# Loyalty Program Launch Playbook

November 11, 2026
A guide to planning and launching a customer loyalty program.

## What this guide covers

- Define program mechanics and rewards.
- Prepare staff and operational systems.
- Launch and review the program over time.

## Who this is for

For businesses considering a customer loyalty program.

## Putting the ideas to use

Use the launch phases to organize responsibilities and readiness.

## Book details

Format: Guide. Pages: 14. Words: 878.

**Download availability:** After payment, download the complete ZIP package or the included PDF separately.