

Stampwallet training Course



Introduction

Welcome at the first edition of our Stampwallet training course! This booklet is meant to give you guidance throughout the importance and potential issue of Stampwallet. Therefore, we would like you to read along as the presentation continues and make remarks if necessary at the final pages of this booklet.

Agenda

1. Importance of a loyalty program
2. The strategy behind a loyalty program
3. Training your employees
4. Promotion of Stampwallet
5. Content Management System
 - a. Focus on Promo Codes
6. Solved Issues
7. Questions and Answers

Importance of a loyalty program

Customers simply like to save stamps for discounts and prizes. That's a fact. However, the essence lays in enlarging your volume of customers and retaining them. Here some statistics regarding how important it is to make your customer loyal to your store:

- It costs FIVE TIMES more to acquire new customers than it does to keep current ones.
- Reducing your customer defection rate by 5% can increase your profitability by 25% to 125%
- 80% of your company's future revenue will come from just 20% of your existing customers
- The probability of selling to an existing customer is 60–70%. The probability of selling to a new prospect is 5-20%
- Returning customers spend on average 67% more than first-time customers
- Disloyalty stunts company growth by 25-50%.
- 48% of consumers say that the most critical time to gain their loyalty is when they make their first purchase

Loyalty program strategy

- Keep it simple
Your customers will not start saving stamps as long as they can't figure out how it works. Therefore, keep the barriers low and make sure that everybody in the store knows how to explain the steps. There must be no misinterpretation from the customer's perspective. We don't want to annoy them but make them feel special and appreciated!
- Train personnel to promote the service!
We can only do so much with our marketing, therefore it is of great essence that you as a store promote the fact that you offer Stampwallet to your customers. Make sure that each and every personnel member knows the ins and outs of Stampwallet just like you do so they can help every customer that walks into the store and triggers them start saving! A common sentence at every cashier interaction should be *"Can I assist you with anything else? Would you like to sign up for our rewards program?"*
- Choose one program and stick with it!
Make sure Stampwallet is the only program that you decide to adopt. The customer will get confused once there are multiple programs they can make use of. Moreover, as long as you take Stampwallet serious, so will your customer!

- Reward people for signing up (promo codes)
The first step can be the hardest when it comes to getting customers excited about a Stampwallet. One of the best ways to encourage customers to sign up is by offering an incentive for downloading the app or joining the program. Therefore we make use of 'Promo Codes'. In short, these are codes that once submitted, will generate one or more free stamps for your customers (later more regarding this topic).
- Encourage Social Sharing
Your customers have an incredible high influence over the behavior of your other customers online. Even more here on the island while everybody knows everybody! Knowing this, you should trigger your customers to share the fact that they make use of Stampwallet at your store. As an added incentive, businesses can offer to reward their customers with bonus stamps when they share their progress of their stamp card for example!
- Make your customers feel special
Engaging your customers, that's what we're all about. Your customer needs to feel appreciated and engaged so that he will come back again and again. Through Stampwallet's management system it becomes very easy to see who is your best customer! Reward him/her with additional incentives, plus when your customer is in the store and has Bluetooth enabled, greet him by his name! (later more regarding this topic)
- Don't ask guests to change their behavior
The fewer steps the customer has to take in order to start saving stamps for Stampwallet, the higher the chance that he/she will make use of the rewards that are offered. Exploit the Promo Codes while these are a great tool to trigger your customers to collect stamps without changing their normal behavior.
- Use data to build customer profiles
Apart from Stampwallet being a great loyalty program and marketing tool, it provides you with data regarding your customers. Through the management system you can extract this data and draw conclusions regarding your customer's purchasing behavior, motivational triggers, etc. Send for example your weekly promotion directly to them by using their email addresses!

The necessity of training your employees!

