

## I. Introducing Loyalty Points

For stores using our **Loyalty** feature, we have now added the ability to offer a store “Loyalty Points” program.

Customers making purchases at a store can earn points for each purchase they make and those points are redeemable for items in the same store.

- **Note 1: Points are not transferable between stores.**
- **Note 2: Points are not yet redeemable for cash off discounts, but this will come in a later release.**

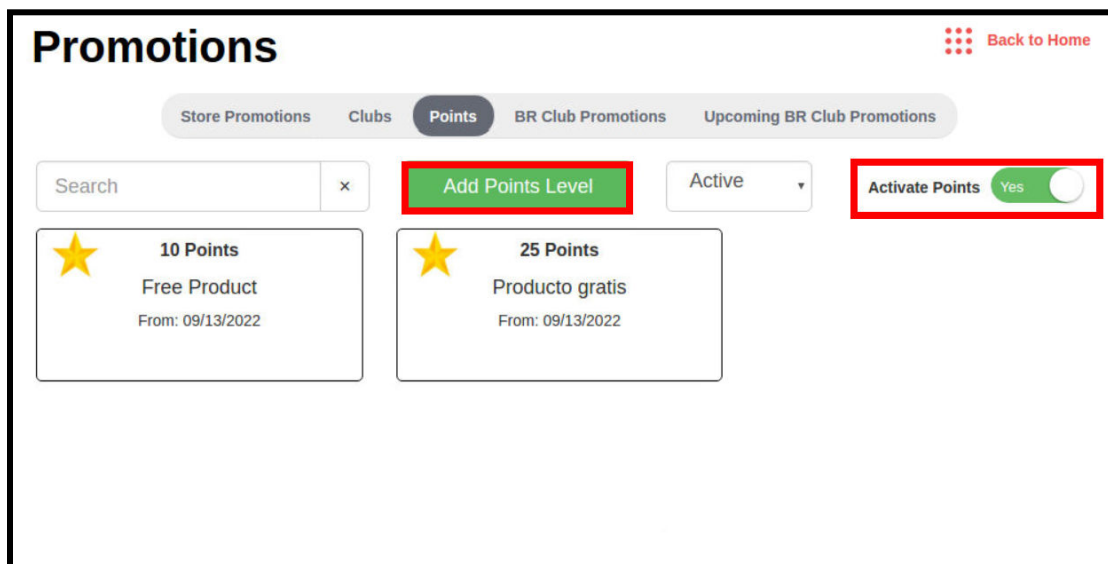
## II. Enable Your Points Program

**To enable customers to start earning Points:**

1. Go to the “Promotions” page on the POS or Merchant Portal.
2. Then go to the “Points” tab.
3. Then set the “Activate Points” toggle to “Yes”.
4. The store’s customers will now start earning 1 point for every \$1 spent in the store when they provide their BR Club account number.

**To disable customers from earning points:**

Switch the same toggle to “No” and customers will no longer earn points for any further purchases.

