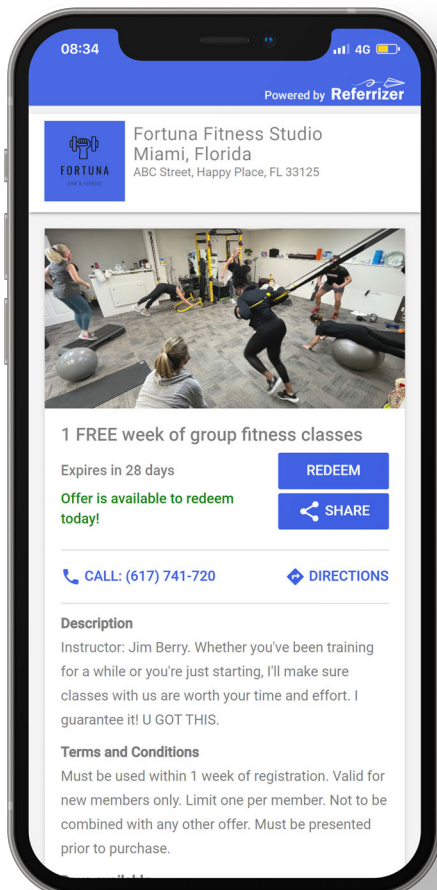


New Lead from an Offer Workflow



When a customer claims an offer (from the website or text campaigns), a phone call will be initiated to the store number. When you or your staff answers the phone:

1. You will hear a message like this:

CALL

Hi There, Referrizer has generated a new lead for you. It's **{full_name}** created by **{lead_source}**. Offer Claimed: **{offer_title}**.

Press number 1 to contact them now.

2. Make sure you press number 1 immediately and talk them through the offer, benefits, and get booked Mindbody.

NOTE:

Referrizer will 'call connect' you with the customer, so it'll feel like you're calling them directly. When answering, speak as though you're making an outbound call.

SCRIPT

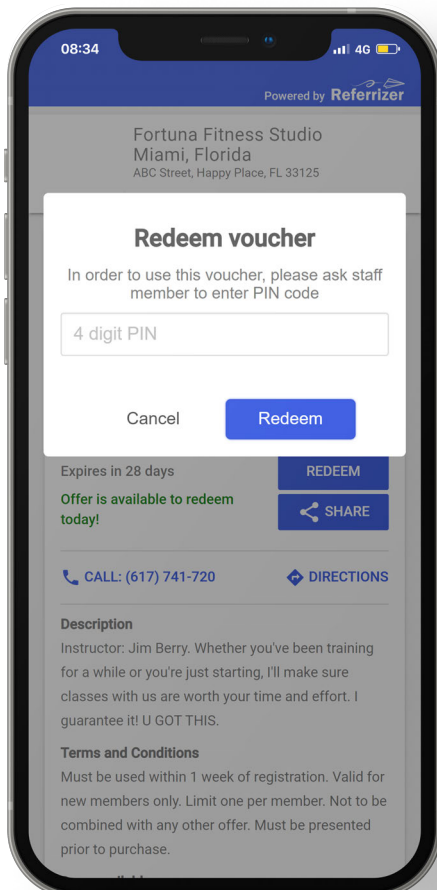
"Hi **[CUSTOMER]**, it's Joe from **Fortuna Fitness Studio**, calling you about the **[PROMO]** offer you just claimed online. What day and time is best for you to come in and get your **First Group Fitness class?**"

Did you know?

Reaching out to leads within the 1st minute of their offer claim, increases your chances of converting them to customers by **391%**.

Reaching them just 5 minutes later, that number goes down by 80% and it keeps going down with each minute.

Redeeming Offers Workflow



1. Lead shows you the message on their phone

You will have leads come in with their phone and they will show you a message they received:

SMS

You have claimed a great offer from **Fortuna Fitness Studio**. Come by before **{Expiration}** to redeem it. Click <http://rfrz.me/pmpeydha>

2. Check if conditions are satisfied

- Verify that they claimed the offer (let them show the offer to you)
- Check if they completed the purchase

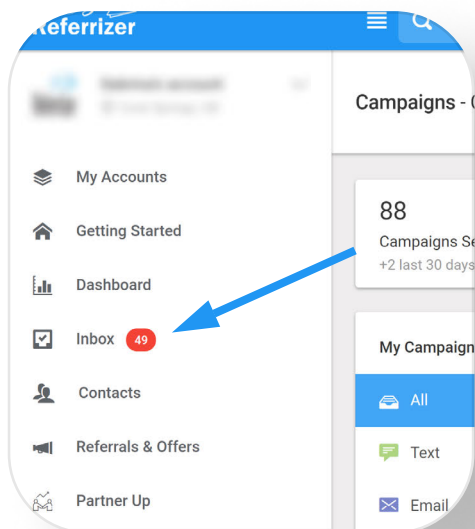
3. Enter the PIN CODE to Redeem the offer

The PIN CODE by default is the last 4 digits of your location's phone number

NOTE

Do not show or share the PIN CODE with customers or they can play the system

Replying to Text Messages



Your business now has a Texting Number, so you can communicate by SMS / Text / MMS with your clients.

Everytime a client sends you a text message, you will get an email notification

You can access messages in a few different ways:

1. Follow the link in the email to reply to the message
2. Click the 'Inbox' button at the side menu navigation.
3. Or navigating to this URL: <https://app.referrizer.com/inbox/>



VERY IMPORTANT

Unsubscribe Options

If you receive a message from the person asking you to opt out, make sure you do so.

You can do it by managing subscription in their contact profile and changing **Text** field to "UNSUBSCRIBED".

See the images below.

