

Customer Success Stories

How Munhowen Drinx integrated an omnichannel loyalty program into POS with Voucherify



www.voucherify.io



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MUNHOWEN

DRINX

Industry: Food & Beverages

Size: 200-250 employees

Location: Luxembourg

Customer since: 2022

Overview:

Munhowen, founded as a part of the **Brasserie Nationale Group**, has been a **pivotal player in Luxembourg's beverage industry** for several years. Established with a clear vision, the company has grown to become the country's foremost beverage wholesaler.

With a keen eye on the thriving local B2C beverage market, in 2022, Munhowen introduced **Drinx**, an innovative **B2C e-commerce platform**.

Drinx offers an extensive range of **beverages**, both **alcoholic** and **non-alcoholic**, sourced from nearly **1000 renowned brands**. This initiative complements their existing offline B2C sales channels and positions them as a versatile player in the beverage market.

The challenge

The **beverage industry** is hugely competitive, necessitating constant efforts to stand out and secure market share. **Adapting to evolving consumer preferences** adds another layer of complexity.

Additionally, the **surge in online beverage ordering and delivery** has not only expanded customer options but also simplified the process of switching between providers. This dynamic presents a challenge for businesses in the industry, as they strive to **maintain customer loyalty amidst shifting preferences** and the **increasing availability of alternatives**.

Therefore, as **Drinx** swiftly gained traction in the market, the dedicated Munhowen's team embarked on a quest for **specialized tools to enhance customer experience**.

Their mission was clear: to establish a **robust loyalty program** that would not only bolster customer satisfaction but also foster deeper engagement with their emerging brand.

1

Would be an easy-to-integrate loyalty provider to complement their growing tech stack.

MUNHOWEN NEEDED A SOLUTION THAT:

2

Could be swiftly integrated with both their e-commerce platform and physical in-store POS systems.

3

Enabled physical loyalty card scanning, and real-time loyalty score updates and tier information on printed receipts.

Why Voucherify?

Munhowen decided on Voucherify due to the **API-first architecture** that guaranteed the **fastest possible time-to-market**.

Voucherify provides Munhowen with all the necessary features to carry out their **omnichannel loyalty strategy**:

- ✔ Quick implementation of loyalty features into their **WooCommerce** store via **PHP SDK** and into their **in-store POS** system via a **Java SDK**.
- ✔ Utilization of **Voucherify APIs**, which allow for **establishing various promotional activities**, including evergreen offers, time-limited deals, and addressing customer service requests.
- ✔ Integration with **Klaviyo** which enables sending personalized coupon codes to members, but also to keep users updated about their loyalty membership status, all without investing in a separate IT tool which would have to be developed and connected from scratch.
- ✔ Effective implementation and management of **loyalty program tiers**, with custom qualification policies and expiration.

Thanks to Voucherify, we can differentiate our customers and learn more about their preferences and purchasing behaviors. With the implementation of our loyalty program, we can collect more data to create dedicated newsletters and advertising campaigns to target particular customer segments with personalized incentives.



Mathieu Mellinger

Ecommerce Manager at Munhowen

Tiers for effective segmentation

The screenshot displays three loyalty tiers for LE CLUB DRINK. Each tier is represented by a diamond-shaped logo at the top, followed by the tier name and its qualification criteria. Below each tier is a list of benefits.

- The Bronze Club** (From your first purchase):
 - 10% off your first order
 - Promotional offers as well as competitions
 - Exceptional discount on the occasion of your birthday
- The Silver Club** (From 1000 points):
 - Welcome gift to the Silver Club
 - Promotional offers as well as competitions
 - Exceptional discount on the occasion of your birthday
 - Exceptional previews
 - Loan of a beer tap once a year
- The Gold Club** (From 2000 points):
 - Welcome gift to the Gold Club
 - Promotional offers as well as competitions
 - Exceptional discount on the occasion of your birthday
 - Exceptional previews
 - Loan of a beer tap once a year
 - Priority on our limited editions and new products
 - Free invitation to privileged tastings
 - A voucher offered for every 1000 points

Munhowen's loyalty program operates on a **points system**, with each 1 EUR spent equivalent to 1 point, comprising **three tiers: Bronze, Silver, and Gold**, each offering distinct benefits.

Membership is available at no cost, with log in either through Munhowen's website or physical stores.

