POS Solutions

Australia Pty Limited

ABN 91 006 195 400

Please address all correspondence to: POS Solutions Australia, PO Box 833 SPRINGVALE SOUTH   VIC 3172   Email: support@possolutions.com.au

AUTOMATIC DISCOUNT VOUCHERS.

Automatic discount vouchers are percentage or dollar value discount vouchers printed at the bottom of a receipt to encourage customers to return to your store for future shopping.

As opposed to the voucher features in the PosBrowser VIP system, these vouchers are not dependent on you having customer details in your database. Discount vouchers are issued automatically for amounts that you specify based on the customers spending.

For example:

- If the customer spends $10 you might want to give them 5% off their next visit.
- Alternatively if they spend over $10 you might want to give them 10% off their next visit.
- There are 5 different levels of spending you can use to calculate percentage level discounts.

    Spending Less than $10.00
    Spending more than $10.00
    Spending more than $20.00
    Spending more than $50.00
    Spending more than $100.00

- Alternatively you can issue dollar value discounts if you don't want to offer percentage discounts.

```
----------------------------------------
DISCOUNT  VOUCHER
This voucher is redeemable for
a discount of :  10.00%
on your next transaction.


Note: Management reserves the right
to invalidate voucher.


Scan Following Barcode For redemption



    2 9 5 0 0 0 0   0 0 0 8 4 6
```

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STEPS

Go to the Main Menu and then to System Maintenance and then to System Setup Values

1. Firstly you will need to enable discount vouchers.

2. Decide whether you want to make your vouchers a discount percentage or a dollar value. If making it a dollar value you will need to use the VIP points per dollar tools in dissection maintenance to set the amount of discount based on a customer's shopping.
   (More info below *$ VALUE DISCOUNTS $*)

3. If you are running the VIP system you might want to use their accrued points when you issue a voucher.

4. Set the minimum amount of spending a customer must do in order to receive a voucher.

5. Use these 5 discount level options for percentage level discounts based on how much a customer spends. Be sure to remember that if you are using a dollar discount these values are not necessary.

6. Set an expiry period for the vouchers in months.

7. If you wish to not include some of your dissections when calculating for the discount voucher you will need to specify them here. If you wish to add a message to the discount vouchers please type it here.

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% Percentage Value Discounts %

Percentage discounts are simply a matter of setting the level of percentage discount you will be offering based on your customers spending. There are 5 spending levels available in System Setup Values that you can use to set the discount.

STEPS

Example:

Discount for transactions less than or equal to $10.00 = 5% off their next visit.

Discount for transactions less than or equal to $20.00 = 10% off their next visit.

Discount for transactions less than or equal to $50   = 15% off their next visit.

Discount for transactions less than or equal to $100   = 20% off their next visit.

Discount for transactions greater than $100.00   = 40% off their next visit.

→ Remember to set an expiry period for the vouchers.

→ If you wish to exclude stock that is listed under up to 5 different dissections then use the fields provided to do so. If you ignore a dissection then goods sold that are listed in those dissections will not add to the spending amount that is used to calculate the discount voucher.

$ DOLLAR VALUE DISCOUNTS $

If you are going to issue dollar value discounts on receipts based on the spend a customer makes you are going to have to use the VIP system tools to set the amounts.

You do not need to use the VIP system for any other purpose if you do not wish to. If you do already issue vouchers using the VIP system you won't be able to use this dollar discount feature as well. The point values needed to issue an instant discount do not match with standard VIP system settings that are designed to let customers build a number of points over a longer period.

When you set the points per dollar spent you will need to take into account how much a point is worth in real discount dollars which are issued on the customer's receipt.

Example: Customer earns 10 points in a transaction.

You have set the value of a point to = 10c.

Customer gets a $1.00 discount voucher.

The VIP point tool allows you to set different reward levels for two different areas: Departments keys and Classes.

