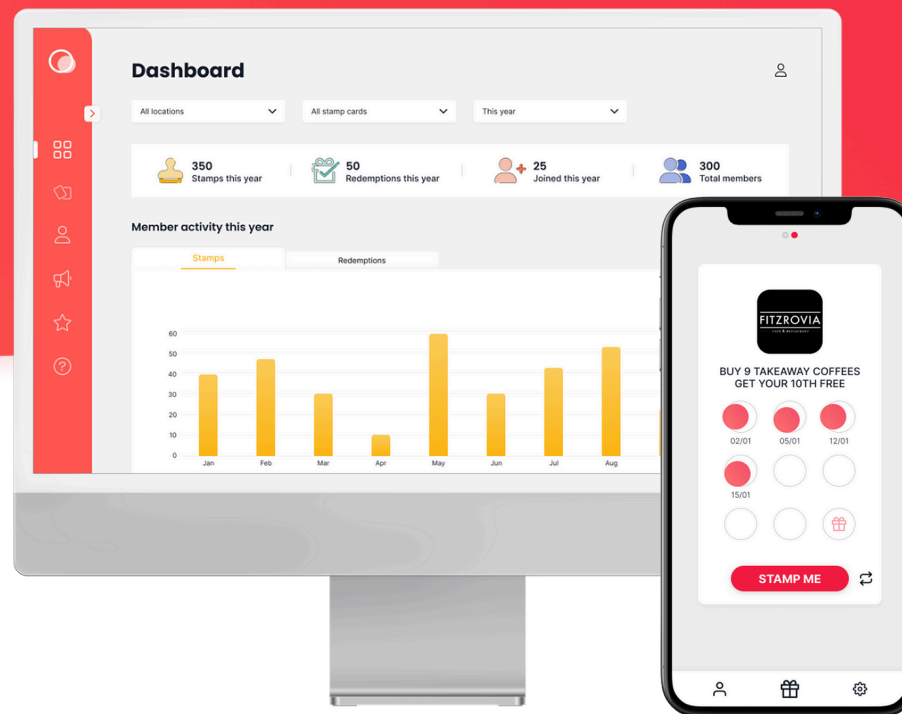


STAMP ME LOYALTY PLATFORM

Getting Started Guide



WELCOME TO STAMP ME!

We're delighted to have you onboard and can't wait to get you started!

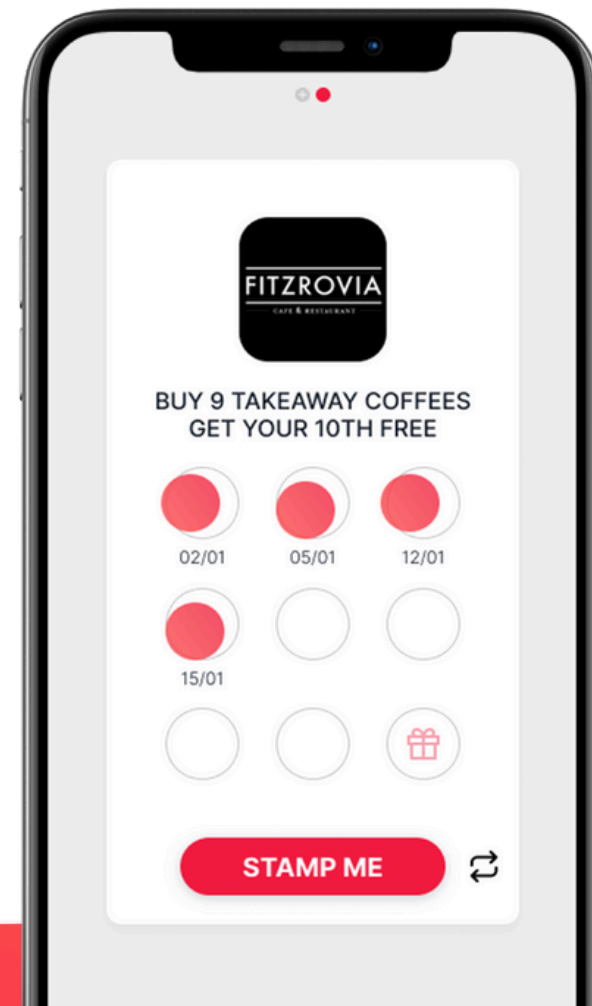
In this guide, you'll find instructions on how to use the program, recommendations on how to promote your program and details about the Stamp Me platform features.

