



www.digitalloyalty.org

Digital loyalty is available to organisations with less than 100 users and serves two purposes:

- A click and collect app for items which rarely go out of stock
- A digital loyalty card scheme.

Accessible to users over a website, with no need for the user to download an app with a shop poster available.

Costa and other stores already use systems like this, it's only available for businesses with less than 100 stores, primarily coffee shops.

Users can find their local independent outlets within 5 miles, this will list other coffee shops, bear in mind we're taking on the big chains here, like Costa and Starbucks.

Each service is optional.

Digital loyalty scheme:

Customers earn and spend points using QR codes as part of our website.

Our system integrates with current stamp systems, customers can be started on this scheme when the customer's last stamped card is full, if they want to use it.

Customers choose on their phones when to trade in free items, keeping them in control of spending points.

Click and collect:

No need for users to create an account to pre order.

By using Stripe payments our servers do not see or store credit card numbers.

The money for the paid items goes straight to you, the store owner.

Our servers ensure the console is online before sending a transaction, and automatically send refunds if they are not.

Stripe console can be used for refunds if need be, as well as within the staff console app.

Our service automatically gives points to items available via the digital loyalty scheme.

The store owner can set items as out of stock if need be, and these cannot be purchased using click and collect.

Getting started:

Register as a shop owner at: www.digitalloyalty.org

We vet each registration to ensure that each store is genuine.

Staff can download our app to credit / debit loyalty points and receive orders.

You can put a poster in the shop window about us, with links.

Setup:

The app allows staff members to credit and debit accounts using QR codes as well as accept orders.

The store owner invites their staff to use the service over email.

Staff sign in to the app to receive orders and scan customer's QR codes to credit / debit the items earned in place of loyalty stamps.

Available on Android only (Android allows us to check the device is online whereas Apple devices do not).

Set your GPS co ordinates so that customers can find you.

Our servers will not allow a user to sign into a device which is already in use. Ensuring orders go to the right device.

The device does not need to be dedicated, you can use it for other purposes and it will inform you of any incoming transactions.

For digital loyalty points:

Set the number of items bought in order to get a free one using our website.

Set the item type (all items, coffee etc).

Ask your staff to download our Android app to process orders.

To use click and collect:

Create a Stripe account.

We will onboard you as a connected Stripe account

Tell our servers what's available for click and collect, at what cost.

The customer per orders via our site and the transactions are send to your phone / tablet.

The device will play a notification tone so that you can prepare the order.

Refunds are available per order and by amount, the Stripe console can also be used to see and refund transactions.

Charges:

Stripe charge 20p +1.4% of transactions. (2.9% of transactions for non EU cards)

We charge 10p per order on click and collect and 30p each time a free item is issued to a customer.

Payments made each month to us from your store.

About us:

Established in 2018, Rydal Inc Ltd has this and other apps at www.rydalinc.org. Consisting of 1 programmer, one seasoned system's administrator, two testers and one logo designer we have this and other good ideas out there. Feel free to see what else we have on our site.

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Scan QR code for our details:

