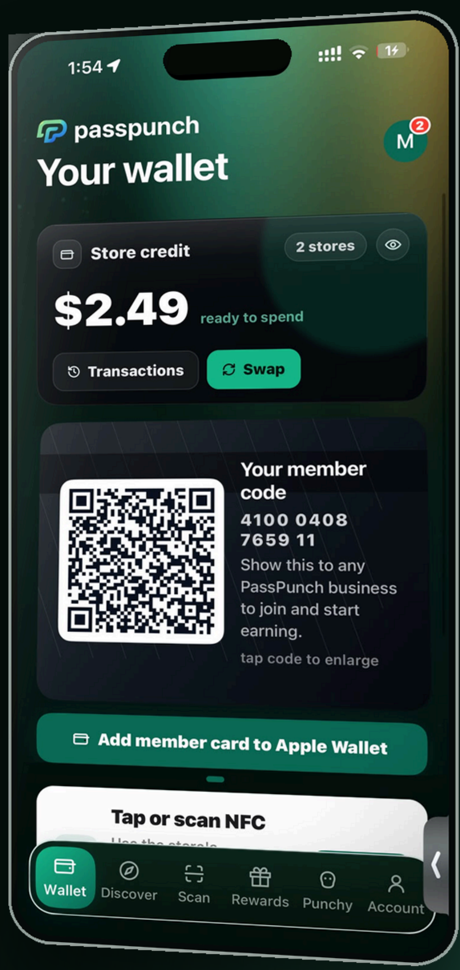
passpunch

THE OWNER'S GUIDE

Loyalty that behaves like cash.

Everything your programme does, why it brings people back, and how to run it from the counter — in about twenty minutes of reading.



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INSIDE

What is in here

The first half is why a programme is worth running and what your customers get. The second half is how to run it — the counter, your staff, and where every setting lives.

20
MINUTES TO READ

6
SECONDS AT THE COUNTER

1
DOWNLOAD, THEN EVERY SHOP

THE STEP AFTER MARKETING

Marketing buys the first visit. Nothing in most shops buys the second.

Every shop already pays to get someone through the door once — rent on a busy street, ads, delivery commissions, an opening offer. Almost nothing in a normal shop is working on the visit after that. A loyalty programme is not another marketing channel competing for the same budget; it is the thing that makes the money you already spent go further.

It lowers what a customer costs you

The spend that won them is fixed. Every return visit divides it.

You pay to acquire a customer once. If they come twice, that cost is halved against their lifetime; four times, quartered. Retention is the only lever that reduces acquisition cost without buying more of it.

A discount leaves. Credit stays

Money you give back can only be spent with you.

Ten percent off is cash out of the till, gone, and it buys nothing after the transaction. The same margin issued as store credit sits in the customer's wallet with your name on it, and can only be settled by them walking back in. You pay it once, and only when they return.

An unspent balance is an open loop

People come back for money they already have.

A stamp card asks for a favour. A balance is theirs already, and leaving it unspent feels like losing something. That is a far stronger reason to choose you on a Tuesday than a coupon they have to remember to bring.

The cost only exists when you make a sale

You are not paying for people who never come.

Cash back is a percentage of a bill you actually took. Unlike advertising, there is no spend against impressions that lead nowhere — the cost appears at the moment the revenue does, and you set the rate against your own margin before anything is live.

PROBLEM AND SOLUTION

Start where the owner already hurts

Four things owners say before they have heard of us, and what the programme actually does about each one.

THE PROBLEM

"I have no idea who my customers are."

You cannot message people you cannot name. Every promotion goes to strangers, and the regulars who would actually turn up never hear about it.

WHAT THE PROGRAMME DOES

Every visit is recorded against a person, so within weeks you have names, visit history and a way to reach them — a list you own and can export.

THE PROBLEM

"Regulars stop coming and I only notice months later."

Churn in a small shop is silent. By the time an owner senses it, the habit is gone and winning that person back costs more than keeping them would have.

WHAT THE PROGRAMME DOES

Anyone who has not been in for fourteen days is flagged and sent a win-back automatically, once per lapse. You see the drifting list before it becomes a lost list.

THE PROBLEM

"Tuesdays are dead and I still pay rent on them."