You will also find a wealth of information on our [Merchant Help Center](#).

The Stamp Me Team

*P.s. You will need to **download this document** in order for the hyperlinks to work :)*

IT'S TIME TO DELIGHT YOUR CUSTOMERS!

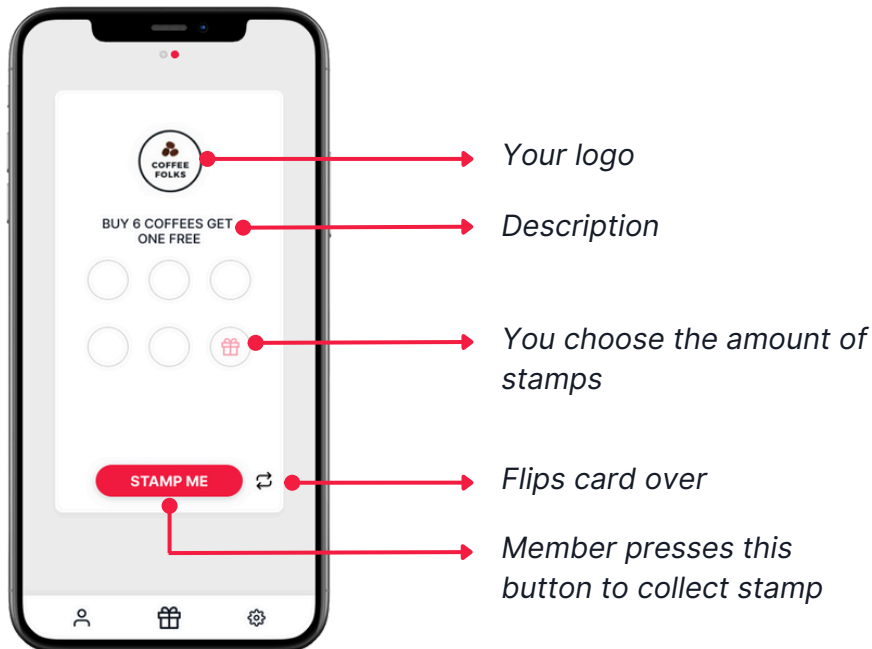


YOUR STAMP CARD

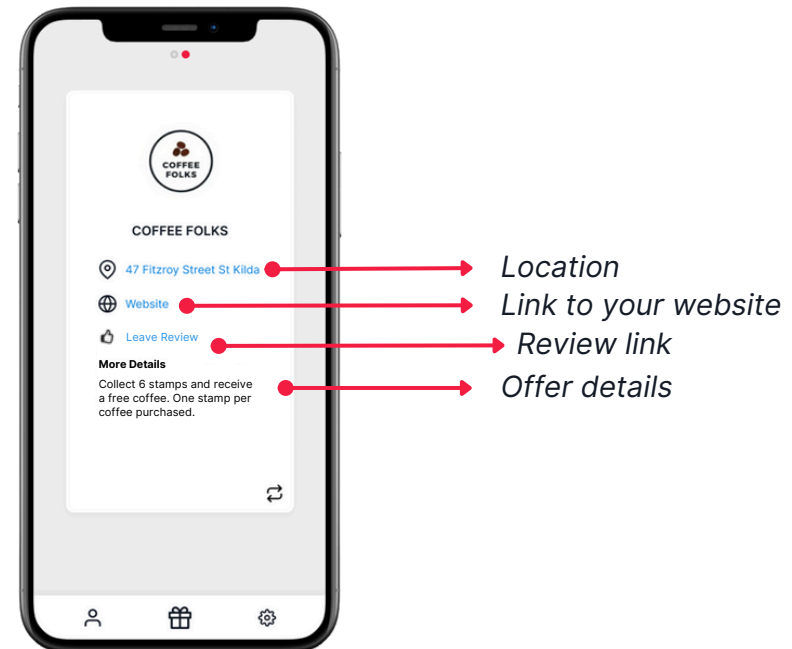
PROGRAM SET UP

Our loyalty app replicates a traditional paper stamp card by displaying the stamps on the front of the card, and additional details about your program and business on the back.

FRONT OF CARD



BACK OF CARD



HOW DO CUSTOMERS COLLECT STAMPS?

There are various ways that loyalty transactions can be validated. **The method you use depends on how your business operates.**

StampPod™

The unique StampPod™ sits on your countertop and works using 'tap and go' technology. Customer simply need to tap their phone on the pod to collect stamps - quick and easy.

[Order a StampPod™ here.](#)



Suitable for: physical businesses

StampTag

StampTags also work with 'tap and go' technology. They are ideal for environments where staff should carry the stamp validation method on them for presenting to customers to tap, or if a StampPod™ is not suitable.

[Order a StampTag here.](#)



Suitable for: table service settings

OneStamps (QR code)

Single-use QR codes that can be placed on products, packaging (such as coffee cups or promotional collateral) or digital content such as emails or e-receipts.

The give one stamp, and then expire.

[Learn more about OneStamps \(QR codes\).](#)



Suitable for: takeaway or online businesses

OneStamps (Text)

Unique alphanumeric codes, like "DEMO123" or "CAFE123" that can be scanned once to apply a stamp and expire after each scan.

They can be placed on products, packaging or digital content.

[Learn more about OneStamps \(text\).](#)



Suitable for: takeaway or online businesses

HOW DO CUSTOMERS COLLECT STAMPS? (CONTINUED)

Here are some additional stamp methods.

StampCode

A temporary QR code offers a simple way to get new members collecting stamps immediately.

Members easily collect stamps by scanning a code with their phone in-app. A StampCode is versatile - it can be displayed beside the POS, presented by staff upon qualifying purchases, and doesn't expire.

[Learn more about how to collect stamps through a QR code.](#)



Suitable for: in-person transactions

Merchant Console

Stamps can be applied to member accounts manually through the Stamp Me Console.

[Learn how to issue stamps from the Merchant Console here.](#)



