


The image shows the interior of a medical marijuana dispensary. In the foreground, there is a wooden counter with a glass display case containing various products. Behind the counter, several staff members are visible, and customers are interacting with them. The background shows more shelves stocked with products. The Como logo is overlaid in the top left corner.

PLPCC Success Story



 www.plpcc.org

 Medical marijuana dispensary

 1 location (6 coming soon)

 USA

PLPCC Off to a Running Start with 59% Growth in Purchase Amounts

Point Loma Patient Consumer Co-Operative is a walk-in medical marijuana dispensary. While they have already experienced great success with the Como Sense customer management solution, their story is just beginning. Not only is medical marijuana skyrocketing in California, but soon recreational allowances will come into effect. PLPCC is already planning seven new locations and eventually hopes to go nationwide. And they are counting on Como Sense to make that scalability possible.

Goal

Upsell to Customers While Gearing Up for Future Expansion

PLPCC was convinced that a mobile app for their business was key to breaking into the market. They wanted to maximize downloads as well as reach customers with offers to try out their constantly evolving products. They were especially

interested in building up their customer database, and in controlling all the transaction data from the POS and their third-party systems in one place.



59%

higher average purchase
in the first 3 months



24%

increase in number of
purchases in the first 3 months



50%

rise in number of app
sessions in the first 3 months

Solution

Automated Offers and Connectivity

PLPCC realizes that the secret to upselling in their field is to satisfy customers' constant curiosity about new products. With the options for personalization made possible by POS integration with Como Sense, they are setting up a range of automations that offer new cannabis medications, flowers, concentrates, and edibles, based on previous choices. Customers will receive push notifications and pop-up messages that link to daily specials, discounted products, and new catalog items. Additional automations will be triggered by data such as purchase frequency and prescription renewal dates.

The business is especially pleased with the connectivity afforded by Como Sense's API, which they are using for services such as a third-party SMS blast system to promote downloading the app to potential customers, and integrating the dispensary's deliveries.

Loyalty Program Highlights



CREDIT

Customers purchase credit in the app to spend at the store



DIGITAL PUNCH CARD

To replace the former paper cards



DELIVERY SERVICE

Business' deliveries connected to Como Sense for rewards, data collection

Success

Wins in the Short Term and a Foundation for the Future

PLPCC has seen the average shopping basket and engagement with the app increase by 50% or more. Even more important, they have leveraged Como Sense's connectivity and scalability to prepare for the future. With the ability to sync databases, get combined reports, act on complete customer data, and manage locations from a central HQ, this business is confident that they have a partner going forward.

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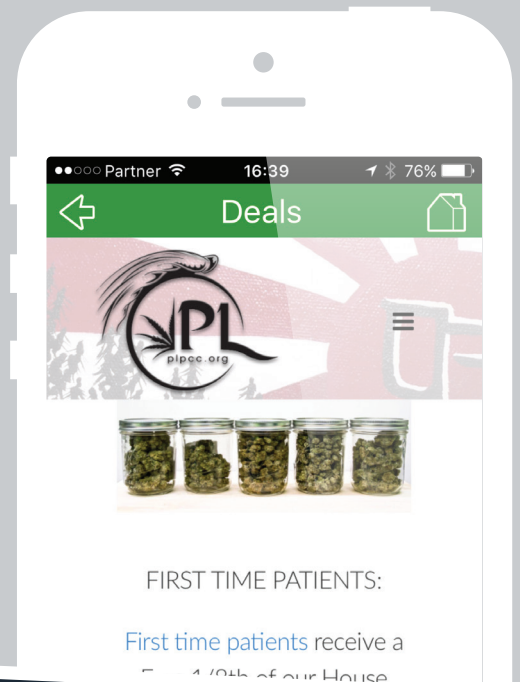
Our mobile app combines beauty with function, providing a presence in the marketplace and avoiding the need for our patients to carry around yet another loyalty punch card. Automated notifications and our in-app incentives have taken us leaps forward within the industry.”



Adam Knopf

Owner

Point Loma Patients Consumer Co-Op



Contact us to find out how Como Sense can work for your business.

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