

# Detailed Sky Store Voucher Redemption Journey

1

Customer is sent an email or DM containing 12 digit voucher code



2

Customer redeems code on [skystore.com](http://skystore.com)

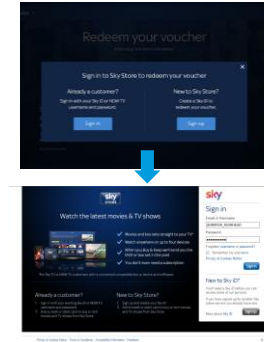
DM: customer types in code at [skystore.com/redeem](http://skystore.com/redeem)      Email: customer clicks "REDEEM NOW" link



- Voucher cannot be redeemed via set top box
- Code can only be used once

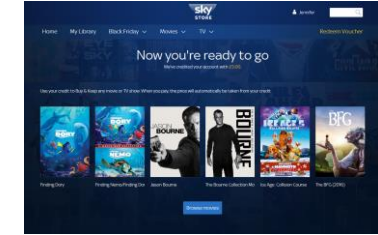
3

Customer prompted to sign in/up to [www.skystore.com](http://www.skystore.com) using SkyID



4

Customer's online balance is credited with voucher value



- Credit valid for 3 years
- Customer can use voucher against any title (possible to buy or rent)

5

Customer selects their movie or box set



- Online balance will be drained **before** any payment is requested
- Movie title shown at **full price** until the customer selects "Buy now"

6

Customer completes purchase journey



- Itemised bill shows the value of voucher being subtracted
- If there is an outstanding charge, customer will be prompted for payment details