

Coupon Voucher Server Guide

Campaign and Channel Management

Email info@wigroup.co.za
Office +27 21 448 9974
Web www.wigroupinternational.com

Address 4th Floor Terraces Building, Black River Park South,
Fir Street, Observatory, Cape Town



Table of Contents

Coupon Voucher Server	1
<i>What is the Coupon Voucher Server?</i>	<i>1</i>
<i>Architecture</i>	<i>1</i>
Web Portal Interface	3
<i>Terminology</i>	<i>3</i>
<i>Business process overview – Campaign Owner</i>	<i>4</i>
<i>Campaign Go Live Process</i>	<i>4</i>
<i>Campaign Setup</i>	<i>5</i>
Step 1: Campaign Details	5
Step 2: Link Your Merchants	6
Step 3: Configure Discounts	6
Step 4: Configure Rewards	9
Step 5: Configure Finances	10
Step 6: Manage Channels	11
<i>Reporting</i>	<i>12</i>
Dashboard View	12
Campaigns Rand Performers	13
Campaigns Redemption Performers	13
Channels – Issued vs Redeemed	13
Campaign Report	14
Issues and Redemptions report	15
<i>Business process overview – Channel Owner</i>	<i>16</i>
Linking Campaigns to Groups	16
Linking Campaigns to Groups with Categories	17

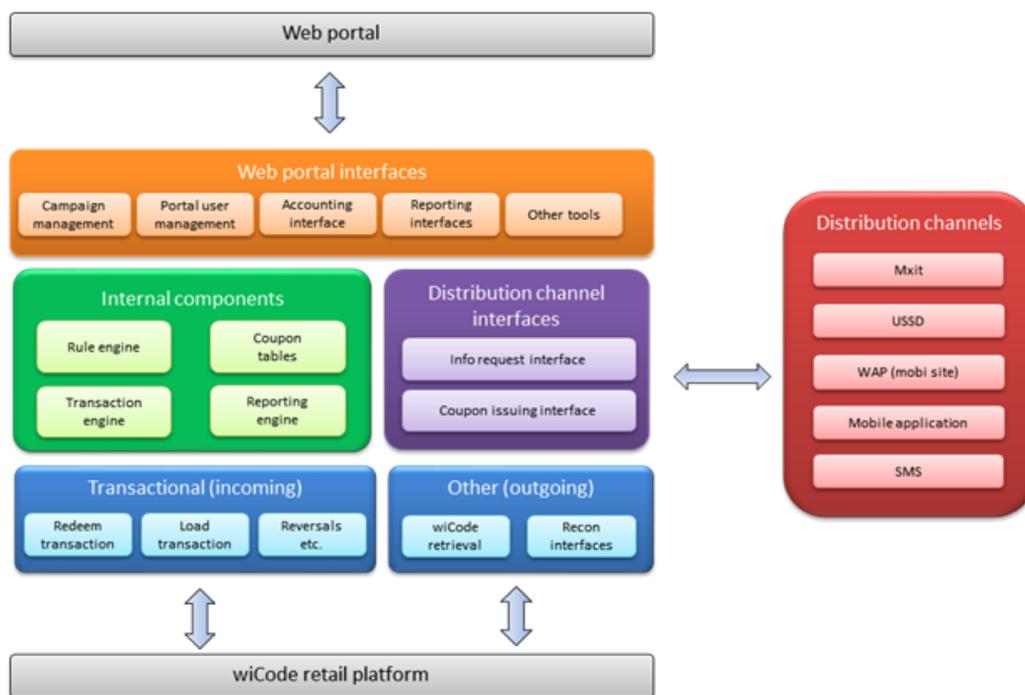
Coupon Voucher Server

What is the Coupon Voucher Server?

The wiGroup Coupon Voucher Server (CVS) is a stored value rule based engine capable of storing complex Coupon, Voucher, and Gift Card Campaign logic. The value proposition of the CVS is heavily based on the real-time transactional interfaces accessed by the wiCode retail platform in order to "switch" Coupon, Voucher or Gift Card transactions from the POS to the CVS for redemption—and all in real-time.

Architecture

The CVS system is a value store system composed of the following internal components:



Rule engine

This is where the Campaign rules are located in terms of which SKU's are linked to a Campaign, the discount of each, which timeframe the Coupon, Voucher or Gift Card is valid for.

Transaction engine

This is a high performance internal switch which load balances traffic from the incoming transactional interfaces from retail and ensures high performance lookups against the rule engine and Coupon tables.

