Basecamp Rewards — Leadership Brief

Date: March 20, 2026 | **From:** Loyalty Program Manager | **To:** Dana, CFO, CEO

The Problem

We have a brand people love (NPS 67) and a loyalty program they've stopped caring about (NPS 12).

Four months of feedback, member data, and competitor analysis all point to the same diagnosis:

> **"Fine but forgettable."** — *appeared independently in 3 months of customer feedback*

The program is purely transactional. Points for purchases, tiers nobody understands, nothing that makes members feel anything. The result:

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

Signups are up 123% — acquisition isn't broken. But 7 in 10 new members disappear within 30 days. The bucket has a hole.

The Opportunity

Every competitor builds around *what the customer does*. Nobody has built around *who the customer is*.

- **Starbucks** has personalization data but uses it for upsells, not identity
- **Dutch Bros** builds belonging through human connection that doesn't scale digitally
- **Roast & Co.** knows their customers' coffee identity but can't scale past 5 locations

The white space: A personality-based coffee identity program at scale. Nobody has done this.

And customers are already asking for it — unprompted, multiple members said they want help discovering their "signature drink." One barista put it best: *"People light up when we ask about their coffee preferences, but the app captures none of that."*

The Proposal: Coffee Personality Quiz

"What's Your Coffee Personality?"

A short quiz that helps members discover their coffee identity — Are you a Cozy Classic? A Zen Minimalist? An Artisan Snob? — and gives them a drink recommendation, a personality profile, and a reason to engage with the program beyond accumulating points.

Live prototype: https://mainelycoolers.com

This is:

- **Differentiated** — no competitor does this digitally at scale
- **On-brand** — warm, authentic, community-minded
- **Low cost** — built within existing budget and dev resources
- **A conversation starter** — something baristas can actually talk about with customers

Why This Moves the Metrics

Problem	How the Quiz Addresses It
Members feel like transactions	Gives them an identity, not just a point balance
89% stuck at lowest tier	Personality unlocks personalized offers and progression
Baristas can't explain the program	"What's your coffee personality?" is a natural conversation
Out of sight, out of mind	Identity is something members want to share
Redemption rate flat	Personalized recommendations drive relevant purchases

What We're Asking For

No additional budget required.

1. **Alignment** on the personality-driven direction
2. **Dev time** to integrate the quiz into the existing mobile app (team has bandwidth)
3. **3 months** to run the pilot and report back against targets

The prototype is built. The research is done. We're ready to move.

Questions? Dana has the full research synthesis and competitive analysis on file.