

The Home Depot Adds New Enhancements to Pro Xtra Loyalty Program

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Expanded Tiered Program Offers Benefits That Keep Building for Pros

ATLANTA, Jan. 5, 2023 /PRNewswire/ -- Beginning today, The Home Depot has expanded its Pro Xtra loyalty program, unveiling new membership tiers and new benefits for professional contractors and builders. With three new tiers, Member, Elite, and VIP, Pros will enjoy more benefits than ever that keep building as they spend.



Your Market View

NAME	PRICE	+/-	%	DATE
▲ TSLA	143.25	-0.50	-0.35	01/24/2023 03:49:57 PM
▼ AAPL	142.03	0.92	0.65	01/24/2023 03:49:56 PM
▲ MSFT	240.91	-1.68	-0.69	01/24/2023 03:49:57 PM
▼ NFLX	363.22	5.80	1.62	01/24/2023 03:49:57 PM
▲ SPOT	99.35	-0.59	-0.59	01/24/2023 03:49:55 PM



Current Pro Xtra App Design

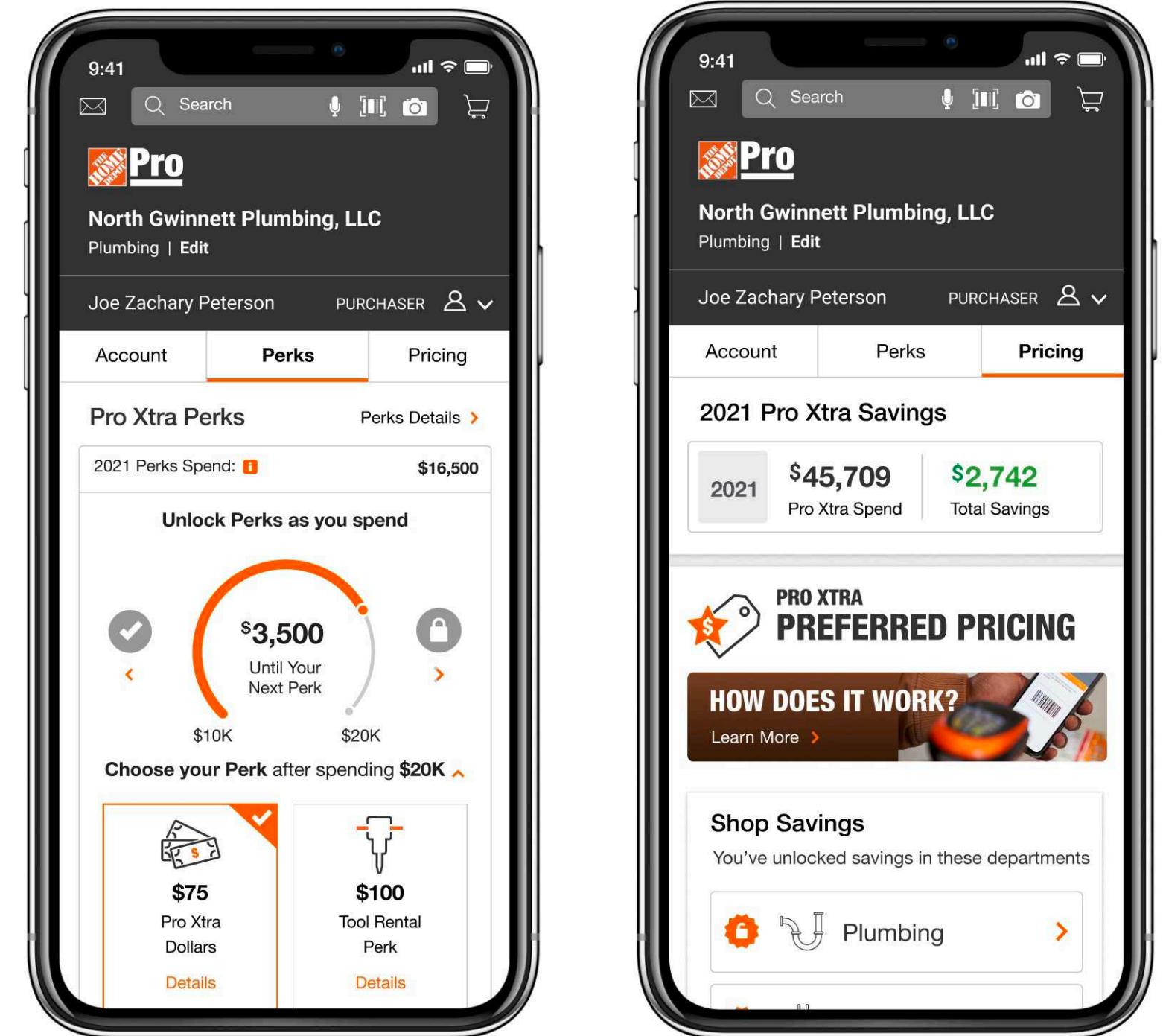
Loyalty Experience Opportunities

Not yet the level of personalized appreciation we want to achieve

Lower spend Pros don't feel as incentivized

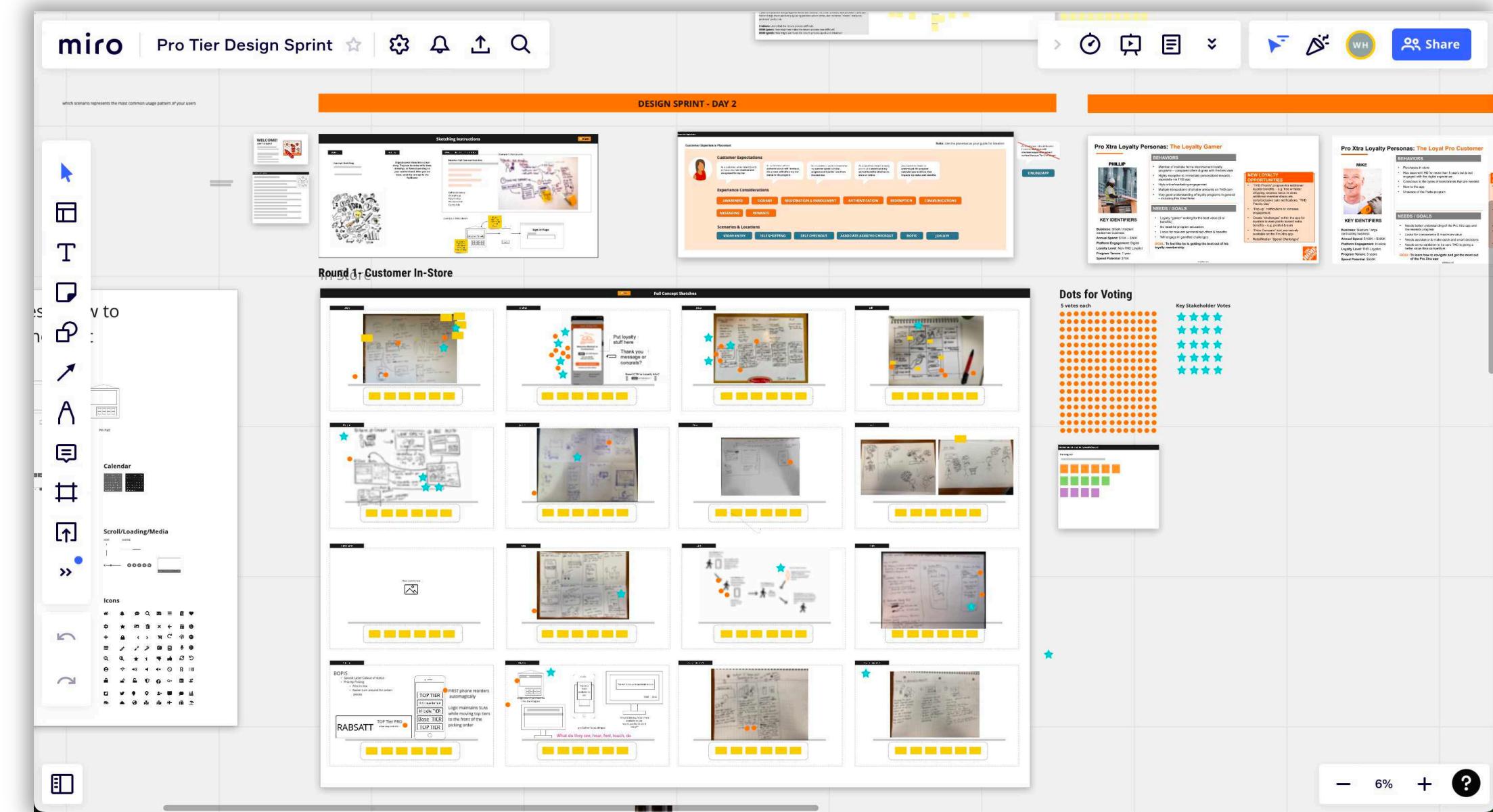
Difficulty locating ALL of their ProXtra