As for the promotion of Stampwallet, we can only do so much. Eventually the goal is to have every customer in your store to make use of Stampwallet. Therefore we urge and advise you to train your employees. Every time a customer is helped or assisted, the question should be raised; 'Do you already make use of our loyalty system Stampwallet?'. If yes, your employees should be sufficiently trained to know how to give the customer stamps. If not, your employee has to know what the following steps should be. This would be to give them information on Stampwallet and to clearly explain what the benefits will be for him/her. Moreover, when the customer doesn't have time or internet to download the app at that time, a promo code should be given, allowing the customer to go home, download the app, and still get the stamps he/she deserved.

Additionally, go over the whole process from beginning to end regarding providing the clients with stamps. Show them every method possible to give stamps (QR code, promo codes, and the management panel)

Promote your stampcard in a creative way!

Now apart from verbally promoting Stampwallet to your customers, there is more that can be done. First of all, we have several items available. With a basic setup you will receive a flyer, a booklet, a door sticker, a QR code card, an ibeacon and a lanyard / key cord for free.

Secondly, we encourage all our clients to promote stampwallet through their marketing channels. For example, store A wants to push a certain product more in the week. Offering your customers an extra stamp when they purchase that product simply creates a win win situation. Your sales increase and your customer gets an additional incentive in return!

If you want to design and print your own material you are free to use our logo and branding, please request at request@stampwallet.io

Content Management System

The Content Management system can be accessed through our website; www.stampwallet.io. By clicking on the menu button and then on 'business login', you will get to the 'management system login'. When you have Stampwallet installed, you will receive your store's username and password.

- Login Details

Every store has its own login details. Once you go to our website, click on the menu button, and then on 'business login' you can enter your Content Management System. The following tabs will be available for you; store details, locations, store images, beacons, cards, promo codes, total users, and reporting.

- Store details

Within your store details, you can alter your general settings such as your Store's name, email, the stamp-collection method, stampcard background, address, phone number, Facebook page, limit on full cards without redeeming, username, and password.

- Locations

Here you can add locations however, please keep in mind that an added locations costs an added \$2,- per month.

- Store images

Your store's stampcard logo and 'stamp design' are displayed here. If you'd like to alter these, please click on either of them, upload an image and customize the size.

- Cards

If you would like to alter the settings of your store's stampcards, you can do it under this tab. Click on the card that is displayed and find the possibility to change either your amount of stamps per card, put a limit on the amount of stamps that your customer can receive per day, or change the promotional price that the customer will receive once he/she has a full card.

- Promo codes

- What are Promo codes

A promo code is an original code for a store that the customer can submit only once in Stampwallet. Once submitted, the accompanied store's stampcard is automatically placed in the user's wallet plus a certain amount of stamps. Promo codes can be created in each store's management system and every promo code can have a different amount of stamps.

- Promo codes to trigger your customer to start saving

One of the biggest thresholds that was encountered was to trigger your customer to download the app and start saving. Especially when customers enter your store and they don't have the app yet, they don't have Wi-Fi, or they are simply in a hurry, it can become complicated to convince them to use Stampwallet. Therefore we have created these promo codes. Simply give them the code so they can go home, take their time to download and sign up, and even get a free stamp!

Using this technique new customers never have to install stampwallet in your store anymore.

They can simply use the promo code when they're at home. You can add promo codes to receipts

or even promote them on business cards, your website or social media. Every user can only use the promo code 1 time. This means you can use the promo codes as marketing tool, because 1 of the most important things to build a customer database is for them to add your business to their wallet.

- Other creative ways to use Promo codes

Promo codes can be used in so many ways! Think of attracting all your Facebook followers by posting a promo code on your timeline, or give a promo code to your customers who share and like a certain post of yours! Start handing out questionnaires, as soon as they have filled in in, your customer gets another promo code. By using these promo codes you can firstly continuously trigger your customers to keep saving those stamps, plus you can create additional insights into your customer's minds

- How to add promo codes

You can create promo codes in the following manner:

APP:

1. Go to settings
2. Go to store settings
3. Click on the tab promo codes
4. Add a value (amount of stamps)
5. Click generate
6. Now share your promo code!
7. Go to settings
8. Go to store settings
9. Click on the tab promo codes
10. Add a value (amount of stamps)
11. Click generate
12. Now share your promo code!