Coupon tables

This is essentially a static configuration of currently "issued" Coupons, as well as archives of redeemed Coupons for a certain Campaign. This is the data store that the reporting engine accesses.



Reporting engine

The reporting engine is a configuration system designed to present data in an elegant way. This system is extremely configurable in terms of the way raw data may be presented for graphing purposes for example.

Surrounding the "core" are three main API interfaces:

Transaction API

Indicated in blue in the image above. The transactional interface is the interface on which the wiPlatform authorizes transactions.

Issuer (Distribution) API

The issuer interface is intended for various (mobile) channels to connect to in order to "obtain" a Coupon in the form of a wiCode number.

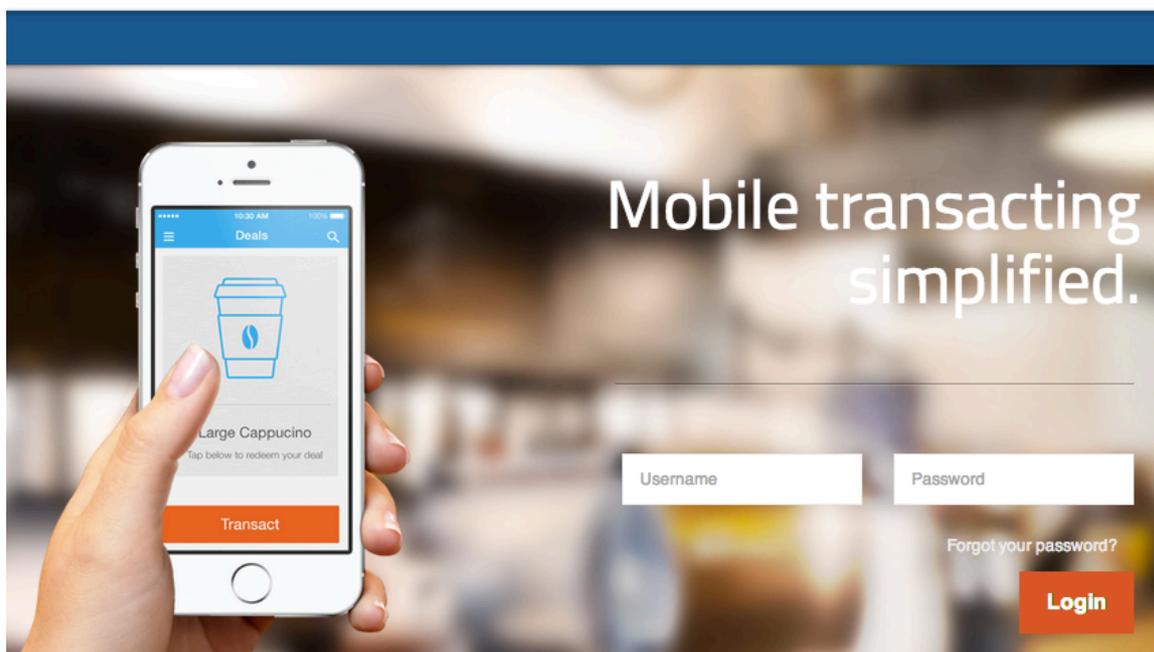
Web Portal API

This interface is intended to be used by the wiGroup CVS portal. It is used to create and report on Campaigns.



Web Portal Interface

The web portal interface is the client-facing interface where the Campaign rules and the Campaign analytics are loaded and reflected, respectively.



Terminology

Term	Description	Example
Campaign Owner	Entity that manages Campaigns	BrandXXX Campaign Owner
Campaign	A specific promotion running in store	Buy 1kg Brand X Sugar for R15.50
Float	Float allocated to a Campaign Owner .	R10 000
Coupon	Product Specific discount linked one or multiple SKU's	R5 off Brand X, 250g Peanut Butter
Voucher	Discount on a full purchase in store. Not linked to a product.	R10.00 off your next purchase
Gift Card	A multiple redemption Voucher with variable amounts.	You have a balance of R1000, you can use it many times.
Channel	Mobile Delivery Mechanism and customers point of interaction	Mobile App / SMS / .Mobi / USSD / response SMS
Channel Owner	Entity that manages the channel to which the Campaigns are linked	BrandGroup Channel Owner
wiCode	One Time Transaction Code presented to the customer and entered at retailer point of Sale <u>WICode PRONOUNCIATION { Y-CODE}</u>	12 34 567



Business process overview – Campaign Owner

There are 6 steps involved in taking a Campaign live on the CVS system. This ensures security for the retailer to ensure that there is enough stock the required product and that the Campaign has been set up correctly.

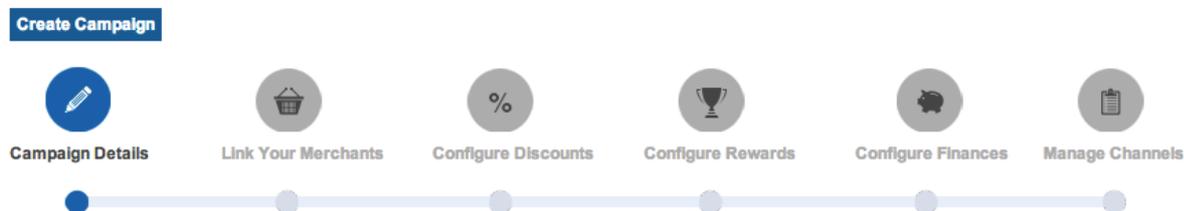
Campaign Go Live Process





Campaign Setup

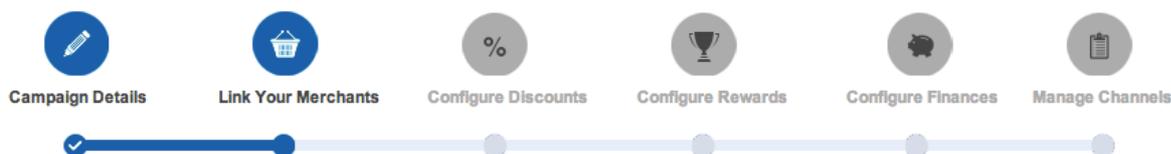
Step1: Campaign Details



Field	Description	Example
Campaign Name	Campaign name	R5 off BrandX 1kg Sugar
Coupons or Voucher	Product specific discount? Yes = Coupon Is this a basket discount? Yes = Voucher	Coupon
Campaign Description for End User	What the Campaign entails – depending on the mobile mechanism (USSD/SMS/App etc.) this could be the description used for the customer.	R5 off BrandX 1kg Sugar
Terms and Conditions	Specific terms and conditions for the Campaign	Canal Walk store only for the month of June 2013.
Campaign Image URL	Images can be uploaded which get saved into a wiGroup directory. Only image files can be updated. It is the Campaign Owner's responsibility to ensure that the image is the correct size and dimensions required for the channel.	
Campaign Start to End Date	Date range applicable to the Campaign . <u>Start Date</u> : The earliest date between when a wiCode will be issued OR the code is valid in store. <u>End Date</u> : The last date the wiCode can be redeemed in store.	
Voucher expires in (days)	If the wiCode is valid for a specific period after it is issued (e.g. 24 / 48 hours after issue).	



Step 2: Link Your Merchants



Each Campaign can be linked to pre- authorized merchants and retailers.

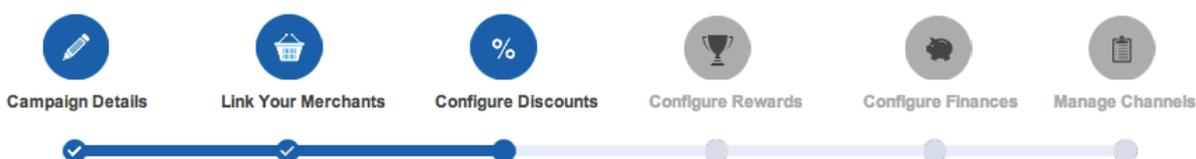
Link Your Merchants

Use the CTRL key (or CMD on Mac) to select and deselect more than one option

Retailer	Merchant Group	Provinces
Cambridge Checkers Checkers Hyper Checkers LiquorShop Dis-Chem Engen Shoprite Shoprite Hyper Shoprite LiquirShop test	Cambridge Checkers – Eastern Cape Division Checkers – Gauteng Checkers Division Checkers – Natal Division Checkers – Northern Cape Ofs Division Checkers – WC Checkers Division Checkers Hyper – Checkers Hyper Division Checkers Hyper – Natal Division Checkers Hyper – Northern Cape Ofs Division Checkers Hyper – WC Checkers Division	Caprivi Eastern Cape Erongo Free State Gauteng Hardap Karas Kavango Khomas Kwazulu-Natal

Enter store to search

Step 3: Configure Discounts



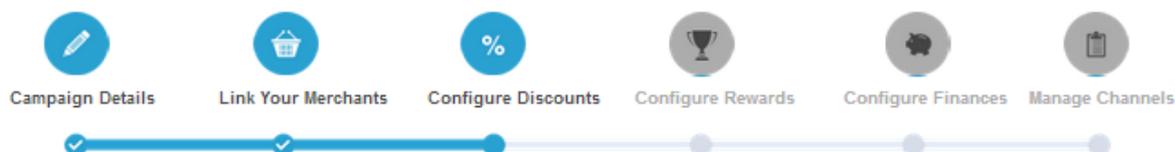
Step 3.1: Configure Discounts – Voucher

For a Voucher Campaign the Campaign Owner can capture their R or % discount. The discount is applied to the **whole basket amount**.

