



Hayak Loyalty

Owner's Guide

Turn first visits into regulars. Everything you need to launch, run and grow a loyalty program in your first 90 days.

4

program types

3

ways to hold a pass

SAR

priced in riyals

EN / AR

full Arabic support

How Hayak works

Customers keep a digital loyalty card in their phone wallet. Your team adds stamps or points at the counter. The card updates itself, and you see what it does for your sales.

1 JOIN

Customer scans your QR poster and fills a 3-field form.

2 SAVE

Their pass is created instantly. They add it to Apple Wallet, Google Wallet or their home screen.

3 SCAN

At the till your team scans the pass QR with the Hayak app.

4 REWARD

Stamps or points are added. The pass updates on the customer's phone.

5 LEARN

Your dashboard shows visits, sales, returning customers and more.

Your first 30 minutes

You do not need a full rewards scheme on day one. One simple program, live at the counter, beats a clever one still on paper.

- ☐ **Sign in** at the Hayak web dashboard or mobile app and check your plan under **Settings**.
- ☐ **Create one program** in **Programs** → **New program**. Start with a stamp card if unsure (see page 5).
- ☐ **Brand the pass**: open the program and choose **Customize your pass**. Add your logo and colors.
- ☐ **Print the QR poster**: on the program page tap **QR Poster**, then print it for the till.
- ☐ **Invite your team** under **Settings** → **Team** so staff can scan.
- ☐ **Test it yourself**: join with your own phone, add the pass to your wallet, and earn your first stamp.

What you need

A device with a camera for scanning (phone or tablet), a printer for the poster, and an email address for the owner account. Customers need nothing but their phone camera.

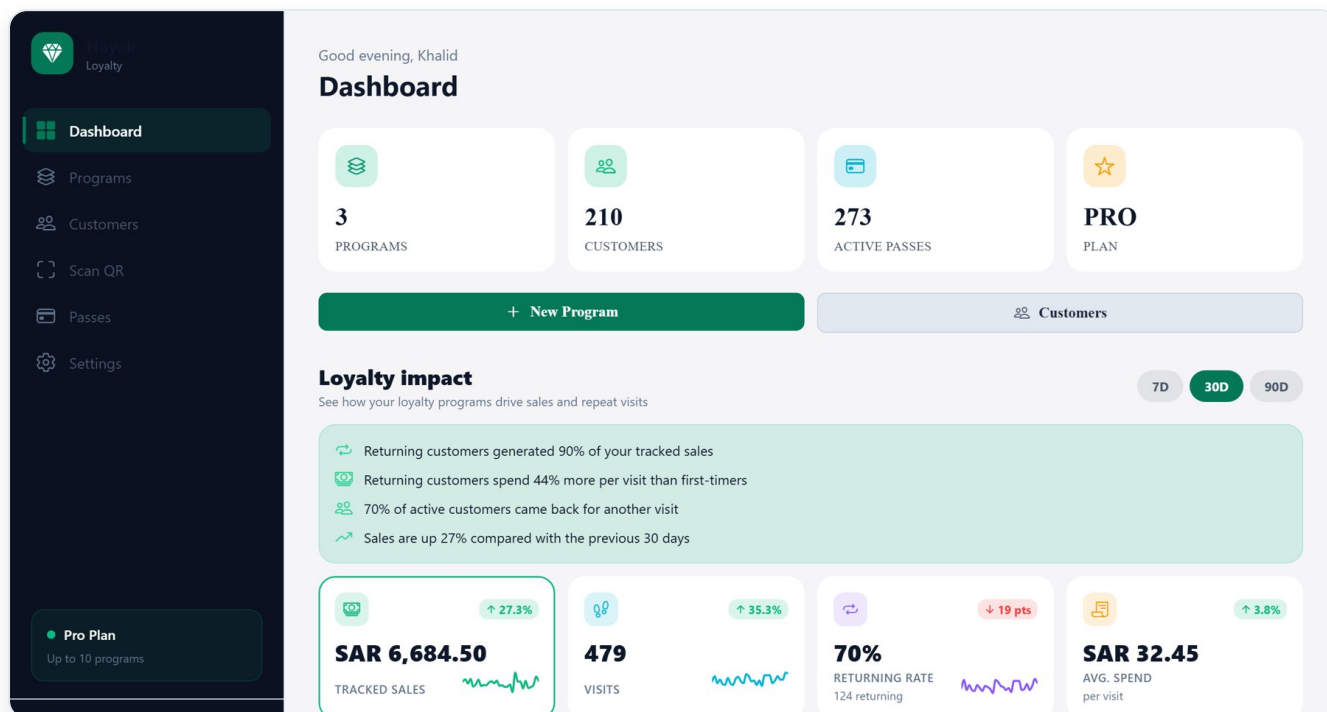
Where it runs

The dashboard runs in any web browser. The mobile app is the easiest way to scan at the counter. Language switches between English and Arabic (right-to-left) in Settings.

