Developing a Tiered Loyalty Club program

Once you have developed a loyalty club policy, you can use the advance features to develop a tiered loyalty club program. The advance features will help you do the following:

- Move up your customers from one policy level to the next on reaching a certain threshold. For example, you can set a number of points on achieving which customers will become eligible for the next level of membership, say, from silver to gold.

- Offer **bonus** points when customers move to the next tier in the loyalty program

- Set certain occasions like New Year, Eid, Christmas, etc., as extra-points-days offering **promo points** for shopping on these days.

- Offer special awards, with personalized greetings, to customers on their special occasions like birthdays and anniversaries.

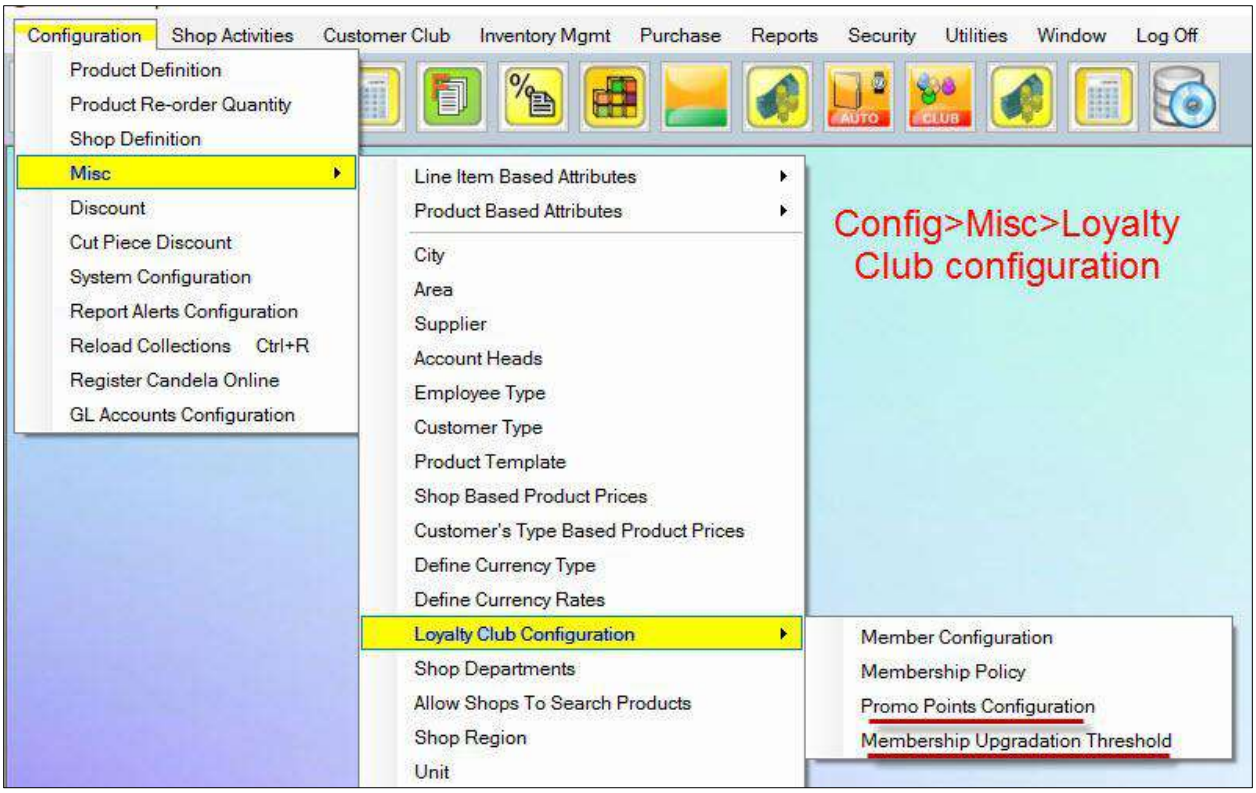
A. Configurations for Activating the Tiered Program

