



Adding Fuel to the Juice:
A self-funding digital program

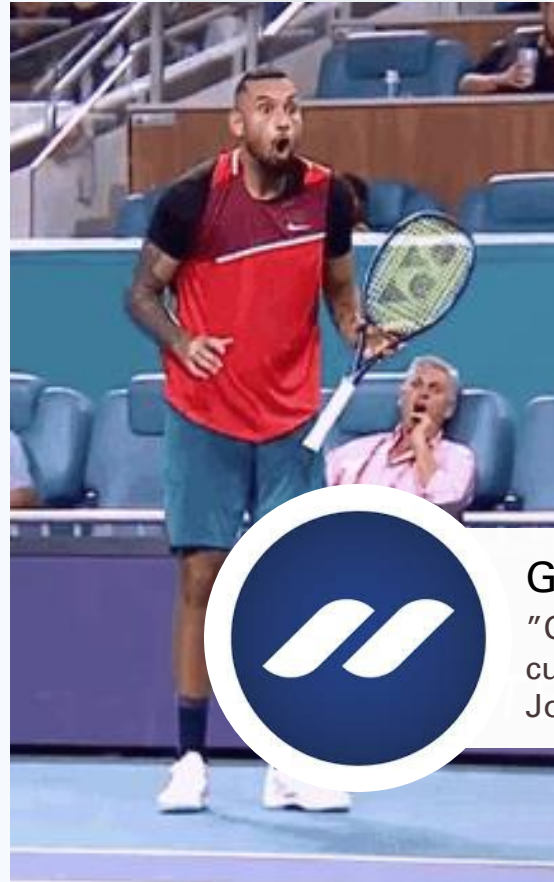


2.6X



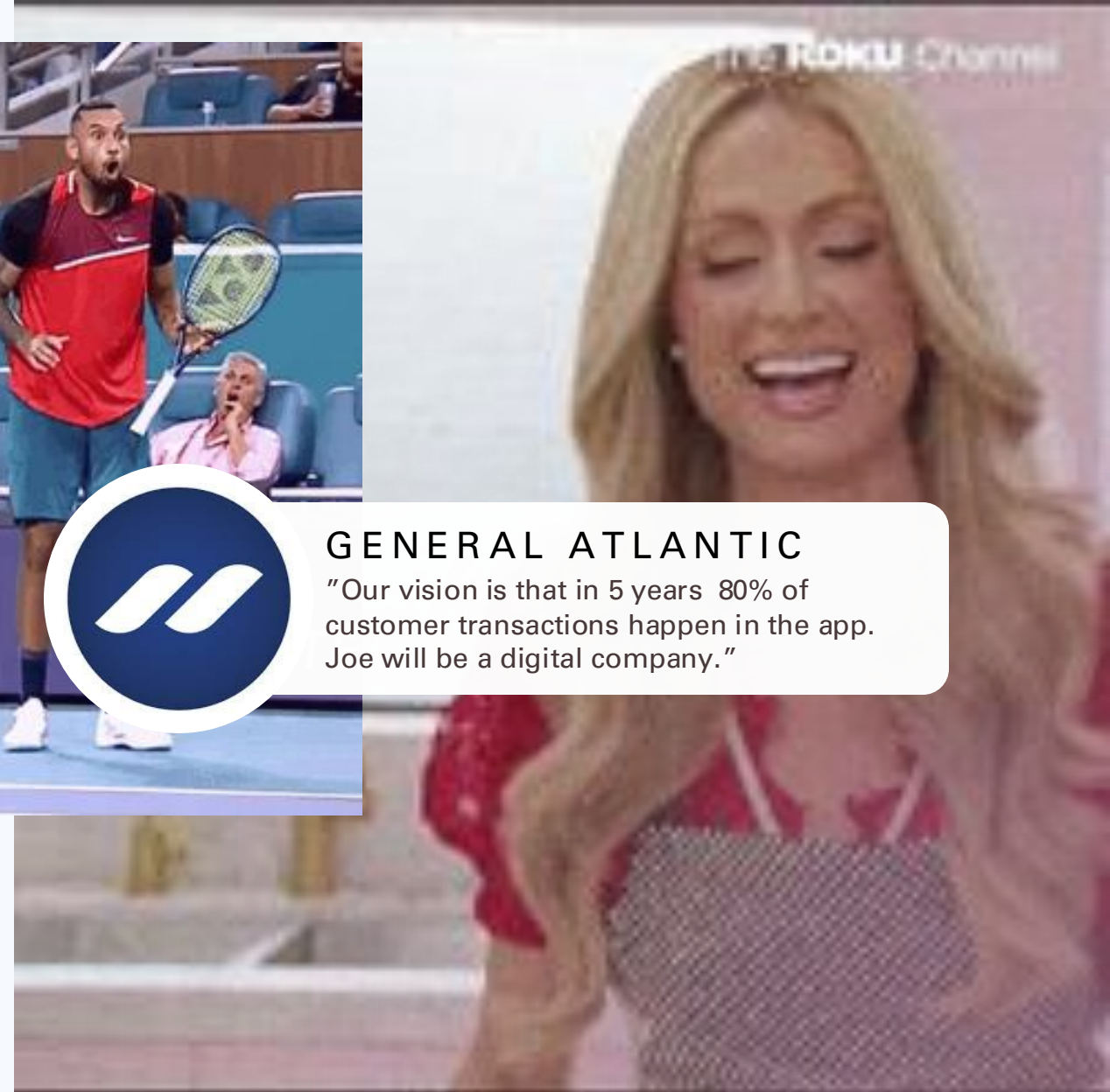
THE CHALLENGE

With new PE ownership, **Joe & the Juice** needs to scale from 300 to more than 1,000 stores.



