

Voucher Guide

Uber

Creating vouchers

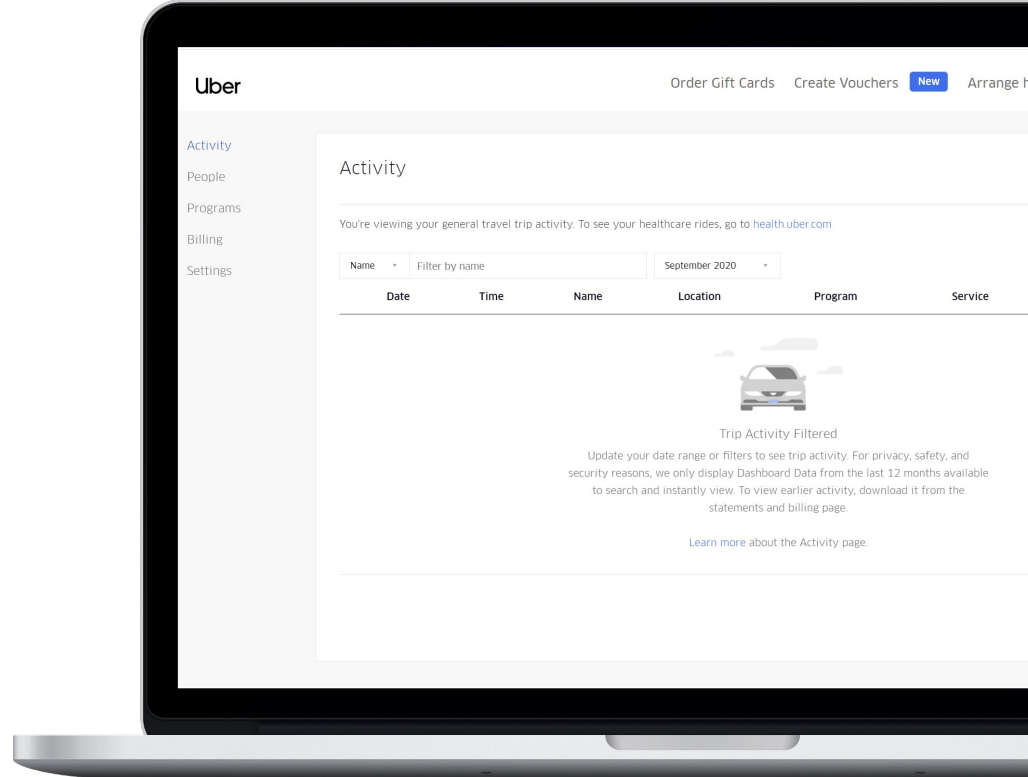
(Admins and coordinators)

Navigate to the Vouchers dashboard

1 Access your Uber for Business dashboard by visiting business.uber.com

2 Click “Create Vouchers” in the navigation bar on the main Uber for Business dashboard

3 You can also access the Vouchers dashboard
(*alternative*) by visiting vouchers.uber.com



Creating a voucher

Part 1: Input voucher details

- 1 Click “Create new voucher” and select “Vouchers for Uber Eats,” “Vouchers for Rides,” or “Vouchers for all Uber products”** depending on desired voucher type
- 2 Add group details and voucher details (shown in available controls below)
- 3 After inputting group and voucher details, select “Continue” to move to distribution methods

Controls available:

- Start and end date
- Number of vouchers (eaters/riders)
- Voucher coverage type:
 - *Credit value*: one-time credit, refillable daily / monthly
 - *Per meal/trip discount*: select number of meals/trips, amount off or percent off per meal/trip, fully covered rides
- Rides only controls: pick up/drop off restrictions

The screenshot shows the 'Uber Vouchers' creation page for 'Acme Corporation'. The interface is divided into three main sections: a left sidebar, a central 'Voucher details' form, and a right sidebar.

Left Sidebar:

- A button: '+ Create new voucher'
- A section 'Vouchers' with a list of 'Manage policies':
 - Active: 0
 - Inactive: 0

Central 'Voucher details' Form:

Use these customization options to create vouchers that fit your needs and budget.

