Oracle® Retail Customer Engagement

JET UI User Guide Release 20.3 **F51900-01**

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Oracle Retail Customer Engagement JET UI User Guide, Release 20.3

F51900-01

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Preface

This guide describes the Customer Engagement JET user interface. It provides step-by-step instructions to complete most tasks that can be performed through the user interface.

Audience

This User Guide is for users and administrators of Oracle Retail Customer Engagement. This includes merchandisers, buyers, business analysts, and administrative personnel.

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Related Documents

For more information, see the following documents in the Oracle Retail Customer Engagement documentation set:

- Oracle Retail Customer Engagement User Guide
- Oracle Retail Customer Engagement Implementation Guide
- Oracle Retail Customer Engagement Release Notes
- Oracle Retail Customer Engagement Administration Guide
- Oracle Retail Customer Engagement Batch Processing & Web Services Guide

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- Exact error message received
- Screen shots of each step you take

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Conventions

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
italic	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
monospace	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the window, or text that you enter.

The following text conventions are used in this document:

1 Navigation

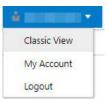
This chapter provides a brief description of how to get started using the Customer Engagement Modern View.

Getting Started

User Options are accessed by clicking the User Name after a successful login.

They include:

Figure 1–1 User Options



- **Classic View** Returns you to the full classic (prior to JET) version of the Customer Engagement Task Menu.
- **My Account** Displays your profile and the assigned roles. Depending on your access privileges, you may be able to change your Default Home. If available, select the desired Home Page and click **OK** to confirm the selection.

Figure 1–2 My Account

User ID	Name	Email
Default Home 🔿 Customer 🔹 Promotion 🚫 Segm	ent 🚫 Program 🚫 Job Management	
52 Assigned Roles		
Role Name	Role Group	
AccountAdmin	(manually assigned)	
AccountRedemption	(manually assigned)	
AccountReloads	(manually assigned)	
AccountReverse	(manually assigned)	
AccountVoid	(manually assigned)	
AssociateAssignment	(manually assigned)	
AttributeDefinition	(manually assigned)	
AwardAccountAdmin	(manually assigned)	
BatchImportAdmin	(manually assigned)	

 Logout - Logs you out of the application. Click Yes to logout, or No to return to the application.

Navigation

Navigation Icons

When you first log in to the application, it displays a menu and toolbar that you can use to navigate to other areas of the application. Your administrator can assign a roll to determine your start page. Roles include:

- If you have the Customer Home user role, the Customer Home landing page displays.
- If you have the Promotion user role, the Promotion Home landing page displays.
- If you have the Segment user role, the Segment Home landing page displays.
- If you have the Program user role, the Program Home landing page displays.
- If you have the Job Management user role, the Job Management Home landing page displays.

Note: If a user has multiple "home" roles, this will be the priority of the home window the user lands on after login.

- Customer Home
- Promotion Home
- Segment Home
- Program Home
- Job Management

Table 1–1Icon Descriptions

lcon		Description
	$\overline{\geq \pm}$	The Menu icon provides links that correspond to icons on the toolbar, and returns you to the Home page.
	*	The Favorite icon displays frequently used Tasks and Reports. See Adding or Removing a Favorite for more information.
		The Tasks icon displays a Search for a task search box, where you can enter text to search for Task submenu options, along with links to the Home and Customer pages. See Note below for more information.
		The Notifications icon alerts you to items needing your attention Click the icon to open the Notifications Panel Menu. See Notifications for more information.
	<u>```</u>	The Customer Search icon displays the Customer Search page. See Customer Search for more information.

		Development of the second s
lcon		Description
(¢	The Segments icon displays the Segment search which allows you to select more criteria that are not available in the Segment Quick Search box. You can also Create Segments. See <u>Segments</u> for more information.
	ø	The Offers icon displays the Offers Advanced search which allows you to select more criteria that are not available in the Offer Quick Search box. You can also Create Offers. See <u>Offers</u> for more information.
ž	8	The Promotions icon displays a Promotion Search which allows you to select criteria to search promotions. You can also Create Promotions. See <u>Promotion Search</u> for more information.
t		The Card icon displays a Card Search which allows you to select criteria to search Cards. See Card Search for more information.
	0	The Program icon displays a Program Search which allows you to select criteria to search Programs. See Advanced Program Search for more information.
		The Reports icon displays a list of reports that can be run. See Reports for more information.
	•	The Overflow Menu provides additional options including Edit, View, and Delete.

Table 1–1 (Cont.) Icon Descriptions

Note: This is not the same Task functionality as that in the full classic (prior to JET) version of Customer Engagement.

Task Priority

Icons displayed are based on what the user has access to. However, if the user has access to more than 6, there is a priority order for the icons to display. The ones further down the list will then only be accessible from the Main menu or from favorites section if they are marked as a favorite.

The Priority Order is:

- Customer Search
- Segment Search
- Offer Search
- Promotion Search
- Card Search
- Program Search
- Reports

Note: Displays only if the user does not have one of the first six features, otherwise it is not a menu option, but can be saved as a favorite

Task Lists

The following tasks are available in the Customer Engagement Modern View.

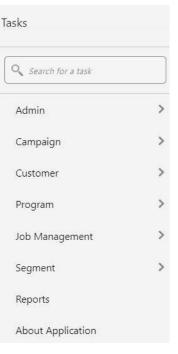


Figure 1–3 Task Llst

Admin Task List

The Admin Task List contains the following tasks:

- Associate Role Definition
- Attribute Management
- Batch Import Review
- Batch Process Tracking
- Exchange Rate
- File Review
- Franchisees
- Location Management
- Manage External Application Access
- Preference Types
- Role Groups
- Security Groups
- System Configuration

- System Logs
- Task Management
- Web Service Tracking
- Users

Figure 1–4 Admin Task List

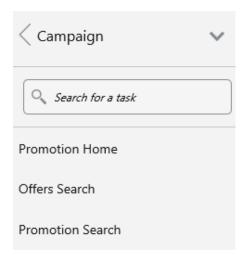
< Admin	\sim
Q Search for a task	
Associate Role Definition	
Attribute Management	
Batch Import Review	
Batch Process Tracking	
Exchange Rate	
File Review	
Franchisees	
Location Management	

Campaign Task List

The Campaign Task List contains the following tasks:

- Promotion Home
- Offers Search
- Promotion Search

Figure 1–5 Campaign Task List



Customer Task List

The Customer Task List contains the following tasks:

- Customer Home (Role Dependent)
- Customer Search
- Registries

Figure 1–6 Customer Task List

< Customer	\sim
Search for a task	
Customer Home	
Customer Search	
Registries	

Program Task List

The Program Task List contains the following tasks:

- Program Home
- Program Search
- Card Search

< Program	~
Q Search for a task	
Program Home	
Program Search	
Card Search	

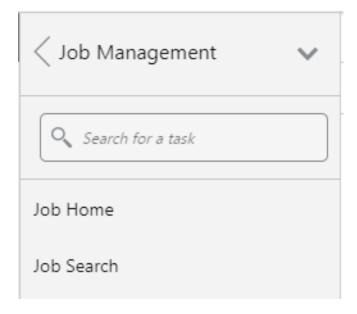
Figure 1–7 Program Task List

Job Management Task List

The Job Management Task List contains the following tasks:

- Job Home
- Job Search

Figure 1–8 Job Management Task List



Segment Task List

The Segment Task List contains the following tasks:

- Segment Home
- Segment Search

Figure 1–9 Segment Task List

\langle Segment	\sim
Search for a task	
Segment Home	
Segment Search	

Additional Tasks

The Reports Task opens the Reports application. The About Application opens a pop up window with the information regarding this version.

Favorites

Favorites provide the ability to designate certain Tasks or Reports as Favorites that allow quick and easy access to frequently menu selections. You may also Pin or Unpin favorites to the Main Navigation Menu.

Adding or Removing a Favorite

A full blue star indicates which Task or Report is a Favorite and conversely, an empty blue star indicates which Task or Report is not a Favorite. To add a Favorite do the following:

1. Navigate to the desired **Task** or **Report**.

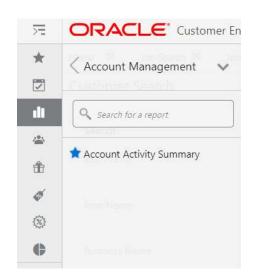
Figure 1–10 Menu Item - Favorites

<mark>M</mark> enu		=<
*	Account Management	~
ılı	Search for a report	
 ▲ 	Account Activity Summary	

2. To designate the Task or Report as a Favorite, click the empty star icon to change it to a full blue star icon.

Result: The specific task or report is designated as a Favorite.

Figure 1–11 Favorite



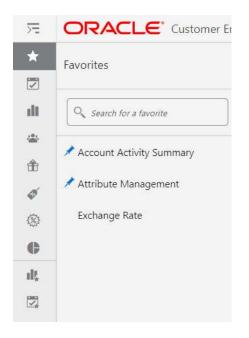
3. To remove the Task or Report as a Favorite, click the full blue star to change it to an empty star icon.

Note: You can also remove a Favorite that has been designated as a Pin. See Pin or Unpin Favorite Tasks fore more information.

Viewing Favorites

From the Navigation bar, click the Star icon to view all Favorites.

Figure 1–12 Favorites



Group View

By default, nested Favorites are contained inside folders within the Group View. Figure 1–13, "Nested Favorites" displays top level directories containing one more more Favorites. Figure 1–14, "Nested Favorites - Drill Down" displays the Favorites included in that directory. See Organized Favorites for details on how to create folders.

Figure 1–13 Nested Favorites

Search for a favorite	
Quistoiner Quick	Casardo
🖊 Account Activity Sumn	hary
Morning Tasks	>
Evening Tasks	>
Weekdays	

Figure 1–14 Nested Favorites - Drill Down

0	Search for a favorite	
/ A	ccount Activity Sumn	hary
A	ttribute Managemen	t

List View

Folders and their contents display as a flat list in the List View. Click the **Group View** or List View icon to toggle the display options.

Search for a favorite	
Account Activity Summary	,
Morning Tasks	
Attribute Management	
Evening Tasks	
Exchange Rate	
Weekdays	

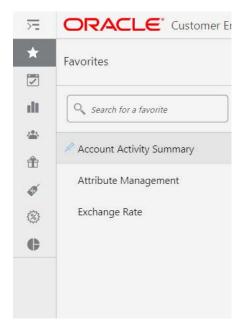
Figure 1–15 Nested Favorites - List View

Pin or Unpin Favorite Tasks

Favorite Tasks can pinned or unpinned to the Navigation Bar for quick access. To Pin or Unpin a Task, do the following:

- **1.** Click the **Favorites** icon.
- 2. Hover over the **Task** to display an empty blue pin icon.

Figure 1–16 Pinning a Favorite



3. Click the **Pin** icon.

Result: The Pin icon is filled in and a corresponding icon for the Task appears in the Navigation menu as noted in Figure 1–17.

Figure 1–17 Pinned Favorites

<u>}</u>	ORACLE [®] Customer Er
*	Favorites
V	
dt	Search for a favorite
ŧ	🖈 Account Activity Summary
ø	Attribute Management
(2)	Exchange Rate
¢	
ul <u>k</u>	

4. Click any filled **Pin** icon to unpin.

Editing Pins - Navigation Menu Icons

Favorites that are pinned appear on the Navigation Bar as icons. The following options are available when you right-click a **Pinned Favorite**:

- Unpin Favorite Removes the Task or Report from the Navigation Bar.
- Unpin and Remove Favorite Removes the Task or Report from the Navigation Bar and Favorites List.
- **Edit Favorites** Opens Edit Favorites. See Editing Favorites for more information.

Editing Favorites

From the **Edit Favorites** window, you can edit, organize, rename, pin, and unpin favorites. In **Edit Favorites**, you can manage which Favorites display and in which order the Favorites display.

- From the Context Menu of the Pinned Navigation Bar Favorites, right-click and then select Edit Favorites.
- Click Edit Favorites from the Favorites Menu.

organized Favorites	Pinned Navigation Bar Favorites
/ × 1 m /	×
 Account Activity Summary Attribute Management 	Account Activity Summary Account Activity Summary
Exchange Rate	

Figure 1–18 Editing Favorites

Organized Favorites

The following options are available after highlighting a Favorite:

- Edit Favorite Enter a Custom Favorite Name and click OK to save the changes or click Cancel to close the window without saving any changes.
- Delete Favorite Click the X icon to remove (unpin) the task from the Navigation Bar and Favorites task list.
- Toggle Pin Click the Pin icon to Add or Remove (Pin or Unpin) Favorite Tasks from the Navigation Bar.

At anytime, you can click **Create Folder** to organize your Favorites into directories. Once created you can drag and drop favorites into these directories. To create a folder do the following:

Figure 1–19 Creating Folders

Edit Favorites			×
Organized Favorites	Р	inned Navigatio	n Bar Favorites
X Account Activity Summary	Create Folder	×	Summary
 Attribute Management Exchange Rate 	My Favorites		ummary
		Cancel OK	
		Import C	onfigured Favorites Cancel OK

- 1. Click the Create Folder icon.
- 2. Enter a Customer Folder Name.
- **3.** Click **OK** to create the folder or **Cancel** to close the window without saving changes.
- **4.** Drag and drop the desired **Favorites** into the folders. See Edit Favorites Working with Folders for more information.

Organized Favorites	Pinned Navigation Bar Favorites
 X Account Activity Summary Morning Tasks Attribute Management Evening Tasks Exchange Rate 	Account Activity Summary Account Activity Summary

Figure 1–20 Organized Favorites - Folders

Pinned Navigation Bar Favorites

Press Shift + F10 or right-click a Pinned Favorite to display the following options:

- Cut
- Paste Before
- Paste After

Note: In addition to the cut and paste options, you can reorder the pinned favorites from the Pinned Navigation Bar Favorites section on the Edit Favorites window by clicking a folder or favorite and dragging it to a new position.

Unpin Favorite

Note: You can also highlight a Pinned Task and click the **X** icon to unpin a favorite.

Edit Favorites - Working with Folders

You can edit, organize, rename, pin, and unpin favorites from the **Edit Favorites** window. The favorites displayed and the order in which the favorites are displayed are managed in **Edit Favorites**.

Note: See Organized Favorites for information on how to create a folder.

Press Shift + F10 or right-click a folder to display the following options:

- Edit Enter a new name for the previously created folder. Click Ok to accept or click Cancel to close the window without saving.
- Cut
- Paste Before
- Paste After

- Paste Inside Use this option on Favorites to move them into a folder.
- Delete Deletes the folder and the contents. A warning message appears. Click Yes
 to delete the folder and its contents or click No to close the warning without
 deletion.

Figure 1–21 Delete Folder - Warning



Searching Favorites

The Favorites Menu provides a smart search feature to enable you to quickly find and open a task or report that is marked as a Favorite.

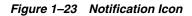
- Enter any part of a task or report name and the list automatically populates with matching results as shown in Figure 1–22.
- Select one of the items in the list to open that task or report.

Figure 1–22 Smart Search Feature

Q ma	i
Account Activity Sum ma ry	>
Attribute Ma nagement	>
Location Management	

Notifications

The Notifications icon serves as a quick access point for all notification activity and provides an initial view of Job Status. The notification icon on the sidebar displays a badge with the total number of unread notifications.





Notifications Page

The Notifications Page provides more details about the notifications.

All Notification 103 Read Unread 84 19		Critical Mpo	ertant ®		Č.			
Actions * View *		Mark as Universit 🛛 🕹						Last Updated
Severity Status	Description	Type	Alerts	Recipients	Creation Date	Created By	Last Update Date	Bv
Critical	1790 - JET Tender Job	Scheduled Job Failure			1/5/22 9:17:48 AM		1/5/22 9:17:48 AM	
Critical	1790 - JET Tender Job	Scheduled Job Failure			12/31/21 9:45:24 AM		12/31/21 9:45:24 AM	
Critical 🦉 😐	1908 - Test_Firefox	Scheduled Job Failure			12/31/21 8:55:46 AM		12/31/21 8:55:46 AM	
Critical	1908 - Test_Firefox	Scheduled Job Failure			12/31/21 855:46 AM		12/31/21 8:55:46 AM	
Critical	1908 - Test_Firefox	Scheduled Job Failure			12/30/21 12:01:58 PM	ORCE-Auto	12/30/21 12:01:58 PM	ORCE-Auto
Critical	1908 - Test_Firefox	Scheduled Job Failure			12/30/21 12:01:58 PM	ORCE-Auto	12/30/21 12:01:58 PM	ORCE-Auto
Critical	1908 - Test_Finefox	Scheduled Job Failure			12/28/21 10:39:55 AM	1	12/28/21 10:39:55 AM	
Critical	1649 - VB Tender	Scheduled Job Failure			12/21/21 10:39:39 AM		12/21/21 10:39:39 AM	
Critical 🤇 😐	1649 - VB Tender	Scheduled Job Failure			12/21/21 10:16:36 AM	-	12/21/21 10:16:36 AM	
Critical 🧧	1649 - V8 Tender	Scheduled Job Failure			12/21/21 10:16:36 AM		12/21/21 10:16:36 AM	
Critical	1649 - VB Tender	Scheduled Job Failure			12/21/21 10:16:36 AM		12/21/21 10:16:36 AM	-
Critical	1649 - VB Tender	Scheduled Job Failure			12/21/21 8:48:23 AM		12/21/21 8:48:23 AM	
Critical	1649 - VB Tender	Scheduled Job Failure			12/21/21 8:48:22 AM		12/21/21 8:48:22 AM	
Critical	1649 - VB Tender	Scheduled Job Failure			12/21/21 8:29:27 AM	-	12/21/21 8:29:27 AM	-
Critical	1649 - VB Tender	Scheduled Job Failure			12/21/21 8:29:27 AM		12/21/21 8:29:27 AM	
Critical	1649 - VB Tender	Scheduled Job Failure			12/21/21 8:29:26 AM		12/21/21 8:29:26 AM	
					12/21/21 8:24:38 AM			

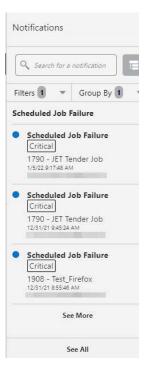
Figure 1–24 Notifications Page

Accessing the Notifications Page

To view the Notifications Page do the following:

1. Click the Notifications icon. The Notifications panel appears.

Figure 1–25 Notifications Panel



2. Click See All. The Notifications page appears.

Using the Notifications Panel

The active view in the panel depends on which filters are selected and whether the grouping toggle is activated. The filter view is active when the grouping toggle is off. The grouped view is accessed by turning the grouping toggle on.

Filter View

The Filter view shows each notification individually. Click the **Filters down facing arrow** to expand the filter options.

Figure 1–26 Filter Vlew

Notificatio	ns	
Q Search	for a notificatic	
Filters		
Time Period		
Any		*
Туре		
All		
Severity		
All		
Reset	Cancel	Apply

The filter view supports three search criteria. The Time Period, Type, and Severity inputs allow filtering on the respective fields of the notification.

Click **Apply** to fetch the Notifications that match the set values. Click **Cancel** to revert to the previously used values, and Click **Reset** to reset to the default values (but does not close the tab or save them).

In this view, individual notifications are listed out in detail. In order, the notifications: Type, Severity, Description, and Last Updated values are displayed.

Clicking a notification with launch able context will mark it as read and open the context. For other notifications, they can be marked as read by clicking the filled blue circle in the upper-left corner; clicking the rest of the notification will have no effect.

Group View

Figure 1–27 Group View

Notifications		
Q Search for	a notification	
Filters 💌	Group By	1 -
Group By		
No Selection		×.
Then By		
No Selection		
Reset	Cancel	Apply

The Group view shows notifications grouped by hierarchy values. The group view is active by clicking the **Grouping Toggle** to on and only **one** grouping option at a time can be selected.

The grouping options allow the selection of up to two hierarchy levels to organize the notifications by. The first selection is required while the toggle is active; the second is not. Also, the group by and then by lists are mutually exclusive - selecting an option in one will remove it from the other. The buttons on the tab work in the same manner as those on the filter tab.

This view is similar to the first, save that the notifications are organized by hierarchy value. Initially, the three most recent notifications for each hierarchy value will be displayed. Click **See More** to load up to twenty five notifications. Clicking a notification in this view behaves the same as in the filter view.

Working with Notifications

The Notifications page provides more details about the notifications. It also displays read notifications and the ability to reassign notifications.

Metric Tile Section

The Notifications Page has the following five tiles in this section. Clicking on any tile will filter the table to the content for that tile (for example, unread critical notifications). The Filter tile only shows up in certain cases: when there are filters set on the sidebar menu.

- All Notifications
- All Unread
- Critical
- Important
- Normal
- Filter Applied Displays only when Filters are applied.

Data Display Section

The following options will display in the toolbar of the data display section:

Figure 1–28 Toolbar Options

Actions 🔻 View 💌 🔀 😌 📽 Detach 🛛 Mark as Read Mark as Unread 🥼

Action Menu

- Delete
- Refresh Notifications
- Mark as Read
- Mark as Unread
- Reassign Notification
- View Menu
 - Manage Columns
 - Detach
 - Sort
- Icons
 - Delete
 - Refresh
 - Detach
 - Mark as Read
 - Mark as Unread
 - Reassign Notification

Click on one or more rows and then select the desired option from the Toolbar options.

Customer Home

Customer records store basic information about each customer. These records can be associated with a card or an account used to track transactions and provide incentives to customers.

Customer records can be used to track individual customers and their shopping preferences, habits, and tendencies. This allows locations and chains to target promotions to customers most likely to take advantage of purchase incentives given by the location or chain.

When you log in to the application, it first displays the Home page with the Customer Quick Search panel and the Day Planner panel. If you have customers assigned to you, the Home page search panel will also have a list of Associated Customers. See Associate Assignment for more information about associated customers.

ome	
Customer Quick Search	Day Planner
Match Type Partial Exact	Events For 01/24/20
Search for a customer by name. ID. email address, phone number × Customer Advanced Search	Appointments
Associated Customers	No Appointments available to display
Customers In All V Sort By Last Update Date V	🔁 Tasks 🥒
	No Tasks available to display
Customer Last Visit Activity YTD Average Spend LTD	Ø Offers
No customers to display	Promo 30Min Expires 1/31/20 Merchandise

Figure 2–1 Home Page

Search for a Customer

You can search for additional customers by entering the customer name, customer id, alternate key, email address, or phone number in the Search bar. Select **Partial**, if you want to results that match part of what you enter, or select **Exact** if you only want results that are an exact match.

Click the Customer Advanced Search link to do an advanced search. See Customer Search for more information.

Associated Customer List

You can filter for customers by segment and select from a list of sort criteria. There are several actions available on an Action menu in each customer row, including Add to Personal List, Create Appointment, Create Note, Create Registry, and Create To Do.

This information is displayed for each customer in the Associated Customers grid:

- Customer The customer image, icon or initials and the customer's name and address.
- Last Visit The date of the customer's last purchase.
- Activity YTD The total amount of the customer's purchases year-to-date, displayed in the base system currency.
- Average Spend LTD The average amount of the customer's purchases life-to-date (the total amount of the customer's purchases life-to-date divided by the number of purchases). Displayed in the base system currency.

Filtering by Segment

By default the Associated Customers list includes all customers assigned to the associate regardless of the segments to which they belong. If you do not want to filter by segment, keep the default selection in the Customers In field, as All.

To Filter the Associated Customers list by Segment:

- 1. Click the drop-down list in the Customers In field.
- 2. Click a segment from the list to filter for only the customers in that segment.

Sorting Associated Customers

You can sort customers in the Associated Customer list by any of the information contained in the grid by making a selection from the items in the Sort by list. These include:

- Average Spend LTD
- Activity YTD
- Last Visit
- Last Name
- First Name
- Address
- City
- State
- Last Update Date

Linking to the Customer Dashboard

You can click a customer name or image icon in the Associated Customers list to view them in the Customer Dashboard.

Associated Customer Actions

The Actions menu in each row, in the Associated Customers list, provides access to the actions described below:

Add to Personal List

To add a customer to your personal list:

1. In the row of the customer that you want to add, click the Actions menu and choose Add to Personal List. This displays the following prompt:

Figure 2–2 Add Customer to Personal List

Add to Pe	rsonal List	×	
* Personal List Description	(Please select)	Ŧ	
		Cancel OK	

- **2.** Select a list from the Personal List drop-down. A description of the selected list is displayed in the Description field.
- 3. Click OK. This adds the customer to the list.

Create Appointment

To create an appointment for a customer:

- 1. In the row of the customer for whom you want to create an appointment, click the **Actions** menu and choose **Create Appointment**. This displays the Create Task window for the customer with the Task Type, Appointment selected.
- **2.** Enter the rest of the details for the appointment and click **OK** when you are done. This creates the task and returns you to the Associated Customers list.

For more information, see: Tasks

Create Note

To create a note for a customer:

- 1. In the row of the customer for whom you want to create a note, click the Actions menu and choose Create Note. This displays the Create Note dialog for the customer.
- **2.** Select the Note Type and enter the note in the Note field. If you do not want the note to be seen by others select the Mark as Private check box.
- **3.** Click **OK** when you are done. This creates the note and returns you to the Associated Customers list.

For more information, see: Notes

Create Registry

To create a registry for a customer:

- 1. In the row of the customer for whom you want to create a registry, click the **Actions** menu and choose **Create Registry**. This displays the Create Registry window for the customer.
- **2.** Enter the registry details and click **OK** when you are done. This creates the registry and returns you to the Associated Customers list.

For more information, see: Registries

Create To Do

To create a To Do task for a customer:

- 1. In the row of the customer for whom you want to create a To Do task, click the **Actions** menu and choose **Create To Do**. This displays the Create Task window for the customer with the Task Type, To Do selected.
- **2.** Enter the rest of the details for the task and click **OK** when you are done. This creates the task and returns you to the Associated Customers list.

For more information, see: Tasks

Day Planner

The Day Planner shows a list of appointments and tasks assigned to the associate as well as offers for a given day.

Day Planner	
Events For 09/25/19	
Appointments	/
3:39 PM Stat	
🔽 Tasks	1
No Tasks available to display	
Ø Offers	
Autumn Clearance Mer	chandise
Winter Presales Expires 10/31/19	chandise
BaseCustomer-Pro Mer Expires 12/31/19	rchandise
JS-BatchExporter-Pr Mer Expires 12/31/19	rchandise
Promo for non ETL Mer Expires 4/30/20	rchandise
Promo for Deal 6756 Expires 5/23/20	chandise

Figure 2–3 Day Planner

Click the **Calendar** icon in the Events field to select a different date.

The following information is displayed for the selected date:

- Appointments Shows the appointments for the selected date. No expired appointments are shown. The maximum number of appointments displayed is 25. If there are no appointments, the message No appointments available to display is shown.
- **Tasks** Shows the tasks assigned on the selected date. No expired tasks are shown. The maximum number of tasks displayed is 25. If there are no tasks, the message No tasks available to display is shown.
- Offers Shows all active offers based on the selected date. The offers are shown for the default location of the associate. If there is no default location identified, all offers for the chain are shown. No expired offers are shown. The maximum number of offers displayed is 25. If there are no offers, the message No offers available to display is shown.

Customer Search

Use the Customer Search page to find an existing customer to work with.