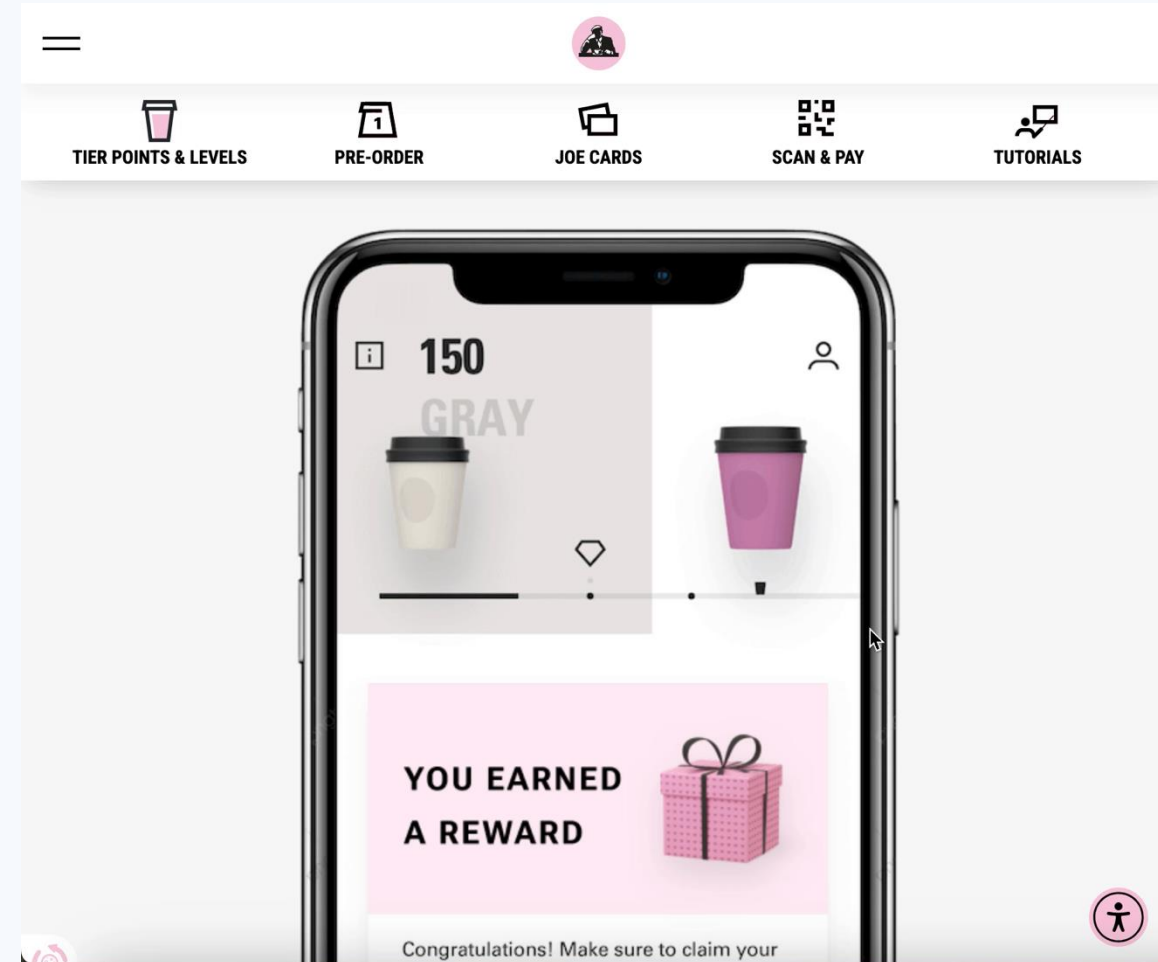
GENERAL ATLANTIC

"Our vision is that in 5 years 80% of customer transactions happen in the app. Joe will be a digital company."



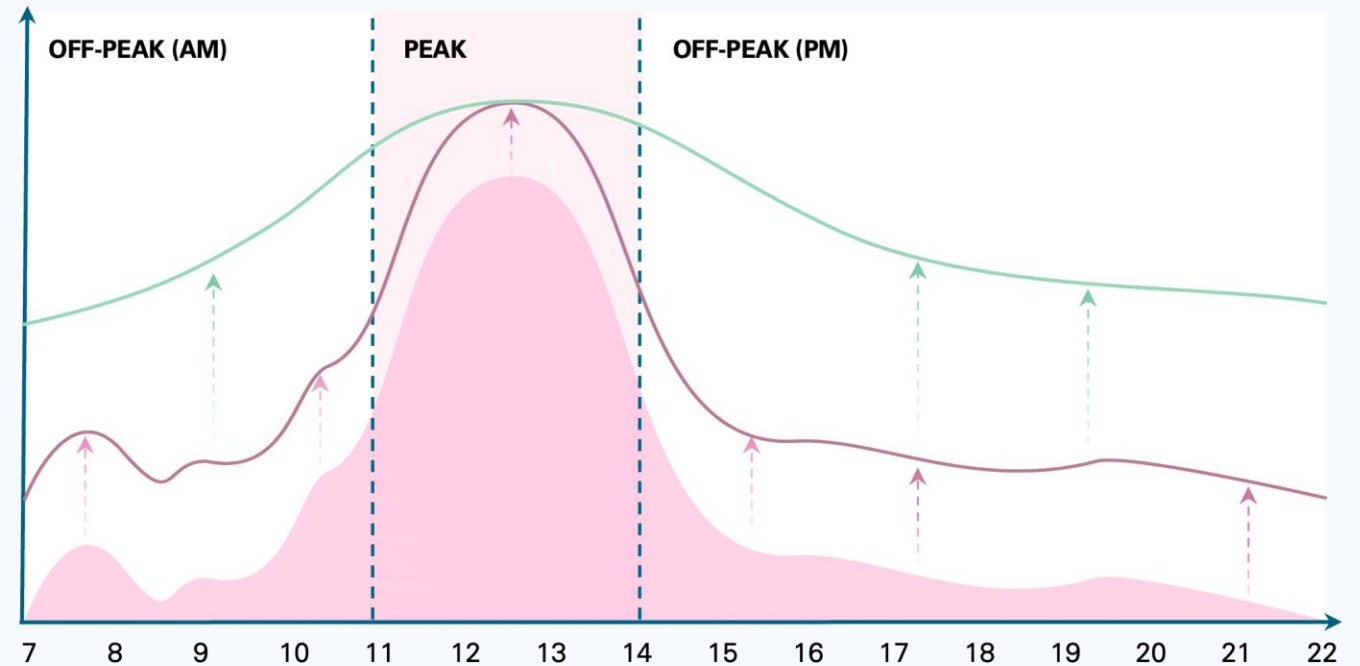
CUSTOMER OPPORTUNITY

How can we **reward** our shoppers rightfully?



