales
are to Preferred Customers

Preferred Customers who participated in our Birthday Club program had
366% more orders per year
compared to those who did not

The Customer Referral Program now accounts for
8% of total
customer enrollments