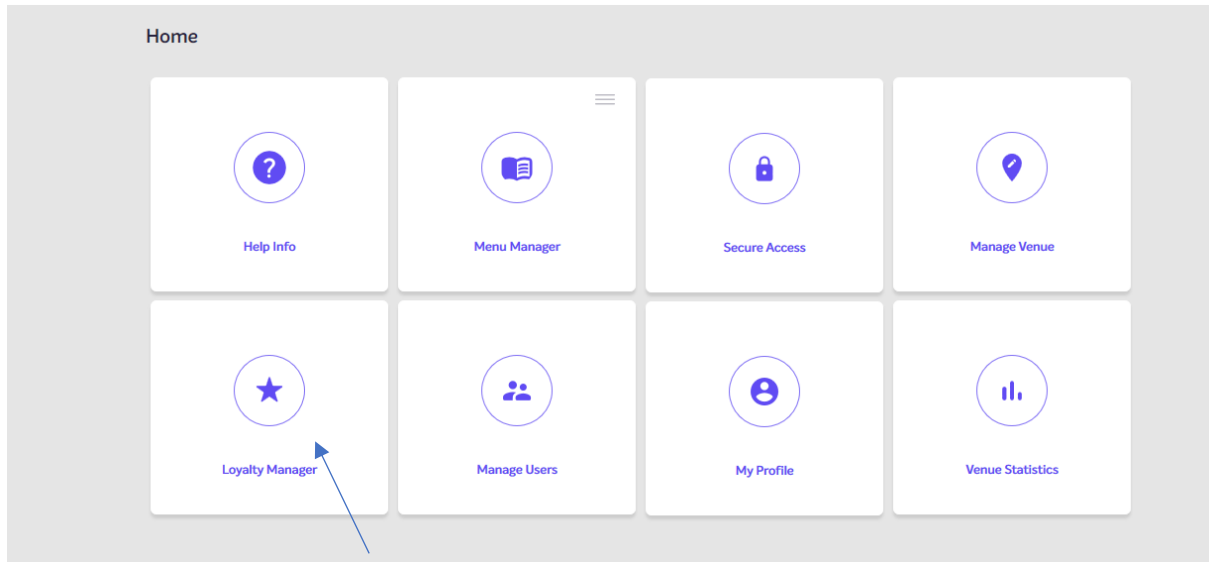
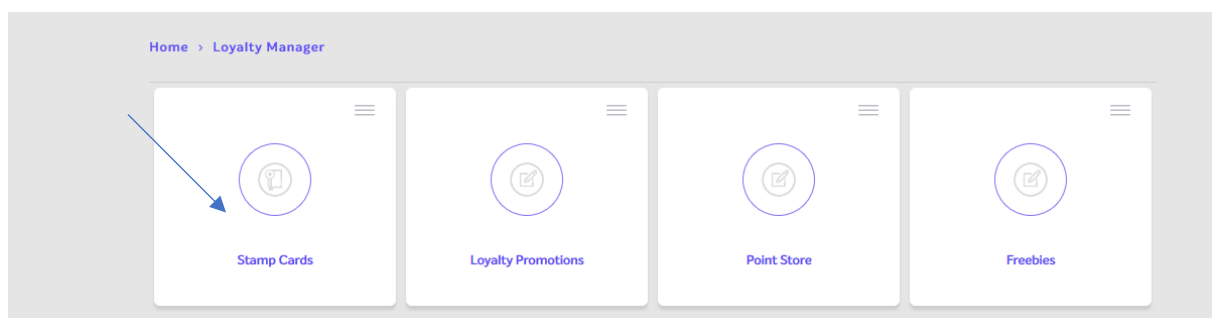

