

What you get from Co-op

Membership

Join Co-op for £1 to save money with personalized offers and earn rewards to spend in our food stores .

When you buy selected Co-op products and services, 2p for every £1 you spend goes into your Co-op membership account. You can spend the rewards you earn on most things you buy from us.

It is easy to use

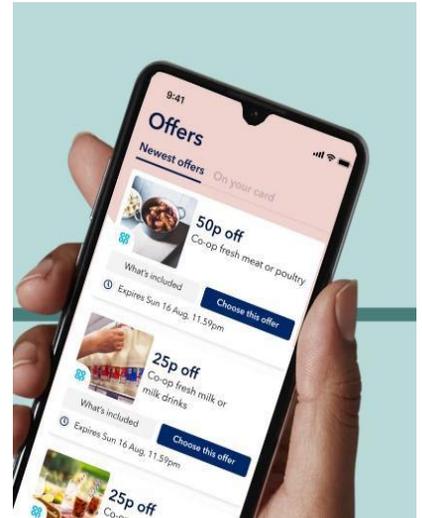
- go online or on the app to see new offers on products you like to buy
- choose the offers you want to use - scan your Co-op Membership card in the app to use your offers

Exclusive member deals

- Great value deals for our members only.
- Get exclusive discounts on Co-op services like Co-op Insurance, pharmacy and Funeralcare.

Download the Co-op App

- You can use it to donate your rewards, select your local cause and browse deals and recipes. Our app also lets you use a digital membership card to collect and spend your rewards.



Helpline: 0800 0686 / email: membershipcontactus@coop.co.uk

SITUATION

You are a sales manager at Co-op and you are presenting a new app with a digital membership card to your sales team. They need information to be able to explain this new service to customers.

- Present the service
- Identify the potential targets
- List and explain the advantages