

Enhanced Cova Integration

Automatic Customer Matching & Improved Order Submission

Coming Early 2026

What's Coming?

We're significantly enhancing how Buddi communicates with your Cova POS system. These updates will eliminate manual data entry, improve reporting accuracy, and streamline your order fulfillment process.

Key Benefits

- **Automatic Customer Matching:** Orders placed in Buddi will automatically link to existing customer profiles in Cova
- **Eliminate Manual Entry:** No more manually entering customer information or delivery addresses into Cova
- **Accurate Reporting:** Customer purchase history and data will be properly tracked and attributed in your Cova system
- **Faster Fulfillment:** Orders will arrive in Cova with all customer details already attached, ready for processing

How It Will Work

When a customer places an order through your Buddi online menu or kiosk, our system will match them with existing profiles in your Cova database (or create a new one). Here's the technical process that will happen behind the scenes:

Customer Matching Process

Buddi will use a matching process to find existing customers in Cova. The process will check customer information in this priority order:

Step 1: Email Address Lookup

When a customer enters their email address during checkout, Buddi will immediately search your Cova customer database for a matching email. Email will be checked first because it's a unique identifier (unlike phone numbers, which can be recycled or reassigned to new customers over time).

- **If a customer email is found:** The order is automatically linked to that existing Cova customer profile
- **If no match is found:** The system moves to Step 2

Step 2: Phone Number Lookup

If the email search doesn't find a unique match, Buddi will then check the customer's phone number in your Cova database.

- **If a customer phone number is found:** The order is linked to that existing Cova customer profile
- **If no match is found:** A new customer profile is created in Cova

Step 3: Creating New Customers

If no existing customer is found through email or phone, Buddi will automatically create a new customer profile in your Cova system with all the information provided during checkout (name, email, phone, and delivery address if applicable).

Order Submission Improvements

Beyond customer matching, we're enhancing how order information flows into Cova:

Order Reference Information

- **Kiosk Orders (Guest):** Displayed with the order number for easy reference
- **Kiosk Orders (Signed In):** When a customer is signed into the kiosk, their Cova profile name appears instead of the order number, making it easy to identify the customer
- **Ecommerce Orders:** Linked to customer profiles when available, with fallback to customer name and order ID if needed

Delivery Information

If you're using Buddi's Delivery Windows feature, the selected delivery time slot will automatically appear in Cova. For express deliveries, you'll see 'EXPRESS!' clearly marked in the system.

Order Notes

Any notes added by customers during checkout will be automatically included with the order in Cova, giving your team important context without manual transfer.

Payment Information

For orders paid with a credit card (regardless of payment processor), the last 4 digits of the card number will be automatically included with the order in Cova. This will help your team quickly verify payment details and resolve any payment-related questions without needing to search through multiple systems.

Why This Matters

These improvements will address three major pain points cannabis retailers face:

Current Challenge	How We'll Solve It
Manual Data Entry: Staff currently have to manually enter delivery addresses into Cova for every online order	Customer information, including delivery addresses, will automatically sync to Cova when the order is placed

Current Challenge	How We'll Solve It
Disconnected Customers: Orders currently arrive in Cova without customer profiles attached, requiring manual linking	Smart matching will automatically find and link existing customers, or create new profiles with complete information
Inaccurate Reporting: Customer purchase history and analytics are currently incomplete because orders aren't properly linked	Every order will be properly attributed to the correct customer profile, ensuring accurate lifetime value and purchase history reporting

Best Practices

To get the most benefit from this enhanced integration:

Ensure Complete Customer Information

Buddi already captures both email and phone number during checkout. When our system creates or matches customer profiles in Cova, having both pieces of information will ensure the most accurate matching possible. This dual-identifier approach will minimize the chance of duplicate profiles and ensure returning customers are properly recognized.

What You Need to Do

Nothing! These improvements will be activated automatically in early 2026. Once live, your team will immediately benefit from reduced manual data entry and more accurate customer records.

Frequently Asked Questions

Here are answers to common questions about the enhanced customer matching system:

Q: Why am I seeing a customer name instead of an order number in Cova?

A: This is actually an improvement! Previously, kiosk and online orders appeared with just an order number. Now that orders are automatically linked to customer profiles, you'll see the customer's name—making it much easier to identify who placed the order. If you need the order number for reference, it's still available in the order details within Buddi.

Q: A customer used a generic email like 'test@test.com' and the wrong name appeared in Cova. What happened?

A: When a customer uses a generic or shared email address that already exists in your Cova database, our system matches them to that existing profile. The order will show the name originally registered with that email in Cova. This happens because some customers prefer not to share their personal information and reuse common email addresses. If this creates confusion, you can verify the customer's actual information in the Buddi order details and update the Cova profile accordingly.

Q: The name in Buddi doesn't match the name in Cova. Why is this happening?

A: This occurs when the customer's Cova profile has different name information than what they entered in Buddi. Our system matches customers based on email and phone number (not name) so it will correctly link to the existing profile even if the names differ. **To resolve this:** Check the name shown in the Buddi order queue (which reflects what the customer just entered), then update their Cova customer profile to match. This ensures future orders display consistently.

Q: The Buddi order has both phone and email, but the Cova profile only has a phone number. Why wasn't the email added?

A: Unfortunately, Cova's API doesn't currently provide a way to update existing customer information automatically. When we match a customer to an existing Cova profile, we can't add missing information like email addresses. **To add the email:** Manually edit the customer profile in Cova and add their email address. This will ensure the customer has complete information for future reference.

Q: What happens if a customer enters a new email (not in Cova) but uses a phone number that matches an existing customer?

A: Our system will match the customer based on the phone number. Since email is checked first but didn't find a match, the system moves to phone number lookup (Step 2 in our matching process). If the phone number matches exactly one customer in Cova, the order is linked to that existing profile. This prevents duplicate profiles when customers use a different email address than they originally registered with.

Q: Multiple customers in my family/household share a phone number. Will this cause issues?

A: If multiple customers in Cova share the same phone number, our system won't be able to determine which profile to use based on phone alone. To avoid this, encourage customers to use unique email addresses and phone numbers when placing orders.

Q: Why is the customer's previous shipping address overwritten when they place a new delivery order with a new address?

A: Cova does not support submitting a specific address with a delivery order, the only way for us to ensure the correct address appears in your system is by overwriting existing addresses to the most recent one on file.

Questions or Feedback?

We're continuously improving the integration between Buddi and Cova to make your operations more efficient. If you have questions about these upcoming changes or suggestions for future enhancements, please don't hesitate to reach out to our support team.

We're here to help!