How to display this page:

- Select the **Customer Search** icon.
- Customer Search You can search for customers using a number of criteria such as Name, Address, and Customer ID.
- Customers Found Shows a list of customers retrieved based on the search criteria.

Customer Search

To search for a customer, enter any combination of the following search criteria and select Search. Optionally, select Reset to clear the entered search criteria.

Z=	
V	Home × Customer Search ×
*	Customer
	Search
	Last Name
	E First Name
	Business Name
	Address
	City
	State
	state 🗸
	Reset Search

Figure 3–1 Customer Search

Rules for Searching

- Matching: Unless otherwise indicated, the results are restricted to customer records that begin with your entry or match it exactly. For example, if you enter a postal code of 2050, the results include customers whose postal codes are 20501 or 20502.
- Case: Searching is **case-insensitive**.
- Searches for primary records only: In cases where the customer can have a primary record and additional records, such as address, email or phone number, the customer is included in search results only if the primary record matches. For example, if the postal code for the customer's primary address is 01602, but the customer also has an additional address in postal code 01609, the customer is not included in the search results if you search on postal code 01609.

Note: Be as specific as possible when entering search information. The more specific the information, the fewer customer records are returned

Search Criteria

- Last Name Customer last name.
- First Name Customer first name.
- Business Name Name of the customer's business.
- Address Address line for the customer. Searches address line 1 in the customer's primary address.s
- **City** City of the customer's primary address.
- State State or province of the customer's primary address.
- Postal Code Postal Code or ZIP Code of the customer's primary address.
- Email Address Customer's primary email address.
- **Phone Number** Customer's primary telephone number.
- Second First Name Customer's second first name.

Note: This field appears only if the system is configured to display additional customer names. See the Implementation Guide for more information.

• Second Last Name - Customer's second last name.

Note: This field appears only if the system is configured to display additional customer names. See the Implementation Guide for more information.

• **Customer ID** - A unique identifier assigned by Customer Engagement. Searching on customer ID requires an exact match.

- Alternate Key Customer Alternate Key. A unique identifier assigned to identify the customer in an integrating system. Searching on Alternate Key requires an exact match.
- **Card Number** Card Number associated with the customer. Searching on card number requires an exact match.
- **Card Serial Number** Serial Number of the card associated with the customer. Searching on card serial number requires an exact match.
- Associate ID ID of an Associate assigned to the customer. Searching on associate ID requires an exact match.
- Segment Name and ID of a customer segment. Segments are listed alphabetically by Segment Name in ascending order with All segments at the top. Optionally, select an existing segment from the list to restrict results to customers in the segment, or leave this field set to All.
- **Franchisee** Name of the Franchisee. Franchisees are listed alphanumerically by franchisee name. Optionally, select a franchisee from the list to restrict results to customers associated with the franchisee, or leave this field set to All.

Note: This field appears only if the Franchisee Support is enabled. See the Implementation Guide for more information.

Customers Found

The customer records matching the search criteria are displayed under Customers Found.

If more than 25 customer records match the search criteria, the first 25 records are displayed. Select Show More... at the bottom of the page to display more customer records.

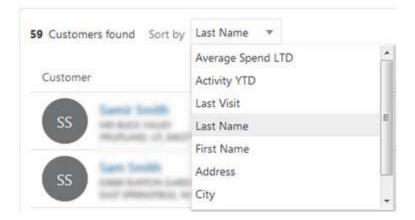
Customer	Last Visit	Activity YTD	Average Spend LTD
SS	9/19/17	\$0.00	\$527.48
	8/1/17	\$0.00	\$123.59
ss internet	4/3/18	\$83.60	\$83.60
SS STATES	7/20/18	\$0.00	\$204.27
ss interaction	8/15/17	\$0.00	\$166.62

Figure 3–2 Customers Found List

- Customer image or initials Displays:
 - The image of the customer, if it has been identified. Otherwise,

- The customer's initial(s), if the customer's first or last name, or both, are known. Otherwise,
- A customer icon if the customer record has no first or last name (for example, a business).
- The customer image or initials provides a link to the Customer Dashboard.
- Customer name The customer first and last name, if any.
- The customer name provides a link to the Customer Dashboard. This option is not available if the customer record has no first or last name (for example, a business).
- Customer address Values include, Address 1, Address 2, City, State/Province, Postal Code, and country, if they exist. If the customer does not have a primary address, the message No Address Available is displayed.
- Last Visit The date of the customer's last purchase.
- Activity YTD The total amount of the customer's purchases year-to-date, displayed in the base system currency.
- Average Spend LTD The average amount of the customer's purchases life-to-date (the total amount of the customer's purchases life-to-date divided by the number of purchases). Displayed in the base system currency.

Figure 3–3 Sort-by Options



Sorting Customers

You can use the Sort by drop-down list to sort the list of Customers found by the following options:

- Average Spend LTD Select this option to list customers in descending order by average spend life-to-date (the total amount of the customer's purchases life-to-date divided by the number of purchases).
- Activity YTD The total amount of the customer's purchases year-to-date, displayed in the base system currency.
- Last Visit Select this option to list customers in descending order by the date of last visit (purchase).
- Last Name [default] Leave this option selected to list customers alphabetically by last name.

- First Name Select this option to list customers alphabetically by first name.
- Address Select this option to list customers alphanumerically by street address.
- City Select this option to list customers alphabetically by city name. Customers in the same city are listed alphabetically by last name.
- **State** Select this option to list customers alphabetically by state or province. Customers in the same state or province are listed alphabetically by last name.

Displaying a Customer in the Customer Dashboard

There are two ways to access the Customer Dashboard. In Task Management, use the Search panel to list tasks. The customer names appear as a link that you can click. You can also click a customer name or image icon in the Customers found list to view more information about them in the Customer Dashboard.

Creating a New Customer

Click the Create Customer button to create a new customer. This displays a blank Customer Details page for the new customer. See Customer Information for details about the information that can be entered on this page.

Customer Dashboard

Use the Customer Dashboard to look up the information available for a customer and to edit customer information.

The Customer Dashboard is displayed when you look up a customer. See Customer Search. You can also link from the customer name or image icon in the Customer List on the Home page.

Figure 4–1 Customer Dashboard

Customer Informatio	n	×* 🔲 🗖	Attributes	/	 Activity
КА	Contact Information Mailing Address Email Address Telephone (HOME) Customer Details	/	No attributes assigned		10/10/17 at Location 99904 \$179.71 Purchase
Purchase Profile	Language	×	Stratified Segments 🗆	3	
Purchase Pattern by Depa 180 150 120	artment	View All Purchases	Recency Test - RM Lifetime Sales \$0.00		
90	2019 2020	Clothing Department	LT Spend Lifetime Sales \$0.00		
	78.28 1 ofit Since 10/10/17 Total Item	Count 10/10/17 Returns	Spark Chart - Bar Days Since Purchase O	, ,	

Information on the Customer Dashboard is divided into these sections:

- The header bar displays the Customer Name and ID, start date, Personal Lists, Number in Customer Household and Actions menu.
- **Customer Information** Basic information about the customer, such as mailing addresses, email addresses and phone numbers. See Customer Information.
- Attributes Information that helps to characterize the customer, such as birth month and marital status. See Attributes.
- Activity Shows current and upcoming customer tasks. See Activity.

- **Purchase Profile** Shows purchase pattern of the customer by revenue center over a year. See Purchase Profile.
- Stratified Segments Shows the stratified segments in which the customer is grouped. See Stratified Segments.
- Cards and Programs Includes information for each program where the customer has an account. See Cards and Programs.
- Offers Shows current offers for the customer. See Offers.
- Segments Segments define groups of customers. This section shows the segments to which the customer belongs. See Segments.
- Notes Provides information about all of the notes written about the Customer. See Notes.

Customer Household

The Customer Household includes members of a household that a customer is a part of, so that it is possible to direct marketing efforts to a household, rather than each individual member. Household members can be included in this list if they share the same last name and address, or if they only share the same address.

Viewing the Customer Household List

To display the Customer Household list:

- 1. Display the customer in the Customer Dashboard, for example by clicking on the customer name or image in the Customer List.
- **2.** In the header of the Customer Dashboard, look for the (Number) in Household link. This link will only display if there is more than one household member.
- 3. Click the (Number) in Household link. This displays the Customer Household list:

	22.000000000000000000000000000000000000			
lousehold for	(Customer ID 🗧 I)			
Household Batch Last Run On:	6/4/19			
Household Activity				
Activity VTD: \$2,911.62	Activity Count YTD: 6	Activity LTD: \$8,677	Activity Cou	ett 170: 50
Customars in Household Sort (ey Adveyvto +			
Name And Address	Last visit	Activity YTD:	Activity Count YTD:	Activity LTD
there in real	12/6/18 Looker WWG	\$2,911.62	6.	\$8,023.80
mw	12/14/17	\$0.00	0	\$81.51

Figure 4–2 Customer Household

The Household list displays the following view-only information:

\$0.00

\$0.00

 Household Activity - Summarizes the transaction activity of the household by these metrics:

0

ŏ

\$81.51

\$81.51

divity Count LTD

1

11/3/17

11/3/17

- Activity YTD The amount of the total year-to-date transaction activity for the whole household.
- Activity Count YTD The number of transactions for the whole household for the year to date.
- Activity LTD The amount of the total life-to-date transaction activity for the whole household.
- Activity Count LTD The number of life-to-date transactions for the whole household.
- You can sort by the above Household Activity metrics by selecting from these items on the Sort By drop-down list.
 - Activity YTD
 - Activity Count YTD
 - Activity LTD
 - Activity Count LTD
- Name and Address The name and address of the household member, and the customer image, if available.
- Last Visit The last date the customer made a purchase.
- Activity YTD The amount of the total year-to-date transaction activity for the household member.
- Activity Count YTD The household member's number of transactions for the year to date.
- Activity Count LTD The household member's number of life-to-date transactions.
- **4.** Use the scroll bars to display hidden information. Click **Done** when you are done viewing the list. This returns you to the Customer Dashboard.

Personal Lists

The Personal List provides information about all the user-created personal lists (previously known as manual segments) to which the user can associate customers. The Personal Lists link at the top of the Customer Dashboard displays all the private lists created by the associate to which the customer may be assigned.

To Assign and Unassign Personal Lists:

1. Click the (#) Available Personal Lists link at the top of the Customer Dashboard. This displays the associate's available Personal Lists, with the ones that include the customer listed first.

Availab	e Personal Lists				
List ID	List Name	Description	Added On	Customer Count	Assign to List
3433	Sample List	test	10/19/18	3	Unassign
4411	My Favorites	Customr Who shop all th time with me		3	Assign
2687	WSDL879-PromotionEventServices	Target Customers For Promotion Event Test Case 1		31	Assign
2685	WSDL729-PromotionEventServices	Target Customers For Promotion Event Test Case 1		25	Assign
2180	TestCase1.12-WSDL-SS10609- SegServices	Manual Segment for Test Case 1.12		- 4	Assign
1637	test	tests		4	Assign

Figure 4–3 Personal Lists for Customer

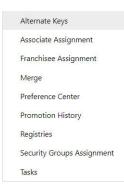
The Personal Lists for Customer pop-up window displays this information:

- Sorted by Customer Added On date and then by List ID, in descending order
- Customer Bar
 - - The number of Available Personal Lists for the customer
 - Customer Name and ID
- Available Personal Lists Grid
 - List ID ID of the list
 - List Name Name of the List
 - Description Description of the list
 - Added On The date on which the customer was added to the list
 - Customer Count The number of customers on that list.
 - Assign to List Buttons for assigning (Assign) and removing (Unassign)
- Scroll bars are available if there are more lists than will fit on the window.
- **2.** Add or remove the customer from a list:
 - Click Assign to assign a customer to a list
 - Click **Unassign** to remove a customer from a list.
- 3. Click **OK** when you are done. This returns you to the Customer Dashboard.

Actions Menu

The actions menu at the top of the Customer Dashboard provides access to several tasks associated with customer management.

Figure 4–4 Actions Menu



- Alternate Keys Displays the Alternate Keys window for the customer displayed in the Customer Dashboard. See: Alternate Keys
- Associate Assignment Displays the Associate Assignment window for the customer displayed in the Customer Dashboard. See: Associate Assignment
- Franchisee Assignment Displays the Franchisee Assignment window for the customer displayed in the Customer Dashboard. This option is only displayed if the associate has access to at least one franchisee. See: Franchisee Assignment
- Merge Displays the Customer Merge window for the customer displayed in the Customer Dashboard. See: Merge
- Preference Center Displays the Preference Center window for the customer displayed in the Customer Dashboard. See: Preference Center
- Promotion History Displays the Promotion History window for the customer displayed in the Customer Dashboard. See: Promotion History
- Registries Displays the Registries window for the customer displayed in the Customer Dashboard. See: Registries
- Security Groups Assignment. Provides the ability to assign or unassign a Security Group to a customer, so that customer details will be protected based on the privileges for the assigned security group. See: Security Groups Assignment
- Tasks Displays the Customer Tasks window for the customer displayed in the Customer Dashboard. See: Tasks

Customer Information

The Customer Information area of the Customer Dashboard includes contact information and other details about the customer.

Customer Info	rmation	A MARK
	Contact Information	
	Mailing Address	
	Email Address	
	Telephone (HOME)	
	Customer Details	/

Figure 4–5 Customer Information

- Use the scroll bar or up and down arrow keys to move through the information.
- If the user has read-only access, the View icon is displayed instead of the Edit icon.

Emailing a Customer

Click the Email Address link in the customer information panel to send a message to a customer. This link uses the client email server. After you send the message, you are returned to the Customer Information panel.

Editing Customer Details

To edit Customer Details, click the Edit icon at the top of the panel next to Customer Information, or next to Customer Details. This opens an editable Customer Details panel.

 Customer Details for
 (Customer ID

 Created by
 on 11/15/16

 Language
 * Language

 Edit Image
 * Language

 Edit Image
 * Class

 WALKIN
 Prospect

 Rent

 Customer Detail

 Customer Detail

 Prefix

 Mr
 Organization

 Organization
 Signup Location

 Signup Location
 51516

Figure 4–6 Customer Details Editing

A customer image, if provided, is displayed in the top left of this panel.

To edit the customer image:

1. Under the customer image, click **Edit Image**. This displays a dialog for uploading an image.

Edit Customer Image	×
Drop a new image here or click to upload	
Or via URL Upload	
Cancel	Ж

Figure 4–7 Edit Customer Image

- **2.** Select an image and drag it into the top box. Alternatively, you can enter a URL for the image file in the or via URL field, and click **Upload**.
- **3.** When you have selected the new image file, click OK.
- **4.** For all other items, enter the information in the fields that need updating and click **OK**.

Customer Detail information includes the following:

Customer Details

- **Language** The customer's preferred language (required).
- **Class** The class to which the customer belongs (required).
- **Prospect** Indicates whether the customer is a prospect.
- Rent Indicates whether the customer name can be rented to other companies for prospecting efforts.
- Prefix Prefix to the customer name.
- First Name First name for the customer.
- Second First Name A second first name for the customer, if provided.
- Middle Name Middle name or middle initial for the customer.
- Last Name Last name for the customer.
- Second Last Name A second last name for the customer, if provided.
- Suffix Suffix to the customer name.
- Business Name Name of the business associated with the customer.
- **Organization Name** Name of the organization associated with the customer.
- Organization Type Type of organization associated with the customer.
- Owner ID Used to control the associate able to assign one or more security groups to a customer. Do the following to add an Owner ID:
 - **1.** Click the Owner ID **Assign Owner Add** icon. Result: The Assing Owner window appears.

		Partial 🔿 Exact	Search •	ail address or location		Search for User
				an address or i0cation	ID or name or ema	Search by user
						Search Results
ustomer	Assign To Custome		Location ID	Email Address	Name	User ID
				eria.	l using search crite	No users found
					using search citte	No users found

Figure 4–8 Assign Owner

- In the Search for User field, enter the User ID, Name, Email Address, or Location of the user you want to search for. Click Partial to search for users that partially match the search text, or click Exact, to search for an exact match.
- 3. Click Assign for the user you wish to assign to the customer.
- **4.** When you are finished assigning a user, you can either click **OK** to close the window and save the changes or click **Cancel** to close the window without saving the changes.

Note: Click **Unassign** to remove an existing user assigned to a customer. This enables you to assign a new user. Each customer can only have one user assigned as an owner.

- Birth Date Date of birth of the customer.
- Gender Customer gender.
- Education Level Highest level of education completed by the customer.
- Marital Status Current marital status of the customer.
- Anniversary Customer anniversary date.
- Ethnicity Customer ethnicity.
- Annual Income Customer's annual income.
- Net Worth Net worth of the customer.
- **Signup Location** Location where the customer signed up.
- Home Location Home location for the customer.
- Contact Permissions The methods by which the customer has given permission to be contacted. Check the box next to each allowed method.
- Card Detail Details on card associated with the customer

Editing Customer Contact Information

To edit the customer's contact information, click the Edit icon next to Contact Information. This opens an editable Contact Information panel.

	(induces of	5 Last Updat	id by o	= 4/13/18						
	• Ves	• +	2. ×	O 💣 Detach						
Primary	Address Type	User Label	Address	1	Address 2		City	State	Postal Code	Countr
	HOME						COUNTRAL	80	13640	115
						() *******				-
mail A Actions	ddresses (• Vew	• +	1 *	4/13/18 O g* Detach		Actions =		1 ×	O ef Detach	100.000
mail A Actions Primary		• +					View * +	1 ×	O ef Detach	Estensio

Figure 4–9 Edit Customer Contact Information

Customer Contact information includes the following:

- Mailing Addresses All mailing addresses of the customer.
- Email Addresses All email addresses of the customer.
- Telephone Numbers All telephone numbers of the customer.

Add, Edit, or Delete a Mailing Address:

To create a new mailing address:

1. In the Contact Information editing panel under Mailing Addresses, choose **Create Address** from the Actions menu, or click the **Add (+)** icon. This opens a Create Address dialog.

Figure 4–10 Create Address Dialog

Primary			Address 4		
* Country	(Please select)	٣	Apartment		
Address Type	(Please select)	*	City		
User Label			State		
Address 1			* Postal Code		
Address 2			County		
Address 3			Contact	(Please select)	*

2. Enter the information for the new address (see Step 2 in Editing a Mailing Address) and click **OK**. The new address is displayed at the top of the Mailing Address list, because the Primary flag is automatically defaulted when adding a new mailing address.

The Primary field for any address that was previously the primary address is de-selected.

To delete a mailing address:

- 1. In the Contact Information editing panel under Mailing Addresses, select the address you want to delete.
- 2. Choose **Delete Address** from the Actions menu, or click the **Delete** icon. This displays a Warning message:

Figure 4–11 Warning

t uruc	
🔺 Warning	×
Do you want to delete the	selected item?
Ca	ncel OK

3. In the Warning message, click **OK**. The address is deleted from the Mailing Addresses list.

To edit a mailing address:

 In the Contact Information editing panel under Mailing Addresses, choose Edit Address from the Actions menu, or click the Edit icon. This opens an Edit Address dialog:

Figure 4–12 Edit Address Dialog

reated by	on 4/13/18	Last Upd	ated by harbara associa	lesser@myemail.com	on 11	/29/1
Primary			Address 4			
* Country	LS- UNITED STATES	٣	Apartment			
* Address Type	HOME	٠	City			
User Label			State			
Address 1	104 21296 7268		* Postal Code			
Address 2			County			
Address 3			Contact	(Please select)	*	

2. Edit the information for the address (see Step 2 in Editing a Mailing Address) and click **OK**. The edited information is displayed in the Mailing Addresses list.

If the Primary check box for the address that you are editing was selected, the Primary check box is disabled in the Edit Address dialog. If the Primary check box for the address that you are editing was not selected, the Primary check box is enabled in the Edit Address dialog. To set an address as the new Primary address, select the Primary check box when editing.

The Create and Edit Mailing Address dialogs display the following information:

- **Primary** Indicates whether this is the primary address for the customer.
- **Country** The country for the customer address. Select a country from the drop-down list (required).

- Address Type Indicates the type of address, such as Home or Business. Select a type from the drop-down list (required).
- User Label User label for the address.
- Address 1-4 The street number in the address. You can enter up to four addresses, for example, suite or office number.
- **Apartment** The apartment number, if applicable.
- City The city for the customer address.
- State The state for the customer address.
- Postal Code The postal code for the customer address (required).
- **County** The County for the customer address.
- Contact The contact rule for the address. Select a contact preference from the drop-down list.

Add, Edit, or Delete an Email Address:

To create a new email address

 In the Contact Information editing panel under Email Addresses, choose Create Email Address from the Actions menu, or click the Add icon. This displays a Create Email Address dialog:

Figure 4–13 Create Email Address Dialog

Create Email Addr	ess		×
Primary	V		
* Email Address Type	(Please select)	•	
User Label			
* Email			
Format Preference	(Please select)	•	
Contact	(Please select)	•	
		Cancel	ОК

2. Enter the information for the new email address (see Step 2 in Editing an Email Address) and click **OK**. The Primary flag is automatically defaulted when adding a new email address, so the new email is displayed at the top of the Email Addresses list.

The Primary field for any email that was previously the primary email is de-selected.

To delete an email address:

- **1.** In the Contact Information editing panel under Email Addresses, select the email you want to delete.
- **2.** Choose **Delete Email Address** from the Actions menu, or click the **Delete** icon. This displays a Warning message:

Figure 4–14 Warning

▲ Warning ×	
Do you want to delete the selected item?	
Cancel OK	

3. In the Warning message, click **OK**. The email is deleted from the Email Addresses list.

To edit an email address:

 In the Contact Information editing panel under Email Addresses, select the email address you want to edit, and choose Edit Email Address from the Actions menu, or click the Edit icon. This opens an Edit Email dialog.

Figure 4–15 Edit Email Address Dialog

Edit Email Address			×
Created by generated on 4/13	/18		Ĺ
Primary	8		
* Email Address Type	HOME	*	
User Label			8
* Email			
Format Preference	Text	*	
Contact	(Please select)		
		Cancel	OK

2. Edit the information for the email address (see Step 2 in Editing an Email Address)) and click **OK**. The edited information is displayed in the Email Addresses list.

If the Primary check box is selected for the email address being edited, the Primary check box is disabled in the Edit Email Address dialog. If the Primary check box is not selected for the email address being edited, the Primary check box is enabled in the Edit Email Address dialog. To set an email address as the new primary email address, select the Primary check box when editing.

The Create and Edit Email Address dialogs display the following information:

- Primary Indicates whether this is the primary email address for the customer.
- Email Address Type The type of email address, for example, Home or Business.
 Select a type from the drop-down list (required).
- User Label User label for the email address (required).
- Email The email address (required).
- Format Preference The preferred file format for receiving email messages. Select a format from the drop-down list.
- Contact The contact rule for the email address. Select a contact preference from the drop-down list.

Add, Edit, or Delete a Telephone Number

To create a new telephone number:

 In the Contact Information editing panel under Telephone Numbers, choose Create Telephone from the Actions menu, or click the Add icon. This opens a Create Telephone dialog.

Figure 4–16 Create Telephone Dialog

Create Telephone			×
Primary	\checkmark		
* Telephone Type	(Please select)	Ŧ	
User Label			
* Phone Number			
Extension			
Contact	(Please select)	•	
		Cancel	ОК

2. Enter the information for the new number (see Step 2 in Editing a Telephone Number) and click **OK**. The Primary flag is automatically defaulted when adding a new telephone number, so the new number is displayed at the top of the Telephone Numbers list.

The Primary field for any number that was previously the primary number is de-selected.

To delete a telephone number:

- 1. In the Contact Information editing panel under Telephone Numbers, select the number you want to delete.
- Choose Delete Telephone from the Actions menu, or click the Delete icon. This displays a Warning message.

Figure 4–17 Warning

• croc	Data 1
A Warning	×
Do you want to delete the selected	item?
Cancel	ОК

3. In the Warning message, click **OK**. The number is deleted from the Telephone Numbers list.

To edit a telephone number:

1. In the Contact Information editing panel under Telephone Number, select the telephone number you want to edit, and choose **Edit Telephone** from the Actions menu, or click the **Edit** icon. This opens an Edit Telephone dialog.

Edit Telephone			×
Created by on 4/13	/18		ŕ
Primary			
* Telephone Type	HOME	٣	
User Label			
* Phone Number	The second		
Extension			
Contact	(Please select)	v	
		Cancel	ОК

Figure 4–18 Edit Telephone Dialog

2. Edit the information for the number (see Step 2 in Editing a Telephone Number) and click **OK**. The edited information is displayed in the Telephone Numbers list.

If the Primary check box is selected for the telephone number being edited, the Primary check box is disabled in the Edit Telephone dialog. If the Primary check box is not selected for the telephone number being edited, the Primary check box is enabled in the Edit Telephone dialog. To set a telephone number as the new Primary telephone number, select the Primary check box when editing.

The Create and Edit Telephone dialogs display the following information:

- Primary Indicates whether this is the primary telephone number for the customer.
- **Telephone Type** The type of telephone number, for example, Home or Business. Select a type from the drop-down list (required).
- User Label User label for the telephone number.
- Phone Number The telephone number, including area code (required).
- **Extension** The telephone number extension, if applicable.
- **Contact** The contact rule for the telephone number. Select a contact preference from the drop-down list.

Viewing Customer Details and Contact Information

If you have read-only access, you will see the **View** icon in the Customer Information panel instead of the **Edit** icon.

- To view both customer details and contact information, click the View icon at the top of the Customer Information panel.
- To view just customer contact information, click the View icon at the top of the Contact Information section.
- To view just customer details, click the View icon at the top of the Customer Details section.

See the previous sections for more information on the fields displayed in View mode.

Attributes

The Attributes panel of the Customer Dashboard displays all the attributes and attribute values associated with the customer:

Figure 4–19 Customer Attributes

Attributes	/ 1
SPORTS TEAM	
FAV_EPL_TEAM	

- A badge with the total number of attributes assigned to the customer is displayed on the right side of the title bar, as in figure 4-12, above.
- An Edit icon is displayed next to the badge as in as in figure 4-12, above. This lets you access controls for editing, creating and deleting attributes.
- The Customer Attribute section contains the following information for each customer attribute:
 - Group The group associated with the attribute.
 - Name The name of the attribute.
 - Value The value set for the attribute.
 - Description Description of the information provided by the attribute.
- The name of the attribute appears above the attribute value.
- If attributes are assigned to a group, those attributes are sorted by group, and the group name is displayed above the attributes.
- Scroll bars are available if the number of attributes do not fit in the display area of the panel.
- If there are no attributes assigned to the customer, a pop-up appears indicating No Attributes assigned.

Creating an Attribute

1. Click the **Edit** icon at the top of the Attributes panel.

This displays a window with details of the customer's attributes:

Figure 4–20 Customer Attributes Details

Customer At	tributes for	(Customer ID	(Customer ID					
Attributes L	ast Updated by Wew +	on 5/6/19						
Group	Name	Description	Value	Data Type	Unique	Editable	Open Anness	Publish to Batch Exporter
SPORTS TEAM	FAV_EPL_TEAM	favorita Erglah Poetiair Leog	fullan.	List	Yes	Yes	No	No

The following controls are available in the toolbar:

- Actions menu The Actions menu has options that correspond to the Add, Edit, and Delete icons.
- Add icon Displays a dialog that lets you create a new customer attribute
- Edit icon Displays a dialog that lets you edit a selected customer attribute.
- Delete icon Deletes a selected customer attribute.