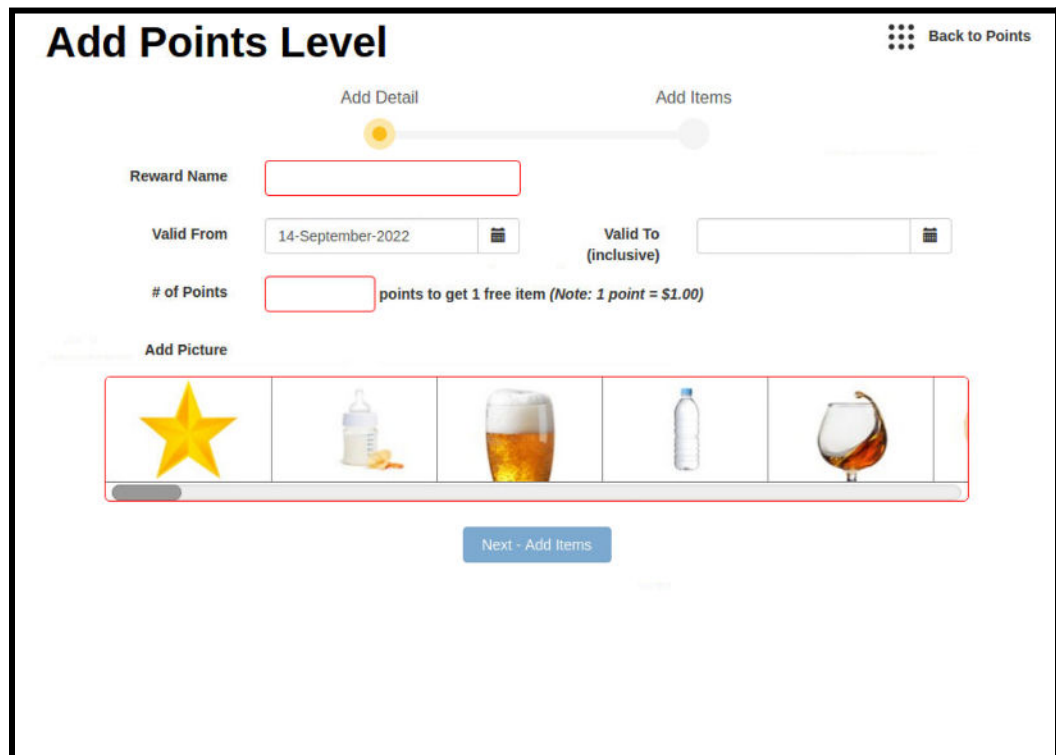


### III. Create Points Levels

You can create multiple points levels as part of your points program. Each point level specifies the number of points needed in order to earn a reward.

**To create a point level:**

1. Click the green “Add Point Level” button.
2. Then fill in the following fields on the “Add Detail” page:
  - a. **Reward Name:** Add a Name that represents the type of item you wish to offer in this point level. This must be unique.
  - b. **Valid From** and **Valid To:** Define when this point level should remain active (date ranges are inclusive). Leave “Valid To” empty and this point level will remain active indefinitely.
  - c. **# of Points:** Defines the number of points the customer needs to earn before redeeming points for a free item. Remember that each point is based on \$1 spent in your store.
  - d. **Add Picture:** Select an image from a pre-existing list to represent this point level.



The screenshot shows the 'Add Points Level' form. At the top right is a 'Back to Points' link. Below it is a progress bar with two steps: 'Add Detail' (active) and 'Add Items'. The form fields are: 'Reward Name' (text input), 'Valid From' (date picker set to '14-September-2022'), 'Valid To (inclusive)' (date picker), and '# of Points' (text input) with a note 'points to get 1 free item (Note: 1 point = \$1.00)'. Below these is the 'Add Picture' section, which is a horizontal carousel of images. The first image, a yellow star, is selected and highlighted with a red border. Other images include a baby bottle, a glass of beer, a water bottle, and a cocktail glass. At the bottom is a blue button labeled 'Next - Add Items'.

3. Click the blue “Next - Add Items” button.
4. Select items that can be redeemed at this point level.
  - a. Use the search box in the left column to find items from your Pricebook to add to this point level.

- b. Note: By-weight items and item-modifiers cannot be selected.
5. After selecting all items, click “Finish” to complete point level setup.

**Add Points Level**

Jacob's Store

13310: Jacob's Store

Back to Points

Add Detail

Add Items

Add and remove items by dragging them between columns

COCA

×

049000003659	Coca-Cola Vanilla:Cola single can	\$3.00
049000006346	Coca Cola 12 oz	\$0.01
049000040869	Coca-Cola Zero 20.00 FL OZ	\$2.02
049000050103	Coca-Cola 2 L 2 L	\$2.59

Total 2 items included in this Points Level

Included in this Points Level

049000000443	Coca-Cola 20.00 FL OZ	\$2.02
049000001822	Coca-Cola 8.00 OZ	\$1.79

Back - Add Details

Finish

Mixed Weight or Non-Weight items.

## IV. Edit Points Levels

Back on the main “Points” tab you can see one tile corresponding to each point level you have created.

