

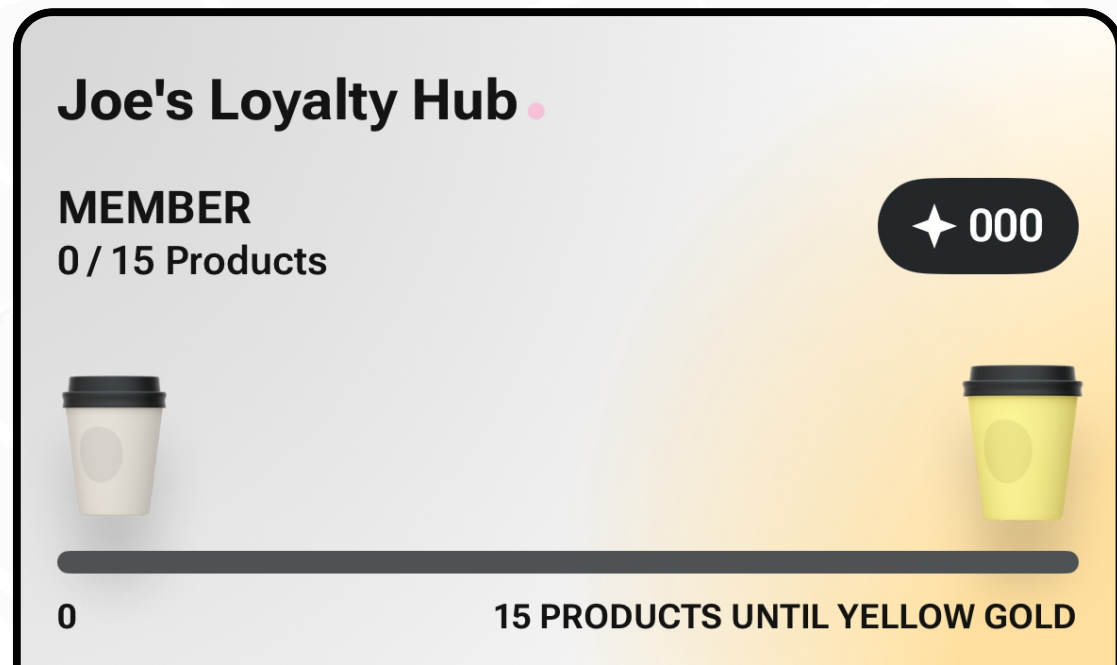
JOE APP - NEW LOYALTY REWARD SYSTEM

Get points from ordering, use points for products

“Order with the app and earns points.
After 10 products, you’ve got enough
points to get a free product”

“Order ahead on the
app and skip the queue
completely”

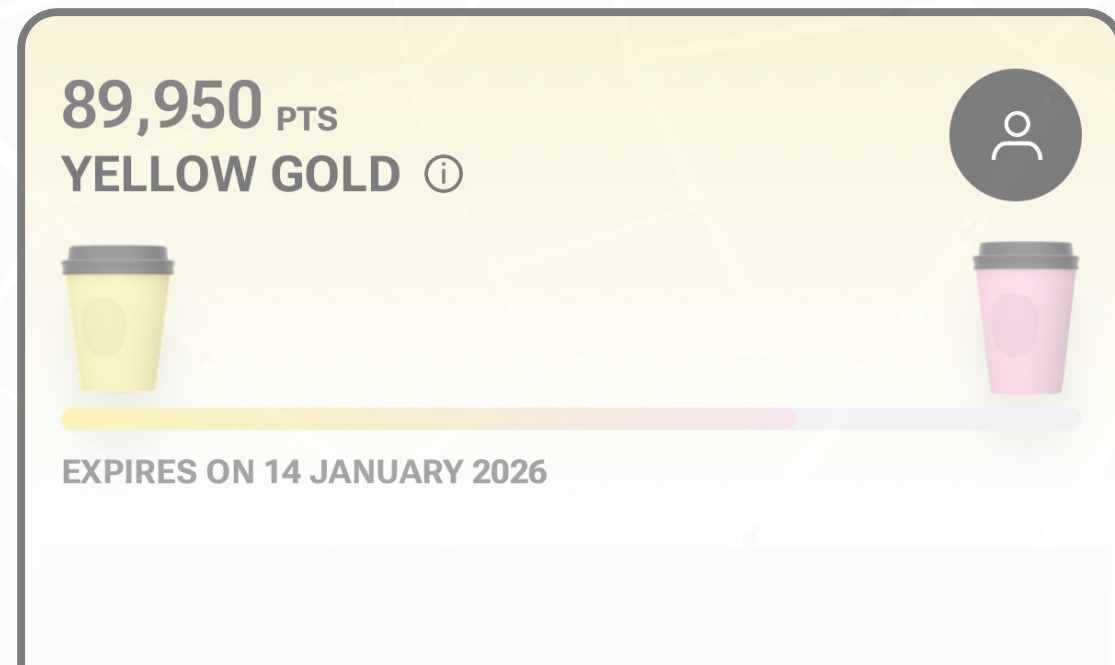
“Join today and you’ll start on our
Joe Member level. As you rise in
level you’ll get even more points!”