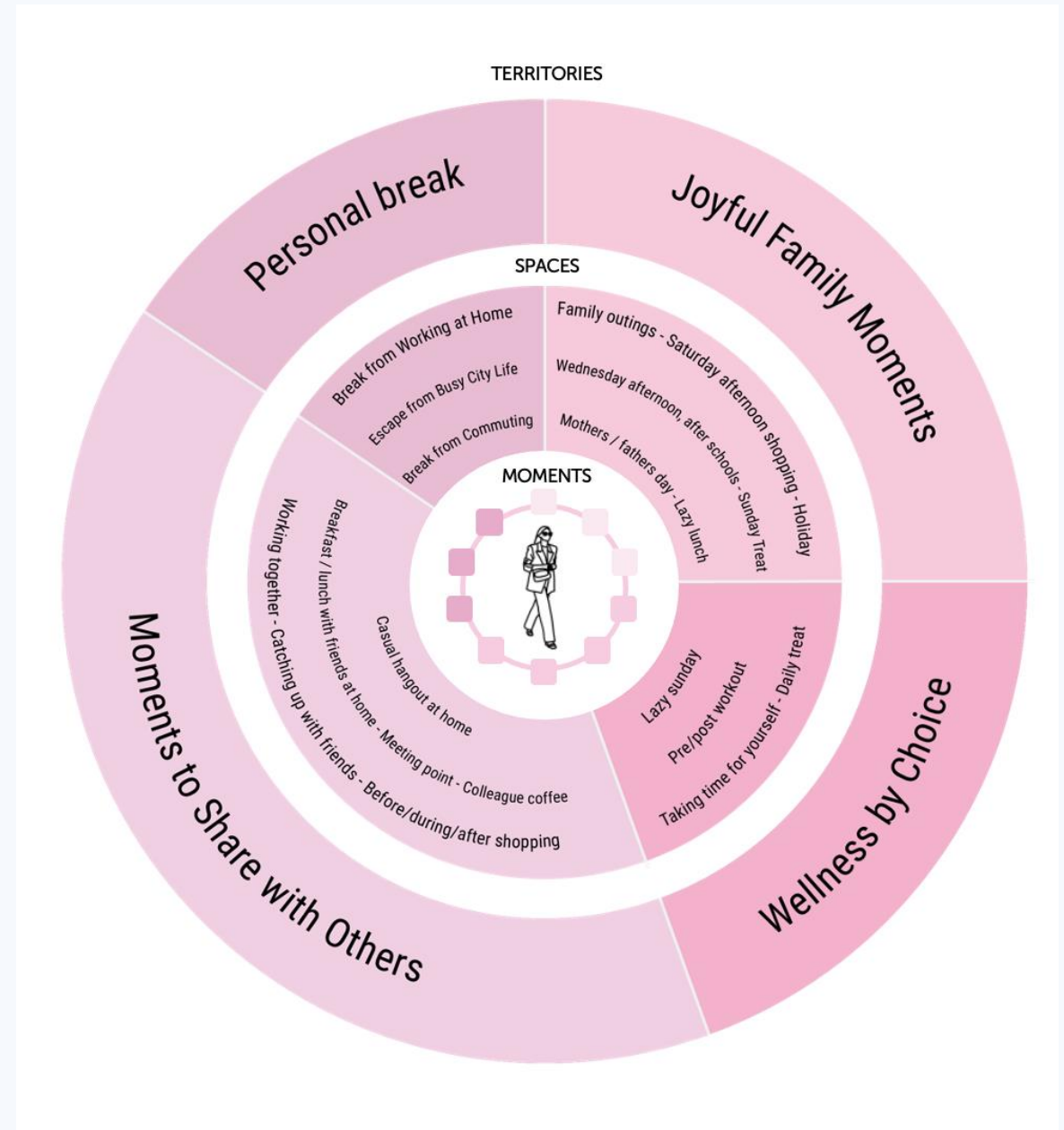
BUSINESS OPPORTUNITY

How can we **maximise**
our store productivity?

