



CIGAR*DOJO

LOYALTY & REWARDS PROGRAM

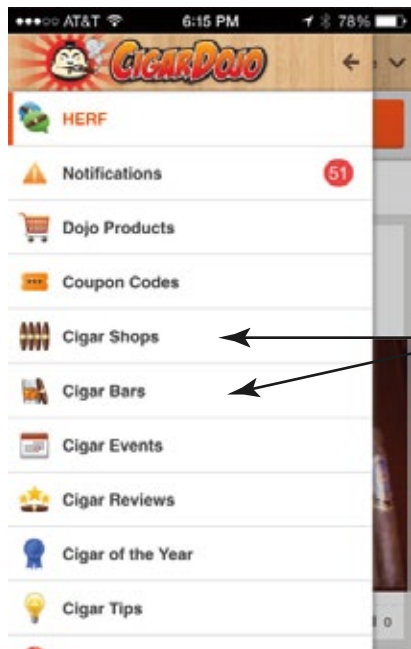
STEP BY STEP INSTRUCTIONS **REWARD FOR PURCHASE**



Step by Step Instructions

REWARDS FOR PURCHASE MODEL

Customer Check-ins



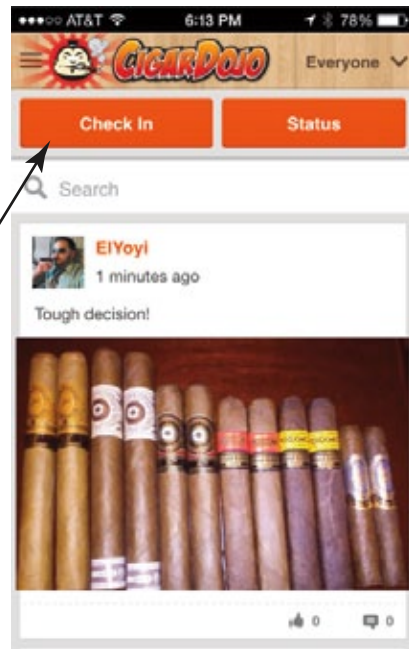
Customers earn reward points by checking in on the Cigar Dojo app.

There are two ways to check in.

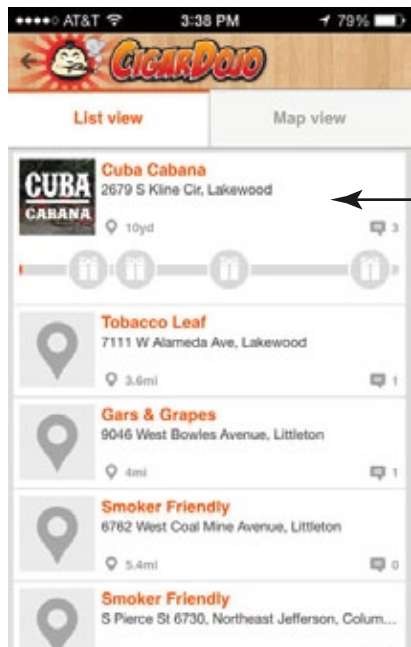
Check in using the Dojo's shop or bar locator.

Or...

Check in from the Dojo social timeline.



Collecting Points



The app uses GPS technology to find the nearest shop to the customer's location.

Stores that participate in the Dojo loyalty & rewards program have an enhanced listing.



When clicking on the listing, the customer can see how many points they have and click "collect points" to check in.

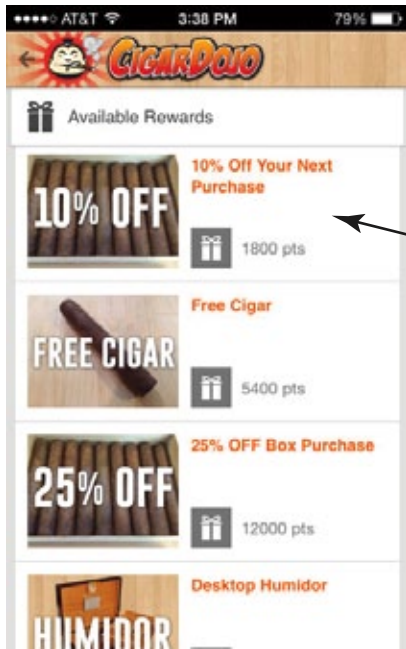


Stores that offer reward points will be more appealing to folks who are looking for a shop to go to.

Step by Step Instructions

REWARDS FOR PURCHASE MODEL

Rewards

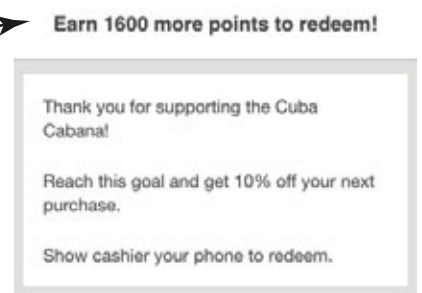


From the “collect points” screen customers can scroll down and click on possible rewards to get more info.

Click on a reward here...



...to get more info here.