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pos browser

Positive Retailing

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SETTING POINT VALUES PER DOLLAR FOR DEPARTMENT KEYS:

Departments only cover items that you sell manually. By selling manually, we mean, when you enter a price and then press a department key. (Non scanned item)

For Example:

You might decide that cardboard might earn the shopper 5 points for every dollar spent on cardboard. If they buy $10.00 worth of cardboard they would get 50 points in this example. (10 x 5 points for each dollar)

SETTING POINT VALUES PER DOLLARS SPENT BASED ON STOCK CLASS

Department point values are not used when you scan an item. When you scan an item the points earned for scanned stock items are based on the point values set for the 'Class' which the stock item is listed under. Stock 'Families' are subgroups of stock 'Dissections' and stock 'Classes' are sub groups of those families.   You can see what family and class your stock is connected to in stock maintenance.

An example of these groupings is
Dissection = Magazines
Family = Boating
Class = Power Boats

There are two ways to apply points to a class.

1. Use the **Bulk Changes** page available in the **Family/Class** tools screen to add a points per dollar value to all 'Classes' that are listed under either its parent Dissection or its parent Family.

2. Apply a point per dollar value to a 'Class' directly on the **Family/Class** tools screen in Dissection maintenance.

Remember deciding how much the discount will be worth is dependent the points per dollar value you set and then how many real dollars the customer will receive for each point.
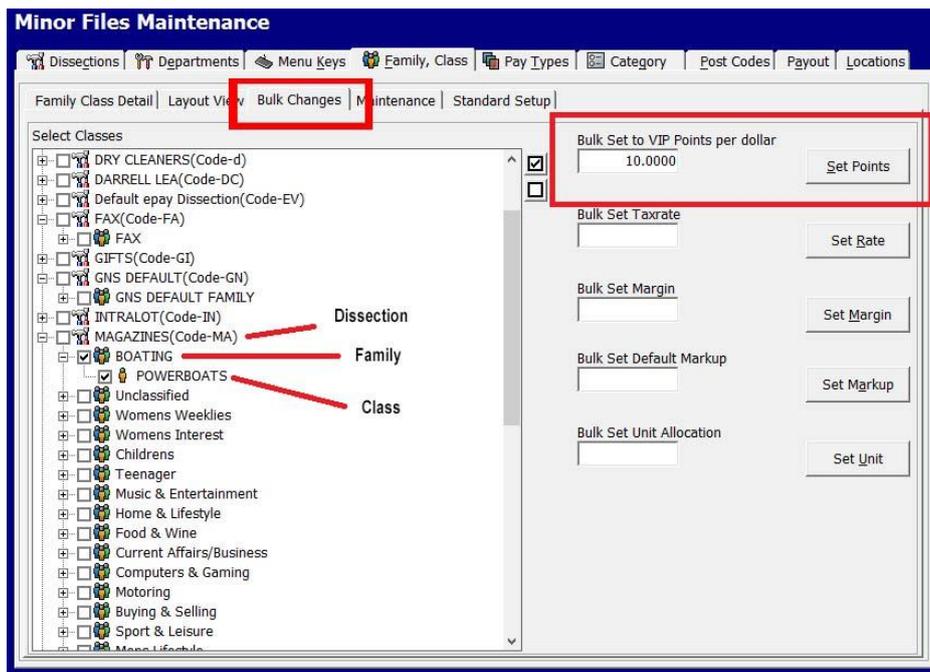
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BULK TOOLS FOR SETTING POINT VALUES FOR MULTIPLE CLASSES.

Your database probably has a large range of Dissections with an even bigger range of subgroup Families and Classes. In order to make it easier to apply point per dollar values for all Classes under a Dissection or all classes under a Family, we have created a bulk changes tool. This tool will list all your Dissections with a selection box. By selecting a dissection you automatically highlight all the families and classes within that dissection. Going down a level and selecting a family will highlight any classes within that family. Once you have selected the items you wish to change you have 5 different tools on the right of screen. The tool we will be using is the **Bulk Set to VIP Points per dollar.**

STEPS

→ Go to the Main Menu and find the system maintenance section.

→ Select the Dissection Mainttenance Page.

→ When that opens click on the **Family/Class** tab.

→ Once on the **Family/Class** tools page select the **Bulk Changes tab**.

