

## TECH- 2n Page 1 of 4

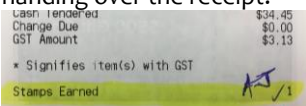
Category	Technical
Course	POS Config.
Version	1.2
Client	Generic
Software	2.17.2

# Offer a Rewards Stamps Program

A Rewards Stamps program awards shoppers stamps based on the value of the sale. These stamps can be accumulated and redeemed for items within the store. You can also award shoppers bonus stamps when certain products are purchased during a limited time.

### Hints and Tips

- ✓ **A Rewards Stamps program** can be run with a loyalty points program, or be the only rewards program you offer.
  - Refer to **TECHJ-2I Configure a Loyalty Points Program** if you wish to set-up or modify a loyalty points program.
  - Provide stamp leaflets for customers stick their stamps onto. Include a generic barcode, so you can track redemption (see Procedure to Enable POS to Redeem Stamps page3).
- ✓ **Points to Stamps Conversion** Every 5 points earns 1 stamp. So if Points to Stamps is set to 5, then every 5 points will earn 1 stamp. If it's set to 10, then every 10 points will earn 2 stamps. And so on. Any points not converted to stamps at the end of a sale are forfeited.
  - If you exclude departments from loyalty, the points earned on those products isn't included in the stamps earned calculation.
- ✓ POS prompts the number of stamp points earned, after a sale is finalised.
  - NOTE: SCO registers don't have this capability. The customer needs to take the receipt to the attendant.
  - The till will now open when a customer pays by eftpos, if they are entitled to stamps
  - The stamps earned shows at the bottom of the receipt. It's recommended the operator initial this before handing over the receipt.



### Procedure to Configure a Rewards Stamps Program

1.	From the HOS/BOS <b>System</b> menu, select <b>Location Setup</b> .	
2.	If a Head Office user, select the <b>Location</b> that you want to define. <i>*You'll be enabling bonus stamps for all stores at and below the level that you select.*</i>	
3.	Double-click the <b>Configure</b> icon. <i>*If a Head Office user, click Yes to continue.*</i>	
4.	Click the <b>Account -&gt; Loyalty</b> tab.	
5.	In the <b>Bonus Stamp Points</b> section, type the number of loyalty points which will trigger stamps to be earned. <i>*Every 5 loyalty points earns 1 stamp.*</i>	
6.	Optionally set the cash drawer to open for EFTPOS tender (i.e. when no cash out): a. Click the <b>Tender</b> tab - <b>Tender Type</b> tab. b. Select the <b>Tender Type: EFTPOS</b> . c. Select the <b>Open drawer when tender</b> check box. <i>*Do this if you keep the stamps in the till.*</i>	
7.	Click <b>Save</b> . <i>*The configuration is applied to registers when File Transfer runs and the operator logs off/on.*</i>	

## Procedure to Offer Extra Stamps on Selected Products

Create a Points Promotion to award additional stamps for a limited time.

### Hints and Tips

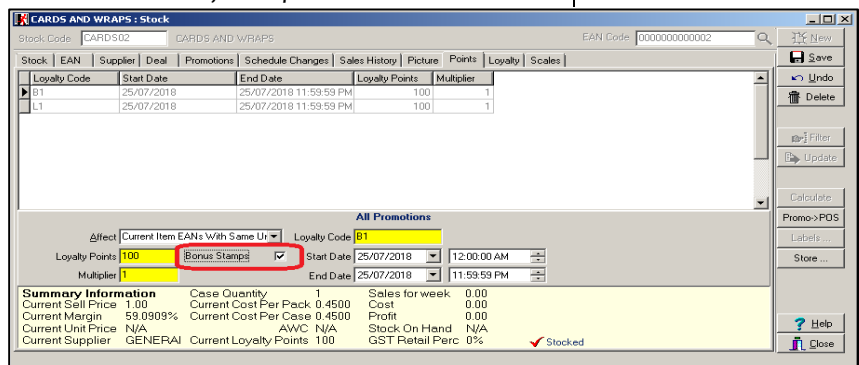
- ✓ When there is an active Bonus Stamps Points promotion:
  - the customer receives the normal loyalty points for the product (if loyalty is enabled) AND the extra bonus stamp points.
  - the bonus points are only used in the calculation of stamps earned, not added to the customer's loyalty points accumulation.
  
- ✓ The sum of any loyalty points and bonus points is used to calculate the number of stamps awarded. Points do not round up.
  - For example, a customer buys a slab of coke for \$14.57. This product has a bonus points promotion offering 20 bonus points. So  $14 + 20 = 34$  stamp points earned.
  - If the points : stamps ratio is 5:1, then the customer earns 6 stamps.  $(34/5)$
  
- ✓ The **BOS Stock** record -> **Item** tab lists any **Bonus Stamps Points Promotion** that is active.
  - Remember, these points still need to be converted into stamps, according to the points:stamps ratio that has been configured.