### **To edit a point level:**

1. Click on a point level tile.

## Promotions


 [Back to Home](#)


[Store Promotions](#) [Clubs](#) **[Points](#)** [BR Club Promotions](#) [Upcoming BR Club Promotions](#)

× [Add Points Level](#)

Active ▾

Activate Points ☒ Yes

**25 Points**  
Producto gratis  
From: 09/13/2022

**10 Points**  
Free Product  
From: 09/13/2022

- A popup showing you the details of that point level will open up.

**50 Points**  
**Name:** Soda  
**Validity:** From: 09/13/2022  
**Listed Items**

UPC/PLU	Description	Size	Price	Sold By Wt.
012000000133	Pepsi Cola	12 oz	\$3.00	No

☐ Mixed Weight Items.

[Edit](#) [Delete](#) [Cancel](#)

- Click “Edit” to make changes, or click “Delete” to remove this point level.

## V. How Customers Earn Points

### Earning Points in Store:

Only customers who provide their BR Club account will earn points. Customers can provide their BR Club account in 3 ways:

- Option 1: Customer provides a phone number at the register, and then the Cashier presses the “BR Club” button on the register.



- Option 2: Cashier scans the Customer’s BR Club rewards card at the register.



- Option 3: Cashier scans the Customer’s barcode from the BR Club app.



### **Earning Points on BR Club App:**

Customers can also earn points by ordering from the store on the BR Club app. When the customer orders on the BR Club app they will automatically earn points without any further steps needed.

### **Value of Points:**

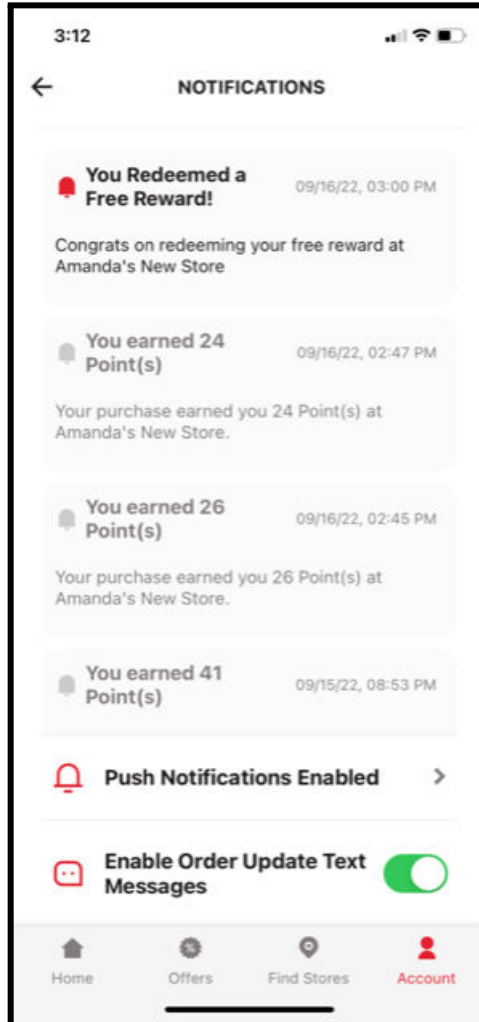
After presenting their BR Club account customers will earn 1 point for every whole \$1 spent in that store.

- Note 1: Customers need to spend a full dollar to earn a point. Example: if a customer spends \$7.99, they will earn 7 points.
- Note 2: Taxes and fees count towards earning points.