Munhowen uses **custom point-based tier qualification** criteria to determine the level at which customers are placed within the loyalty program. The number of total points earned over a specified time period determines tier progression.

The screenshot shows a management interface for the loyalty program tiers. It includes a 'Create tier' button and a list of three tiers with their respective point ranges and segments.

+ Create tier			
1	The Bronze Club		
Min. points		Max. points	Segment
0		999	
2	The Silver Club		
Min. points		Max. points	Segment
1000		1999	
3	The Gold Club		

Omnichannel loyalty experience

Voucherify loyalty & promotions capabilities were integrated into Munhowen's custom **WooCommerce** store via an external Solution Integrator using **PHP SDK**. The procurement process took around **six months**, with **two months** spent on the development alone.

Integrating **Voucherify's API** and **SDK** into **Munhowen's WooCommerce-powered website** has unlocked many possibilities – Munhowen can now **harness advanced loyalty program features** that extend well beyond the capabilities of standard WooCommerce storefronts.

Munhowen can **personalize tiers within their loyalty program**, providing customers with a tailored shopping experience and fostering stronger brand loyalty. Additionally, they are able to **offer various types of discounts** within Drinx's promotional campaigns, which is not always possible with WooCommerce ready-made plug-ins.

What is more, to guarantee recognition and appreciation of loyalty members **across web and physical touchpoints**, the Munhowen Drinx team **integrated Voucherify into their in-store POS system via a Java SDK** to enable functions such as:

- ✓ **Physical loyalty cards scanning for earning and spending loyalty points.**
- ✓ **Redeeming loyalty rewards in-store.**
- ✓ **Printing receipts with real-time loyalty score and loyalty tier.**

Thanks to the POS integration, Munhowen Drinx customers can **receive tangible cards** and **scan them during each purchase** while **earning points on the go**.

What is Munhowen's POS in-store flow?

- ✓ **Loyalty card presentation:** In-store, the customer begins by presenting their loyalty card, in physical or digital form.
- ✓ **Instant information retrieval:** Upon scanning the card, the **POS system retrieves key customer details**, including their name and address. More importantly, it provides the cashier with vital information about the customer's loyalty tier and accumulated points.

Client Club Drinx - Carte: LCP12345678, Tier: **GOLD**, Points: **2359**, ***** Voucher disponible: 2 *****

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- ✓ **Product scanning:** The cashier proceeds to scan all the products the customer wishes to purchase.
- ✓ **Payment screen alert:** As the transaction nears completion at the payment screen, the **system notifies the cashier of the availability of personalized voucher codes for the customer**.
- ✓ **Voucher selection:** With this notification, the cashier can **access a list of personalized voucher codes** associated with the customer and choose the most suitable one to apply to the transaction.

Liste de voucher du clients

Offre de bienvenue de 10%

Valable sans minimum d'achat, hors promos, champagnes, fûts & tabac
RJ4XJ3B8

Cadeau Club Drinx - Passage vers GOLD

GRHIEGKL

One loyalty campaign, multiple incentives

Beyond loyalty programs, Munhowen Drinx **harnessed Voucherify's APIs for various promotional activities**, leveraging banners and social media to promote **evergreen offers, time-limited deals**, and even **addressing customer service requests** to turn negative experiences into positive ones.

“Voucherify allowed us to expand our engagement strategy with features such as discount coupons, gift cards, customer segmentation, and distribution while ensuring a smooth performance with 50,000 API calls a month.”



Mathieu Mellinger
Eccommerce Manager at Munhowen

The image shows a screenshot of the Munhowen Drinx website. At the top, there is a navigation bar with the Munhowen logo, a search bar, and a delivery status indicator: "DELIVERY possible tomorrow from 09:00 a.m.". Below the navigation bar, there is a promotional banner for rum with the text "DISCOVER RUM RANGE ARRANGED" and a price of "27.90 €". To the right, there is a circular icon for "LIVRAISON À DOMICILE" (home delivery) featuring a yellow delivery van. Below the banner, there is a large yellow banner with the text "-5€ AVEC LE CODE PROMO FOUER" (5€ off with the promo code FOUER). The background of the website is a vibrant image of a Ferris wheel at night.

Effective campaign distribution

To keep customers constantly engaged, Munhowen also integrated [Klaviyo](#) with Voucherify via custom middleware and webhooks.