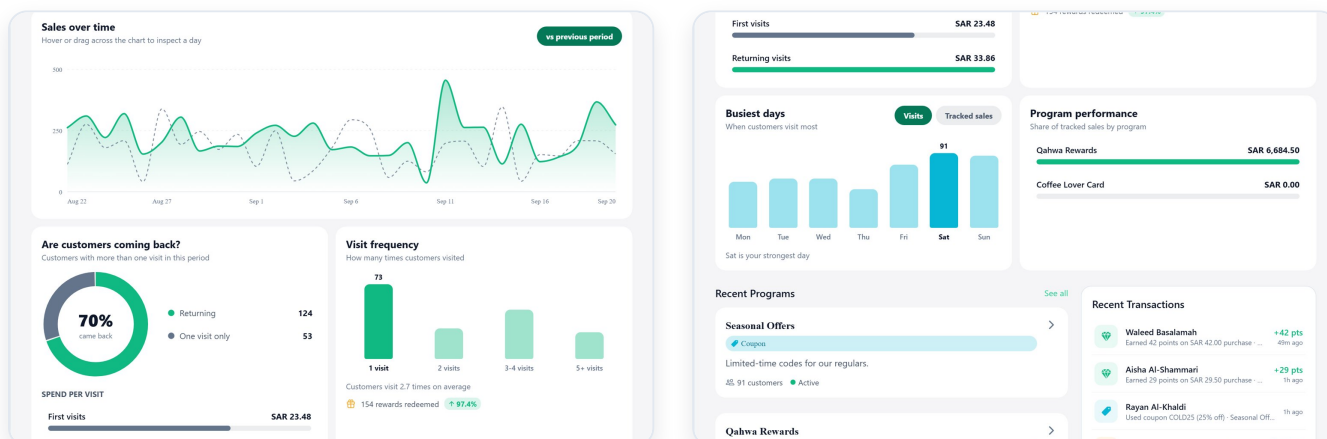
Try a live demo. Ask your Hayak contact for a demo login. It opens a fully populated account (customers, months of visits, tiers, coupons) so you can see the finished result before you build your own.

Your dashboard at a glance

Everything below is the real web dashboard, shown with the Qahwa & Co. demo account. The mobile app has the same screens.



Home. Programs, customers, active passes and plan at the top. **Loyalty impact** turns your data into plain sentences: how much of your sales came from returning customers, and whether sales are up or down against the previous period. Switch between 7, 30 and 90 days.



Sales and returning customers

Hover any day on the chart to inspect it. The donut shows how many customers came back, and the bars compare spend on a first visit with spend on return visits.

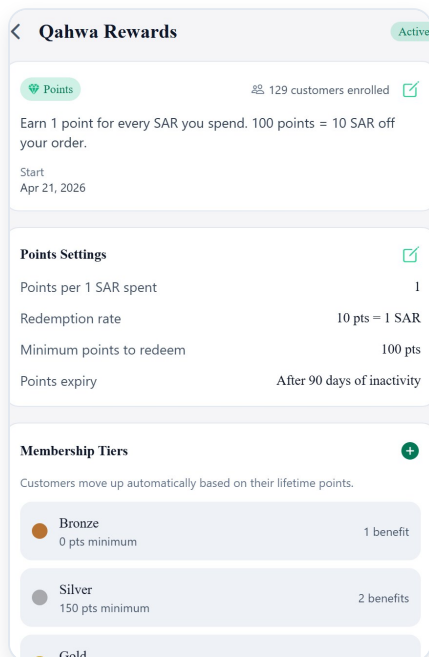
Busiest days and program performance

See which weekdays are strongest and which program brings in the most tracked sales, so you know where to put your offers.

How to read it in 2 minutes: check the four numbers, read the sentences under Loyalty impact, then look at the busiest-days chart. The full explanation of each measure is on page 13.

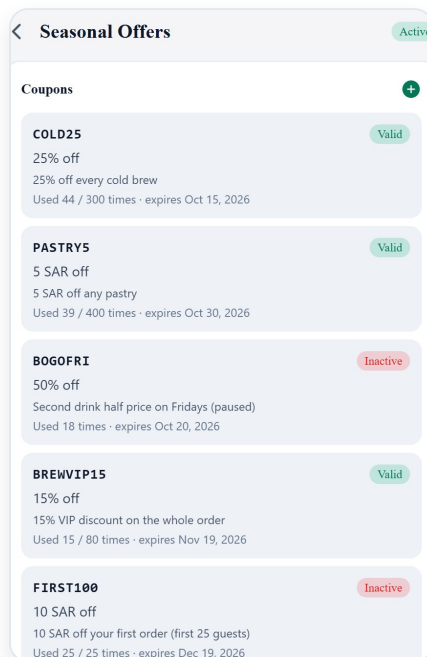
The screens you will use most

The same screens on a phone, where most of your team will use them at the counter.



