Lobyco

Customer Referral Programme

Know a retailer interested in loyalty & promotions? Introduce us.

Why we're doing this

Many of you already recommend us: on reference calls with retailers considering Lobyco, at industry events and over coffee. This programme is our way of saying a proper thank you. Rewards build as the conversation progresses, not only when a new retailer joins the Lobyco community.

How it works

1 · Introduce

Intro

A warm email introduction

Introduce us to a retailer in your network, ideally in our areas of expertise: grocery, convenience, fuel, health & beauty and DIY. We'll take it from there and set up the first meeting.

2 · Opportunity

€3,000

Implementation credit

Earned once we've confirmed with the retailer that there's a genuine project to explore. Valid for 6 months.

3 · Agreement

10%

of the new customer's annual subscription

Paid as implementation credit, up to €30,000 per introduction. Valid for 9 months.

Making an introduction

Who to introduce

Any retailer in your network who could benefit from loyalty, personalisation and digital engagement.

How to introduce us

1. Let your Customer Success Manager know who you have in mind.
2. Send a short email introduction, copying your Customer Success Manager. We'll follow up and arrange the first meeting.
3. We'll keep you posted on how your referrals are progressing, and any credit you've earned.

Your credit at a glance

Stage	When it's reached	Your credit	Valid for
Introduction	You make the introduction and the first meeting takes place	Our sincere thanks	–
Opportunity confirmed	We've confirmed with the retailer that there's a genuine project to explore	**€3,000**	6 months
Agreement signed	The retailer signs with Lobyco	**10% of the annual subscription, up to €30,000**	9 months

All credit is applied to implementation fees on your Lobyco projects.

Good to know

- The retailer must be new to Lobyco and not already in conversation with us.
- The first meeting should take place within 8 weeks of your introduction.
- For credit to apply, the opportunity should be confirmed within 6 months, and the agreement signed within 24 months, of your introduction.

Someone in mind? Let's talk.

Speak to your Customer Success Manager, or Susie Middlemiss, VP Customer Success

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