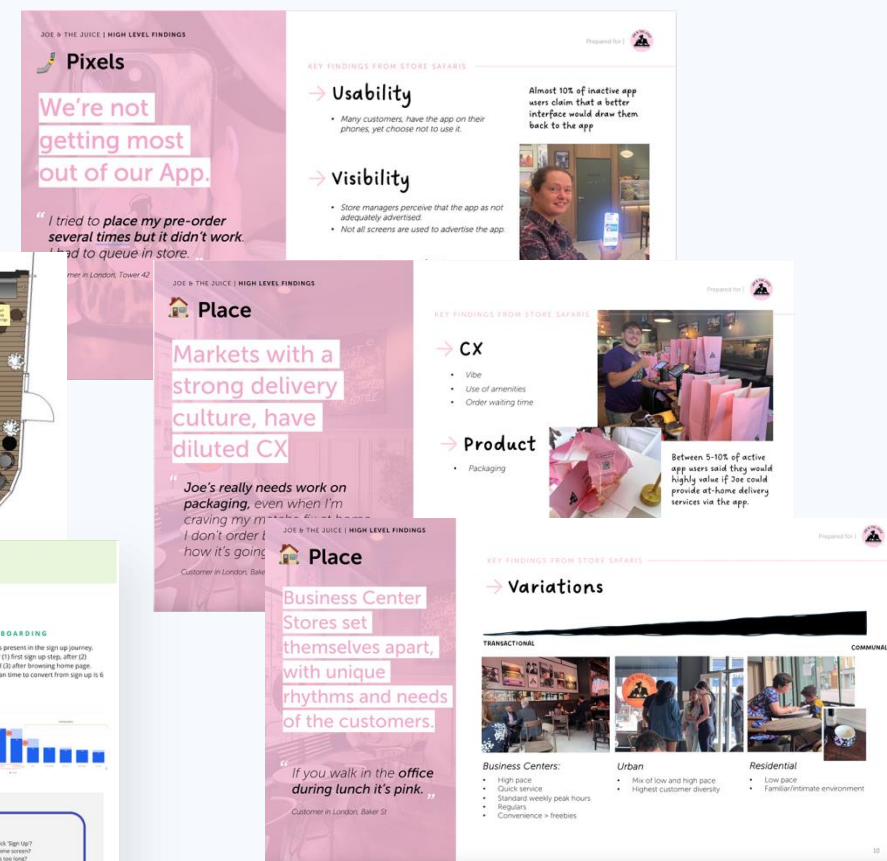
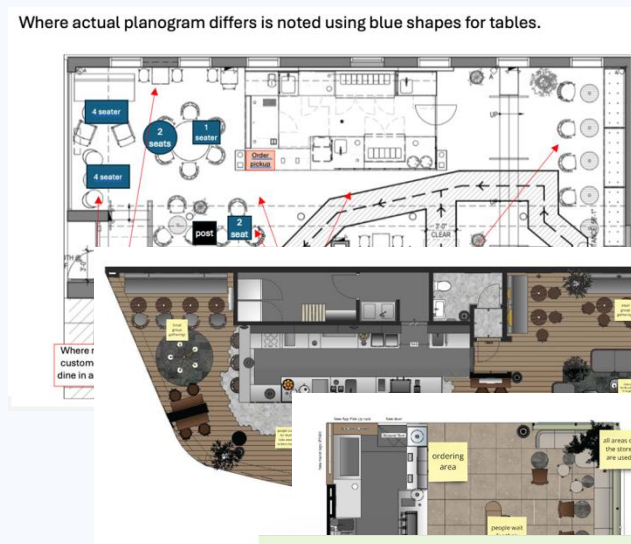
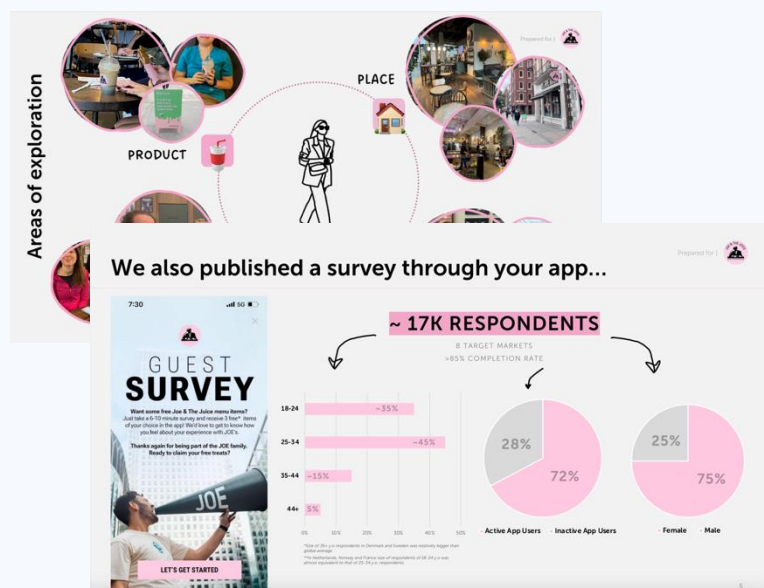


THE VISION

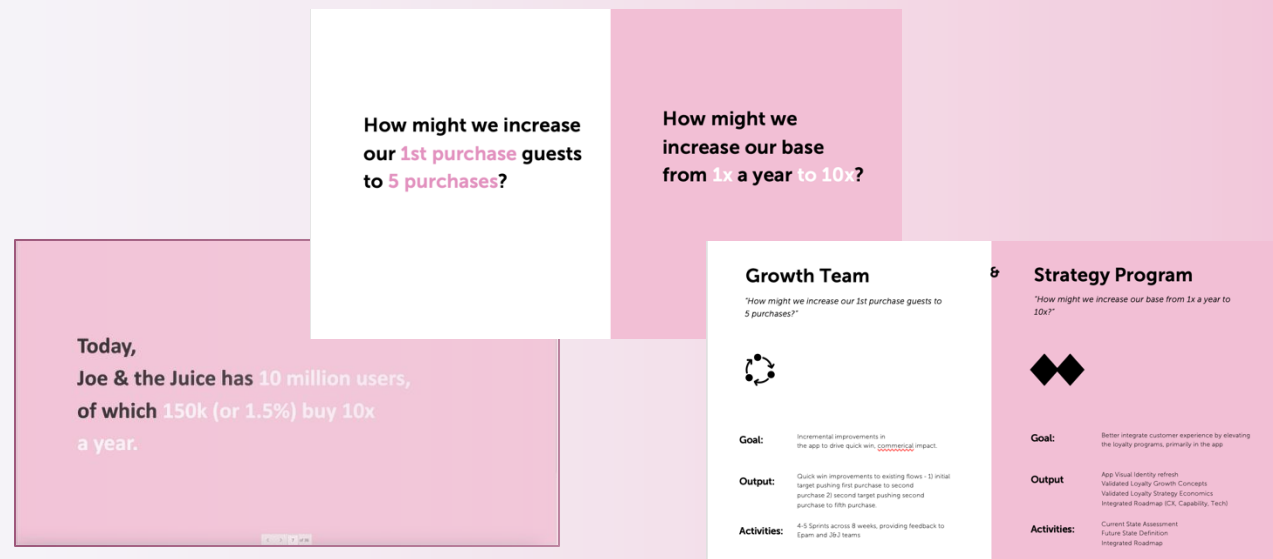
Introducing Demand Spaces



Multi-disciplinary discovery across markets, touchpoints, typologies



One starting point.
Two areas of focus.

