

# HIFYRE ONE™

RETAIL PLATFORM

 **Release Month(s):** November/December 2024 🌲

## Happy Holidays from Hifyre!

As we approach the end of 2024, it's a perfect time to reflect on an incredible year of growth and progress at the FIKA Company. Over the past year, we've onboarded **12 new banners** across **4 provinces**, bringing our total number of stores to an impressive count of **203**. This expansion is a testament to our commitment to reaching more customers and communities.

At Hifyre, we've been busy building technology to support critical initiatives in **marketing, merchandising, retail operations, delivery, and customer support**. These innovations are designed to enhance every aspect of the customer experience while empowering our teams to work smarter and more effectively.

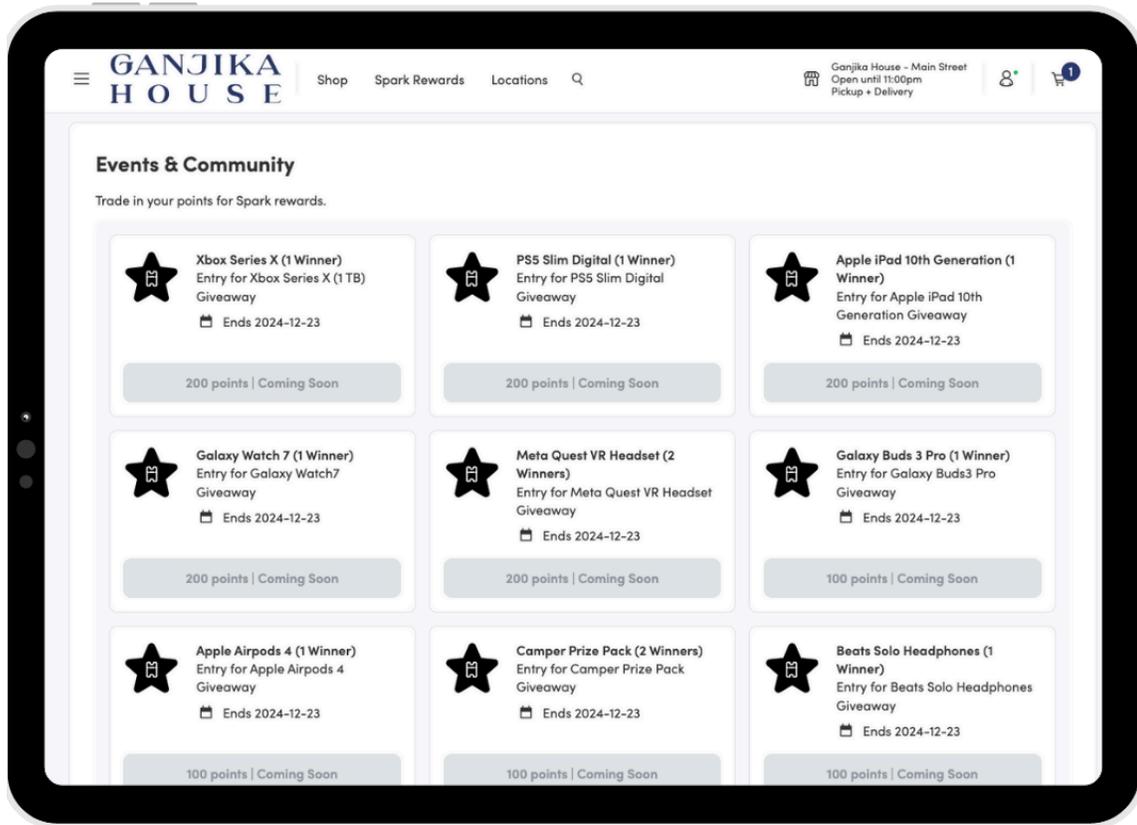
2024 has been a transformative year, and we're excited about what's to come. The pipeline of work for 2025 is already shaping up to deliver more advancements and greater opportunities.