→ Your dissections will be listed on the left of screen. Each will have a selection box that you can use to select every class in that dissection.

→ If you click on the name of the Dissection instead of its selection box a list will expand to show every family below that dissection. These Families will also be listed with a selection box so that you can select every Class below that family.

→ If you click on the name of a Family instead of it's selection box a list will expand to show all the Classes in that family. All classes will be listed with a selection box. You can choose any number of these to edit with the bulk tools to the right of screen. The tool we are using in this example is the **Bulk set to VIP Points per dollar** tool listed at the top right.

→ Put in the points per dollar vaule you wish to set in the box provided.

→ With your selections for Dissections, Families or Classes in place select the **Set Points** button.

→ This will set the points per dollar value for all the selections you made.

STEPS FOR SETTING A POINT PER DOLLAR VALUE ON A SINGLE CLASS:

For our example we are going to set a 15 point per dollar value for any stock that is sold having the class Powerboats.

→ Open the main Menu and find Dissection Maintenance under the System maintenance heading.

→ Once the Dissection Maintenance page opens select the **Family/Class** tab.

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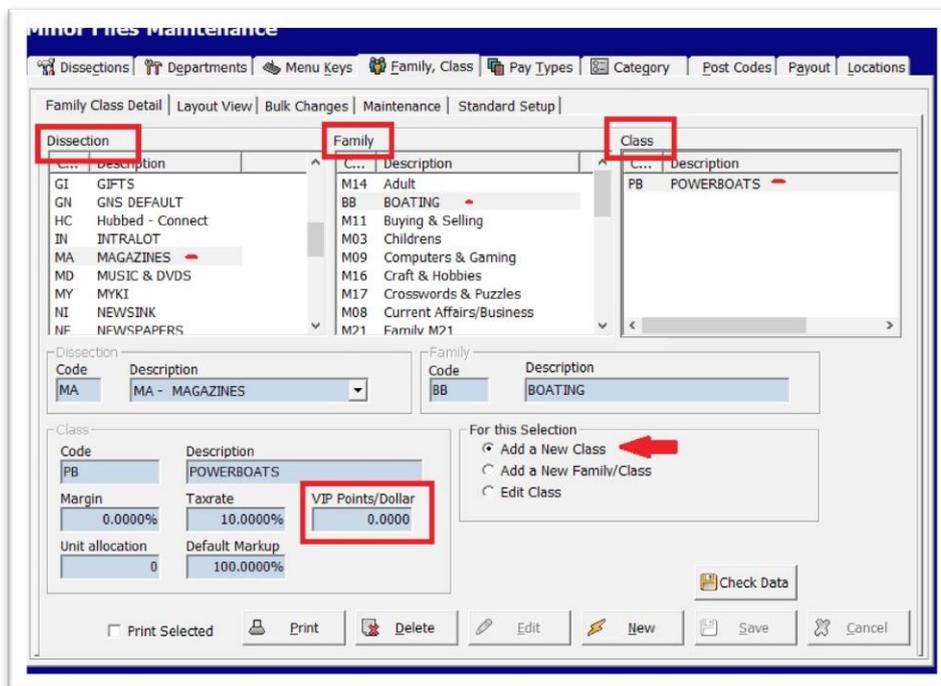
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→ Click on the dissection in which the class is located. (EG.Magazines) This will now show the families listed under that Dissection. Select one of those families (EG.Boating) and then the Classes connected to that family while appear.

→ Select the class you wish to work with. (EG.Powerboats)

→ Choose the Edit Class option in the **For this Selection** box and then select **Edit** at the bottom of the page.

→ You will now be able to edit the VIP Points/Dollar options for the class in the box provided.

For this example we will place 10 points for every dollar spent in Powerboats.

With this in place if the customer spends $10.00 on items from the Class 'Powerboats' then they would receive 100 points from the transaction.

$10 X 10 = 100.

WHAT ARE YOUR POINTS WORTH.

If you were running the standard VIP tools in PosBrowser you clients would accrue points over time. These points could then be used to acquire vouchers and discounts. This is not the case when you are generating a dollar discount on receipts. Instead the points that are generated on each transaction are turned into a real dollar figure straight away so a discount can be issued at the base of the receipt.

