

My Rewards+ – Florida Trial Begins 12/20/2013

Accessible Only through My Verizon

Beginning November 25, 2013, Verizon began contacting customers through email inviting them to participate in a Florida trial/pilot of a new online customer loyalty program, **My Rewards+**. Trial participants were selected and will receive a second email beginning **December 20, 2013** with more details about the program.

Customers will be rewarded for behaviors that help increase revenue, decrease costs and reduce churn. When making targeted transactions, primarily in My Verizon, customers will be rewarded points that they can redeem for gift cards, re-loadable VISA cards, and charitable donations.



Earn Rewards from our Partners



Florida Trial Details

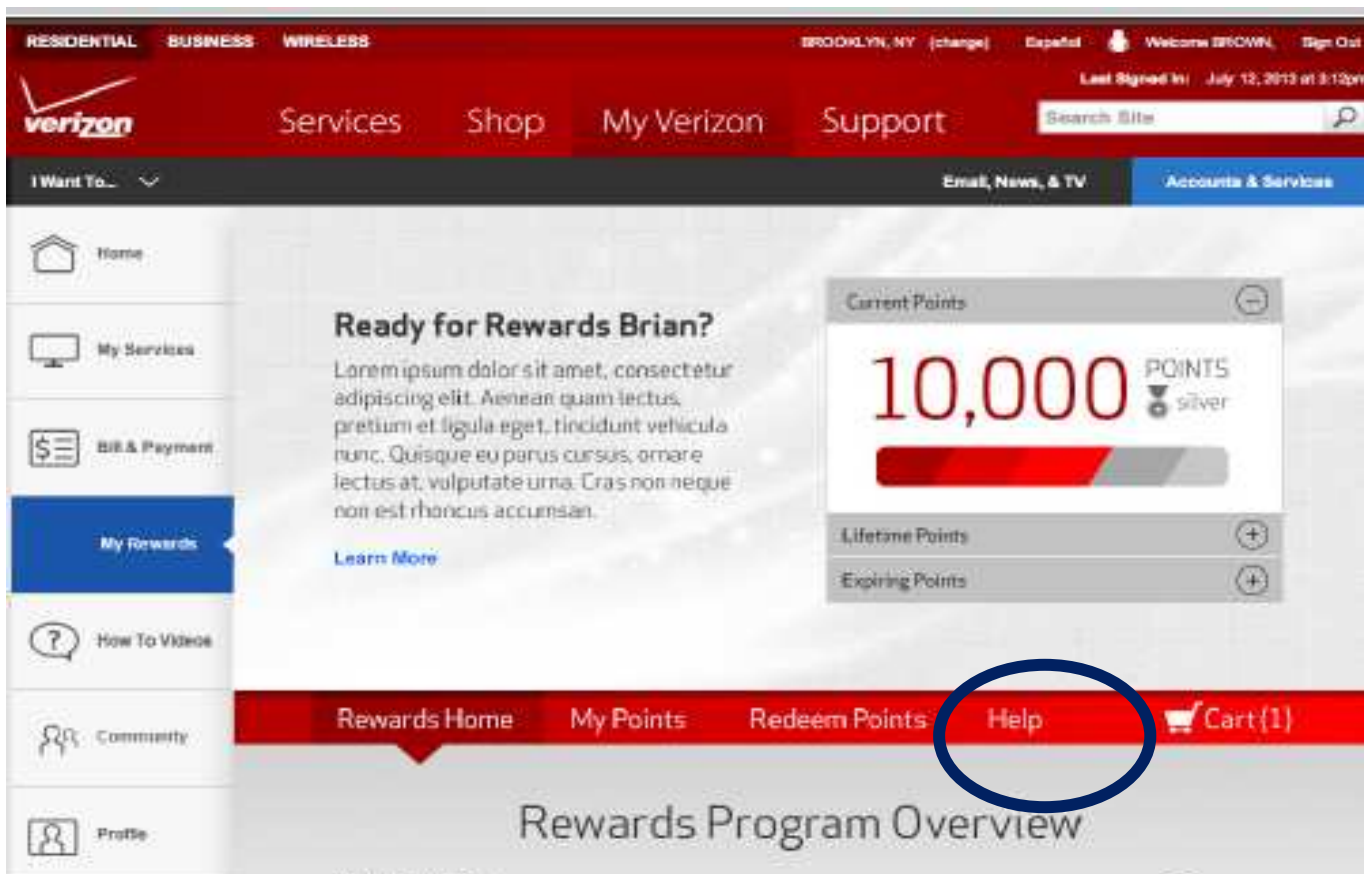
- Trial is scheduled to begin **December 20, 2013**
- Florida customers only
- Customer contact:
 - November 25, 2013 – introduction email inviting certain Florida customers to participate in the trial
 - Customers will have to respond with contact information if interested
 - **December 20, 2013**– selected customers will receive an email with more details about the program.
 - Customers that were not selected will get a “thank you for your interest” email
 - Please note that it is likely that not all customers who express interest will be selected for the trial
- The program is targeted for general availability by Spring, 2014.