Example 1: R50 Voucher: Customer spends R130 in store, Voucher gives him R50 off, R80 to settle.

Example 2: 10% Voucher: Customer spends R140 in store, Voucher discounts R14, R126 to be paid in by the customer.

Note: For % off Vouchers, a maximum discount to give the customer can be set by capping the basket amount.



Campaign Discounts

Campaign: test

Discount type

Rand Discount

Discount Amount (R)

5.00

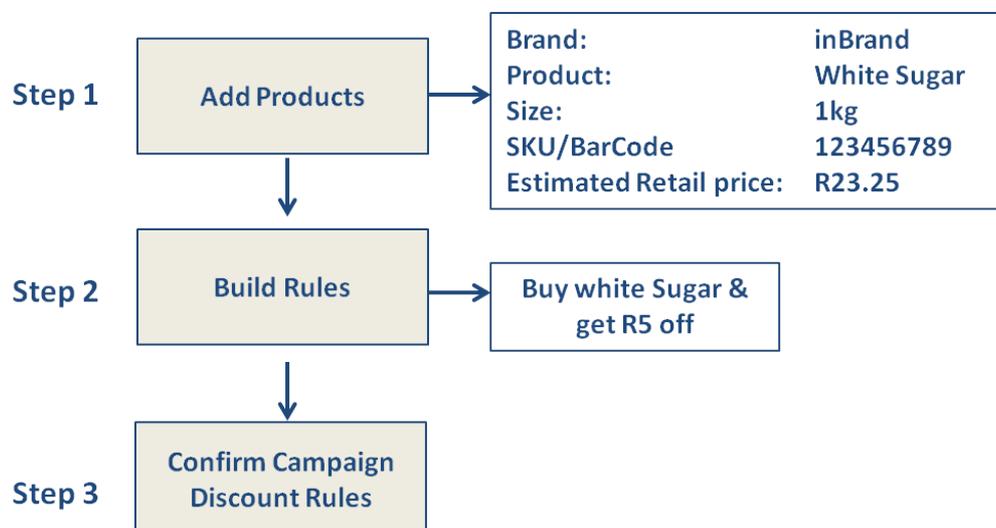
◀ Prev. step

Next step ▶

Step 3.2: Configure Discounts – Coupon

For a Coupon Campaign it is important to keep product linking and rules as simple as possible to ensure that all the relevant parties are aligned in what the Coupon entails (e.g. marketing, sales, stock keeping, user communication, user expectation, supplier understanding).

Follow 3 steps when setting up a Coupon Campaign:



Important Note:

- *Once you have created and saved rules, you cannot go back and edit them, as once the campaign is live any changes to the discount rules will negatively affect the reporting.*
- *For % off Coupon Campaigns, the product value [Estimated Retail Price of SKU] captured will be the value that the % discount is calculated from. However this is rarely used due to stores not providing the prices.*



Part 1: Add Products

Configure Discounts

Campaign: R5 off Product A

Add products

Brand

Product

Size

 OTHER ▾

SKU/Barcode

Estimated retail price of SKU (R)

Add

Part 2: Build Rules

Add discount rule:

Campaign products

Remove SKU

Add SKU to Rule

Discount rule products

Saving / Rule Description

Rand or Percent Discount

 ▾

Discount Amount (R)

Add Discount Rule

Discount Rule products: Every item that needs to be in the basket must be in this list. This would vary for different Campaigns: Buy 2 get R5 off [would require the item to be twice in this list], Buy Product A get R5 off [item appears once as above], Buy Product A and Product B and get R2 off [both Product A and Product B will be in the list].



Part 3: Confirm Campaign Rules

View Campaign Discount Rules:

Discount Rules

R 5.00 OFF - 123456 - [R5.00]

Remove rules

◀ Prev. step Next step ▶

Step 4: Configure Rewards

If this is a reward Campaign, enter reward details. Currently, only airtime rewards are available. See Rewards section for further details. The user can setup the Reward (R1 / R2 airtime) and then can set the contribution that each redemption on this Campaign contributes towards the reward.