Fixed costs do not care how quiet it is. A slow day is not a small loss, it is the same overhead against less revenue.

WHAT THE PROGRAMME DOES

The busiest-times data shows exactly which hours are thin, and a double-stamp window or a message timed the day before gives people a dated reason to come then.

THE PROBLEM

"I give discounts and they still do not come back."

A discount is margin handed over at the moment of sale, buying nothing afterwards. You have paid for loyalty and received a cheaper transaction.

WHAT THE PROGRAMME DOES

The same margin issued as store credit can only be spent with you. It sits in their pocket as a reason to return, and it costs you nothing until they do.

WHY THE MATHS WORKS

Two birds, one cost

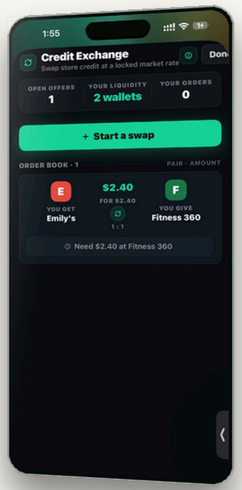
The same mechanism does both jobs. Credit keeps your customers coming back, and because credit can move between shops, other people's regulars can arrive holding it. Retention and acquisition stop being two budgets.

Swaps bring you customers from other shops

Acquisition that arrives through a retention feature.

Customers can swap credit held at one shop for credit at another. When someone swaps into you, a person who was loyal somewhere else arrives already holding money that only spends with you. You did not bid for that customer, and you did not pay a platform to reach them — you granted credit you would have granted anyway.

CREDIT EXCHANGE, LIVE IN THE CUSTOMER APP



AND EVERYTHING ELSE IT DOES

Retention runs without you remembering	Fourteen days quiet, and they hear from you automatically.
You finally know who your customers are	Who came back, who drifted, and which hour is worth staffing.
The data comes with something to do	A list of names, not a chart to admire.
It is pleasant to be on the receiving end	One install, and the card is in their pocket at every shop that joins.
People already carrying the app can find you	A channel with no cost per click.
Your staff can help without you losing control	Limits you set, approvals you keep, everything attributed.
The list is yours	Not an audience you rent from a platform.

CHAPTER ONE

The customer you already paid for

You spend to get someone through the door once. What happens after that is usually left to chance — they either remember you or they do not.

The quiet problem

Most shops have no idea who came back last month, who has drifted, or which day of the week is worth staffing properly. Not because owners do not care, but because nothing was recording it.

What a card changes

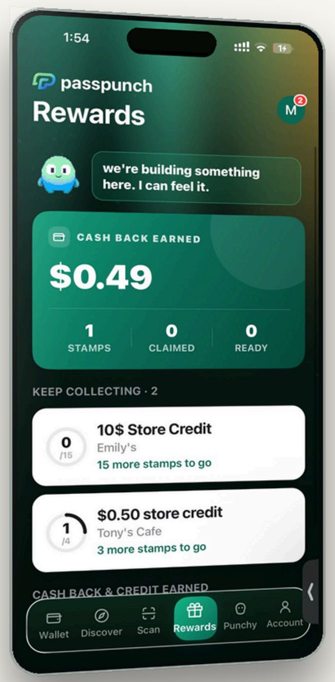
A loyalty card is not a discount. It is a reason to choose you over the place next door on a Tuesday, and a record of who does.

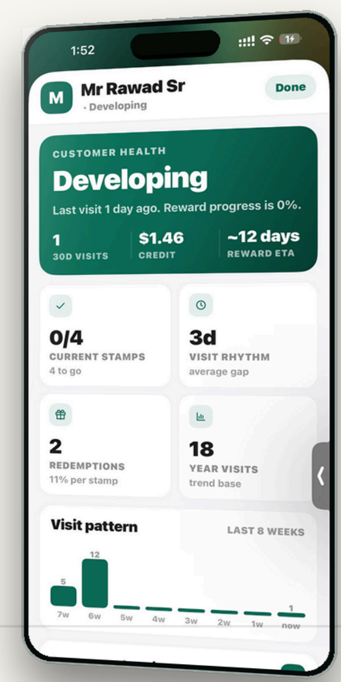
Three things this gives you

A reason to return. Earned credit is money that only spends with you.

A list that is yours. Names, visit patterns, and a way to message them.

Numbers you can act on. Your busiest hour, and who has gone quiet.





THE ARITHMETIC

What a customer costs you, and what a customer is worth

Nobody behind a counter says the words acquisition cost or lifetime value, but every owner already feels both of them. Do not use the jargon. Walk them through it with their own money, in this order, and let them say the numbers out loud.

1 What it costs you to get one person through the door

Add up everything you spent last month on being found — the ads, the delivery commission, the flyers, the opening offer, the influencer meal. Divide it by how many new faces it actually brought in. That is the price of one customer. In most small shops it is more than the profit on one basket.

2 What one person is actually worth to you

Take the profit you make on an average visit — not the price, the profit — and multiply it by how many times that person comes back before they drift off. Someone who comes once is worth one basket. Someone who comes eight times is worth eight.

3 The gap between those two numbers is the whole business

If a customer costs more to get than they are worth, more advertising makes it worse, not better. Every owner who has ever said advertising does not work for us is describing this gap without the words for it.

4 There are only two ways to close it

Pay less to get them, or make each one worth more. Nobody controls the first — the price of an ad is set by whoever else is bidding for the same person this week, and it only goes one way. The second one happens entirely inside their shop.

5 This is the entire product, in one sentence

PassPunch does not make customers cheaper to buy. It makes each one worth more, by bringing them back more times before they drift. Two visits instead of one, and the money they already spent to find that person is spread across twice the profit. The advertising that did not pay for itself last year starts to.

HOW IT WORKS

Earn. Own. Move. Rise.

Four ideas. Everything in the app is one of them.

1. **Earn**
   Every visit adds a stamp, cash back, or both. The customer sees it happen on their phone before they have left the counter.

2. **Own**
   What they earn is theirs — it sits in a wallet with your name on it, not in a paper card they will lose.

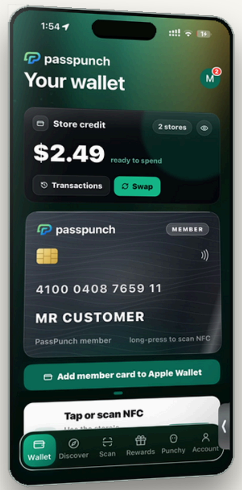
3. **Move**
   Credit can be swapped between shops or sent to a friend. That is what makes it feel like money rather than a coupon.

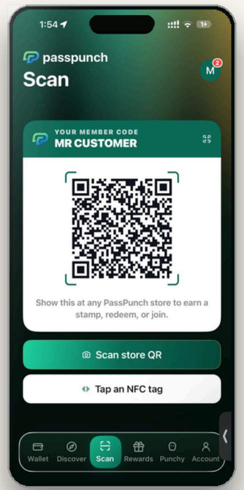
4. **Rise**
   The more they come, the better it gets for them — and the more you know about what actually drives a return visit.

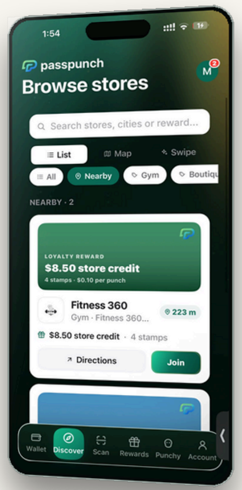
THEIR SIDE OF IT

What your customer sees

One card for every shop they use it in. Nothing to print, nothing to carry, nothing to lose in a wallet.







A card, not a coupon

It lives in the phone they already carry, and it goes into Apple Wallet if they want it there.

One code, every shop

The same member code joins them and stamps them anywhere PassPunch is on the counter.

And they find you

Your shop appears to people already carrying the app, with what they would earn shown up front.

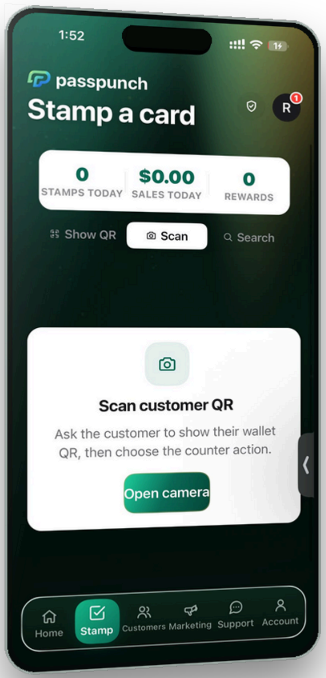
Why this matters to you

A paper card is a promise the customer has to keep track of. This one keeps track of itself, which is why people still have it in six months.