The following information is displayed for each attribute:

- Group The group associated with the attribute.
- Name The name of the attribute.
- Description Description of the information provided by the attribute.
- Value The value set for the attribute.
- Data Type The type of data contained in the attribute value.
- Unique Only one value can be added to the attribute when it is identified as unique.
- Editable Identifies whether the associate is allowed to edit the value for the attribute once it is added.
- Open Access Indicates whether there is open access to this attribute.
- Publish to Batch Folder Indicates whether the attribute has been made available for export to a marketing system such as Responsys.
- **2.** Click **Add**, or click the **Actions Menu** and select **Add**. This displays the Create Attribute dialog:

Figure 4–21 Create Attributes Dialog

Create Attribute		
* Atribute Name	BRIDAL-DRESS-SIZE	•
Description	Customers Wedding Dress Size	
* Value	(Please select)	•
		Cal

- **3**. Select a **name** from the Attribute Name list.
- 4. Select a value from the Value list.
- 5. Click OK. This adds the new attribute to the list of attributes for the customer

Editing an Attribute

- 1. Click **Edit** at the top of the Attributes panel.
- 2. Select the **attribute** that you want to edit.
- **3.** Click **Edit** at the top of the detail window, or choose **Edit** from the **Actions** menu. This displays an Edit Attribute dialog with details of that attribute:

Figure 4–22 Edit Attribute Dialog

Edit Attribut	e			×
Created by 4/26/19	Øerade.com on	Last Updated by 5/6/19	Øaracle.com on	-
	Atribute Name FAV_EPL_TI	EAM		
	Description Favorite Te	**		
	* Value Rullium		*	
			Cancel	OK

- 4. Select a new Value for the Attribute form the list in the Value field.
- 5. Click **OK** to accept the value. The attribute is displayed with the new value.

Deleting an Attribute

1. Click Edit at the top of the Attributes panel.

This displays a window with details of the customer's attributes:

- 2. Select the attribute that you want to delete.
- **3.** Click **Delete**, or click the **Actions Menu** and select **Delete**. This displays a Warning message:

Figure 4–23 Warning

🔺 Warning		×
Do you want to de	lete the select	ed item?
	Cancel	OK

- 4. Click **OK** to verify that you want to delete the message.
- **5.** When you are finished adding, editing or deleting customer attributes, click **Done**, to return to the Customer Dashboard.

Activity

The Activity panel of the Customer Dashboard provides quick access to transactions and other activities pertaining to a customer.

- This panel displays current and future tasks, and after those, the past 25 activities, which include tasks and retail transactions.
- The user can view the tasks associated with the customer only if they have the appropriate user roles for task access.
- The activity stream is sorted by the most recent first.

- Scroll bars are available if the number of activities do not fit in the display area of the panel.
- If there are no activities to show for the customer, an image with No Activity available to display displays.

Figure 4–24 Customer Activity

🕗 Acti	vity		
	11/20/18 Manager's Meeting	•	
	11/20/18 Ring resizing		
	11/18/18 at Location 12504 to do	E	
	11/14/18 at Location 4 Event		You can click on a highlighted transaction type name to link to
È	11/10/18 at Location 99901 \$571.26 Purchase		a history of that transaction
Þ	9/3/18 at Location 99901 \$72.65 Purchase		

The Activity panel can display the following information, depending on the type of activity:

- The date of the activity.
- The name of the activity.
- The location where the activity occurred, if available.
- The total amount of a transaction, such as a purchase.

Item Purchase History

In the Activity panel as shown in Figure 4–24, if the activity is a transaction such as a purchase, return, or void, you can link to the item purchase history details by clicking the highlighted transaction type name.

Figure 4–25 Item Purchase History Details

ilters			Item Purcha	se History	
tem Keyword			0	Cookware Set (111106002) Purchased on 11/10/17 at 1254 PM Transaction IX	Purchased 1 at \$81.00 each (+81 points)
ransaction ID				SEU: 111206007	Appliance Department, Kitchen Appliances
WHOLEHOLDS ?:	inter latere	2	-	111	
Nate Range		-		Womens Belt - (222200006) Purchased on 11/30/37 at 12:54 PM	Purchased 1 at \$26.55 each (+26.55 points)
Hem 11/30	(2 7			Transaction ID Intelligence of the Second Se	Accessory Department, Belts, Belts - Women
To 11/30	17	=	5. C		Accessory preparatient, brick, beits - Women
Init Price					
Min		(A)			

Note: You can also link to the Item Purchase History from the Purchase Profile by clicking a colored area in the bar chart, or by clicking the View All Purchases link. See **Purchase Profile**.

Filters

You can use the fields in the Filters panel to search for specific items by the following criteria:

- Item Keyword Enter a keyword in the item description to filter for items having that keyword.
- Transaction ID Enter an exact Transaction ID to filter for that transaction.
- **Date Range** Specify a date range using the calendars to search for items in that date range.
- **Unit Price** Use the up and down arrows to specify a minimum and maximum unit price to filter for items in that price range.
- **Department** The store department where the item was purchased. Select a department from the list to filter on items from that department.

Note: This is a client-specific hierarchy field and the name (for example, Department) will depend on the client system configuration.

• **Reset** – Click **Reset** to clear all filters. This displays all of the items purchased by the customer.

Apply - Click Apply to display items filtered by the specified criteria.

• When there are more fields than can fit in the filter box, a scroll bar is provided to navigate to the hidden items.

The following information is displayed for each item in the list, if available:

- Item name and number
- Purchase date and time
- Transaction ID
- SKU

- Quantity the number of items purchased or returned
- Price the price paid for the item
- Points –the loyalty points earned or reduced for the item purchased or returned
- Item Hierarchies for the item

Item Details

When you click a specific item in the Item Purchase History panel, the Item Detail opens:

Item Detail for Item ID <9545400020>				×
				E
Item ID 9545400020	Department Clothing Department	Item Attributes		
Description Childrens Shoes	SUB_DEPT Mens Clothing	Code	Value	
Brand Nike	CLASS Shoes - Mens Sport	ITEM_DESIGN	Baseball	
Season Summer	SUB_CLASS Shoes - Mens Running Shoes	ITEM_DESIGN	Football	
Color Brown	STYLE_ID Mens - Womens Belts	IN_STOCK_DATE	12/20/12	
	_	ITEM_SIZE	6	
		ITEM_SIZE	6.5	-
			ſ	Done

Figure 4–26 Item Detail

These details for the item are displayed, if available:

- Item ID
- Description
- Brand
- Season
- Color
- Hierarchy 1-5 These vary according to the way the customer is configured, for example, Department, SUB_DEPT, CLASS, SUB_CLASS, STYLE_ID. Only configured levels are displayed.
- Item Attributes:
 - Code
 - Value
 - If more attributes are available than can fit in the Item Attributes box, scroll bars are provided for navigation to hidden information.

Click Done to close the Item Detail.

Transaction Details

When clicking a specific transaction ID in the Item Purchase History panel, a Purchase Details window displays for that transaction ID.

- The popup has three tabs.
- The information is read-only.
- It displays both purchases and returns, in all three tabs, based on the selected transaction.
- All currency fields are populated based on the system base currency.
- If there is more information than can fit in the tab, scroll bars are provided for navigation to hidden information.

Figure 4–27 Purchase Detail - Purchase Information

urchase Information Line Items	Line Item Modifiers			
Purchase Details		Purchase	Properties	
Purchase 32110150	Exchange 1	Code	Value	
	Rate	04708	Contractioner QA South Insight	
Grand Total \$114.00	Net Amount \$107.55			
Location 99901	Status DELIVERED			
Business Date 11/30/17	Start Time 11/30/17 12:54 PM			
	Start Time 11/50/17 12.54 PW			
Void Flag No	End Time 11/30/17 12:54 PM			
Void Flag No Register 15				
	End Time 11/30/17 12:54 PM			
Register 15	End Time 11/30/17 12:54 PM Tax Amount \$6:45			
Register 15	End Time 11/30/17 12:54 PM Tax Amount \$6:45 Points 107:55			
Register 15 Cashier 101	End Time 11/30/17 12:54 PM Tax Amount \$6:45 Points 107:55 Earned			

The first panel, Purchase Information, is displayed by default when you click the transaction ID, or when you click the Purchase Information tab. It displays the following details about the transaction, if available:

- Purchase
- Grand Total
- Location
- Business Date
- Void Flag
- Register
- Cashier
- Currency
- Original Currency
- Exchange Rate
- Net Amount
- Status
- Start Time
- End Time

- Tax Amount
- Points Earned
- Linked Purchase
- Code
- Value

Figure 4–28 Purchase Details - Line Items

	formation ne Items	Line Items	Line Item I	Modifiers							
	Void Flag	Sequence	Item Id	Actual Price	Quantity	Extended Amount	Regular Price	Unit Cost	Item Type	Scan Id	Departmen
0	No	1	111106002	\$81.00	1	\$81.00	\$85.26	\$47.41	Stock	111106002	800
0.	No	2	222200006	\$26.55	1	\$26.55	\$27.95	\$15.42	Stock	222200006	925
Tax Line Void Fl		equence	Tax Amount	t Taxa	able Amount	Exempt Ar	mount E	kempt Id	Overric	le Amount	Overr
No	4		\$6	6.45	<mark>\$10</mark>	7.55					No

Line items are displayed when you click the Line Items tab. The following information is displayed, if available:

- Sales Line Items
 - Void Flag
 - Sequence
 - Item ID
 - Actual Price
 - Quantity
 - Extended Amount
 - Regular Price
 - Unit Cost
 - Item Type
 - Scan ID
 - Department
 - Hierarchy 1-5 These vary according to the way the customer is configured, for example, Department, SUB_DEPT, CLASS, SUB_CLASS, STYLE_ID. Only configured levels are displayed.
 - Points Earned

- Tax Line Items
 - Void Flag
 - Sequence
 - Tax Amount
 - Taxable Amount
 - Exempt Amount
 - Exempt ID
 - Override Amount
 - Override Flag
 - Override Percentage
 - Override Reason
- Tender Line Items
 - Void Flag
 - Sequence
 - Tender ID
 - Tender Amount
 - Authorization Code
 - Account Number
 - Activity
 - Adjudication Code
 - Expiration Date
 - Face Value
 - Issue Date
 - Issue Type
 - Serial Number
 - Remaining Amount

urchase Inform Commissio	nation Line I on Line Item		-					
Void Flag	Sequence	Commission Amount	Commiss	tion Percent	Commissi	ion Percent Of Item	Comm	issioned Employee Id
No	1					1	101	
No	2					1	101	
Void Flag	Sequenc	e Price Change A	mount	Price Mo	difier Type	Price Change I	teason	Promotion Id
	1		-\$4.26	Subtract		Sale		
No			-\$1.40	Subtract		Sale		
NO			-\$1.40	Subtract		Sale		

Figure 4–29 Purchase Detail - Line Item Modifiers

When clicking the Line Item Modifiers tab, the line item modifiers are displayed. The following information is displayed, if available:

- Commission Line Item Modifiers:
 - Void Flag
 - Sequence
 - Commission Amount
 - Commission Percent
 - Commission Percent of Item
 - Commissioned Employee ID
- Price Line Item Modifiers:
 - Void Flag
 - Sequence
 - Price Change Amount
 - Price Modifier Type
 - Price Change Reason
 - Promotion ID

Click **Done** when you are finished viewing the transaction details.

Purchase Profile

The Purchase Profile panel shows the purchase pattern of the customer. Each bar in the graph represents a year. The colored bands correspond to the revenue department* (*or other entity named by the client) in which the customer purchased products during that year, measured by the amount of spending. Each year in the graph displays the top five revenue departments (or other entities named by the client).

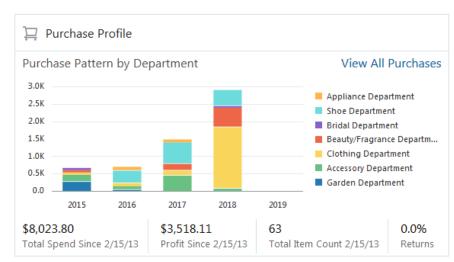


Figure 4–30 Customer Purchase Profile

- Other revenue metrics include:
 - **Total Spend** Shows how much the customer has spent since their first purchase to date.
 - **Profit Since** Shows the total profit the store or chain has made since the customer's first purchase to date.
 - Total Item Count Shows the total transaction (purchases minus returns) count for the lifetime of the customer. This includes all transactions, not just the ones represented in the five departments and five years displayed in the graph.
 - Returns Shows the percentage of the amount of Returns to the amount of Total Spending.
- If there are no Purchase Profiles to show for the customer, an image with No Purchase Activity available to display appears:

Figure 4–31 No Purchase Activity Available Message



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Viewing Purchase Pattern Details

Hover over a colored area in a graph to see detail information in a tool tip. This information includes:

- Category The category of the purchase, such as Clothing Department.
- Category Spend How much the customer spent on items in this category.
- **Classes** The name of the classes (or client-specific hierarchy level) within the selected category.

Viewing Purchase History

Click a colored area in a bar chart to go the Item Purchase History for all the items represented in that area.

You can also click the **View All Purchases** link to go to the Item Purchase History for all items.

See Item Purchase History for more information.

Stratified Segments

Stratified Segments define groups of Customers. The Customers within a Stratified Segment are divided into levels within the Segment. The stratified segments to which the customer belongs are shown in the Stratified Segments panel of the Customer Dashboard.

Figure 4–32 Stratified Segments Panel

Stratified Segments	
Spark Chart - Bar Days Since Purchase O	E
Recency Test - RM Lifetime Sales \$0.00	
Days Since Purchase Customer Age	-

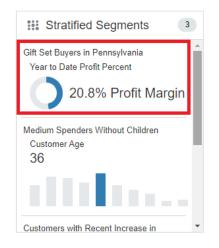
- Stratified segments classified as public are shown. If a stratified segment is classified as private, it will only be shown to the associate who created the stratified segment.
- Three types of graphs are used to represent statistics:
 - Status Meter Gauge Horizontal, uses horizontal orientation to indicate thresholds at specific values:



Figure 4–33 Stratified Segments - Horizontal

 - Status Meter Gauge - Circular, uses circular orientation to indicate thresholds at specific values:

Figure 4–34 Stratified Segments - Circular



- -Spark Chart - Bar, used to view trends over time and generally paired with additional context in a table:

Stratified Segments 3	•
Medium Spenders Without Children Customer Age 36	l
Customers with Recent Increase in Spending > 20% Annual Income \$ 75,500	•

Figure 4–35 Stratified Segments - Spark Chart (Bar)

- A badge with the total number of stratified segments to which the customer belongs displays on the right side of the title bar.
- An eyeglass icon lets you view details about all the Stratified Segments to which the customer belongs. See Viewing Customer Stratified Segments List.
- Scroll bars are available if the number of stratified segments do not fit in the display area of the panel.
- If there are no stratified segments assigned to the customer, the following image is displayed:

Figure 4–36 No Stratified Segments Assigned Message



Viewing Stratified Segment Details

If you hover over a segment name in the Stratified Segments panel a tool tip is displayed:

TestAutomationUsingLifetimeSales 4132 Customers in this Segment Type Customer Belongs to strata 3 out of 3

Figure 4–37 Stratified Segments Tool Tip

The following information is provided:

- Segment Description.
- Customer Count Total number of customers in this segment.
- Strata Type and Based on Value:
 - Strata Type values (Customer, Loyalty, Transaction).
 - Based on Value (Header, Detail, Customer, Loyalty Summary, Loyalty Detail).
 - Type = <strata type> based on <based on value>.
- Customer Strata membership The strata the customer falls into.

Viewing Customer Stratified Segments List

1. Click the **eyeglass** icon in the title bar. This displays the Stratified Segments for (Customer) window:

Figure 4–38 Stratified Segments for Customer

lasigned Str	atified Segments							
Segment ID	Segnent Name	Description	Create User	Added On	Curlomer Court	Strate Type	Strata Pormat	Seled On
3444	loos Chet -Bar	Spark Chart - Bar		11.13.18	3618333	Transaction	Range Strata	Ortail
3470	Recency field - RM	Reibing-Chart		\$1/27/58	3436750	Customer	Nilve Strate	Cuttonet
3434	Days Since Purchase	Days Since Purchase		33/29/38	4,2545	Curtomer	Intrie Strate	Customer
3466	(I Spend	Sample		32/35/38	9121241	Cuitomer	NULA STUDA	Cutonel

This window displays the following view-only information about the stratified segments associated with the customer:

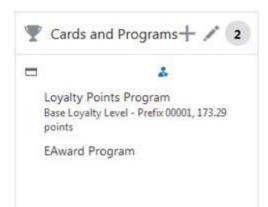
- The Customer Name and ID Number are displayed in the Segments for title bar. If there are no segments assigned, the table displays No Segments Assigned.
- Assigned Stratified Segments Grid
 - Segment ID ID of the segment
 - Segment Name Name of the segment
 - Description Description of the segment

- Create User the user who created the segment
- Added On the date on which the customer was added to the segment.
- Customer Count the number of customers in that segment.
- Strata Type (Customer, Loyalty, Transaction)
- Strata Format the format used to create the strata. Possible values are:
 - Range Strata Strata are determined by configured ranges
 - Ntile Strata Strata are formed by equally sized groups of customers
- Based on Value the basis used for determining the Strata field (Header, Detail, Customer, Loyalty Summary, Loyalty Detail)
- Strata Field the field used to create the Strata
- Average Strata Value
- Number of Strata the number of strata in the segment
- Customer Strata the strata the customer falls into
- Customer Value
- 2. Click Done. This returns you to the Customer Dashboard.

Cards and Programs

The Cards and Programs panel of the Customer Dashboard includes information about cards held by the customer and about the programs associated with each card. Programs include Tender, Award, and Loyalty. You can assign and generate cards for the customer in this panel.

Figure 4–39 Cards and Programs



- The title bar icons let you perform the following actions:
 - Click the Add icon to assign a card or generate an electronic card
 - Click the **Pencil** icon to display the Cards and Programs window for the customer
- Only active programs and cards are displayed.

- If there are multiple cards associated with the customer, the programs are grouped together by card, and the card number is displayed next to the programs.
- A badge with the total number of programs for which the customer has an account displays on the right side of the title bar.
- Scroll bars are available if the number of programs do not fit in the display area of the panel.
- If there are no programs assigned to the customer, the following image displays:

Figure 4–40 No Programs Assigned Message



Viewing Card Assignments

To view details about the cards and programs assigned to the customer:

1. Click the **Edit** icon in the Cards and Programs title bar. This displays the Cards and Programs for (Customer) window:

Figure 4–41 Assigned Cards

igned Cards										Attign Ca
Card Type Base Award/Loyalty Program		Card Wumber	Senal Number	Primary Card Ho						
Card Monders		Programe								
\sim	4	Program	Tope .	Account Number	Progra	m Laveri		alance	YTD Pavets	170 Paletta
<u> </u>		Loyalty Paints Program	sayatty	480304	Bert 1	sysity Level - Prefix 000	574	4.15	\$754.75	\$164.38
\bigcirc		Eloupt Hogram	Averand	00703				5.00	<i>A</i> .	0
Card Type Gift Card		Card Number 1	leta Number	Pressey Card Hos						
and Holders		Programa								
The second	4	Program			Ter.	Account Number	Program Level	Balance	TE Posts	170 Poorts
4		The good innoviction part	on over the lady drog	The quick brown!	Loyetty	(10.00M	ievet 1	0.00		0
		Time: Tender Program			tender .			\$0.00		

- The Customer Name and ID number are displayed in the title bar.
- Assign Card allows access to the Assign Card to (Customer) dialog. See: Assigning a Card.
- The following fields are displayed for a card:
 - Card Type
 - Card Number
 - Serial Number

- Primary Card Holder (Customer Name and ID)
- Card Holders
 - Customer Image, if available, or customer initials
 - Customer Name
 - Primary Card Holder Customer Name and ID
 - Primary Card Holder icon displayed to the right of the card holder name and ID.
 - Secondary Card Holders Image, Name and ID There can be multiple secondary card holders
- The following fields are displayed for each program:
 - Program Name
 - Program Type The type of program: Award, Tender, Loyalty
 - Account Number
 - Program Level displayed for Loyalty programs only.
 - Balance
 - YTD Points Year to Date points. This is displayed for Loyalty programs only
 - LTD Points Lifetime to Date points. This is displayed for Loyalty programs only.
- The list is sorted by card number, where the Customer is a primary cardholder first.
- 2. Click **Done** to return to the Customer Dashboard.

Assigning a Card

To assign a card:

1. Click **Assign** in the Cards and Programs panel header or click **Assign Card** in the Cards and Programs for (Customer) detail window. Either action displays the Assign Card to (Customer) dialog:

Figure 4–42 Assign Card to (Customer)

Assign Card to	ж
Generate New Card Generate New Card	
Card Type (Piease select) +	
	Cancel Erroll

2. Select the **Enter Existing Card** option. This populates the dialog with Search for Card field:

Figure 4–43 Search for Customer

Assign Card to	(ID 15	1			3
Generate New Card	Enter Existing Care	d			
Search for Card					
Search by Card Number o	r Serial Number	٩	Search		
Selected Card Details					
Card Number	Serial Numbe	r		Primary Card Holder	
No cards to display.					

- **3.** In the Search for Card field, enter the full **Card Number** or **Serial Number** of the card you want to assign. Do not use spaces.
- **4.** Click **Search**. This populates Selected Card Details with the Card Number, Serial Number, and Primary Card Holder of the card, if one exists.
- **5.** Click **Enroll** to assign the card to the customer. This returns you to the previous window with the new card displayed for the customer.

Generating a Card

To generate a card:

- 1. Click **Assign** in the Cards and Programs panel header or click **Assign Card** in the Cards and Programs for (Customer) detail window. Either action displays the Assign Card to (Customer) dialog (see Figure 4–42).
- 2. By default, Generate New Card is selected. Keep this selection.
- 3. Select a Card Type from the list.
- **4.** Click **Enroll** to generate a new electronic card for the customer. This returns you to the previous window with the new card displayed for the customer.

Note: : If you select a valid card series where all cards have been assigned or generated already, clicking Enroll displays a message: *No cards found for selected card type.*

Offers

An offer is part of a campaign that is intended to provide some purchase incentive to customers. These offers may provide price incentives on a specific item, or provide coupons to be redeemed during a purchase, they may be messages notifying customers of special events or pricing, or they may provide tender certificates that a customer can use at a later date The Offers panel of the Customer Dashboard shows current offers for the customer.

Figure 4–44 Offers

Ø Offers	
Promo for non ETL deal Expires 4/30/20	Merchandise
Promo for Deal 6756 Expires 5/23/20	Merchandise

- A badge with the total number of offers the customer is qualified for displays on the right side of the title bar.
- The following information is displayed for each offer:
 - Offer Name
 - Expiration date the expiration date comes from the promotion of which the offer is a part, or from the coupon expiration date, if the offer has coupons.
- The following offers are displayed:
 - Any offer within an ACTIVE, NOT EXPIRED promotion that is exclusively targeted to a segment the customer is a part of.
 - Any offer within an ACTIVE, NOT EXPIRED promotion that is NOT exclusively targeted.
 - Any offer within an ACTIVE, NOT EXPIRED promotion that is NOT targeted.
 - Any entitlement offer within an ACTIVE, NOT EXPIRED Award promotion, with an Award Program. Requires a card associated to the program for the customer.
- A maximum of 25 offers are displayed.
- The offers are sorted by expiration date in ascending order.
- Scroll bars are available if the number of offers do not fit in the display area of the panel.
- Exclusive offers are indicated with an icon next to the exclusive offer. When you
 hover over the icon, the text Exclusive Offer displays. Entitlements are exclusive
 offers. Promotional offers can be exclusive or general.
- If there are no offers assigned to the customer, the system displays the following image:

Figure 4–45 No Offers Available Message



• There is a View Promotion History link at the bottom of the Offers panel that provides access to the Promotion History window. See the following section, Promotion History for details.

Promotion History

When you click the **View Promotion History** link in the Offers panel or choose the **Promotion History** option from the **Actions** menu on the Customer's Dashboard, the Promotion History window is displayed.

Figure 4–46 Promotion History

lters		Number of	Events: 2 Numb	er of Respon	ses: 1 Response F	Rate: 50%	Tota	al Promotion	n Revenue: \$536.3
ate Range		Promotio	n History						
From		Actions 🔻							
То		Campaign ID	Campaign Name	Promotion ID	Promotion Name	Start Date	End Date	Control Group	Response Amount
esponse		8	WSDL-TestCase-Custome	8	WSDL-TestCase-Custome	12/31/69	11/14/16	No	\$536.3
di	•	372	BASE	529	BaseCustomer-Promotion	12/31/69	12/31/19	No	\$0.0
AII	•	372	BASE	529	BaseCustomer-Promotion	12/31/69	12/31/19	No	
**									
•									

The Promotion History window displays metric summary information and detail information about specific promotion events for the selected customer. You can filter the list of events by date range and response type.

Filters Panel

You can filter the list of promotion events using these controls:

- Date Range Select a date range in the From and To calendar fields to filter on promotion events in only that date range
- Response Select a promotion response from the list to filter on one of the following response types:
 - All
 - None
 - Generated Revenue

Click **Apply** to apply the filter, or **Reset** to clear the filter.

Promotion History Panel

The Promotion History panel lists the filtered promotion events and summarized metrics for the set of events. The following information is provided:

- Metrics:
 - Number of Events The number of promotion events that have been available to the customer within the date range of the search.

- Number of Responses The number of promotions to which the customer has responded within the date range of the search.
- Response Rate The percentage of available promotions to which the customer has responded within the date range of the search.
- Total Promotion Revenue The total revenue received from customer responses to promotions within the date range of the search.
- The following information is displayed in the Promotion History table for each event:
 - Campaign ID
 - Campaign Name
 - Promotion ID
 - Promotion Name
 - Start Date
 - End Date
 - Control Group
 - Response Amount
- The Promotion History list is sorted by Response Amount in descending order (highest value first).
- If there are no promotions for the customer, the message No Promotions Available to Display displays.

Viewing Promotion Event Detail You can see more detail about an event in a view-only window following these steps:

- 1. Select the event in the grid that you want to view.
- 2. From the Actions menu, choose View, or click the View icon.

This displays the event in a view-only window:

Figure 4–47 Promotion Event Detail

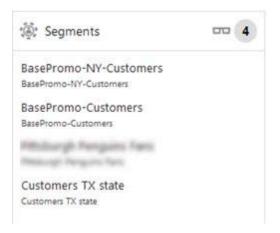
Promotion: WSDI	-TestCase-CustomerSec	urity-V3_0 (8) ×
Campaign: WSDL-Tes	tCase-CustomerSecurity-V3_0	(8)
Offer Name	Date	Amount
LineItemDeal	11/14/16	\$536.38
		Total: \$536.38
		Done

- 3. Click Done. This returns you to the Promotion History window.
- 4. To return to the Customer Dashboard, click **Done**.

Segments

The Segments panel displays the unstratified segments to which the customer belongs.

