

BEER TOKENS LOYALTY PROGRAM

**An omnichannel loyalty
solution for beer lovers**

CASE STUDY

Beer Hawk is the UK's leading online retailer of specialty beers and ales. They launched in summer 2012, and after being acquired by ZX Ventures (backed by **Anheuser-Busch InBev**) the company has grown rapidly to now stock more than 1,000 different beers in a string of high-street bars, so people can enjoy their beer both in-store and online.

Despite having a pre-existing loyalty program, Beer Hawk partnered with Antavo to enhance the program relevance on all the available channels. The new, augmented solution aimed to generate more targeted communication and to make the customer experience more engaging through multiple touchpoints, going beyond purchase transactions.



THE CHALLENGE

Elevating an earn & burn style program to extend reach and drive personalisation

Beer Hawk wanted to bridge the gap between its virtual and physical stores by transforming its online-focused and transaction-driven loyalty scheme into a more comprehensive **omnichannel solution**, with the capability to identify loyalty members both online and in store.

Other priorities included having a modular environment that allowed the brand to **reward customer interactions in multiple ways**, as well as building a program flexible enough to integrate with various ecommerce and marketing automation solutions.

BEER TOKENS

What's better than getting a free beer? OK, maybe two free beers, but by collecting Beer Hawk Beer Tokens you can earn free beer and discounts off anything in our beer store. Best of all, it's completely **FREE!**



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The past iteration of Beer Hawk's loyalty program exclusively rewarded purchases through point collection. The new system brings this concept to a whole new level.

1. Moving beyond transactions

Since Beer Hawk was already familiar with rewarding online purchases, the next step was to incentivise customer interactions that weren't tied to a purchase, such as returning beer kegs.

Although keg recycling was always an opportunity at Beer Hawk, it was a service that the brand was keen to promot.

2. Implementing an omnichannel strategy

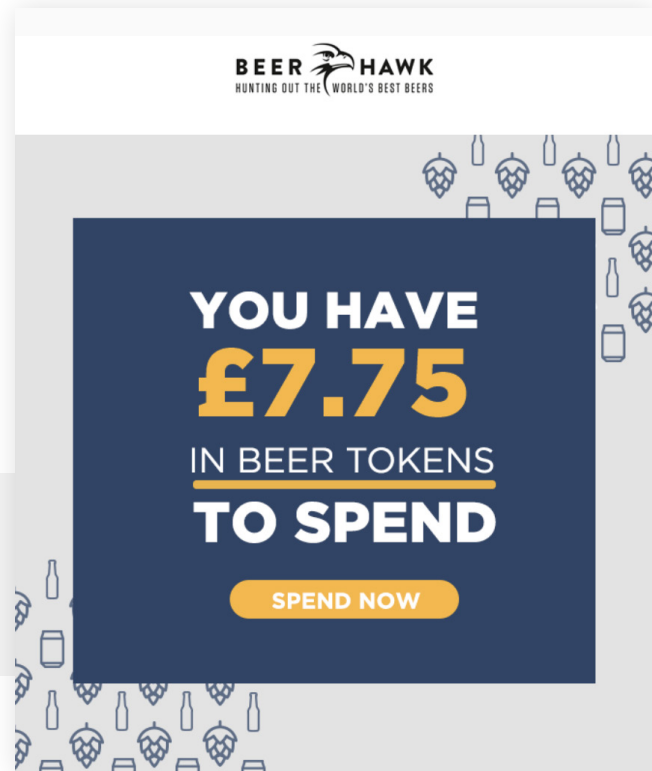
By uniting the online and offline channels, in-store and online purchase history were stored in one place, and customers could enjoy the same experience.

This helped more than just the web team – it meant bartenders could also recommend beer based on the customer's taste profile in real time.

3. Enhancing email performance with loyalty data

Beer Hawk wanted to improve its email communication and talk to their target audience in a more relevant manner. The company opted for Antavo's solution to **enrich email content** by syncing information from the single customer view.

Seamlessly integrating loyalty data, such as Token balance, into Beer Hawk's email campaign adds another layer of personalised content.



Loyalty-related content and seasonal events raise interest, as customers are more likely to react if there are limited-time benefits on the line.