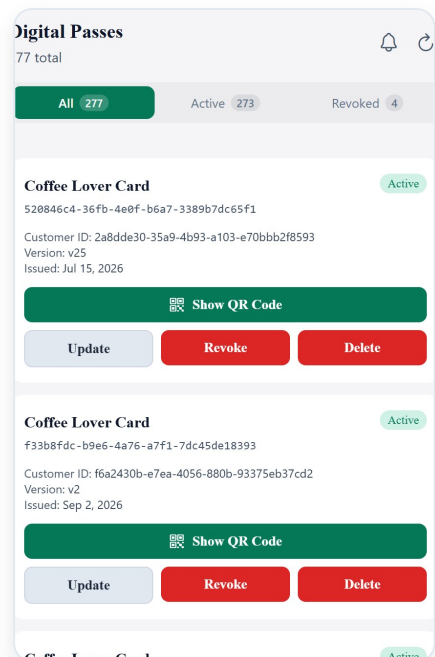
1 Program settings

Points per SAR, redemption rate, minimum and expiry, then your membership tiers. Changes apply immediately.



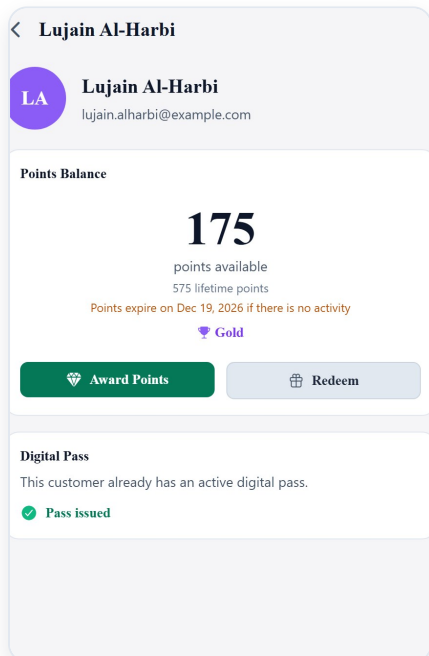
2 Coupons

Each code shows its discount, uses against the limit and expiry date, with a Valid or Inactive badge.



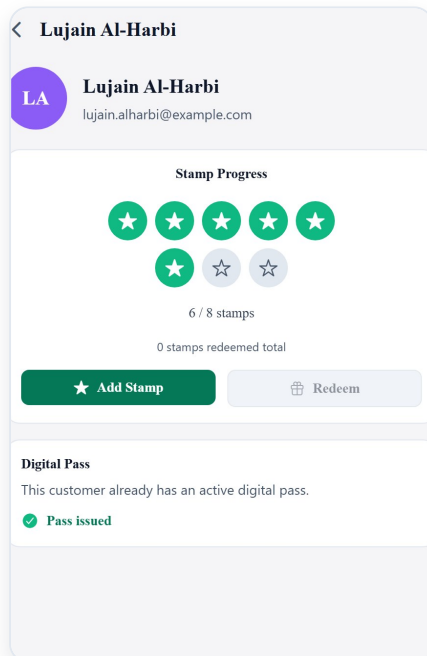
3 Digital passes

Every pass with its status. Show the QR code, update, revoke or delete. Filter by All, Active or Revoked.



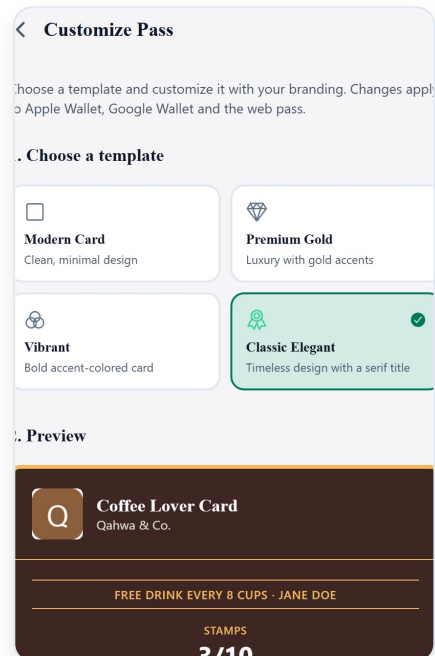
4 At the counter: points

Balance, lifetime points, expiry date and tier, with *Award Points* and *Redeem* one tap away.



5 At the counter: stamps

The stamp card for the same customer. *Add Stamp* now, *Redeem* once the card is full.



6 Customize your pass

Choose a template and watch the card update. It applies to Apple Wallet, Google Wallet and the web pass.

Also in Settings: language (English or Arabic), email notifications, your team, and **Subscription & Usage** with live bars for programs, customers, notifications and passes.

Four ways to reward customers

You can run several programs side by side (a stamp card and a points scheme, for example). Each customer can join any of them.

Stamp card Simplest

Customers earn one stamp per visit. When the card is full they redeem a reward.

You set: stamps required, reward text, max stamps per visit.

Best for: cafés, juice bars, salons, bakeries, car washes.

Example: Coffee Lover Card. 8 stamps, one free drink.

Points Tracks sales

Staff enter the purchase amount in SAR. Customers earn points per riyal and spend them as a discount.

You set: points per SAR, points needed per 1 SAR, minimum redemption, expiry, tiers.

Best for: restaurants, retail, perfume, gym shops, anything with variable baskets.

Example: Qahwa Rewards. 1 point per SAR, Bronze to Platinum.