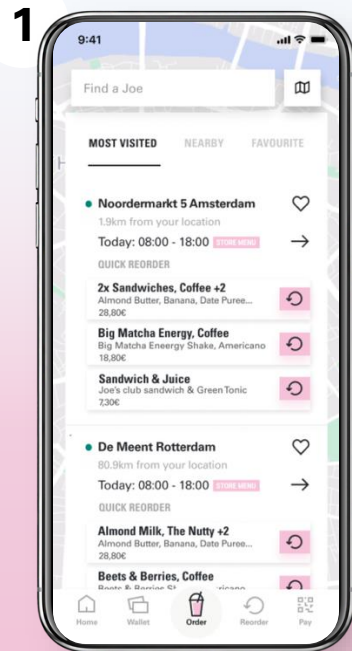


W1 W2 W3 W4 W5 W6 W7 W8 W9 W10 W11 W12

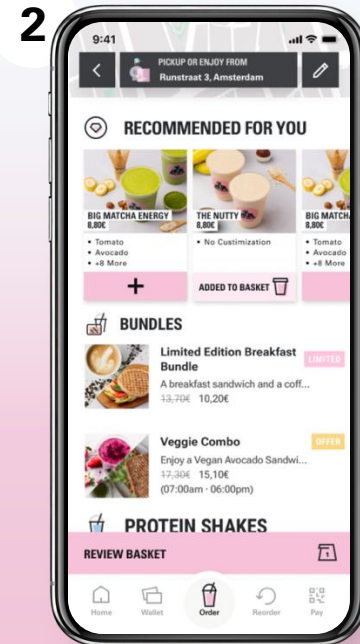


One continuous feedback loop.
Two parallel working tracks.

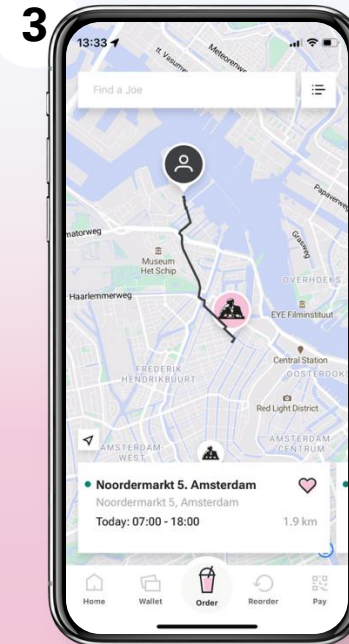
To drive immediate commercial impact, the **Quick Wins** track transformed the journey of subsequent purchases to be more proactive vs reactive



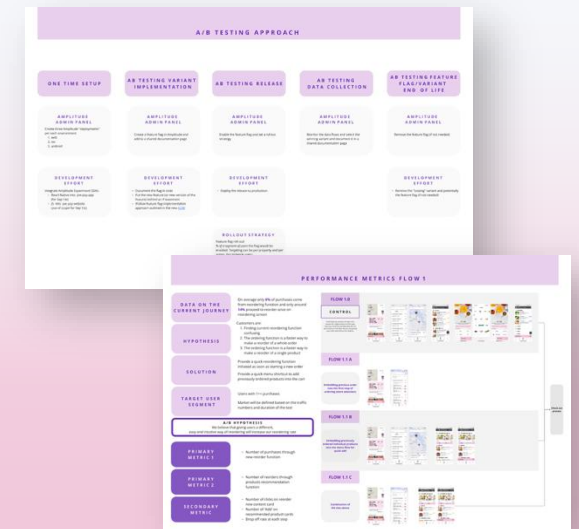
An intuitive reorder function was integrated directly into the store finder,



An intuitive reorder option in the menu



Switching store list and map screens on the ordering process.



A/B

We developed A/B testing flows to optimize results.

THE IMPACT OF QUICK WINS

The **quickest** half million dollar revenue in a month

+5%

in conversion
rate

\$500k

in additional
monthly revenue

18s

reduction in
conversion time

4%

reduction in
removing products
from cart

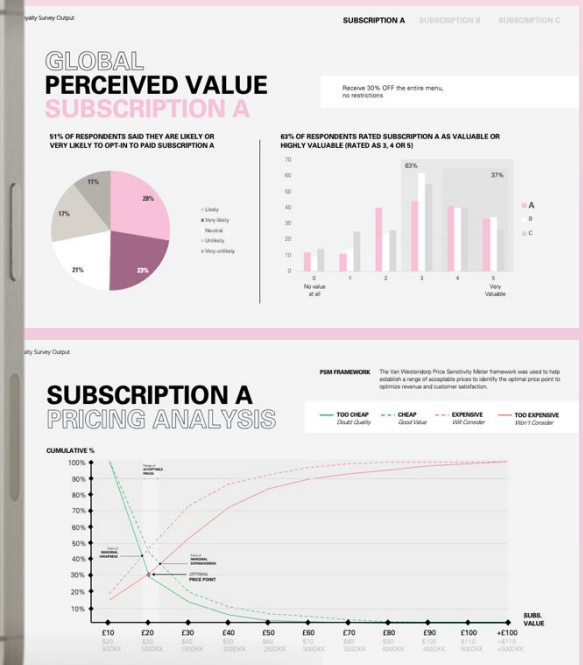
THE SOLUTION FOR THE LONG TERM

Two insights drove our ideation for a re-imagined digital experience



To secure long-term success, we revamped the loyalty program and introduced a marketplace along with subscriptions

We changed the game for customers.
New motivations, new rules, more clarity, more freedom of choice.
Enabling JOE to tap into demand spaces, optimize reward spend and relevance.



