



# VOUCHERIFY & TRAVEL

OMNI-CHANNEL COUPON EXPERIENCE

C A S E S T U D Y

There is no other branch of commerce where an omni-channel approach is as important and challenging as in a business which serves the travel market. This is why we decided to share with you a unique idea of one of our customers who leverages Voucherify perfectly to build an omni-channel coupon experience for travelers.

## TRAVEL VOUCHER


In this scenario, we are going on a journey with just one ticket (voucher) and a vision of many nice places to visit. Our trip began with the purchasing of a voucher at an online store, connected to Shopify or WooCommerce:w

TRAVEL VOUCHER



**Places to visit:**

1. Restaurant Tasty Titbit
2. Hotel Q&W
3. Restaurant Grillstaff
4. Coffee shop Coffee Bean
5. Restaurant Dolores



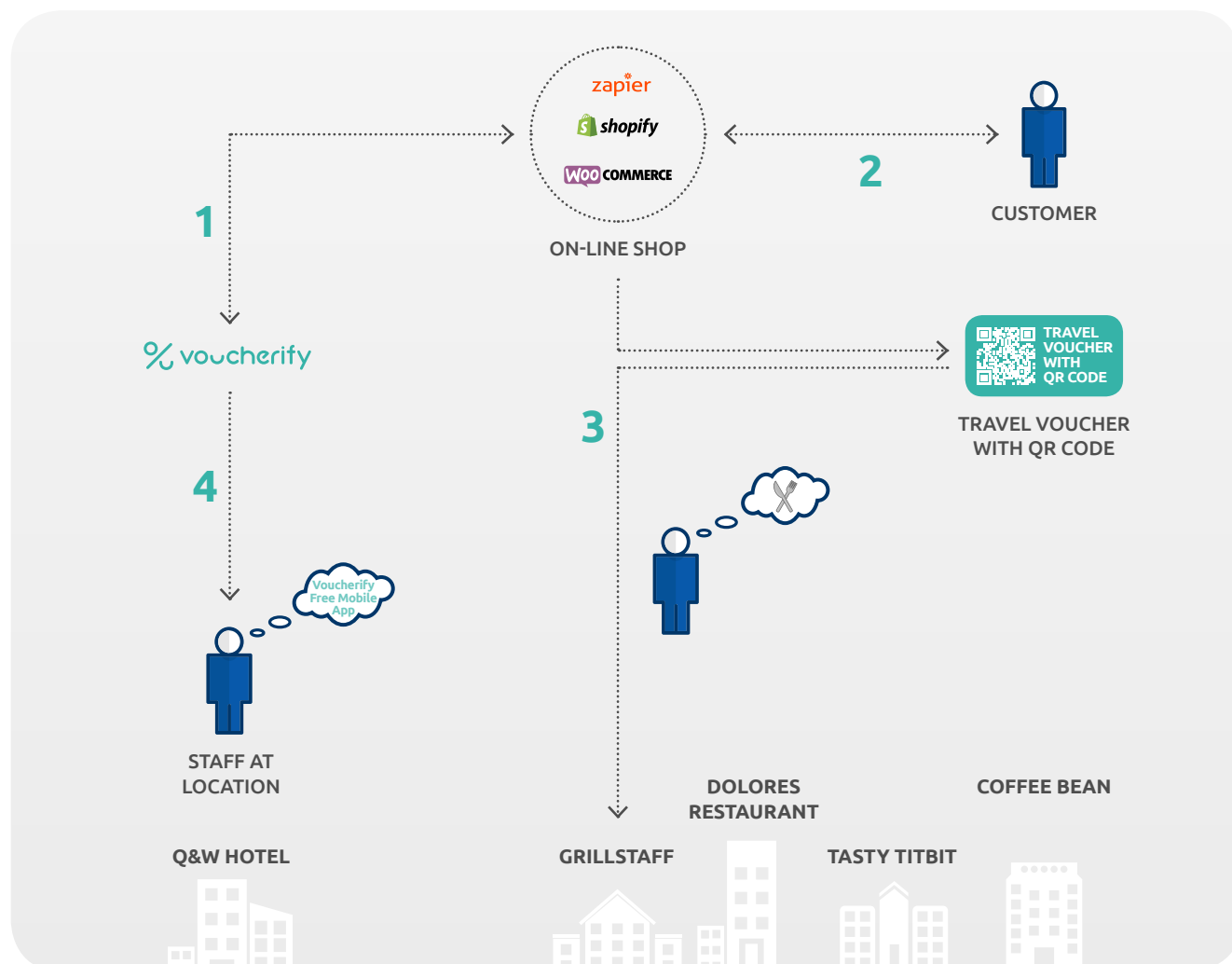
**Limits and rules:**  
Voucher is applicable to **particular places**.  
Voucher can be **redeemed 5 times**.  
**One redemption per place.**

Custom validation rules

Specific QR codes

As you can see, the voucher allows a customer to visit numerous listed places and pay for their services by redeeming a QR code on a mobile device.