I

1. Go to: Security>Group Rights
2. Select User Group
3. From Form Categories, select Configuration>Misc>Loyalty Club Configuration
4. Expand Loyalty Club Configuration
5. Expand **Membership Upgradation Threshold**
6. Mark the checkboxes
7. Expand **Promo Points Configuration**
8. Mark the checkboxes

9. **Save**

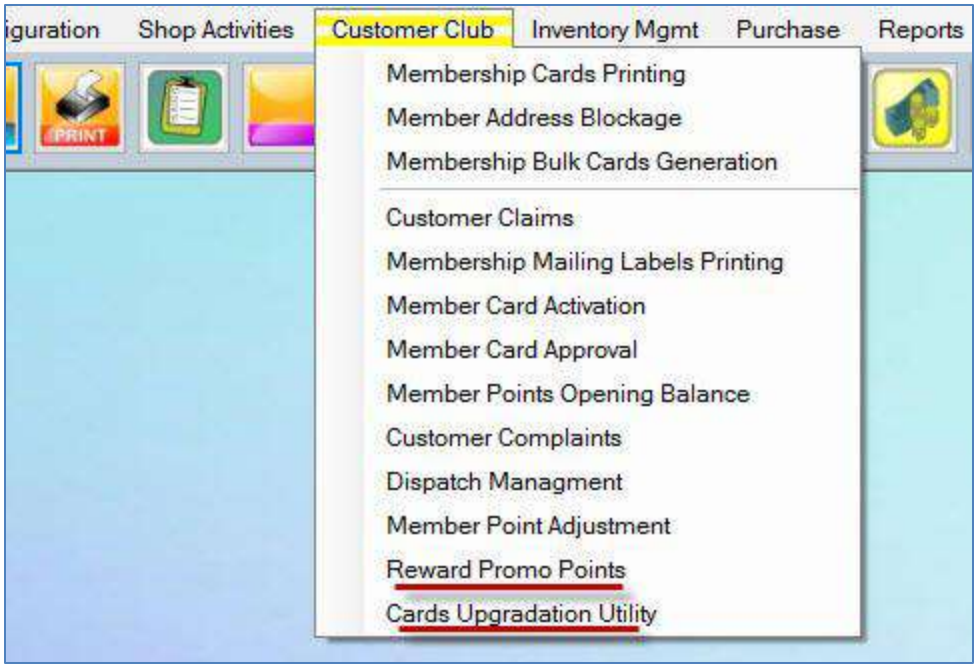
After the above configurations, the following screens will become visible:



II

1. Go to Security>Group Rights
2. Select User Group
3. From Form Categories, select Customer Club
4. Expand Customer Club
   Expand **Cards Upgradation Utility**
   Mark the checkboxes
   Expand **Reward Promo Points**
   Mark the checkboxes

After the above Configurations, the following screen will become visible:



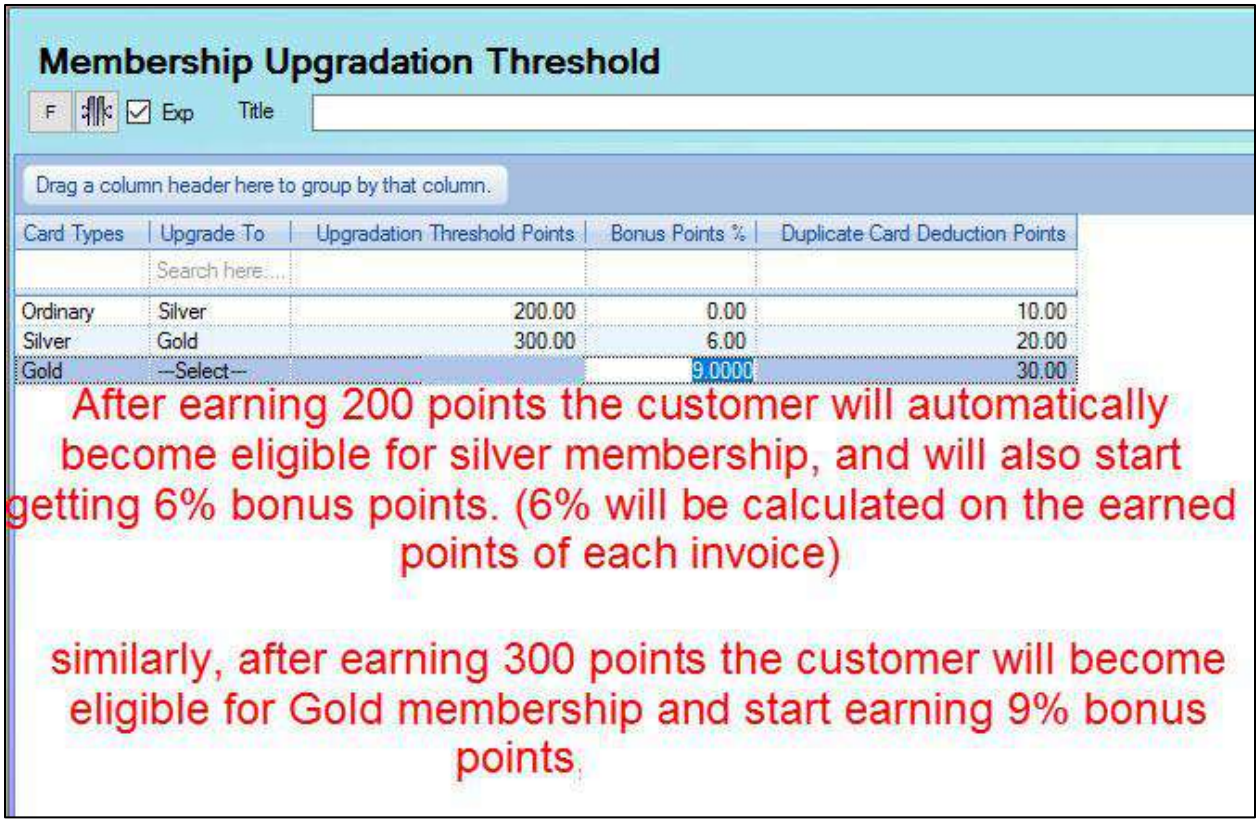
Once you have done the configurations, you can define when and how a loyalty club member will be upgraded or get bonus and promo points.

Upgradation Threshold

Upgradation threshold will specify when a customer will automatically move up to the next level.

For example, you have defined a policy for regular membership where a customer earns 2 points for every purchase. To motivate customers to spend more, you can define a spend threshold at which the customer with a regular policy will automatically become a silver or gold member after earning a certain number of points.

For defining upgradation threshold, go to: Configuration>Misc>Customer Loyalty Club Configuration>Membership Upgradation Threshold:



Duplicate Card Deduction Points

For every duplicate copy of the loyalty club card, members will lose certain points that will be defined on this screen in **Duplicate Card Deduction Points**