IN THE SHOP

Six seconds at the counter

Scan, stamp, done. One download for the customer, ever — and nothing new for your staff to learn.

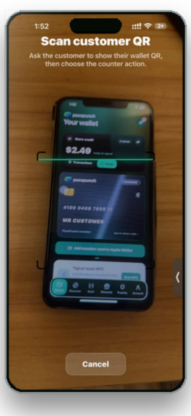


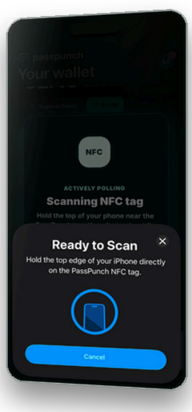
Scan their code

They open the member code in their app; your staff scan it. If they are new to your shop, enrolling and stamping happen in the same action — no separate signup step while a queue builds. The download happens once, and the same code then works at every PassPunch shop they join.

Or let them tap

An NFC stamp on your counter does the same thing with a tap. It is locked to your address and limited per day, so it cannot be farmed from the car park.

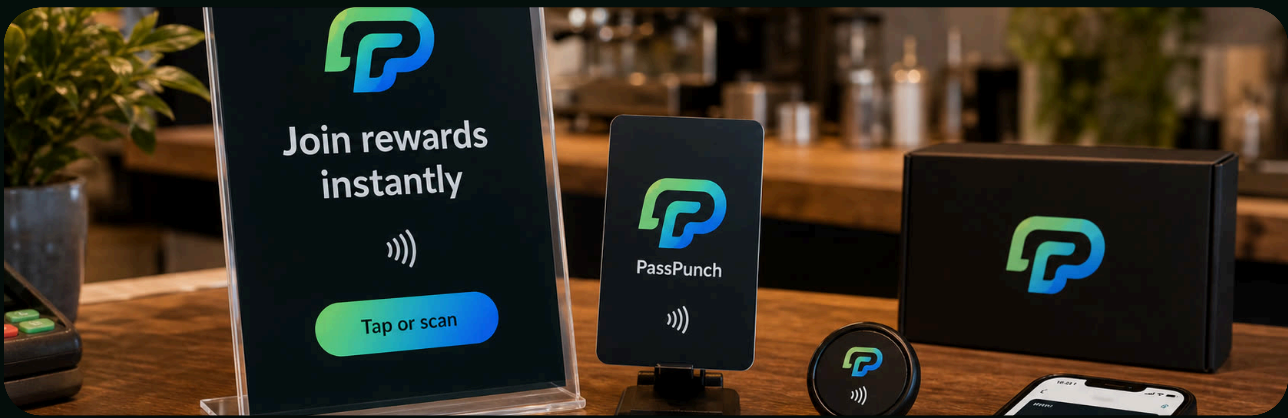




ON THE COUNTER

The stamp that does three jobs

A small NFC stamp sits by the till, and what happens when a phone touches it depends on whose phone it is. It hands out the app, it asks for your Google review, and it stamps your regulars — with nothing for your staff to type.



A phone without the app

It opens a page for your shop with two choices: download PassPunch, or leave you a Google review — asked at the one moment they are pleased with you.

A customer who has it

One tap, one stamp. No camera, no code to line up. The card in their phone updates before they have put it away, and cash back lands the same moment.

It cannot be farmed

Tags only work at your address, and each customer is capped per day. A regular cannot tap ten times on the way past.