Figure 4–48 Customer Segments



- An eyeglass icon lets you view details about all the Segments to which the customer belongs. See Viewing Customer Segments
- A badge with the total number of segments to which the customer belongs displays on the right side of the title bar.
- The following information is displayed for each segment:
 - Segment Name
 - Segment Description
- If a segment is designated as private, it is only displayed for the user who created it.
- Scroll bars are available if the number of segments do not fit in the display area of the panel.
- If there are no segments assigned to the customer, the following image is displayed:

Figure 4–49 No Segments Available Image



Viewing Customer Segments

1. Click the **Eyeglass** icon in the title bar. This displays the Segments for (Customer) window:

Figure 4–50 Segments for Customer

ssigned Un	stratified Segments				
Segment ID	Segment Name	Description	Create User	Added On	Customer Cour
3421	BasePromo-NY-Customers	BasePromo-NY-Customers		7,9/18	31076
1417	BasePromo-Customers	BasePromo-Customers		7/9/18	150525
437	Himmungh Pungsimi Parts	Petrologia Regiumi Fans		10/19/18	
2864	Customers TX state	Customers TX state		8/1/17	\$3880

This window displays the following view-only information about the segments associated with the customer:

- The Customer Name and ID Number are displayed in the Segments for title bar. If there are no segments assigned, the title displays No Segments Assigned.
- Assigned Unstratified Segments Grid
 - Segment ID ID of the segment.
 - Segment Name Name of the segment.
 - Description Description of the segment
 - Create User the user who created the segment.
 - Added On the date on which the customer was added to the segment.
 - Customer Count The number of customers in that segment.
- 2. Click Done, to return to the Customer Dashboard.

Notes

The Notes panel of the Customer Dashboard provides information about the last 25 Notes written about the Customer.

Figure 4–51 Notes

🗋 Notes 🛛 🕂 🖍 6	
SHIPPING-NOTES jkdhfal;skdhf 11/15/18	•
NOTE Customer is going on vacation next month to Hawaii 11/15/18	
EVT_SET_AS_PRIMARY	-

- A badge with the total number of notes for the customer displays on the right side of the title bar.
- The following information is displayed for each note:
 - The note type.
 - The first three lines of the note.
 - The date the note was created.
 - The user name of the person who create the note.
- If a note is marked as private, the details of the note are masked to all associates except for the note creator or an associate with the System Administrator role.
- A maximum of 25 notes are displayed.
- The notes are sorted by update date in descending order.
- Scroll bars are available if the number of notes do not fit in the display area of the panel.
- Notes created within a task do not appear on the list.
- If there are no notes created for the customer, the following image is displayed:

Figure 4–52 No Notes Available Message

🗋 Notes 🗧	⊦
No Notes available to display	

Create a Note

To add a note about the customer, use one of these methods to display the Create Note window:

- Click the **Add** + icon in the top right corner of the Notes panel.
- Click the Edit icon in the top right corner of the Notes panel to display the Notes for Customer list, and use either action:
 - Click the **plus sign** in the toolbar
 - From the Actions menu, choose Add.

Any of the following actions display the Create Note window:

Figure 4–53 Create Note

Create Note	*	<
Mark as Private		•
Type *		
SHIPPING-NOTES		
Note *		=
	256 characters remaining	
	Cancel OK	

To create a note:

- **1.** If you want the note to be private, select **Mark as Private**, otherwise, leave it de-selected.
- 2. Select a **note type** from the Type list.
- **3.** Enter a note of up to 256 characters in the Note field.
- **4.** Click **OK** when you are finished to save the note. Click **Cancel** if you do not want to add the note.

Edit a Note

You can edit notes that are listed in the Notes panel of the Customer Dashboard.

To edit a note:

1. Click the **Edit** icon at the top of the Notes panel. This displays a Notes for (Customer) window that lists the notes stored for the selected customer.

Figure 4–54 Notes for (Customer)

otes Last Updated by 1	in 6/11/18					
Actions * + /	× o					
lype	Note	Private	Created By	Created On	Last Updated By	Last Updated Or
VT_SET_AS_PRIMARY	Set as primary account holder: customer card	No	1	6/11/18		
VT_ASSOCIATE_CARD	Associated customer card	No	1	6/11/18		
VT_ACTIVATE_CARD	Activated customer card	110	1	6/11/18		

The Notes for (Customer) window provides the following information and features:

- The title bar displays the Customer Name and ID
- The user that last updated the notes and the date they were last updated is displayed beneath the title bar.
- The toolbar and actions menu provide commands to Add, Edit, and Delete a note

- The notes grid displays the following about each note:
 - Type the type of note
 - Note the text of the note
 - Private indicates whether the note is private (can be seen only by the note's author or system administrators) Yes/No
 - Created By the ID of the user who created the note
 - Last Updated By -the ID of the user who last updated the note
 - Last Updated On the date the note was last update
- The Note list is sorted by the Last Updated On date in descending order, by default. If there is no Last Updated On date, the Created On date is used.
- If there is more information than can be displayed on the window, scroll bars are provided to navigate to hidden information.
- 2. Select the **note** in the grid that you want to edit, and click the **Edit** icon, or choose **Edit** from the Actions menu. This displays the note in the Edit Note window:

Figure 4–55 Edit Note

Edit Note	×
Created by on 11/15/18	•
Mark as Private	
Туре *	
NOTE	Ξ
Note *	
Customer is going on vacation next month to Hawaii	
206 characters remaining	
Cancel OK	(

3. You can change any of following:

Mark as Private – Select the check box to ensure that only the note's author and system administrators can see it, or de-select if you do not want to restrict access.

Type – Select a different type from the list.

Note – Edit the text of the note.

4. When you are finished editing the note, click **OK** to save the changes or click **Cancel** if you do not want to save the changes. Either action returns you to the Notes for (Customer) window.

Delete a Note

You can delete a note in the Notes for (Customer) window.

To delete a note:

1. Select the note in the grid that you want to delete, and click the **Delete** icon, or choose **Delete** from the Actions menu. This displays a Warning message:

Figure 4–56 Warning Message

>		Warning
ed item	elete the sele	you want to d

- 2. Click OK to delete the note, or Cancel, if you do not want to delete the note.
- **3.** Either action returns you to the Notes for (Customer) window. If you chose **OK**, to delete the note, it is no longer displayed in the grid and is removed from the database.
- **4.** Click **Done** in the Notes for (Customer) window when you are finished. This returns you to the Customer Dashboard.

Alternate Keys

Alternate keys are used to link customer accounts with other systems. Choose the Alternate Keys option on the Actions menu in the Customer Dashboard for access to the Alternate Keys page:

Figure 4–57 Alternate Keys

Alternate Keys for Control (Customer ID Control)							
Alternate Keys Last Updated by Actions + + × •							
Alternate Key Type	Alternate Key	Created By	Created On				
DATASET	A4444263	(enter-	4/13/18				

The Alternate Keys window offers the following information and features:

- The customer name and ID
- The user who last updated the window and the date it was last updated
- The Actions menu and corresponding icons let you Add and Delete alternate keys.
- Alternate Key Type The type of the alternate key (these are defined by the customer)
- Alternate Key The value of the alternate key (the value format is defined by the customer)
- Created By The user who created the alternate key
- Created On The date the alternate key was created

Adding an Alternate Key

To add an Alternate Key:

1. Click the **Actions** menu in the Customer Dashboard and choose **Alternate Keys**. This displays an Alternate Keys window listing the customer's alternate keys.

2. Click the Add+ icon, or choose Add from the Actions menu. This displays a Create Alternate Key window.

Figure 4–58 Create Alternate Key

Create Alternate K	ey		×
* Alternate Key Type	(Please select)	•	
* Alternate Key			
		Cancel OK	

- **3**. Select an Alternate Key Type from the list.
- 4. Enter the **value** of the new alternate key in the Alternate Key field.
- **5.** Click **OK** to save the new alternate key and return to the Alternate Keys window, click **Cancel** to return without saving the alternate key.

Deleting an Alternate Key

To delete an alternate key:

- 1. Select the alternate key that you want to delete.
- 2. Click the Delete icon, or chose Delete from the Actions menu.

This displays a Warning message asking you to confirm that you want to delete the alternate key.

Figure 4–59 Warning

🔺 Warning		×
Do you want to dele	ete the selecte	ed item?
	Cancel	ОК

- **3.** Click **OK** to delete the alternate key, or **Cancel**, if you do not want to delete the alternate key.
- **4.** Either action returns you to the Alternate Keys window. If you chose **OK**, to delete the alternate key, it is no longer displayed in the grid and is removed from the database.
- **5.** Click **Done** in the Alternate Keys window when you are finished. This returns you to the Customer Dashboard.

Associate Assignment

The Associate Assignment page lets you add, update, or delete associates assigned to a role for a customer. Choose the **Associate Assignment** option on the **Actions** menu in the Customer Dashboard for access to the Associate Assignment page:

signed A	ssociates Last updated by	1	on 2/6/19		
ctions +	12.2.				
Primary	Role	Associate	Email	Location	Lock
1	WSDL1-Wedding Planner				
	WSDL2-Reception Coordinator				
	WSDL3-Bridal Dress Consultant		+	00004-00004-Portland-OR	Unlocked
	WSDL4-Floral Designer				
	WSDL5-Cake Decorator				
	WSDU8-Invitation Specialist				
	WSDL7-Wedding Photographer				
	Dress Fitting				
	Personal Shopper				
	Event Planner			00005-00005-Solen-CH	Unlocker
	Test Role CReation				
	Test Role CReation				

Figure 4–60 Associate Assignment

The Associate Assignment window offers the following information and features:

- The customer name and ID
- The user who last updated the window and the date it was last updated
- The Actions menu and corresponding icons let you Assign and Unassign associates.
- Primary Indicates the pre-designated Primary role, which is set by the client.
- Role Associate Role. See the Oracle Retail Customer Engagement Cloud Service Implementation Guide for more information about Associate Roles
- Associate Name of the associate
- Email The email of the associate
- Location ID of the associate's location
- Lock Indicates whether the associate user assignment can be changed (Unlocked) or not changed (Locked).
 - If an associate is not assigned, this field is blank.
 - When the assignment is locked, the logged in user must be the same as the assigned user to edit or unlock the associate user assignment, with the exception of a system administrator. The system administrator can edit any assigned user.
 - If a user without the privileges to change the associate assignment attempts to do so, an error message displays: *The assignment is locked, and can only be changed by the assigned user or a system administrator.*

Assigning an Associate

To assign an associate to a role for a customer:

- 1. In the Associate Assignment grid, select the **role** to which you want to assign an associate.
- **2.** From the Action menu, choose **Assign**, or click the **Assign** icon. This displays the Assign Associate dialog:

learch for Associate		0	earch 🔹 Partial 🔿 Exact	
0027		Q S	earch Partial O Elact	
iearch Results				
Associate Id	Name	Location	Email Address	Assign To Role
100	Xstore User 100	0027		Unassign
				Locked
omsuser2	oms user2	0027		Assign

Figure 4–61 Assign Associate

- **3.** In the **Search for Associate** prompt, enter the ID, Name, Location or E-mail of the associate you want to assign to the role. Select **Partial** to search on a partial entry, or **Exact**, to search for only exact matches.
- **4.** Click **Search**. This displays the associates matching the search criteria in the Search Results grid.
- **5.** Click **Assign** in the row of the associate that you want to assign to the role. Assign changes to **Unassign**, and the Locked check box is displayed:
- **6.** If you want to lock the assignment so that only you and system administrators can change it, select the Locked check box. If not, leave it clear.
- **7.** Click **OK**. This returns you to the Associate Assignments page. The associate added to the role is displayed in the assignment row.

Unassigning an Associate

To un-assign an associate from a role for customer:

- 1. In the Associate Assignment grid, select the **assignment** from which you want to un-assign an associate. Only one assignment can be selected to un-assign at one time.
- **2.** From the Action menu, choose **Unassign**, or click the **Unassign** icon. This removes the associate from the role, and their information is deleted from the assignment row.
- **3.** Click **Done** when you are finished with associate assignments. This returns you to the Customer Dashboard

Franchisee Assignment

The Franchisee Assignments page displays information about the franchisees to which the customer has been assigned.

Note: The Franchisee Assignment option is only displayed if the (Franchisee) user has access to more than one Franchisee.

For more information about how franchisees are initially set up and the configuration is enabled, see the Customer Engagement Cloud Services Implementation Guide

Choose the **Franchisee Assignment** option on the Actions menu in the Customer Dashboard for access to the Franchisee Assignment page:

Figure 4–62 Franchisee Assignment

anchisee Name Blinois	Franchisee Description Franchisee - Illinois	
	Franchisee - Illinois	
Texas	Franchisee - Tixxas	

The Franchisee Assignment page offers the following information and features:

- The customer name and ID
- The user who last updated the window and the date it was last updated
- The Actions menu and corresponding icons let you Assign and Un-assign franchisees.
- Franchisee ID ID number of the franchisee
- Franchisee Name Name of the franchisee
- Franchisee Description a description of the franchisee

Assigning a Franchisee

To assign a Franchisee to a customer:

1. Choose **Assign** from the Actions menu, or click the **Assign** icon. Either action displays the Assign Franchisee dialog:

Figure 4–63 Assign Franchisee

earch for ranchisee	Search by Franchisee ID, Nan	ne or Description	× Search
earch Results Franchisee ID	Franchisee Name	Franchisee Description	Assign To Customer
No Franchisees t	o display		

2. Enter a full or partial franchisee ID, name or description in the Search for Franchisee field and click **Search**. A list of franchisees matching the search text is displayed in the Search Results grid.

Note: The only franchisees to display are those to which the associate has access.

Figure 4–64 Assign Franchisee - Results

earch for Franchisee	dairy		*	Search
earch Results				
Franchisee ID	Franchisee Name	Franchisee Description	Assign To Cu	
1	(H)-Minois	Franchisee - Illinois	Unassig	n .
2	Ing-Texas	Franchisee - Texas	Unassig	e.
2519	SanAntonio	Franchisee - San Antonio	Unacsig	n
2520	IIIQ-Charlotte	Franchisee - Charlotte	Assign	
6592	Ohio	Franchisee - Ohio	Assign	

- **3.** The Search Results list all franchisees that match the search criteria to which the associate has access. If the franchisee is already assigned to the customer, Unassign is enabled. If the franchisee is not assigned, **Assign** is enabled. In the row of the franchisee that you want to assign, click **Assign**.
 - To assign a Franchisee, click Assign.
 - To unassign a Franchisee, click **Unassign**.
- **4.** Click **OK** to accept the assignment or Cancel to cancel. Either action returns you to the Franchisee Assignment page. If you click **OK**, the new franchisee assignment displays in the grid.

Unassigning a Franchisee

To un-assign a franchisee:

1. In the Assign Franchisee grid, select the franchisee that you want to un-assign from the customer.

Note: Only one franchisee can be selected to un-assign at a time.

2. Choose **Unassign** from the Actions menu, or click the **Unassign** icon. Either action un-assigns the franchisee from the customer and deletes the franchisee from the grid.

Merge

Customer Merges combine multiple Customer records into one, new Customer record. This new Customer record includes the Transaction, Card, and Account information from all the merged Customer records.

To merge customer records:

1. From the **Actions** menu in the Customer Dashboard, choose **Merge**. This displays the Customer Merge window:

Figure 4–65 Customer Merge

The Customer Merge page offers the following information and features:

- The Actions menu and corresponding icon lets you Add Customers to Merge
- Primary when selected, indicates the primary customer.
- Customer The customer name and address
- Customer ID
- Email Address The customer email address
- Phone Number The customer phone number
- Activity YTD The amount of the customer's transactions for the year to date
- Transaction Date The date of the last transaction
- Transaction Location The location of the last transaction

- Customer Since The customer creation date
- Remove Click to remove a customer from the list.
- **2.** Click **Merge** to accept the merge, or click **Cancel** to close the window without saving.

Merging Customers

First: Add Customers to Merge

 In the Customer Merge page, click the Actions menu and choose Add Customers to Merge, or click the Add Customers to Merge + icon. Either action displays the Add Customers to Merge dialog:

Figure 4–66 Add Customers to Merge

A	dd Customers To	o Merge		×
	Search for Customer Search by name, ema	il, phone, customer ID o	or alternate key Q Search Partial Exact 	
	Search Results			
	Customer	Contact Info	Activity YTD Customer Since Ad	d To List
	No customers to disp	olay.		
				Cancel OK

- 2. In the Search for Customer prompt, enter the Name, Email, Phone, ID, or Alternate Key of the customer you want to add to the Merge list. Select **Partial** to search on a partial entry, or **Exact**, to search for only exact matches.
- **3.** Click **Search**. This displays the customers matching the search criteria in the Search Results grid:

Search for Customer				
mag-heryan		R Search Partial	C East	
Search Results				
Customer	Contact Info	Activity YTD	Customer Since	Add To List
and an	supromorphism in the	\$0.00 Lait Transaction Date 4/3/18	2/11/18	Add
Bang Statutes (DD (1993)) Bang Statutes (Statutes (Statu	next retard to get on	\$0.00 Last Transaction Date 4/24/16	2/11/18	Add
tion of the second s	Harp Incontract (Scholight com	\$0.00 Laiz Transaction Date 12/25/17	2/11/18	Add
nan hann dD (30 han) an da a' an an da us	way is national strategic one	\$0.00 Lait Transaction Date 3/20/36	2/11/18	Add
do cacal	maph on conditional strength com-	\$8.19 Last Transaction Date 7/16/18	2/11/18	Add

Figure 4–67 Add Customers to Merge Results

The grid displays the following information for each customer:

- Customer the customer name, ID, and primary address.
- Contact Info the customer email address and phone number
- Activity YTD The amount of the customer's transactions for the year to date, and the date of the last transaction.
- Customer Since the creation date of the customer.
- **4.** Click **Add** in the Customer row if you want to add the customer to the Customer Merge list. **Add** is replaced with **Remove**, which you can use to remove the customer.

Note: You can only merge up to five customers at one time.

5. Click **OK**. This returns you to the Customer Merge page with the customers added to the Merge List.

Second: Merge Customers

- 1. In the Customer Merge page, review the Merge List and click **Remove** to remove any customers you do not want to merge.
- 2. Click Primary in the row of the customer that you want as the primary customer.
- 3. Click Merge to display a confirmation prompt:

Figure 4–68 Confirmation

Confirmation		×
You are about to merge customer records. Do you really	want to	do this?
	No	Yes

4. To merge the customer records, click **Yes**. To exit without merging the customers, either click **No** or **X**.

Preference Center

The Preference Center page displays the contact preferences for a customer. For more information about how Preference Center channels are initially set up and the configuration is enabled, see the *Oracle Retail Customer Engagement Cloud Service Implementation Guide*.

Choose the **Preference Center** option on the **Actions** menu in the Customer Dashboard for access to the Preference Center page:

reference Center								
Interence Type	Channel	Opted In	Frequency	Authorization	Communication Last Sent	Last Updated	Last Updated By	Uploaded By
RACK FRIDAY DEALS	EM48.		VEARLY					
RACK FRIDAY DEALS	MAR.		YEARLY					
ILACK FRIDAY DEALS	PHONE		YEARLY			3/1/19		
CLEARANCE_ITEMS	EMAL	+	DAB,Y	Sample,Report.pdf		3/27/19		
CLEARANCE_ITEMS	MAR		DAILY					
CLEARANCE_ITEMS	PHONE	1	DAILY			3/1/19		
notagram	EMAL		DABLY					
nstagram	NAR	1	DAILY	Sample_Report.pdf		3/27/19		
hstagram	PHONE		DAXY					
MONTHLY_SALES_FLYER	EMAIL		ANYTIME			3/1/39		
MONTHLY_SALES_FLVER	MAR		MONTHLY					
0			-	(8)		111		

Figure 4–69 Preference Center

The Preference Center page offers the following information and features:

- The customer name and ID
- The Actions menu and corresponding icons let you Edit a preference.
- Preference Type Name of the preference center. This is displayed for all the channels in a preference center.
- Channel The communication channel
- Opted In Indicates whether the customer has opted to be contacted through the channel. If there is a check mark in the field, then the customer is contacted through the channel.
- Frequency The frequency at which the customer is contacted through the channel
- Authorization Name of the file in which the customer authorized communication
- Communication Last Sent Date the communication was last sent to the customer
- Last Updated Date and time the channel preferences for this customer were last updated
- Last Updated By ID of the user who last updated the channel preferences for this customer.

 Uploaded By – User who last updated the image/file. This is populated by the logged in user who uploads the latest file on the preference.

Working with Preference Types

You can refresh, sort, view, add, edit and delete preference types, so that you can setup unlimited preference types to use with the Customer Preference Center. To access Preference Types:

- 1. Click the **Tasks** icon.
- 2. Click the Admin Task.
- 3. Click the **Preference Types** Task.

Figure 4–70 Preference Types

reference Types		
Actions • + /	👓 🗙 😔 Sort By Preference Type ID	▼ Descending ▼
Preference Type ID	Preference Type Name	Default Frequency
101	Security Alerts	BOO!
97	Summer Sales	MONTHLY
96	insta	FORTNIGHTLY
94	hike	YEARLY
92	dusehra deals	MONTHLY

Sorting Preference Types

You can sort by:

- Default Frequency
- Preference Type ID
- Preference Type Name

Preference types can be sorted ascending or descending from the list.

Adding a Preference Type

Click the Actions menu or the Add icon to open the Create Preference Type window.

Figure 4–71 Create Preference Type

Create Preference Ty	pe		>
* Preference Type Name			
* Default Frequency	(Please select)		Ŧ
		Cancel	ОК

Type a Preference Type Name and choose one of the following default frequencies.

Anytime

- Weekly
- Monthly
- Yearly
- Daily
- Fortnightly
- Quarterly

Click **OK** to add the new Preference Type. Click Cancel to close the window.

Editing a Preference Type

Highlight the row of the Preference Type you want to edit and click the Actions menu or the Edit icon to open the Edit Preference Type window.

Figure 4–72 Edit Preference Type

Edit Preference Type		2
Created by user on 8/14/19		
* Preference Type ID	85	
* Preference Type Name	August offers	
* Default Frequency	WEEKLY	v
		Cancel OK

Edit the Preference Type Name or select a different Default Frequency and click **OK**. Or click **Cancel** to close the window and discard any changes.

Viewing a Preference Type

Highlight the **row** of the Preference Type you want to view and click the **Actions** menu, then click **View**, or click the **View** icon to open the View Preference Type window.

Figure 4–73 View Preference Type

View Preference Type				
Created by user on 8/14/19				
* Preference Type ID	85			
* Preference Type Name	August offers			
* Default Frequency	WEEKLY			
		Done		

View the details of the Preference Type and click **Done** to close the window.

Deleting a Preference Type

Highlight the **row** of the Preference Type you want to delete and click the **Actions** menu, then click **Delete**, or click the **Delete** icon to open the delete confirmation window. Click **OK** to delete the Preference Type or **Cancel** to close the window without deleting the row.

Editing a Preference

To edit a Preference:

- 1. In the Preference Center grid, select the preference that you want to edit.
- **2.** From the Actions menu, choose **Edit**, or click the **Edit** icon. This displays the Edit Preference dialog:

Figure 4–74 Edit Preferences

ð	ACK FRIDAY DEALS via PHONE	Edit Preferences for Bl
	on 3/1/19	Last Updated by new a news
	0)	Opt In to BLACK FRIDAY DEALS via PHONE
	YEARLY *	Frequency
	15	Communication Last Sent
	Drop file here or click to upload	Authorization File
OK	Cancel	

- **3.** Edit the fields that you want to change:
 - **Opt In to** Click to the on position to indicate that the customer accepts communication from this channel, or click off, to indicate the customer does not want communication.
 - **Frequency** Select the frequency with which the customer receives communication from this channel.
 - **Communication Last Sent** Click the date in the calendar on which communication from the channel was last sent.
 - Authorization File Drag and drop a file authorizing the communication, or click in the field to search for a file to upload.
- 4. Click OK. This returns you to the Preference Center page.

Security Groups Assignment

You the ability to assign or unassign a Security Group to a customer, so that customer details will be protected based on the privileges for the assigned security group. Choose the **Security Groups Assignment** option on the **Actions** menu in the Customer Dashboard for access to the Security Groups page.

Figure 4–75 Security Groups

ssign Security Group to					
Actions * 2 2 / Sort By Grou	ip 10 *	Ascending	-		
No Security Groups Found					

Security Groups can be sorted ascending or descending using the following options:

- Group ID (default)
- Group Name

Assign Security Group

To assign a Security Group do the following:

1. Click the **Assign** icon or the click the **Action** menu and click **Assign**. The Assign Security Group to Customer displays.

Figure 4–76 Assign Security Group

	curity Group	Search b	y Sécurity Group ID	or Group Name	×	Search
Search Result	5					
Group ID	Group Nan	ne	Default Privilege	Assign	To Cus	tomer
No Security O	iroups Found					

- 2. Enter the Security Group ID or Group Name.
- 3. Click Search. The search results display.

Search for Se	curity Group Search	by Security Group ID or Grou	o Name X Sean	ch
Search Result	s			
Group ID	Group Name	Default Privilege	Assign To Custom	ier
1	Manager!	Read/Write	Assign	Î
3	Cashier	Limited Read	Assign	
4	Designers	No Access	Assign	
5	Loss Prevention	Read/Write	Assign	
6	Coordinators	Read Only	Assign	

Figure 4–77 Assign Security Group To Window

- 4. Click Assign to assign to customer, or click Unassign to remove the assignment.
- **5.** Click **OK** to save the assignments or click **Cancel** to close the window without saving. A notification appears indicating a successful update.

Figure 4–78 Notification

Security Group assignment has been successfully updated.

Edit Security Group

To edit a Security Group do the following:

1. Click the **Assign** icon or the click the **Action** menu and click **Edit**. The Edit Security Group window displays.

Figure 4–79 Edit Security Group

Group ID 1		Group Name M	lanager!
Read/Write	O Read Only	O Limited Read	O No Access

- 2. Select a Privilege Type.
 - Read/Write Users in the security group can read and update all data for customers who have had the security group applied.
 - Read Only Users in the security group can read all data for customers who have had the security group applied, but cannot make updates.
 - Limited Read Users in the security group can read some data for customers who have had the security group applied, but cannot read sensitive customer

- No Access A user in the security group will not even see that the customer exists in the system.
- **3.** Click **OK** to save the privileges or click **Cancel** to close the window without saving. A notification appears indicating a successful update.

Figure 4–80 Notification



Tasks

The Tasks page displays the tasks that are associated with the customer. Choose the **Tasks** option on the **Actions** menu in the Customer Dashboard for access to the Tasks page:

Figure 4–81 Customer Tasks

isks Leit Updated by illine	millionen on \$/14/18					
learch for a task or bask sche by a term	٩,					
Actions = + / =						
ask Type Task Name		Start Date	End Date	Status	Assigned To	ř
POPVINENT Meeting		5/14/19	5/14/19	OPIN	Tom	
ASK This should also sho	*	5,9/19	5/9/19	OPEN	Tom	
POWTMENT This should show!		5.9/29	5./9/19	OPEN	Tom	
POINTMENT test		5/15/19	\$/15/19	OPEN		
RONTMENT Meeting		4/29/39	4/29/19	OPEN		
PPOPUTMENT Meeting		4/29/19	4/29/19	OPEN		
PPOINTMENT Meeting with Client		4/29/19	4/90/19	OPEN		
VENIT Sweater Promo		1/9/19	1/9/19	OPEN		
ob of 000		11/16/18	11/18/18	IN, PROGRESS		
VENT Event		11/13/18	11/14/18	OPEN		

The Tasks page offers the following information and features:

- The customer name and ID
- The user who last updated the window and the date it was last updated
- The Search panel lets you search for a task by entered text
- The Actions menu and corresponding icons let you Add, Edit, and View a task
- Task Type The type of task. These are configured by the customer. See the Oracle Retail Customer Engagement Cloud Services Implementation Guide for information about configuring custom Task types
- Task Name A name for the task that was entered by the user who created the task
- Start Date The start date of the task
- End Date The end date of the task
- Status The selected status of the task

Assigned to – The associate to whom the task is assigned

Adding a Task

To add a task:

1. Choose Add from the Actions menu, or click the Add icon. This displays the Create Task window:

Figure 4–82 Create Task

Create Task											×
Assigned Custo	omer Claire Jones (II	0 2016724)	/	*							Î
Task Details											
• Task Type	Appointment	*	* Start	6/18/2019 11:01 AM	懿	Location None	*	Event Type (Pleus	select)	- W.	
Subject			Duration	(Please select)		* Priority Low	*				*
* Status	Open	τ.	* End	6/18/2019 11:59 PM	助						Ŧ
Assigned Us	ers										J
Actions *	+ ×										
User ID		Name						Email Addres			
											+
									Can	el C	OK.

2. If you want to change the customer assigned to the task, click the **Edit** icon next to the Assigned Customer Name and ID. This displays the Edit Assigned Customer window:

Figure 4–83 Edit Assigned Customer

Edit Assigi	ned Customer				×
Search for O	ustomer				
Search by n	name, email, phone, custo	omer ID or alternate key	Search 🔍	Partial O Exact	
Search Resul	lts				
Name	Email Address	Phone Number	Customer ID	Alternate Key	Assign To Task
No custome	ers to display.				
					Cancel OK

a. In the Search for Customer field, enter the **Name**, **Email**, **Phone**, **Customer ID**, or **Alternate Key** of the customer you want to search for. Select **Partial** to search for customers that partially match the search text, or **Exact**, to search for an exact match.

- **b.** Click **Search**. This displays the list of matching customers under Search Results.
- **c.** Select the customer in the list that you want to assign to the task and click **OK**, or click **Cancel** if you do not want to change the customer assignment. This returns you to the Create Task window. If you click **OK**, the Customer Name and ID for the selected customer precede the Task Details.
- 3. Enter the details for the new task. Mandatory fields are indicated with asterisks (*):
 - Task Type Select a task type from the list. This list is determined by the customer.
 - Subject Enter a subject. This will appear in the Task Name field.
 - Status Select a status from among those on list:
 - Open Set the status of your task to Open.
 - In Progress Set the status of your task to In Progress
 - Cancelled Set the status of your task to Cancelled.
 - Closed Set the status of your task to Closed.
 - Start Select a start date for the task from the calendar.
 - Duration Select the duration of the task from the list (optional). Selecting one
 of the duration options will determine the value for the End Date/Time based
 on the option chosen.
 - End If no selection was made in the Duration field, select an end date for the task using the calendar.
 - Location Select a location from the list.
 - Priority Select a priority level from the list. These are configured by the customer. See the Customer Engagement Cloud Services Implementation Guide for information about configuring custom Task Priority Codes.
 - Event Type If you selected Event as the Task Type, select an Event Type from the list. For all other task types, this field is disabled.
- **4.** Under Assigned Users, assign a user to the task. This defaults to the current logged-in user.
 - If you want to remove the current user, select the user and choose **Remove** from the **Actions** menu, or click the **Remove** icon. This clears the user from the grid.

Note: If no user is assigned to the task, and you click **OK** in this window, a Confirmation prompt is displayed:

Figure 4–84 Confirmation

Confirmation	×
No user is assigned to this task. Do you w	vant to continue?
	No Yes

- Click Yes if you want to create the task without a user assigned.
- If you want to add a user, remove the current user (see previous) and choose
 Add from the Actions menu, or click the Add icon. This displays an Add User to Task dialog:

Figure 4–85 Add User to Task - Search Results

arch for User				
127		Q Search	• Partial 🔿 Exact	
arch Results				
User ID	Name	Email Address	Location ID	Assign To Task
00	Xstore User 100		0027	Unassign
msuser2	oms user2		0027	Assign
nsuser2	oms user2		0027	Assign

- **5.** In the Add User to Task Search field, enter the **User ID**, **Name**, **Email Address**, or **Location**. Select **Partial**, to search a partial entry, or **Exact**, to search for only exact matches.
- **6.** In the Search Results list, select the **user** you want to add to the task, and click **Assign**, then click **OK**. This returns you to the Create Task window.
- **7.** If you want to add a note with more information about the task, in the Task Notes panel, choose **Add** from the Actions menu, or click the **Add** + icon. This displays a Create Note for Task window:

Figure 4–86 Create Note for Task

Type *	1
COMMENT	
Note *	

a. Select a **note type** from the Type list.

- **b.** Enter a **note** of up to 256 characters in the Note box.
- c. Click OK. This returns you to the Create Task window.
- **8.** Click **OK**. This returns you to the Tasks page. The new task is displayed in the grid.

Editing a Task

To edit a task:

- 1. In the Tasks List, in the Customer Tasks window (see Figure 4–81, "Customer Tasks", select the task that you want to edit.
- **2.** Choose **Edit** from the Actions menu, or click the **Edit** icon. This displays the task in the Edit Task window:

Figure 4–87 Edit Task

Created by 100	on 11/1/18								
Assigned Custor	mer Melanie Solon (ID 3)	18884)	/						
Task Details									
* Task Type	Todo		* Start	10/2/2018 12:00 AM	飭	Location	None	 Event Type (Please select) (C)
* Subject	meet with designer		Duration	(Please select)		* Priority	Low		
• Status	Open	×	* End	10/2/2018 11:59 PM	酸				
Assigned Us	ers								
Actions *	+ ×								
User ID		Name						Email Address	
No Users avail	lable to display								
Fask Notes									
Task Notes Actions *	(+ × ×								
	+ 2 ×	Note						Created By	Created On

- The user who created the task and the date it was created are displayed at the top of the window.
- The Assigned Customer Name and ID precede the Task Details. You can change the assigned customer.
- The Task Type and Event Type fields are not editable.
- **3.** If you want to change the customer assigned to the task, click the Edit icon next to the Assigned Customer Name and ID. This displays the Edit Assigned Customer window. See Adding a Task for more information on editing the assigned customer.
- **4.** Modify what you want to change in the Task Details, Assigned Users, and Task Notes panels. See Adding a Task for more information on entering information in these fields.
- **5.** Click **OK** to return to the Customer Tasks page. Or, click **Cancel** to return to the Customer Tasks page without saving any of your changes.

If you clicked **OK** to save the changes, the Update User and Update Date are updated to that of the logged-in user and the date/time the changes were saved and displayed at the top of the Customer Tasks window.

Viewing a Task

To view a task:

- 1. In the Tasks List, in the Customer Tasks window (see Figure 4–81) select the task that you want to view.
- **2.** Choose **View** from the Actions menu, or click the **View** icon. This displays the task details in view-only mode in the View Task window.
- **3.** Review the task details. See Adding a Task for more information on the task details in these fields.
- **4.** Click **Done** when you are finished reviewing the task details. This returns you to the Tasks page.

5

Promotions

Overview

In Customer Engagement, a Promotion defines an offer, within a Campaign, that is intended to provide some purchase incentive to Customers. These offers may be made available to all Customers, or they may be offered only to a specified subsets of Customers. These offers may provide price incentives on a specific item, they may provide coupons to be redeemed during a purchase, they may be messages notifying Customers of special events or pricing, or they may provide tender certificates that a Customer can use at a later date.

About this Chapter

This chapter contains the following information;

- Promotion Search
- Viewing a Promotion
- Creating a Coupon Promotion
 - Creating Additional Coupons
- Creating a Product Promotion
- Creating a Message Promotion
- Creating an Award Promotion
- Creating a Points for Purchase Promotion
- Creating a Points for Marketing Engagements Promotion
- Creating a Points Promotion
- Promotion Actions
- Editing a Promotion
- Duplicating a Promotion
- Promotion Scorecard
- Promotion Information Tabs

Promotion Search

To search for a promotion use the following steps:

- 1. Click the Menu icon.
- 2. Click the Campaign Task.
- 3. Click the **Promotion Search Task**.

Figure 5–1 Promotion Search

Search		383 Pro	motions Found Sort By Last Upda *					Create	Promotion	:
Promotion ID	^		Promotion Name and Campaign Name	Туре	Start Date	End Date	Offers	Status	Exported	
Campaign All			O Export New Cust Only Flag Not Saved (ID 914) Export New Cust Only Flag Not Saved	Award	3/11/20	3/25/20	0	Saved	No	
Status All			Award Promotion Test Sync (ID 913) Award Promotion Test Sync	Award	3/10/20	3/11/20	0	Approved	No	
Туре			O February Specials (ID 912) February Specials	Coupon	3/10/20	3/11/20	2	Approved	Yes	
All Exported	¥		O Message Promotion for All location (ID 911) Message Promotion for All location	Message	3/10/20	3/11/20	0	Approved	Yes	
All	*		O Promo 213 (ID 910) Award Promotion Date 9-3-2020	Product	3/10/20	3/31/20	2	Approved	Yes	
Attribute Type All	Ŧ		Award Promotion Date 9-3-2020 (ID 909) Award Promotion Date 9-3-2020	Award	3/10/20	3/31/20	0	Saved	No	
Attribute Value	~	<	O Similar Award (ID 908)	Award	3/10/20	3/26/20	n	Saved	No	

- **4.** Enter any or all of the following information to conduct a search. The Search pane contains the following filters:
 - Promotion ID Returns the exact ID match of the Promotion. No partial IDs or wild cards may be used.
 - Campaign Filters the list by the name of the Promotion. The default filter is all.
 - Status Filters the List by the current Promotion Status. This filter has the following options:
 - All [DEFAULT] Do not filter by Status; display all Statuses
 - Approved Display only Approved Promotions.
 - Clear Display only Promotions that have been cleared.
 - Conflict Display only Promotions with conflicts.
 - Saved Display only Saved Promotions.
 - **Terminated** Display only Terminated Promotions.
 - **Type** Filters the List by the Type of Promotion. This filter has the following options:
 - All [DEFAULT] Do not filter by Type; display all Promotion Types.
 - Award Display only Award Promotions.
 - Coupon Display only Coupon Promotions.
 - Message Display only Message Promotions.
 - Points Display only Points Promotions.

- **Points for Marketing Engagements** Display only Points for Marketing Engagements only.
- Points for Purchase Display only Points for Purchase Promotions.
- **Product** Display only Product Promotions.
- Loyalty Bounceback Type Filter the list by the type of Loyalty Bounceback.

Note: This filter is activated when the types Coupon or Product are selected. See Loyalty Bounceback for information on how to use this filter.

- None [DEFAULT]
- Bonus Points
- Entitlements
- **Exported** Filter the List by whether the promotion definition or data has been exported. This filter has the following options:
 - All [DEFAULT] Do not filter by Export status; display both exported and unexported Promotions
 - Yes Display only exported Promotions
 - No Display only Promotions that have not been exported
- **Attribute Type** The type of attribute.
- Attribute Value This is a dynamic field based on the attribute previously entered.
- Franchisee ID This Text Field searches for Promotions by the Franchisee associated with the Promotion. The Franchisee ID criteria is only visible if the EnableFranchiseSupport configuration is enabled. Only Franchisees associated with the user is displayed. This will default to All.
- **Coupon Code** Coupon code associated with the Promotion.
- **Created By** List Box with list of associates who created available Promotions. This will default to Everyone.
- **Generated** Indicates whether the target data for the promotion has been generated.
 - All [DEFAULT]
 - Yes
 - No
- 5. Click Search -

Note: Reset clears all fields and returns the list values to the default selections.

Figure 5–2 Promotion Search Results

LTD 0.00	
).00	
0.00	
0.00	
0.00	
0.00	
	0.00

Loyalty Bounceback

The Loyalty Bounceback filter appears when a Coupon type or Product type filter is selected. This enables you to view coupon promotions and or product promotions that include a loyalty bounceback.

Figure 5–3 Loyalty Bounceback Type

Search		
Promotion ID		Ì
Campaign		1
All	*	
Status		
All	Ŧ	
Туре		
Coupon	*	1
Loyalty Bounceback Type		
Exported		
All	*	
Attribute Type		
All	×	
Attribute Value		

The Loyalty Bounceback filter is a multi-select box. Choose one or more filter options as shown in Figures 5–4, 5–5, 5–6, and 5–7. Click **X** in any selected filter to remove that option.

Coupon	v
oyalty Bounceback Type	
Bonus Points	

Figure 5–4 Loyalty Bounceback Type Filter Options

Figure 5–5 Multi-Select Options - Single Option

Туре	
Coupon	Y
Loyalty Bounceback Type	

Figure 5–6 Multi-Select - Adding Additional Options

Coupon	*
oyalty Bounceback Type	
Bonus Points ×	

Figure 5–7 Multi-Select - All Options Selected

Туре	
Coupon	
Loyalty Bounceback	: Туре

Working with Promotion Results

The results will indicate the number of promotions found displayed in a table. Fields include:

- **Promotion Name and Campaign Name** The promotion and campaign name. Click the name to view the Promotion Scorecard for the promotion.
- **Type** The type of promotion.
- **Start Date** The start date of the promotion.
- End Date The end date of the promotion.
- Offers The number of offers associated with the promotion.

- Status The status of the promotion.
- **Exported** Whether or not the promotion was exported.
- Revenue LTD Revenue Lifetime to Date (LTD) of the promotion.

You can sort by:

- Last Update Date
- Promotion Name
- Promotion ID
- Campaign Name
- Type
- Status
- Exported
- Revenue LTD

Promotion results can be sorted ascending or descending.

Note: The results pane shows the first 25 results. Click the **Show More...** link to see the next 25 results.

Viewing a Promotion

There are three places that a user can find the View option in order to view a Promotion:

e and Campaign Name	Туре	Start Date	End Date	Offers	Status	Exported Revenue LTD
N Cust Only Flag Not Saved (ID 914) Cust Only Flag Not Saved	Award	3/11/20	3/25/20	0	Saved	No \$0.00
motion Test Sync (ID 913) notion Test Sync	Award	3/10/20	3/11/20	0	Approved	Approve Duplicate
pecials (ID 912) ecials	Coupon	3/10/20	3/11/20	2	Approved	Edit
Promotion for All location (ID 911) Smotion for All location	Message	3/10/20	3/11/20	0	Approved	Export Promotion Definition
3 (ID 910) notion Date 9-3-2020	Product	3/10/20	3/31/20	2	Approved	Generate Terminate
motion Date 9-3-2020 (ID 909) notion Date 9-3-2020	Award	3/10/20	3/31/20	0	Saved	View

Figure 5–8 Overflow Menu

- Select View under the Action Menu (also known as the Overflow Menu) icon for each individual Promotion on the Promotion Advanced Search window.
- Select View in the Overflow Menu on each individual Promotion on the Promotion List window (which displays in the Promotion Home menu).
- Select View in the Overflow Menu for the individual Promotion on the Promotion Scorecard.

The View Promotion window displays:

	ign Name Timeframe promotion 11/14/19 12:00 AM - 11/27/19 12:00 AM Update Date Update User ID 11/13/19	🛛 Product 🖌
of 2 Locations	自語 3 Franchisees	,
Included All Locations	Franchisee Name	
That Match ALL Attributes Location ID: 23902	D Illinois (ID 1)	
Or That Match ALL Attributes	D Texas (ID 2)	
Location ID: 24204 Or	WSDL14516	
That Match ALL Attributes All Locations With Attribute:		
< >>		
5 Attributes		

Figure 5–9 Vlew Promotion

The information displayed will depend upon the configuration for a Promotion.

- Display Bar
 - Promotion Name
 - POS Name
 - Description
 - Campaign Name
 - Timeframe
 - Promotion Type
 - Status
 - Create Date
 - Create User ID
 - Update Date
 - Update User ID
- Cards In the Review panel, the individual sections are called "Cards", which display details added to some of the tabs during Promotion setup. Some of those cards may be:
 - Locations
 - Attributes
 - Franchisees
 - Offers
 - Audience
 - Budget
 - Loyalty Program Levels and Loyalty Cards

Note: At any time click the Pencil icon to go into the edit mode, see Editing a Promotion for more information. You can also click the **X** icon to close the promotion.

Viewing Promotions - Marketing Engagements

Once a Marketing Event is created, it needs to be activated. The following message appears on Marketing Engagements to assist the user setting the event. The message reads: To trigger this event, use the Promotion ID, Offer ID and postEngagementAction service. Refer to the *Web Services Guide* for more information.

Figure 5–10 Trigger Event Information

To trigger this event, use the Promotion ID, Offer ID and postEngagementAction service. Refer to the Web Services Guide for more information.

Creating a Coupon Promotion

There are a few choices available to start the process of creating a promotion. The **Create Promotion** button is available in both the Promotion Home window as well as the Promotion Search window.

Note: You will need the Promotion Home role to access the Promotion Home window.

1. Click **Create Promotion**, which opens up the Promotion wizard to the Information tab.

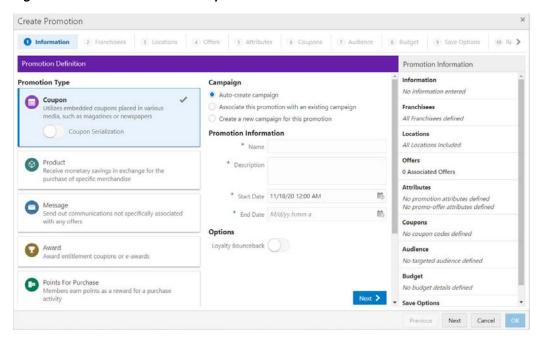


Figure 5–11 Information Tab - Coupon

2. Select the Promotion Type: Coupon

Note: Contact your administrator if you do not see the Promotion Types needed for your promotion

- **3.** There are two options for a Coupon Promotion Serialized and Non-Serialized. The selection you make will display different options on the Coupon tab. A Serialized Coupon promotion will generate coupons, each with a unique serial number, generally for a one-time use. A Non-Serialized Coupon promotion will generate a unique coupon code for the promotion, for example, a SHOE20 may represent a code a customer can use, multiple times, to receive 20% off a shoe purchase. If you wish to create a Serialized Coupon promotion, use the Coupon Serialization switch in the Coupon type box to activate that option. This Switch is only available if the Serialized Coupon Enabled Flag configuration is set to **Yes**. See the *Oracle Retail Customer Engagement Cloud Service Implementation Guide* for more information about the Serialized Coupon Enabled Flag configuration.
- 4. Select one of the choices for the Campaign.
 - **Auto-create Campaign** The campaign is automatically created and will use the same name and description from the promotion name and description.
 - Associate this promotion with an existing campaign Uses existing campaigns in the system.
 - Click the list arrow and select an **existing campaign**.

Note: The Start Date and End Date display underneath the Existing Campaign list.

- **Create a new campaign for this promotion** A new campaign is created with this promotion being the first added.
- **5.** Enter the following information:
 - Enter a **Campaign Name** (for new Campaigns only).
 - Enter a **Description** (for new Campaigns only).
 - Enter a Name.
 - Enter a **Description**.
 - Select a Start Date.
 - Select an End Date.
- 6. **Optional -** Slide the **Loyalty Bounceback** toggle to ON to activate.

Figure 5–12 Loyalty Bounceback - Activated

Options		
Loyalty Bounceback		
Bounceback Type	Bonus Points	v
		Next 🔰

Select a **Bounceback Type**.

- Bonus Points
- Entitlements

Note: Loyalty Bounceback configuration occurs in **Step 12**, the **Offers** tab.

7. When finished entering the Campaign and Promotion information, click **Next** to continue to the **Franchisees** tab.

Note: This tab will only display if the EnableFranchiseSupport configuration is enabled, and Franchisees have been created.

8. By default, all franchisees are assigned to the promotion. To make changes to those assignments, do the following:

Figure 5–13 Franchisees Tab

Select Franchisees			
Included Franchisees			
Actions 💌 🕂 🚿	<		
All Franchisees are include	ed.		
			Next 🗲

Assigning a Franchisee

a. Click the **Actions Menu**, then, click **Assign**, or click the **Add (+)** icon. This opens the Add Franchisee window.

Figure 5–14 Assign Franchisee

Assign Franchisee			×
Search for Franchisee			× Search
Search Results			
Franchisee Name	Franchisee Description	Locations	Unassign All
No Franchisees to display			
			`
			Cancel OK

b. In the Search for franchisee search box, enter part or all of the **Name**, **ID**, or **Description**, then click **Search**.

Note: You can also leave blank and click Search to return all Franchisees.

- **c.** To change the assignment from ALL (which is defaulted) click **Assign** on just the specific franchisees you wish to assign for this promotion. Only Franchisees associated with the user are displayed in the list.
- d. Click OK to accept the changes or Cancel to close the window without saving.

Figure 5–15 Confirmation Notification

\bigcirc	Assigned franchisee has been successfully updated	Dismiss
		псиоц

Note: A confirmation notification appears to confirm the franchisee has been assigned.

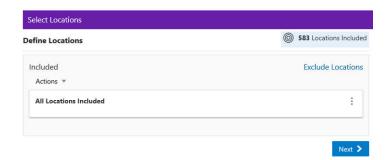
Deleting a Franchisee

- **a.** In the included Franchisees window, highlight the desired **row**.
- b. Click the Action Menu, and click Delete, or click the X icon.

Note: A confirmation notification appears to confirm the franchisee has been deleted.

- **9.** When finished entering the Franchisees information, click **Next** to continue to the **Locations** tab.
- **10.** Enter the following for the **Locations** tab:

Figure 5–16 Locations Tab



Define Locations

Note: By default, **ALL** locations are added to the promotion. You can select the Overflow Menu to edit the list of locations to include.

- Included
 - **a.** If you wish to change the Locations assigned to this Promotion, click the **Overflow Menu**, then click **Edit**. This opens the Edit Location Rule window.

Figure 5–17 Edit Location Rule (Include)

Edit Location Rule (Include)						×
Specific Locations Include By Attributes						
0 Locations Selected						
Search by Location ID or Name	×	Search				
Location ID			ocation Name			
No locations to display						
				Cancel	ОК	OK and Add Another

Specific Locations

a. Click the **Specific Location** option.

Figure 5–18 Edit Location Rule (Include) - Specific Locations

Edit L	ocation Rule (Include)		×
💽 Spe	cific Locations 🔷 Include By Attrit	butes	
3 Lo	cations Selected		
Sear	ch by Location ID or Name	× Search	
	Location ID	Location Name	
 Image: A start of the start of	2420A	2420A-SouthState-OH	
	00002	Franchisee 2 Location	
		Cancel OK	OK and Add Another

Note: The Location ID check box at the top of the list enables you to deselect or select all locations. If you deselect all the locations, then you can scroll through the list or search for a specific location.

- b. Enter part or all of a Location ID or Name.
- c. Click Search.
- d. Click Add to select a location.
- **e.** Click **Add** for another location means you are using the condition **AND**. Both conditions must be met.
- f. Click **OK and Add Another** to keep you in the same search results and use the condition **OR**. One or more of the conditions must be met when you click **Add for another location**.

g. Click **Ok** to close the window, or click **Cancel** to close the window without saving.

Include by Attributes

a. Click the Include by Attributes option.

Figure 5–19 Edit Location Rule (Include) - Include by Attributes

Edit Location Rule (Include)					×
Specific Locations Include By Attribut	ies				
Select Locations by Attribute			Query	0	0 Locations In Query
Attribute	Locations				
Catalog Departments	Add	^			
CLOSING_DATE	Add				
AREA-MANAGER	Add				
STORE-MANAGER	Add			Add Attributes to build a query	
▶ Chain	Add				
Region	Add				
GRAND-OPENING-DATE	Add	~			
				Cancel OK	OK and Add Another

Note: A list of attributes enables you to add one more attributes in order to create a query to select only the locations that fit the requirements.

- **b.** Click **Add** to select an attribute. Some Location Attributes can be collapsed or expanded. They will default to collapsed to allow you to scroll thru the list easier and expand the attributes they you to add.
- **c.** Click **Add** for another attribute means you are using the condition **AND**. Both conditions must be met.
- **d.** Click **OK and Add Another** to keep you in the same window and use the condition **OR**. One or more of the conditions must be met when you click the **Add** button for another attribute.
- **e.** Click **OK** to close the window, or click **Cancel** to close the window without saving.
- Excluded Locations This option allows you to select specific locations to exclude from the promotion.
- a. Click the Exclude Locations link.

Included	Exclude Locations
Actions 🔻	
All Locations Included	:

Figure 5–20 Select Locations



Figure 5–21 Edit Location Rule (Exclude) - Specific Locations

Spe	cific Locations 🛛 Exclude By Attribute		
) Loo	cations Selected		
Seard	ch by Location ID or Name	× Search	
	Location ID	Location Name	
	32309	32301-SouthPark-MN	1
	32302	32302-Silverton-WA	
	32303	32303-Mason-TX	
	42204	42204-Austin-TX	~
<			>

a. Click the Specific Location option.

Note: The Location ID check box at the top of the list enables you to deselect or select all locations. If you deselect all the locations, then you can scroll through the list or search for a specific location.

- **b.** Enter part or all of a **Location ID** or **Name**.
- c. Click Search.
- d. Click Add to select a location.
- e. Click Add for another location means you are using the condition AND. Both conditions must be met.
- f. Click OK and Add Another to keep you in the same search results and use the condition OR. One or more of the conditions must be met when you click Add for another location.
- **g.** Click **OK** to close the window, or click **Cancel** to close the window without saving.

Exclude by Attributes

a. Click the Exclude by Attributes option.

Specific Locations 💿 Exclude By Attribute	s		
elect Locations by Attribute		Query	0 Locations In Que
Attribute	Locations		
AREA-MANAGER	Add		
STORE-MANAGER	Add		
Chain	Add		
Region	Add	Add	Attributes to build a query
AVG-DAILY-CUSTOMER-COUNT	Add		
AVG-DAILY-SALES	Add		
GRAND-OPENING-DATE	Add		
ADDITIONAL-SERVICES	Add		

Figure 5–22 Edit Location Rule (Exclude) - Exclude By Attributes

- **b.** Click **Add** to select an attribute. Some Location Attributes can be collapsed or expanded. They will default to collapsed to allow you to scroll thru the list easier and expand the attributes they you to add.
- **c.** Click **Add for another** attribute means you are using the condition **AND**. Both conditions must be met.
- **d.** Click **OK and Add Another** to keep you in the same window and use the condition **OR**. One or more of the conditions must be met when you click **Add** for another attribute.
- **e.** Click **OK** to close the window, or click **Cancel** to close the window without saving.
- **11.** When finished entering Locations for the Promotion, click **Next** to continue to the **Offers** tab.
- **12**. To begin the Offers tab, take the following actions:

There are two methods to add offers, either:

- Select the Quick Add option to search for a known Offer ID.
- Click +Add Offers for an Advanced Offer Search.

Figure 5–23 Offers Tab

Included Offers			
+ Add Offers Quick Add Add	Offer by ID	Add	
Name and Offer Type	Active Promotions	Offer code	
Transaction Discount Offer(ID Transaction Discount	7340)	Offer code	:
			Next 📏

can use it to qualify or track a particular offer.