We strongly believe that the success of our business comes down to winning customer loyalty, and improving customer lifetime value. We wanted to make sure that our best customers were recognised and rewarded for their loyalty - whether they purchased online, or in one of our omni-channel bars. With Antavo, we were able to integrate across all our channels, as well as having the flexibility to bring new tools to help us craft the experience we want our customers to enjoy."

Mark Roberts
Co-founder & Director - Beer Hawk



SOLUTION

An omnichannel loyalty program with flexible, real-time technology

1. Loyalty mechanics that go beyond transactions

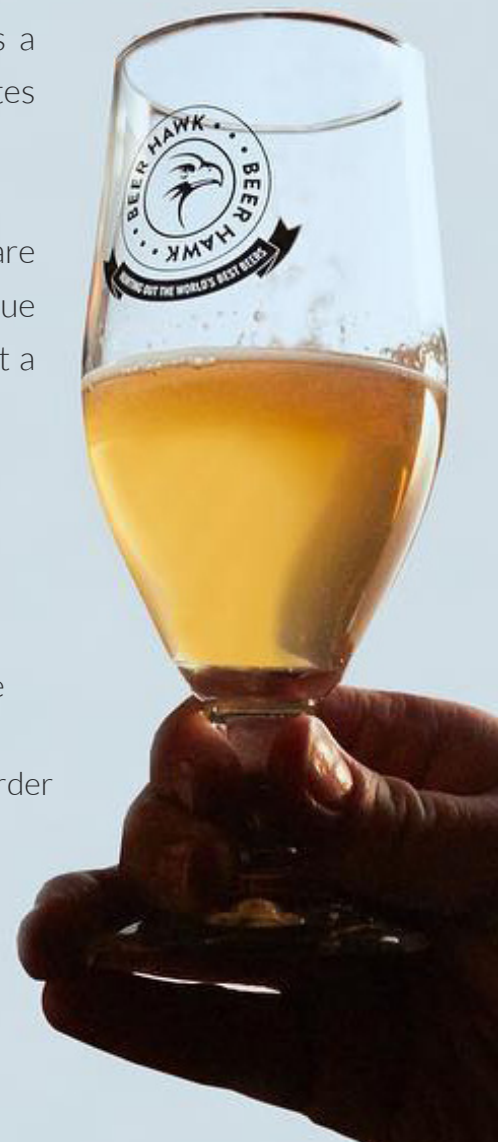
Beer Hawk launched with an introductory program that had a comprehensive list of features. The company's loyalty program uses a special currency that's based on points but called in a way that it resonates with the target audience: **Beer Tokens**.

The authenticity of the currency comes from the fact that beers are commodity items that people purchase frequently and in batches, due to the relatively low cost, therefore loyalty members acquire tokens at a fast pace.

The initial launch rewarded customers for purchases as well as non-transactional activities:

- Each **£1** spent (online or at the bar) is worth **1 Beer Token**
- Purchases, friend referrals, reviews, and empty draft keg returns are rewarded with a set amount of Beer Tokens
- **Every Beer Token** is converted into a **£0.05 discount** on the next order

The benefits of such a strategy are invaluable, leading to positive word of mouth, higher customer acquisition, more trust, and increased purchase frequency.



