How TIER Mobility Cut Internal Processes by 70% with Voucherify

% voucherify   TIER

TIER

Overview:

TIER Mobility is a European micro-mobility company that provides electric scooter sharing services in various cities across Europe and the Middle East. The company was founded in 2018 in Berlin, Germany and has since expanded to **over 100 cities in 12 countries**, including Poland, Austria, Spain, France, the United Arab Emirates, and Israel.

TIER offers electric scooters that can be rented through the TIER mobile app. The scooters are equipped with GPS tracking and are picked up and dropped off at designated locations within the city. In addition to electric scooters, TIER also offers shared e-bikes and e-mopeds in some cities as an alternative to car usage.

TIER is committed to providing sustainable and affordable transportation options to change the way people move around cities. TIER has partnered with Voucherify to stay true to their mission and **provide affordable, discounted fare rates** for their customers.

The challenge

Micro-mobility industry is **highly competitive**, with many companies vying for a limited market share. This can lead to aggressive pricing strategies and a race to the bottom, which can negatively impact profitability and sustainability.

On top of that, many micro-mobility companies are startups with **limited marketing budgets**. This can make it difficult to compete with more established mobility companies with more resources for advertising and promotions. Accordingly, there is a need to find creative ways to attract new users without overspending on marketing and advertising.

Taking those two factors into consideration, while growing their business and expanding to other locations, micro-mobility businesses like TIER need adequate promotional software that would **adapt to their financial capabilities and answer the needs of a wide customer base**.

TIER NEEDED
A SOLUTION THAT COULD:

1

Accommodate hundreds of users to reduce time-to-market and simplify change management.

2

Allow for the campaign automation as previous processes were too time-consuming and manual.

3

Provide pricing flexibility and a better price-to-value ratio than their previous promotions provider.

Why Voucherify?

Thanks to the Voucherify robust API, TIER was able to migrate all data from their previous provider to Voucherify without breaking the experience for their user base. Direct communication between two teams on a dedicated Slack channel allowed for completing the migration **within just 2 weeks**, along with the complete integration which was production-ready in **6 weeks**. What's more, the Voucherify team is always at hand to support TIER in optimizing and setting up new creative campaigns.

Voucherify provides TIER with all the necessary features to carry out their global promotional strategy:

- ✔ Flexible subscription model allows TIER to adjust their plan to the demand for their services in a given country and month.

- ✔ With user management tools, TIER can delegate multiple team members to be in charge of campaigns and effectively manage them on their own.

- ✔ TIER can now track campaigns in real-time. This allows TIER to make data-driven decisions about future promotions for maximum impact.

- ✔ Integration with Braze allows TIER to send personalized coupon codes to their users via in-app push notifications instead of investing in a separate IT tool which would have to be developed and connected from scratch.
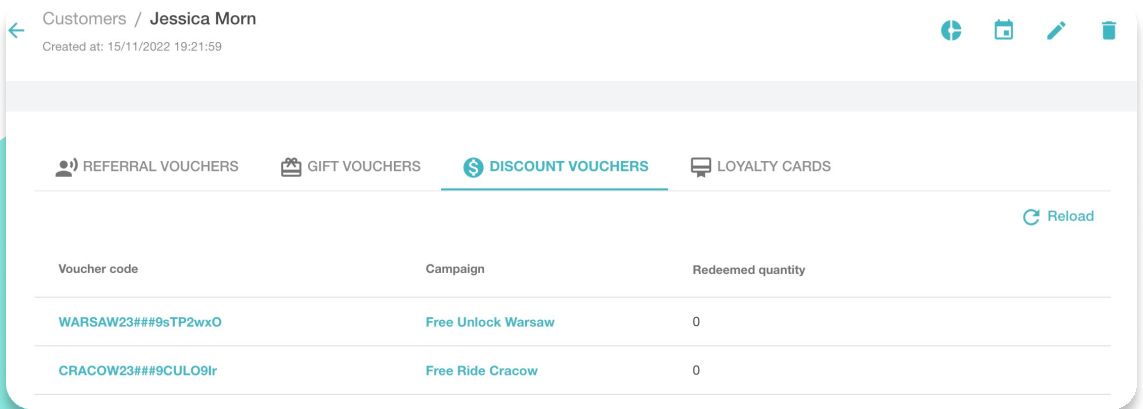
> Over 400 of my teammates work with Voucherify, so having a proper approval workflow process and an unlimited number of users was a game changer for us – it allowed us to save loads of time and prevent human errors that were a plight for us before.

Maximilian Stemper
Revenue & Product
Growth Manager at TIER

Business-specific campaigns

TIER uses **coupons**, **free unlocks**, and **free minutes** as incentives. This way, they increase user engagement with minimal costs. The custom attributes let TIER attach minutes and unlocks to a given customer for a predefined period of time. This is made possible with digital wallets that let users store everything from discounts to loyalty points or other custom currencies in fully-branded & API-first e-wallets.

Other than product-specific vouchers, TIER also uses percentage-off discounts targeted at both new and existing customers that can be applied on several rides in succession.