NEW

VS

OLD



LOYALTY TIER SYSTEM

How to reach a new tier level?

-  **Grey:** Order > 0 products
-  **Yellow Gold:** Order > 15 products
-  **Pink Diamond:** Order > 50 Products
-  **Black Sapphire:** Secret level

Example →

Green Mile & Tunacado



120 points

Earn more points at higher tier levels:

+0% extra points = **120 points**

+10% extra points = **132 points**

+20% extra points = **144 points**

Secret benefits.



POINT SYSTEM

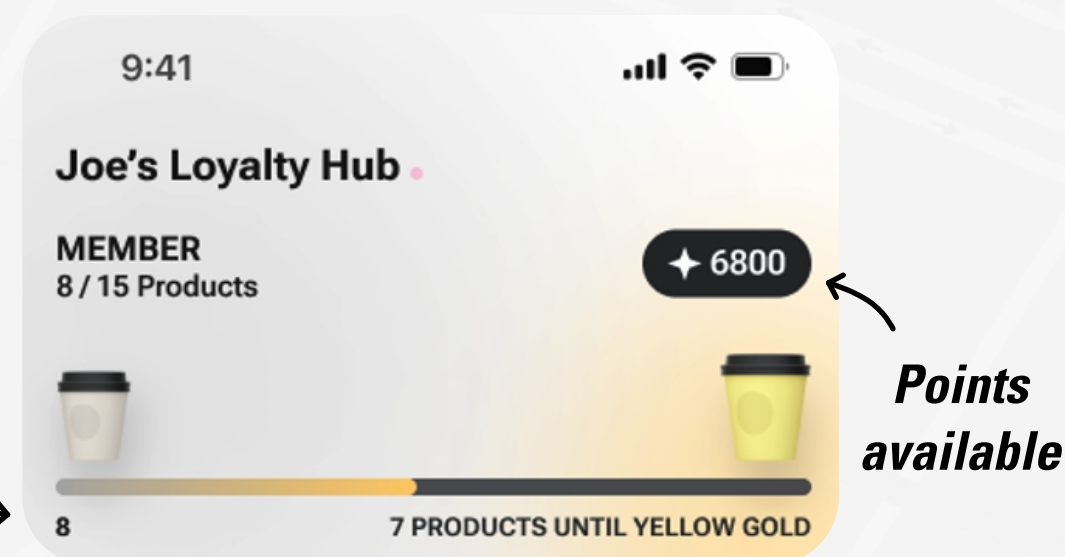
What are the points?

Every time the guest purchases a product, they earn points. These points can be used to claim a desired reward card.

How to use the points for rewards?

- Step 1 - Get points by ordering products on the App
- Step 2 - Go to Joe's Loyalty Hub & activate desired reward
- Step 3 - Place order, either Pre-order or Scan-to-pay
- Step 4 - Reward Card will be applied automatically

Example → “Exchange x points for a
digital coffee reward card”



Valid for: 31 days

If not used, the points are refunded
to the point-account.