Set what a tap is worth

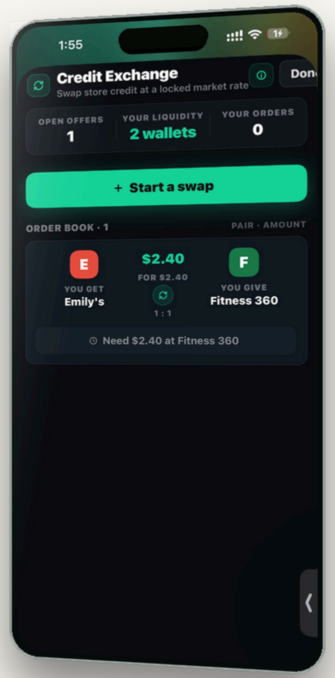
A tap can add a stamp, store credit, or both, with a geofence radius and a daily cap you set. The kit is the tap stamp, a stand carrying your download code, and pocket cards — ordered from Orders in the app, minted to your shop before it ships.

THE PART PEOPLE REMEMBER

They spend what they earned

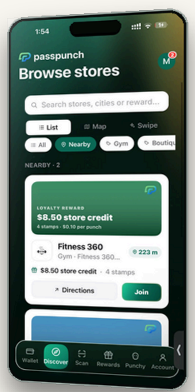
Cash back builds up as store credit. When they pay with it, they approve it on their own phone — so there is no argument at the till about what was owed.

Because it only spends with you, money you give back is money that comes back. That is the whole difference between credit and a discount.



What your staff can do

Charge against credit up to the limit you set. Anything above it needs your approval, and every action is recorded against the person who took it.



HALFWAY

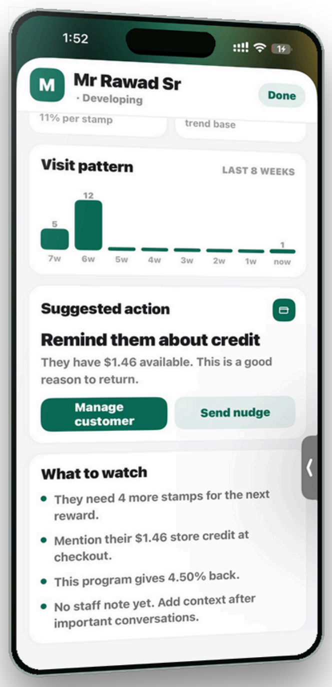
A discount is money you will never see again. Credit only spends with you — which is why it comes back through the door.

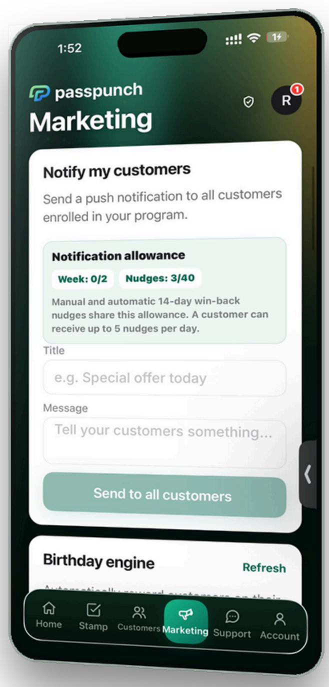
Everything after this page is how you run it: who your customers are, what your staff can do on their own, and where each setting lives.

YOUR LIST

Who came back, and who stopped

Every visit is recorded against a person, so the programme can tell you something you could not otherwise know.





Regulars

Three or more visits in a month. Protect these.

Slipping

They used to come. They have not lately — and a message still reaches them.

Reward ready

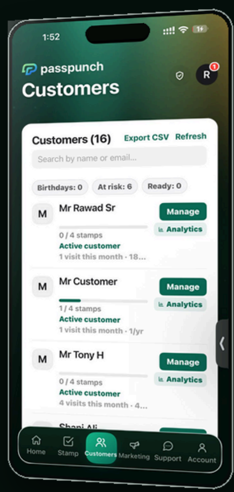
They have earned something and may not know. Say so at the counter.

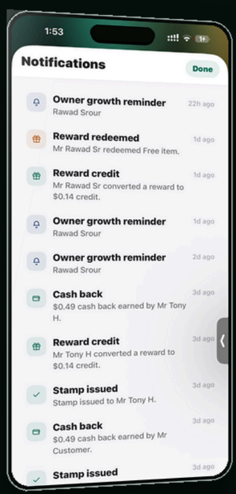
NOTHING KEPT IN YOUR HEAD

Everyone, and everything that happened

Your members are a list you own — searchable, exportable, and marked with who is due a reward and who has gone quiet.