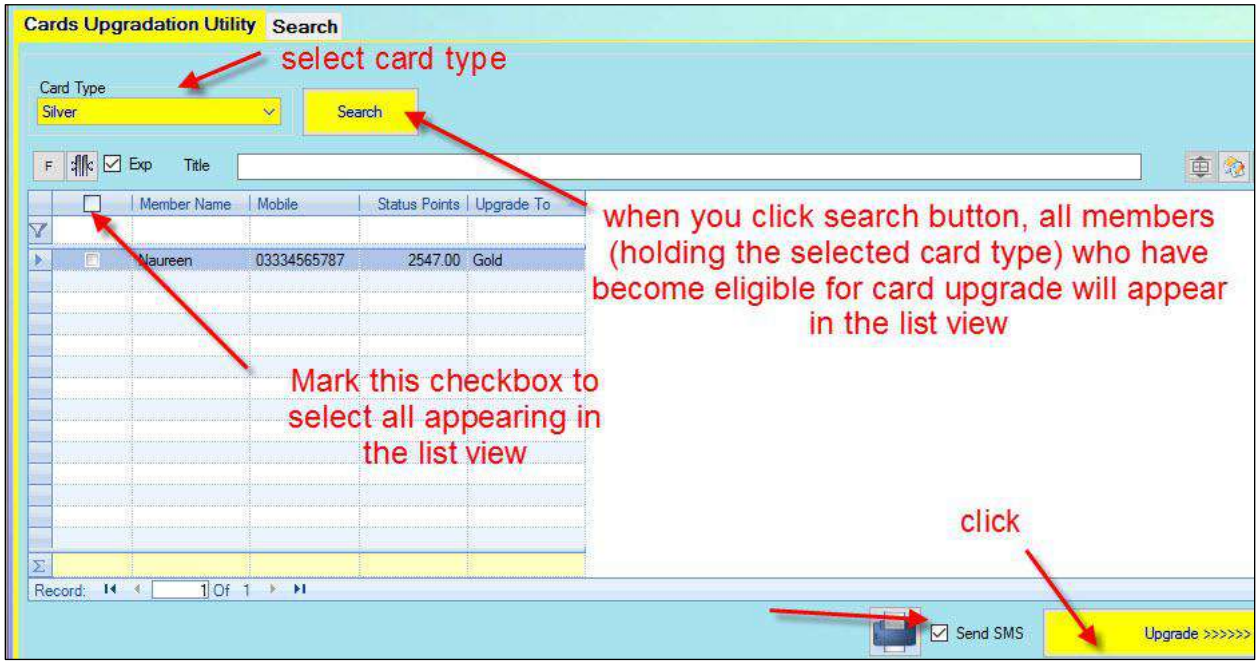
Note: Duplicate cards information is entered in the system on Customer Definition screen, where you will select the Customer and radio button **'duplicate card.**' A pop up will appear where you will enter reasons for duplication.

For printing the duplicate card, go to Customer Club> Membership Cards Printing

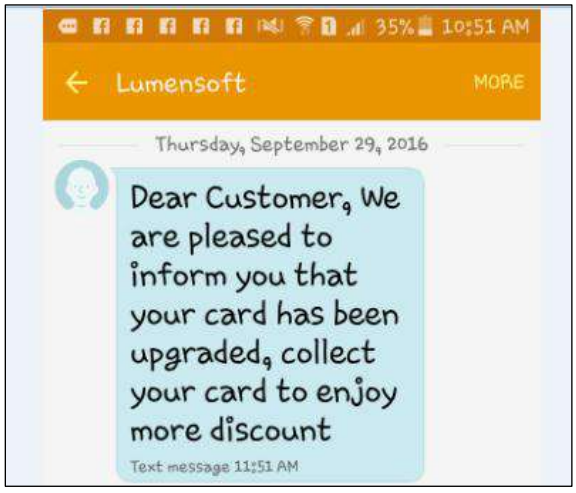
Note: Card duplication history is available in report **N 10- Card Duplicate History**

Card Upgradation Utility

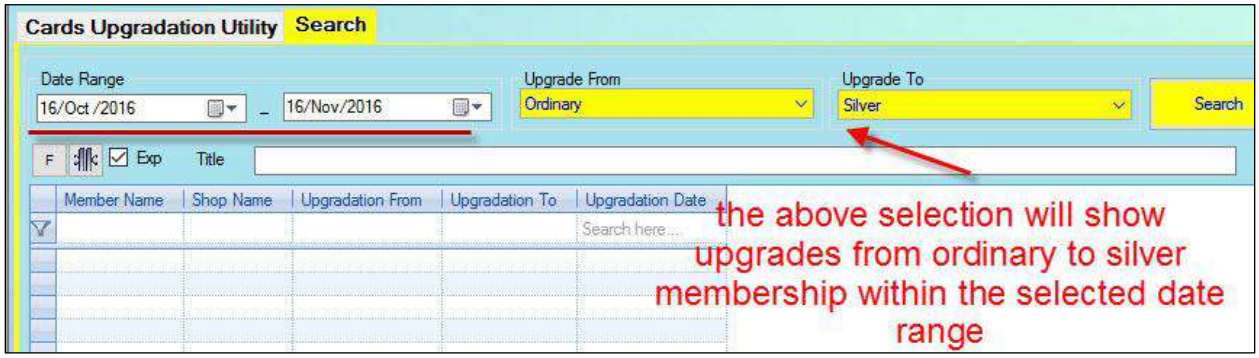
On the card upgradation utility screen you can check which members have become eligible for card upgradation and upgrade them.