Eventually, an integrated program for all THD customers

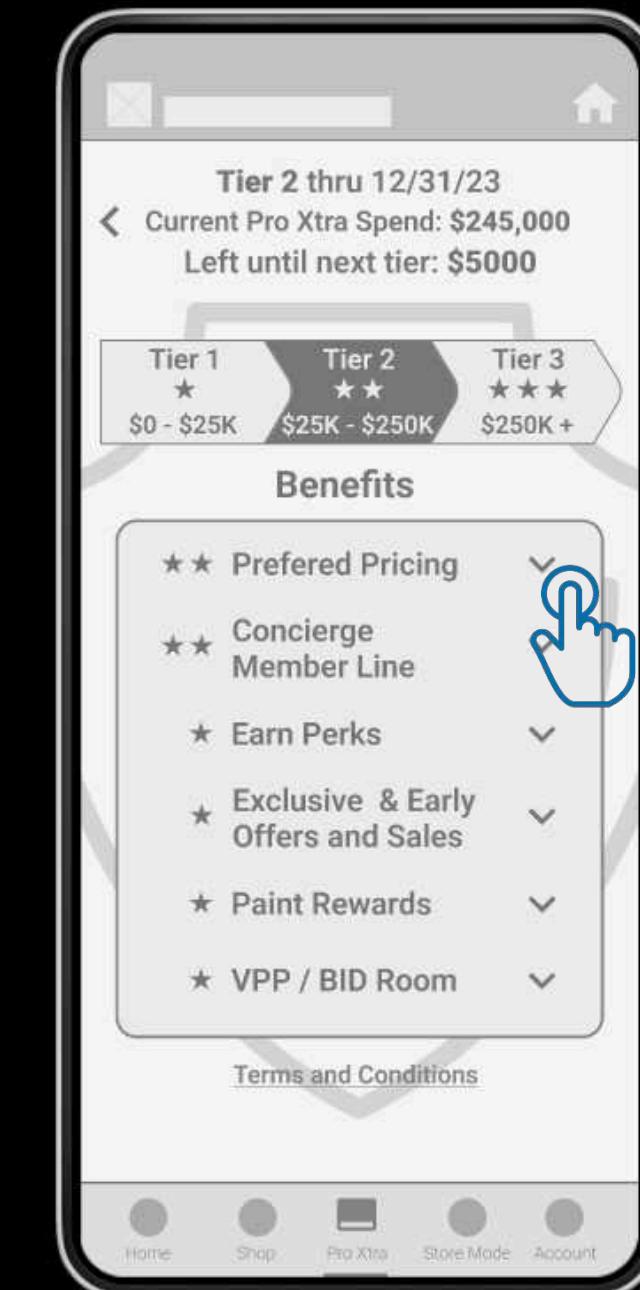