Membership tiers By hand

Named levels with benefit lists. You place each customer in a tier from their customer page.

You set: tier names, colors, benefits.

Best for: gyms, clubs, salons with paid memberships, VIP lists.

Example: FitZone Membership. Basic, Plus, Elite, Champion.

Coupons Campaigns

Codes for a percentage or a fixed SAR discount, with an optional expiry and use limit.

You set: code, discount type and value, max uses, expiry date.

Best for: launches, slow days, win-back offers, gifting seasons.

Example: COLD25. 25% off cold brews for four weeks.

Which one should I start with?

If your business is...	Start with	Add later
Café, juice bar, bakery	Stamp card	Points with tiers once regulars appear
Restaurant, retail, perfumes	Points	Coupons for slow days
Gym, club, studio	Membership tiers	Points for shop and PT spend
Salon, spa	Points (or stamps)	Membership tiers, birthday coupons

Good to know: the sales figures on your Insights page come from **points** programs, because that is where you enter a purchase amount. Stamp and coupon programs are counted as visits and redemptions only. If you want revenue impact, run at least one points program.

Set the numbers before you launch

A rewards scheme fails in one of two ways: it costs you too much, or customers never reach a reward. Ten minutes of arithmetic avoids both.

Points: what does a riyal earn?

Two settings decide how generous a points program is: **points earned per SAR**, and the **points needed to redeem 1 SAR**.

$$\text{Cash back \%} = \text{points earned per SAR} \div \text{points needed per SAR} \times 100$$

Program (demo account)	Earn	Redeem rate	Cash back	Minimum redemption
Qahwa Rewards (café)	1 pt / SAR	10 pts = 1 SAR	10%	100 pts (10 SAR)
Workout Points (gym)	1 pt / SAR	20 pts = 1 SAR	5%	200 pts (10 SAR)
Oud Circle (perfume)	1 pt / SAR	20 pts = 1 SAR	5%	500 pts (25 SAR)
Dirah Kitchen (restaurant)	2 pts / SAR	20 pts = 1 SAR	10%	100 pts (5 SAR)

Most owners begin between 3% and 7% and raise it if customers respond. Lowering a reward later is harder than raising it, so start modest.

Stamps: how far away is the reward?

Multiply stamps required by your average ticket. That is what a customer spends to earn the reward. Compare it with what the reward costs *you* (cost of goods, not menu price).

Card	Spend to earn	Reward	Rough cost to you
8 stamps at ~27 SAR	~216 SAR	Free drink (27 SAR menu price)	Under 5% at cost
7 stamps at ~68 SAR	~476 SAR	Free main course	About 4–6% at cost
6 stamps at ~22 SAR	~132 SAR	Free juice	Under 5% at cost

Five common mistakes

- **The reward is too far away.** If a regular needs more than about 6 to 8 weeks, they lose interest. Aim for a first reward within 4 to 6 visits.
- **Too generous.** 20% back looks great in the poster and hurts in the month-end accounts.
- **Tiers nobody can reach.** Set the top tier so your best 5% of customers can earn it.
- **Expiry that punishes loyalty.** Points expire after a set number of days without activity. 90 to 180 days suits most businesses. Leave it blank for no expiry.
- **Too many programs at once.** Two well-explained programs beat five confusing ones. Staff must be able to explain them in one sentence.

Changes apply immediately. Editing stamps required, redemption rate, expiry or reward text updates the program and customers' digital passes straight away. Announce changes to customers before you make them.

Build your first program

The dashboard has six tabs: **Dashboard**, **Programs**, **Customers**, **Scan**, **Passes** and **Settings**.

- 1 **Create the program. Programs → New program.** Step 1: name, description and type. Step 2: the settings for that type (stamps and reward, or points rates and expiry). Choose a clear name customers will recognize, like "Coffee Lover Card".
- 2 **Add tiers (optional).** On a points program, add tiers with a points threshold and benefits, and customers move up automatically as their lifetime points grow. On a membership program, add tiers and assign them by hand.
- 3 **Add coupons (coupon programs).** Tap **New coupon**. Use **Generate** for a random code or type your own. Pick percentage or fixed SAR, and optionally a max number of uses and an expiry date.
- 4 **Set dates (optional).** A program can have a start and end date. A paused or ended program keeps its history but stops taking new members.
- 5 **Design the pass. Customize your pass** on the program page (next page).
- 6 **Print the poster** with **QR Poster** and put it where customers wait to pay.
- 7 **Invite your team. Settings → Team → Invite.** Choose a role for each person (see page 10).

The program page at a glance

Section	What it does
Edit details	Name, description, start and end dates.
Stamp card / Points settings	The numbers from page 4. Changes are live and update every pass.
Membership tiers	Add, edit and remove tiers and their benefits.
Coupons	Create codes, see uses against the limit, and a Valid or Inactive badge.
Enrolled customers / Manage customers	Everyone in this program. Open a customer to act on their card.
Customize your pass	Template, colors, logo and text for the wallet card.
QR Poster	A printable page with your join QR code.
Danger zone	Delete the program. This also removes its enrollments and passes, so it asks you to confirm.

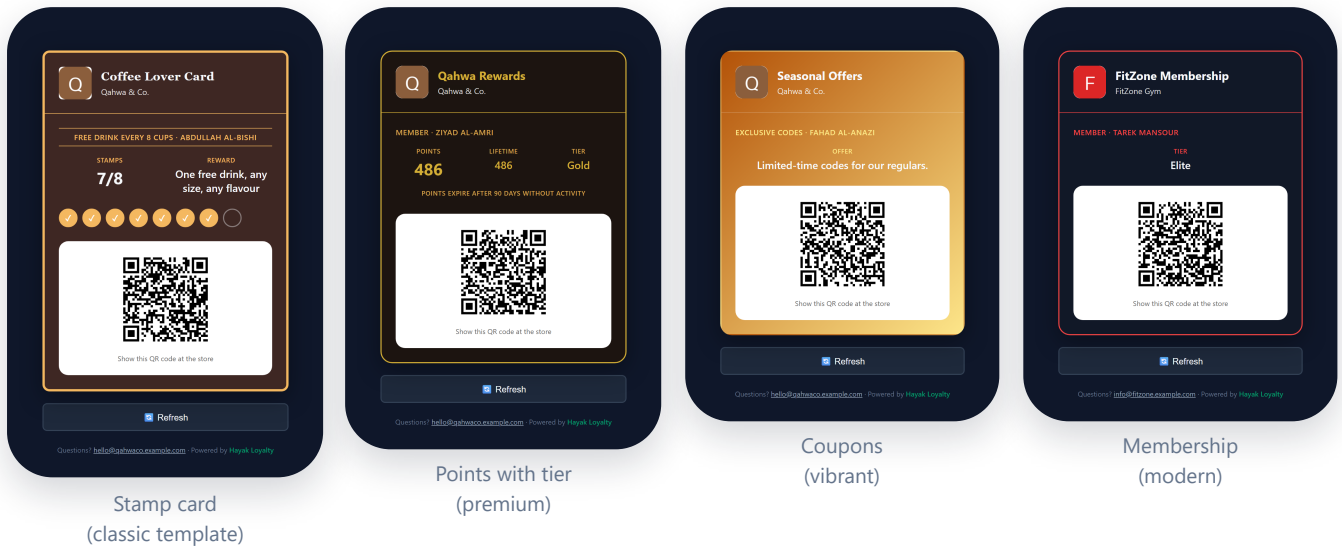
Adding customers yourself

Most customers will join through the poster, but you can also add anyone from **Customers → Enroll** with their name, email and optional phone. Each customer is identified by email, so the same person cannot be added twice. Use the search box to find customers by name or email.

Plan limits are enforced. If you reach your customer limit, the join page tells new visitors the program is not accepting members. Watch the usage bars in **Settings → Subscription & usage** (see page 14).

A card customers will actually keep

The pass is what customers see every time they pay. Make it look like your brand and it becomes a small daily advertisement.



Web passes from the Hayak demo accounts. Each business chose its own template, colors and logo.

Customize your pass

- **Template:** Modern, Premium, Vibrant or Classic.
- **Colors:** a background and an accent color. Text color is chosen automatically so it stays readable.
- **Logo:** PNG or JPEG under 2 MB. Upload it from the web dashboard.
- **Text:** pass title, subtitle, company name and support email.

A live preview shows the result. Saving applies the design to **every existing and new pass** in that program, on Apple Wallet, Google Wallet and the web pass.

Where customers keep it

- **Apple Wallet** on iPhone.
- **Google Wallet** on Android.
- **Web pass**, a link that works on any phone and can be added to the home screen.

Customers open the pass from the confirmation page right after joining, or from a link or QR code you give them.

Managing passes

The **Passes** tab lists every pass with its status. From there you can:

Action	What happens
Show QR / Copy link	Hand a customer their pass or a fresh copy on the spot.
Revoke	The pass stops working at the till. You can reactivate it later, and the customer's progress is kept.
Delete	Removes it from your list. On the customer's phone it becomes void and moves to expired passes when it next syncs. You can issue a new one afterwards.

Passes update by themselves. Every stamp, point, tier change or program edit refreshes the card on the customer's phone. Nobody has to reinstall anything.

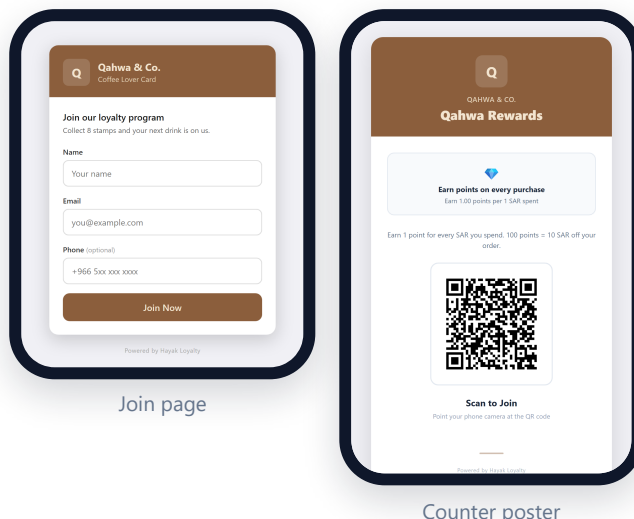
Turn the queue into sign-ups

The join flow takes about 20 seconds. Your job is to make sure every customer knows it exists.

