



AWARDS NETWORK  TM

PROJECT OUTLINE
CLIENT NAME

DATE, 2013



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PROJECT SUMMARY

Starbucks' mission is to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time. Awards Network has partnered with Starbucks to reward demonstrations of excellent customer service and provide managers with a way to recognize employees in real time for accomplishments.

Starbucks has selected the pricing option 3 for \$750/quarter with a onetime \$1,000 setup fee. Please see below for a list all the available pricing options.

| OPTION 1 | OPTION 2 | OPTION 3 |
|---|--|--|
| <p>Quarterly Fee: \$250 invoiced in Jan, Apr, Jul & Oct.</p> <p>Website Pages: Homepage, Login, Program Details, My Account (orders, points, profile), Award Catalog, Cart, Checkout, Help, FAQs & Feedback.</p> <p>Administrative Access: Client has ability to add/remove accounts, run user reports, upload points and review orders placed.</p> <p>Reporting: 1x/mo - Provided by Account Manager that includes orders, program overview & total liability.</p> <p>Account Maintenance: 1x/mo - Client provides Account Manager with user updates via Excel template: Adding or removing points, creating or deleting user accounts.</p> | <p>Quarterly Fee: \$500 invoiced in Jan, Apr, Jul & Oct.</p> <p>Website Pages: All pages from Option 1 + Information Gathering Forms, PDF Postings, Self-Registration & Videos.</p> <p>Administrative Access: All access from Option 1 + ability to add administrators with group based reporting access.</p> <p>Reporting: 2x/mo - Provided by Account Manager that includes all from Option 1 + data from information gathering forms.</p> <p>Account Maintenance: 1x/week - Client provides Account Manager with user updates via Excel template: Adding or removing points, creating or deleting user accounts.</p> | <p>Quarterly Fee: \$750 invoiced in Jan, Apr, Jul & Oct.</p> <p>Website Pages: All pages from Option 2 + Peer to Peer, Ecards, Leader Boards, Quizzes and Company Updates.</p> <p>Administrative Access: All access from Option 2 + ability to award points to employees via Excel upload and send emails.</p> <p>Reporting: 1x/week - Provided by Account Manager that includes all from Option 2 + any additional data needed.</p> <p>Account Maintenance: Unlimited - Client provides Account Manager with user updates via Excel template: Adding or removing points, creating or deleting user accounts.</p> |

PROGRAM SCOPE

Awards Network will develop a website along with communication materials branded for Starbucks. A complete list of the website pages and communications Starbucks has selected are below. All website pages and electronic communication materials are included in the cost of the onetime setup fee.

WEB PAGES INCLUDED



HOMEPAGE | WELCOME

introduction to the program

MY ACCOUNT

profile, order history, points awarded

PROGRAM CRITERIA

company wide goals, terms and conditions

COMPANY UPDATES

newsletters, quizzes, articles, brochures, videos

NOMINATIONS & ECARDS

peer to peer, recognition wall

EMPLOYEE SPOTLIGHT

top ten employees, employee of the month

GIFT REDEMPTION

award catalog, cart, checkout, confirmation

RESOURCES

help, feedback, FAQs

COMMUNICATIONS



AUTOMATED EMAILS

program launch notification
points notification
new hire - welcoming to program
service/birthday award notification

INSTANT POINT CARDS

on the spot recognition cards

FLYERS & POSTERS








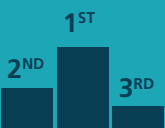


notify participants about the program
explains how to earn points
shows a variety of gift selections

ADMINISTRATIVE GUIDE

explains the reporting tools and functionalities
for monitoring program's liability

ADMINISTRATIVE OVERVIEW

Starbucks has access to a robust administrative website. All administrative reports can be viewed in a browser or exported to Excel. The administrative website will include access to the following resources:

| BASIC REPORTS | ADVANCED REPORTS | SPECIFIC REPORTS |
|--|--|--|
| GIFT/ORDER REPORTS Order status  Invoice data Address info | PROGRAM SUMMARY Total points awarded Total points spent  | PEER RECOGNITION Approval status  Award category Points |
| PARTICIPANT REPORTS Login info User status  Point totals | STATS BY GROUP Points by group Logins by group  | INSTANT POINTS Card status Expiration dates Point value  |
| AWARD/POINT REPORTS Award category  Awarded by Award date | LEADER BOARDS Top performers  | SUB-ADMINISTRATOR REPORTS Points available Points awarded Group access  |
| | MOST POPULAR ITEMS  Popular by year and overall | |

