



3.013 Virtual Rewards Policy

Policy Purpose and Scope

The purpose of this policy is to outline the process by which “Virtual Rewards” are requested, approved and implemented within the Finance, Billing and Marketing Departments. Virtual rewards are primarily used to set-up new complimentary accounts. Virtual Rewards can also be used as a gift certificate. When adding complimentary products to existing accounts, we will follow the virtual credit policy.

Roles and Responsibilities

Finance is responsible for maintaining and updating this policy, ensuring all information is accurate and the current process is documented.

For all complimentary and promotional rewards issued (eg. VIP, Sponsored, Charity, Prize, Elite), Marketing is required to complete the “Complimentary Request Form” and obtain Executive Staff approval.

For Sample, Employee or Donated, (eg. Owner specified) accounts, Billing is responsible for completing the “Complimentary Request Form” and obtaining the appropriate Executive Staff approval.

Operational Procedures

When requesting “Virtual Rewards” for new accounts, the following procedures must be followed:

1. Virtual Rewards must be submitted using a “Complimentary Request Form” which is located in Google Docs - <https://docs.google.com/a/photobiz.com>.
2. The “Complimentary Request Form” **requires** the submitter to obtain documented Executive Staff approval. Once obtained, the form is forwarded to the CFO and a billing ticket is created requesting new account set-up, timeline and any special instructions.
3. Upon receipt, the CFO will review the form and ensure supporting documentation is attached. If the form is complete and documentation is sufficient, the Virtual Reward will be set-up in the billing system and the corresponding ticket is updated.
4. For accounts with complimentary membership, the CFO forwards the Virtual Rewards number to the Billing Manager who sets-up the account.
5. For new accounts that pay membership, a Virtual Reward number will be returned to the Marketing manager to forward to the customer.
6. Completed Complimentary Request Forms are returned to the requestor and the billing ticket is closed.
7. Monthly, a report listing all active and issued Virtual Rewards will be created by the CFO and reviewed with the Owner.