Thanks to their marketing strategy, TIER users are presented with rewards and incentives for relatively minimal costs for the brand, and the customer engagement is increased while TIER realizes their mission of driving sustainability and reducing car usage in cities.
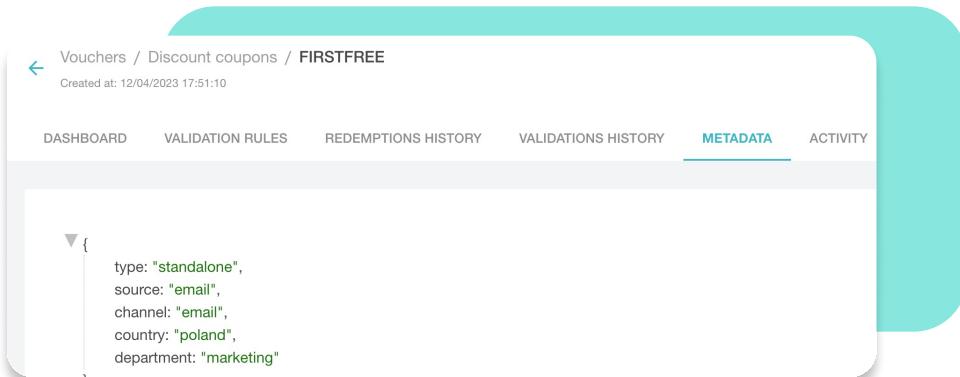
Change Mobility for Good.

Secure campaign management

For easier campaign management and reporting, TIER applies voucher metadata (custom attributes) such as:

- ✅ Country & channel.
- ✅ Department & source.
- ✅ Incentive type (unique and standalone promo codes).

← Vouchers / Discount coupons / **FIRSTFREE**
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DASHBOARD   VALIDATION RULES   REDEMPTIONS HISTORY   VALIDATIONS HISTORY   **METADATA**   ACTIVITY

```
▼ {
      type: "standalone",
      source: "email",
      channel: "email",
      country: "poland",
      department: "marketing"
```

As TIER campaigns are frequently addressed to particular segments, for example based on customer location (made possible with Voucherify geofencing feature), Voucherify allows TIER to attach discounts and free unlocks/minutes incentives to a given customer for a predefined amount of time dependable on the regional customers' needs.

In order to support their goals and safeguard the campaign budget, TIER uses the following validation rules with Voucherify:

- ✅ Limits on the total number of redemptions per user.
- ✅ Segment-based limitations (new or existing customers).
- ✅ Location-based restrictions built on top of geofencing capabilities.

Campaign examples

TIER uses Voucherify as their primary coupon software for creating incentives in the forms of "unlocks" and "minutes" for their customers. Besides regular campaigns run, for instance, for new customers (20 free minutes for every new user with a special standalone code), TIER also runs other time-limited and region-specific events:

- ✔ A day-long campaign for 300 minutes and 30 unlocks for TIER Munich.
- ✔ A month-long campaign for 2500 unlocks for a special event in Cracow.
- ✔ A two-week long campaign for 30 minutes and 3 unlocks for clients living in France.

It is worth remembering that due to collaboration with Voucherify, TIER is able to run creative behavior-based promo campaigns suited to various locations in which the company provides their services.

Get your first 20 minutes for free*

Use the code:

TAKEATIER

Download the app

* Valid for new users only. Good for 20 free TIER minutes. Additional minutes and unlocks will be charged. Must be redeemed until 31.12.2021 and must be used within 14 days after redemption.

Voucherify allows us to save over 70% of time on our internal processes. Not to mention a massive slash in the subscription costs compared to our previous Promotion Engine.

Thanks to robust approval workflows and unlimited user seats, we limited the configuration errors which allowed us to cut on promotion fraud.

But, what I like most about Voucherify is that even if there are any hiccups along the way, their support team is always quick to respond to any issues.

Maximilian Stemper
Revenue & Product
Growth Manager at TIER

Results

With Voucherify, TIER was able to overcome all the challenges associated with creating tailored promotions for their brand and achieve tangible results:

- ✓ Over **50% drop in subscription costs** compared to the previous promotion engine.
- ✓ Easier voucher management thanks to a structured and scalable promotion tool that **cut internal processes by 70%**.
- ✓ Robust budget control and enhanced troubleshooting thanks to a self-service dashboard and approval workflows.

1 Bug-free migration without hitting the brakes on legacy campaigns.

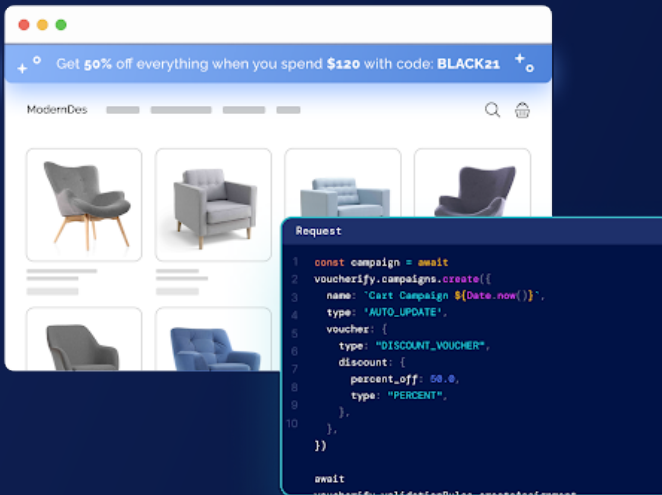**2** Massive cost savings thanks to unlimited user seats and better price-to-value.

3 Scalable promotion engine to support TIER growth in new locations.

4 Cutting on fraud by over 60% by limiting user errors thanks to better UX.

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