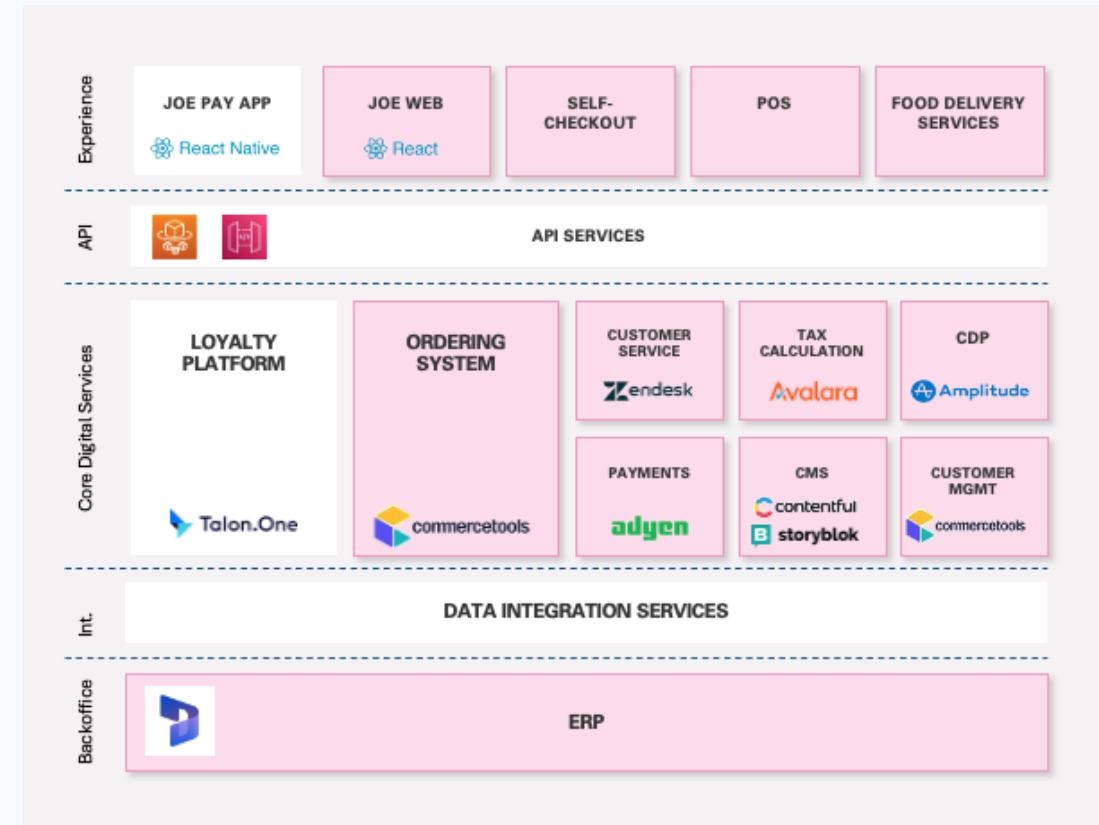
We refreshed the app and introduced new, dynamic mechanics

We streamlined the app with a fresh take on design and integrated features for dynamic challenges and promotions, effectively entering new demand spaces



THE SOLUTION FOR THE LONG TERM

To achieve this, a new loyalty proposition was needed. And to support IPO, the **entire** technology landscape needed to be upgraded.

