



**How rewards**  
caused a 35%  
increase in  
customer  
engagement.

**SHINE ON**

SHINEON.CO.NZ



## **CLIFF HOPKINS**

General Manager, Shine On

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### **HOW WE KNOW SMILE IS A SUCCESS**

Our customer service team is amazed at how much people care about their points. There's a lot of pride amongst our members when they reach the highest tier, and the fact that people are visiting our physical stores and asking if they can add points to their online account is really amazing.

### **WHY WE CHOSE SMILE**

It was actually recommended by a developer we were working with at the time. I had said I wanted a loyalty program and asked if they knew the best way to do that. Even though they were aware of different providers in the market, they recommended Smile because it's the best. I decided to trust them and have been really pleased with the results.

### **WORKING WITH SMILE**

Even though we really wanted a way to give back to our loyal customers, we didn't want to create a lot more work for ourselves. That's why I like the simplicity of the dashboard. It's pretty easy to understand and navigate, and I like the fact that the Smile team is constantly adding and improving things. The whole team is responsive, and just having a dedicated Account Manager has been a really good thing. At the end of the day, our customers are really blown away and thrilled with our rewards program.

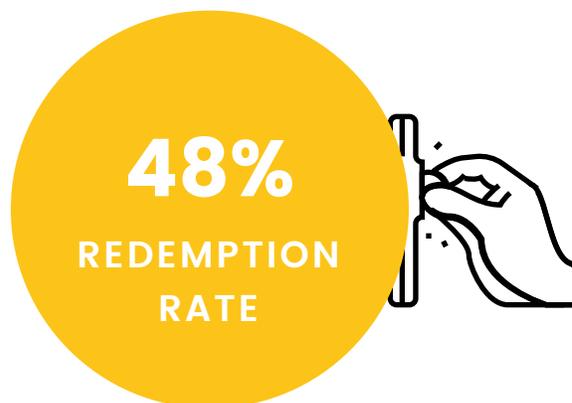
# Results

THE FOLLOWING RESULTS WERE SEEN AFTER 1 YEAR OF SMILE.

Supported by a highly engaged Facebook community, it's no surprise that Shine On's brand community grew to over 40,000 passionate and loyal members in just over a year!



Not only is their community growing, but it's also extremely eager to earn and redeem rewards. With monthly opportunities to earn bonus points just for staying engaged, Shine On's customers are redeeming their rewards at an incredible rate. This is an indication of a strong and highly sustainable brand community.

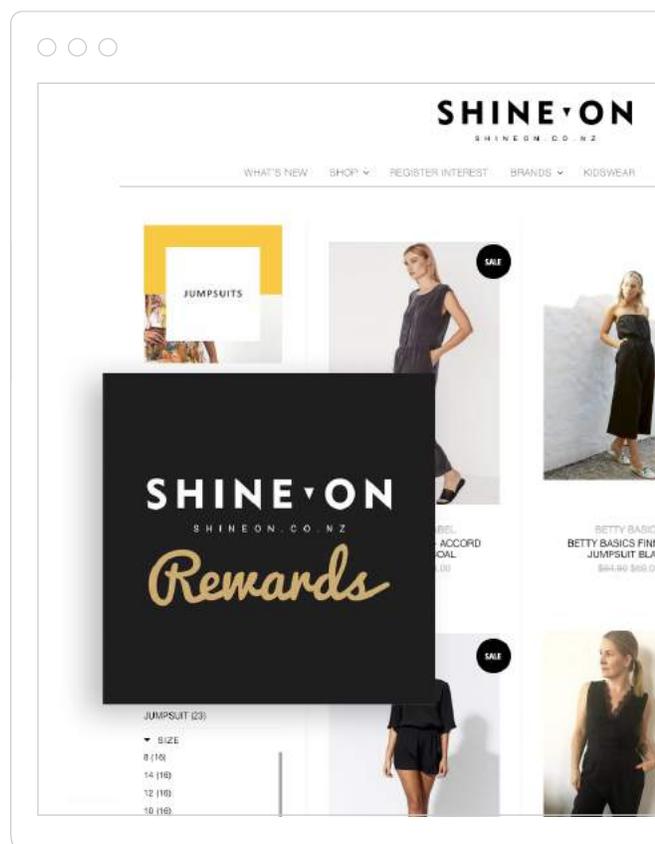


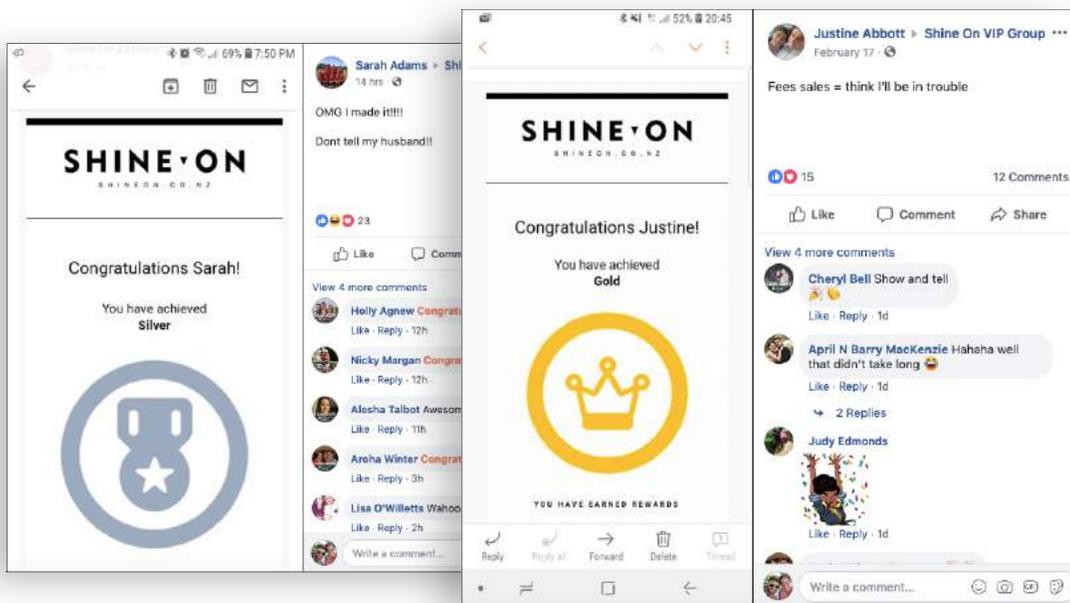
With a thriving Facebook community, Shine On's customers love engaging with their brand on social media. By incentivizing these actions with points, Shine On has generated over 8,700 valuable customer interactions across Facebook and Instagram.



## Shine On Rewards

Shine On's customers are the heart and soul of their brand, which is why they've designed a rewards program with 4 valuable VIP tiers. As customers move up through the levels, they're rewarded with not only a gift card but also the chance to earn more points per order and for sharing on Facebook.





These earning rules tie in perfectly with their existing Facebook community. As the springboard for their ongoing success, it's the perfect platform for not only encouraging ongoing engagement between members but also recognizing their most active customers. By awarding monthly bonus points to their most engaged customer, Shine On has effectively built a two-way exchange of value into their community that encourages customers to stay connected over time.

[Check out Shine On Rewards in action!](#)

**Want to see results like these?  
Start building your own brand community  
with Smile.io today!**

# Contact Information.

sales@smile.io

1-855-699-9322

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