 Click + Add Offers. The Add Offers window enables you to search for offers to include in the promotion. Once you receive the results of the search you can sort the results, if desired for easier selection, before adding them to the promotion. Those offers appear in the Included Offers panel.

Figure 5–24 Add Offers

Search	Offers	Included Offers
Attribute Type	Sort By Last Update Date 🔫	Transaction Discount Offer
All		Transaction Discount ID:7340
Attribute Value	No Offers available to display	
Maximum Offer Id		
Maximum Offer Id		
Offer ID		
Offer ID		
Offer Name		
Offer Name		
Offer Type		
All 🔹 🗸		
Reset Search		

- In the Search section, enter any or all of the following information:
 - Attribute Type Search for an Offer by the Attribute assigned to the Offer. The default is ALL.
 - Attributes Value Type-ahead search according to the Attribute Type selected.

- Maximum Offer ID Highest Offer ID number you wish to limit the search to. This will return that offer ID and all others with a lower number.
- Offer ID This Text Field searches all the Offers currently present in the application. The default is an empty field.
- Offer Name Name of the Offer.
- Offer Type Search the Offer by Offer Type (Single Select). Depending on the Parameter value set in System Configuration (Offer Types), the value is populated in the list of options. The following list shows the Possible Offer Types:

All (Default)

Buy X Get X

Buy X Get Y

Fixed Quantity/Price

Gift with Purchase

Kit

Line Item Discount

Tiered Discount

Transaction Discount

- Intended Use The type of Promotion associated with the Offer you are searching for.
- Click Search.

Note: Note: To retrieve all the offers in the system, select Search without entering any search criteria. All offers are returned to the Offers results section. From there, you can scroll through the list to choose which offers to add.

To clear the search fields and restore default selections in the search page, click **Reset**.

- Upon selecting Search, the results display in the Offers section. Use the Sort by list to sort by the following options:
 - Last Update Date
 - Offer Name
 - Offer Type
 - Intended Use
 - Offer ID
- In the Add Offers window, you can select any of the offers in the Include Offers section and remove them by selecting the X in the top right corner of the Offer. Click Add to include the offers in the promotion.
- When finished selecting offers to add to the Promotion, select **Done**, which returns you to the Select Offers window.

- On the Select Offers window, you can select the **Remove** option from the Overflow Menu to remove an offer from the promotion.
- Enter the Offer ID in the Quick Add field and then click Add to also add offers to a promotion.

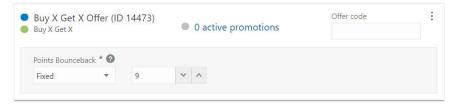
Figure 5–25 Select Offers Quick Add

luded Offers			
+ Add Offers	Quick Add	7345	Add

Note: The following two configuration options only appear when **Loyalty Bounceback** is activated in the **Information** tab.

Bonus Points - Points Bounceback options appear when Bonus Points is selected in the Information tab. From the Points Bounceback drop-down list, select one of the following options:

Figure 5–26 Points Bounceback - Fixed



Fixed - Identifies the amount awarded as loyalty incentive points to the user's account upon meeting the promotion requirements. Define the amount of points added by entering a value or using the up and down arrows to increase/decrease the number of points awarded.

Figure 5–27 Points Bounceback - Multiplier

Buy X Get X C Buy X Get X	offer (ID	144/3)	•	0 active promotions	Offer code	
	k * 0					
Points Bouncebac	IN SEC					

- Multiplier Multiplies the number provided by the user by the dollar amount of the item to award the correct Loyalty Bounceback point amount upon meeting the promotion requirements.
- None No bonus points are assigned.

Entitlements - Entitlement configuration options appear when Entitlements is selected in the Information tab.

Next >

cluded Offers	Entitlements will use	the Program's expiration date u	nless overridde
+ Add Offers Quick Add Add Offer by	Add Add		
 Line Item Discount (ID 14468) Line Item Discount 	• 8 active promotions	Offer code	
+ Assign Entitlement Bounceback Offer			

Figure 5–28 Offers Tab - Assigning Entitlements

- Click the + Assign Entitlement Bounceback Offer button.
- Assign an Entitlement Offer in the same way you assigned an Offer as shown within in this step.

Note: The available Intended Use type for an Entitlement Bounceback is Entitlement. All other Intended Uses are disabled.

Figure 5–29 Expiration Types (Optional)

luded Offers		Entitlements w	ill use the Program's expiration date	unless overridder
Add Offers Quick Add Add	Offer by ID	Add		
Line Item Discount (ID 1 Line Item Discount	4468) 🛛 8 a	active promotions	Offer code	1
Entitlement Bounceback Offer Entitlement Offer (ID 18524)		/	Expires	
Expiration Type	Expires Afte	er *		
Relative Fixed	1	~ /	Months T	

Optional: Configure the Offer Expires options. Click the **Expires** slider shown in Figure 5–29 to activate the following expiration types:

- Expiration Type: Relative (default)
 - Enter a Value or click the Up/Down arrows to increase/decrease the value in the Expires After field.
 - Click the drop-down list to indicate Days, Months (default), or Years.
- Expiration Type: **Fixed**

- Click the **Start Date** field to use the Date Editor (required).
- Click the **End Date** field to use the Date Editor (required).
- The Overflow Menu for Entitlement Bounceback Offers include the following options:
 - Copy Bounceback Entitlement to all other Offers Copies the expirations rules to all other entitlement bounceback offers selected. They will take the exact same rules from the selected entitlement bounceback. Doing this will overwrite any existing bounceback details selected.
 - **Remove** Removes the offer and the bounceback entitlement offer.
 - Remove the Bounceback Entitlement Removes the bounceback entitlement offer only. The offer remains available to add an entitlement bounceback offer.
- **13.** When finished entering Offers for the Promotion, click **Next** to continue to the **Attributes** tab.
- **14.** Enter the following for the **Attributes** tab.

Figure 5–30 Select Attributes

Name	Value	Description	
MARKET-CIRCULATION	Number	Market Circulation	^
AUTHORIZED-SIGNATURE	Character + Add Another	Authorized Signature	
N-MARKET-DATE	M/d/yy	Date Promotion In the Market	
/ARKETING-BUDGET	Currency	Promotion Marketing Budget	

Complete values for any Promotion Attributes and Promo-Offer Attributes you want added to the promotion. Fields marked with an asterisk are required.

- Promo-Offer Attributes Switch Determines whether Promo-Offer attributes are used for this Promotion event:
 - On The Promo-Offer Attributes switch defaults to ON, which means the step is bypassed and values for any defined Promo-Offer Attributes will not be required or added to the Promotion.
 - Off When the Promo-Offer Attributes switch is set to OFF, it means that values for Promo-Offer Attributes will need to be defined and added to the Promotion.
- 15. When finished adding Attributes for the Promotion, click Next.
 - If the Promotion Type is Coupon, go to Step 16 to continue to the Coupons tab.
 - If the Promotion Type is Product, go to Step 21 to continue to the Audience tab.

- If the Promotion Type is Message, go to Step 21 to continue to the Audience tab.
- If the Promotion Type is Award, go to Step 33 to continue to the Budget tab.
- 16. Enter the following for the Coupons Tab.
 - If you did not select the Serialized Coupon switch in Step 3, proceed to Step 17.
 - If you did select the Serialized Coupon switch in Step 3, proceed to Step 19.

Coupon Serialization - Disabled

The following graphic depicts the options when Coupon Serialization is **Disabled**:

Figure 5–31 Coupon Codes Tab: Serialization - OFF

Coupon Codes			
Offer Name		Offer Type	
Fixed Quantity/Price Off	er (ID 14475))	🞯 Line Item Discount	
+ Add Coupon Code			
Coupon Code	Media Description		Estimated Distribution

- **17.** For each Offer that was added to the Promotion, as separate section will appear to complete these fields listed below.
 - a. Coupon Code Enter a 6 digit code to be used for the coupon.

Note: Values may be generated systematically, provided the *PromoCouponCodeManagement* configuration is enabled. Contact your system administrator regarding configurations.

- b. Media Description Description of the Media for the Coupon
- **c.** Estimated Distribution Estimated Distribution specified for Media for the Coupon
- d. Click + Add Coupon Code to add another coupon to the Offer for Promotion.
- e. To delete Coupons from an Offer, click **X** for that row.
- **18.** When finished adding Coupon information for the Promotion, click **Next** to continue to the **Audience** tab. Proceed to Step 21.

Coupon Serialization - Enabled

Figure 5–32 depicts the options when Coupon Serialization is Enabled.

Figure 5–32 Coupon Codes Tab: Coupon Serialization - ON

oupon Codes		
Offer Name Fixed Quantity/Price Offer (ID 14475)	Offer Type line Item Discount	
+ Add Coupon Prefix Coupon Prefix	Media Description	
123456		

- **19.** For each Offer that was added to the Promotion, as separate section will appear to complete these fields listed below.
 - a. Coupon Prefix Enter a 6 digit prefix to be used for the coupon.

Note: Values may be generated systematically, provided the *PromoCouponCodeManagement* configuration is enabled. Contact your system administrator regarding configurations.

- b. Media Description Description of the Media for the Coupon
- c. Click + Add Coupon Code to add another coupon to the Offer for Promotion.
- d. To delete Coupons from an Offer, click **X** for that row.
- **20.** When finished adding Coupon information for the Promotion, click **Next** to continue to the **Audience** tab.
- **21**. Take the following actions for the Audience tab.

Figure 5–33 Audience Tab

Audience Rules					
Audience		Selection Method	Update Method		
All Exclusive	Non-exclusive	Static Dynamic	Unused with cu	urrent selections	
Define Audience			() 15 in Audience	Legisle for Bounceback	
ncluded Audienc	e Groups			Exclude Audience Group	
+ Add Audience	Group				
Group Name	Included Lists	Strata Level and Name	Count	Audience Count 🔞	
No Audience Group	ps Added				

Audience Rules - Select All, Exclusive, or Non-Exclusive to define the audience.

- If you select ALL, it means this promotion is open to anyone who responds to the sale – everyone who buys items on the promotion get the Offer.
- The category All is defaulted when you open the Audience Window. Make no changes and advance to the next tab to add all customers to be targeted for this promotion.

Exclusive Targeting - If you create an exclusive targeted promotion, this means that only the customers you've identified in your target group are eligible to receive the promotion at the point of sale.

Non-Exclusive Targeting - If you create a non-exclusive targeted promotion, all customers are eligible for the promotion.

- The Exclusive and Non-Exclusive options operate the same the difference is only if the Promotion is exclusive to just those customers or non-exclusive for the groups selected. The Static and Dynamic selections apply to both.
 - **Static** Only customers defined at this time are considered eligible for the promotion.
 - Dynamic Dynamic can not only add customers but also remove customers that no longer apply. When Dynamic is selected, Update Method is available.

New audience members will be added – When the Dynamic Promotions job runs, any new customers found that meet the criteria, are added to the audience. All customers currently in the audience will remain in the audience.

Audience members can be added and removed – When the Dynamic Promotions job runs, any new customers found that meet the criteria, are added to the audience. Additionally, only the customers that meet the criteria will be included in the audience. If the customer is in the audience before the job runs, but no longer meets the criteria, the customer will be removed from the audience.

Define Audience - Included Audience Groups

a. Click + Add Audience Group.

Figure 5–34 Add Audience Group (Include)

vaila	ble Lists						Audience Group		
All	Stratified	Unstratified	Personal				* Group Name		
earci	n by List Nam	e, ID or Strata N	lame ×	Search	Sort By	Last Updated	 Assigned Audie	nce List	s
No L	sts to Display						No Audience List	s Assigne	ed

b. Select an Available List type

All - Default

Stratified - The Customers within a Stratified list are divided into levels.

Unstratified - Customers maintained by the user.

Personal - Customers maintained by the user.

- c. In the Search field, enter some or all of the List Name, ID, or Strata Name.
- **d.** Click **Search**. The results can be sorted by using the Sort by list menu with the following options:

Last Updated

Name

Customer Count

e. Enter a Group Name.

When lists are added from the Available Lists area, they appear in the Audience Groups section of the window. The Audience Group section Group Name automatically defaults to the name of the first list added. You can change the Group Name to something more meaningful to describe the group of customers, if desired.

ailable Lists								^
All Stratified Uns	stratified F	Personal					Audience Group	
			-				* Group Name	
earch by List Name, ID e	or Strata Nam	ne ×	Search	Sort By	Last Updated	*	Assigned Audience Lists	
St. Pete and Clear St. Pete and Clearwater Stratified			mers (ID 4	939)		~	No Audience Lists Assigned	
Annual income (ID Eamings Stratified	9 4431)					~		
Days Since Purcha Days Since Purchase Stratified	ise (ID 347	4)				~		

Figure 5–35 Add Audience Group (Include)

- a. Click Add to add the selection Assigned Audience Lists.
- **b.** Click **Add** for another list means you are using the condition **AND**. Both conditions must be met.
- **c.** Click **OK and Add Another** to keep you in the same window and use the condition **OR**. One or more of the conditions must be met when you click **Add** for another Audience Group.

Figure 5–36 Audience Definition

Audience Rules	Selection Method	Update Method	2	
All Exclusive Non-excl				vill be added
	Static Dynamic			e added and removed
Define Audience				58 in Audience
ncluded Audience Groups				Exclude Audience Group
+ Add Audience Group				
Group Name	Included Lists	Strata Level and Name	Count	Audience Count 📀
Unstratified GWT	Unstratified GWT (ID 5638)	No Strata	51	51
Personal Lists	Personal Lists (ID 4991)	No Strata	7	7

As shown in Figure 5–36 the Count is shown for each audience group. In the Audience Rules section the Audience Count is provided on the right hand side.

Columns include the following details:

- Group Name
- Included Lists
- Strata Name and Level (if applicable)
- Count
- Audience Count

Each Group Name has an Overflow Menu Icon where you can Edit or Remove the Audience Group from the list.

The Included Lists column displays a link on that list (also known as a segment) and that link will open to the Audience List Details window.

In this window, the following sections may display, depending on the type of list and which of the options were selected when the list was created:

- List Options section
- Criteria section
- Trend Results section
- Strata Levels section
- Attributes section
- Franchisees section
- Message section
- Scheduled Jobs section

Figure 5–37 List Details

List Name Customers-West (ID 4960) Description Customers-West			Created by	9,047 Custome on 12/11/
List Options	Trend Results			
Export Open Access Permanent	Run ID	Run Date		Customer Count
	0	0 12/11/19 1:25 PM		9.051
Public .	Attributes			
Publish To Batch Exporter	Name	Value	Description	
Publish To Clienteling	INACTIVE?	No	Includes Inactive Customers	7
Publish To Task Generator		No		
Save as List	Children	140	Do you have children?	
Criteria Segment Syntax AND AND (OR)				

The checked List Options vary by the selections made when the list was created, and may include the following fields:

- Export Indicates whether the Segment list is automatically exported after the Segment Query is run.
- **Open Access** Indicates whether the Segment has Open Access.

- **Permanent** Indicates whether the Segment is kept in the system, even if it meets the criteria for deletion by the housekeeping job.
- **Public** Indicates whether the Segment is Public.
- **Publish to Batch Exporter** Indicates whether the Segment has been made available for export to a Marketing system.
- **Publish to Clienteling** Indicates whether the Segment has been made available to the Clienteling module.
- **Publish to Task Generator** Indicates whether the Segment has been made available to the Task Generator Job.
- **Save as List** Indicates whether a list of matching Customer IDs is created when the Segment is created.
- **Trend Results** Indicates whether the results of the Segment run are kept to provide trend information about the Segment.

Figure 5–38 displays the Trend Results in a chart. A user can scroll down to see a table as shown in Figure 5–39, which for this segment shows the Strata Levels Against Customer Age and displays the strata that are shown in the graph.

Figure 5–38 List Details Trend Results - Chart

List Name	
Promotion - Solon Customers (ID 4962)	
Description Promotion - Solon Customers	Created by lorraine.steiner@oracle.com on 12/13/19 L
st Options	Trend Results
Export	70
Open Access	
Permanent	60
Public	
Publish To Batch Exporter	50
Publish To Clienteling	00
Publish To Task Generator	Ę
Save as List	3 40
Trend Results?	The second se
	40 30
iteria	
Segment Syntax AND	20
Format Range Strata	
	10
Based on	0
Strata Type	0 7 8
Strata Eield	A Run ID

Strata Levels Agains	st		
Strata Name	From (>=)	To (<)	Customer Count
Age 0 - 9	0	10	67
Age 10 - 24	10	25	13
Age 25 - 29	25	30	9
Age 30 - 39	30	40	18
Age 40 >	40	>	61

Figure 5–39 Trend Results Graph - Table

Figure 5–40 List Details Trend Results - Table

List Name Promotion - Solon Customers (ID 4962) Description Promotion - Solon Customers		Crea	ted by lorraine.stein	er@oracle.com on 12/13/	19 Last updated	d by sandra.them@	168 Custor Poracle.com on 1/1
List Options	Trend Res	sults					Show Chart
Export	Run ID	Run Date	Strata Level	Customer Count	Min Value	Max Value	Average Value
Open Access	9	1/24/20 12:57 AM	0	0	0	0	0~
Permanent	9	1/24/20 12:57 AM	1	67	0	9	0
Publish To Batch Exporter	9	1/24/20 12:57 AM	2	13	13	24	19
Publish To Clienteling	9	1/24/20 12:57 AM	3	9	25	29	27
Publish To Task Generator	9	1/24/20 12:57 AM	4	18	31	39	36
Save as List	9	1/24/20 12:57 AM	5	61	40	90	65
Trend Results?	8	1/15/20 11:42 AM	0	0	0	0	0
Criteria	8	1/15/20 11:42 AM	1	67	0	9	0
Segment Syntax AND							
aegment syntax AND	8	1/15/20 11:42 AM	2	13	13	24	19
Format Range Strata	8	1/15/20 11:42 AM	3	9	25	29	27
Based on	0	1/15/20 11:42 AM	4	18	30	39	36
	~ 8	1/15/20 11:42 AM	5	61	40	90	65
Strata Type	× 7	1/15/20 11:28 AM	0	0	0	0	٥.
Strata Field	A 7	1/10/10/11:00 414		67	0	0	

• Click **Done** to close the Audience List Details window.

Figure 5–41 Audience Definition - Exclude Audience Groups

Audie	ence Rules				
Audien	nce		Selection Method	Update Method 🕐	
All	Exclusive	Non-exclusive	Static Dynamic	New audience members	will be added
				O Audience members can	be added and removed
Defin	e Audience				0 in Audience
nclud	led Audience	Groups			Exclude Audience Group
+ A	dd Audience G	iroup			
Group	o Name	Included Lists	Strata Level and Name	Count	Audience Count 📀
	udience Group	s Added			



Exclude Audience Groups - If you wish to exclude certain groups of customers that may also be a part of the Included Group, you can do that by selecting the **Exclude Audience Groups** link, which opens a new section in the Audience Definition window

- Select the **Exclude Audience Groups** link.
- Click + Add Audience Group.
- Select an Available List type.
 - All Default group listing.
 - **Stratified** The Customers within a Stratified list are divided into levels.
 - **Unstratified** The Customers within an Unstratified list are not differentiated into separate groups.
 - **Personal** User created groups.
- In the Search field, enter some or all of the List Name, ID, or Strata Name.
- Click Search.
- The results can be sorted by using the **Sort by list** menu with the following options:
 - Last Updated
 - Name
 - Customer Count
- Enter a **Group Name**.
- Click **Add** to add the selection Assigned Audience Lists.
- Click **Add** for another list means you are using the condition **AND**. Both conditions must be met.
- Click OK and Add Another to keep you in the same window and use the condition OR. One or more of the conditions must be met when you click Add for another Audience Group.
- 22. When finished entering all Audience Groups for the Promotion, click Next.
 - If the Selection Method selected in **Step 21**, is Static, continue to the next tab, the **Filtering Audience** tab.
 - If the Selection Method selected in **Step 21**, is Dynamic, continue to **Step 22**, the **Control Groups** tab.
- **23**. Enter the following for the **Filtering Audience** tab.

Figure 5–42 Filtering Audience Tab

Audience Filter				
Audience Filtering				
Customer Household Consolidation	None	 2,278 Audi 	ence Count Y 0	Filtered Count
Audience Group Name	Audience	Count Approximate Hous	ehold Count Filter	
St. Pete and Clearwater Area Custom	ners 2278	2278	Nor	ne Top Sale
<				>

Use the **Customer Household Consolidation Selection Menu** to indicate whether the Promotion will use household consolidation, and the rule for determining the Customer who is the head of household.

- None Do not perform household filtering.
- LT Sales Select head of household based on amount purchased over the lifetime of their account.
- LT Transaction Count Select head of household based on lifetime number of transactions.
- Last Transaction Date Select head of household based on the Customer who
 performed the most recent transaction.
- **Customer Attributes** Select head of household based on the Customer's numeric attributes.

Select the Filter Type for each Audience:

Figure 5–43 Select Desired Filtering

Audience Filtering								
Customer Household Conso	olidation	None	* @	14	4,598 Au	dience Count	Y 0 Filte	ered Count
Audience Group Name A	udience C	ount Approximate	Household Cour	nt F	ilter			Filter Value
Dallas customers 14	4598	14583			None	Top Sales	Random	0
<								>

- None [DEFAULT] All Customers in the Audience Group are eligible.
- **Top Sales** Customers from the Audience Group will be chosen for eligibility by the greatest total amount of purchases.
- Random Customers from the Audience Group will be chosen randomly for eligibility.

Enter a **filter value** to indicate the number of customers eligible for the promotion.

24. When finished entering any household filtering for the Audience Groups for the Promotion, click **Next** to continue to the **Split Audience** tab.

- **25.** In the Split Audience tab, filtered audiences can, optionally, be split into smaller, separate audiences. If desired, create splits for the filtered audiences on the promotion.
 - Click Split.

Figure 5–44 Split Audience Groups

Audience Group Name	Count		Split
Dallas customers	14598		
Name	Count	Percent	
Dallas customers_1	7299	50.00	\times

- The Split Name field is automatically populated from the name of the Audience Group Name. If desired, you can change the name of the splits in this step.
- Select Split to automatically divide the Audience Group into equal portions and percentages. If you desire different portions or percentages for the splits, enter either a count or a percentage, and the corresponding field will update.
- **26.** When finished entering any Audience Group splits for the Promotion, click **Next** to continue to the **Control Groups** tab.
- 27. Enter the following information for the Control Groups tab.

Figure 5–45 Define Control Groups

Control Style	Groups				
None	By Promotion	By Audience Group			
Audienc	e Group Name	Original Count	Control Group Count	Percent	New Count
Dallas cu	ustomers_1	4866	0	0.00	4866
Dallas cu	ustomers_2	4866	0	0.00	4866
Dallas cu	ustomers_3	4866	0	0.00	4866
Total		14598	0	0.00	14598

The control group is a statistically identical group that doesn't receive the offer. Following the promotional period, the results of the two groups are compared and you can determine if the offer generated incremental revenue. Options include:

- None No Control Group
- **By Promotion** Enter either a New Count or Percent. The corresponding field will update automatically to determine the size of the control group.
- By Audience Group Enter either a Control Group count or percentage for each split created earlier. The corresponding field will update automatically.

- **28.** When finished entering any Control Groups for the Promotion, click **Next** to continue to the **Export Channels** tab.
- 29. Enter the following information for the Export Channels tab. The options include:

Figure 5–46 Export Channels Tab

dience Name Mail	Email/Batch Exporter	Phone	Clienteling Clienteling Deta	ails	
Customers-West		\bigcirc	Assign T	Fasks To Location	O Associate
Customers with Children 18 Customer(s)		\bigcirc	\bigcirc		
atch Exporter Export Filename	Prefix		Static Name	Suffix	
•	yyyy-MM-dd_HHmm		Static Name _PromotionTargetsSync	Suffix	Ţ
Audience Export filename Filename (5935-MM-dd_HHmms Offers Export filename	yyyy-MM-dd_HHmm s]_PromotionTargetsSync[yyyy-MM-dd_HHmm	9		Suffix	*
Audience Export filename Filename (5935-MM-dd_HHmms	yyyy-MM-dd_HHmm s]_PromotionTargetsSync[yyyy-MM-dd_HHmm	9	_PromotionTargetsSync	Suffix	

Mail - Determines whether the Customers in the Split/Control Group will be contacted by Mail.

EMail / Batch Exporter - Determines whether the Customers in the Split/Control Group will be contacted by Email.

Note: The system configuration setting *SupportedBatchExporters* determines if the Batch Exporter section is displayed.

- Export Filename Name of the file.
- Prefix Indicates the format of the datetime stamp used as a prefix the filename. Optional. Possible settings are yyyyMMdd_HHmmss, yyyy-MMdd_ HHmmss, or none.
- Static Name The identifying filename.
- Suffix Indicates the format of the datetime stamp used as a suffix the filename. Optional. Possible settings are yyyyMMdd_HHmmss, yyyy-MMdd_ HHmmss, or none.
- Filename Displays an example of the export file name with the prefix and suffix format, if any.

Phone - Determines whether the Customers are contacted by phone.

Clienteling – When the Clienteling switch is turned on, tasks will be created based on the assigned associates or locations for the defined target audience when the promotion is generated.

udience Name Mai	il Email/Batch Exporter	Phone ClientelingClienteling Details	
Customers-West 9047 Customer(s)		Assign Tasks To	 Location Associate
		Filter	
		* Max Count Per Location	0
		Method	•
			Random
Customers with Children 18 Customer(s)		$\bigcirc \bigcirc$	Top - Recent Purchase
Export Filename	Prefix	Static Name	Top - LT Sales

Figure 5–47 Clienteling Details

Assign Tasks to:

- **Location Channel** Tasks are assigned to a Location.
- Associate Channel Tasks are assigned to an associate in a location.

The following fields are enabled if the Filter option is selected:

- Max Count Per <type> Determines the maximum number of target Customers that will be contacted through the channel.
- Method Method used to select the Customers contacted. Options include:
 - Random Select Customers Randomly (Default).
 - Top Recent Purchase Filter the Customers based on the most recent purchases.
 - Top LT Sales Filter the Customers based on the largest amount purchased over the lifetime of their account.
 - Top Numeric Attribute Filter the Customers based on the highest attribute value for a selected numeric attribute. If this option is selected, an additional Channel Filter option, Attribute, displays. Attribute is the numeric attribute used to determine the customers contacted
- **30.** When finished entering any Export Channels for the Promotion, click **Next** to continue to the **Event Definition** tab.
- **31**. Enter the following information on the Event Definition tab.

Note: The Event Definition Tab displays only when the Promotion uses the Clienteling Channel.

Event Description	
	Image Edit
Event Task Escalation	
Actions V + X	

Figure 5–48 Event Definitions Tab

Enter a **description** of the Event in the Event Description field (required).

Select the Edit option to add an image to the Event.

a. Perform one of the following actions:

Click **Drop a new image here or click to upload** to add the image and continue to Step b.

Enter a URL in Or Via URL and click Upload and continue to Step b.

Click **Remove Image** to remove the image and continue to Step b.

b. Click **Done** to save the changes and close the window, or click **Cancel** to close the window without saving any changes.

Event Task Escalation – This option will flag an Event Task for the promotion as high priority on the Day Planner Task panel based on the number days before the end date of the promotion event task.

Event Documents – Click the Action Menu, and click Add, or click the Add icon (+) to open the Add Event Documents window.