Beside it runs the log: every stamp, every reward, every cash-back, against the person who gave it and the person who got it. When someone asks what happened three weeks ago, there is an answer rather than a memory.





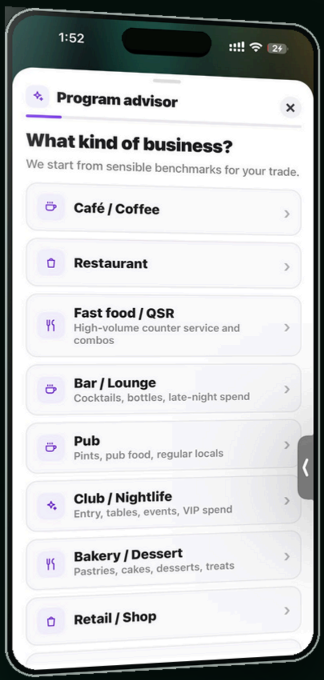
Export it whenever you like

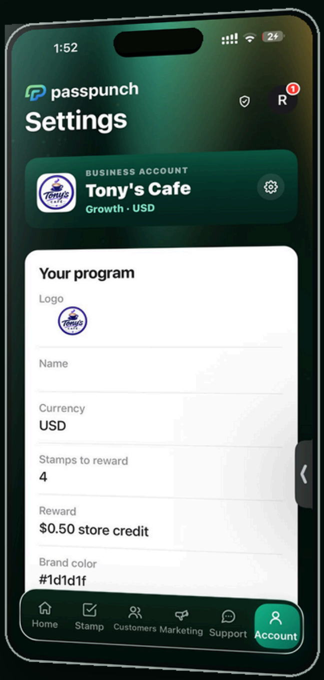
It is your customer list, not ours. Take it as a CSV any time — and the accounting view will hand you a statement or a receipt for any single transaction.

BEFORE YOU COMMIT

Costed for your shop, not guessed at

You answer a few questions — trade, average bill, how often a regular comes in — and the programme is worked out against your margin. You see the cost before anything is live.





Change it whenever you like. What customers have already earned stays theirs, so you can adjust the rate without breaking trust with the people already collecting.

Stamps

How many visits a reward costs, and what the reward is.

Cash back

A percentage of every bill, returned as credit that only spends with you.

Both

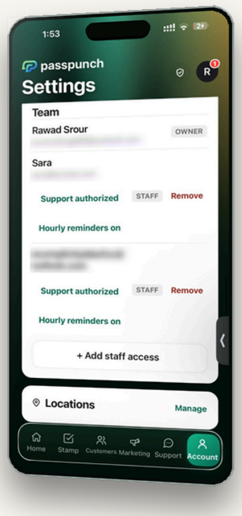
Most shops run the two together — a goal to chase, and something earned on every visit.

RUNNING IT

Your team, with limits

Give each person their own login. A stamp is then attributed to whoever gave it, and a dispute has an answer.

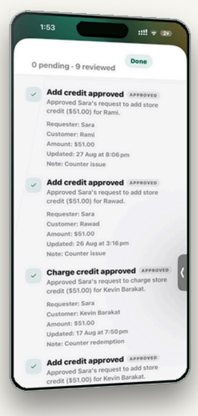
Set what each of them can do on their own, and what has to come to you. Requests wait in one place until you approve or reject them.



Staff spend limit	Set per shop · anything above needs your approval
NFC taps	Geofenced to your address · capped per customer per day
Large credit transfers	Held for manual review
Every action	Recorded against the person who took it

Nothing happens without a trace

Requests queue up with who asked, for whom, and how much. Everything the app does at the counter, the web dashboard does at the desk — with more room for the numbers.

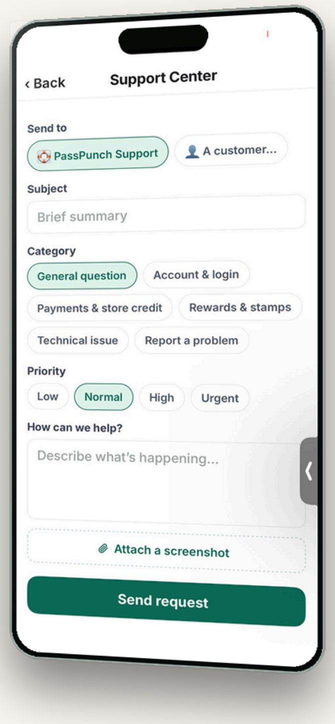


IF SOMETHING LOOKS WRONG

You are not on your own with it

Support sits inside the app. Raise it against your shop or against a specific customer, attach a screenshot, and it arrives with the context already on it.

