



**Walk-On's
Rewards Program
Rollout
2023**

What is a rewards program?

Loyalty programs incentivize the guest to return to Walk-On's again and again with offerings, point accrual and treats on special occasions.

Lunchbox is our new loyalty program offering insight into each of our guests and how we can best support them to have a positive experience every time.

Why are we changing providers?

Lunchbox Loyalty allows Walk-On's to customize a guest's experience by special tailoring their rewards and offers to their preferences.

What changes for guests:

- Guests will not have to download any additional app or delete their current app. They will be able to use their current Walk-On's app for the new Lunchbox experience.
- We urge guests to update their app in the app stores or if they have automatic app updates turned on in their device (most do), the app will automatically switch over to the new experience.

How does it work?

Existing Reward Guests:

Thank you reward: \$5 off check reward.

- Loaded into current members' wallets, ready for them when they download - 30-day valid period.

New Reward Guests:

Sign-Up Bonus: Free order of Mozzarella Logs for new members only – 60-day valid period.

All Reward Offers:

Birthday: Free order of beignets - 30-day valid period

Reward Tiers: \$1 equals 1 point

250 Points - \$250 spend

- Free starter of your choice (Excludes Devils on Horseback & Fried Alligator) – Expires 180 days

500 Points - \$500 spend

- Free Poboy or Burger of your choice (No Size Exclusions) - Expires 180 days

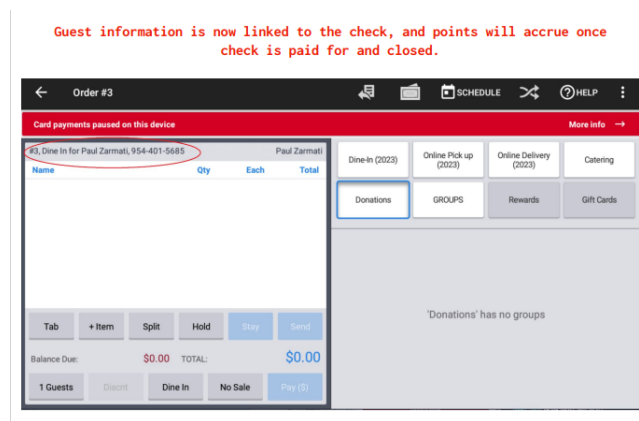
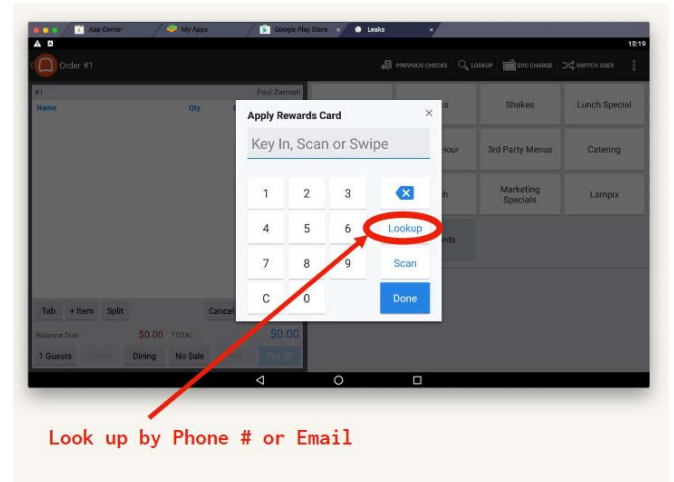
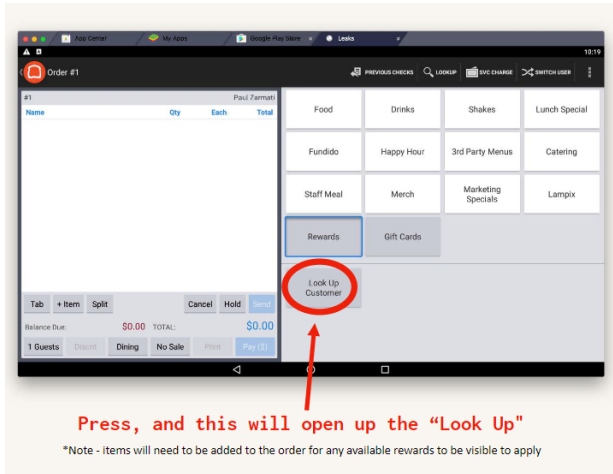
1000 Points - \$1000 spend

- Free menu item of your choice (up to \$25) - Expires 180 days

Points expire yearly on sign up date.