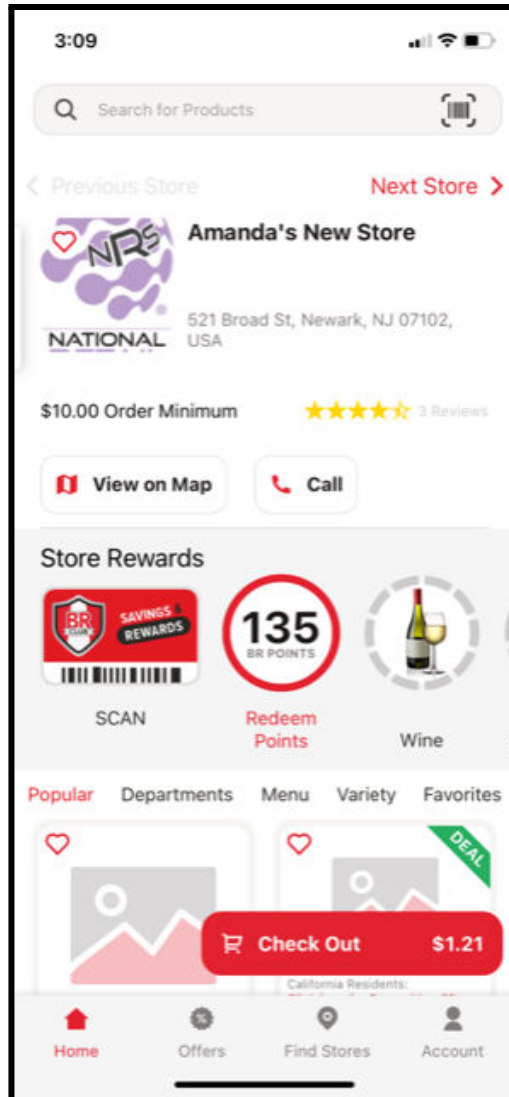
## VI. How Customers See Points Progress

Customers can see their progress towards earnings points rewards on the BR Club App:

1. Customers receive notifications on the BR Club app about how many points they earned or used. They will be alerted when they have earned enough points for a reward.



2. Customers can use the “Find Stores” page to find your store, and see how many points they have earned at your store.



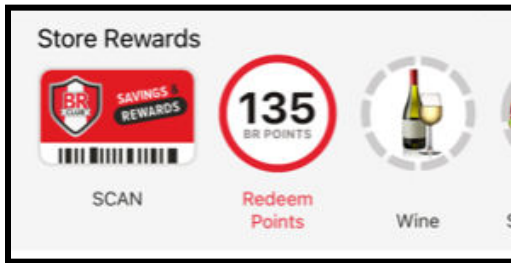
## **VII. How Customers Redeem Points**

Once customers have earned enough points they can redeem a free reward.

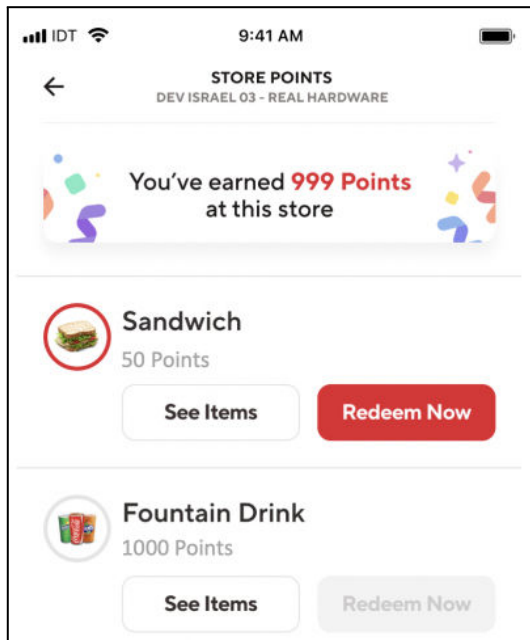
**Redemption currently requires the use of the BR Club app by the Customer:**

1. *First* the Cashier needs to scan the item the Customer wants to redeem on the POS.

2. Then the Customer taps the “Redeem Points” button on the BR Club to get to the main points redemption page.



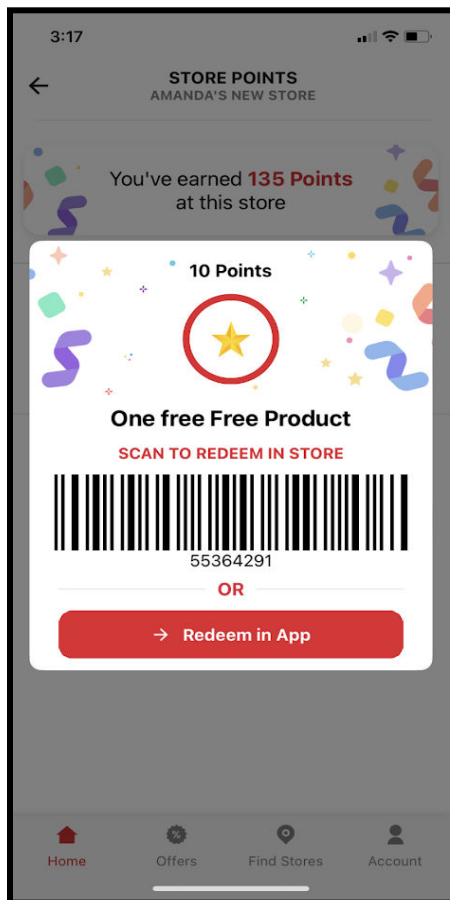
- a. Note: The Customer must be on your store's page on the App.
3. On the main points redemption page, the Customer can see a summary of how many points they have, and which point levels they have enough points to redeem.