Number of vouchers: 10

Each eater may only claim one voucher

Voucher coverage type: Per meal discount (dropdown menu)

Cover a portion of a meal in USD. Change currency [Change currency](#)

Meals per voucher: 1

Discount type: Amount toward total (dropdown menu)

Amount per meal: \$ 10

Eater will pay any costs over this amount

Buttons: < Back, Continue

Right Sidebar: Voucher for Uber Eats

- Group details
- Voucher details** (active)
- Recipient List
- Distribution Method
- Review & confirm

Cost estimator

Number of vouchers	10
* Maximum cost per voucher	\$10
Maximum potential cost	\$100

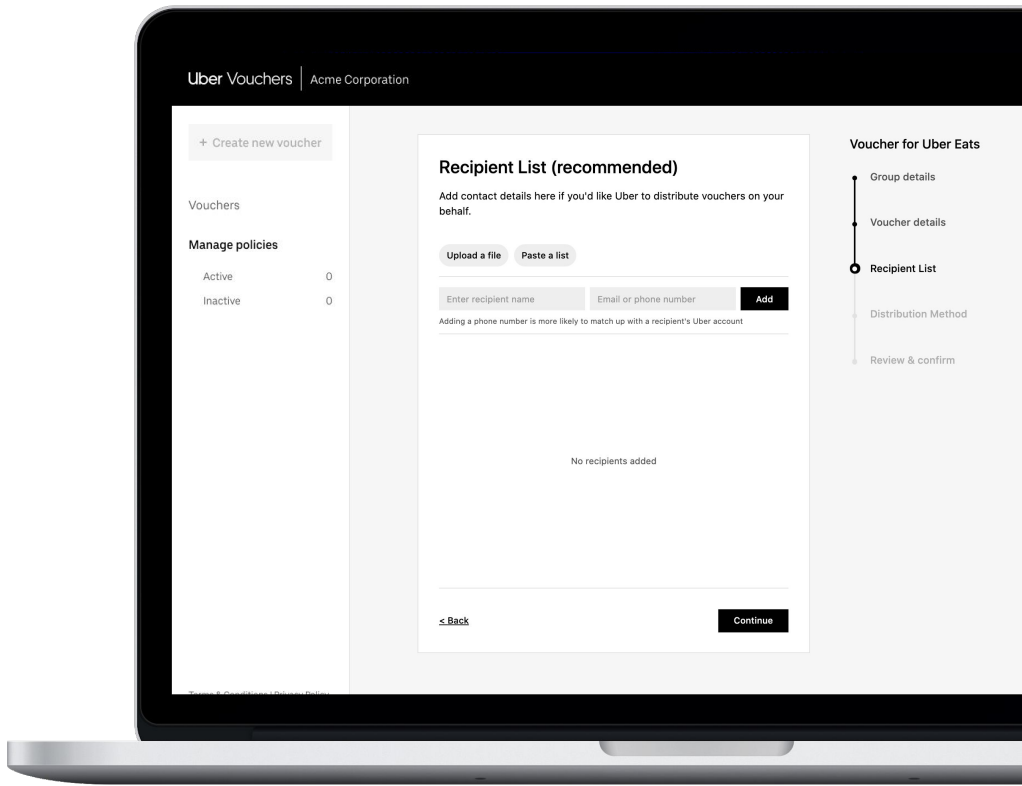
***Vouchers for all Uber products only available in select markets. Ask your Uber representative for more details**

Creating a voucher

Part 2 (recommended): Distribute via Uber (email or text)

- 1 Select “Upload a file,” “Paste a list” or begin entering recipients manually one at a time
- 2 Download the template and input recipient information into template before uploading
(Upload a file)
- 2 Paste the list of recipient emails or phone numbers into pop-up window
(Paste a list)
- 2 Begin entering names and emails or phone numbers. Click “Add” after each recipient
(Manually)
- 3 Select “Continue” and then select the type of links sent to recipients (general or unique link) before finalizing campaign