What the customer does

- 1 Points their camera at your **QR poster**.
- 2 Enters name, email and (optionally) phone on the **join page**, branded with your colors.
- 3 Sees a confirmation and taps **Open your digital pass**. Their pass already exists.
- 4 Saves it to Apple Wallet, Google Wallet or their home screen.

If someone scans again, Hayak recognizes their email and reopens their existing card. They are never enrolled twice.



Where to put the poster

- At the till, at eye level, facing the customer.
- On table tents, menus, and the front door.
- On receipts and delivery bags.
- On your social profiles as an image or link.

A counter script that works

"Are you on our rewards card? Scan here and your first stamp is on me."

Give every new member an immediate first stamp or a small welcome (a bonus points award, or a WELCOME coupon). It shows how the card works and gives them a reason to return.

Ideas that lift sign-up rates

- Make sign-up part of paying: ask before the card machine, not after.
- Post the reward on the poster ("8 stamps = free drink").
- Set a weekly sign-up goal for the team and celebrate it.
- Run a launch coupon for the first 30 sign-ups.
- Send a notification a week after launch (see page 12).
- Check **Dashboard** for new customers per day and adjust.

At the counter

Every action starts the same way: find the customer, then pick what to do.

Find the customer

- **Scan tab:** point the camera at the QR code on their pass. Hayak opens that customer in the right program. A revoked or unknown pass is flagged.
- **Customers tab:** search by name or email if they forgot their phone.

Then act

Program	Action	How it works
Stamp card	Add stamp	Adds one stamp, or more if your program allows several per visit (the maximum is shown). The card fills up and never goes over.
	Redeem	Available when the card is full. It uses up the stamps and starts the card again. Hand over the reward.
Points	Award points	Enter the purchase amount in SAR. Hayak shows how many points the customer will earn before you confirm, and updates their tier if they cross a threshold.
	Redeem points	Enter points or tap All . It checks the minimum, shows the SAR value, and deducts the points. Apply that value to the bill.
Membership	Assign tier	Pick a tier from the customer page. Tap the selected tier again to clear it.
Coupons	Redeem coupon	Choose the coupon and confirm. Each customer can use a given coupon once, only while it is valid.

Who can do what

Role	Typical person	Can do
Owner	You	Everything, including changing plan, inviting and removing team members, and changing roles.
Manager	Branch or shift lead	Daily operations plus editing the business profile and email settings, and sending wallet notifications.
Staff	Cashier, barista, trainer	Daily operations: scan, enroll customers, add stamps, award and redeem points, redeem coupons, assign tiers and issue passes.

Tip for busy shifts: train staff on one action first (scan, then stamp or award). Redemptions and tiers can wait for week two. Give each person their own login so the activity feed shows who did what.

If a customer says "it didn't update"

Ask them to tap **Refresh** on the web pass or pull to refresh in Wallet. The balance on the customer's page in Hayak is the source of truth, and a revoked pass can be reactivated from the Passes tab.

Tiers, expiry and coupons

These features turn a basic card into a program that shapes behavior.

Tiers on points programs

Each tier has a name, a color, a points threshold and a list of benefits. Customers are placed in the highest tier their **lifetime** points reach. Spending points does not drop them down.

Example (Qahwa Rewards):

Tier	From	Benefits
Bronze	0	Birthday drink
Silver	150	5% off, size upgrade
Gold	400	10% off, monthly pastry
Platinum	800	15% off, weekly drink

Editing tiers re-replaces every member straight away.

Points expiry

Set **Points expire after (days of inactivity)**. If a customer earns or redeems nothing for that long, the balance expires and an *expire* entry appears in their history. Leave it blank to never expire.

The pass states the expiry rule, and your daily report warns you about balances expiring within 30 days, which is a good moment for a nudge.

Expiry runs automatically every night. Lifetime points and tier are not affected.

Coupon status

Each coupon carries a badge, plus a line showing uses against the limit and the expiry date:

Badge	Meaning
Valid	Switched on, inside its dates and not yet used up. It can be redeemed.
Inactive	It cannot be redeemed. That means it is switched off, past its expiry date, or has reached its maximum number of uses. The line beneath it tells you which (for example "Used 25 / 25 times").

Coupon ideas that pay for themselves

Launch

WELCOME10: 10% off a first visit, unlimited uses. Announce at the poster.

Slow-day boost

A fixed SAR offer valid Sun to Wed only. Cap the uses, set an expiry.

Win-back

A personal offer in a notification to customers who have not visited in 3 weeks.

Combining programs

A customer can be in a stamp card, a points program and a coupon program at once. At the till, each visit is credited to one earning program, so you do not double count. A common combination for cafés is a **stamp card** for the everyday habit and a **points program** with tiers for your best customers.

