

# JOE APP - LOYALTY REWARD SYSTEM

Get points from ordering, use points for products

## WHY DOWNLOAD THE JOE APP?

EARN POINTS  
GET PRODUCTS

*\*10 products ordered = free product*

ORDER AHEAD  
SKIP THE LINE

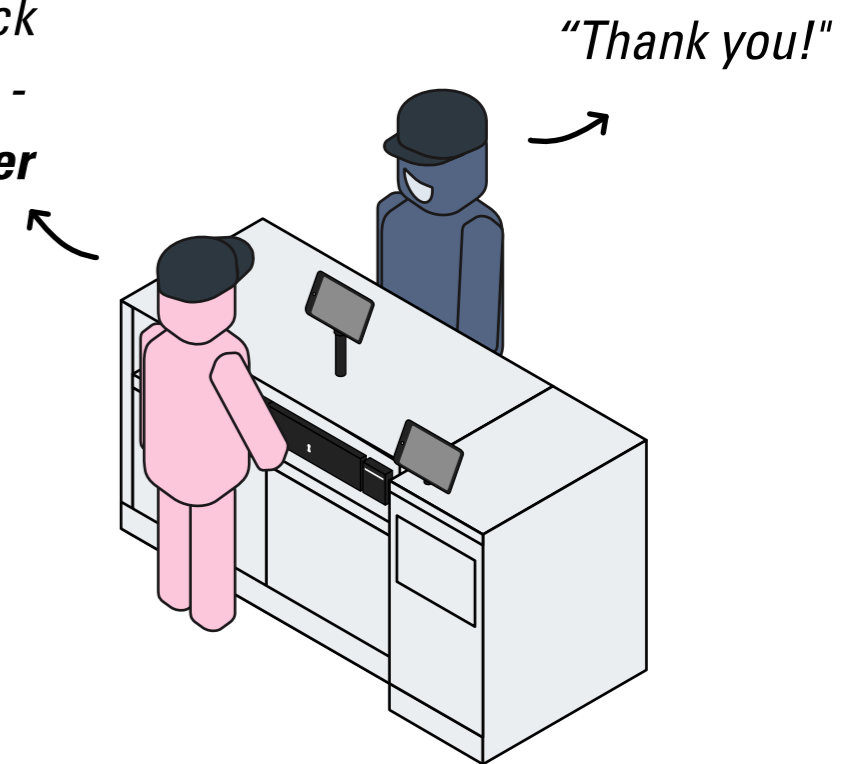
THE HIGHER LEVEL YOU ARE, THE  
MORE POINTS YOU GET

## ONBOARDING A GUEST TO THE APP

### How to unlock the new user reward

- 1 - Ask the guests if they already have the Joe App
- 2 - If not, encourage them to download before ordering
- 3 - Guest signs up to **instantly unlock**:
  - A free coffee
  - 15% off for 30 days
- 4 - Guests can already use the reward on today's order

If you download the **JOE App** and sign up today, you'll **instantly** unlock a **free coffee + 15% off** for 30 days - you can even use it on **today's order**



## LOYALTY TIER SYSTEM

### How to reach a new tier level?

- Grey:** Order > 0 products
- Yellow Gold:** Order > 15 products
- Pink Diamond:** Order > 50 Products

### 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**



## POINT SYSTEM

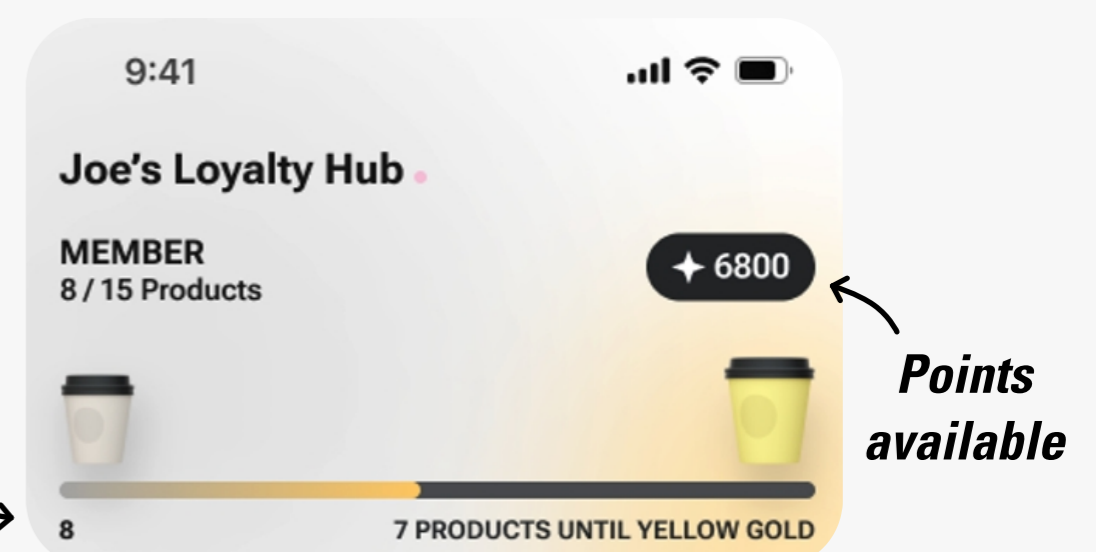
### What are the points?

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

"Distance" to next tier-level



**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.

\* You do not receive points when using Loyalty cards or discounts. Points are earned through payment

# FREQUENTLY ASKED QUESTIONS

Use this guide to answer guest questions

## **Q: "JOE APP DOES NOT WORK"**

**A:** Check if it works after each step. Meaning if problem still occurs after step 1, go to step 2, and so forth.

- 1 - Close down and reopen the app
- 2 - Check network connection (turn off Wifi)
- 3 - Check if the app is updated in App Store
- 4 - Delete and download app

If issues still occur, troubleshoot via QR code below or contact [care@joejuice.com](mailto:care@joejuice.com)

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## **Q: "MY APP LOOKS DIFFERENT"**

**A:** We're constantly updating our design and features to offer the best experience for our guests.

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## **Q: "CAN I ADD POINTS FROM MY RECEIPT?"**

**A:** It is not possible to scan the QR code on the receipt and get points. Points can only be earned while using the app.

## **RECEIPT QR CODE:**

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### **Q: What happens if a guest scans the QR code before downloading and signing up?**

**A:** If the guest scans the QR code before downloading and signing up, they will be redirected to a landing page with guidelines.

**SCAN QR-CODE FOR MOST UPDATED FAQ**

Or go to [joeandthejuice.zendesk.com](https://joeandthejuice.zendesk.com)

