CUSTOMER SERVICE LOYALTY ACTIVITY

Instructions: You will choose four businesses and compare/contrast their loyalty programs. Write a paragraph about each company’s rewards program. Include the following information:

1) The name of the rewards program, 2) how the program works, 3) how will you be updated on your rewards and 4) other special services this program will offer you.

5) In addition, you need to explain how each company uses resources ( e-mails, texts, social media etc..) to expand their customer service.