Pausing or ending a program. Tap the Active badge on the program page to pause it, or set an end date to close it. History stays intact. Delete a program only if you really want its enrollments and passes gone.

Notifications and your daily report

Wallet notifications

Send a short message that appears on customers' lock screens through their wallet pass. No app installs, no phone numbers needed.

- Write a **title** and a **message**. Keep the message short. It shows on the lock screen.
- Choose the **audience**: all programs, or one program.
- A send counts as **one notification** against your monthly quota, no matter how many customers receive it.
- The **History** list shows every message, when it went out and how many passes it reached.
- Owners and managers can send.

Plan	Notifications / month
Free	10
Pro	200
Enterprise	Unlimited

Messages that get results

Good

"Double stamps on Friday. Order any drink and get 2 stamps instead of 1."

"You have points to spend. Show your pass at the counter to use them."

"New: Saffron Cardamom Latte. Gold and Platinum members get 10% off."

Tips

- One idea, one action, one date.
- Send at a time customers are near you (before lunch, not midnight).
- Target a program when the message only applies to some customers.
- Aim for 2 to 4 a month. More than that trains people to ignore them.

The daily report email

Every morning at 08:00 (Riyadh time) the business owner gets an email about **yesterday**: what happened, which programs drove it, and what to do next. It is rule-based and explains its reasoning, so there are no black boxes.

- Results for the day against the days before it.
- Program impact: visits, sales and returning customers.
- A 7-day outlook based on your recent pattern.
- Customers at risk: visited three or more times but not back in 21+ days.
- Points about to expire within 30 days.
- Plain-language recommendations.

Manage emails in **Settings** → **Email notifications**. You can switch off each category separately: daily report, customer activity, programs, passes, team and account changes. Sign-up, billing, account-removal and team invitation emails are always sent.

Read your Insights page

Insights answers one question: **is the program bringing people back and adding sales?** The example below comes from the Qahwa & Co. demo account over 30 days.

Tracked sales

SAR 6,684

+27% vs previous 30 days

Visits

479

+35% vs previous

Customers who came back

70.1%

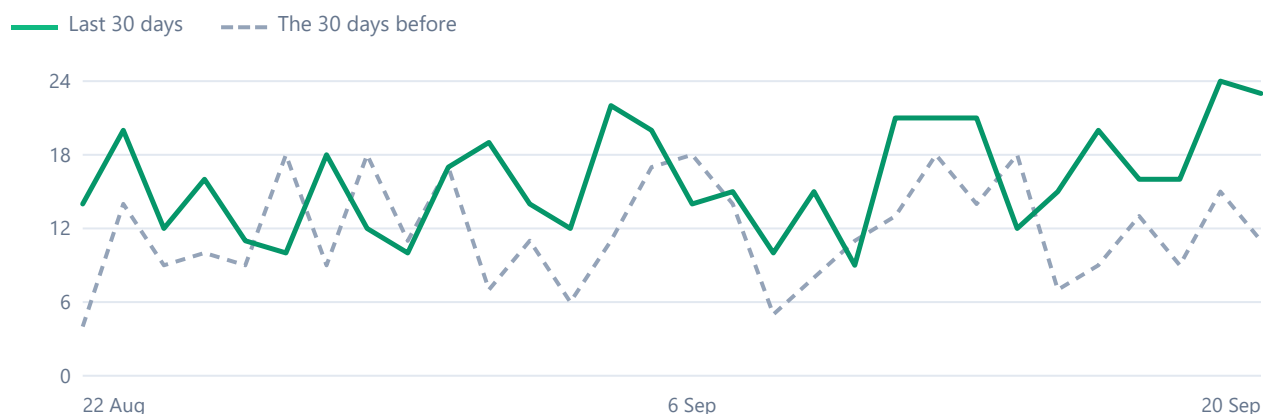
of active customers

Average spend

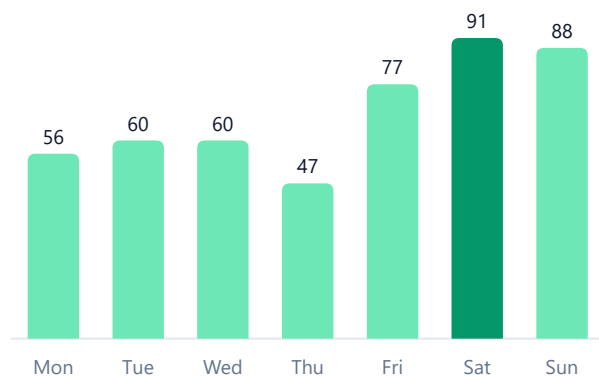
SAR 32

SAR 23 first, SAR 34 returning

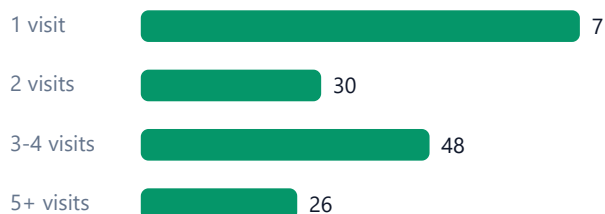
Visits per day



Which days are busiest?