Campaign Details Link Your Merchants Configure Discounts **Configure Rewards** Configure Finances Manage Channels

✓ — ● — ● — ● — ● — ●

Configure Rewards

Campaign: test

Select Reward

None

Reward Contribution (R):

0.00

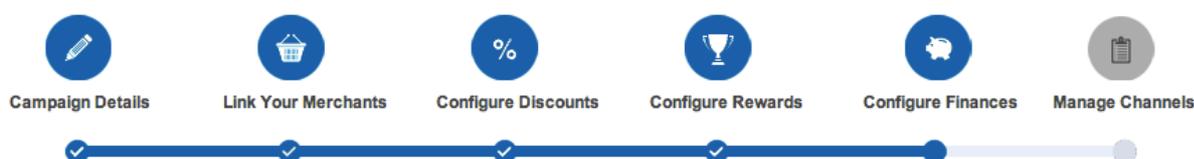
All campaigns linked to the reward contribute towards the users reward balance. Once the user's balance reaches the reward amount, the reward will be issued.

**Airtime rewards are only available to prepaid customers on the following networks: CellC, MTN, Vodacom.

◀ Prev. step Next step ▶



Step 5: Configure Finances



The Campaign Owner is able to select whether the stores will be settled with funds, or not. When 'Settle Funds to Store': Yes = Stores / Head office to be paid daily or weekly as per retailer setup. Even if a Campaign is not settled, if it is a reward Campaign, float is required.

Configure Finances

Campaign: R5 off Product A

Settle funds to store

Max number of vouchers to be issued

Max number of vouchers to be issued per day

Max number of vouchers per customer
 (0 denotes no limit)

Min Basket Value (R)

Max Basket Value (R)
 (0 denotes no limit)

[◀ Prev. step](#) [Next step ▶](#)

Field	Detail	Example
Settle Funds to Store	If settle funds to store = Yes, then there are float requirements and stores will be settled daily / weekly as per the retailer setup.	
Max Number of Vouchers Issued	Maximum number of Vouchers allowed to be issued for the full duration of the Campaign	1 000 - maximum number of Vouchers issued for the Campaign
Max number of Vouchers to be issued per day	Selected if the Campaign has a per day limit of issued wiCode	
Max Number of Vouchers per customer	Number of Vouchers each customer is allowed to redeem.	1 - Each customer can only redeem once.

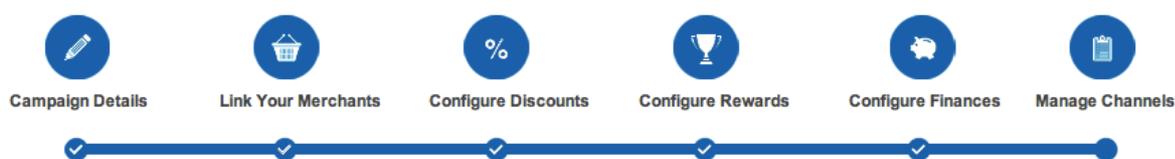


Campaign Float: Float balance is updated with every redemption in store. It is essential to ensure that there is enough float and to consider topping up a float if redemption rate is higher than expected.

Settled Campaign: client provides funds upfront for Campaign to wiGroup to settle retailer on redemption

Non-settled Campaign: client settles with retailer directly, no funds to wiGroup *on condition that retailer and finance department confirm the merchant/VSP/ Campaign combination supports non settled Campaign configuration.

Step 6: Manage Channels



Each Campaign Owner will have visibility to see the Channel Owners that are linked to their profile. The Channel Owner is then responsible for linking it to a specific channel [customer facing delivery mechanism]. The Vouchers / Coupon will only be able to be issued once a channel has been linked by the Channel Owner.

Manage Channels

Afrigas	<input type="checkbox"/>
BrandInMotion	<input type="checkbox"/>
CapeUnionMart	<input checked="" type="checkbox"/>
Carol1	<input type="checkbox"/>
Checkers	<input type="checkbox"/>
ColcacchioLoyalty	<input type="checkbox"/>
DriveDry	<input type="checkbox"/>