**For full distribution details see
“Distribution” section of this guide**



Creating a voucher

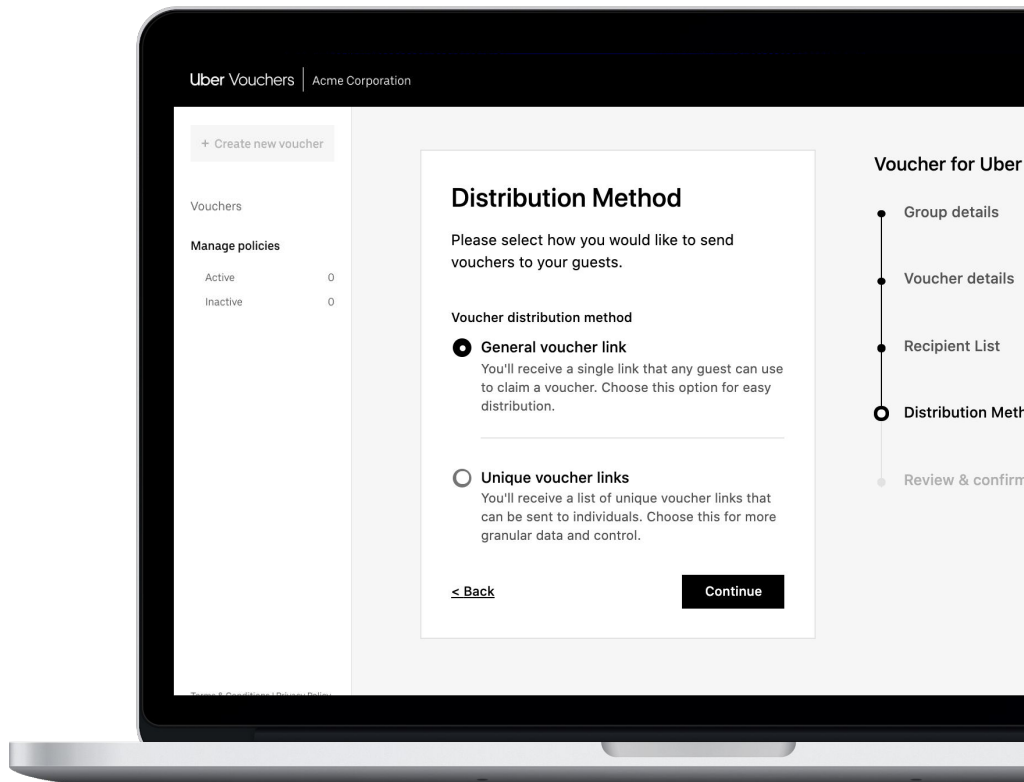
Part 2 (optional): Distribute on your own (via URL link or code)

- 1 Select “Continue” when prompted with the “Recipient List” step during creation
- 2 Select the distribution method (general or unique link, descriptions below)
- 3 Submit and get the link(s) via the “Share link” or “Download CSV” button shown on the Voucher campaign after creation

Unique links: different link for each users. Great for more granular tracking.

General link: same link for all users. Great when you want to send one link to all users (i.e. one email or post)

For full distribution details see
“Distribution” section of this guide



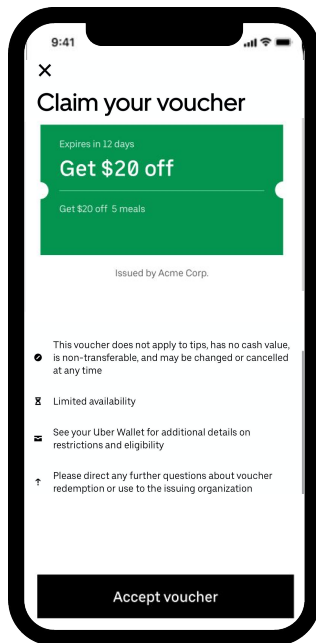
Distribution

(Admins and coordinators)

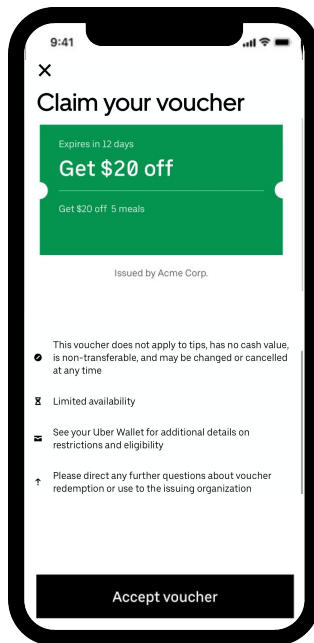
Three available distribution methods

RECOMMENDED ✓

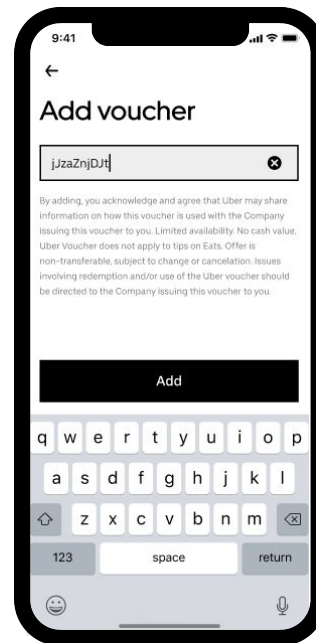
**Distribute via Uber
by email or text**



**Distribute via URL link
leading directly to Uber**



**Distribute via code input
into Uber app**



Distribute via Uber by email or text

Option 1: Upload a file

- 1 Select “Upload a file” during the campaign creation process “Recipient List” step
- 2 Download the template and input recipient information into template before uploading
- 3 Select “Continue” and then select the type of links sent to recipients (general or unique link) before finalizing campaign
- 4 Preview the communications sent to recipients in the “Review & confirm” stage (communications will be sent immediately upon campaign confirmation)