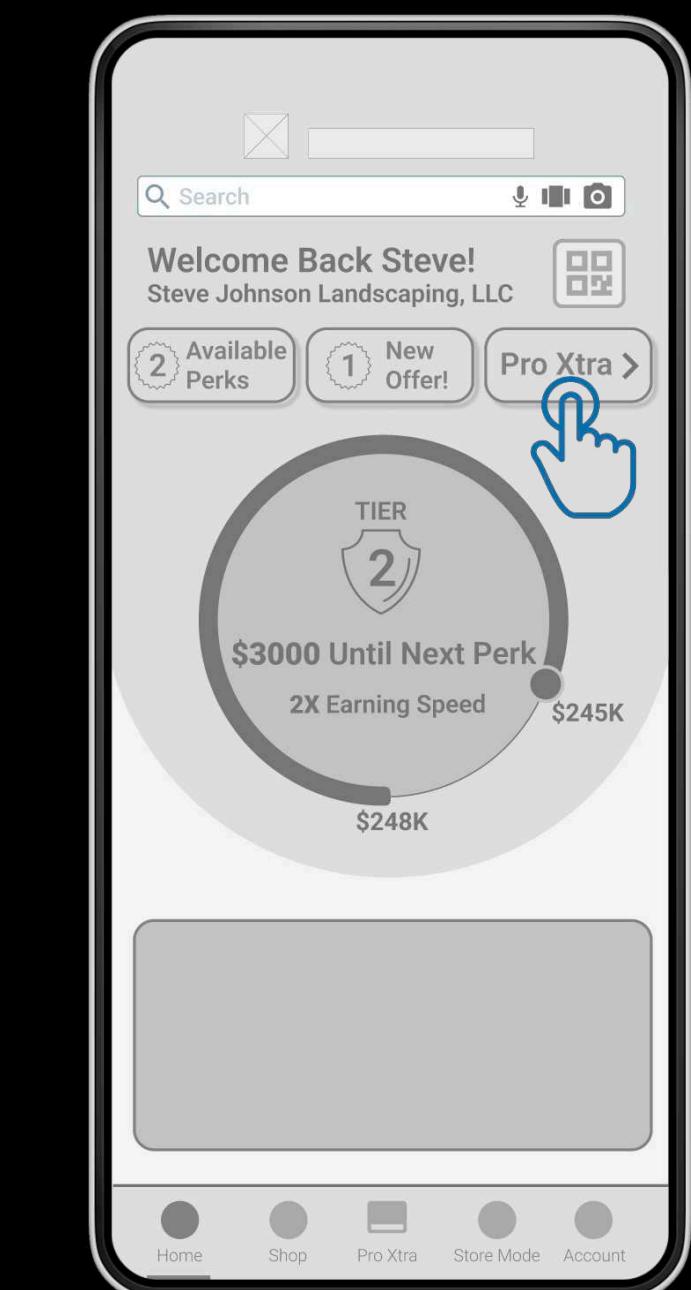
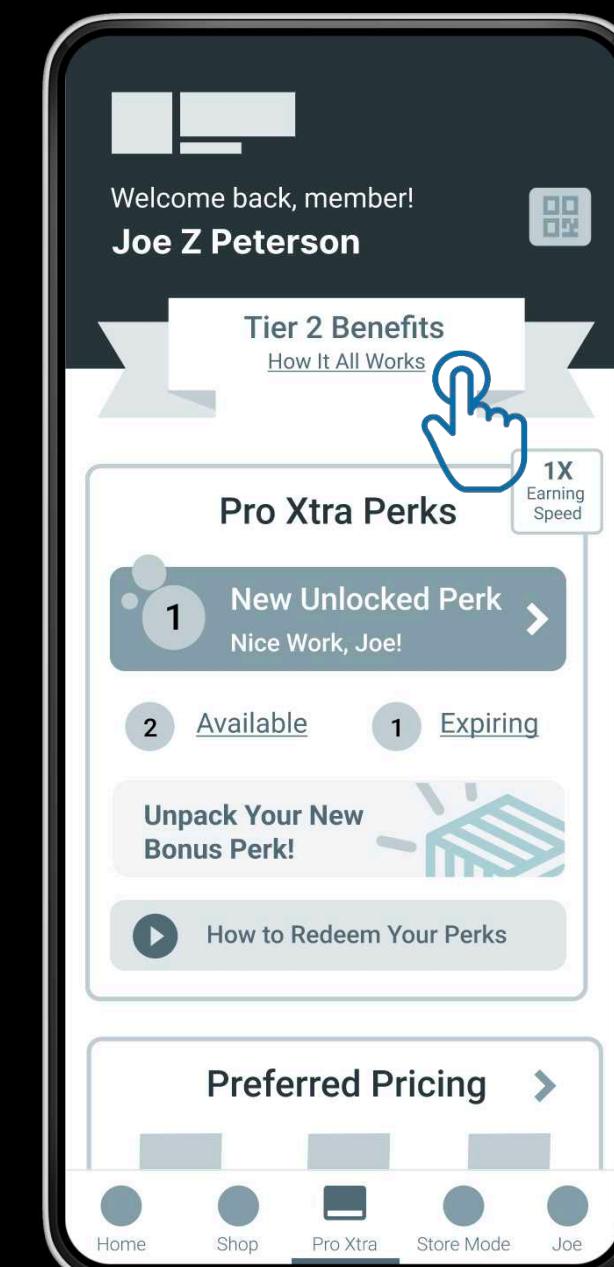
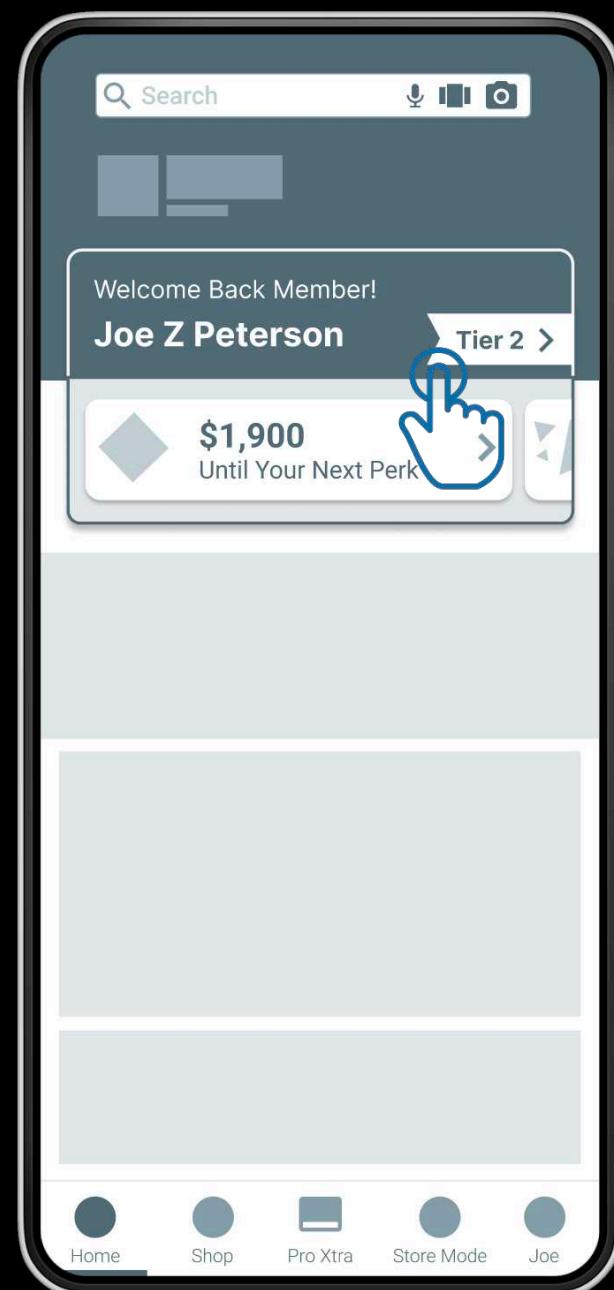