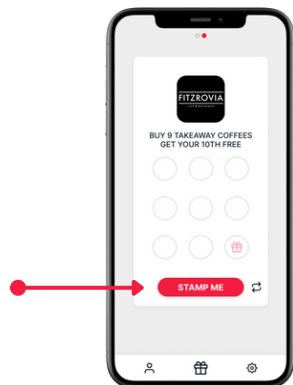
Suitable for: all transactions

MEMBER PERSPECTIVE

COLLECTING STAMPS FROM CODES

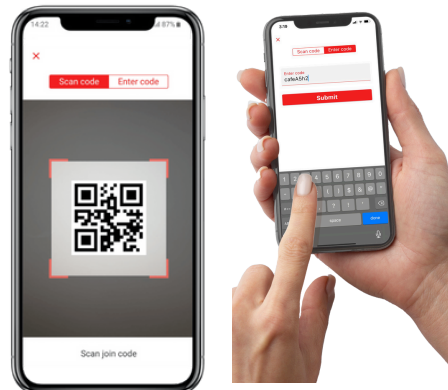
1

Press Stamp Me



2

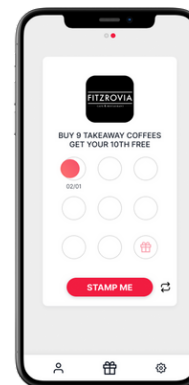
Validate Stamp



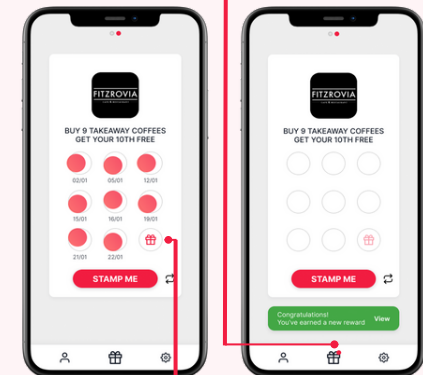
Customer scans **QR code** or
types a code

3

Stamp applied



Rewards are stored here.



Once **all stamps** are
collected, the reward will
trigger automatically.

The stamp card then resets
back to zero.

HOW DO MEMBERS JOIN THE PROGRAM?

ONBOARDING MEMBERS

There are many ways members can join your Stamp Card, such as searching in the App or being added by an admin via the Merchant Console. You will also be emailed your program's **Join Code**.

Your Join Code is a QR code for you to use for **marketing purposes**.

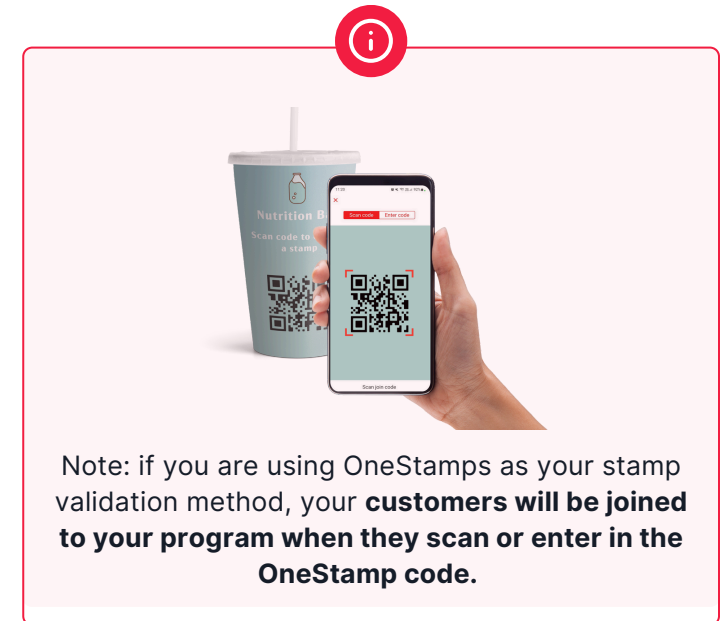
You can print your Join Code onto marketing collateral such as flyers and posters, or display it on your website or social media to encourage customers join your program. All they need to do is download the app and scan the code.

You can also send email invites from the Invite Members feature in your Members area.

[Learn more about promoting your program here.](#)

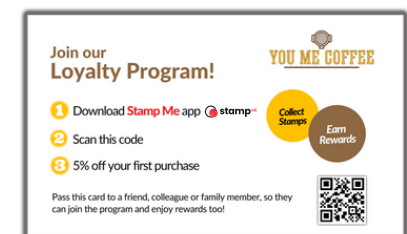


Customers can scan your **join code** through the app to join.



Website Promotion

Example



Join Card

Example

HOW DO MEMBERS REDEEM REWARDS?

PROGRAM SET UP

Customers can redeem rewards either in-person or remotely depending on your programs settings.