Loyalty Manager



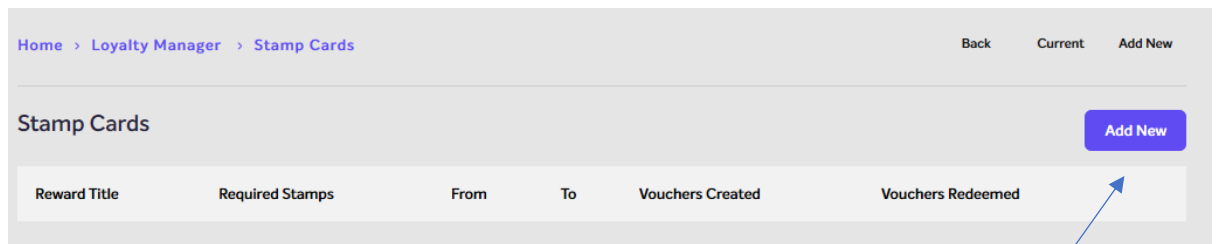
To view what promotions/ stamp cards/freebies you can add for your customers, first click on [Loyalty Manager](#)

Stamp Cards

1. You will have the below four options to choose from. We will go through each one, let's start with [Stamp Cards](#)



2.



We then want to click on *Add New* for our Stamp Card Offer

3. Give your Stamp Card a title and click Add Loyalty Card, for this example we will use *“Buy 6 Steaks get 1 on us”* Then Click *ADD NEW*

Edit Loyalty Card – Buy 6 Steaks get 1 on us

Stamp card setup

Your customers will not see this title, it is for your own management.

Stamp card title

Buy 6 Steaks get 1 on us

Note: It can be a specific product or a category such as 'Cocktails' or 'Pint of Draught Beer'.

4. Next up is the amount of stamps a customer would need to accrue to get a full card. We’ve set this as *6 stamps*.

We have also set the availability option for the stamp card redemption offer of Monday-Wednesday, you can further choose specific times you want it set to be redeemable or keep this as *Always*. We’ve kept this set as *Always*

Edit Loyalty Card – Buy 6 Steaks get 1 on us

Stamp card setup

Your customers will not see this title, it is for your own management.

Stamp card title

Buy 6 Steaks get 1 on us

Note: It can be a specific product or a category such as 'Cocktails' or 'Pint of Draught Beer'.

Amount of stamps

Enter a value for the amount of stamps which is needed to get a full card.

Required stamps

6

Note: This amount will get the customer a free item. It only applies to the products of this stamp card.

Availability (optional)

When would you like this stamp card to be available in your venue?

Start Date

03/08/2020

End Date

05/08/2020

5. The Icon selection is what image they will see on their stamp card, choices are:
 - Burger
 - Beer
 - Cocktails
 - Non-Alcoholic
 - Wine
6. On the Redeemable Products part, you will choose what products a full stamp card can be redeemed against. Click on [Add Product\(s\)](#) and ADD [8oz Rump Steak](#) from the Menu. Once Added click the X at the top left to close.

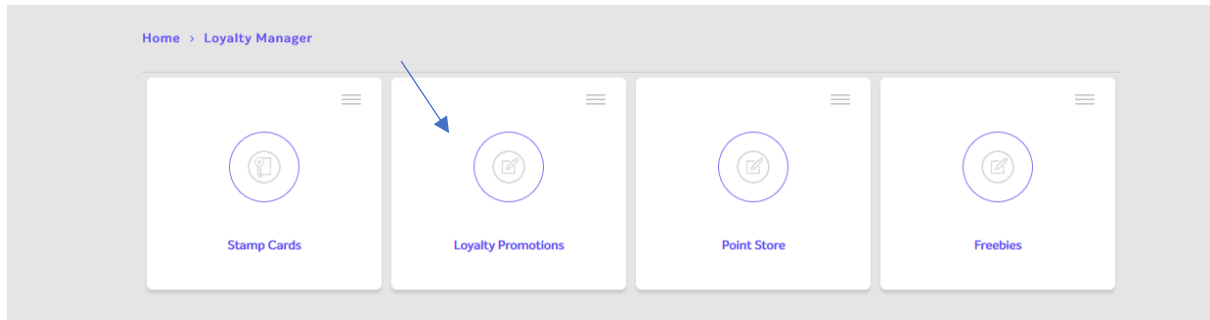
Food		
Starters		
Prawn Cocktail (18)	3.90	ADD
Nachos (18)	4.80	ADD
Mains		
8oz Rump Steak (18)	10.95	ADD
Desserts		
Chocolate Fudge Cake (18)	5.00	ADD