Item	Units Per Pack	Normal Retail Price	Normal Margin	Current Retail Price	Current Margin
1	1	14.57	30.95	14.57	30.95
12	12	174.86	30.96	174.86	30.96
12	12	174.86	30.96	174.86	30.96

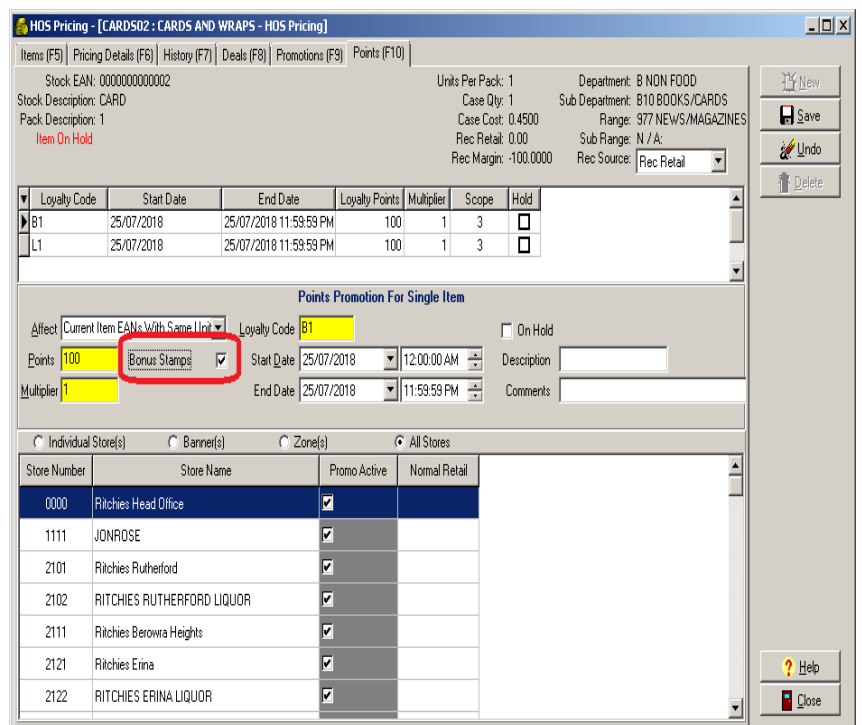
  

Pack Size	750ML	Units Per Pack	1	GST Retail Ind	10: 10.00
Label Qty	1	Label Type	A	Card Label Code	
Allow Zero Sell	<input type="checkbox"/>	PDS can change Qty	<input checked="" type="checkbox"/>	Bonus Stamp Points	20
Auto Downsize	<input type="checkbox"/>	Apply Tare Weight (g)	<input type="checkbox"/>		0

1. In the BOS/HOS, click the **Stock** function (Running Man).
2. Load the applicable product
3. Click the **Points** tab.
4. Click **New**.
5. Refer to PRO-2f Points Promotion Fact Sheet for full instructions to create a points promotion.  
 Make sure you select the **Bonus Stamps** check box.  
*\*This signifies that the points are to only be used in the calculation of Stamps.\**



BOS Promotions Screen



HOS Promotions Screen

6. Click **Save**.

## Procedure to Enable POS to Redeem Stamps

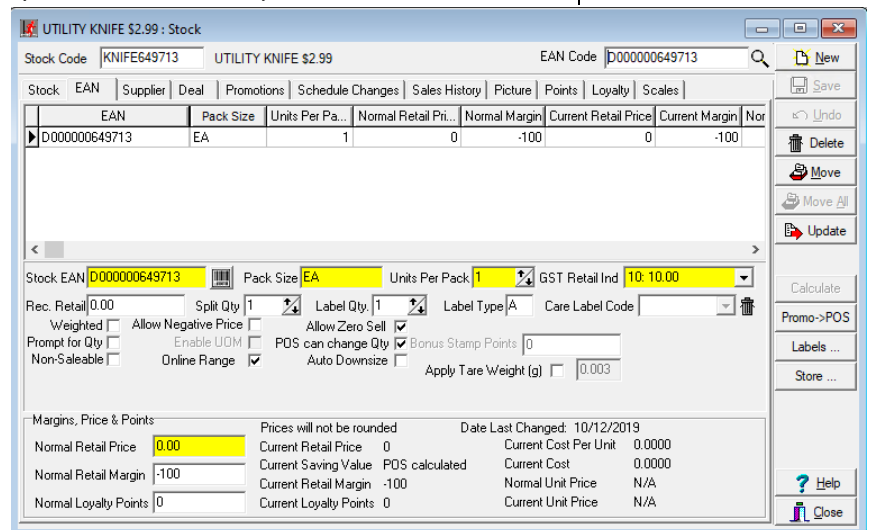
Complete these steps so that stamps can be redeemed at POS, in a way that tracks the redemption for reporting.