---

## What's New?

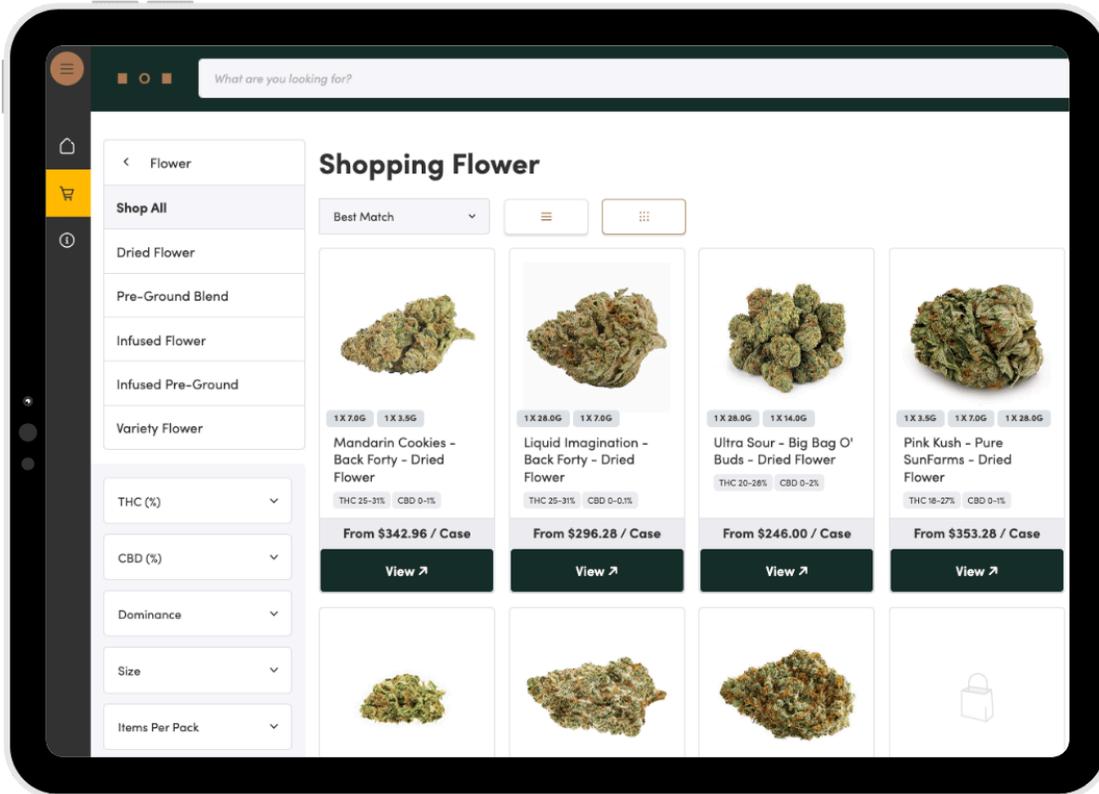
### **Feature 1: Loyalty Point Redemption Online for Contest Entries & Giveaways**

Customers can now redeem their points for contest entries and giveaways directly through our e-commerce website. This new feature is a fun and exciting way for customers to participate and win, giving customers more options with their points.