7. Lastly. [Products that earn stamps](#) are the products you want customers to be buying to earn their stamps and get this offer. As this is a Buy 6 get 1 Free, we will also Select [8oz Rump Steak](#) from the menu, like what we did in the step above.
8. Click Save Changes are you're done! You can amend this Stamp Card offer at anytime by going to [Loyalty Manager > Stamp Cards](#) and see what offer you have on, click the three dots on the right side of the screen and click [Edit](#)

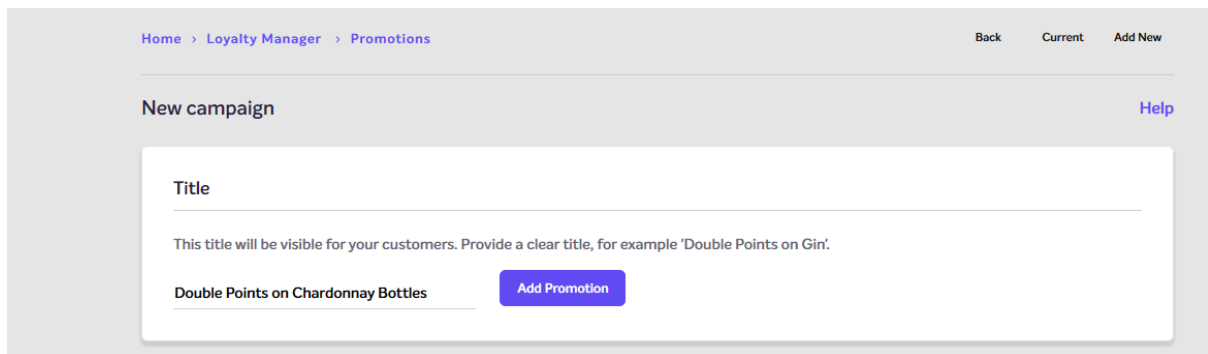
Home > Loyalty Manager > Stamp Cards				Back	Current	Add New
Stamp Cards						Add New
Reward Title	Required Stamps	From	To	Vouchers Created	Vouchers Redeemed	
Buy 6 Steaks get 1 on us	6	03 Aug 2020	05 Aug 2020	0	0	...

Loyalty Promotions

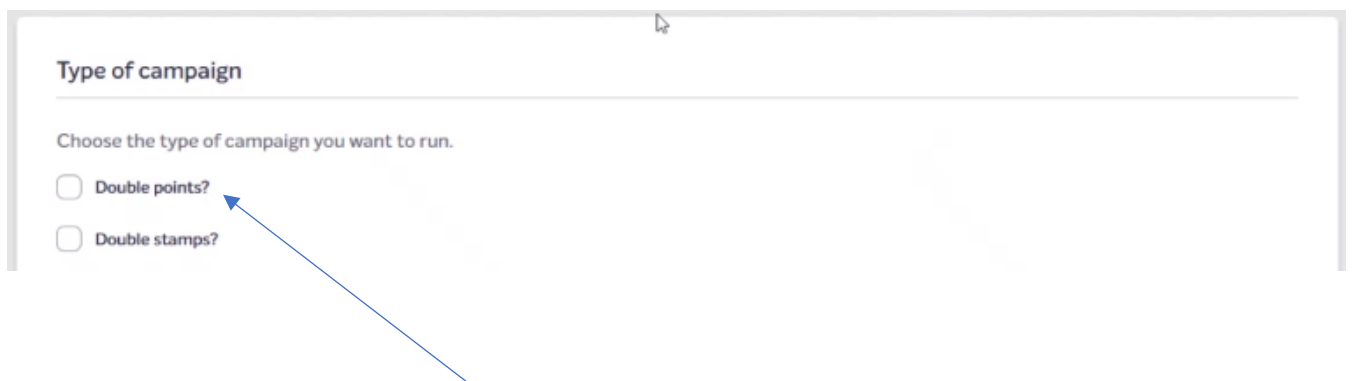
1. Now we have Loyalty Promotions, to access this go to **Loyalty Manager** and click **Loyalty Promotions**. Then **ADD NEW** for the new promotion we will be adding.