Collect Points

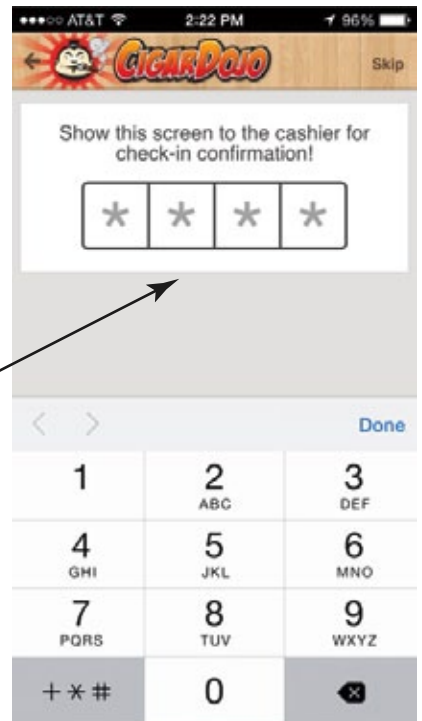


The Dojo loyalty and rewards program is **viral** because it encourages customers to tell their friends about your shop!

Click “collect points” to earn points



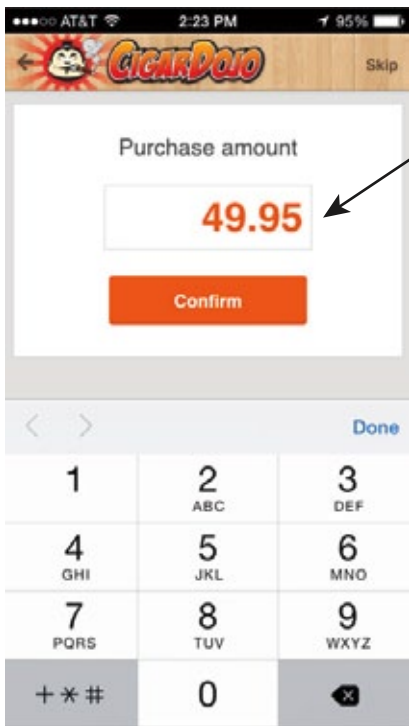
The customer hands phone to cashier who enters a secret code that SHOULD NOT be shared with customers



Each shop can choose to have one secret 4-digit code or unique 4-digit secret codes for each employee/cashier. Secret codes can be changed at anytime by the Dojo staff.

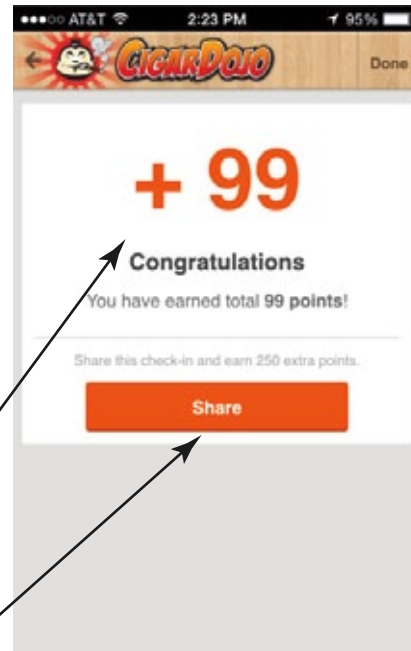
Step by Step Instructions

REWARDS FOR PURCHASE MODEL



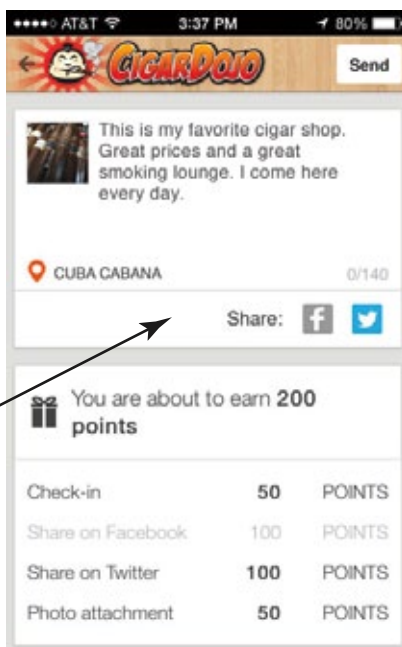
The store cashier enters the total dollar amount the customer spent.

NOTE: This amount should only be entered after the sale has been completed at the cash register. (you cannot revoke rewards)



The cashier hands the phone back to the customer and they see the points they earned (Check-in + purchase points)

The can click "Share" to receive bonus points.