HOW TO COLLECT BEER TOKENS



MAKE A PURCHASE



REFER A FRIEND



RATE YOUR BEER



RETURN YOUR
PERFECTDRAFT KEGS

SPENDING BEER TOKENS IS EASY

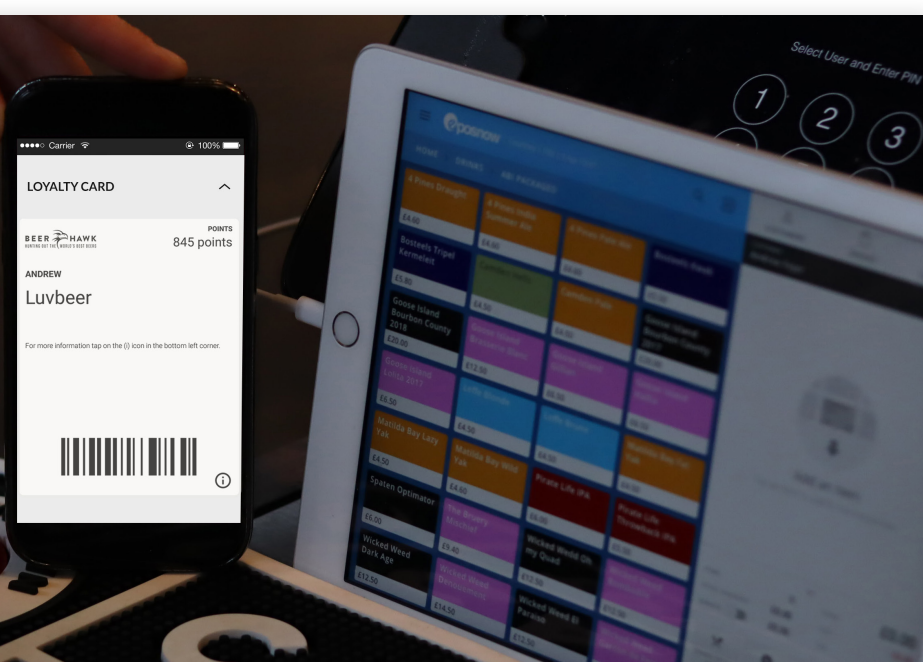
Customers have four options to earn tokens but it will soon be expanded with additional modules.

2. An omnichannel Loyalty Program with seamless in-store, online and mobile functionalities

In order to develop an omnichannel program, Beer Hawk needed a loyalty platform that was capable of allowing customers to collect Beer Tokens with both online and offline purchases.

- Antavo provided a **POS integration** that ties an individual Epos Now profile to the freshly-created loyalty account.
- By providing participants of the program with a digital loyalty card in the form of either a barcode within the profile's **Loyalty Section** or a mobile pass, members are now able to identify themselves at the bar and earn Beer Tokens with their orders.

Customers just need to show their mobile loyalty card, called a “mobile pass”. This is the same technology you use when you show your mobile boarding pass at the airport.



3. Building a Loyalty Platform that's flexible and supports other platforms

The loyalty platform had to integrate perfectly with **Beer Hawk's ecommerce platform** and marketing automation solution:

- The loyalty interface is seamlessly embedded into Beer Hawk's Magento website, allowing customers to simultaneously access both services via single sign-on.
- Antavo was integrated with Beer Hawk's marketing automation provider, **Dotdigital**. All customer loyalty data – such as loyalty status, purchases, available Beer Tokens – are pushed to Beer Hawk's Dotdigital account in real time, powering up the company's email campaigns with information that's up-to-date and personalised.

USE CASE

Rewarding in-store purchases via POS integration

An example of how the tech flows look when a purchase is rewarded in the bar:



#1

#1: Creating a new ID:

After registration, a barcode is assigned to the new loyalty program member, which corresponds to their Loyalty ID. The barcode is displayed on the Loyalty Section of Beer Hawk's website.



#2

#2: Downloading the Digital Loyalty Pass:

The customer downloads the digital loyalty card on their smartphone, in a mobile pass format (the same technology used for mobile boarding passes).



#3

#3: Scanning Barcode in the Bar:

Upon visiting a Beer Hawk bar and ordering a drink, the customer opens up the mobile loyalty pass, and the bartender scans it.



#4

#4: Connecting through POS Integration:

Since the barcode contains the customer's Loyalty ID, Epos Now looks up the corresponding member profile. At this point, customers have the option to redeem their tokens to receive a discount on their order.



#5

#5: Receiving Immediate Loyalty Program Updates:

Following the purchase, Epos Now sends the transaction details, coupled with the customer's loyalty ID, to Antavo. The correct amount of Beer Tokens is calculated and added to the customer's balance in real time and is immediately displayed in the customer's account.



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loyalty programs for retail

CONTACT

How can a loyalty program help you meet your business goals?

Antavo is the leading customer loyalty technology for retail. We provide a SaaS platform and strategy for consumer facing companies into e-commerce, fashion, beauty, hospitality and other industries to create customer loyalty programs that change customer behaviour and increase the lifetime value.

We work with forward-thinking brands around the globe, including Beer Hawk, Jimmy Jazz, LuisaViaRoma, and Represent.

Effortlessly Run
Your Loyalty
Program

Identify
Customers
In-store

Integrate Your
Ecommerce
Platform

Offer Digital
Loyalty Cards

**TO LEARN MORE ABOUT
HOW WE CAN HELP YOU,
*get in touch with our team.***

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