

Loyalty Program

Hibbett Sports
MVP Program



Hibbett Sports MVP Rewards

- Customers can sign up for the Hibbett Sports MVP Rewards program in store and online at www.hibbett.com. If they register in the store they must go online to verify their registration.
- Instantly receive a 20% off coupon and start earning points
- Examples to earn points: refer friend to MVP program , make purchases, review vendor videos, select vendor banners, take weekly ballots, take surveys, open emails from Hibbett Sports etc.

JDA- MVP Reports

- MVP Program is monitored through our JDA Software(merchants)- reports available.
- Customer profile report (history, address etc)
- MVP cards used more than 3 times a day
- MVP Certificates used multiple times

MVP and XBR

- The MVP or customer number is captured in Tlog
- Created a report for customer number inquiry in XBR
- Created a report in XBR for customer number journal- this reflects the number of times the MVP card has been used in a given week- listed cashier (created a link to associate file to see if cashier ringing own purchases)
- Coupon report- MVP certificates are shown as coupons and use the XBR coupon# by store # to reflect customers abusing the MVP program
- Line Discounts > X% report- - employees are not allowed to use their MVP certificates in conjunction with employee discount
- Expired or unauthorized coupon report- show employees that took an expired or unauthorized coupon- ie MVP certificate /coupon invalid require manager approval

Double Check of MVP by Marketing Dept.

- Reward Certificates are issued quarterly in an “exception batch” for anyone issued a certificate greater than \$30.
- The LP analysts are contacted to review report to make sure there is not an individual that should be held back for any reason.
- Final check by the Marketing Dept to review each account to make sure there is no history of abuse, multiple returns etc. before certificates are issued.

Forms of abuse

- Multiple Copies of MVP certificate redeemed
- Cashier ringing own MVP card toward transactions conducted in a given day
- Multiple names and multiple accounts opened with same address
- Spinoff cases- cashier ring own MVP card to all transactions and then in interview found theft, time card fraud etc.

Questions

- Additional information
- tara.shoop@hibbett.com