



Member number benefits

Member number (the new scheme ID) offers three key benefits to you (our refund points):

1. A way to reduce waiting times
2. Increased customer returns
3. Increased customer satisfaction

Reducing waiting times

Our research agency Faster Horses has indicated that long wait times is the number one barrier to customers continuing to use Containers for Change. 18% of respondents identified it as the barrier to continuing to use a refund point.

By promoting member number, your customers can sign up on the spot in less than 30 seconds and have the option to drop and go by using your bag drop vessels or your bag drops. Even if they haven't added their bank details yet, they can drop-off their bag (with their member number attached) and add their bank details in less just a few seconds when they get home, or whenever is convenient for them.

Increasing returns

Currently we only have a relationship with one in four people visiting refund points! This prevents us from interacting with our engaged audience and encouraging them to return. By more customers signing up for member number, it will let us communicate with **more** customers, build a connection, and drive customers to return more often to your refund point.

In the future, we will be running member number only competitions, having a member number means your customer has the chance to participate in competitions. These competitions will be based on returns and prompt your customers to return more often.

Member number (scheme ID) customers are happier

Our Faster Horses research has told us that satisfaction with Containers for Change continues to be higher among member number (Scheme ID users) compared to users

that take cash. Happier customers will continue to be repeat customers and promote Containers for Change to their network.

Member number (the new scheme ID) offers six key benefits to customers:

1. A new name
2. A new sign-up process
3. Trackable transactions
4. User-friendly (and fun) site
5. Donate via their personal member number
6. Link a cause

A new name

A new name – member number is accessible, easy to understand and clear. It also promotes a sense of belonging and membership – a sense of being part of something larger.

A new sign-up process

For individuals

The new sign-up process is easy, quick, and much more consumer friendly. Customers simply need to input a 4-digit authentication code that is sent to their mobile to jump on. It now takes 30 seconds to sign up.

Customers are then ready to use their member number, however they are only set up for cash if they do not complete the “choose how I’d like to receive my refund” step when they login. To receive their refund into their bank account, PayPal or donate, they need to complete the “choose how I’d like to receive my refund” step which is on the first page when they login.

In their welcome email, we remind customers that only some refund points offer cash and prompt them to add their bank or PayPal details.

There is also the “held” option too. If a customer asks to be paid via bank or PayPal and they have not filled in their bank or PayPal details, their payment will be held.

For example, if John signs up for a member number and does not complete the ‘choose how I’d like to receive my refund’ step (add his financial details), his options are the following:

- Cash or member number (scheme ID) refund points: Paid in cash right there or payment held until user enters further details
- Cashless Refund Points (RVMs or bag drops): Payment held until user enters further details

Once a customer's payment is "held", they will receive emails from the contact centre to add in their bank details for the refund to be paid. Once they have added their details, they will receive their refund. Incomplete customer set-up does not prevent you from completing the transaction in POS. Continue with the transaction and the automated emails will take care of the rest. The customer will continued to be sent reminders until they add their bank details.

What is the benefit of this?

- Consumers can sign up on the spot and track their transactions before they input their bank account
- The 'add bank detail' step being so early in the sign-up process previously, deterred users from signing up.

For groups: charities, community groups, schools, businesses

The sign-up process for groups (charities, community groups, schools and businesses) has changed and moved to a similar model to Facebook, where you need an individual account to create a group account. That means you need an individual member number to create a group member number.

Previously, the group account was created with a singular email address and could not be changed. This meant that if the person who signed up the organisation leaves the organisation, access was lost.

Now, email addresses for group accounts can be changed in their member portal.

In the coming months, we have a new feature rolling out where you can have multiple individual accounts (member numbers) connected to one group account (member number), this will limit the possibility of access being lost, as multiple accounts have access. This is a very similar process to Facebook groups, where you can have multiple admins.

The new sign-up process for groups:

Customers will be asked to create a team leader account; it is simply an individual account attached to the group account. This will be our main contact point for the organisation's account. We recommend customers connect their group account with their personal member number so it's all in one place.

However, if they do not have a personal member number or would not like to connect their personal member number, they can create a new member number with their organisational email.

For example, Jessie from Perth P&C would like to create a member number for her P&C. This is the process she will follow:

- Head to [sign up](#) page, click 'My Group'
- The 'Let's get started' page will appear and ask Jessie 'who is leading the team' - this requires an individual account to be signed in or created first. Jessie can link her personal member number by signing in with her personal email Jessie_K@mail.com **or** Jessie can create a new individual account with her organisational email e.g Jessie@PerthP&C.com. If she chooses to create a new account, she will need to add a password
- Jessie will then need to complete the Perth P&C account by filling in their trading name and adding their payment details
- The group account will be linked to the individual account of Jessies' choosing, so Jessie will use the same login details for both

Trackable Transactions

The new member number (scheme ID) tracks **every type of transaction**, meaning whether someone would like to receive cash, PayPal, bank transfer or donate to a cause - it can all be tracked on their member number (scheme ID).

What is the benefit of this?

- Consumers can see how many containers they have returned (whether it's donated, they took cash or received it through their bank account or PayPal).
- We can have a better understanding of consumers behaviour - how many containers they like to return, how often - more accurate data means we can tailor Containers for Change to suit our consumers.
- We can interact with customers once they leave the refund point - they will receive onboarding emails, bi-weekly or fortnightly customer emails, updates and more. They will receive prompts to head to a refund point if they have signed up for a member number.

User-friendly (and fun) site

You'll notice the site has had a much-needed facelift. The new site encourages users to return by inviting users to:

- Set a goal - they can set a goal e.g John would like to save up for a family staycation, it can set a date and goal and track how he's going.

- See how many containers they've saved from landfill.
- See how much money they've received.

What is the benefit of this?

- Gratification of seeing how many containers they return (money, containers saved, how many donated).

Donate via their member portal (scheme ID portal)

- Within their member portal (scheme ID portal), consumers can choose to 'donate their containers' – they can login into their portal and select 'donate' as their payment preference. When they return and quote their personal member number, the containers go directly to the charity or community group of their choice.
- Consumers can also have a secondary member number (scheme ID) linked to their primary member number– e.g they love to receive their refund via their bank account but once a month they like to donate to their kids' hockey club, they can have that member number (scheme ID) saved in their account.

What is the benefit of this?

- Consumers can track their overall impact with donations to charity and community groups
 - They can now head into their portal and extract all their transactions (including how many containers they have donated). If one of your consumers asks about tax deductions, we still encourage customers to contact the ATO about claims and deductions.

Link to a cause

Consumers can now add a 'new cause' to their account with the same email address. For example, Sue has her personal member number but would love to sign up her son's soccer club. Sue can sign up for a community group member number (scheme ID) through her account. She also can use the same email address.

What is the benefit of this?

Consumers can now easily set up a community group member number (scheme ID) and be able to access it all in one account.

What do you need to do?

Linked causes and preferences are set-up on the customer portal. You do not need to do anything in POS.