Loyalty program updates

Let's make this transition smooth

Owner

Getting started

Your guests now earn and redeem the same points in-store and online, all with their phone number. It's the power of Owner's Growth System, built into the in-store workflow you already use.

Earning

- Guests earn 10 points for every $1 spent, in store and online.
- In store, the guest gives their phone number before paying. They don't need the app.
- Online, guests earn automatically when they're signed in.

Redeeming

- In store: $5 off and $10 off rewards, plus item rewards if your program includes them.
- In the app: guests can claim an in-store reward ahead of time. The points come off when they claim it.
- Online: item rewards and pay with points.

Checking a balance

- Guests see their points on your website or app.
- Toast receipts don't show a points balance.

Expiration

- Points expire 6 months after they're earned.
- Guests get a reminder when they have points expiring soon.

What happened to existing points?



No points are lost in the migration. However, we do scale up the count by 10x.

Points carried over

Guests' existing Toast loyalty balances were moved into the new program.

The number may look different, but the value is the same

Any change keeps each guest's rewards worth the same as before.

Balances are combined across locations

A guest who earned points at more than one of your locations now has one balance that works at all of them.

Guests who signed up with only an email still have their points

To claim them, they sign up on your website or app with the same email and a phone number, and the points move to their account automatically.

Points show in your app

Guests who checked their points in Toast Local should now use your website or app.

At the register

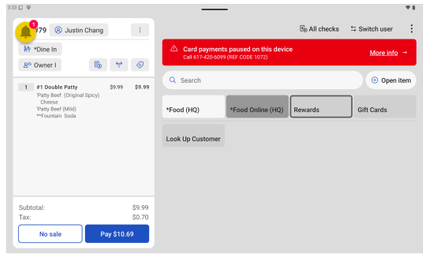


POS steps

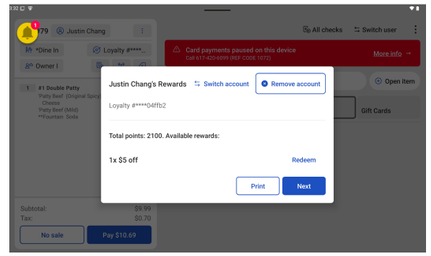
1 Open **Quick Order** and rung up the full order.

2 Tap the **Rewards** tile, then enter the guest's **phone number**.

3 The guest's **points balance** and available rewards appear. Tap **Redeem** on the reward the guest wants, then take payment.



1. Rewards tile on Quick Order

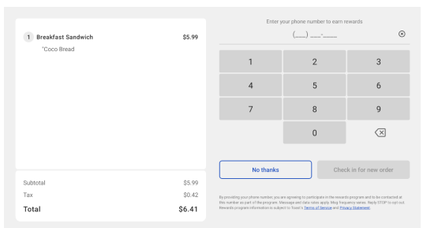


2. Points balance and available rewards

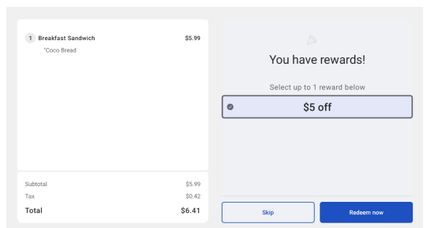
Click to watch an in-store walkthroughs →

Guest-facing display

Guests can enter their phone number on the display at any point during the order. If they have rewards, they pick one and it applies automatically. The cashier doesn't need to do anything.



Guest enters their phone number



Guest picks a reward

Good to know

Ring up the full order before applying a reward

A $ off reward needs items in the cart, and an item reward needs that item in the cart.

Phone number only

Rewards accounts can't be looked up by name or email.

New guest?

Searching a new phone number creates a rewards account automatically, and the guest earns points on this order.

Expected points but don't see any?

The guest may have used a different phone number. Try another one.

Reward claimed in the app?

Look the guest up as usual. The claimed reward shows next to the other rewards, so just tap **Redeem**.

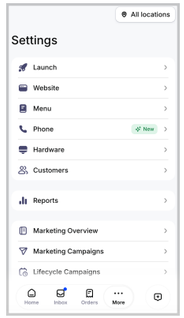
Apps



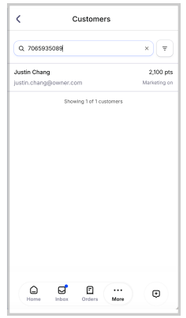
Owner app

Go to **More** → **Customers** to look into a guest's points:

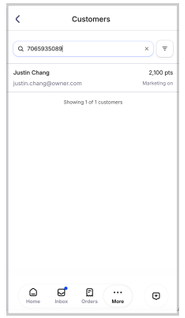
- Search by name, phone number, or email.
- Open a customer to see their points balance and history.
- Adjust points by tapping Edit and changing Loyalty Points. The change shows in the guest's history as a manual adjustment.



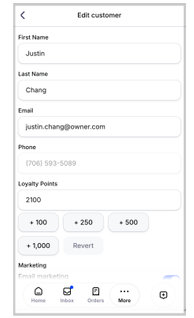
More → Customers



Search



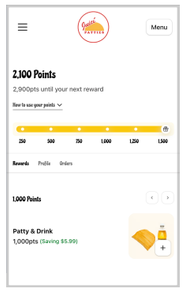
Balance and history



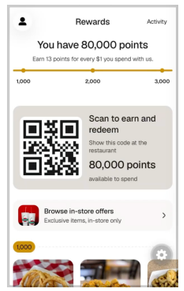
Adjusts points

Guest app

Guests check their balance, browse rewards, and claim in-store rewards on your website or app.



Website: balance and rewards



App: balance, scan-to-earn code, and in-store offers

Guest FAQ



Although not the entire list of possibilities, these questions should help guide you for most things.

Guest question	Answer
Can I earn online and use my points in store?	Yes, and the other way around. It's all one balance.
Do I need the app in store?	No. Just give the cashier your phone number before you pay.
Where can I see my points balance?	On our website or app. Receipts don't show it.
I used to check my points in Toast Local. Where are they?	Your points are now on our website or app.
Why does my points number look different?	The program changed, but your points are worth the same as before.
I had points at more than one location. What happened?	They've been combined into one balance you can use at any of our locations.
I signed up with my email. Where are my points?	Sign up on our website or app with the same email and your phone number, and your points will move to your account.
You can't find my account.	Is there another phone number it could be under? We can only look up accounts by phone number.
Can you look me up by name or email?	No, only by phone number.
Can I use my points online?	Yes. You can get item rewards or pay with points when you order online.

Guest question	Answer
Do I have to sign up for marketing to use my points?	No.
Do my points expire?	Yes, 6 months after you earn them. You'll get a reminder before they expire.
I claimed a reward in the app. How do I use it?	Give the cashier your phone number and they'll apply it. Your points were already used when you claimed it.

Suggested cashier script

Without a guest-facing display

After taking order	"Do you have a rewards account? What's the phone number on it?"
If guest has a reward	"You have enough points for [reward]. Would you like to use it today?"
Otherwise	"You're all set. You'll earn points on this order."

With a guest-facing display

After taking order	"Go ahead and enter your phone number on the screen to earn points."
If guest has a reward	"If you'd like to use a reward, just pick it on the screen."