

Shiny Tea Case Study: Going Mobile with Ackroo

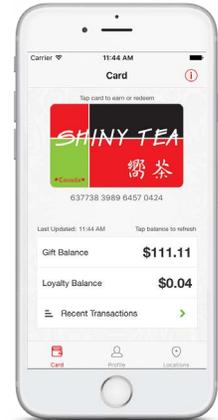
About Shiny Tea

Shiny Tea was founded in July of 2014 by owner Horace and his wife Amy. The two wanted to launch their business because they believed they could provide a better quality product and service to their community.

Shiny Tea first launched their gift card and loyalty program with Ackroo in September 2016. Beforehand, they were strictly using a traditional stamp card for loyalty and did not have gift cards.

Ackroo provided not only an automated version to manage their gift card and loyalty program, they also offered Shiny Tea a feature that was important for their business – a mobile application which was launched in November 2016.

Horace said it was important for them to have their own app installed on their customers' phones.



"[I wanted] to differentiate our brand by having our own mobile app loyalty program," explained Horace. He added that they wanted to stay away from the generic apps in which multiple merchants are sharing the same platform.

Horace said so far, he is very happy with the app in terms of functionality and looks forward to seeing the development of the Ackroo mobile application in the future.

Shiny Tea currently has three locations up and running, with a fourth expected to open in Fall 2017.

Shiny Tea by Numbers

Although Shiny Tea's program with Ackroo is less than a year old, they already have a total of:

- **852** cards in circulation as of June 2017
- **836** registered cards in circulation (**98%**) as of June 2017
Registered card means user has gone to Shiny Tea website & provided their personal information in order to redeem and track their balances.
- **50% of the registered cards** have opted in to receive communications from Shiny Tea
- **10% to 12%** of Shiny Tea's total customers are using the Ackroo program



This number is expected to climb as some Shiny Tea customers are still using their traditional stamp card and have yet to make the transition to the new platform.

Since inception, Shiny Tea has seen over a **20% lift** in transactions.

Want to know more about Shiny Tea? Visit www.shinytea.ca

The Shiny Tea mobile application has:

- **1754** downloads as of June 2017
- **742** active mobile users

Loyalty Offerings:

- Lunar New Year 20% Rewards (ran from end of January 2017 to mid-February 2017)
- Join "my Shiny Tea" Rewards Program and earn 10% back on purchase.

** Numbers are approximate*