2. For the new promotion we are going to award Double Points on Purchases of Chardonnay Bottles from the menu.

A screenshot of the 'New campaign' form. At the top, there is a breadcrumb trail: 'Home > Loyalty Manager > Promotions'. On the right side, there are links for 'Back', 'Current', and 'Add New'. Below the breadcrumb trail, there is a 'New campaign' header with a 'Help' link on the right. The form has a 'Title' input field. Below the input field, there is a text description: 'This title will be visible for your customers. Provide a clear title, for example 'Double Points on Gin'.'. Below the description, there is a text input field containing 'Double Points on Chardonnay Bottles' and a blue 'Add Promotion' button.

3. You then have the option of awarding Double Points and/or Double Stamps for customers who buy a Bottle of Chardonnay. For this example, we will only tick **Double Points**.

A screenshot of the 'Type of campaign' section. It has a header 'Type of campaign' and a sub-header 'Choose the type of campaign you want to run.'. Below this, there are two radio button options: 'Double points?' and 'Double stamps?'. A blue arrow points to the 'Double points?' radio button.

4. Next, we will be setting the length of the promotion campaign, we are going to be running this for all of August and on Thurs and Friday evenings only. Ensure that *Only during Specific Hours* is selected that will bring up the box below. We then select *Thurs & Fri* and our times are between *4PM-9PM*. Then click *ADD*

Length of campaign (optional)

When would you like this campaign to run? Leave open to let it run continuously.

Start date
03/08/2020

End date
31/08/2020

Running time

Choose whether you want this promotion at certain times, for example during quiet times.

☐ Always

☒ Only during specific hours

Select Start Time
4:00 PM

Select End Time
9:00 PM

MondayMon TuesdayTues WednesdayWed ThursdayThurs FridayFri SaturdaySat SundaySun

+ Add

Day	Time
-----	------

5. Lastly, we need to select the Product this promotion is applicable for. We'll click on *Defined Products* then *Add Product(s)*.

Products

Explanation here.

☐ All products

☒ Defined products

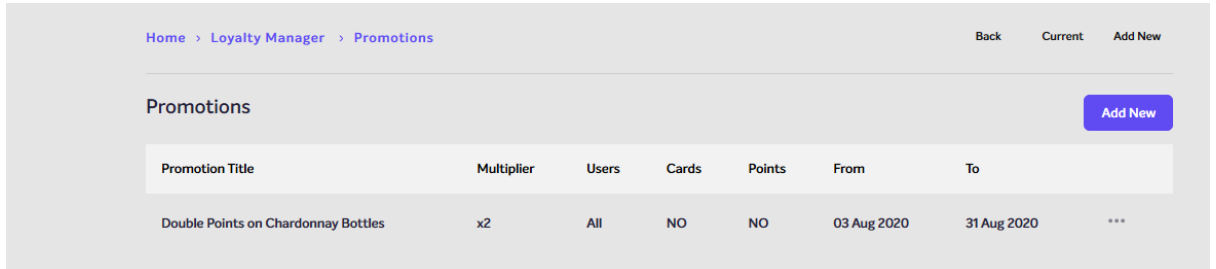
Title

Add product(s)

We then select *Chardonnay Bottle* and click *ADD*

Wine			
Chardonnay - 175ml Glass	(18)	4.15	ADD
Chardonnay - 250ml Glass	(18)	5.50	ADD
Chardonnay - Bottle	(18)	15.95	ADD

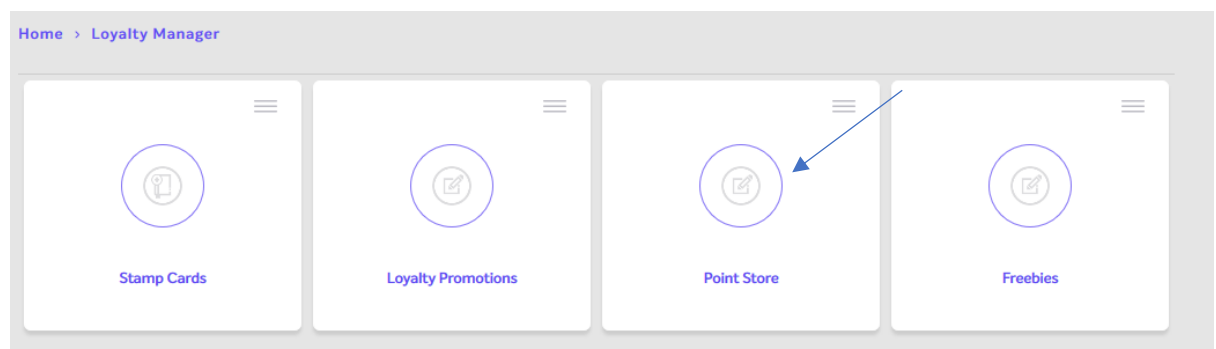
6. Hit the [Save Changes](#) button and the Promotion is live. You will be able to view your active promotion on [Loyalty Manager > Promotions](#) and something similar to the below will show;