See [video](#) for detailed tutorial on creating and distributing Vouchers

Phone numbers are more likely to match with a recipient's Uber account and provide a better user experience

Notes on uploading the template

- Must be saved as CSV
- Multiple uploads can take place. A maximum of 2,500 recipients can be uploaded at once (up to 4 uploads of 2,500 can occur for one campaign)
 - Maximum of 10,000 total recipients allowed
- Will notify of any duplicate entries and remove
- Combination of emails and phone numbers can be used
- Combination of upload, pasting, and manually entering recipients can occur

Distribute via Uber by email or text

Option 2: Paste a list

- 1 Select “Paste a list” during the campaign creation process “Recipient List” step
- 2 Paste the list of recipient emails or phone numbers into pop-up window
- 3 Select “Continue” and then select the type of links sent to recipients (general or unique link) before finalizing campaign
- 4 Preview the communications sent to recipients in the “Review & confirm” stage (communications will be sent immediately upon campaign confirmation)

See [video](#) for detailed tutorial on creating and distributing Vouchers

Phone numbers are more likely to match with a recipient's Uber account and provide a better user experience

Notes on uploading the template

- Separate recipients by semicolons, commas, or line breaks
- Multiple pastings can take place
- Maximum of 10,000 recipients allowed
- Will notify of any duplicate entries and remove
- Combination of emails and phone numbers can be used
- Combination of upload, pasting, and manually entering recipients can occur

Distribute via Uber by email or text

Option 3: Manually enter recipient names

- 1 Begin entering names and emails or phone numbers
- 2 Click “Add” after each recipient
- 3 Select “Continue” and then select the type of links sent to recipients (general or unique link) before finalizing campaign
- 4 Preview the communications sent to recipients in the “Review & confirm” stage (communications will be sent immediately upon campaign confirmation)

See [video](#) for detailed tutorial on creating and distributing Vouchers

Phone numbers are more likely to match with a recipient's Uber account and provide a better user experience

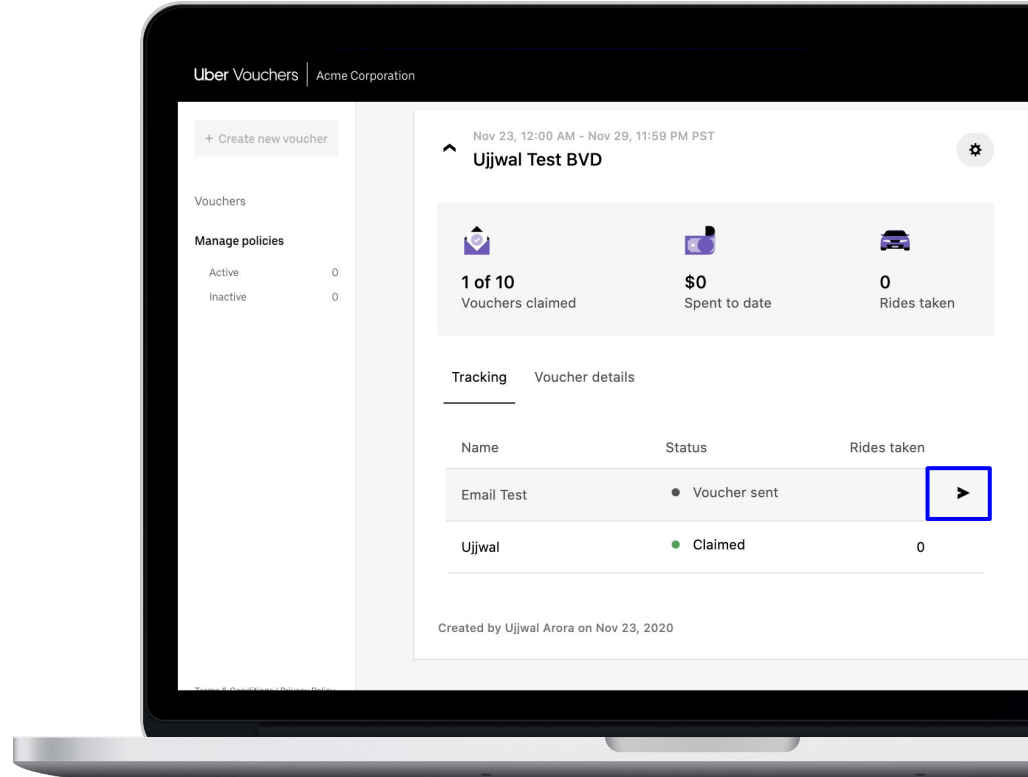
Notes on uploading the template

- Maximum of 10,000 recipients allowed
- Will notify of any duplicate entries and remove
- Combination of emails and phone numbers can be used
- Combination of upload, pasting, and manually entering recipients can occur

