



Sierra Centre leverages the power of AIR MILES® reward miles

BACKGROUND

- Industry:** Sierra Dental: Dental Services/Cosmetic Dentistry
AIR MILES INCENTIVES® Client from Mar 2009 - Dec 2010
- Business Objectives:** Sales increase, patient referral and employee incentives
- Program:** 250 AIR MILES reward miles on whitening treatment and payment up front
25 reward miles for referring and welcoming a new patient
10 reward miles for pre-booking and keeping a hygiene appointment
- Employee Incentives:** 25 reward miles to sell bleaching kit to client and take moulds instantly
50 reward miles to schedule & process an orthodontist appointment

ADVERTISING SUPPORT

- Website



Earn 250 AIR MILES® for a Zoom or tray whitening procedure

Earn 25 AIR MILES® for referring a friend, relative or co-worker

or Earn 25 AIR MILES® for a new first time patient exam!

Earn 10 AIR MILES® for a hygiene visit

- Impact Magazine / Calgary Herald

TESTIMONIAL

"We experienced 20% growth last year and AIR MILES was one of the key elements."

"Based on patients request, we are looking at expanding the Program to 1 reward mile for every \$20 spent on all dental expenses."

" Staff spent less time reminding people of their appointments. With 60 employees, it was hard to determine what type of reward each individual would like; with AIR MILES, they can choose the reward they want."

Dr. Murray Knebel - Owner of Sierra Dental for Dental Wellness and Sierra Studio