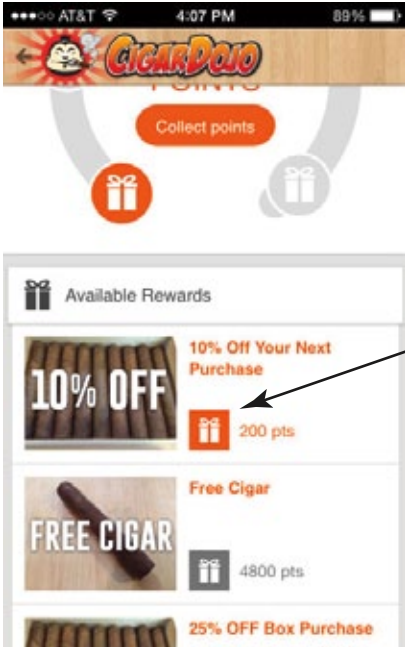


The customer enters a check-in message and optionally adds a picture and sends their check-in to Twitter and/or Facebook for more points!

Step by Step Instructions

REWARDS FOR PURCHASE MODEL

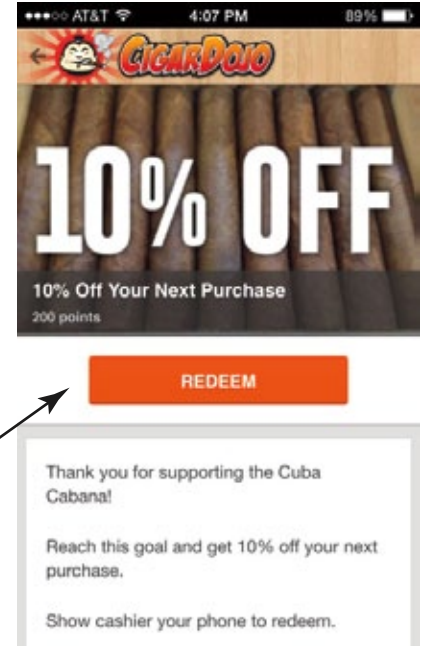
Claiming Rewards



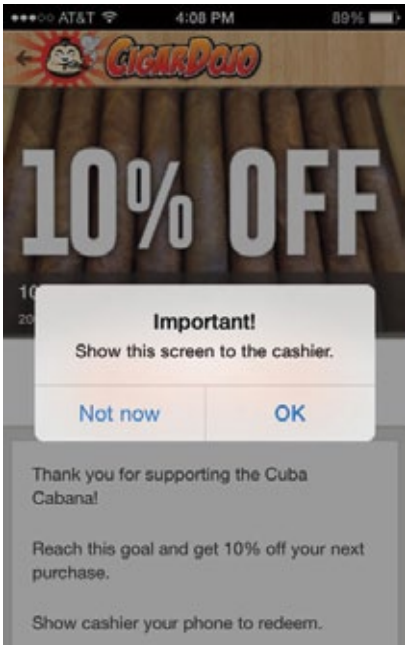
Customers can collect their reward when they accumulate enough points. Or they may choose to save up for bigger rewards.

If a reward is earned it is highlighted in orange.

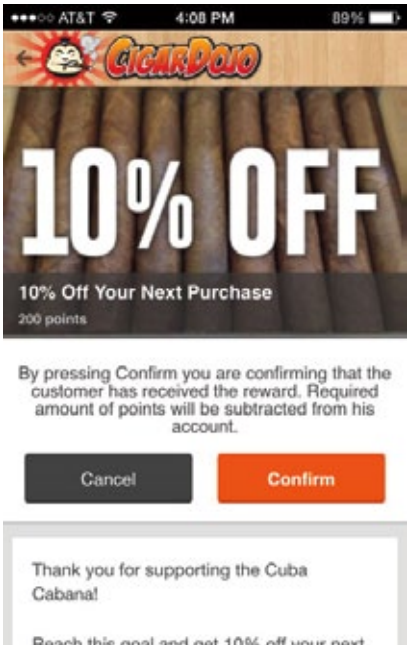
To redeem an award, select it and then click "redeem"



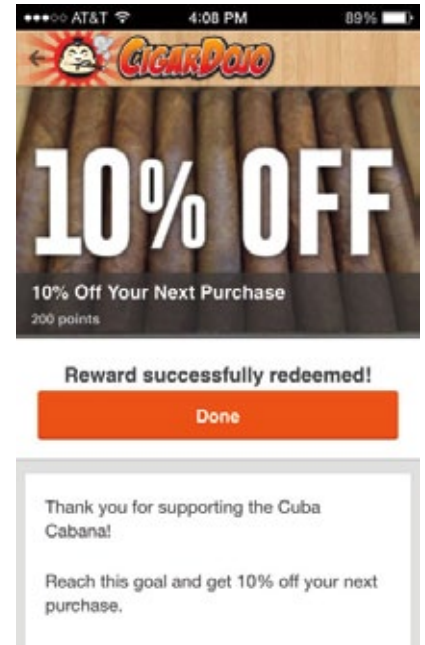
The customer shows his or her phone to the store cashier and they complete the final two steps.



Confirmation screen & reminder to show phone to cashier for reward.



The cashier will click "Confirm" to verify that the reward was given.



The cashier clicks "Done" to finish the transaction & the customer's reward points are adjusted.

CONTACT

If you have any questions regarding the loyalty program or need rewards updated or changed in any way contact us today.

Please email or call us if you need your secret 4-digit codes changed.

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