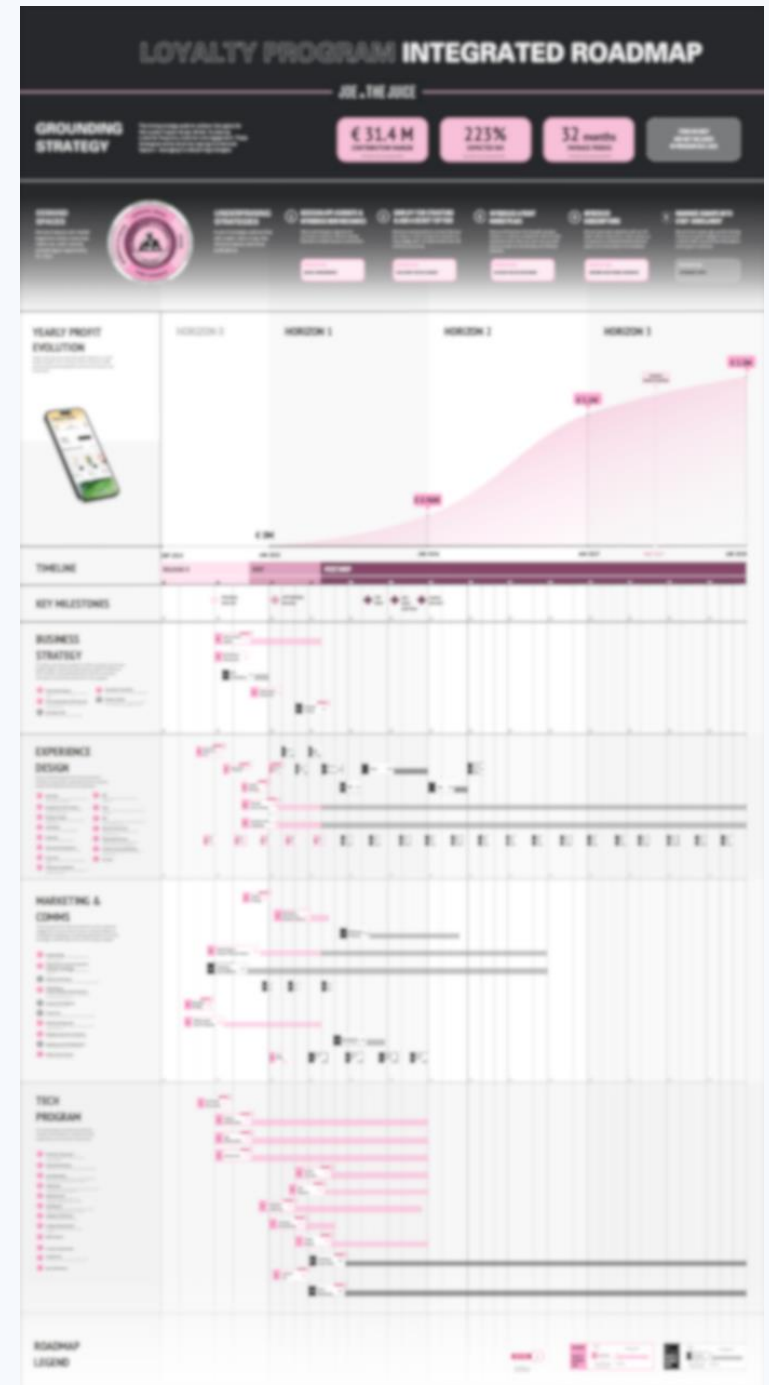


GENERAL ATLANTIC

"Our vision is that in 5 years 80% of customer transactions happen in the app. Joe will be a digital company."

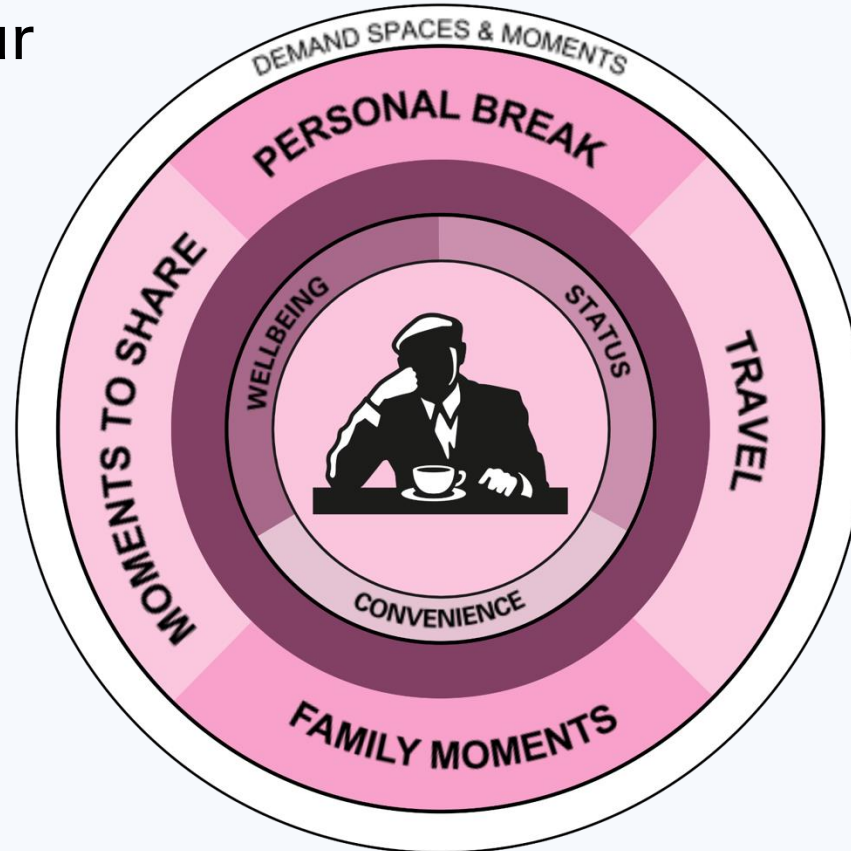
THE IMPACT

A **self-funding** business case that finances not just itself, but a complete digital landscape overhaul.



CUSTOMER OPPORTUNITY

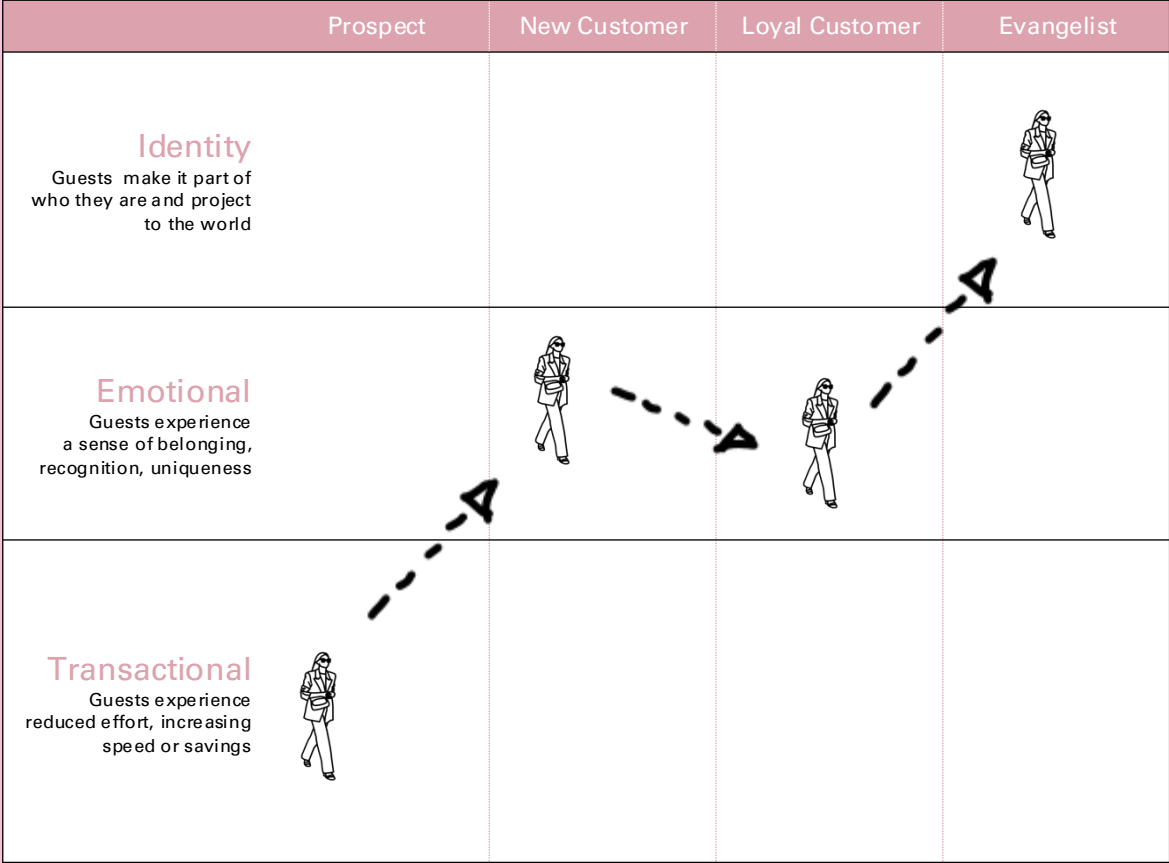
How can we reward our shoppers rightfully?