Here's the entire workflow:



- 1** The online voucher shop is integrated with Voucherify using Shopify or WooCommerce. Thanks to this, vouchers can be sold at wholesale to end customers and each purchase is noted in the Voucherify dashboard.
- 2** Customers can buy unique vouchers with QR codes which apply to 5 particular places and their services. Additionally, each voucher can only be redeemed 5 times, in 5 different places.
- 3** When a customer visits one of these places, he/she can pay for discounted services/products by using the voucher displayed on a mobile device.
- 4** Staff at the location use the Voucherify mobile app to scan the QR code and validate the voucher. If validation succeeds, Voucherify sends a positive response to staff via the mobile app and the total number of redemptions increases by one. The customer can redeem the code 4 more times, but he/she cannot use the voucher in the same place twice.

There are plenty of possibilities to upgrade this scenario to more advanced coupon customization. Continue to the next paragraph to see how to run this use case in practice and employ personalization to better fit your target.

## VOUCHERIFY KEY FEATURES

1

### INTEGRATION WITH ONLINE MARKETPLACES

(Shopify, Magento, WooCommerce). By using the most popular e-commerce platform, you can reach your target audience with ease and sell vouchers at wholesale to end customers. Follow these short articles to learn more about Voucherify integrations with the following platforms:



2

### CAMPAIGNS OF UNIQUE CODES

Campaigns of unique codes are easy to control and protect from fraud. Voucherify tracks redemptions, customer data, and order details to give you an ongoing overview of a campaign's performance.

*Note!*

*Unique doesn't have to mean time-consuming.*

*Generations of one-off codes can be created in the Voucherify dashboard in just minutes.*

3

### RULES ENGINE

Rules engine allows you to add a redemption limit and set the rule one redemption per merchant (place). Moreover, rules engine enables you to reshape limits or add custom rules such as:

- *redemptions count per customer per day*
- *redemptions only for customer who is owner of the code (who bought it)*
- *minimum/maximum order value*
- *voucher applicable to particular services/products*
- *start/expiration date*
- *set of rules based on a campaign's budget*

order items list (by product)  
order items list (by SKU)  
order total amount  
total amount of all related orders  
total discounted amount of all related orders  
order products count  
total redeemed gift amount  
redemptions count per customer  
redemptions count among the whole campaign  
redemptions count per customer among the whole campaign  
redemptions count per customer per day  
redemptions count per user  
redemptions metadata

100s  
VALIDATION  
RULES



## 4

### AFFILIATE NETWORK & ACCESS CONTROL

Following our scenario, you need to enable your partners (staff at the listed places) to validate and redeem Voucherify travel vouchers.

- *Bricks and mortar restaurants, hotels, coffee shops, etc. will all make validations and final redemption of the code by using the Voucherify mobile app.*
- *During redemption, each affiliate will have to provide a predefined identifier to limit redemptions per partner.*
- *In Voucherify, every partner will have a single separate user account.*
- *All accounts will be connected to your organization and you will be the only one who has access to every code assigned to your partners.*

To run this in practice, you need to add affiliates to your team in the Voucherify dashboard and assign them to a MERCHANT role.

The screenshot shows the 'Team settings' page in the Voucherify dashboard. It has tabs for ACCOUNT, BILLING, INVOICES, TEAM, and PROJECTS. The 'TEAM' tab is active. There is an 'Add User' button and a form with the following fields: E-Mail (doloress@rest.org), First Name (Restaurant Dolores), Last Name, Projects (Voucherify), and Role (Merchant). The 'Role' dropdown is highlighted with a blue box. An 'INVITE MEMBER' button is at the bottom right.

## 5

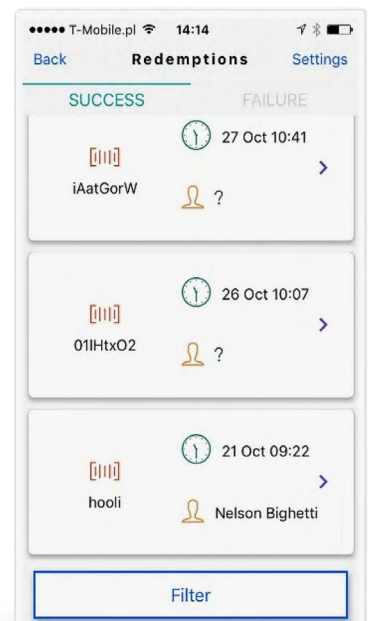
### MOBILE APP & QR CODES

Seamless workflow, regardless of device and technology, is crucial to building the omni-channel experience.

QR codes allow travelers to redeem coupons on their mobile device without the need for printing or memorizing a code.

Voucherify provides a user-friendly mobile app with many formats of code (plain text, barcode or QR code) which significantly increases the usability of your coupons.

*If you aim at a true omni-channel strategy, you have to treat mobile technology with the highest priority.*



## [PLACE FOR YOUR CASE]

If you have your own idea of using coupons in your business, let us know!  
Our dedicated customer success manager is more than happy to help you.

How Voucherify can help your business grow?  
Let us know at

[sales@voucherify.io](mailto:sales@voucherify.io)