

A photograph of four business professionals in a meeting. A man with glasses and a beard, wearing a grey blazer, is speaking and gesturing with his hands. A woman on the left is listening. A man in a light blue shirt is on the right, also listening. A man in a tan shirt is in the foreground, seen from the back, looking towards the speaker. They are seated around a wooden table with a laptop, a glass of water, and some papers. The background shows a brick wall and a whiteboard with some diagrams.

Getting Started with Como Sense™

Your quick guide to setting up your loyalty club and mobile app

This guide will walk you through the process of planning your loyalty program, getting your mobile app built, and preparing your business for their launch. Along the way, you'll get to decide how your loyalty club and app will work, while we take care of the technical stuff.

There are three steps to take before you're ready to start increasing customer loyalty and sales with your Como Sense solution:

1

Planning

During the planning phase, you'll give us information about your vision for your app and loyalty program. You'll send us graphic materials showing your business's look and feel, and you'll fill out a specification form covering:

- **Your loyalty program** – What welcome gift will you give new members of your loyalty club? What rewards will members earn as they shop, and how will they earn them? (Options include a punch card, points to be used in your point shop, and credit that customers can use to buy anything your business sells.)
- **Your app** – What features and content will your app include?



Check out this [catalog](#) for a full list of features you can choose from, and see these [recommended Como Sense apps](#) for inspiration.

2

Building

Once you send us your specification form and examples of graphic materials, we'll build your app and help you get it ready for your customers to start downloading it. This phase includes:

- **App creation** – We'll build your app using our templates and your requested specifications.
- **App finalization** – We'll send you a demo of your completed app, get feedback from you, and finalize it.
- **App submission** – Once your app is finalized, we'll walk you through the process of submitting it to the App Store and Google Play, so your customers can easily download it. [Read more](#)



Keep in mind: You can always change the content in your app, even after it's live on the stores.

3

Preparing for Launch

Once your app is ready, it's time to spread the word and make sure your business is ready to launch it. This step includes:

- **Testing** – Our team will run tests to make sure there are no technical problems.
- **Training** – You'll learn how to operate Como Sense at your POS.
- **Marketing** – Let customers know you're about to launch your loyalty club and app—and make sure they know why they should join! To start promoting your new club, you can print off a QR code and a flyer from your Como Sense dashboard.
- **Pilot** – Invite a few employees and some handpicked customers to try out your Como Sense solution and make sure everything is running smoothly. Then let us know if you have any questions before your launch.



Tips for a Successful Launch

The right planning and the right ways of communicating can turn a good loyalty program into a great loyalty program. Keep these pointers in mind as you prepare for your launch:

- **Keep it simple** – Come up with a short, straightforward sales pitch that you and your employees will use to let your customers know about your app and loyalty club.
- **Get your team on board** – Make sure your entire team—from upper management to junior employees—is fully trained, motivated, and prepared before your launch. You can find more ideas in our guide, [How to Turn Employees into Loyalty Ambassadors](#).
- **Spread the word** – Take every opportunity to let customers (and prospective customers) know about your loyalty club and app. You'll want to hang posters and flyers around your business and even print a QR code on your receipts. It's also a good idea to generate buzz through your website, social media, and email. For inspiration, take a look at these [examples of promotional materials](#).
- **Set goals, evaluate, and adjust** – Before you even launch your app and loyalty club, it's a good idea to decide how many members you expect to have by the end of each week or month of your first quarter. You'll also want to have planned out the major promotions that you want to run during that quarter. After your launch, keep tabs on whether you're meeting those goals, exceeding them, or falling short—and adjust your plans based on those business results.



Want more best practices to help you kick off your loyalty program with a bang? Check out [Your Marketing Guide to a Successful Launch!](#)



And Then What?

Once your app and loyalty program are up and running, you can use them to get to know your customers, communicate with them, gather data-driven business insights, and use smart incentives to boost your sales. From time to time, we'll send you suggestions, tips, and best practices.

We look forward to helping you make the most of your Como Sense solution! If you have any questions or need help at any time, feel free to get in touch.

Good luck