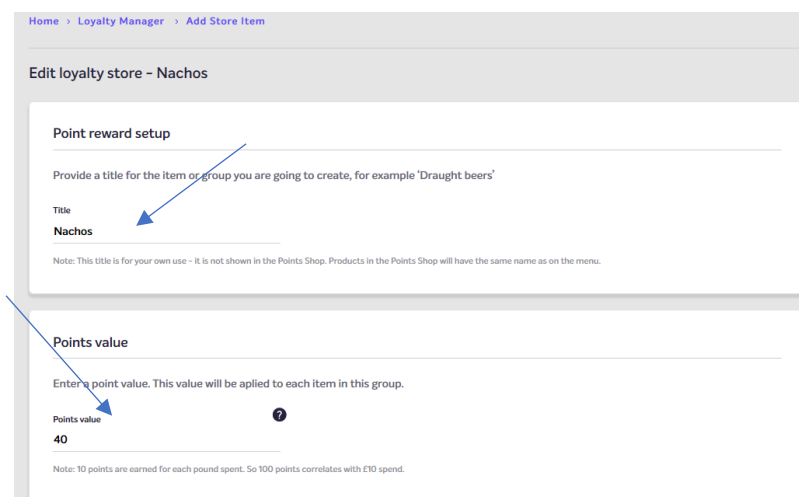
Promotions							Add New
Promotion Title	Multiplier	Users	Cards	Points	From	To	
Double Points on Chardonnay Bottles	x2	All	NO	NO	03 Aug 2020	31 Aug 2020	***

Point Store

1. Point Store is where we can add items to the points store at your venue. This is like a point redemptions store where you can advertise a product for purchase through customers accrued points, you can add as many as you like! To access Points Store go to [Loyalty Manager > Points Store](#).



2. Points are automatically set at 10 Points per £1 spent. In this example we will use Nachos from the Starter Menu. We've set this as [40 points](#), if you have 40 points, you can use this to get yourself some nachos through the points store.



Home > Loyalty Manager > Add Store Item

Edit loyalty store - Nachos

Point reward setup

Provide a title for the item or group you are going to create, for example "Draught beers"

Title

Nachos

Note: This title is for your own use - it is not shown in the Points Shop. Products in the Points Shop will have the same name as on the menu.

Points value

Enter a point value. This value will be applied to each item in this group.

Points value

40

Note: 10 points are earned for each pound spent. So 100 points correlates with £10 spend.

3. We then [Add Products](#) under the [Redeemable Product](#) tile and select Nachos from the menu.

Food		
Starters		
Prawn Cocktail (18)	3.90	ADD
Nachos (18)	4.80	ADDED
Mains		
8oz Rump Steak (18)	10.95	ADD
Desserts		
Chocolate Fudge Cake (18)	5.00	ADD

4. To Finish, you can add when this point store offer is available on the app to customers. This is optional to do so. We have set this as being available for the first two weeks of August in the [Start Date](#) and [End Date](#) boxes below.
5. After selecting your dates for the Points Offer, click [Save Changes](#) and your offer is live from the start date you selected.

