



THE EMPLOYER'S GUIDE TO THE

LOYALTY MATCH PROGRAM

Rewarding Loyalty. Retaining Talent. Growing Together.

What Is the GOALL Loyalty Match?

The GOALL Loyalty Match is an employer-sponsored contribution made on behalf of each enrolled employee — a powerful, low-cost retention tool built directly into your benefits program. It costs nothing to administer, nothing to set up, and nothing beyond the match itself. The Loyalty Match is the only financial obligation the Employer carries under the GOALL Program, making it one of the most efficient and impactful employee benefits available today.

EMPLOYEE CLASSIFICATION LEVELS

The Loyalty Match is determined by the employee's length of service and their role within your organization.

1

Frontline / Entry-Level

Employees in foundational or entry-level roles who are newer to the organization or their field. These team members are essential to day-to-day operations and represent the first step in the GOALL loyalty journey.

2

Skilled / Middle Management

Employees who demonstrate above-average skill, experience, or leadership — including supervisors, team leads, and specialized contributors who play a meaningful role in organizational performance and team development.

3

Top Talent / Key Employees

The organization's highest-impact performers — senior leaders, strategic decision-makers, and employees whose expertise and tenure make them critical to the company's long-term success. Retaining these individuals is at the heart of the GOALL Program's value proposition.

PT

Part-Time

Employees regularly scheduled to work fewer than 30 hours per week. Part-time team members may participate at a benefit level appropriate to their work status, as defined in the Loyalty Match Report.

1099

1099 / Contract (Non-W2)

Independent contractors and non-W2 workers engaged by the Employer on a contract basis. Participation eligibility and applicable match levels or bonuses based on performance for 1099 workers will be addressed in the Loyalty Match Report and are subject to applicable law.

THE LOYALTY MATCH IS YOUR ONLY COST.

No setup fees. No enrollment fees. No administration fees. No hidden charges.
The Loyalty Match — and only the Loyalty Match — is what the Employer contributes.

HOW THE LOYALTY MATCH WORKS



Employee Enrolls

An eligible employee opts into the GOALL Program. Their profile is established, their level is set, and GOALL begins tracking their loyalty journey from day one.



Employer Contributes the Match

Each month, alongside the employee's own contribution collected through payroll, the Employer remits the Loyalty Match — the only employer cost in the entire program.



Milestones Are Recognized

As employees hit Loyalty milestones, GOALL issues a Certificate of Loyalty for the Employer to present — turning a financial benefit into a meaningful moment of recognition.

WHO CONTRIBUTES WHAT



EMPLOYER Contribution

- The monthly Loyalty Match contribution
- Amount set by employee level & length of service
- Automatically adjusts as participation changes
- Increases annually or bi-annually (as agreed)
- Zero fees beyond the match



GOALL HANDLES

- All program administration
- Employee enrollment & record tracking
- Loyalty milestone monitoring & reporting
- Certificate of Loyalty issuance
- Payroll portal access & monthly updates
- Dedicated monthly representative check-in



EMPLOYEE Contribution

- Their own monthly contribution only
- Collected via employer payroll deduction
- Amount chosen at time of enrollment
- Zero additional cost to the employee



Powered by Automation — Zero Work for the Employer. GOALL's proprietary software platform handles all tracking, milestone monitoring, reporting, and notifications automatically. From the moment an employee enrolls, every Loyalty Match milestone, eligibility date, and contribution record is tracked in real time — with no spreadsheets, no manual follow-up, and no administrative burden placed on the Employer. You focus on your business. GOALL's software handles the rest.

THE LOYALTY MATCH IN ACTION

- 1 New hire info is submitted to GOALL — name, DOB, date of hire, level, email, and phone.
- 2 GOALL establishes the employee's enrollment record and begins tracking loyalty milestones.
- 3 60 days before the employee's benefit eligibility date, GOALL notifies the Employer.
- 4 Each month, the Employer remits the employee's payroll contribution plus the Loyalty Match by the 1st of the month.
- 5 As milestones are reached, GOALL issues a Certificate of Loyalty for the Employer to present to the employee.
- 6 GOALL's dedicated representative connects with the Employer monthly to review performance and answer questions.

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