Distribute via Uber by email or text

After creating the the Voucher campaign, you can resend communications to recipients

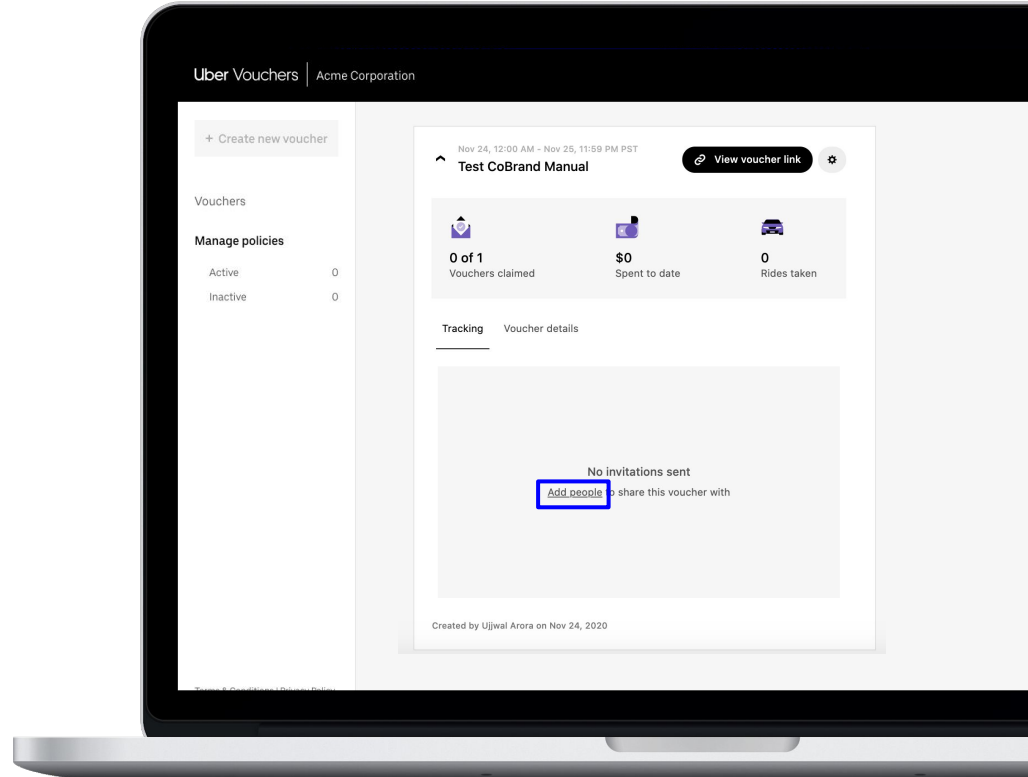
- 1 Visit the vouchers dashboard and select desired program (vouchers.uber.com)
- 2 Click arrow on the right of the program to expand program details
- 3 Hover over the recipient name that you would like to resend communication to
- 4 Select the arrow on the far right by the recipient details



Distribute via Uber by email or text

Adding recipients after creating the campaign

- 1 Visit the vouchers dashboard and select desired program (vouchers.uber.com)
- 2 Click arrow on the right of the program to expand program details
- 3 Select “Add people” and follow instructions to upload or paste a list or enter names manually (communications will be sent immediately upon campaign confirmation)



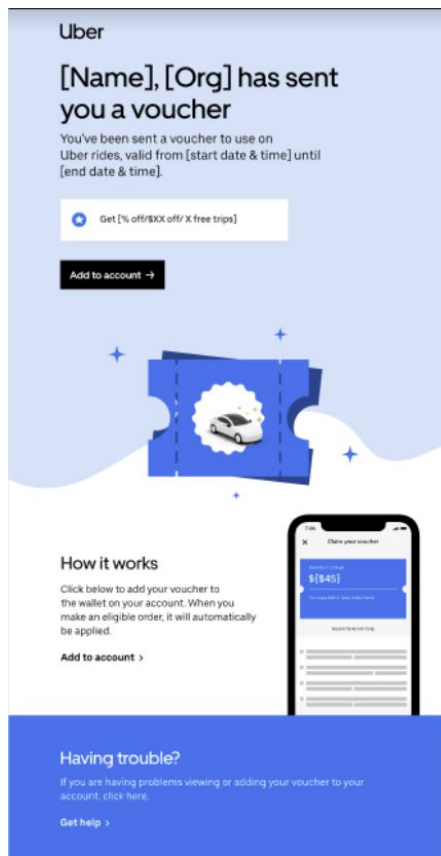
Distribute via Uber by email or text

Recipient communications

Based on the information provided during the voucher creation process, recipients will receive an email, SMS, or push notification with their voucher ready to claim.