Design Sprint Collaboration

- Extensive Sprint Team: Pro/Loyalty UX & Product, EUX, Loyalty Business Strategy
- Focused on Tier integration and maturing the benefits experience
- Perks to remain in place and be presented as one of many benefits within the new Tiered program



Loyalty Evolution Tiers Strategy – Round 1 Prototypes



Prototype A

Prototype B

Loyalty Tiers Round 2 Hypothesis

- Simplicity, Recognition, and Value
- 1. Loyalty users will be enthusiastic about an app that allows them **quicker access to their loyalty benefits**, both in-store and online
 2. Loyalty users will want to use an app that **clearly and simply communicates**: a) where they are in the program and b) how to easily inform themselves about the program benefits and features.
 3. Loyalty users will feel appreciated as customers if they **feel that the benefits within their respective tier are valuable** even if they do not progress to the next tier.

Hi-fi Prototype Test Results

Test Tasks	Success Rate
Demonstrate how you would determine your current level in the program	100% (v 88% R1)
How you would learn about the specific benefits you are currently earning in your Tier? What would you do to learn about the benefits of all of the tiers in the program?	88%
How does a member go from one tier to the next tier in the program? What will happen when they reach the next tier?	100%
How would you determine how long your current benefits will last?	75% (v 0% R1)
Is there a difference between how long your Perks are available & how long the rest of your tier benefits are available?	88%
Describe how you would save an offer.	88%
What is needed to unlock your next perk choice, and what will happen when you unlock this perk?	88%
"It's very easy to see and understand the program tier I am in currently."	88%
"It's very easy to see and understand the benefits I am receiving."	100%
How difficult (1) or easy (7) is it to understand how a member advances to the next tier?	100% (v 88% R1)
"This experience feels like it has been tailored to me."	100%
How recognized and appreciated this experience would make you feel?	100% (v 88% R1)
How valuable would you rate the tier 1 benefits?	100%
Rate the experience: How easy it was to access perks and offers? Is this better, worse, or about the same as other apps?	63% Better, 37% About the Same, 0% Worse