Awards Network will provide reporting on a monthly basis that includes:

- Total points earned per user
- Total points spent per user
- Total points remaining in each user account

PROGRAM CRITERIA

Starbucks partnered with Awards Network to build an employee recognition designed to decrease turnover, reward leadership positions, increase communication between multiple locations and recognize employees for going above and beyond normal duties. The initial list of criteria and points are below. The points are set on the half cent (.005) per point scale.

PROGRAM GOALS:

| | | | |
|------------------------------------|-------|----------------------------------|--------|
| 1 Year of Service | 2,500 | Submitting peer nomination..... | 4,000 |
| Birthday..... | 1,000 | Earning peer nomination..... | 8,000 |
| Worked major US holiday..... | 5,000 | Solving a problem | 15,000 |
| Completion of feedback survey..... | 3,500 | Above and beyond spot award..... | 20,000 |
| Monthly quiz..... | 2,500 | | |

SERVICE ANNIVERSARIES & BIRTHDAYS

Awards Network will fully automate service and birthday awards. Starbucks will send over the account information including the date of hire and birth for each participant. Awards Network's proprietary software will award points for the appropriate number of years of service achieved on the person's actual anniversary and birth date. In addition, a customized and personalized email will be sent out the morning of the actual anniversary or birth date to the person congratulating him or her. The employee's supervisor will be carbon copied on this email communication.

Administrators will have access to reporting on who has received points, the award date, and reason for the points via the Awards Network administrative website. The report could be viewed in the website browser or exported to Excel for easy sorting.



FEEDBACK SURVEY & PROBLEM SOLVED FORMS

Awards Network will program custom forms that will be submitted online and then emailed to administrators and recorded in the administrative website for easy reporting. Starbucks will be able to award points when the form is submitted, require certain fields and include any field necessary (text boxes, check boxes, radio buttons, etc).



MONTHLY NEWSLETTER AND QUIZ

Starbucks will send over a monthly newsletter and quiz for Awards Network to setup on the custom website. Employees will be able to take the quiz only once and if a perfect score is achieved, then points will automatically be deposited into the person's account. Administrators will have access to quiz results including scores for each monthly quiz.



PEER TO PEER RECOGNITION

Employees will visit the recognition website to submit nominations electronically. They will select the name(s) of people who they want to nominate, type in a message about why they are nominating and select an Ecard. An Ecard will then be sent to the nominee(s). Awards Network's proprietary software will keep track of who sends cards, who received cards and the messages included.

Starbucks has opted to include the nominations on a recognition wall that will be featured on the peer recognition page. The wall will include the date, nominee and message.

Nominations will go through an approval process; they will be sent to the nominee's supervisor for approval prior to the nominee and nominator notification. Employees will be able to submit an unlimited number of nominations.



MANAGER ABOVE & BEYOND AWARDS

Starbucks will use Awards Network's instant points for its manager above and beyond recognition awards. Awards Network will come up with customized artwork including Starbucks logo and branding. The cards will be the size of a credit card and come in three different denominations: 10,000 points, 15,000 points and 20,000 points.

Employees who demonstrate core behaviors will be given an instant point card by managers. They will log into their accounts online to enter the unique code on the instant point card and points will automatically be deposited into the account. Points could be saved or spent and the leftover card can be collected and displayed at home or in a work space.

Administrators will have access to reporting online and exporting into Excel on who has received points for this goal along with their location and manager information. Instant point cards do not have an expiration date and unused cards may be used year after year.



BUDGET OVERVIEW

The program budget is \$100,000 for the first year not including the initial setup and quarterly fees.

TIME LINE

Upon receipt of all required information and materials, including \$1,000 setup fee and completed service agreement, Awards Network will design, submit for approval and implement all aspects of the recognition program to meet the requirements of the program's planned launch date.



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AN is Awards Network, AM is Account Manager