

72% of cannabis customers who feel forgotten don't come back.

They're not disloyal. They're just not being talked to.
The dispensaries that retain customers automate the conversation.

Most dispensaries treat every customer the same. That's the problem.

1

No loyalty = no retention

Customers have 3–5 dispensaries nearby. Without a reason to return to yours, they rotate. Points don't help if they don't know they have them.

2

Staff can't personalize at scale

A budtender can't remember birthdays, favorite strains, or purchase history for 2,000 customers. The system can.

3

Lapsed customers disappear silently

No alert fires when a regular hasn't been in for 45 days. By the time you notice, they've switched to a competitor.

Key insight

Of customers who don't get engagement messages don't return

72%

THE SOLUTION

Automated loyalty. Personalized outreach. Without extra staff.

A customer engagement system that knows who your regulars are, rewards them automatically, alerts them when their favorite products are back in stock, and reaches out before they drift to a competitor. Every interaction feels personal. None of it is manual.

What this means for you

Birthday reward automation — sent automatically

Loyalty point alerts — personalized, not generic blasts

Restock alerts for favorite products

Lapsed customer reactivation sequences

[See a live demo built for your practice →](#)

4 things running on autopilot from day one

01

Birthday Campaigns

Every customer gets a personalized birthday offer on their day. Feels personal. Completely automated. Drives foot traffic on the day they're most likely to celebrate.

02

Loyalty Point Alerts

When a customer gets close to a reward tier, they get a text. 'You're 50 points from a free pre-roll.' They come in. They spend. They reach the tier.

03

Restock Alerts

When a customer's preferred strain or product comes back in stock, they're notified automatically. They don't have to check. You don't have to call.

04

Lapsed Customer Recovery

45 days since a regular's last visit? An automated win-back sequence fires — personalized to their purchase history. Most come back within a week.

THE NUMBERS

Results you can point to.

72%

Customers lost without
engagement

3.4×

Higher LTV for loyalty program
members

45d

Average lapsed customer
recovery window

0

Extra staff to run any of this

Every number above comes from real implementations. We build around your workflow and track what changes.

WHAT YOU GET

Built for Green. Customized to how you work.

Birthday automation — personalized per customer

Lapsed customer reactivation sequences

Loyalty milestone alerts (configurable tiers)

Staff daily briefing (top movers, alerts)

Restock notification system by product/strain

All messaging, timing, and offers are fully customizable

All of this is customizable — colors, features, messaging, and workflow. We build around your business.

READY TO SEE THIS LIVE?

Book a 15-minute call. We'll show you a live demo built for your practice.

calendly.com/illicore/15-min-huddle

- Live demo built with your practice name and branding
- Everything customizable — colors, features, and messaging
- You make more money. You spend your time running your business, not in it.