Availability in Points Shop (optional)

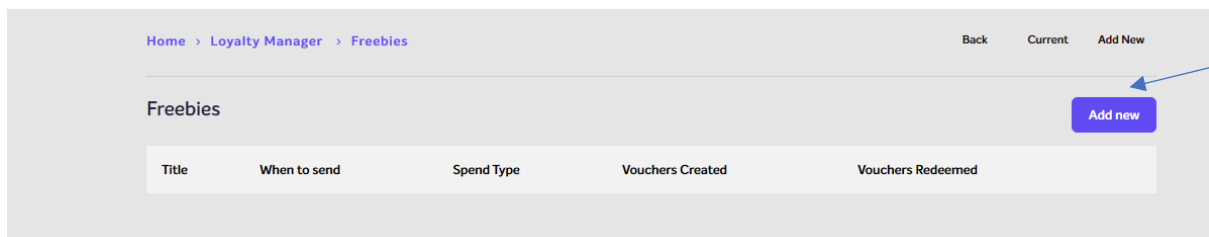
When would you like this item to be available in the Point Store?

Start Date	End Date
03/08/2020	17/08/2020

Save Changes

Freebies

1. The last widget within **Loyalty Manager** is *Freebies*. Freebie can be to entice customers back to the venue if not been as often, if the customer hasn't been for 90 days or to reward a birthday drink. We will start by clicking *Add New*



2. Give your Freebie a name, for this example we'll give out a birthday drink for someone's birthday. Then click *Add*

A screenshot of the 'Add new item' form for creating a freebie. The breadcrumb trail is 'Home > Loyalty Manager > Freebies'. To the right are links for 'Back', 'Current', and 'Add New'. The main heading is 'Add new item', and to its right is a link for 'Points value'. Below the heading is a section titled 'Freebie setup'. Inside this section, there is a text input field with the placeholder text 'Provide a title for the freebie you are going to create, for example 'Draught beers''. Below the input field is a label 'Title' and a text input field containing the text 'Birthday Drink on us!'. A blue arrow points from the right to the 'Add' button at the bottom right of the form.

3. The next sections to complete are expiration of the freebie/voucher and who it applies to. In the *Expiration* box you set the amount of days the freebie will be valid for after issued; we have set this as 3 days.

A screenshot of the 'Expiration' section of the form. The section is titled 'Expiration'. Below the title is a text input field with the placeholder text 'How many days should the voucher be available after being issued.'. Below this is a label 'Expiration' and a text input field containing the number '3'.

4. We then have a drop-down box for who it applies to, the choices are;

- If customer isn't coming as often
- If customer hasn't been for 90 days
- *If it's the customer's birthday*

We've selected customer's birthday. You then need to select the Spend Type, we'll select "*Less than £10*" as our offer will be under a tenner.

Apply to who

XXXX

Slip Type

if it's the customer's birthday

Spend Type

less than £10

5. We now add the freebie products that would be on offer for the birthday drink freebie. Click on [Add Products](#). We've selected multiple choices on this freebie of around the same price being a Pint of Heineken, a Pint of Amstel and a 175ml Glass of Chardonnay, Once you've selected the products, click the cross on the top left of the menu.

×

Drinks		
Draught Lager		
Amstel - Pint (18)	4.10	ADDED
Amstel - Half (18)	2.05	ADD
Heineken - Pint (18)	4.10	ADDED
Heineken - Half (18)	2.05	ADD
Draught Cider		
Thatchers Gold - Pint (18)	3.60	ADD
Thatchers Gold - Half (18)	1.80	ADD
Wine		
Chardonnay - 175ml Glass (18)	4.15	ADDED

6. Last section on the Freebie form is the *Redeem Times*. We can decide whether for the duration of when the freebie is available if this is all times or defined times. We have set this as *Defined Times* and any day of the week between *4PM-7PM*. When done, click *ADD* then *Save Changes*

Redeem times

Choose when you want this freebie to be redeemable, for example during quiet times.

☐ All Times

☒ Defined Times

Select Start Time

4:00 PM

Select End Time

7:00 PM

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Add

Day

Time

7. To check our Freebie has been added and is live, we go to *Loyalty Manager > Freebies* and we should have the *Freebie* listed like below

Home > Loyalty Manager > Freebies

BackCurrentAdd New

Freebies

Add new

Title	When to send	Spend Type	Vouchers Created	Vouchers Redeemed	
Birthday Drink on us!	if it's the customer's birthday	1	0	0	...