Figure 5–49 Add Event Documents

Add Event Documents		×
Drop a file here or click to upload		
	Cancel	ОК
		_

- Use the **Drop a file here or click to upload area** to add an event document.
- Click **OK** to save the changes and close the window, or click **Cancel** to close the window without saving any changes.
- **32.** When finished entering any Event Definitions for the Promotion, click **Next** to continue to the **Budget** tab.
- **33**. Enter the following information on the **Budget** tab.

romotion Costs						
Description	Budg	jet Amount		Actual Amount		
	\$0.00)		\$0.00		
Add						
udience Group Costs						
Audience Group Name	Channel	Quantity	Budget Fixed	Budget CPM	Budget Total	Actual F
Dallas customers_1	Mail	3200	200	500	1,800	600
Dallas customers_2	Email	3199	100	100	419.9	200
Dallas customers_3	Mail	3199			0	
Dallas customers_3	Phone	3199			0	
					\$2,219.90	
<						>

Figure 5–50 Budget Tab

a. Click Add to enter the Promotion Costs. Enter values in any field is optional.

Next 🔰

- **b.** Enter a **Description** of the cost item.
- c. Enter the **budgeted amount** for the Promotion in the Budget Amount field.
- d. Enter the actual amount for the Promotion in the Actual Amount field.
- **e.** Click **Add** if you wish to enter another budget line for the promotion, then follow **steps a-d** to complete the fields.

If Export Channels were selected for the audience group, the Audience Groups Costs section appears. Entering values in any field is optional.

Figure 5–51 Audience Group Costs

Budget Fixed	Budget CPM	Budget Total	Actual Fixed	Actual CPM	Actu
200	1	200	300	1	300
200	1	200	50	1	50
		\$400.00			\$350
<					>

- f. In the Budget-Fixed field, enter the **fixed cost budgeted** for the audience.
- **g.** In the Budget-CPM field, enter the **cost budgeted** for the Channel for each 1,000 Customers.
- h. In the Actual-Fixed field, enter the actual fixed cost of the Channel.
- i. In the Actual-CPM field, enter the **actual cost** of the Channel for each 1,000 Customers.
- j. Repeat steps f-i for each Target Channel in the Promotion.

- **34.** When finished entering any Budget Costs for the Promotion, click **Next** to continue to the **Save Options** tab.
- **35.** Enter the following information in the **Save Options** tab. You can enter more than one choice.

Figure 5–52 Options After Save Tab

Options Aft	er Save
After saving	this promotion, also perform the following actions:
\bigcirc	Generate
	Start a job to generate promotion audience data.
\bigcirc	Approve
	Set this promotion's status to Approved.
\bigcirc	Export
0	Start a job to create files for exporting this promotion to an external/POS/batch system.
\bigcirc	Apply Offers Immediately
	Indicate offers should be applied immediately to downstream systems.
Dynamic Pro	omotion Options
Set the export	option for the Dynamic Promotion Job processing.
	Output Additions Only
	Only customers added to the event as a result of segment processing will be exported.
۲	Output All Updates All customers updated or added to the event as a result of segment processing will be exported.
	Air customers updated of added to the event as a result of segment processing will be exported.

- Generate Start a job to generate promotion audience data.
- Approve Set this promotion's status to Approved.
- Export Start a job to create files for exporting this promotion to an external/POS/batch system. This option automatically approves the Promotion.
- Apply Offers Immediately Indicates that offers should be applied immediately to downstream systems. This option is configurable.
- Dynamic Promotion Options Select one of the two export options for processing when using the Dynamic selection method on the Audience tab.

Note: Depending on the type of promotion that you created, different Options After Save are available.

- 36. When finished entering any Save Options for the Promotion, click Next.
 - If the Promotion Type is Coupon go to Step Figure 37 to continue to the Coupon Type Promotion Review tab.
 - If the Promotion Type is Product, go to Step 7 to continue in the Creating a Product Promotion Review tab.
 - If the Promotion Type is Message, go to Step 6 to continue in the Creating a Message Promotion Review tab.
 - If the Promotion Type is Award, go to Step 8 to continue in the Creating an Award Promotion Review tab.
- **37.** The **Review** tab displays the key elements in the Promotion Setup.

Review Promotion Setup			
Promotion Name Description Campaign Name Timeframe Fall Fall Sale Fall 4/16/20 12:00 AM - 4/30/20 12:00 AM			Coupon
🎸 475 Locations	1 Coupon Codes		
Included All Locations Included offer Name Winter Deal (D 7345) Offer Name Winter Deal (D 7345) Intended Use Coupon	Offer Name Winter Deal (ID 73 Transaction Discount Coupon Prefix 123456 Media Description Coupons Generated Serialized Coupons © 25 Customers in Aur	- 0 Yes	
	Audience Non-exclusive	Selection Method Static	Control Groups By Audience Group
	Included Top 50 Customers Control Group	5 Customers 20.00%	25 Customers
	Excluded Customers-West		9,047 Customers

Figure 5–53 Review Tab

Figure 5–54 Review Tab - Loyalty Bounceback

Review	
Promotion Name Description Campaign Name Timeframe Fall Bonus Bonus Points Fall Bonus 12/2/20 12:00 AM - 12/30/2	20 12:00 AM
ø 480 Locations	2 Award Programs and 17 Members
Included All Locations Included	00033 Dyn Loy Test 15 Members April Cards
ø 1 Offers	Award Program 2 Members
Offer Name Line Item Discount (ID 14468) Ine Item Discount	1 Coupon Codes
Line Item Discount Intended Use Coupon Entitlement Offer Entitlement Offer (ID 18524) Validity Period 1 Months	Offer Name Line Item Discount (ID 14468)
	Previous Next Cancel OK

38. Click **OK** to save the Promotion, or click **Cancel** to close the promotion without saving. Click **Previous** or any **Tab** to return to any point of the Create Promotion process.

Working with Coupon Promotions

Creating Additional Coupons

Users have the ability to create additional coupons for a Coupon Promotion with Serialized Coupons, so that you are not limited to only the coupons generated at the time of saving the promotion. To create an additional coupon do the following steps:

1. View a Coupon Promotion (for more information on how to view a promotion see Viewing a Promotion).

- **2.** Click the **Overflow Menu**.
- **3.** Click **Create Coupons**.

Note: Some Coupon Promotions cannot be edited once saved.

Figure 5–55 Create Coupons

Promotion runs	from 2/27/20 to 2/28/29		
Offer Name I (ID 7894)		Offer Type	Quantity/Price
Coupon Prefix	Media Description	Current Count	Additional Coupons
007734		4	0

- 4. Enter the number of Additional Coupons.
- **5.** Click **Create Coupons** to create additional coupons, or click **Cancel** to return to the View Promotion window without saving any changes.

Creating a Product Promotion

There are a few choices available to start the process of creating a promotion. The **Create Promotion** button is available in both the Promotion Home window as well as the Promotion Search window.

Note: You will need the Promotion Home role to access the Promotion Home window.

Figure 5–56 Promotion Search

Promotion Search		
Search	Promotion Search	Create Promotion
Campaign	Enter search parameters in the sidebar to search for Promotions.	2 0
All		

1. Click **Create Promotion**, which opens up the Promotion wizard to the Information tab.

Information (2) Franchisees (3) Locations (4) Offers. (5) Attributes (6) Audience (7) Budget	a Save Options 9 Review
omotion Definition		Promotion Information
motion Type	Campaign • Auto-create campaign	Information No information entered
 Coupon Utilizes embedded coupons placed in various media, such as magazines or newspapers 	 Associate this promotion with an existing campaign Create a new campaign for this promotion 	Franchisees All Franchisees defined
Coupon Serialization	Promotion Information * Name	Locations All Locations Included
Product Receive monetary savings in exchange for the purchase of specific merchandise	* Description	Offers 0 Associated Offers
Message	* Start Date 11/18/20 12:00 AM 簡	No promo-offer attributes defined
Send out communications not specifically associated with any offers	* End Date Midlyy hmm a	Audience No targeted audience defined
Award Award entitlement coupons or e-awards	Loyalty Bounceback	Budget No budget details defined
 Points For Purchase Members earn points as a reward for a purchase activity 	Next >	Save Options No save options to display

Figure 5–57 Information Tab - Product

2. Select the **Promotion Type**: Product

Note: Contact your administrator if you do not see the Promotion Types needed for your promotion.

- **3.** Select **one** of the choices for the Campaign.
 - Auto-create Campaign The campaign is automatically created and will use the same name and description from the promotion name and description.
 - Associate this promotion with an existing campaign Uses existing campaigns in the system.
 - Click the **list arrow** and select an existing campaign.

Note: The Start Date and End Date display underneath the Existing Campaign list.

- **Create a new campaign for this promotion** A new campaign will be created with this promotion being the first added.
- **4**. Enter the following information:
 - Enter a **Campaign Name** (for new Campaigns only).
 - Enter a **Description** (for new Campaigns only).
 - Enter a Name.
 - Enter a **Description**.
 - Select a **Start Date**.
 - Select an **End Date**.
- 5. Optional Slide the Loyalty Bounceback toggle to ON to activate.

ptions		
oyalty Bounceback		
Bounceback Type	Bonus Points	
		Next >

Figure 5–58 Loyalty Bounceback - Activated

- Select a Bounceback Type.
 - Bonus Points
 - Entitlements

Note: Loyalty Bounceback configuration occurs in **Step 12**, the **Offers** tab in Creating a Coupon Promotion.

- **6.** When finished entering the Campaign and Promotion information, click **Next** to continue to the Franchisees Tab, see step 8 in Creating a Coupon Promotion
- 7. The **Review** tab displays the key elements in the Promotion Setup.

Figure 5–59 Review Tab

reate Promotion					
✓ Information ✓ Franchisees ✓ Locations ✓ Offers	Attributes 🖉 Audience 🧭 Budget 🧭 Save Options 🧐 Review				
teview Promotion Setup					
Promotion Name Description Campaign Name Timeframe Fall Sale Sale in Fall Fall Sale 11/22/19 12:00 AM	- 11/29/19 12:00 AM				
of 581 Locations	Budget				
Included All Locations Included	Promotion Costs Budget Amount \$100.00 Actual Amount \$250.00				
1 Attributes Promotion Attributes					
Attribute Name Attribute Value Description MARKET-CIRCULATION 34 Market Circulation					
Promo-Offer Attributes	¢∕ 1 Offers				
Promo-Offer Attributes Bypassed	Offer Name Franchisee Deal - 2 (ID 7333) Line Item Discount Intended Use: Any				
	Previous Next Cancel O				

(mation	Franchisees	O Locations	🥑 Programs	🕑 Offers	Attributes	Audience	🕑 Budget	Save Options	10 Review
Review									
Promotion Holiday Bor				:00 AM - 12/31	1/20 12:00 AM		🛞 Pro	oduct With Loyalty	Bounceback
🎸 480 L	ocations		Ø 1	Offers			1 Loyalty	Program Levels an	ıd 15 Loyalty I
Included All Location	ns Included		17997)		vhen customer buy t- unt	shirt (ID	00033 Dyn Loy LOY 00033 D Level 1		15 Members
				tended Use onus Points	Product 2x Points Multip	lier			

Figure 5–60 Review Tab - Loyalty Bounceback

8. Click **OK** to save the Promotion, or click **Cancel** to close the promotion without saving. Click **Previous** or any **Tab** to return to any point of the Create Promotion process.

Creating a Message Promotion

There are a few choices available to start the process of creating a promotion. The **Create Promotion** button is available in both the Promotion Home window as well as the Promotion Search window.

Note: You will need the Promotion Home role to access the Promotion Home window.

Figure 5–61 Promotion Search

Promotion Search	1		
Search		Promotion Search	Create Promotion
Campaign		Enter search parameters in the sidebar to search for Promotions.	
Ali			

1. Click **Create Promotion**, which opens up the Promotion wizard to the Information tab.

Information (2) Franchisees (3) Locations	4 Attributes (5 Audier	nce 6 Budget (7 S	ave Options	a Review	
omotion Definition				Promotion Information	
motion Type Coupon Utilizes embedded coupons placed in various media,	Campaign Auto-create campaign Associate this promotion with an existing campaign Create a new campaign for this promotion Promotion Information * Name			Information No information entered Franchisees All Franchisees defined Locations All Locations Included	
such as magazines or newspapers					
Product Receive monetary savings in exchange for the purchase of specific merchandise	* Description			Attributes No promotion attributes defined No promo-offer attributes defined	
Send out communications not specifically associated with any offers		1/18/20 12:00 AM 的		Audience No targeted audience defined Budget	
Award Award entitlement coupons or e-awards]			No budget details defined Save Options No save options to display	
Points For Purchase Members earn points as a reward for a purchase activity			Next >		

Figure 5–62 Information Tab - Message

2. Select the Promotion Type: Message

Note: Contact your administrator if you do not see the Promotion Types needed for your promotion.

- **3**. Select **one** of the choices for the Campaign.
 - **Auto-create Campaign** The campaign is automatically created and will use the same name and description from the promotion name and description.
 - Associate this promotion with an existing campaign Uses existing campaigns in the system.
 - Click the **list arrow** and select an existing campaign.

Note: The Start Date and End Date display underneath the Existing Campaign list.

- **Create a new campaign for this promotion** A new campaign will be created with this promotion being the first added.
- 4. Enter the following information:
 - Enter a Campaign Name (for new Campaigns only).
 - Enter a **Description** (for new Campaigns only).
 - Enter a Name.
 - Enter a **Description**.
 - Select a **Start Date**.
 - Select an End Date.

- **5.** When finished entering the Campaign and Promotion information, click **Next** to continue to theFranchisees Tab, see step 8 in Creating a Coupon Promotion
- 6. The **Review** tab displays the key elements in the Promotion Setup.

Figure 5–63 Review Tab

Review Promotion	Setup					
Promotion Name Fall	Description Fall Sale	Campaign Name Fall	Timeframe 4/16/20 12:00 AM -	4/30/20 12:00 AM		Message
∉ 475 Location	is			11 Customers	in Audience	
Included All Locations Included				Audience Exclusive	Selection Metho Static	d
				Included HH Segment		11 Customers
					Previous Next	Cancel OK

7. Click **OK** to save the Promotion, or click **Cancel** to close the promotion without saving. Click **Previous** or any **Tab** to return to any point of the Create Promotion process.

Creating an Award Promotion

There are a few choices available to start the process of creating a promotion. The **Create Promotion** button is available in both the Promotion Home window as well as the Promotion Search window.

Note: You will need the Promotion Home role to access the Promotion Home window.

Figure 5–64 Promotion Search

omotion Search			
Search		Promotion Search	Create Promotion
Campaign		Enter search parameters in the sidebar to search for Promotions.	
Ali	*		

1. Click **Create Promotion**, which opens up the Promotion wizard to the Information tab.

Promotion Definition				Promotion Inf	ormation
romotion Type	Campaign Auto-create camp 	aign		No information	entered
Utilizes embedded coupons placed in various media, such as magazines or newspapers	Create a new cam	motion with an existing campai paign for this promotion	ign	Franchisees All Franchisees of	lefined
Coupon Serialization	Promotion Inform Name	ation		Awards No awards certil	licate defined
Product Receive monetary savings in exchange for the purchase of specific merchandise	* Description				ttributes defined attributes defined
Message Send out communications not specifically associated		11/18/20 12:00 AM M/d/yy h:mm a	助	Budget No budget deta	ils defined
with any offers			~	Save Options No save options	to display
Award Award entitlement coupons or e-awards					
Points For Purchase Members earn points as a reward for a purchase activity			Next >		

Figure 5–65 Information Tab - Award

2. Select the Promotion Type: Award

Note: Contact your administrator if you do not see the Promotion Types needed for your promotion.

- **3.** Select **one** of the choices for the Campaign.
 - Auto-create Campaign The campaign is automatically created and will use the same name and description from the promotion name and description.
 - Associate this promotion with an existing campaign Uses existing campaigns in the system.
 - Click the **list arrow** and select an existing campaign.

Note: The Start Date and End Date display underneath the Existing Campaign list.

- **Create a new campaign for this promotion** A new campaign will be created with this promotion being the first added.
- 4. Enter the following information:
 - Enter a **Campaign Name** (for new Campaigns only).
 - Enter a **Description** (for new Campaigns only).
 - Enter a Name.
 - Enter a **Description**.
 - Select a **Start Date**.
 - Select an End Date.

- **5.** When finished entering the Campaign and Promotion information, click **Next** to continue to theFranchisees Tab, see step 8 in Creating a Coupon Promotion
- **6**. To assign awards for the Awards tab, do the following:

Award promotions are based on award card definitions. Awards (EAwards or Entitlement Offer awards) are issued when the Promotion is generated. If the Promotion is defined as Issue to registered cards only, the awards will be created for cards within the selected program that are associated to a customer when the promotion is generated. This type of promotion is considered exclusively targeted to the customers with those cards. The targeting step will be available to define filters and/or control groups if desired.

A segment can be added to filter the number of awards created. For example, an Award Program has 1,000 customers associated to cards, but this Promotion is only for those customers that live in Ohio. A segment can be defined for Ohio customers within that card program and added to the Promotion as Included Targets. In this case, only the customers that live in Ohio are included. An alternative is to add an Excluded Target segment, which could exclude all customers that live in New York. The promotion target can also be defined as Dynamic Targeting. If Dynamic Targeting is selected, any new customers that are associated to cards are dynamically added to the promotion target, and awards are issued when the Dynamic Promotion job is run.

If the promotion is defined to Issue Coupons Dynamically, the awards are created for activated cards within the selected program when the promotion is generated. The card does not need to be associated to a customer. This type of promotion is considered non targeted, since a customer association is not required. The promotion targeting step is skipped. This type of promotion is automatically considered a Dynamic Promotion. For a Dynamic Promotion, any new cards within the selected program that are activated will have an award issued when the Dynamic Promotion job runs.



rd	
Program	Options sue to registered cards only base coupons dynamically
	Award Validity Period
	 Fixed From * To * 04/16/20 04/30/20 Relative
	Validity Period

Click +Select Program, which retrieves all available Award Programs for selection.

Select Aw	vard Program				×
1				×	Search
	Program Name 99005-AwardProgram-1-EAward	Members 10	Card PromotionAwardCard		^
	Program Name 99005-AwardProgram-2-EAward	Members 10	Card PromotionAwardCard		
	Program Name 99005-AwardProgram-3-EAward	Members 10	Card PromotionAwardCard		
	Program Name 99006-AwardProgram-ETL-1	Members 0	Card 99006-AwardProgram-ETL-1		
	Program Name 99006-AwardProgram-ETL-2	Members 0	Card 99006-AwardProgram-ETL-1		
	Program Name 99007-Deactivated	Members 3	Card 99007-MultipleAwards		~
				Cancel	OK

Figure 5–67 Select Award Program

- **a.** If the list is too long, you may enter some or all of the **Program Name** or **Card Name** in the Search for Award field to refine the results.
- **b.** Click Search.
- c. Click the row of the desired Award Program.

Note: Only one program can be selected at a time.

d. Click OK.

Note: Once the Program details display, if you wish to change the Award Program, you can click **Change**, which re-opens the Select Award Program window where you can select a different program for your promotion.

Certificate Options

Do the following to select a Certificate Type:

rcte	d Program			
	Program Name 99006- AwardProgram- ETL-1	Mem 0	bers Card 99006- AwardProgram- ETL-1	Change
E-A	Award C Entitle	ment Amount (US		

Figure 5–68 Award Program Certificate Options

necte	d Program				
_	Program Name	Mem	bers Card		
	99006- AwardProgram- ETL-1	0	99006- AwardProgram- ETL-1	Change	
● E-/	Award C Entit	ement Amount (U	SD) *		
Coupo					

Figure 5–69 Award Program Certificate Options - E-Award

Select the Certificate Type: E-Award

- **a.** Enter a **Coupon Prefix**. The value must be 10 or fewer characters.
- **b.** Enter the **Amount** for the award certificate.

Figure 5–70 Award Program Certificate Options - Entitlement

Seleo	ct Award			
Select	ted Program			
	Program Name	Members	Card	
	99006- AwardProgram	0	99006- AwardProgram-	Change
	AwardProgram- ETL-1		ETL-1	
() e	-Award 💿 Entit	lement		
Offer	*	Coupon Prefix	* Discount	
NEV	V ETL Deal	123456	Amount Off	\$10.00
Apply	y to Similar Program			

Select the Certificate Type: Entitlement.

- **a.** Click inside the **Offer** field to see the list of Entitlement Offers associated to the Award Program. If there is more than one, you can choose which one to select. The Offer you choose will then display the value of the discount associated with that Offer (in the Discount field).
- **b.** Enter a **Coupon Prefix**. The value must be 10 or fewer characters.
- **c.** Discount this field will automatically populate with the discount for the Offer.

Options

elected Program					Options	Options		
Program Name 99006-AwardProg	rom ETL 1	Members 0	Card 99006-AwardProgram-E	Chang	ge Issue to registe			
E-Award O Entitle		0	55000-Awarder ogram-L		Award Validity I			
oupon Prefix *	Amou	nt (USD) *			Fixed		~	
23456	10				From *	To *		
oply to Similar Programs	\bigcirc				04/16/20	04/30/20		
					 Relative 			
					Validity Period			
						Days	V	

Figure 5–71 Select Award Certificate Options

- Select Issue to registered cards only if the promotion should be restricted to cards that are registered to customers. If this option is not selected, coupons will be issued to all active accounts for the selected Award Program, and the option to target the promotion will not be available.
- Select Issue coupons dynamically to have the option to issue coupons dynamically. If this option is selected, coupons will be issued to all accounts that are activated when the program is generated.

Award Validity Period - Only one of the options will be available for the Award certificate.

- **Fixed** The award certificate is valid between specific dates.
 - Start Date The date on which the award certificate is first valid.
 - End Date The **last date** on which the award certificate is valid.
- **Relative** The award certificate is valid for a period of time after it is issued.
 - Validity Period Period during which the award certificate is valid. The type of period is determined by the Period Type configuration.
 - Period Type Units of time used to determine the validity period.
 Currently, this list can only be set to Days.
- **Apply to Similar Programs** is activated when similar programs are available.

Select Award						
Selected Program					Options	
Program Name 99006-AwardProgram-ETL-1	Members Ca 0 99	rd 006-AwardProgram	n-ETL-1	Change	Issue to registered cards only Issue coupons dynamically	
E-Award Entitlement					Award Validity Period	
Coupon Prefix * Amou	unt (USD) *				Fixed From * To *	1
Apply to Similar Programs					04/16/20 🗰 04/30/20	
Apply to Similar Programs					Relative Validity Period	
Search by Program Name or Card Name	2		×	Search	Days	Ψ
Program Name	Members	Card				
99006-AwardProgram-ETL-2	0	99006-Award	Program-ET	L-1		
						Next 🗲

Figure 5–72 Apply to Similar Programs

- All Similar Programs meeting the criteria will display, but if you wish to filter the results you may enter some or all of the Program Name or Card Name in the Search field and click Search.
- Click the check box for the rows of the desired Award Programs you wish to add.
- Click OK.
- **7.** When finished entering Awards for the Promotion, click **Next**. To continue to the Select Attributes tab, see Step 14 in Creating a Coupon Promotion.
- 8. The **Review** tab displays the key elements in the Promotion Setup.

Figure 5–73 Review Tab

omotion Name	Description Fall	Campaign Name Fall	Timeframe 4/16/20 12:00 AM - 4/30/20 12:00 AM	Y Award
Award Progr	ram			
Valid from 4/1	16/20 to 4/30/2	:0		
Issue to all car	rds in the award	d program		
99006-Awardl	Program-ETL-1			
99006-Award	IProgram-ETL	-1	E-Award	
Coupon Pre	efix		123456	
Amount (U	SD)		\$10.00	
Similar Pro	grams Include	d	1	
I				

9. Click **OK** to save the Promotion, or click **Cancel** to close the promotion without saving. Click **Previous** or any **Tab** to return to any point of the Create Promotion process.

Creating a Points for Purchase Promotion

There are a few choices available to start the process of creating a promotion. The **Create Promotion** button is available in both the Promotion Home window as well as the Promotion Search window.

Note: You will need the Promotion Home role to access the Promotion Home window.

1. Click **Create Promotion**, which opens up the Promotion wizard to the Information tab.

Figure 5–74 Information Tab - Points for Purchase

omotion Definition				Promotion Information
motion Type	Campaign	aign		Information No information entered
Coupon Utilizes embedded coupons placed in various media, such as magazines or newspapers	Associate this pro	motion with an existing campaig paign for this promotion	m	Franchisees All Franchisees defined
Coupon Serialization	Promotion Inform * Name	ation		Locations All Locations Included
 Product Receive monetary savings in exchange for the purchase of specific merchandise 	* Description			Programs No Programs Defined
Message		11/18/20 12:00 AM	6	Offers 0 Associated Offers
 Send out communications not specifically associated with any offers 	* End Date	M/d/yy himm a	助	Attributes No promotion attributes defined
Award Award entitlement coupons or e-awards				Audience No targeted audience defined
Points For Purchase	1			Budget No budget details defined

2. Select the **Promotion Type**: Points for Purchase

Note: Contact your administrator if you do not see the Promotion Types needed for your promotion

- **3**. Select one of the choices for the Campaign.
 - Auto-create Campaign The campaign is automatically created and will use the same name and description from the promotion name and description.
 - Associate this promotion with an existing campaign Uses existing campaigns in the system.
 - Click the list arrow and select an **existing campaign**.

Note: The Start Date and End Date display underneath the Existing Campaign list.

- Create a new campaign for this promotion A new campaign is created with this promotion being the first added.
- **4.** Enter the following information:
 - Enter a **Campaign Name** (for new Campaigns only).
 - Enter a **Description** (for new Campaigns only).
 - Enter a Name.
 - Enter a **Description**.
 - Select a Start Date.
 - Select an End Date.
- **5.** When finished entering the Campaign and Promotion information, click **Next** to continue to the **Franchisees** tab.

Note: This tab will only display if the EnableFranchiseSupport configuration is enabled, and Franchisees have been created.

6. By default, all franchisees are assigned to the promotion. To make changes to those assignments, do the following:

Figure 5–75 Franchisees Tab

Select Franchisees		
Included Franchisees		
Actions \bullet + \times		
All Franchisees are included		
		Next X

Assigning a Franchisee

a. Click the **Actions Menu**, then, click **Assign**, or click the **Add (+)** icon. This opens the Add Franchisee window.

Figure 5–76 Assign Franchisee

Search for Franchisee			× Search
Search Results			
Franchisee Name	Franchisee Description	Locations	Unassign All
No Franchisees to display			

b. In the Search for franchisee search box, enter part or all of the **Name**, **ID**, or **Description**, then click **Search**.

Note: You can also leave blank and click Search to return all Franchisees.

- **c.** To change the assignment from ALL (which is defaulted) click **Assign** on just the specific franchisees you wish to assign for this promotion. Only Franchisees associated with the user are displayed in the list.
- d. Click OK to accept the changes or Cancel to close the window without saving.

Figure 5–77 Confirmation Notification

•	Assigned franchises has been successfully undated	Dismiss	
•	Assigned franchisee has been successfully updated	Distiliss	
		Trevious	

Note: A confirmation notification appears to confirm the franchisee has been assigned.

