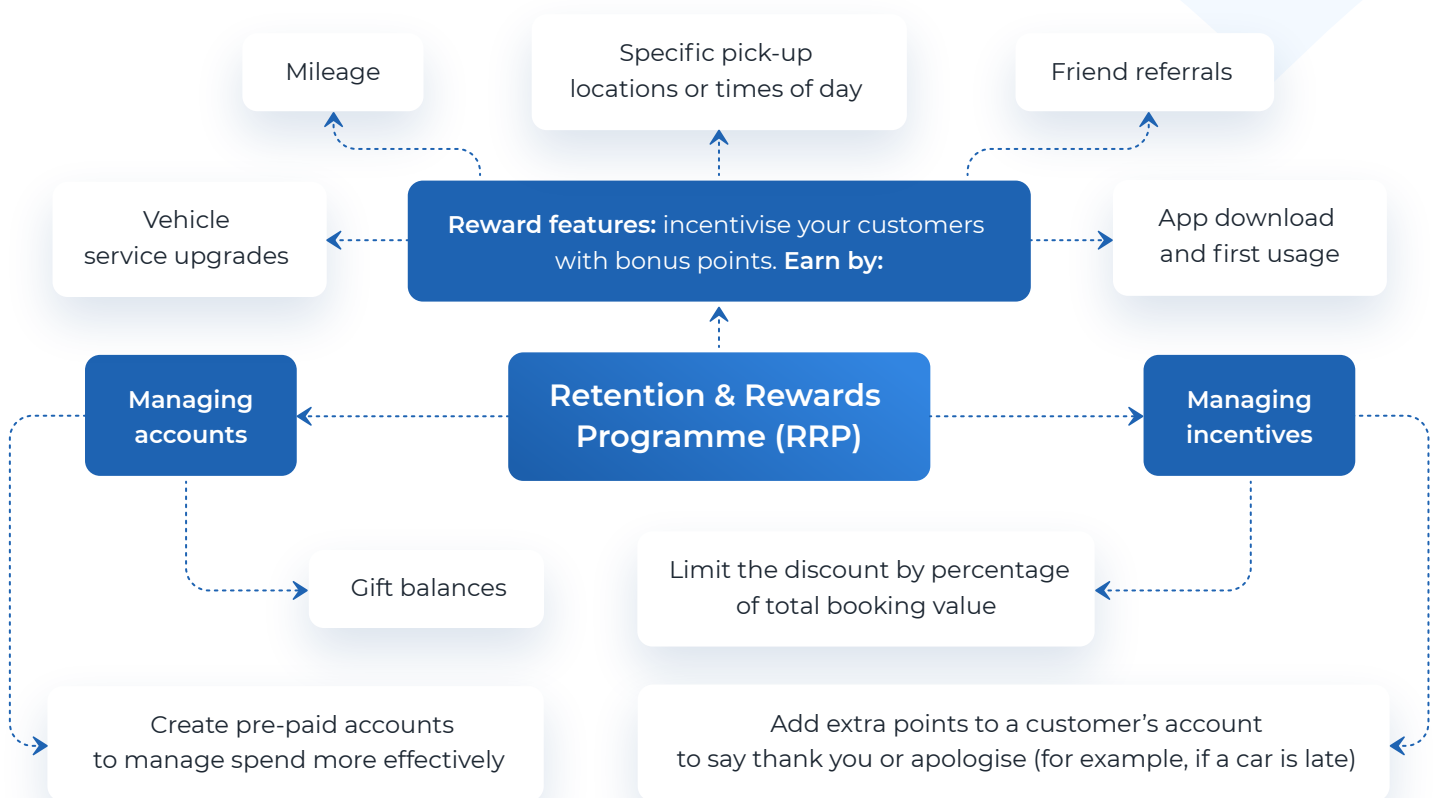# SHERLOCK

RETENTION & REWARDS PROGRAMME

Most dispatch systems have bonus programme features – promo and referral codes, electronic vouchers and loyalty cards being the typical features included.

As consumer needs change over time and technology rapidly evolves, the most sophisticated dispatch systems will continuously develop these programmes and pass new features on to their customers at no extra cost.

Sherlock is delighted to launch RRP – our new and exciting Retention and Rewards Programme!

RRP takes all the common features of bonus schemes and packages them in an innovative way for your business to ensure that the features work together, becoming a genuinely useful part of your marketing campaigns.

Mileage

Specific pick-up locations or times of day

Friend referrals

Vehicle service upgrades

Reward features: incentivise your customers with bonus points. **Earn by:**

App download and first usage

Managing accounts

Retention & Rewards Programme (RRP)

Managing incentives

Gift balances

Limit the discount by percentage of total booking value

Create pre-paid accounts to manage spend more effectively

Add extra points to a customer's account to say thank you or apologise (for example, if a car is late)