

Customer loyalty program management

This workflow automatically enrolls customers in loyalty programs, tracks their purchase behavior, and delivers personalized rewards and promotions based on spending patterns and product preferences.

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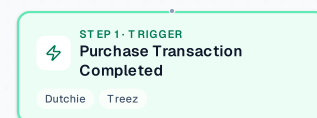


WORKFLOW TRIGGER

Customer completes a purchase transaction at the dispensary POS system.

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.



STEP 2 · ACTION
Sync Purchase Data
Flowhub MJ Freeway

STEP 3 · ACTION
Calculate Loyalty Points
Dutchie Treez

STEP 4 · DECISION
Check Reward Eligibility
Flowhub MJ Freeway

STEP 5 · ACTION
Generate Personalized Offers
Dutchie Treez

STEP 6 · ACTION
Send Loyalty Communications
Flowhub Dutchie

STEP 7 · OUTPUT
Update Customer Profile
MJ Freeway Treez

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Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Purchase Transaction Completed

A customer completes a purchase at the dispensary point-of-sale system. Transaction data including products, quantities, and total amount is captured.

2

 ACTION

Sync Purchase Data

Transaction details are automatically synced to the inventory management system and customer database. Purchase history and product preferences are updated.

Flowhub

MJ Freeway

3

 ACTION

Calculate Loyalty Points

Loyalty points are calculated based on purchase amount, product categories, and current promotions. Points are added to the customer's loyalty account balance.

Dutchie

Treez

4

 DECISION

Check Reward Eligibility

System evaluates if customer has reached point thresholds for rewards or qualifies for tier upgrades. Decision branches based on loyalty status and accumulated points.

Flowhub

MJ Freeway

5

 ACTION

Generate Personalized Offers

AI Business OS

AI analyzes purchase history to create targeted product recommendations and discount offers. Promotions are customized based on preferred strains, consumption methods, and buying frequency.

Dutchie

Treez

6

 ACTION

Send Loyalty Communications

Automated emails or SMS messages are sent to customers with their updated point balance, available rewards, and personalized product recommendations. Communications comply with cannabis marketing regulations.

Flowhub

Dutchie

7

 OUTPUT

Update Customer Profile

Customer loyalty profile is updated with new transaction data, points balance, tier status, and communication preferences. Data is stored for future marketing automation and compliance reporting.

MJ Freeway

Treez



Outputs

AI Business OS

- Updated customer loyalty points balance
- Personalized product recommendations and offers
- Automated loyalty communication sent to customer



Key Metrics

- Customer retention rate
- Average purchase frequency
- Loyalty program redemption rate



Tools & Integrations

- Dutchie
- Treez
- Flowhub
- MJ Freeway

AI Business OS

Actionable AI implementation strategies for business leaders ready to transform their operations.

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