STEPS

→ To set the value of points it takes to earn a dollar.

→ Go to the Main Menu and select **System Maintenance**.

→ In this menu find the **System Setup** page and select it.

→ Once the page is open select the **Loyalty** tab.

→ The value you are going to set is called the Redemption value **per point option.**

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→ In this example we have set the dollar value per point to equal $10.00. This is quiet high because this means for every point earned the client will get a $10.00 discount voucher on their receipt.

→ Following our example from the start of this document a client could come to the store and buy a $10.00 magazine about speed boats and the following would occur.

→ Client will earn 100 points for buying a $10 magazine magazine from the 'Powerboat Class'. Each point is worth $10 dollars so the lucky customer will be getting $1000 discount voucher on the end of their receipt.

WHAT VALUES TO SET?

Don't panic you won't be issuing a $1000 discount voucher to your customers. (Not unless you want to.)

We only used the larger numbers in our example to make it easier to explain how things worked. Below are some lists that show a more cost effective way to run the discount vouchers to suit your needs.

The advantage of being able to set different values for different classes is so you can offer more discount for some classes than others. This will make some stock more attractive to buy which is a great way to move slow moving stock.

These are a few example tables that outline some different combinations. You can uses any values you wish though as these are just examples.

Class = 1 Dollar = 1 point

1 Point = $1Dollar

Dollars spent	Points earned.	Discount Voucher
1	1	$1.00
2	2	$2.00
3	3	$3.00
4	4	$4.00
5	5	$5.00
6	6	$6.00
7	7	$7.00
8	8	$8.00
9	9	$9.00
10	10	$10.00

Class = 1 Dollar = 1 point

1 Point = $.50 Dollar

Dollars spent	Points earned.	Discount Voucher
1	1	$.50
2	2	$1.00
3	3	$1.50
4	4	$2.00
5	5	$2.50
6	6	$3.00
7	7	$3.50
8	8	$4.00
9	9	$4.50
10	10	$5.00

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Class = 1 Dollar = 1 point

1 Point = .10c

Dollars spent	Points earned.	Discount Voucher
1	1	$0.10
2	2	$0.20
3	3	$0.30
4	4	$0.40
5	5	$0.50
6	6	$0.60
7	7	$0.70
8	8	$0.80
9	9	$0.90
10	10	$1.00

Class = 1 Dollar = 1 point

1 Point = .05c

Dollars spent	Points earned.	Discount Voucher
1	1	$0.05
2	2	$0.10
3	3	$0.15
4	4	$0.20
5	5	$0.25
6	6	$0.30
7	7	$0.35
8	8	$0.40
9	9	$0.45
10	10	$0.50

Class = 1 Dollar = 5 points

1 Point = .05c

Dollars spent	Points earned.	Discount Voucher
1	5	$0.25
2	10	$0.50
3	15	$0.75
4	20	$1.00
5	25	$1.25
6	30	$1.50
7	35	$1.75
8	40	$2.00
9	45	$2.25
10	50	$2.50

Class = 1 Dollar = 10 points

1 Point = 0.02c

Dollars spent	Points earned.	Discount Voucher
1	1	$0.20
2	2	$0.40
3	3	$0.60
4	4	$0.80
5	5	$1.00
6	6	$1.20
7	7	$1.40
8	8	$1.60
9	9	$1.80
10	10	$2.00

Class = 1 Dollar = 20 points

1 Point = .01c

Dollars spent	Points earned.	Discount Voucher
1	20	$0.20
2	40	$0.40
3	60	$0.60
4	80	$0.80
5	100	$1.00
6	120	$1.20
7	140	$1.40
8	160	$1.60
9	180	$1.80
10	200	$2.00

Class = 1 Dollar = 100 points

1 Point = 0.005c

Dollars spent	Points earned.	Discount Voucher
1	100	$0.05
2	200	$0.10
3	300	$0.15
4	400	$0.20
5	500	$0.25
6	600	$0.30
7	700	$0.35
8	800	$0.40
9	900	$0.45
10	1000	$0.50