



AutoZone Rewards Program

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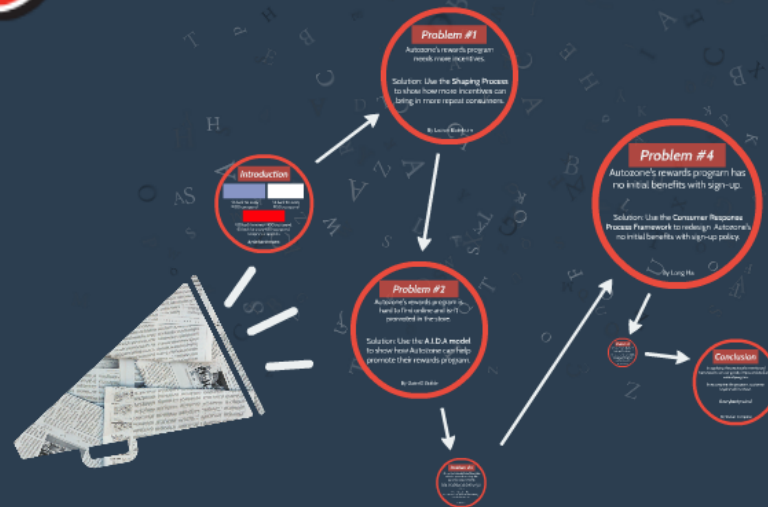


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Introduction



\$5 back for every
\$100 you spend



\$5 back for every
\$150 you spend



\$20 back for every \$100 you spend.
\$5 back for every \$30 you spend.
Coupons & Specials.

By Stefan Compton

Problem #1

Autozone's rewards program
needs more incentives.

Solution: Use the **Shaping Process**
to show how more incentives can
bring in more repeat consumers.

By Lauran Blakeburn

Problem #2

Autozone's rewards program is hard to find online and isn't promoted in the store.

Solution: Use the **A.I.D.A model** to show how Autozone can help promote their rewards program.

By Garrett Goble

Problem #3

Autozone's reward credits expire within a year of meeting the purchase requirements.

Solution: Use the **Customer Value Model** to show why consumers respond better to less restrictions being places on rewards.

Value= Benefits - Price
Expired rewards lead to consumers viewing rewards as less valuable

By Eli Luna

Problem #4

Autozone's rewards program has no initial benefits with sign-up.

Solution: Use the **Consumer Response Process Framework** to redesign Autozone's no initial benefits with sign-up policy.

By Long Ha

Problem #5

Autozone's rewards program is more focused on already loyal customers, not on potential customers.

Solution: Use the **Relationship Building Model** to show why focusing on potential consumers *and* loyal consumers is beneficial.

By Devin Harris