Thanks to this connection, Munhowen Drinx can not only **send relevant promo codes** to members, but also keep them updated about their **membership status** by including the following data in each message sent to a member:

- ✔ **Loyalty card number**
- ✔ **Loyalty score**
- ✔ **Loyalty tier**



On top of that, thanks to Klaviyo, Munhowen can **incentivize their loyalty members** with **10% discount coupons** within their loyalty campaign.

Each member who signs up to Drinx's loyalty program, **receives a discount** for their first purchase in the **initial email message**.

Enhanced customer experience

To keep members informed about their status, Munhowen built a dedicated **customer dashboard view** with a loyalty progress bar and available offers.

What's more, to keep customer benefits in mind during the entire user journey, Munhowen Drinx created a **benefit-focused checkout view** with dynamic progress bars to show customers how much they are missing to qualify for free shipping.

They also **hint Drinx loyalty rewards right in the checkout** view for simple application.

LOYALTY PROGRAM

Accumulated points
100

You are currently
BRONZE

1000 more points before benefiting from the SILVER advantages

[Find out more about the different statuses](#)

Your Club Drinx Benefits

10% WELCOME OFFER
Valid without minimum purchase, excluding promotions, champagnes, barrels & tobacco
Valid until Tuesday, October 24, 2023

>>> Y93XM

MY CART

79.8€ Only €20.2 more in purchases (excluding deposit) to take advantage of free delivery!

CONTINUE MY PURCHASES

PRODUCTS	ALL TAXES INCLUDED PRICE	QTIES	TOTAL PRICE	TOTAL EMPTYING
BATTIN TRIPLE 8° VP 75cl	4.20 €	19	79.80 €	-

[Add Items](#) [UPDATE THE BASKET](#)

Your Club Drinx Benefits

10% WELCOME OFFER
Valid without minimum purchase, excluding promotions, champagnes, barrels & tobacco
Valid until Tuesday, October 24, 2023

>>> Y93XM5FL [Apply Code](#)

Subtotal incl. VAT 79.80 €
Oil changes 0.00 €

Do you have a promo code or a gift card?

Your code [APPLY](#)

Promo code: **10% welcome offer** -7.98€
[Remove promo code](#)

TOTAL PRICE 71.82 €
(INCLUDING 9.91 € VAT)

[VALIDATE THE ORDER](#)

Results

With Voucherify, Munhowen was able to overcome all the initial challenges associated with creating an omnichannel loyalty program for their brand and achieve tangible results.

- ✔ Onboarding of around **8,000 loyalty members** since they joined forces with Voucherify.
- ✔ Program **members spending 70% more on average** than regular customers.
- ✔ Custom integration of **Voucherify** with **WooCommerce**, **Klaviyo**, and **POS** developed in **less than half a year**.

1

Saving time and resources by easily managing and deploying promotions, offers, and incentives.

2

Providing customers with consistent experience across touchpoints.

3

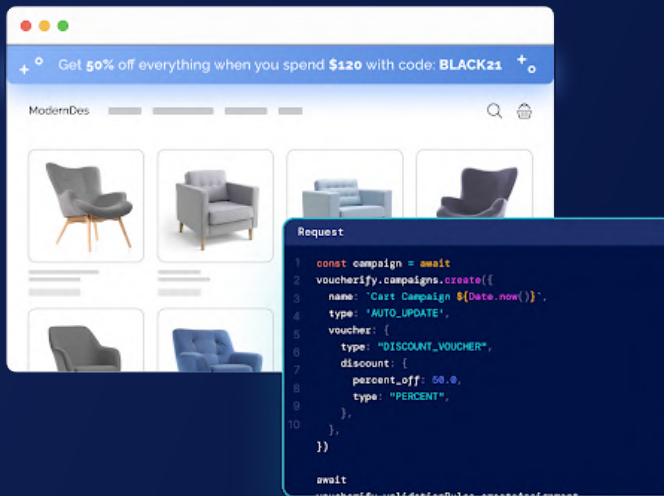
Quick implementation facilitating Munhowen's rapid market entry with their omnichannel loyalty program.

4

Managing tiers for effective segmentation, tailoring rewards and incentives to distinct groups.

Switch to an API-first Promotion Engine

Contact sales for a personalized demo or **sign up for a free trial** and give Voucherify a try. You have 30 days to test your unique ideas for promotions and feel the power of a new cross-channel experience created with incentives. You can also prolong the trial during the integration or go for the free plan when your platform usage is low.



 voucherify