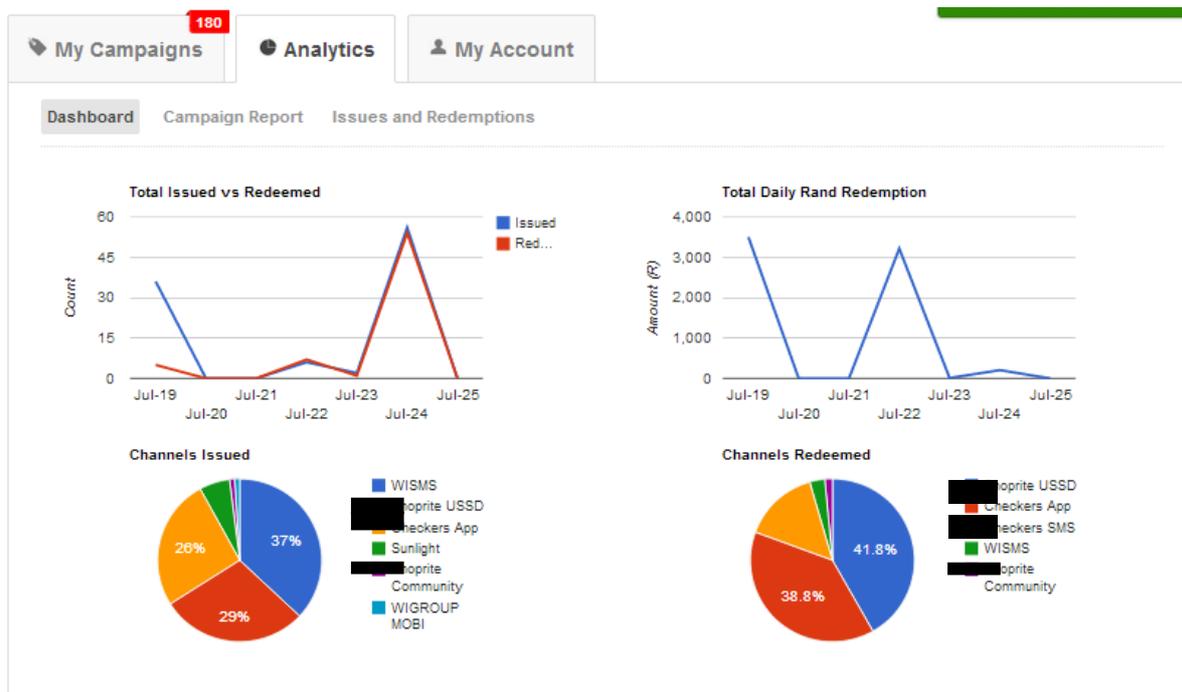
Reporting

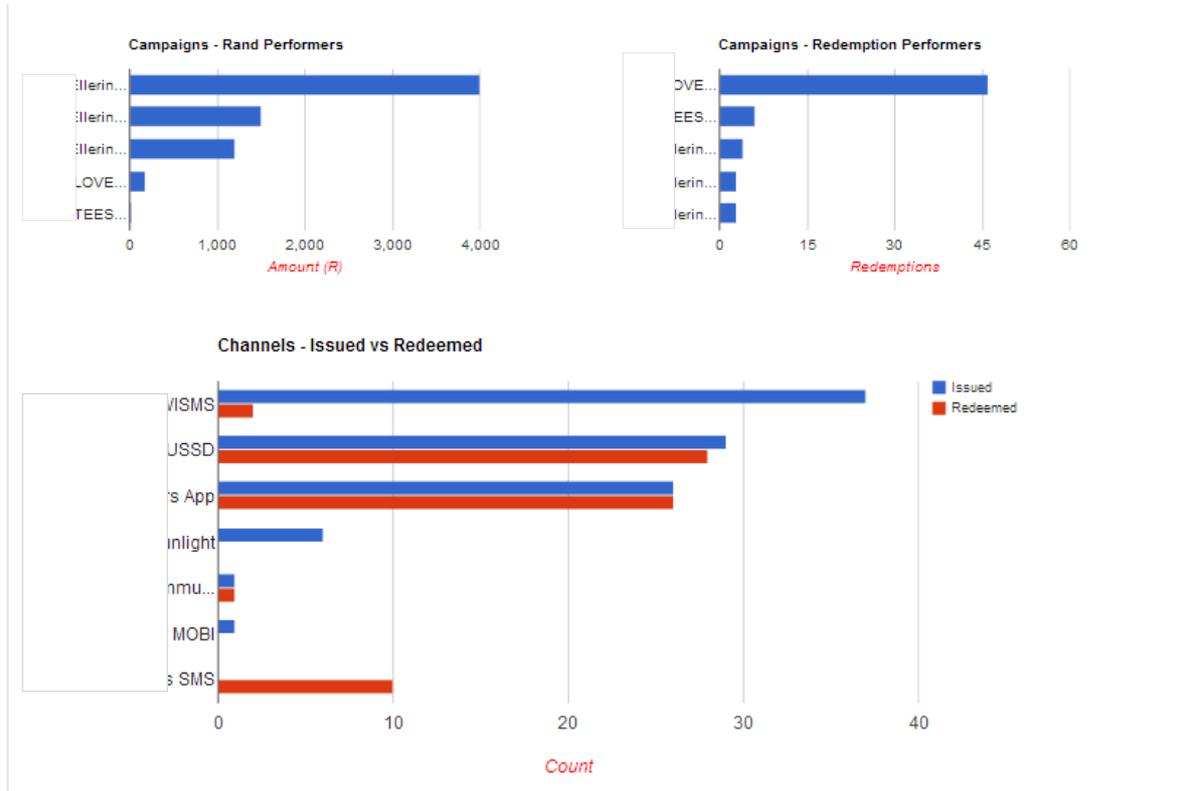
There are multiple authenticated levels for viewing reports on the wiGroup web portal. Role based reporting for departments such customer care, finance and management where access to the finer Campaign details and editing of Campaigns is not necessary.