Email will state the Voucher name and your business name. Email will be sent from noreply@uber.com

SMS will state your business name (as input into the Uber for Business dashboard) not the Voucher name. If a profile display name is entered, this will appear as the business name.



SMS

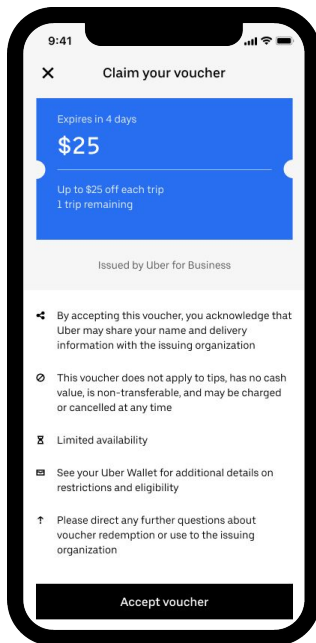
Uber for Business has sent you an Uber voucher. Claim it here: https://r.uber.com/r_TM91DWPJn. Reply STOP to unsubscribe.

Redemption

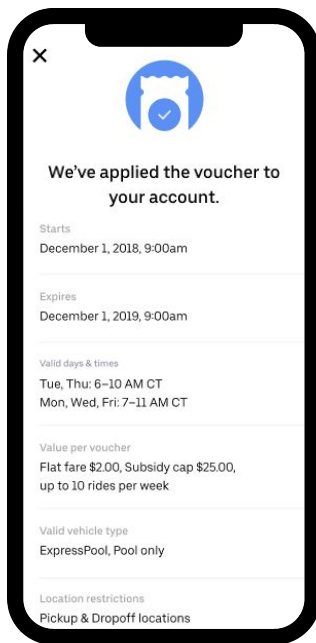
(End user)

How to redeem a voucher (Rides)

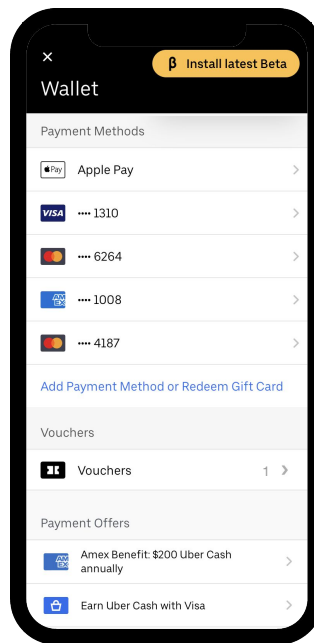
Click on the link sent from
your organization



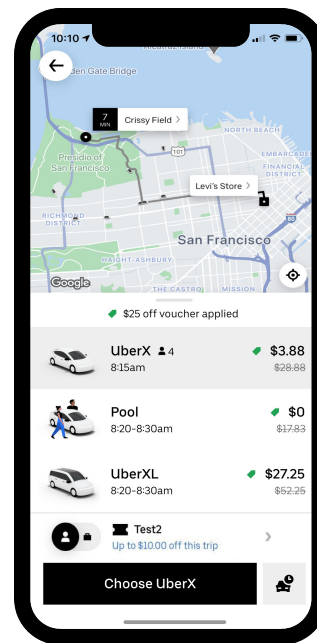
Add voucher to
your account



The voucher will appear
in your wallet



Voucher will be applied
when ordering a trip

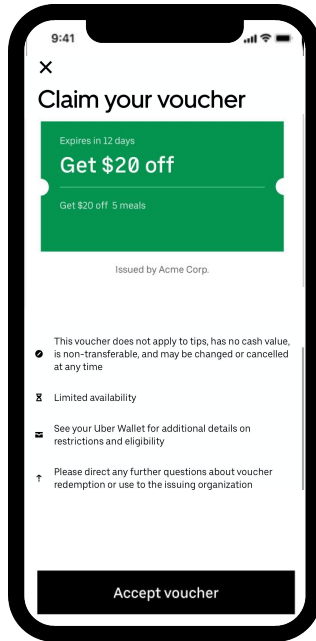


Note, tips are not covered by the voucher and will be charged to the personal payment method.