*How members claim rewards **in-person**:*

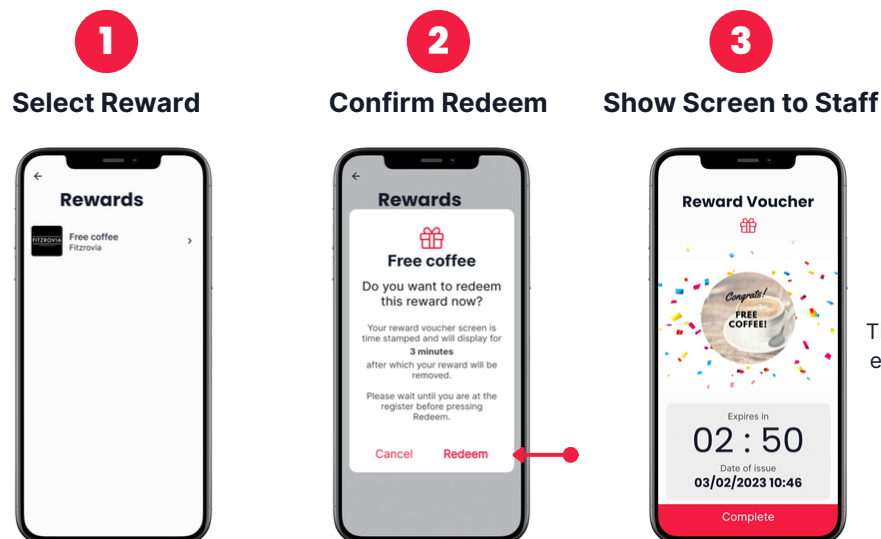
1. Members select their reward from the gift icon
2. Press 'Redeem' on the pop up safety message to ensure that they are ready to claim their reward
3. Show staff the animated voucher on their screen
4. Once redeemed, the voucher disappears from the member's app and the Stamp Card resets.

Learn more about how customers redeem rewards in-person.

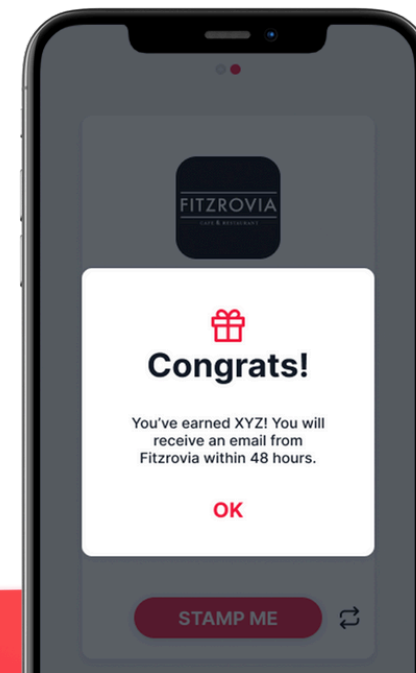
*How members claim rewards **remotely**:*

1. A pop-up message will appear on the app upon achieving the reward. This message will convey instructions, for example, to expect an email. Rewards could be a discount code or a physical item that is mailed out.
2. You'll then contact the customer directly to coordinate and confirm their contact information and arrange for reward redemption.

Learn more about how members redeem rewards remotely or online.



The reward voucher will expire **after 3 minutes**.

