



Last Updated: 9/01/2020

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Delightful Journey

How might we create delightful journey by add moments of joy and reward?

We take effort out of customer interaction and add moments of delight.

TOUCH POINTS

Mail Email Notification

Web App POS

In-store

	Getting Started			Building Excitement			Feeling Rewarded / Valued				
Milestones	Starting out with the program	Pro Getting invited to pro tier	Onboarding	Completing challenges	Redeeming their perks	Feeding America donation	Earning milestones 100/500/1000	Birthday	Pro Special events	Pro End of the month	Hidden surprises in - store
	50 bonus perks	Pro Tier Benefits		Bonus perks		Donation	50 bonus perks	2x perks 3x perks	2x perks	Rotating rewards	A free balloon
Delightful Moments	<ul style="list-style-type: none"> Receive bonus perks with app download Get 50 bonus perks for creating digital account Landing Page Opt-In 	<ul style="list-style-type: none"> Receive a post card invitation Personalized Email Invitation Badge on my digital GEAC Pro status on my profile 	<ul style="list-style-type: none"> Pro service reminder: "Don't forget you have free access to these services..." Get 50 bonus perks for taking perks quiz 	<ul style="list-style-type: none"> New Challenge Notice View Challenge Start Challenge Receive bonus perks Receive email/app notification 	<ul style="list-style-type: none"> POS animation "Thank you for redeeming your perks!" Perks summary 	<ul style="list-style-type: none"> Notification suggesting we donated on behalf of you. Quarterly summary card of how many meals have been donated, how much the donation has helped. 	<ul style="list-style-type: none"> Receive email notification for bonus perks 	<ul style="list-style-type: none"> POS Happy Birthday screen with 2x perks reminder Remind user of 2x perks with Digital shopping + checkout experience Hero theme takeover on account page 	<ul style="list-style-type: none"> Communication about special events Hero theme takeover on account page Remind user of 2x perks with Digital shopping + checkout experience 	<ul style="list-style-type: none"> Receive infographic breakdown with "Reveal your surprise reward for July" 	
Opportunities	<p>Rewarding customers for trying new services:</p> <p>To help customers get started</p>		<p>Remind customer of Pro services</p> <p>Increase awareness of pro benefits Help customers remember to use the service</p>	<p>Challenge recommendations:</p> <p>First time using recipe feature, shopping deals on app, shopping different categories</p>	<p>Upon user's redemption:</p> <p>Increase customers awareness of their savings; Chance to engage customers to digital experience (downloading app); Remind them of program changing</p>	<p>Celebrating Special days</p> <p>Creating bonding between customers and GE</p>		<p>Celebrating earing milestones:</p> <p>Remind users of how much they have saved Appreciate their engagement</p>	<p>In store hidden surprises:</p> <p>Keeping kids busy Adding surprise elements to analog customers Chance to engage customers to digital experience (downloading app);</p>		