

# Basecamp Rewards — 90-Day Rollout Plan

Date: March 21, 2026 | Owner: Chief Experience Officer

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## Goal

Turn Basecamp Rewards from "fine but forgettable" into a program members actively engage with.

Metric	Current	90-Day Target
Monthly active users	2,100	8,000
30-day retention	27%	60%
Redemption rate	18%	40%
Program NPS	12	40+
Program ROI	0.5x	2x+

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## Month 1 — Fix the Foundation (April)

Theme: Get the basics working and align the team

### Week 1

- Leadership alignment meeting — get sign-off on personality-driven direction
- Brief store managers — introduce "What's your coffee personality?" as a barista conversation starter
- Resolve IT ticket #4521 — push notifications must work before launch
- Fix birthday rewards automation (currently manual — ask Jennifer)

### Week 2

- Dev kickoff — integrate Coffee Personality Quiz into the mobile app
- Share prototype with all 45 store managers for feedback
- Identify 3 pilot locations for soft launch

### Week 3

- Soft launch quiz in 3 pilot stores
- Train baristas on how to talk about coffee personalities
- Monitor quiz completion rate and early retention signals

### Week 4

- Collect pilot feedback from baristas and members
- Iterate on quiz based on real usage data (Priya to pull analytics)
- Prepare full rollout plan based on pilot learnings

### Month 1 Success Metrics

- Push notifications fixed and active

- Quiz live in mobile app at 3 pilot locations
  - 500+ quiz completions in pilot stores
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## Month 2 — Launch and Drive Adoption (May)

**Theme: Full rollout across all 45 locations**

### Week 5–6

- Full launch across all 45 locations
- Email campaign to existing 2,100 MAUs — "Discover your coffee personality"
- In-store signage at all locations — QR code linking to quiz
- Push notification to all members announcing the new experience

### Week 7–8

- Activate personalized offers based on quiz results
  - Cozy Classic → medium roast promotions
  - Zen Minimalist → single origin education + early access
  - Health Nut → oat milk / wellness menu promotions
  - Artisan Snob → pour-over demos, limited drops
  - Practical Pragmatist → loyalty shortcuts, bulk value offers
- Launch share incentive — bonus points for sharing quiz results
- Begin weekly Priya analytics check-ins on MAU and retention

### Month 2 Success Metrics

- Quiz live at all 45 locations
  - 3,000+ MAUs (up from 2,100)
  - 40%+ quiz completion rate among active members
  - Retention trending up from 27%
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## Month 3 — Optimize and Scale (June)

**Theme: Double down on what's working, fix what isn't**

### Week 9–10

- Review Month 2 data with Priya — identify top-performing locations and offers
- A/B test push notification copy based on personality type
- Launch "Coffee Journey" — progressive milestones tied to personality (replaces meaningless tier names)
- Introduce limited drops for Artisan Snob segment — exclusivity drives engagement

### Week 11–12

- Final push to hit 8,000 MAU target
- Prepare 90-day results report for leadership
- Document what worked for Q3 roadmap
- Celebrate wins with the team — baristas drove this

### Month 3 Success Metrics

- 8,000+ MAUs
- 60% 30-day retention
- 40% redemption rate
- Program NPS 40+
- ROI 2x+

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### Key Dependencies

Dependency	Owner	Status
Leadership sign-off	Dana / CFO / CEO	Pending — meeting scheduled
Push notifications fix	IT (ticket #4521)	Blocked
Mobile app dev	Dev team	Ready — bandwidth confirmed
Analytics reporting	Priya	On call
Store operations	Jennifer	Coordinating

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### Risks

Risk	Likelihood	Mitigation
IT ticket #4521 not resolved	Medium	Escalate to leadership if unresolved by Week 2
Low barista adoption	Low	In-person briefings + simple talking points
Quiz completion rate too low	Low	Shorten to 4 questions if needed
Leadership pulls funding	Low	One-pager + prototype de-risks this

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Live prototype: <https://mainelycoolers.com> Program overview: <https://mainelycoolers.com/leadership-one-pager.pdf>