

Q4 scalability diagnostic

Is your reward program ready for
holiday-scale demand?



Scalability isn't about adding people.

A scalable reward program grows without growing manual work. Identify where operational friction could slow your Q4 performance.

1 Strategy clarity — Are the right behaviors being rewarded?

2 System capacity — Can your infrastructure handle peak demand?

3 Automation readiness — How much fulfillment still needs human intervention?

4 Global delivery — Can rewards reach users instantly across markets?

5 Reporting visibility — Can you monitor performance in real time?

The Q4 scalability diagnostic

Question	Yes/No
Can you launch a new reward campaign without manual setup?	☐ Yes ☐ No
Can your platform handle a spike in reward redemptions automatically?	☐ Yes ☐ No
Do users receive rewards instantly in every supported market?	☐ Yes ☐ No
Can you track campaign performance without exporting spreadsheets?	☐ Yes ☐ No
Would doubling reward volume require doubling operational effort?	☐ Yes ☐ No

Your result:

- 0–2 Yes: Your Q4 operations may still depend on manual capacity.
- 3–4 Yes: Your infrastructure is partially scalable, but friction remains.
- 5 Yes: Your program is positioned to scale without operational overload.