- a. If the “Redeem Now” button is red, the Customer has enough points to redeem a free item at this level.
    - b. The customer can tap “See Items” to see which items are included in each point level.
4. The customer taps “Redeem Now” on the point level that includes the item that was scanned on the register.

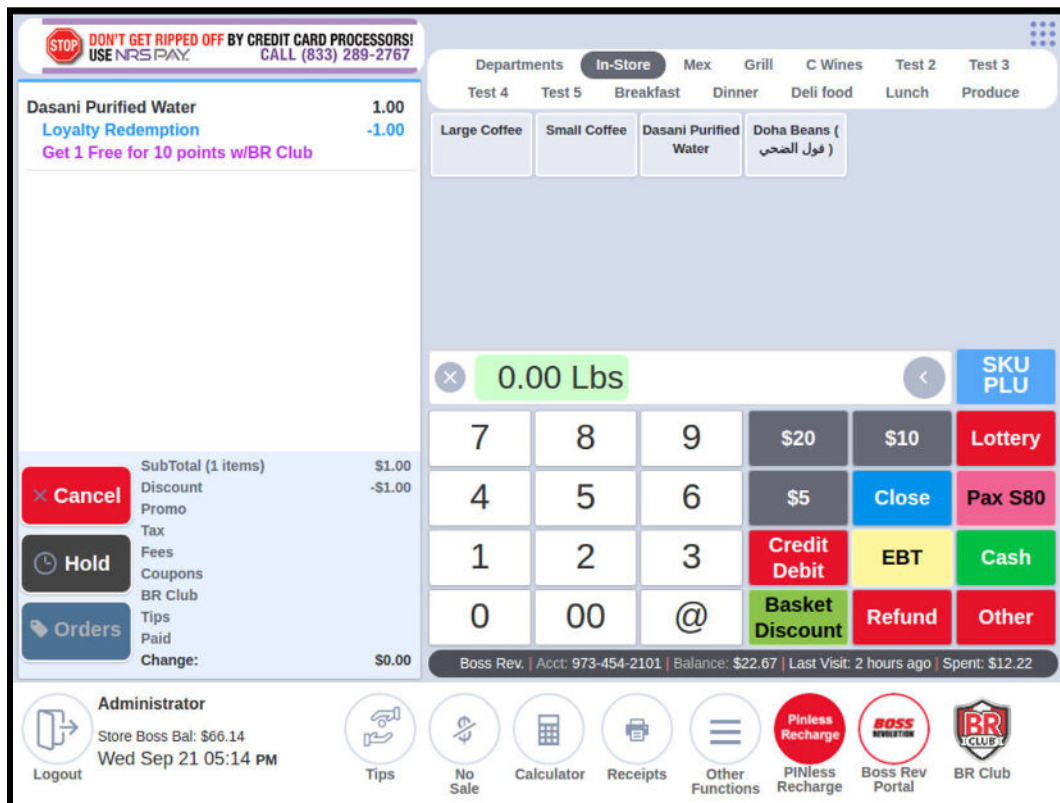


5. The redemption popup appears.



6. The customer now has 3 options for redemption:
- Scan redemption barcode at register.
    - Note: This is a unique barcode just for redeeming this item.
  - Provide Cashier with barcode number. Cashier must then manually enter the 8 digit code then press the “Loyalty” button on the Register.
  - Coming Soon:** There will be a “Redeem in App” button that allows customers to redeem loyalty rewards by adding them directly to a pickup/delivery order on the App.