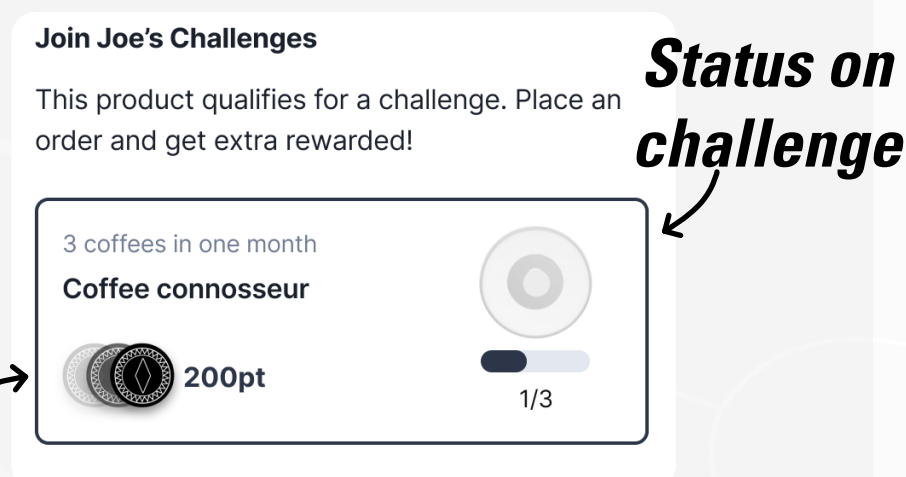
CHALLENGES

What are Challenges?

Purchase & time-based challenges the guest can complete to earn extra points

Example → “Coffee
Connoisseur” → Buy three coffees
in a month

**Points earned
with challenge**



FAQ - NEW APP

Use this guide to answer guest questions

Level Overview

- Tier Levels: Joe Member, Yellow Gold, Pink Diamond
- Higher level = more points (+0%, +10%, +20%)
- Level is determined by number of bought products

Point Overview - Earn points by... (excludes shots, water, counter products)

- Purchasing products & completing challenges

Track points in ‘Point History’ under the ‘Loyalty Hub’
“Points per purchase” overview:

Product Category	Points Earned	To Redeem
Coffee	30	300
Juice / Shake 12oz	30	300
Juice / Shake 16oz	60	600
Signature Juice	60	600
Protein Shake	60	600
Breakfast Bowl	60	600
Sandwich	60	600
Salad	60	600
Snack/Treat	15	150
Shot	15	150

*Sandwich Premium is not included in Sandwich card
*Purchasing a Joe Card allocates all points at purchase

How to join the new program?

- New Users:**
- Automatically enrolled
- Current Users:**
- Update app
 - Choose “enroll” under Profile

The old program will be **retired permanently**, and all future rewards will run through the new system.

Why join the new program?

For every item you purchase, you will earn points valued at approx. 10 % of the cost of the item.
Once you purchase 10 items you will earn enough points to get an item of similar value.

Joe App does not work!

- 1 - Close down and reopen the app
- 2 - Check network connection
- 3 - Check if the app is updated in App Store
- 4 - Log out and in again
- 5 - Delete and download app

If issues still occur, contact support via below QR code —> search “Contact” and click first link!

What happened to my points?

We have simplified our points system so that all points now can be exchanged for rewards.

OLD	NEW	WELCOME POINTS
PINK DIAMOND 125k+	NEW PINK DIAMOND	→ 3500 points
YELLOW GOLD 60k+	NEW PINK DIAMOND	→ 2000 points
PURPLE 10k+	NEW YELLOW GOLD	→ 1500 points
GREY < 10k	MEMBER LEVEL	→ 250 points

Prior points were good for advancement, surprise rewards and bragging rights. Your new points are exchangeable for your favorite JOE products!

SCAN QR CODE FOR MOST UPDATED FAQ



Be aware that guests will be using both versions of the app until further notice!