The Campaign Owner has access to the following report views:

Dashboard View

The dashboard view provides a summary view of ALL Campaigns for that Campaign Owner.





Campaigns Rand Performers

Allows the Campaign Owner to monitor the Campaigns which have the higher Rand performers vs the non performers.

Campaigns Redemption Performers

Allows the Campaign Owner to monitor the Campaigns which have the highest redemption performers vs the non performers.

Channels – Issued vs Redeemed

Allows the Campaign Owner to monitor which Campaigns are driving the customers in store to redeem Coupons.



Campaign Report

Campaign Report: SASKO PREMIUM WHITE BREAD 700G

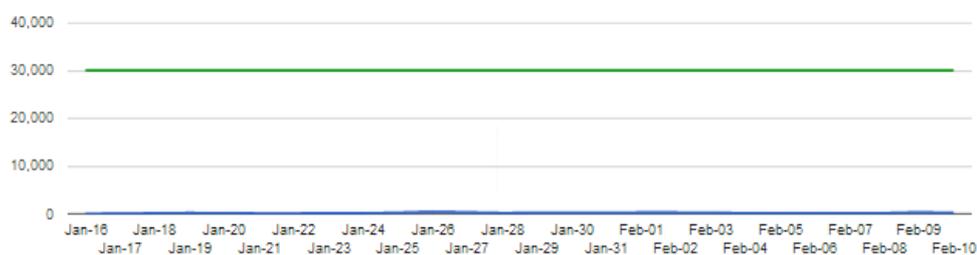
[Print Report](#)

Campaign Name: SASKO PREMIUM WHITE BREAD 700G
Campaign Id: 1263
Campaign Dates: 2013-01-16 - 2013-02-10
Rand Discount: R 3.00
Total Campaign Vouchers: 30 000
Vouchers Available: 25 635

Total Issued Vouchers: 4 812
Total Redeemed: 4 663
Redemption %: 96.90%
Rand Discount Given: R 13 988.99
Average Selling Price: N/A
Sales Achieved: N/A

