Flash Coffee's Gamified Loyalty Program with Talon.One

Talon.One + FLASH COFFEE

FLASH ⚡ COFFEE

INDUSTRY

Food & Beverage

BUSINESS TYPE

Online/Takeaway

LOCATION

APAC

YEAR FOUNDED

2019

INTEGRATED IN

5 days

PROMOTIONS USED

⚡ Loyalty

⛰ Geofencing

OVERVIEW

Flash Coffee is disrupting the coffee industry with their app-based, tech-enabled take on coffee. But to turn their ideas into reality, they needed a solution that could power the creative, agile customer loyalty program they wanted.

FLASH COFFEE NEEDED A SOLUTION THAT

1

Integrated quickly with their online shop

2

Supported a complex loyalty program with customer accounts

3

Could be updated with new promotions whenever needed

4

Could handle large spikes in traffic as the brand grew

Challenge

Flash Coffee is a leading, tech-enabled coffee chain that's reinventing coffee retail with an app-first sales strategy.

To drive their expansion across APAC, Flash Coffee wanted to launch a exciting, personalized loyalty program that could be integrated directly with their app.

To do this, they needed a loyalty platform that integrated quickly, provided unique ways to gamify the customer experience, and track user activity to develop relevant insights around customer behavior. All in all, this would help Flash Coffee differentiate itself in a competitive, growing market.

Solution

Talon.One offers all the features Flash Coffee needed to build their ideal loyalty program, and more. After a quick integration the Flash Coffee team began experimenting with different challenges that would allow users to earn rewards.

They can set up brand new promotions with discounts, coupons and geofencing, or new logic for earning and redeeming loyalty points. Talon.One offers unlimited flexibility so no campaign setup is off limits.
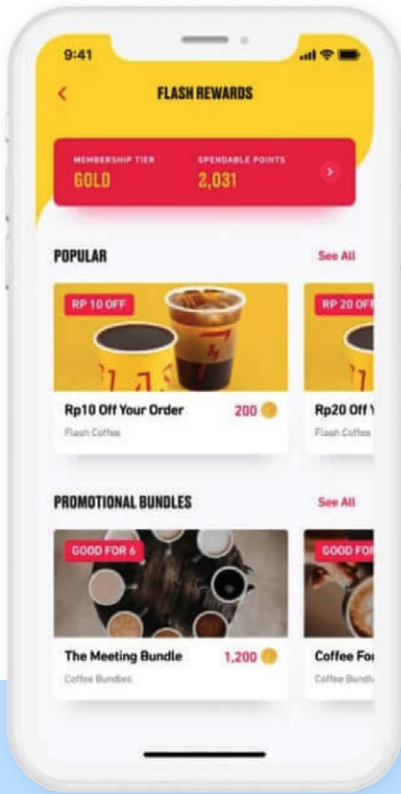
EXAMPLE LOYALTY 'CHALLENGES'

→   Free drink when you buy X number of drinks per week

→   Earn 10 loyalty points every day you open the Flash Coffee app

→   50% off when you try a menu item for the first time

"My main concern was — what do we want our customers to do, and how can we make it fun and rewarding in the app?"

David Brunier
Founder & CEO of Flash Coffee

How it works

Let's zoom in on the first use case – giving a user a free latte and loyalty points when they buy a latte three days in a row. In Talon.One, it's as simple as configuring three rules:

Check if the user bought a latte on Monday

Keep a running tally of lattes bought in a subledger

Creating a coupon and loyalty offer if conditions have been met

Talon.One

Conditions

WHEN ALL OF THESE ARE TRUE

IF   Loyalty points in program
      Consecutive_Lattes (subledger: monday) can be redeemed: 1

AND   Loyalty points in program
      Consecutive_Lattes (subledger: monday) can be redeemed: 1

AND   Now is one of the following days: Wednesday

AND   latte_count   is greater than or equal to   1

THEN

Effects

THIS Create coupon for the Current Customer
      in the current campaign , has additional properties

AND   Add loyalty points 1000 AND Auto-upgrade
      for the Current Customer in program Demo Loyalty
      (expiration: 365 days , start date: 1 day)

AND   Display an Offer notification to your user, with the title:
      Next One's On Us!

Results

Flash Coffee were able to build the gamified loyalty program they envisaged at the start of their journey, at a fraction of the cost of an in-house build, and with many more options to expand their offering in the future.

Using tiers, and personalized challenges, they can incentivize desirable customer behavior, and work towards different business objectives as they grow. Users can save loyalty points and badges in their own wallet, and access them at the touch of a button through Flash Coffee's app. This all happens instantly, without latency or performance issues during periods of peak demand.

"

We now have the power to incentivize any user behavior we want."

David Brunier
Founder & CEO of Flash Coffee

Thanks to Talon.One Flash Coffee now have

1

A variety of gamification options at their disposal

2

A future-proof platform that can scale with their business

3

More free engineer hours to invest in other projects

4

A way to quantify the value of each and every promotion they run

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