WEBSITE:

1. Login to your store's management panel (<https://www.stampwallet.io/admin>)
2. Go to the promo codes tab
3. Add value under 'stamps'
4. Click on 'save'
5. Copy the code and share!

If you find the promo code that is displayed here too complicated, simply click on 'generate new'. Once you save the promo code, your customers will be able to submit this promo code in Stampwallet, automatically placing your store's stampcard in their stampwallet, and having the stamps that are linked to that specific code placed on their card.

- **Total users**

The list of all the app users who have your store's card in their wallet are displayed here. Plus, if you have an ibeacon installed, you can see who is in the range of the ibeacon. Very handy of course to give all your customers a very personal service! You can use the plus and minus to give stamps to your customers as well! Once you would like to send an email to every user, click on 'download as csv' to import the list of emails and details.

- **Reporting**

If you would like to get more insight in the statistics of your store's stamp savers, you can click on 'user reporting'. Here you find statistics such as gender percentages and activity of your customers. If you go to your 'beacon reporting', statistics are given in which beacon is most active.

Solved issues

What if the ibeacon is not working

1. Bluetooth of a phone is off: put it on and test again
2. Bluetooth of a phone is not working: test with other phone
3. Phone has a case that blocks the bluetooth signal: try without case!
4. Battery of ibeacon is low / dead, please check with bluetooth app (lightblue app for iphone or other bluetooth discovering tool, you will see the ibeacon in the list): replace battery.
5. ibeacon is OFF.
 - a. For normal ibeacon, open case on the bottom and hold the button for 10 seconds till you see a blue light behind the case (inside).
 - b. For click ibeacon, hold button for 10 seconds until you see a green (on) or red (off) light blinking.
6. ibeacons not working at all: use QR code for now and contact us.

When the customer can't scan the QR code:

1. Not giving permissions

A user has to give permissions for Stampwallet to access the camera. This is only to scan QR code, we can't use the camera for anything else. If the permission is not giving the scan area remains black and the QR will not be scanned. (you can enable camera options in settings of your phone: settings > stampwallet > camera on.)

2. QR code too dark or too light

It's possible the QR code is in a too dark place. The white and black must be visible enough to make the scan successful. If this is not possible please move the phone a bit or replace the QR code.

It's also possible a light is shining on the QR code too much so the QR code cannot be scanned. Move the phone a bit to change.

3. Wrong QR code

When you get a popup 'this QR code does not belong to this store', there is something wrong with the QR code. The store either has a wrong QR code or an old version. Please make sure you update the app to the latest version and make sure the store has the latest version of the QR. Stores can download this QR using our configurator, login to the app in the store settings in the stampwallet app (and open tab 'show QR') or using the management panel on our website.

When your customer's Stampwallet app is not working when he/she is in your store

It's possible something is happening to your customer's phone (battery low, Bluetooth not working, stampwallet not downloaded), our app (server issues) or something else. Of course they still want to receive their stamp(s), so this can be a real issue.

Don't worry. Either you can give the customer a promo code with the amount of stamps that he/she should get, or you can open up the management system, go to total users, find the customer who is in your store, and add the stamps manually.

When the customer gets a popup stating: 'error occurred, please provide user ID'

This error occurs due to a conflict between your Facebook user ID and a normal registration as a user. You can fix this issue by deleting the app completely, install from appstore/playstore and login again (with the user you registered, so Facebook or normal).

If you had a normal account, connect Facebook later (if you want) using the profile page. If you had a Facebook account, just login with Facebook and authorize.

If this error exists please contact us at helpdesk@stampwallet.io so we can update your account manually.