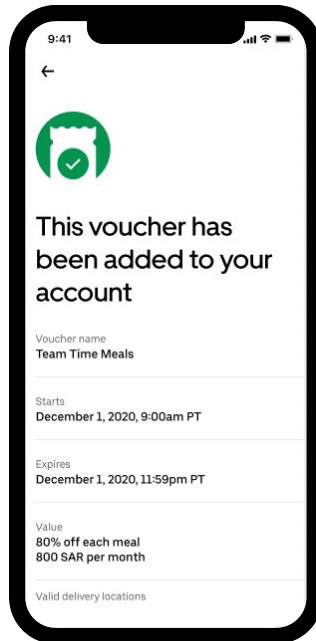
Voucher must be redeemed on personal profile. A valid personal payment method must be added to the account to redeem the voucher.

How to redeem a voucher (Uber Eats)

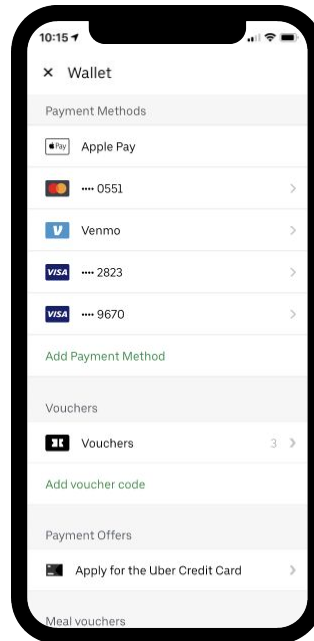
Click on the link sent from
your organization



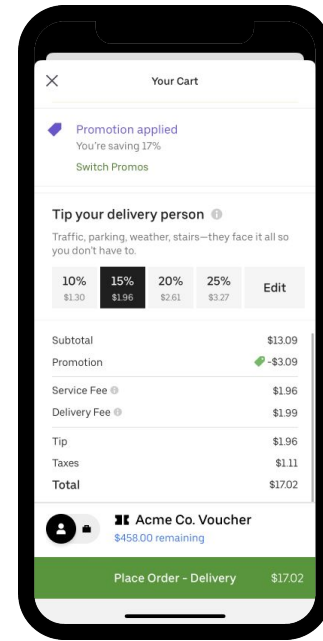
Add voucher to
your account



The voucher will appear
in your wallet



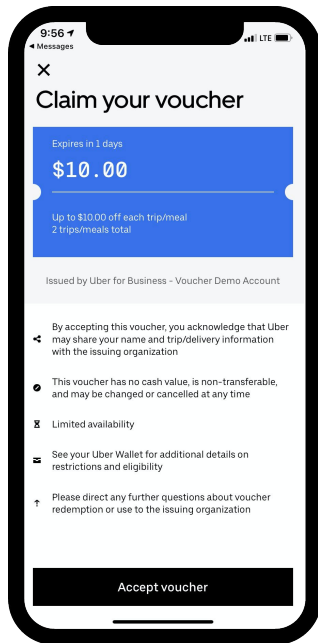
Voucher will be applied
at checkout



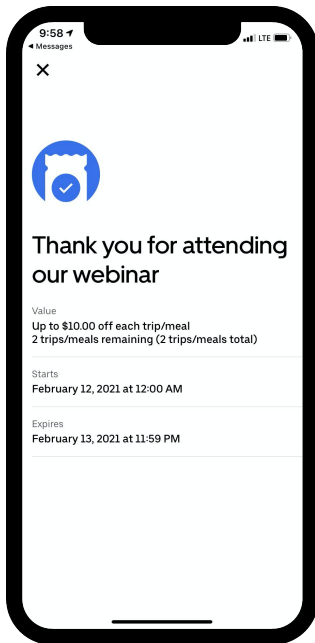
Note, vouchers must be redeemed on personal profile. A valid personal payment method must be added to the account to redeem the voucher. Tips are covered by the voucher in select countries*. Vouchers used in other countries will have the tip charged to the personal payment method. *Tips covered in US, CA, AU, BR, UK, FR, IT, SP, NL, PT, PL, CH, SE, ZA, KE

How to redeem a voucher (Voucher for all Uber Products)

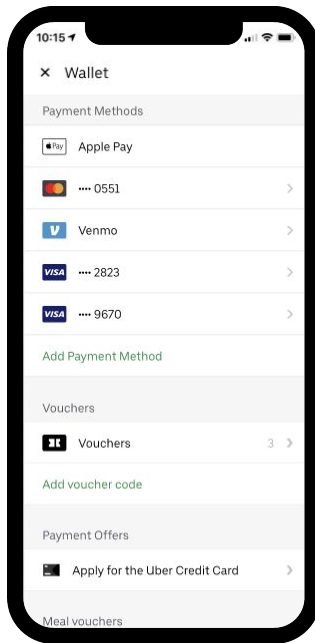
Click on the link sent from your organization



