

Dear Franchisee,

We are excited to inform you about the recent updates to our Loyalty Program that will enhance customer engagement and drive sales in your location.

Key Changes:

- **New Reward Tiers:** Introduction of three new reward tiers to encourage higher spending.
- **Mobile App Integration:** Enhanced features to allow customers to track their rewards seamlessly.
- **Referral Bonuses:** Customers can now earn additional points for referring friends.

Implementation Date:

The changes will take effect on **March 1, 2024**. Please make sure your team is informed and prepared.

Next Steps:

We encourage you to review the detailed guide attached to this email and share it with your staff. Training sessions will be available to assist in the transition.

We Value Your Partnership:

Your success is our priority. If you have any questions or require further assistance, please do not hesitate to reach out to our support team.

Thank you for your continued commitment to our brand!

Sincerely,
[Your Name]
[Your Position]
[Company Name]