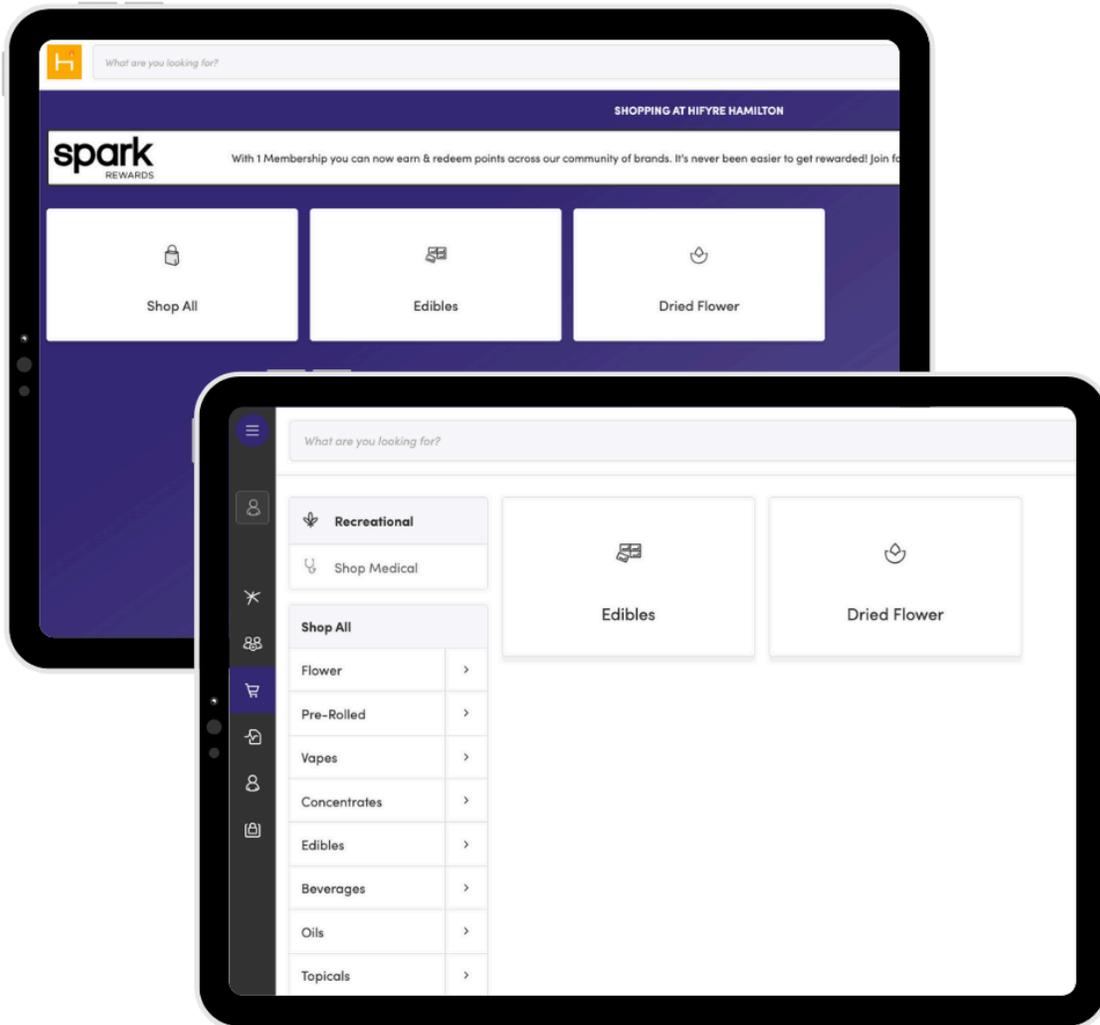
## Feature 2: Re-Vamp of Open Fields Portal

The Open Fields Portal has been completely reimagined to provide a seamless experience for wholesale buyers. Now mirroring the feel of a clienteling shop experience, this update makes it easier than ever to browse and place bulk orders with confidence and efficiency.