When your customer forgot his/her login password as an app user.

1. To reset his/her password, go to: <https://www.stampwallet.io/v1.1/admin/reset-password.php>
2. Choose: app user
3. Fill in the email address connected to his/her account.
4. He/she will receive an email with a new password
5. He/she can change this password in settings page of the app!

When you forgot your business login password

1. To reset your password, go to: <https://www.stampwallet.io/v1.1/admin/reset-password.php>
2. Choose: store
3. Fill in your email address connected to your account.
4. You will receive an email with a new password
5. You can change this password in settings page of the app

What to do when you lose your store's QR code

Every store has a unique QR code. With this QR code users can collect stamps without iBeacon / bluetooth. In order to retrieve a new QR code you can do the following:

Through the website:

1. Go to the website 'stampwallet.io'
2. Click on the menu option
3. Click on 'business login'
4. Login with your credentials (username + password)
5. You will now directly get in the tab 'store details'
6. Click on the green button 'print QR code'
7. Print or download the presented QR code
8. You can now use this QR code to give your customer stamps!

Through the app:

1. Go to settings in our app
2. Login with your credentials there (email + password)

3. You will now see a blue button 'show store QR code'
4. Copy this code (screenshot or use an old phone)
5. Print the QR code or keep it on your phone
6. Show this QR code to your customers for them to collect stamps!

What to do when your customer's Stampwallet app doesn't show any stores

Make sure your customers have the newest version of Stampwallet installed on their phone (ios or android). They can download it through either the Appstore of Apple or Google's Playstore.

When they still have issues, the following can be checked:

1. You must have GPS enabled to discover nearby stores, else this is not working.
2. We fixed an issue in version 2.0.0.2 of Android. If you don't have this version, please update first. When your customer is a first time user, please make sure he/she has internet so we can retrieve all stores from the database.
3. Android can be a bit slow sometimes, we're looking for a solution. First time users have to wait, while we download data from the server.
4. If your customer still has issues, please let us know: helpdesk@stampwallet.io

Is Stampwallet valuable for you if you already have the 'paper' stampcards?

Yes! Stampwallet is just as valuable for stores which already have 'paper' stampcards implemented as other stores who don't have a loyalty system yet. The whole idea of Stampwallet initially comes from the problem of losing and forgetting stampcards and the incredible thick wallet you'll create. Moreover, Stampwallet gives you, apart from the loyalty program, also an effective marketing tool, and it gives you a customer database which consequently can be used for marketing purposes.

If you already offer paper stampcards to your customers, you can always choose to keep using them and have Stampwallet as an additional tool. However, we would advise you to trigger all your clients to start using Stampwallet while you will receive the gathered data in your customer database. Simply add the stamps they have on their 'paper' stampcard to their 'digital' stampcard through your management panel!

Privacy issues

Your customers might have issues with the amount of approvals that have to be made before being able to use the app. The things the app is asking for before an install is only because this is added by Android or Apple automatically when using certain functionalities. Sometimes these things look a bit 'scary', but please let us explain:

1. The phone functionality: it is only so users can call a store / location from our app. A store can add their phone number. Users can click on the phone link and call. Because of this functionality we have to add the rule like it is now, but we can never, ever use your phone. Only you can use / trigger this.
2. Access to the camera: this is only for you to use the QR-code scanner to receive stamps. Nothing more. We can't even access the customer's camera without him/her tapping the 'tab to scan' button.
3. Image gallery: this is only so the customer can access his/her gallery from our app to add or change a profile picture. Please note that we can't do anything with your images, only when you select an image we're allowed to use it in our app but nowhere else.
4. Bluetooth and GPS: your customer can decide if he/she wants to use this. Both services improve the app experience by showing a map with his/her location and show nearby stores. They can turn this OFF anytime, the app will still work, but the experience is a bit different.

As you can see all points are really transparent. We completely understand your concerns so we hope it's a bit clear now.