Most questions are about a single transaction — who stamped it, why credit moved. Those are answerable from the log in a minute, and support can see the same thing you can.



Your staff

Can raise a request too, within the limits you set. It still comes to you first.

Your customers

Reach you through the same desk, so a dispute does not become an argument at the counter.

Us

Anything the two of you cannot settle comes to PassPunch with the record attached.

Your first day

1. **Set your reward**

   Program → Edit program. Decide what a reward is, how many stamps it costs, and whether you also give cash back on every visit.

2. **Add your branding**

   Logo, colour and a photo of the shop. These carry through to the card in the customer's phone and to anything you print.

3. **Print the counter QR**

   Devices → Join program QR. This is the one that goes by the till. A customer scans it and their card exists from that moment.

4. **Invite your staff**

   Staff → invite. One login each, with the limits you choose. Shared logins make every dispute unanswerable.

5. **Set business hours**

   Settings. Used for reminders and shown on your customer-facing profile.

6. **Stamp your first customer**

   Customers → find them → Stamp. Enrolling and stamping happen together for anyone new.

Where everything lives

Dashboard	Today's numbers, anything waiting on you, and the buttons you press most.
Requests	Staff actions and customer debits that need your approval. An empty page is good news.
Analytics	Trade, members and rewards over time. Includes your busiest hours and where people drop out.
Program	Reward, stamps required, cash back, store credit, branding and card settings.
Customers	Stamp, redeem, issue or debit credit, filter by behaviour, export the list.
Customer insights	One person at a time: every visit, how the gaps are changing, what to do next.
Notifications	Send a message to everyone holding your card, or schedule one.
Marketing	Birthday rewards, double-stamp events and printable posters.
Orders	NFC stamps, printed cards and counter kit.
Devices	Counter QR codes, NFC tags and recent scans.
Staff	Accounts and permissions.
Subscription	Plan, card details and invoices.

A sensible weekly routine

Monday: check who is **reward ready** and tell your staff to mention it. Midweek: look at **slipping away** and send one message worth the walk. End of week: glance at **busiest times** and staff next week accordingly.

SHIPPING NEXT

What is coming next

Two things are being added in the next update. They are on this page so you know where the product is going — not because you can switch them on this afternoon.

Coupons NEXT UPDATE

A campaign with a fixed cost and a return on every single claim.

You set aside an amount of store credit and decide how many people can have it. Five hundred in credit across fifty people is ten each. The coupons show up in the app, first come first served, and every one of them can only be spent in your shop. Now compare that with five hundred of real money handed to Meta or Google: there the money leaves on the day you press go, whether or not one person walks in. Here nothing leaves the till until somebody is standing in it. The cost is fixed before you start, and every claimed coupon is a person in the shop rather than an impression on a screen.

Suggestions NEXT UPDATE

Complaints come to you instead of going to Google.

Customers can send you feedback and suggestions straight from the app. The value is not the suggestions themselves — it is where the unhappy ones end up. A customer with somewhere to complain usually complains there instead of on the review page that decides whether the next stranger walks in. And a customer who is asked what they think feels heard, without anyone on your side having to remember to ask.

Why coupons are different

Money spent on an advertising platform leaves your account the day the campaign starts, whether or not one person walks in. A coupon costs you nothing until somebody is standing in your shop spending it — and what they spend is credit, at your margin, not cash.

Why suggestions matter

An unhappy customer with nowhere to complain complains on the page that decides whether the next stranger walks in. Giving them somewhere to say it first is the cheapest review management there is.

passpunch

NEXT STEP

See it running before you decide.

Four minutes of the real thing: the counter, the app, the numbers, and what your staff can and cannot do.

passpunch.com/demo/short

Also in Arabic at passpunch.com/demo/short-ar

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