### Hints and Tips

- ✓ Stamp rolls should be kept in each register drawer.
- ✓ To redeem stamps at POS, the operator will:
  1. Scan the product being redeemed.
  2. Scan the stamp leaflet the customer hands over.
  3. Go to Quick Items, and select the applicable number of stamps for the product being redeemed.
  4. When all products in the purchase have been scanned, select Process Payment. The Discount will be applied, reducing the price of the product being redeemed.
- ✓ If the customer doesn't need/want to redeem all the stamps on their leaflet in that transaction, the operator should take the leaflet, and give them a new leaflet with the 'unused' ones stamped on it.
  - E.g. A card has 13 stamps and the customer wants to redeem 10 stamps, so the operator will put 3 stamps onto a new leaflet to give to the customer.
- ✓ We recommended that stamp leaflets you collect from customers should be signed off that the stamps have been redeemed (as shown below), then placed into the register draw to be kept in the cash office until the end of the promotion.



1.	<p>Create a new stock record (PLU) for the EAN on the back of the stamps leaflet.</p> <ol style="list-style-type: none"> <li>a. Set <b>Normal Retail Price</b> to \$0.00.</li> <li>b. On the <b>EAN</b> tab, select the <b>Allow Zero Sell</b> check box.</li> </ol> <p><i>*This PLU will be treated as a criterion for each Discount you create for redeeming the stamps ( at step 5).*</i></p>	
2.	<p>Create a new stock record (PLU) for each stamp redemption product : stamp quantity.</p> <ol style="list-style-type: none"> <li>a. We recommend you choose an alphanumeric Stock Code and EAN, so that POS Operators can't 'learn' and misuse the plu.</li> <li>b. Set <b>Normal Retail Price</b> to \$0.00.</li> <li>c. On the <b>EAN</b> tab, select the <b>Allow Zero Sell</b> check box.</li> </ol> <p><i>*E.g. SP0001 Utility Knife with 10 Stamps, SP0002 Utility Knife with 15 stamps, SP0003 Bread Knife with 10 Stamps, SP0004 Bread Knife with 15 Stamps.*</i></p> <p><i>*These PLU's will be treated as a criterion for the Discounts you create for redeeming the stamps (at step 5).*</i></p> <p><i>*You'll also assign these plu's to buttons on the Quick Item Menu at step 3.*</i></p>	

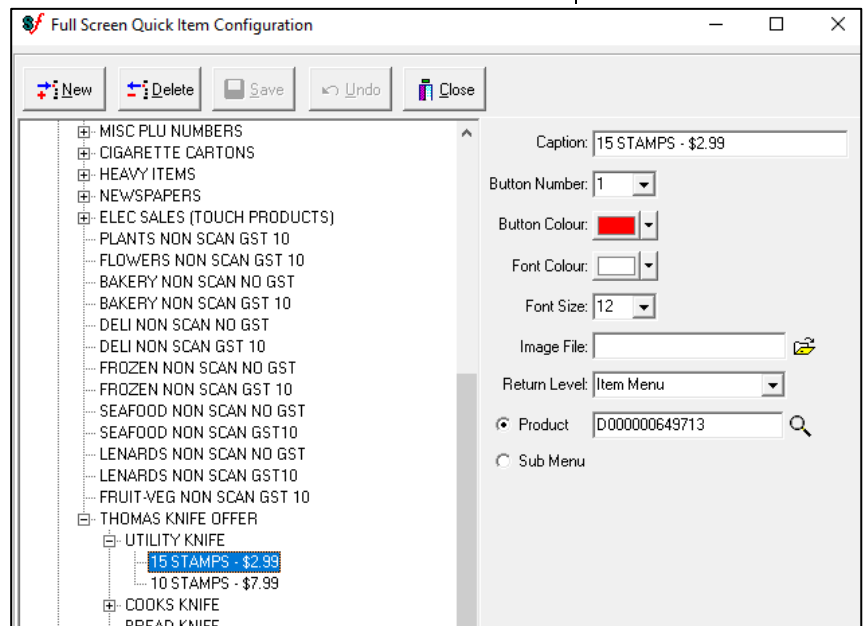


## Hints and Tips

3. Within your active Quick Item Menu, create a sub-menu for the stamps offer, and add all the plu's for each stamp redemption product : quantity.

*\*We recommend a sub menu for each product, which contains the plu stamp quantities for that product. See below image for suggested format.\**

*\*These PLU's will be treated as a criterion for the Discounts you create for redeeming the stamps (at step 5), so adding them to the Quick Item menu makes it easy for the POS operator to add them to the transactioni.\**



4. Optionally create a POS stock message prompt for the generic EAN on the back of the stamps leaflet.

**Go to Codes and Descriptions | Stock Messages.**

*\*This prompt will display when the operator scans a full stamp leaflet, which a customer hands over to 'redeem' their product, to remind the operator what to do next.\**

5. Create discounts in discount wizard, for each redemption product : stamp quantity.
- Method: Amount off Item
  - Target: the redemption product
  - Target Price: The new price
  - Criterion 1: 'An Item', the EAN on the stamps leaflet.
  - Criterion 2: 'An Item' the PLU for that product: stamp quantity combination.

*\*E.g. If a Utility Knife promotion can be redeemed with either 10 stamps or 15 stamps, you will create two discount; one for criterion 10 stamps plu, and one for criterion 15 stamps plu.\**