How to earn points for guest in Toast POS:

- Steps below:
 1. Access “Look Up Customer” button under rewards button.
 2. Guest(s) can be looked up by their name, phone number or email address.
 3. Verify name and phone number are correct and share any rewards available with the guest.

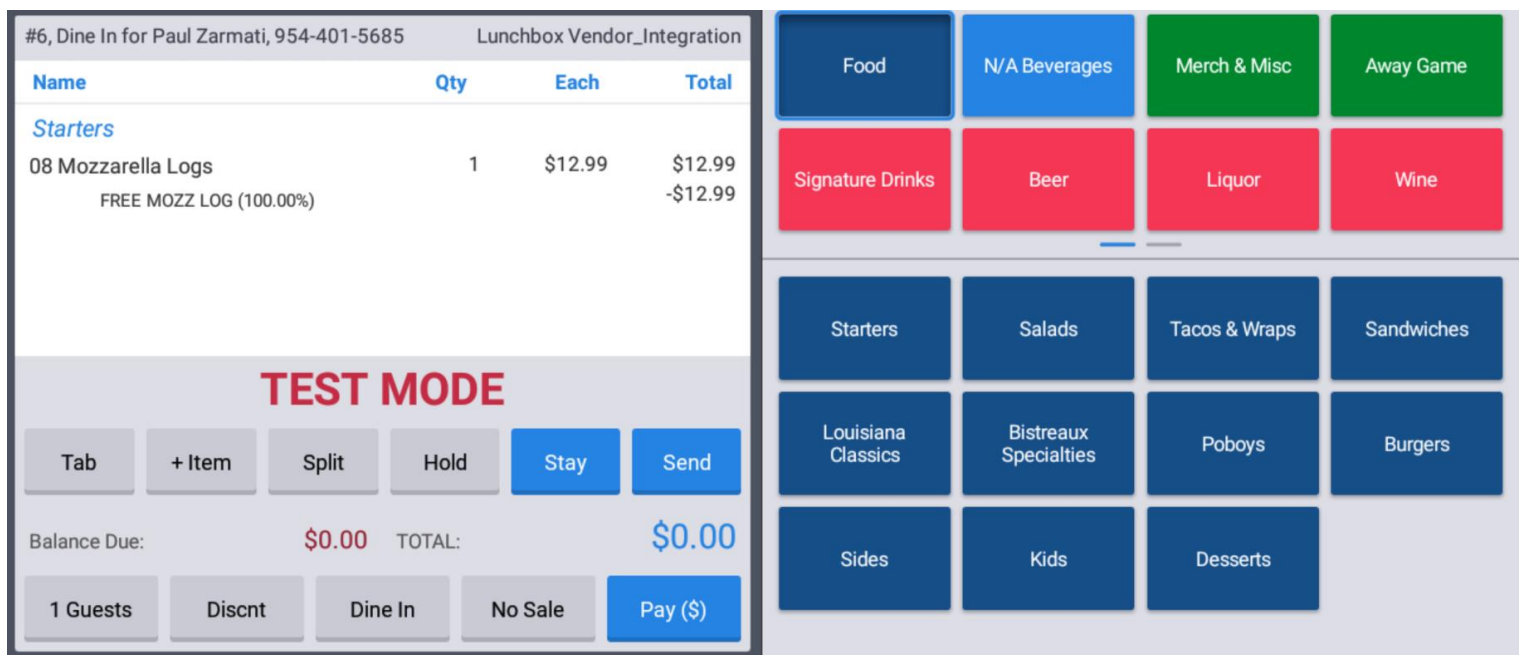
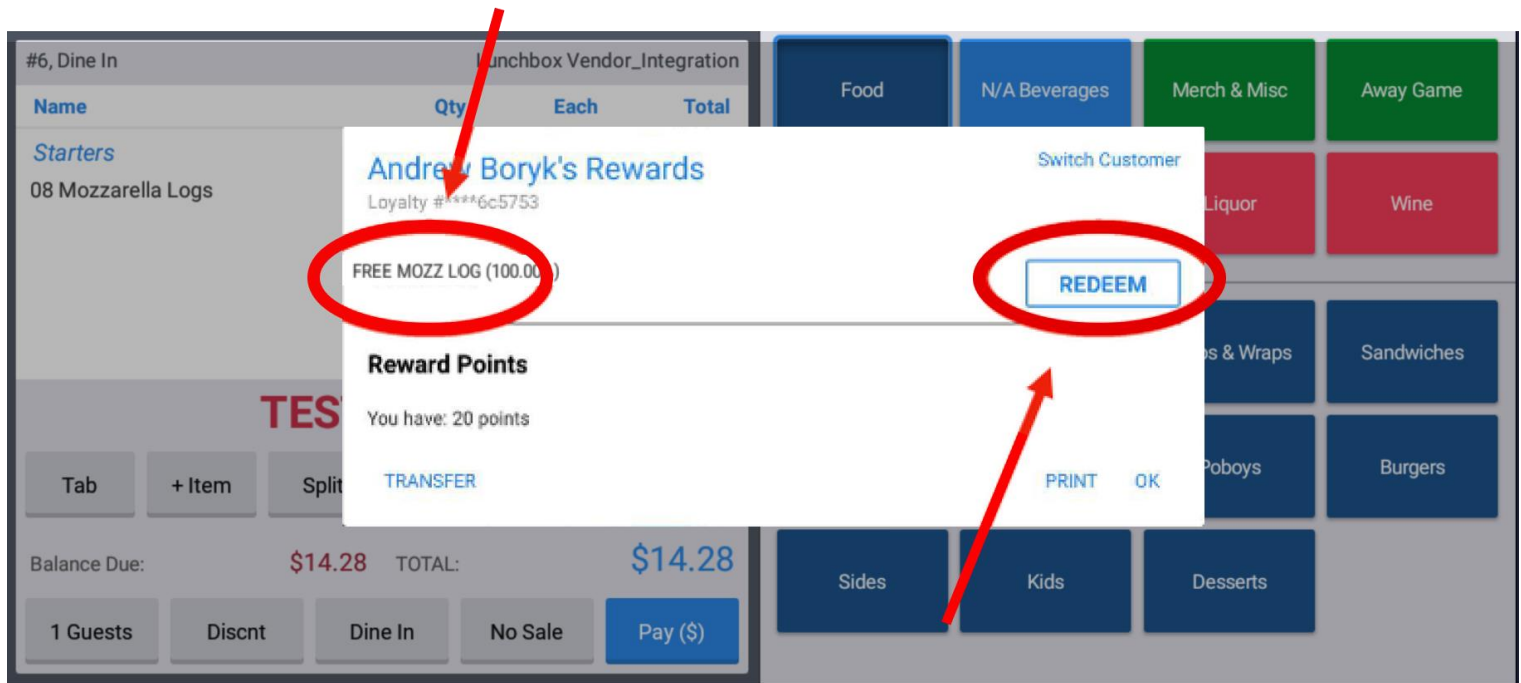


