STEP 1

Business sends customer their Social Voucher by collecting their phone number.

OR

Customer voluntarily texts in to receive social voucher. Example of an incentive, "Free drink on us the next time you visit. Text "drink" to (#) to receive your voucher!"

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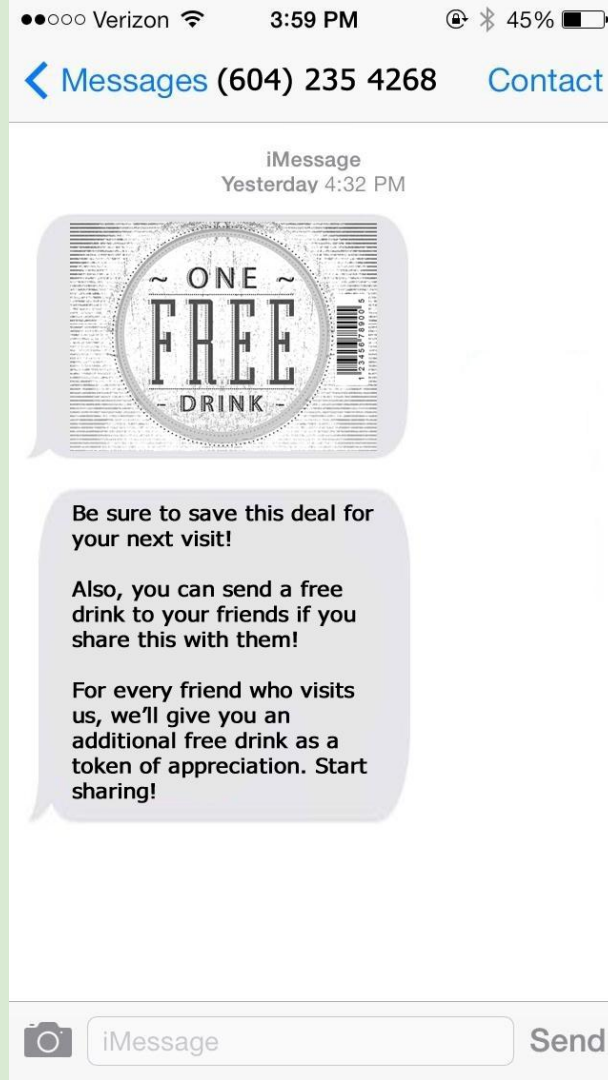|		
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STEP 2

Customer receives Social Coupon with instructions.

(still debating on removing kickback to referrer in order for referral to be more genuine)

STEP 3: They can then send their Social Coupon (picture) via any electronic medium to their friends & family.

Friends & Family

Scan GV barcode

STEP 4

Friends & family visits the business for the first time and receives redemption reward.

STEP 5

Customer gets credited for the successful referral.

Scan GV barcode

Successful referral!

(redemption only valid after providing their phone number to the business. One, to distinguish a referral from a check-in. And two, to automatically send them their own social voucher for their friends.

loophole: customer providing a different number every time to obtain free drinks

possible solution: GV sends confirmation text)

Customer Check-ins

(2nd visit)

Scan GV barcode

STEP 1

Customer shows business their Social Voucher.

(After their second visit, GV sends text letting customer know that the social voucher is now BOTH their "social loyalty card" for check-ins, and "social voucher" for their friends)

STEP 2

Business sees the history, progress, and importance of the customer.

Customer receives redemption reward!

Successful Check-in!

#: 604 123 4567

Check-ins: 4/10

Referred: 2

GV Score: **43**