If a Florida customer calls in about the trial:

My Rewards+ – Customer Loyalty Program



- Refer the customer to the emails they received from **Verizon Services**
- Selected customers must click on the **“Register Now”** or **“Start Now”** buttons to begin the trial
- Selected customers may also click on the “Learn More” button for more information about the program
- If interested customer was not selected, inform them that after the trial, the program will be available by Spring, 2014.
- My Rewards+ is supported by an external vendor, Kobie. Trial participants can get additional help by logging in and selecting the “Help” option on the My Rewards+ taskbar




My Rewards+ Program Details

- Rewards program will be accessible via online and mobile devices
- Participants must be registered on My Verizon
- HSI and FiOS customers are eligible
- Voice-only and VAS-only customers are not eligible
- Customers receive reward points for certain transactions (primarily those made in My Verizon)
 - Registering for My Rewards+
 - Ordering Flex View movies
 - Bill pay (paperless, mobile & online payments)

- Contract renewals
- Upgrading service (i.e. TV packages, Quantum speeds)
- Social Media (i.e. Facebook and chats)
- Personal milestones (birthdays, anniversaries)
- Viewing support videos (Quick Guides)
- Customers may redeem their points for a reloadable VISA, merchant gift cards or charitable donations. Rewards partners include but are not limited to:
 - Target
 - Macy's
 - Panera Bread
 - Starbucks
 - Staples
 - Dunkin Donuts
 - IntelliSpend Prepaid Solutions
 - OSI Restaurant Group
 - Amazon.com
 - ExxonMobil
 - L.L. Bean
 - American Red Cross
 - Charity Choice

Example of acceptance letter for customers SELECTED for the Florida Trial

 **MyRewards+**

Hi, Brian Brown

Congratulations! You've Been SELECTED.

Congratulations, you're 3 quick steps from becoming a member of our MyRewards+ Trial.

[Register Now](#)

You will be taken to the registration page to sign up. In order to register, you will need to accept our terms of service. These include terms of service for the program as well as supplemental terms for the pilot.

Connecting is as easy as 1-2-3.

Step 1 **Login to MyVerizon** ▶▶▶ Step 2 **Register for MyRewards+** ▶▶▶ Step 3 **Start Earning Points Today**

[Start Now](#)

What to expect

DURING THE TRIAL.

We're still smoothing out the kinks and some parts of the program are not available, yet. But that's just part of the process. We thank you for helping us work out these kinks. If you happen to run into any problems along the way, feel free to

[Contact Us.](#)

What you think MATTERS.

Your feedback will help make this program special. Please be sure to submit your two online surveys when you see this ICON



Suggestions

in the lower right corner of the MyRewards+ Site.

Earn points, REWARD YOURSELF.

With MyRewards+, earning points has never been so easy




[Learn More](#)

In order to participate in Verizon's My Rewards+ Program, a member must be a Verizon TV and/or Internet customer and be a registered member of My Verizon. The listed merchants are in no way affiliated with Verizon, nor are they to be considered sponsors or co-sponsors of this program. Retailers are not liable for any actual or alleged claims related to this offer. The logos and other identifying marks used are trademarks of and owned by each represented company and/or its affiliates. The My Rewards+ program is subject to its terms and conditions. ©2013 Verizon

Stay Connected



Example of letter for customer not selected for the Florida trial




My Rewards+

Hi, Brian Brown





Thanks for Your
INTEREST!

Unfortunately, you were not selected for the trial due to the limited number of spaces we had available for the My Rewards+ trial. We appreciate your interest and hope that you will sign up for the program when we launch in Spring 2014.



In order to participate in Verizon's My Rewards+ Program, a member must be a Verizon TV and/or Internet customer and be a registered member of My Verizon. The My Rewards+ program is subject to its terms and conditions. ©2013 Verizon

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Example of the original email inviting Florida customers to participate in the trial Nov 25th





Hi, \$FIRST_NAME!

Help us test our new rewards program.

The Verizon My Rewards+ customer loyalty program is in the works, and we'd love your input to help us make it the best it can be!

[I'm Interested](#)



You're invited!

Here's your chance to become a member of the My Rewards+ Program.

We're looking for some customers to give us a hand. If you have a My Verizon Account, [click here](#) to apply for our new program. If you are selected, you'll start earning points towards great rewards. All we ask is that you fill out two online surveys to give us your thoughts.

You get rewarded too!

If you're selected for our pilot program, you'll start earning points in our program -before anyone else. Use your points towards great rewards from our participating partners.

My Rewards+ – Customer Loyalty Program



If you don't have a My Verizon Account, go to verizon.com/myverizon to sign up.

Thanks for all your help!

Your Verizon Team

I'm Interested



What happens next?

Once you click on "I'm Interested", you will be directed to a page where we ask you for some basic information. In mid-December, we will let you know if you have been selected!

