



Pre-ordering enhanced through digital loyalty

Integrated seamlessly within the QikOrder platform, our digital stamp card is a simple way for operators to encourage loyalty amongst customers



How it works

Customers

The new stamp card is simple to use. With each qualifying purchase, the customer collects a digital stamp, working their way towards a reward which is redeemed through the app, on the web portal or in-store.

In store, customers present their app to staff who scan a barcode on the screen and connect to their online account. They then process the customer's reward via their order screen.

Rewards can take the form of a free item or a discount on future transactions.

Customers are:

- notified when they earn a new stamp or become eligible for a reward
- able to choose when they redeem their reward

Once redeemed, reward items are added to the basket at zero price, basket discounts are applied automatically upon redemption.

"QikServe's digital stamp cards provide a compelling experience to customers, thereby increasing their loyalty. Now, in addition to the loyalty partnerships we have available for clients, we can offer a loyalty functionality that rewards users for regular spending. Crucially, the data from the stamp cards also feeds into the overall customer data gathered by the platform."

Nick Hucker, CRO, QikServe



How it works

Operators

Operators can easily set the terms of their own loyalty scheme, including:

- the number of qualifying transactions required to earn a reward
- the type of qualifying transaction, i.e. buying a specific item or spending over a set amount
- the type of reward earned, whether that's a free item or a basket discount

Operators can use a barcode scanner to scan the barcode on the customer's phone and connect to their online account. Once connected they have the option to redeem a reward or add loyalty stamps.

- Added stamps will be reflected instantly on the customer's account. Multiple stamps can be added at once
- Redeeming a reward clears all stamps from the stamp card in the customer's online account

Customers at Fishionados are invited to collect four stamps (one for each order over £15) to get **20% off their next order**:

"The new stamp card enables us to reward our loyal customers in a straightforward way that links up to our overall digital ordering service. It is easy for us to set up and we can choose different promotions to reward our customers with." – Fishionados

About QikServe

QikServe is the enterprise platform for guest self-service in hospitality. Using any channel from kiosks and tablets to web and mobile apps, hospitality operators can provide powerful in-store and off-premise solutions from ordering to payment, giving guests the convenience to order and pay for their food and drinks whenever and however they want.

www.qikserve.com