7. The discount is applied and the customer receives a free item!

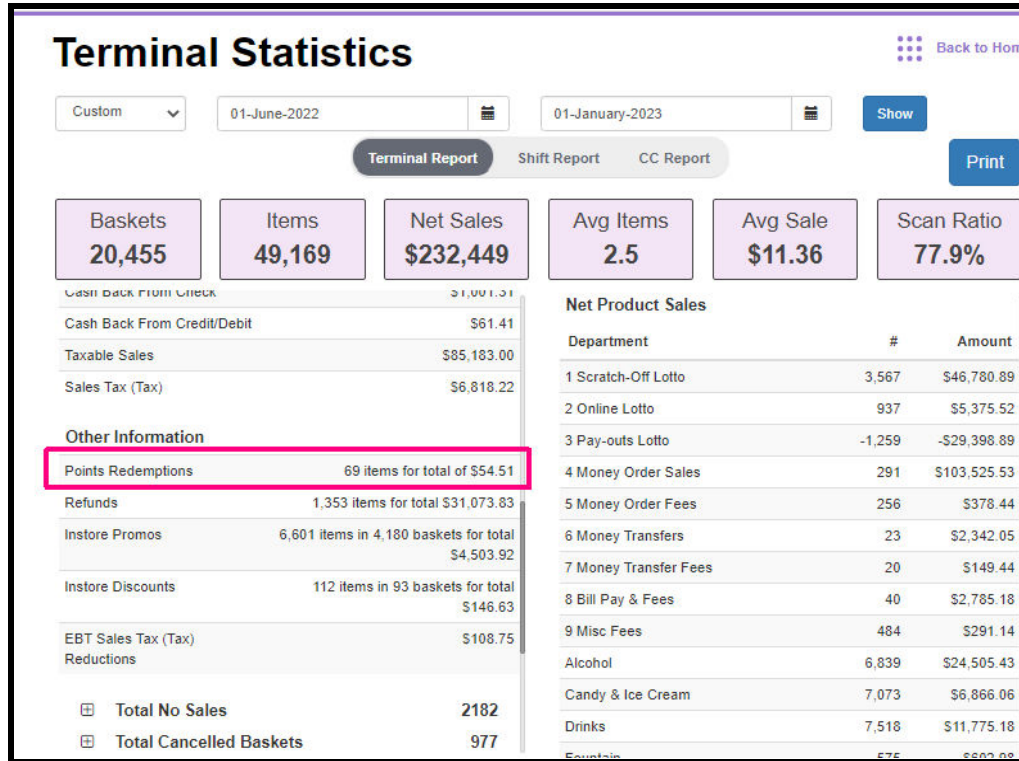


- a. Once a transaction closes, the used points will be deducted from the customer's total points balance.

## VIII. Points Statistics

**In order to find a quick summary of your points usage statistics:**

1. On your POS: go to the "Store Statistics" page, and select the "Terminal Report" tab.
2. Or on the Merchant Portal: go to the "Store Statistics" page and select the "Store Report" tab.
3. You will see a row called "Points Redemptions" which shows you the total number of items redeemed using points and the \$ value of those items.



### In order to see more detailed loyalty statistics:

- On the Merchant Portal: Go to the "Store Statistics" page and then select the "Loyalty" tab.
  - Coming Soon:** Soon this tab will be added to the POS too.
- The "Loyalty Clubs" box has statistics showing how your loyalty club programs are performing.
- The "Loyalty Points" box has statistics showing how your loyalty points program is performing.
- The "By Club" box shows you how each individual loyalty club is performing.
- The "By Points Level" box shows you how each individual loyalty point level is performing.



# Store Statistics

1951 - Amanda's New S

1951: Amanda's New Store



Back to Home

Date Range

This Week

Data

Store Report

Shift Report

Online Orders

Loyalty

Print

## Loyalty Clubs

# of Customers:

Punches Earned:

Rewards Earned:

Rewards Redeemed (Qty):

Rewards Redeemed (\$ Value):

## Loyalty Points

# of Customers:

Points Earned:

Points Used:

Rewards Redeemed (Qty):

Rewards Redeemed (\$ Value):

## By Club

Name

Punches

Redemptions

## By Points Level

Name

Redemptions

Points Used