

From: [REDACTED] [REDACTED]@webloyalty.com]
Sent: Wednesday, February 06, 2008 3:06 PM
To: [REDACTED]
Subject: FW: [REDACTED]

G-

Reason I wanted [REDACTED] there on this one, let's be sure this trip isn't treated lightly... :-)

I am booked for Feb 26 and 27.

I have a meeting with [REDACTED] on SPAM issue on 20th- going to need a good amount of ammo, not just pens and free tickets- ;)

thx

[REDACTED]

From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, February 06, 2008 2:49 PM
To: [REDACTED]
Subject: [REDACTED]

Hi [REDACTED],

This morning our management team had an extensive conversation about the Webloyalty program. We're all still very concerned about the negative impact we are experiencing to our reputation online. And, we continue to get enough angry callers that our call center manager, [REDACTED] has to personally field about 3 of the angriest callers a week. (we estimate that if [REDACTED] is getting 3 our call center is getting 15 and your team is probably getting 75 or more per week)

In addition, Webloyalty has been unwilling to share with us any data that would help us to understand how our customers are using the program - or whether they are. This makes it confoundedly difficult to have internal discussions about the program, it's benefits and shortfalls.

We have decided to do a few things in an effort to reduce some of the negative effects:

1. We would like to keep the large "No Thanks" button that you

have been testing for us. We think it's significant that 6% of the would-be subscribers choose not to enroll simply because we've made this option clearer.

2. We're going to begin surveying our customers to learn more about what they think of the offer in the first place, why they sign up for the service, what benefits they receive from it, and whether they have experienced any negative consequences to signing up - or cancelling.

3. After a few months of surveying we are going to meet again as a team to decide the next steps.

Finally, [REDACTED] believes something has changed in the way your call center handles cancellations/refunds. She said customers are complaining more that they couldn't get a refund unless someone from [REDACTED] specifically requests it. In the past our customers would get a refund if they called and requested it. Now, [REDACTED] says customers are telling her that your reps are saying they can't get a refund, and then [REDACTED] has to intervene on their behalf. Can you please comment on this?

To be quite candid, [REDACTED], we don't have a clue how our customers feel about this program. Maybe 99% of them love it and 1% complain. Maybe 99% hate it but only 1% complain. Our hope is that these steps will improve the program reception without dramatically hindering intentional sign-ups.

Sincerely,

[REDACTED]

--bcc [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]