In order to participate in Verizon My Rewards+, a participant must be a Verizon customer and have an active My Verizon account. The listed merchants are in no way affiliated with Verizon, nor are they to be considered sponsors or co-sponsors of this program. Retailers are not liable for any actual or alleged claims related to this offer. The logos and other identifying marks used are trademarks of and owned by each represented company and/or its affiliates. ©2013 Verizon.

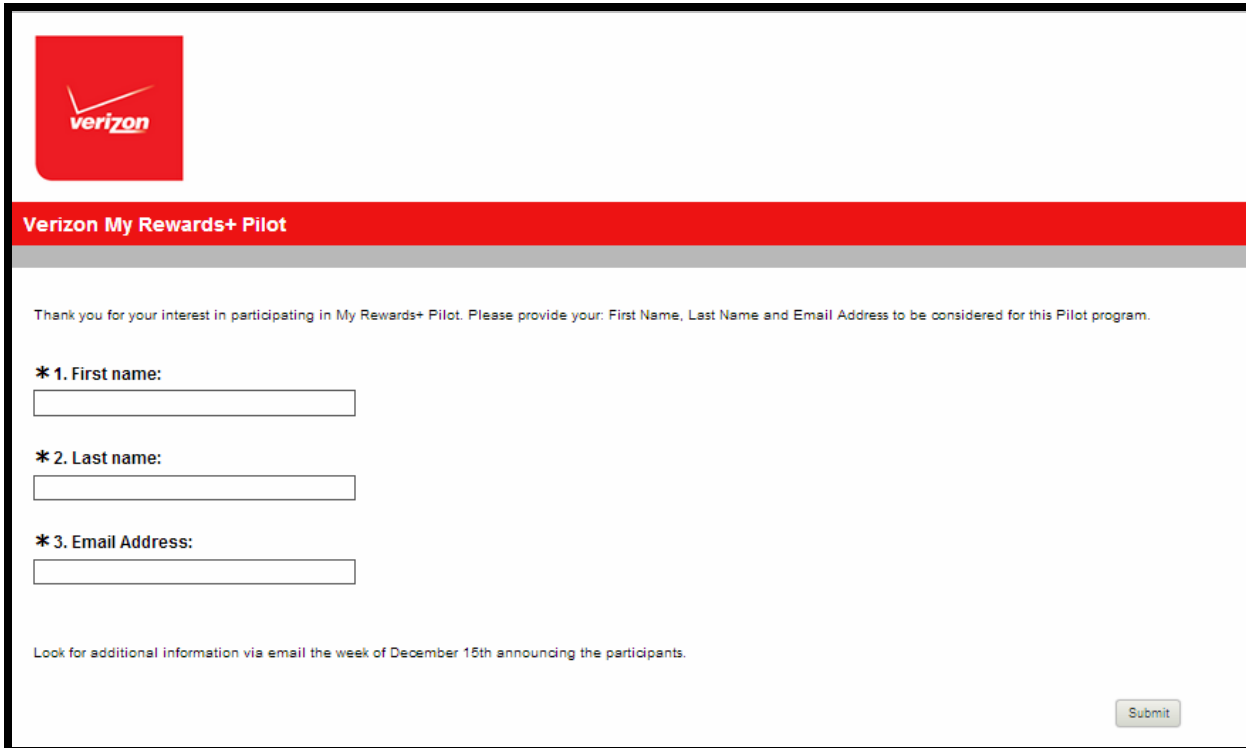
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Example of the information page that interested customers were asked to complete



The screenshot shows a registration form for the Verizon My Rewards+ Pilot program. At the top left is the Verizon logo. Below it is a red header bar with the text "Verizon My Rewards+ Pilot". The main content area contains a thank-you message and three required input fields: "First name", "Last name", and "Email Address". A "Submit" button is located at the bottom right of the form area.



Verizon My Rewards+ Pilot

Thank you for your interest in participating in My Rewards+ Pilot. Please provide your: First Name, Last Name and Email Address to be considered for this Pilot program.

* 1. First name:

* 2. Last name:

* 3. Email Address:

Look for additional information via email the week of December 15th announcing the participants.

Example of My Rewards+ screen

My Rewards+

How am I doing?
Check out all your activity below, then redeem for great rewards. Don't forget, it may take a full billing cycle for new points to show up in your account!

My REWARDS+ POINTS
Lifetime Points: 35,000 pts
15,000 POINTS
Expiring POINTS

BROWN, BRIAN
Account: 769000543200671407
Customer Id Code: 6432006714

View Notifications
Show Me Around My Verizon
ON OFF

Rewards Home My Points Redeem Points Help Cart (0)

Recent Achievements		Expiring Points	
My Rewards+ Signup	350 pts	June	400 pts
Paper Free Billing	250 pts	July	300 pts
Video On Demand Rental	250 pts	August	250 pts
Upgrade Internet Speed	450 pts	September	250 pts
On Time Bill Payment	100 pts	October	250 pts

Captured Awards

Add a Premium Channel
Add one of our Premium Channels to your existing service.
250 pts
Complete Now