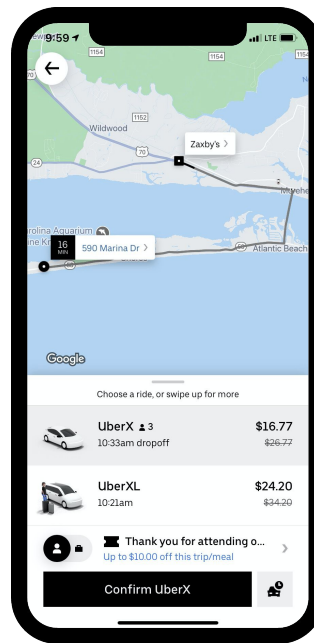
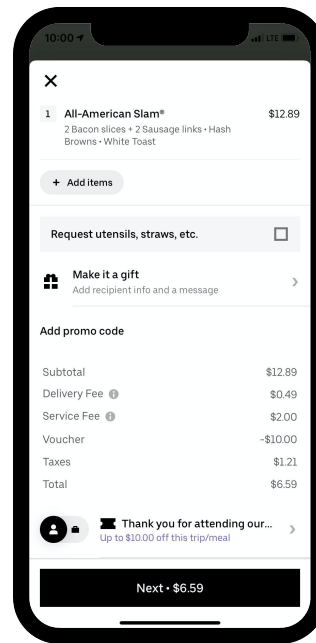
Add voucher to your account



The voucher will be added to your wallet for both Uber Eats and Uber apps



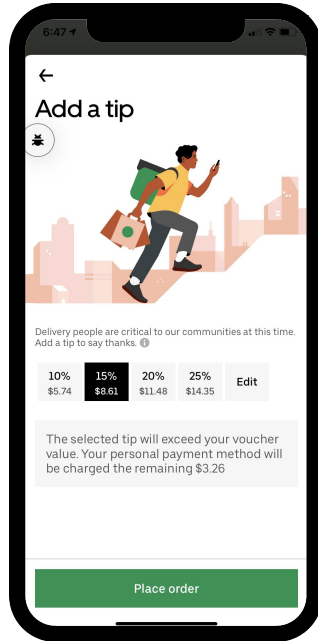
Voucher will be applied when ordering trip or meal that qualifies



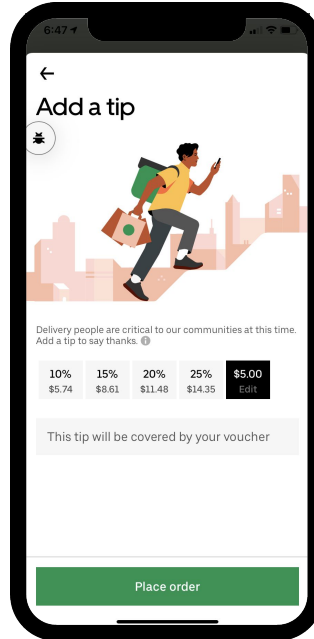
Note, vouchers must be redeemed on personal profile. A valid personal payment method must be added to the account to redeem the voucher. Tips are covered for Uber Eats order (not rides) by the voucher in select countries*. Vouchers used in other countries will have the tip charged to the personal payment method. *Tips covered in US, CA, AU, BR, UK, FR, IT, SP, NL, PT, PL, CH, SE, ZA, KE

How to tip using a voucher (Uber Eats)

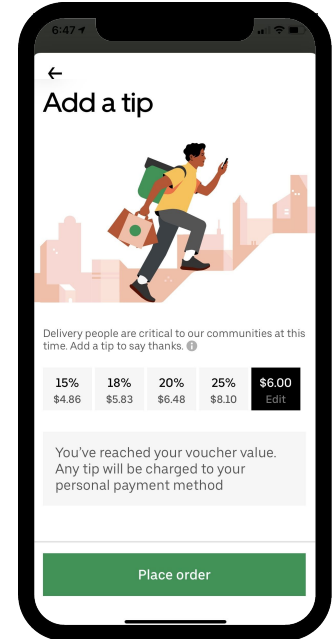
Amount to be charged to personal payment method will be shown if tip exceeds voucher



User will see confirmation when the voucher covers tip in full



If no value remains on voucher, user will be alerted full tip is charged to personal payment method



Note, tips covered by the voucher are available in select markets of US, CA, AU, BR, UK, FR, IT, SP, NL, PT, PL, CH, SE, ZA, KE