Guest information is now linked to the check, and points will accrue once check is paid for and closed.

Rewards can be viewed when a reward specific item is rung in.

How to redeem points for guest in Toast POS:

1. Access "Look Up Customer" button under rewards button.
2. Guest(s) can be looked up by their phone number or email address.
3. Verify name and phone number are correct.
4. Rewards will be displayed when available.
5. Select redeem next to reward guest would like to apply to check. **(Note: Redeem rewards at the end of the dining experience to avoid potential issues if the guest changes their mind)**
6. Close out check as normal.
7. Please let your teams know that only one reward can be applied per visit.



Teammate Talking Points

Host

While connecting with guests on the way to the table:

“Have you heard about our Walk-On's app where you can earn points for your visit? If you download it today, you will receive a free order of cheese logs. Check it out in the app store when you sit down.”

Server/Bartender

During initial greeting:

“Would you like to earn rewards for your visit today?”

“Simply download the Walk-On's app and check in. You will earn 1 point per \$1 spent. 250 points will earn you a free starter and other fun rewards as well.”

Support guest to download app on phone and to check in (if needed)

Curbside Specialist

When delivering food to car:

“Have you heard about our Walk-On's app where you can place your online order and automatically receive rewards?”

Manager:

When table touching:

“Are you earning points for your visit today with the new Walk-Ons' App?”