### Feature 3: Featured Queries in Shop Manager

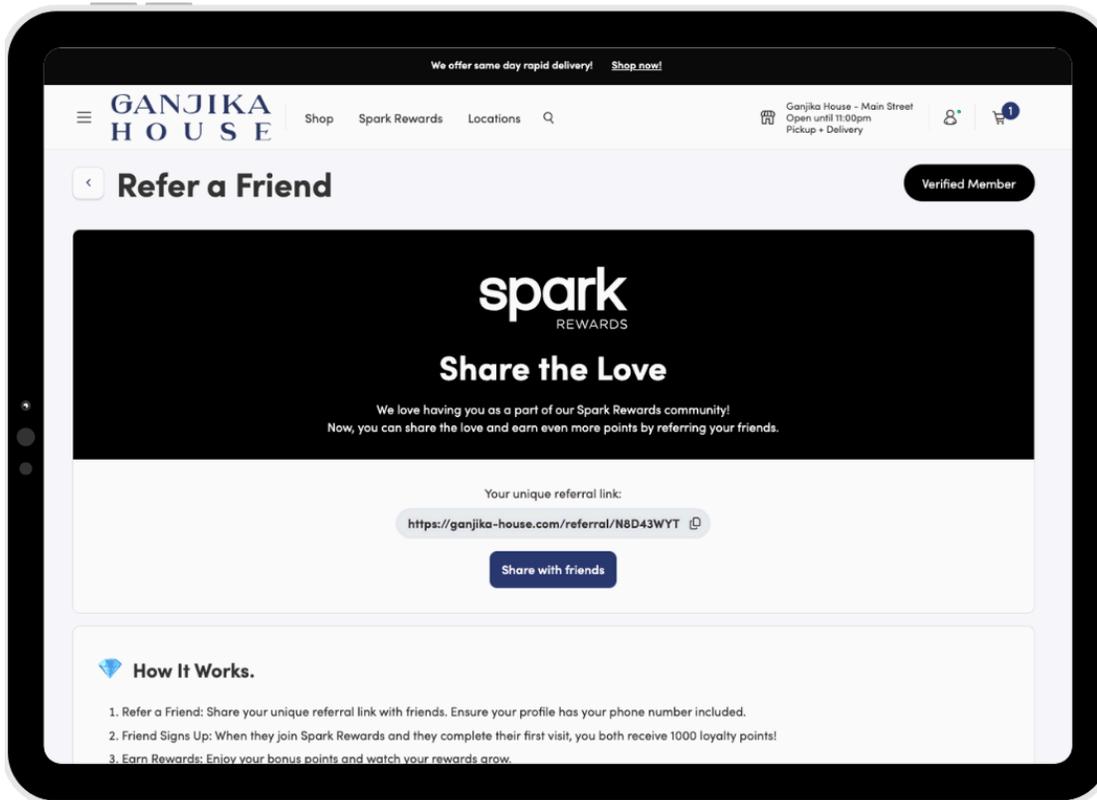
Introducing a new section within Shop Manager that enables those with access, the ability to set Featured Queries for their location. Setting these queries allows you to showcase specific groups of products, which will be highlighted in Clienteling Mode and Kiosk Mode. It's never been easier to spotlight key items for customers and boost visibility.



## 🔧 Improvements

### Improvement 1: Enhanced RAF (Refer-a-Friend) Flow

We've improved the reliability of our Refer-a-Friend program by removing the need for phone numbers. Customers now have access to a personalized referral page, which they can share with friends. When a friend signs up using the provided URL, the referral is seamlessly tracked, making the process simpler and more rewarding for everyone.



## Improvement 2: Upgrades to Customer Inquiry Emails

We've made several enhancements to emails generated from Customer Inquiries, including:

- Allowing customers to upload attachments with their inquiries for better communication.
- Sending a copy of the message back to the customer for their records.
- Improving the formatting of internal emails, ensuring messages sent to internal inboxes are clearer and more actionable.

## ➔ SOON What's Coming Next?

### Incoming Feature 1: Apple Pay

We're excited to announce that early in 2025, Apple Pay will be available as an option to pay within our iOS app, making our customers checkout process faster, easier, and more secure!

### Incoming Feature 2: Re-vamped Kiosks

We're excited to announce a major update to our Kiosk Experience. This upcoming

revamp will include:

- **Modernized Interface:** A redesign of the kiosk interface to create a more intuitive and visually engaging experience for users.
- **Account Access:** Customers will soon be able to access their accounts directly through the kiosk, making it easier to track loyalty points, access personalized recommendations, and streamline the checkout process.

As we look forward to 2025, we're excited to continue building on this momentum and tackling the opportunities ahead. But first, we hope everyone takes the time to rest, recharge, and enjoy the holiday season with friends and family.

Here's to a bright and successful new year—we'll see you all rested and rejuvenated in 2025!

---

 **We'd Love Your Feedback!**

We're always striving to improve, and your feedback is crucial. Let us know what you think about this update, or suggest features you'd like to see in the future.

Reach out to Christina or Jasmine, or use our [feedback form!](#)

Hifyre Inc., 40 King Street West, Suite 3410, Toronto, ON M5H 3Y2, Canada

[Unsubscribe](#) [Manage preferences](#)



Send free email today