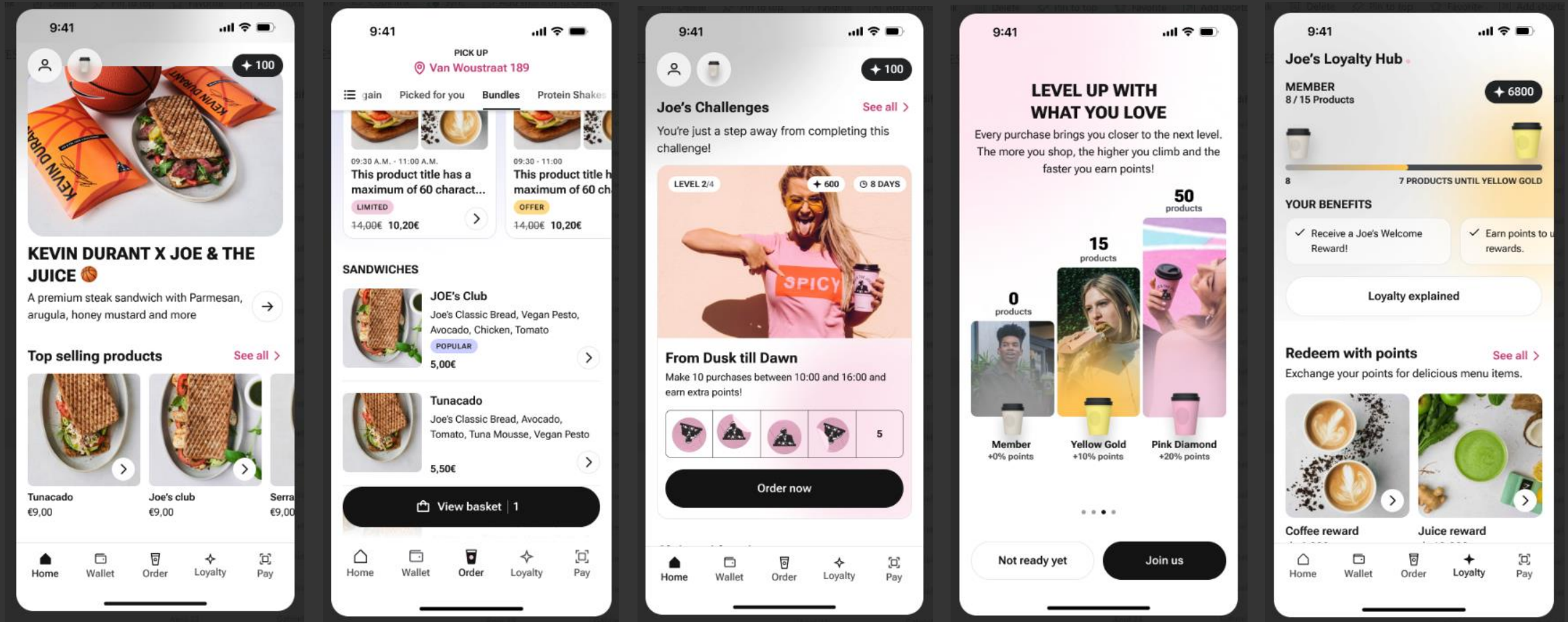
BUSINESS OPPORTUNITY

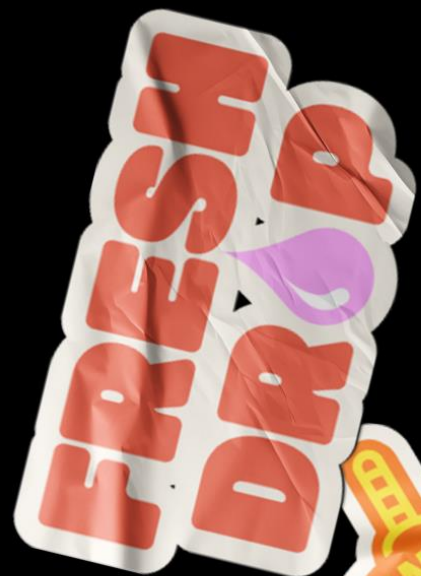
How can we maximise our store productivity?

Elevating our brand means driving more personal experience across every touchpoint



App - What's coming next?







JOE & THE JUICE



Redeem Reward



