

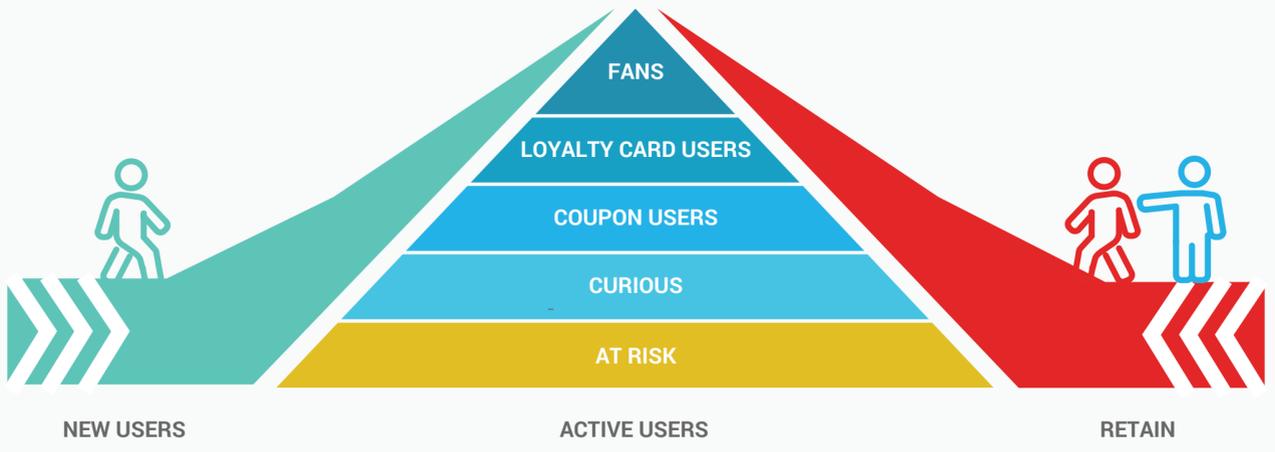
This document provides inspiration for creating a communication plan towards all segments of your customer program. The target audience are convenience retailers with loyalty programs centered around loyalty cards (stamp cards).

Customer Segments

- > **New users:** Recently recruited; need for onboarding!
- > **Active users:** Customers actively using your program; personalize communication based on activity!
- > **Retain:** Too many days have passed since last app opening; take action or lose the customer!

The active users segment can be segmented further:

- > **Fans:** Loyalty card heavy users.
- > **Loyalty card users:** Use loyalty cards and coupons somewhat.
- > **Coupon users:** Come to store, but does not use loyalty cards.
- > **Curious:** Open the app, but do not come to store.
- > **At risk:** Have not opened the app for some time.



Segment specific strategies and communication

SEGMENT	RATIONALE	ACTION	NOTIFICATION	REMINDER
	Reward new customers and create link to loyalty cards	On registration, issue a reward coupon on your most important loyalty card product.	Welcome! You have a free coffee in your app!	1 day before expiration: Don't forget to use your free coffee coupon – it expires tomorrow
	Onboard customer. Show the coolness of the app, get an overview of the loyalty cards and select favourite card.	1 day after registration: Issue scratch card where customer can choose loyalty card stamp to play for. Valid 1 week.	You have a scratch card in your app!	1 day before expiration: Don't forget to scratch you scratch card – it expires tomorrow
	Inform about recruit a friend	3 days after registration: Issue push notification in the app	If you recruit a friend to our app, both you and your friend receives a free coffee!	1 day before expiration: Don't forget to scratch you scratch card – it expires tomorrow
	Collect data about new customers.	5 days after registration: Issue survey in the app where customers can win loyalty card stamp. Valid 1 week.	You have a survey in your app!	1 day before expiration: Don't forget to answer your survey – it expires tomorrow
	Celebrate loyalty card heavy usage	Give free coffee coupon on 100th stamp.	Thank you for using our loyalty card – you have received a free coffee!	1 day before expiration: Don't forget to use your free coffee coupon – it expires tomorrow
	Use full loyalty card to get customer back in the app.	Push message to users with full loyalty card & no app openings last 2 weeks.	Remember! You only need one more coffee card stamp to get a free coffee!	
	Increase frequency on loyalty card users.	Issue coupon with a VIP-zone follow up: maintain discount as long as you use it at required frequency.	You have a personal offer in your app!	1 day before expiration: Remember to use your special offer – it expires tomorrow
	Start to use loyalty card.	Issue select prize where customer can choose double stamp coupon for any loyalty card.	You have a double stamp opportunity in your app!	1 day before expiration: Don't forget to claim your double stamp coupon – it expires tomorrow
	Get customer to come to store.	Issue game where customer can win coupon for €1 off any product.	You have a wheel of fortune game in your app!	1 day before expiration: Don't forget to spin your wheel of fortune game – it expires tomorrow
	Win back customers in danger of stop using the app.	2 weeks since last app opening , send game where customer can win stamp.	You have a scratch card in your app!	1 day before expiration: Don't forget to scratch you scratch card – it expires tomorrow
	Win back customers in danger of stop using the app.	3 weeks since last app opening , send game where customer can win 2 stamps.	SMS: You have a slot machine game in your app!	SMS 1 day before expiration: Don't forget to play your slot machine game - it expires tomorrow

All users

RATIONALE	ACTION	NOTIFICATION	REMINDER
Reward customers on their birthday.	Issue select prize birthday reward on customer's birthday – let customer choose gift.	Congratulations! You have a birthday gift in your app	1 day before expiration: Don't forget to choose your birthday gift – it expires tomorrow
Celebrate loyalty card usage when customer receives loyalty card reward coupon.	Push message.	Thank you for using our loyalty card – you have received a free coffee!	1 day before expiration: Don't forget to use your free coffee coupon – it expires tomorrow
Celebrate loyalty card usage on usage of loyalty card reward coupon.	Push message.	Well deserved! Enjoy your coffee.	