The customers will get SMS message about their upgradation:



On the Search tab of this screen, you can check details of the members who have been upgraded:

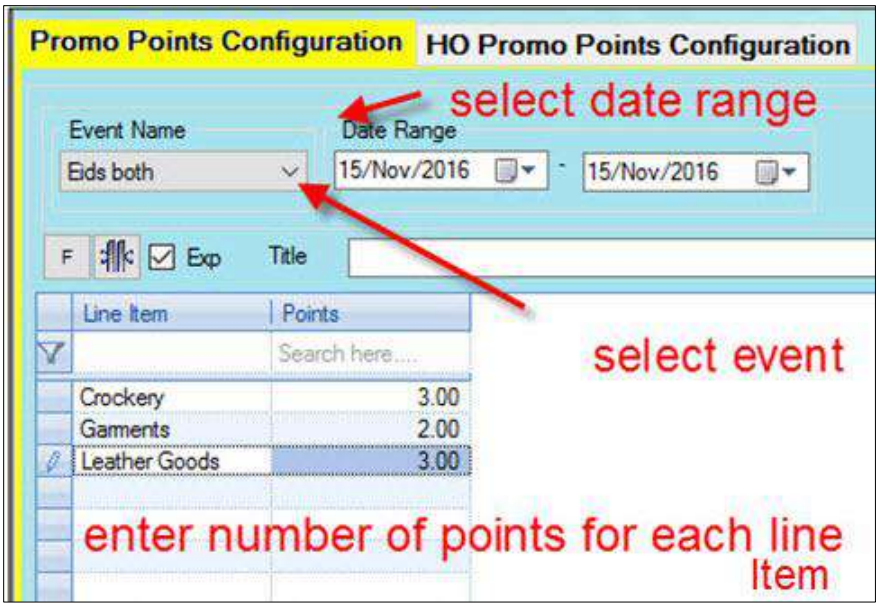


Note: ***Bonus points****: After upgradation, customers will get bonus points on every purchase*

Promo Points

You can also configure your system to mark certain days as extra-points days. When customers shop on these set days they get extra or **promo points**.

Go to: Configuration>Misc>Loyalty Club Configuration>Promo Points Configuration



Invoice Type Showing Bonus and Promo Points

There is a special invoice that shows details of the following:

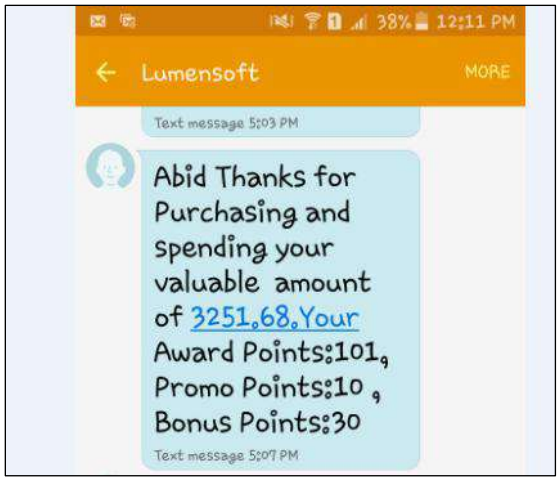
1. Award points on the policy (reward points given on birthdays and anniversaries will be added to this total)
2. Promo points (given on special event days)
3. Bonus points (given on moving to the next tier)

Go to: Utilities>Setup and Configuration>Receipt Page Setup

From Receipt type drop down, select **SR-19 Small (3 inch) with Promo Points LC**

Special SMS to Customers on Receiving Points

- Go to Utilities>Setup and Configuration>SMS Configuration
- Expand Sales and Return
- Mark the Send SMS checkbox against SMS type ‘SMS-SR-014.
- Now every time a customer shops and gets points s/he will get an sms conveying details of the points accumulated:

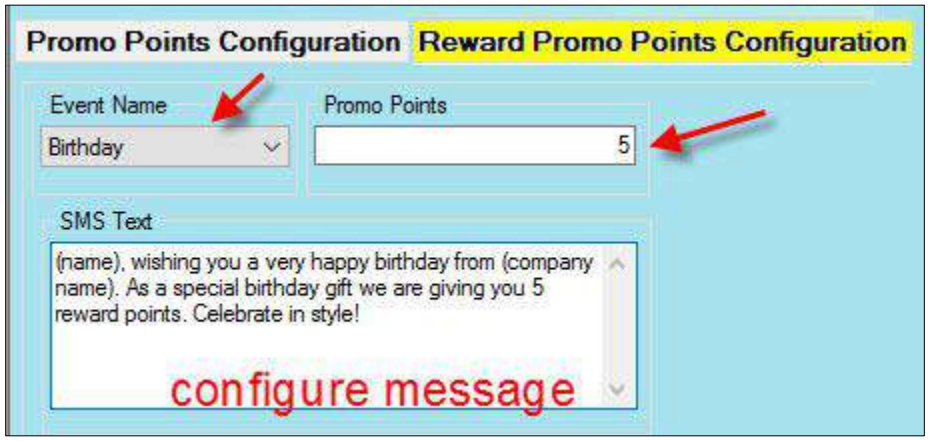


Reward Promo Points Configuration

Loyalty club feature in Candela also allows you to offer special incentives to customers on milestone events likes birthdays and anniversaries.

To configure birthday/anniversary messages and the number of points to be awarded, go to:

Configuration>Misc>Loyalty Club Configuration>Promo Points Configuration>HO Promo Points Configuration tab

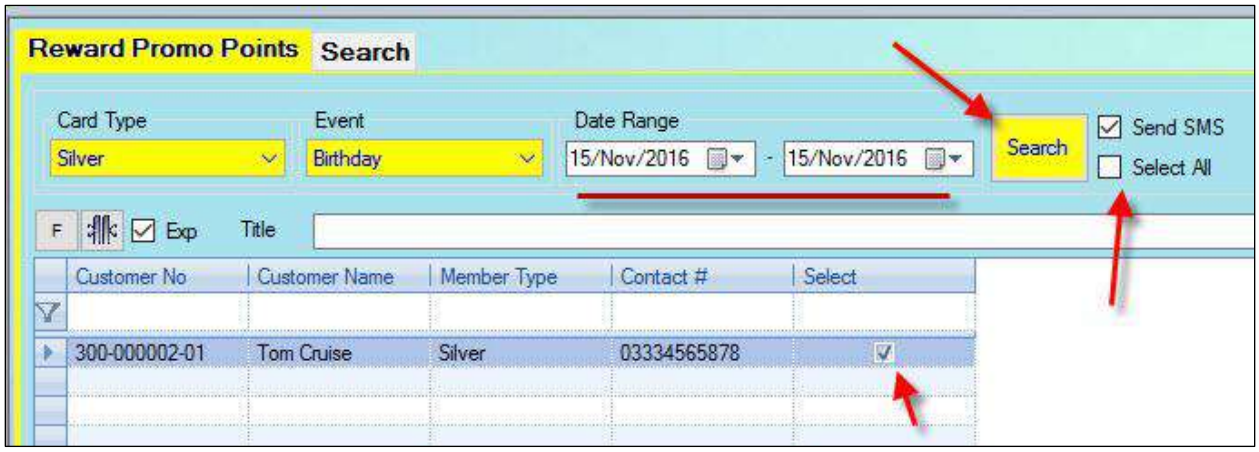


Note: Customer information like date of birth and anniversary dates are saved on Customer Definition (Shop Activities>Customer Definition> screen

Sending Messages for Reward Promo Points

To intimate customer about the reward points on their special days, go to:

Customer Club>Reward Promo Points



1. Select Card type
2. Select Event
3. Give Date Range
4. Click Search button
5. All card holders of the specified card type whose birthday or anniversary falls within the given date range will be listed in the grid.
6. Mark the checkboxes against the names you want to send the reward point message to.
7. You can select all by marking the checkbox **Select all**.
8. Click Save

Search Tab

You can click the search tab to see details of the given points

Reports

N-01 Member Sales Report With Points

N-11Member Loyalty Club Points Report also shows details of the points earned by members.