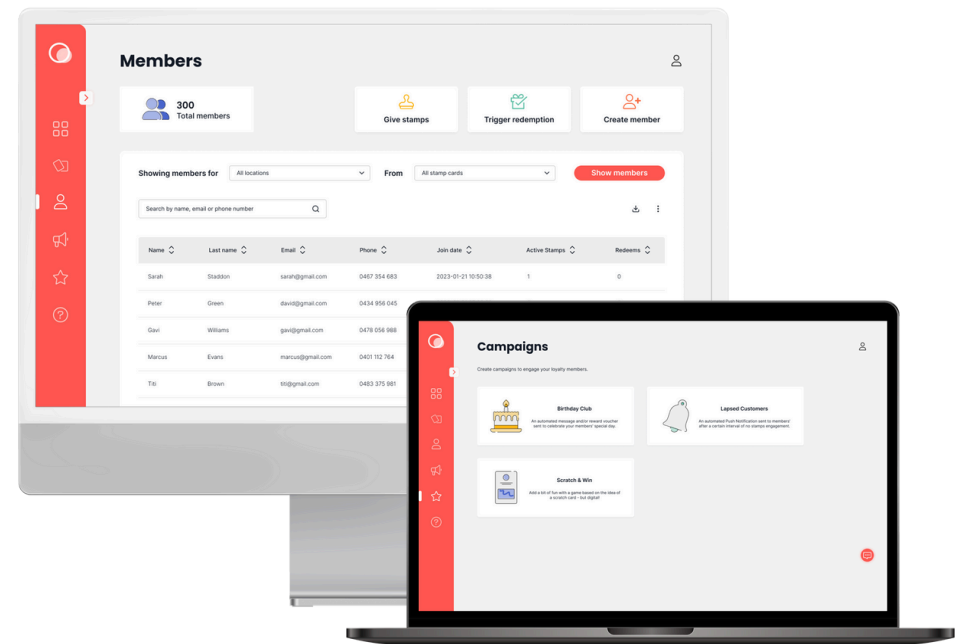


MERCHANT CONSOLE

All your loyalty program data and activity is stored in a secure, web-based dashboard. You'll be able to:

- Access **member data** - we provide you with full access to your members information, including name, phone number and email address
- View stamp and reward redemption **activity in real-time**
- Export program and member **data**
- **Manage the program** (create members, give stamps, edit offers)
- **Communicate** with members via push notifications and SMS messages (Pro & Elite plans only)
- Manage **campaigns** such as Lapsed Customers communication, Birthday Club and Gamification (Pro & Elite plans only)
- Access FAQ's, guides and **customer support**

If you would like to upgrade your plan at anytime, you can do so from the 'My Account' section of the console.



[Learn more about the Merchant Console](#)

STAMP ME FEATURES

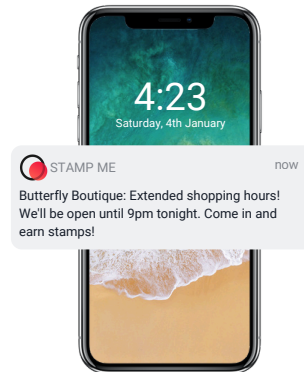
It's much more than just a loyalty app! It's a powerful marketing tool.

DIRECT COMMUNICATION

Through the Merchant Console, push notifications and SMS messages can be sent.

This feature is a powerful marketing tool that helps to deliver the **right messages, to the right members, at the right time.**

[Learn more about communication.](#)



BIRTHDAY CLUB

A Birthday Club is a great opportunity to engage with your customers and make them feel special.

On their birthday, a message (text or push notification) is automatically sent to your customer's with an optional gift voucher. The gift could be a complimentary voucher for a product or service to show your appreciation.

[Learn more about the Birthday Club.](#)



SCRATCH & WIN

Scratch & Win cards add a bit of fun to your loyalty program, and keeps customers excited!

These onscreen cards can be triggered and delivered automatically to your customer's phone based on certain actions.

Prizes and rewards can be randomly generated around pre-programmed outcomes.

For example:

- **25%** of players win **Reward A**
- **25%** could win **Reward B**
- **50%** do not win anything or go into a 2nd prize draw

[Learn more about Scratch & Win.](#)



Example of a KFC scratch card

INTEGRATIONS

The program can be easily integrated with various platforms.

For example, we can link your loyalty customers directly into your preferred campaign email app such as **Mailchimp** or **Active Campaign**. As customers join your loyalty offer they will automatically appear in your email list.

[Learn more about Integrations.](#)



**WE LOOK FORWARD TO GETTING
YOU STARTED!**

Have questions?

Schedule a call

Visit our Help Centre