



Digital now touches every aspect of our lives, and our new digital loyalty program in the McDonald's app has been introduced. – **MyMcDonald's Rewards** customers will earn 100 points per \$1 spent on qualifying purchases every time the McDonald's mobile app is used; points can then be redeemed for free menu items. However, employees may feel it's ok to take advantage of the program and use their own rewards code to earn points on customer's purchases for their own personal gain. If a customer has not signed up, no points will be earned or redeemed on those transactions.

### **Loyalty Fraud Best Practices**

- Ensure that CCTV cameras are positioned to cover POS terminals.
- Consider using a MyMcDonald's Rewards Loyalty Fraud Policy, such as;

*“Employees are not permitted to earn, transfer or redeem loyalty points from customer purchases. Employees who have been identified conducting fraudulent transactions may be subject to account closure, forfeiting of fraudulently accrued points, as well as additional disciplinary action, up to and including termination”*

- An employee's mobile device should never be used while processing a customer's transaction.
- Review and investigate any weekly loyalty fraud reports you receive.
- Leverage your CCTV system to review the suspicious transactions identified.
- Use QSRsoft to determine high promo usage.

### **Fraud Tips For Managers**

- Perform constant travel paths of the payment booth and front counter.
- Pay attention to DT order takers using their phone – the most prevalent fraud takes place in the DT

*US Loyalty's commitment in partnership with US Security supports to evaluate and discourage fraud in the MyMcDonald's Rewards Program*

### [Own the Ambition - Loyalty Resource Center \(atmcd.com\)](http://atmcd.com)

**Below are two of the most common loyalty fraud scenarios that have been identified:**

#### **Loyalty Fraud Scenario #1**

*Customer orders at the counter or DT and does not use the app to earn rewards points. The crew person uses their own MyMcDonald's Rewards code and scans their own personal phone or manually enters the code from their phone.*

*The crew person now has the points they acquired fraudulently. They continue to collect points and “burn” them without having to pay for food.*

#### **Loyalty Fraud Scenario #2**

*If a customer is paying with cash, the crewperson uses their own MyMcDonald's Rewards loyalty account to pay for the item with the points they earned fraudulently from other customer transactions.*

*The crew person “burns” points to redeem food and keeps the cash the customer uses to pay for the food.*