How often do customers visit?



Customers by number of visits in the period.

What each number means

Measure	Definition
Visit	Any time a stamp or points are earned. A customer who earns twice in a day counts twice.
Tracked sales	The SAR amounts you enter when awarding points. Stamp and coupon programs add visits but not sales.
Returning customer	Anyone visiting again after their first-ever visit. Returning customers spent 90.2% of tracked sales here.
Retention	Of the customers who first visited in the previous period, the share who came back in this one (80% here).

Pick a plan that fits, upgrade when you grow

	Free	Pro	Enterprise
Price	0 SAR	109 SAR / month 1,090 SAR / year	369 SAR / month 3,690 SAR / year
Programs	1	Up to 10	Unlimited
Customers	Up to 100	Up to 1,000	Unlimited
Digital passes	Up to 100	Up to 1,000	Unlimited
Wallet notifications	10 / month	200 / month	Unlimited
Web passes	Yes	Yes	Yes
Support	Standard	Standard	Priority

Which plan?

- **Free:** one shop, one program, proving the idea.
- **Pro:** a running business with a few programs and a growing base of regulars.
- **Enterprise:** multiple branches, big customer bases, or when you want unlimited notifications and priority help.

Changing plan

Owners go to **Settings** → **Change plan**. Paid plans show as **pending** until the Hayak team confirms your payment. Your existing data stays.

Watch your usage

Settings → **Subscription & usage** shows bars for programs, customers, passes and notifications. When any bar is near full:

- Revoked passes do not count toward the pass limit.
- New members are turned away at the join page when the customer limit is hit.
- Notifications reset at the start of each calendar month.

Your team

- 1 **Invite:** **Settings** → **Team** → **Invite**, enter their email and choose Manager or Staff. They receive a welcome email with their login.
- 2 **Adjust roles** as people change jobs, or remove people who leave. Removal takes effect immediately.
- 3 **One login per person.** Shared logins hide who did what.

Language and business profile

Each user picks **English** or **العربية** in Settings. Arabic switches the layout to right-to-left. Program names, descriptions, rewards, tier benefits and customer names can be written in either language, and passes show them correctly. Owners and managers can edit the business name, contact email and website under **Business profile**.

Your first 90 days

Days 1 to 30: launch

- One program, poster at the till.
- Every staff member has a login and has practised.
- Give each new member a first stamp.
- Goal: your first 50 members.

Days 31 to 60: learn

- Read Insights weekly: visits, returning rate.
- Send one or two notifications.
- Run one coupon and compare the result.
- Goal: 30%+ of active customers returning.

Days 61 to 90: expand

- Add points and tiers for your best customers.
- Act on the daily report's at-risk list.
- Review reward costs and adjust.
- Goal: measurable repeat-sales share.

Questions we hear most

Question	Answer
Do customers need to download an app?	No. They save a pass to their phone wallet or home screen. Only your team uses the Hayak app.
What if a customer loses their phone?	Their email finds them. Reissue the pass from their customer page, or revoke the old one from the Passes tab. Their balance stays.
Can I run it at several branches?	Yes. All branches share one program and one customer list. Give each team member a login.
Is the scan slow if the internet is poor?	Scanning and updating need a connection. If it drops, look the customer up in the Customers tab once you are back online.
Can I change a reward mid-way?	Yes, changes are live immediately. Tell customers first, and avoid raising the bar for people close to a reward.
What data do you collect from customers?	Name, email and an optional phone number, plus their stamps, points and redemptions for your programs.
The scanner cannot read a pass.	Ask the customer to raise screen brightness and hold steady. Make sure the camera permission is granted. If it says "not in your business", the pass belongs to another business.
Points or stamps look wrong.	Open the customer's page and check their transaction history. Every earn, redeem, expiry and coupon use is listed with time and notes.

Quick reference

Every shift

- ☐ Poster visible at the till.
- ☐ App logged in on the counter device.
- ☐ Camera permission granted.
- ☐ Everyone can say the reward in one sentence.

Every week

- ☐ Check Insights: visits and returning customers.
- ☐ Look at at-risk customers in the daily report.
- ☐ Plan one notification or coupon.
- ☐ Check plan usage bars.

Where things are

I want to...	Go to
Add a stamp or award points	Scan tab, or Customers → customer → program
See sales and returning customers	Dashboard → Insights
Change a reward or points rate	Programs → program → settings
Change the look of the card	Programs → program → Customize your pass
Print the join poster	Programs → program → QR Poster
Send a notification	Passes tab → Send notification
Revoke, reactivate or delete a pass	Passes tab
Invite or remove staff	Settings → Team
Change plan or see usage	Settings → Subscription & usage
Switch language or email settings	Settings

Glossary

Pass: the customer's digital loyalty card.

Enrollment: a customer's membership of one program.

Lifetime points: all points ever earned, never reduced by spending.

Balance: points available to spend now.

Tier: a level with benefits.

Redemption rate: points needed to equal 1 SAR.

Ready to launch?

Sign in, create one program, print the poster.

www.hayakloyalty.com