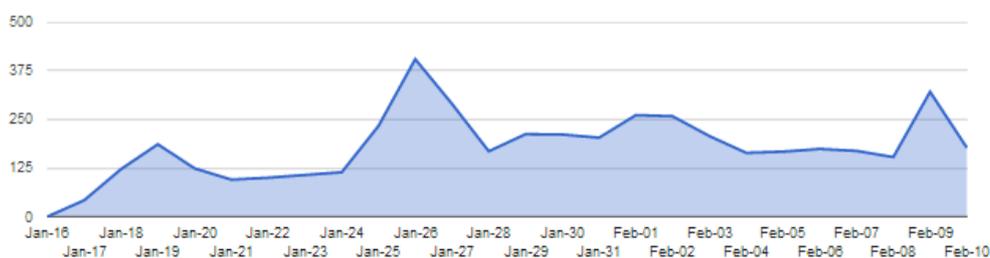
Issued

Coupons Issued

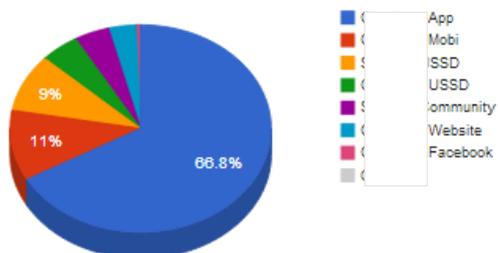


Redeemed

Coupons Redeemed

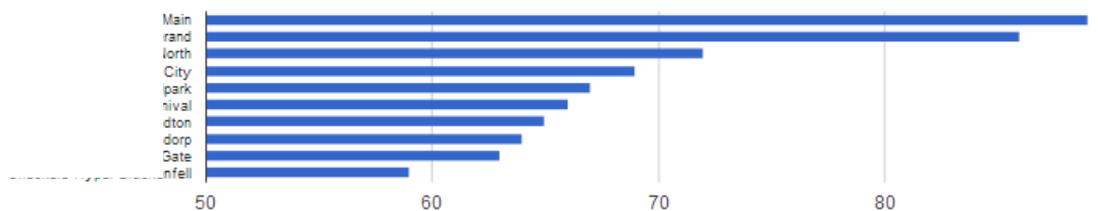


Redemption by Channel

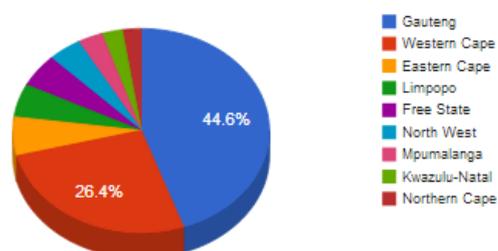




Top 10 Stores



Redemption by Province



Items Redeemed

Item Number	Number of Redemptions	% Redemptions
3494280	4 663	100

Issues and Redemptions report

For each Campaign, the Campaign Owner can track the redemptions against the codes that were issued. A detailed view of the redemption is available in the CSV download from the web portal.

Id	Issue Date	Redeemed Date	Interface Issuer	Issued By	User Ref	Merchant Name	State Desc
109690	2013-02-10 19:07:09	2013-02-10 19:07:10	ckers App	SYSTEM	0833795770	ckers Langenhovenpark	Redeemed
109663	2013-02-10 18:25:57	2013-02-10 18:25:58	ckers App	SYSTEM	0833724838	ckers Vincent	Redeemed
109639	2013-02-10 17:56:55	2013-02-10 17:56:56	ckers App	SYSTEM	0827743636	ckers Van Der Lingen	Redeemed
109627	2013-02-10 17:45:16	2013-02-10 17:45:18	ckers App	SYSTEM	0728547148	ckers Paarl North	Redeemed
109626	2013-02-10 17:39:52	2013-02-10 17:39:52	ckers App	SYSTEM	0764569684	ckers Waverley	Redeemed



Business process overview – Channel Owner

For a wiCode to be issued a Campaign needs to be linked to a channel Issuer ID, thus the Channel Owner log in profile has the ability to create multiple groups and multiple channels within groups.

Adding a new group:

Add new Group

Name

Redemption POST URL

Hide campaign (%)

Link Campaigns by default
 Yes

Cancel **Save**

Add new Channel ✕

Name

Interface ID

New Password

Redemption POST URL

Sms On Issue
 Yes

Cancel **Save**

Groups can be used for different business cases; mostly they are used for different types of Campaign grouping such as and Mobile Application or a Website.

Linking Campaigns to Groups

Coupons
Gift Cards
Channels
My Account
Logout

Campaigns
User: wiGroupChannelOwner

Link Campaigns to Groups
Categories & Ranking

Filter Campaigns

Channel Group Campaign Type

Excluded Campaigns

Id	Name	Campaign Owner	Start Date	End Date	State
<input type="checkbox"/> 1735	CLOVER FULL CREAM MILK 2LT	wiGroup	2013-02-13	2014-08-25	Activated
<input type="checkbox"/> 1764	MUSCLE 2-PACK FRICTION CARS	wiGroup	2013-02-15	2014-08-25	Activated
<input type="checkbox"/> 1765	LONG ARM SOFT ANIMAL TEDDIES	wiGroup	2013-02-15	2014-08-25	Activated
<input type="checkbox"/> 1767	GIRLS BMX BIKE	wiGroup	2013-02-15	2014-08-25	Activated



Linking Campaigns to Groups with Categories

wigroup  Mobile • Transacting • Simplified

Coupons Gift Cards Channels My Account Logout

Campaigns Analytics User: wiGroupChannelOwner

Campaigns Link Campaigns to Groups **Categories & Ranking**

Filter Campaigns

Channel Group Campaign Type

Category

Create Category 

Included Campaigns

Rank	Id	Name	Campaign Owner	Start Date	End Date	State
No data available!						