Deleting a Franchisee

- **a.** In the included Franchisees window, highlight the desired **row**.
- **b.** Click the **Action Menu**, and click **Delete**, or click the **X** icon.

Note: A confirmation notification appears to confirm the franchisee has been deleted.

- **7.** When finished entering the Franchisees information, click **Next** to continue to the **Locations** tab.
- **8**. Enter the following for the **Locations** tab:

Figure 5–78 Locations Tab

Define Locations	583 Locations Included
Included	Exclude Locations
Actions 🔻	
All Locations Included	:

Define Locations

Note: By default, **ALL** locations are added to the promotion. You can select the Overflow Menu to edit the list of locations to include.

- Included
 - **a.** If you wish to change the Locations assigned to this Promotion, click the **Overflow Menu**, then click **Edit**. This opens the Edit Location Rule window.

Figure 5–79 Edit Location Rule (Include)

dit Location Rule (Include)				
Specific Locations O Include By Attributes				
0 Locations Selected				
Search by Location ID or Name	×	Search		
Location ID		Location Name		
No locations to display				
			Cancel OK	OK and Add Another

Specific Locations

a. Click the Specific Location option.

3 Loo	cations Selected	
Seard	ch by Location ID or Name	× Search
~	Location ID	Location Name
~	2420A	2420A-SouthState-OH
~	00002	Franchisee 2 Location

Figure 5–80 Edit Location Rule (Include) - Specific Locations

Note: The Location ID check box at the top of the list enables you to deselect or select all locations. If you deselect all the locations, then you can scroll through the list or search for a specific location.

- **b.** Enter part or all of a Location ID or Name.
- c. Click Search.
- d. Click Add to select a location.
- **e.** Click **Add** for another location means you are using the condition **AND**. Both conditions must be met.
- f. Click **OK** and **Add Another** to keep you in the same search results and use the condition **OR**. One or more of the conditions must be met when you click **Add for another location**.
- **g.** Click **Ok** to close the window, or click **Cancel** to close the window without saving.

Include by Attributes

a. Click the Include by Attributes option.

dit Location Rule (Include)					3
Specific Locations Include By Attribut	es				
Select Locations by Attribute			Query		0 Locations In Query
Attribute	Locations				
Catalog Departments	Add	^			
CLOSING_DATE	Add				
AREA-MANAGER	Add				
STORE-MANAGER	Add		Add A	ttributes to build a query	
▶ Chain	Add				
Region	Add				
GRAND-OPENING-DATE	Add	~			
				Cancel OK	OK and Add Another

Figure 5–81 Edit Location Rule (Include) - Include by Attributes

Note: A list of attributes enables you to add one more attributes in order to create a query to select only the locations that fit the requirements.

- **b.** Click **Add** to select an attribute. Some Location Attributes can be collapsed or expanded. They will default to collapsed to allow you to scroll thru the list easier and expand the attributes they you to add.
- **c.** Click **Add** for another attribute means you are using the condition **AND**. Both conditions must be met.
- **d.** Click **OK and Add Another** to keep you in the same window and use the condition **OR**. One or more of the conditions must be met when you click the **Add** button for another attribute.
- e. Click **OK** to close the window, or click **Cancel** to close the window without saving.
- Excluded Locations This option allows you to select specific locations to exclude from the promotion.
- a. Click the Exclude Locations link.

efine Locations	S83 Locations Include
Included	Exclude Locations
Actions 🔻	
All Locations Included	:
All Locations included	:

Figure 5–82 Select Locations



Figure 5–83 Edit Location Rule (Exclude) - Specific Locations

Spec	cific Locations O Exclude By Attributes		
) Loc	cations Selected		
Searc	ch by Location ID or Name	× Search	
	Location ID	Location Name	
	32309	32301-SouthPark-MN	-
	32302	32302-Silverton-WA	
	32303	32303-Mason-TX	
<	42204	42204-Austin-TX	

a. Click the **Specific Location** option.

Note: The Location ID check box at the top of the list enables you to deselect or select all locations. If you deselect all the locations, then you can scroll through the list or search for a specific location.

- **b.** Enter part or all of a **Location ID** or **Name**.
- c. Click Search.
- d. Click Add to select a location.
- e. Click Add for another location means you are using the condition AND. Both conditions must be met.
- f. Click **OK** and **Add Another** to keep you in the same search results and use the condition **OR**. One or more of the conditions must be met when you click **Add for another location**.
- **g.** Click **OK** to close the window, or click **Cancel** to close the window without saving.

Exclude by Attributes

a. Click the Exclude by Attributes option.

Specific Locations 💿 Exclude By Attributes			
elect Locations by Attribute		Query	O Locations In Qu
Lttribute L	ocations		
AREA-MANAGER	Add		
STORE-MANAGER	Add		
Chain	Add		
Region	Add	Add At	tributes to build a query
AVG-DAILY-CUSTOMER-COUNT	Add		
AVG-DAILY-SALES	Add		
GRAND-OPENING-DATE	Add		
ADDITIONAL-SERVICES	Add		

Figure 5–84 Edit Location Rule (Exclude) - Exclude By Attributes

- **b.** Click **Add** to select an attribute. Some Location Attributes can be collapsed or expanded. They will default to collapsed to allow you to scroll thru the list easier and expand the attributes they you to add.
- **c.** Click **Add for another** attribute means you are using the condition **AND**. Both conditions must be met.
- **d.** Click **OK and Add Another** to keep you in the same window and use the condition **OR**. One or more of the conditions must be met when you click **Add** for another attribute.
- **e.** Click **OK** to close the window, or click **Cancel** to close the window without saving.
- **9.** When finished entering Locations for the Promotion, click **Next** to continue to the **Programs** tab.

S Information S Franchisees	Locations O Programs (5) Offers (6) Attributes	(7) Audience (8) Budget (9) Save Options (10) Review
Programs		Promotion Information
Card April Cards	Q, Filter	Information Campaign Fall Points Special Promotion Ken Promotion Type Points For Purchase Starts on 8/26/20 - 200 AM Runs until 8/29/20 12:00 AM
Unselect All Displayed Levels		Franchisees All Franchisees defined
Level Name	Members Description	Locations All Locations Included
Bronze	2 Bronze	Programs No Programs Defined
		Offers No. affers. defined
		Attributes No promotion attributes defined
		Audience No targeted audience defined
		Budget No budget details definied
		Save Options Next > No save options to display

Figure 5–85 Programs Tab - Points for Purchase

- **10.** To begin the Programs tab, take the following actions:
 - **a.** Select a **Card**.

A list of cards display all active cards for the user to select from. If there is only one card to select from, the card appears by default and the list arrow is unavailable for selection.

Note: The Select Program Levels section title will contain the name of the card selected.

b. In the Filter for **Select Programs Levels on** field, enter all or part of the **Program Name**, **Level Name**, or **Level Description** of the specific loyalty program you want to search for.

Information S Franchisees S	Locations () Programs (s) Offers (s) Attributes	(1) Audience (1) Budget (3) Save Options (10) Review
Programs		Promotion Information
rd April Cards 👻	Information Campaign Fall Points Special Promotion Ken Promotion Ken Starts on 8/28/2012 2000 AM	
ironze	Runs until 8/29/20 12:00 AM	
Unselect All Displayed Levels	Franchisees All Franchisees defined	
oyalty Program		All tranchisees defined
Level Name	Members Description	All Locations Included
Bronze 2 Bronze		Programs No Programs Defined
		Offers No offers defined
		Attributes No promotion attributes defined
		Audience No targeted audience defined
		Budget No budget details defined
		Save Options Next > No save options to display

Figure 5–86 Filter Results

- **c.** Select one or more Loyalty Programs. The Deselect All Displayed Levels button clears all selections.
- **11.** When finished selecting Loyalty Programs for the Promotion, click **Next** to continue to the **Offers** tab.
- **12**. To begin the Offers tab, take the following actions:

There are two methods to add offers, either:

- Select the Quick Add option to search for a known Offer ID.
- Click +Add Offers for an Advanced Offer Search.

Figure 5–87 Offers Tab

Add Offers Quick Add Add	Offer by ID	Add		
ffers Added				
			Next >	

 Click + Add Offers. The Add Offers window enables you to search for offers to include in the promotion. Once you receive the results of the search you can sort the results, if desired for easier selection, before adding them to the promotion. Those offers appear in the Included Offers panel.

Figure 5–88 Add Offers - Points for Purchase

Search	Offers	Included Offers
Attribute Type	Sort By Last Update Date	Offer- Buy X Get Points × Buy X Get Points ID: 18006
Attribute Value	Sec Test 2(ID 10510) The purchase of the qualifying items will result in loyalty points being Add awarded to the loyalty program members. Buy X Get Points Intended Use: Loyalty	Using A det Folinias In 10000
Aximum Offer Id		
Maximum Offer Id	Offer- Buy X Get Points(ID 18006) The purchase of the gualifying items will result in loyalty points being Add	
Offer ID	awarded to the loyalty program members. Buy X Get Points Intended Use: Loyalty	
Offer ID		
Offer Name	LOY BuyX Get Points 10099(ID 18521) The purchase of the qualifying items will result in loyalty points being Add	
Offer Name	awarded to the loyalty program members.	
Offer Type	Buy X Get Points Intended Use: Loyalty	
Buy X Get Points 🔹 👻	DUP 18517 (ID 18531)	
ntended Use	The purchase of the qualifying items will result in loyalty points being Add awarded to the loyalty program members. Buy X Get Points Intended Use: Loyalty	
Reset Search	Number of visits test(ID 18517) The purchase of the qualifying items will result in lovalty points being Add *	

- In the Search section, enter any or all of the following information:
 - Attribute Type Search for an Offer by the Attribute assigned to the Offer. The default is ALL.
 - Attributes Value Type-ahead search according to the Attribute Type selected.
 - Maximum Offer ID Highest Offer ID number you wish to limit the search to. This will return that offer ID and all others with a lower number.
 - Offer ID This Text Field searches all the Offers currently present in the application. The default is an empty field.
 - Offer Name Name of the Offer.
 - Offer Type Search the Offer by Offer Type (Single Select). The value Buy X Get Points is populated in the list of options.
 - Intended Use The type of Promotion associated with the Offer you are searching for. The value Loyalty is populated in the list of actions.
- Click Search.

Note: To retrieve all the offers in the system, select Search without entering any search criteria. All offers are returned to the Offers results section. From there, you can scroll through the list to choose which offers to add.

To clear the search fields and restore default selections in the search page, click **Reset**.

 Upon selecting Search, the results display in the Offers section. Use the Sort by list to sort by the following options:

- Last Update Date
- Offer Name
- Offer Type
- Intended Use
- Offer ID
- In the Add Offers window, you can select any of the offers in the Include Offers section and remove them by selecting the X in the top right corner of the Offer. Click Add to include the offers in the promotion.
- When finished selecting offers to add to the Promotion, select **Done**, which returns you to the Select Offers window.
- On the Select Offers window, you can select the **Remove** option from the Overflow Menu to remove an offer from the promotion.
- Enter the **Offer ID** in the Quick Add field and then click **Add** to also add offers to a promotion.

Figure 5–89 Select Offers Quick Add

Select Offers		
ncluded Offers		

- **13.** When finished entering Offers for the Promotion, click **Next** to continue to the **Attributes** tab.
- **14.** Enter the following for the **Attributes** tab.

Figure 5–90 Promotion Attributes

Attributes			
Promotion Attributes			
Name	Value	Description	
AUTHORIZED-SIGNATURE	Character + Add Another	Authorized Signature	
GR424	Character + Add Another	GR424	
IN-MARKET-DATE	M/d/yy	Date Promotion In the Market	
MARKET-CIRCULATION	Number	Market Circulation	

Next 🗲

- Complete values for any Promotion Attributes you want added to the promotion. Fields marked with an asterisk are required.
- **15.** When finished adding Attributes for the Promotion, click **Next** to continue to the **Audience** tab.
- **16.** Enter the following for the Audience tab.

Audience Rules Audience All Exclusive	Non-exclusive	Selection Method Static Dynamic	Update Method Unused with cu	l rrent selections
Define Audience			15 in Audience	Logical Seligible for Bounceback
ncluded Audienc	e Groups			Exclude Audience Groups
+ Add Audience	Group			
Group Name	Included Lists	Strata Level and Name	Count	Audience Count 📀
No Audience Grou	ps Added			

Figure 5–91 Audience Tab

Audience Rules - Exclusive is only used here to define the audience.

Exclusive Targeting - If you create an exclusive targeted promotion, this means that only the customers you've identified in your target group are eligible to receive the promotion at the point of sale.

- Selection Method
 - Static Only customers defined at this time are considered eligible for the promotion.
 - Dynamic Dynamic can not only add customers but also remove customers that no longer apply. When Dynamic is selected, Update Method is available.

New audience members will be added – When the Dynamic Promotions job runs, any new customers found that meet the criteria, are added to the audience. All customers currently in the audience will remain in the audience.

Audience members can be added and removed – When the Dynamic Promotions job runs, any new customers found that meet the criteria, are added to the audience. Additionally, only the customers that meet the criteria will be included in the audience. If the customer is in the audience before the job runs, but no longer meets the criteria, the customer will be removed from the audience.

Define Audience - Included Audience Groups

a. Click + Add Audience Group.

Figure 5–92 Add Audience Group (Include)

All Stratified Unstratified Personal * Group Name Search by List Name, ID or Strata Name X Search Sort By Last Updated * Assigned Audience Lists	vailable Lists						Audience Group
Assigned Audience Lists	All Stratifie	d Unstratified	Personal				
No Audiono Liste Assigned	earch by List N	ame, ID or Strata N	Vame ×	Search	Sort By	Last Updated	Assigned Audience Lists
No Lisis to Display	No Lists to Disp	lay					No Audience Lists Assigned

b. Select an **Available List** type

All - Default

Stratified - The Customers within a Stratified list are divided into levels.

Unstratified - The Customers within an Unstratified list are not differentiated into separate groups.

Personal - Customers maintained by the user.

- c. In the Search field, enter some or all of the List Name, ID, or Strata Name.
- **d.** Click **Search**. The results can be sorted by using the Sort by list menu with the following options:

Last Updated

Name

Customer Count

e. Enter a Group Name.

When lists are added from the Available Lists area, they appear in the Audience Groups section of the window. The Audience Group section Group Name automatically defaults to the name of the first list added. You can change the Group Name to something more meaningful to describe the group of customers, if desired.

Figure 5–93 Add Audience Group (Include)

vailable Lists	Audience Group	
All Stratified Unstratified Personal	* Group Name	
Search by List Name, ID or Strata Name × Search So	By Last Updated Assigned Audience Lists	
St. Pete and Clearwater Area Customers (ID 4939) St. Pete and Clearwater Area Customers Stratified	No Audience Lists Assigned	
Annual income (ID 4431) Earnings Stratified	~	
Days Since Purchase (ID 3474) Days Since Purchase Stratified	~	

- a. Click Add to add the selection Assigned Audience Lists.
- **b.** Click **Add** for another list means you are using the condition AND. Both conditions must be met.
- **c.** Click **OK and Add Another** to keep you in the same window and use the condition **OR**. One or more of the conditions must be met when you click **Add** for another Audience Group.

udience Rules						
udience	Selection Method	Update Method	0			
All Exclusive Non-exclusive	Static Dynamic	New audien	ce members will I	be added		
		O Audience m	embers can be ac	lded and removed		
efine Audience				2	in Aud	lienc
ncluded Audience Groups				Exclude Audie	nce G	rou
+ Add Audience Group						
Group Name	Included Lists	Strata Level and Name	Count	Audience Count	?	
Stratified DB	Stratified DB (ID 5124)	All Strata	48		2	:
Stratified JET 1	Stratified JET 1 (ID 5640)	All Strata	34		0	:

Figure 5–94 Audience Definition

As shown in Figure 5–94 the Group Count is shown for each audience group. In the Audience Rules section the total count is provided on the right hand side.

Columns include the following details:

- Group Name
- Included Lists
- Strata Level and Name
- Count
- Audience Count

Each Group Name has an Overflow Menu Icon where you can Edit or Remove the Audience Group from the list.

The Included Lists column displays a link on that list (also known as a segment) and that link will open to the Audience List Details window.

In this window, the following sections may display, depending on the type of list and which of the options were selected when the list was created:

- List Options section
- Criteria section
- Trend Results section
- Strata Levels section
- Attributes section
- Franchisees section
- Message section
- Scheduled Jobs section

Figure 5–95 List Details

List Name Customers-West (ID 4960) Description Customers-West			Created by	9,047 Custome
ist Options	Trend Results			
Export	Run ID	Run Date		Customer Count
Open Access	0 12/11/19 1:25 PM		M	9,051
Permanent				
Public	Attributes			
Publish To Batch Exporter	Name	Value	Description	
Publish To Clienteling	INACTIVE?	No	Includes Inactive Custome	
Publish To Task Generator				rs r
Save as List	Children	No	Do you have children?	
Trend Results?				
riteria				

The checked List Options vary by the selections made when the list was created, and may include the following fields:

- **Export** Indicates whether the Segment list is automatically exported after the Segment Query is run.
- Open Access Indicates whether the Segment has Open Access.
- Permanent Indicates whether the Segment is kept in the system, even if it meets the criteria for deletion by the housekeeping job.
- Public Indicates whether the Segment is Public.
- Publish to Batch Exporter Indicates whether the Segment has been made available for export to a Marketing system.
- **Publish to Clienteling** Indicates whether the Segment has been made available to the Clienteling module.
- Publish to Task Generator Indicates whether the Segment has been made available to the Task Generator Job.
- **Save as List** Indicates whether a list of matching Customer IDs is created when the Segment is created.
- Trend Results Indicates whether the results of the Segment run are kept to
 provide trend information about the Segment.

Figure 5–96 displays the Trend Results in a chart. A user can scroll down to see a table as shown in Figure 5–97, which for this segment shows the Strata Levels Against Customer Age and displays the strata that are shown in the graph.

List Name		
Promotion - Solon Customers (ID 4962) Description Promotion - Solon Customers	Created by lorraine.steiner@oracle.com on 12/13/19	Last
st Options	Trend Results	
Export	70	
Open Access		_
Permanent	60	
Public	00	
Publish To Batch Exporter		
Publish To Clienteling	50	
Publish To Task Generator	ŧ	
Save as List	8 40	
Trend Results?	ame	
	40 Biological Country	
riteria		
Segment Syntax AND	20	
Format Range Strata	10	_
Based on	0	
	○ 0	
Strata Type	7 8	
Strata Field	A Run ID	

Figure 5–96 List Details Trend Results - Chart

Figure 5–97 Trend Results Graph - Table

Strata Levels Against			
Strata Name	From (>=)	To (<)	Customer Count
Age 0 - 9	0	10	67
Age 10 - 24	10	25	13
Age 25 - 29	25	30	9
Age 30 - 39	30	40	18
Age 40 >	40	>	61

st Details							
List Name Promotion - Solon Customers (ID 4962) Description Promotion - Solon Customers		Crea	ted by forraine.stein	er@oracle.com on 12/13	/19 Last update	d by sandra.them @	168 Custo Poracle.com on 1/
ist Options	Trend Re	sults					Show Chart
Export	Run ID	Run Date	Strata Level	Customer Count	Min Value	Max Value	Average Value
Open Access Permanent	9	1/24/20 12:57 AM	0	0	0	0	0,
Permanent Public	9	1/24/20 12:57 AM	1	67	0	9	0
Publish To Batch Exporter	9	1/24/20 12:57 AM	2	13	13	24	19
Publish To Clienteling	9	1/24/20 12:57 AM	3	9	25	29	27
Publish To Task Generator	9	1/24/20 12:57 AM	4	18	31	39	36
Save as List	9	1/24/20 12:57 AM	5	61	40	90	65
Trend Results?	8	1/15/20 11:42 AM	0	0	0	0	0
riteria	8	1/15/20 11:42 AM	1	67	0	9	0
Segment Syntax AND	8	1/15/20 11:42 AM	2	13	13	24	19
	8	1/15/20 11:42 AM	3	9	25	29	27
Format Range Strata		1/15/20 11:42 AM	4	18	30	39	36
Based on	0 8	1/15/20 11:42 AM	5	61	40	90	65
Strata Type	0 7	1/15/20 11:28 AM	0	0	40	0	
Strata Field	0 7	1/15/20 11:28 AM		0	0	0	0
strata post	100 1000	CHEFTICAL STRATE				10	

Figure 5–98 List Details Trend Results - Table

Click **Done** to close the Audience List Details window.

Figure 5–99 Audience Definition - Exclude Audience Groups

Audience Definition				
Audience Rules				
Audience	Selection Method	Update Metho	e 🕜	
All Exclusive Non-exclusive	/e Static Dynamic	New audie	nce members will I	be added
		Audience n	nembers can be ac	lded and removed
Define Audience				2 in Audience
Included Audience Groups				Exclude Audience Groups
+ Add Audience Group				
Group Name	Included Lists	Strata Level and Name	Count	Audience Count 🕐
Stratified DB	Stratified DB (ID 5124)	All Strata	48	2
Stratified JET 1	ID Stratified JET 1 (ID 5640)	All Strata	34	0
				Next >

Exclude Audience Groups - If you wish to exclude certain groups of customers that may also be a part of the Included Group, you can do that by selecting the **Exclude Audience Groups** link, which opens a new section in the Audience Definition window

- Select the Exclude Audience Groups link.
- Click + Add Audience Group.
- Select an Available List type.
 - All Default group listing.
 - Stratified The Customers within a Stratified list are divided into levels.
 - Unstratified The Customers within an Unstratified list are not differentiated into separate groups.

- Personal User created groups.
- In the Search field, enter some or all of the List Name, ID, or Strata Name.
- Click Search.
- The results can be sorted by using the Sort by list menu with the following options:
 - Last Updated
 - Name
 - Customer Count
- Enter a Group Name.
- Click Add to add the selection Assigned Audience Lists.
- Click Add for another list means you are using the condition AND. Both conditions must be met.
- Click OK and Add Another to keep you in the same window and use the condition OR. One or more of the conditions must be met when you click Add for another Audience Group.
- 17. When finished entering all Audience Groups for the Promotion, click Next.
 - If the Selection Method selected in Step 16, is Static, continue to the next tab, the Filtering Audience tab.
 - If the Selection Method selected in Step 16 is Dynamic, continue to Step 22, the Control Groups tab.
- **18**. Enter the following for the **Filtering Audience** tab.

Figure 5–100 Filtering Audience Tab

Audience Filter				
Audience Filtering Customer Household Consolidation	None	• (a) 2.278 Audience	e Count Y 0 Filte	ered Count
Audience Group Name	Audience	Count Approximate Househo	old Count Filter	
St. Pete and Clearwater Area Custom	ers 2278	2278	None	Top Sales
<				>

Use the **Customer Household Consolidation Selection Menu** to indicate whether the Promotion will use household consolidation, and the rule for determining the Customer who is the head of household.

- None Do not perform household filtering.
- LT Sales Select head of household based on amount purchased over the lifetime of their account.
- LT Transaction Count Select head of household based on lifetime number of transactions.

- Last Transaction Date Select head of household based on the Customer who performed the most recent transaction.
- Customer Attributes Select head of household based on the Customer's numeric attributes.

Select the Filter Type for each Audience:

Figure 5–101 Select Desired Filtering

Audience Filtering								
Customer Household Con	solidation	None	Ŧ	0	14,598 Au	dience Count	Y O Filt	ered Count
Audience Group Name	Audience C	ount Approximate	Household C	ount	Filter			Filter Value
Dallas customers	14598	14583			None	Top Sales	Random	0
<								>

- None [DEFAULT] All Customers in the Audience Group are eligible.
- Top Sales Customers from the Audience Group will be chosen for eligibility by the greatest total amount of purchases.
- Random Customers from the Audience Group will be chosen randomly for eligibility.

Enter a filter value to indicate the number of customers eligible for the promotion.

- **19.** When finished entering any household filtering for the Audience Groups for the Promotion, click **Next** to continue to the **Split Audience** tab.
- **20.** In the Split Audience tab, filtered audiences can, optionally, be split into smaller, separate audiences. If desired, create splits for the filtered audiences on the promotion.
 - Click Split.

Figure 5–102 Split Audience Groups

t Audience Groups			
Audience Group Name	Count		Split
Dallas customers	14598		
Name	Count	Percent	
Dallas customers_1	7299	50.00	×
Dallas customers 2	7299	50.00	×

- The Split Name field is automatically populated from the name of the Audience Group Name. If desired, you can change the name of the splits in this step.
- Select Split to automatically divide the Audience Group into equal portions and percentages. If you desire different portions or percentages for the splits, enter either a count or a percentage, and the corresponding field will update.

- **21.** When finished entering any Audience Group splits for the Promotion, click **Next** to continue to the **Control Groups** tab.
- 22. Enter the following information for the Control Groups tab.

Define Control Groups **Control Groups** Style None By Promotion By Audience Group Audience Group Name Original Count Control Group Count Percent New Count 0 0.00 Dallas customers 1 4866 4866 Dallas customers 2 4866 0 0.00 4866 0 0.00 Dallas customers_3 4866 4866 14598 0 0.00 14598 Total Next >

Figure 5–103 Define Control Groups

The control group is a statistically identical group that doesn't receive the offer. Following the promotional period, the results of the two groups are compared and you can determine if the offer generated incremental revenue. Options include:

- None No Control Group
- **By Promotion** Enter either a New Count or Percent. The corresponding field will update automatically to determine the size of the control group.
- By Audience Group Enter either a Control Group count or percentage for each split created earlier. The corresponding field will update automatically.
- **23.** When finished entering any Control Groups for the Promotion, click **Next** to continue to the **Export Channels** tab.
- 24. Enter the following information for the Export Channels tab. The options include:

Email/Batch Exporter	Phone	Clienteling Clienteling	Details	
	\bigcirc	Ass	ign Tasks To Location Filter	Associate
	\bigcirc	\bigcirc		
Prefix		Static Name	Suffix	
		_PromotionTargetsSyr	nc	v
		_PromotionDealsSync		•
mssj_PromotionDealsSync(}				
	Prefix yyyy-MM-dd_HHmr yyyy-MM-dd_HHmr		Prefix Static Name yyyy-MM-dd_HHmmss _PromotionTargetsSyncl yyyy-MM-dd_HHmmss _PromotionDealsSyncl	Prefix Static Name Suffix yyyy-MM-dd_HHmmss PromotionTargetsSync

Figure 5–104 Export Channels Tab

Mail - Determines whether the Customers in the Split/Control Group will be contacted by Mail.

EMail / Batch Exporter - Determines whether the Customers in the Split/Control Group will be contacted by Email.

Note: The system configuration setting *SupportedBatchExporters* determines if the Batch Exporter section is displayed.

- Export Filename Name of the file.
- Prefix Indicates the format of the datetime stamp used as a prefix the filename. Optional. Possible settings are yyyyMMdd_HHmmss, yyyy-MMdd_ HHmmss, or none.
- Static Name The identifying filename.
- Suffix Indicates the format of the datetime stamp used as a suffix the filename. Optional. Possible settings are yyyyMMdd_HHmmss, yyyy-MMdd_ HHmmss, or none.
- Filename Displays an example of the export file name with the prefix and suffix format, if any.

Phone - Determines whether the Customers are contacted by phone.

Clienteling – When the Clienteling switch is turned on, tasks will be created based on the assigned associates or locations for the defined target audience when the promotion is generated.

ort Channels			
udience Name 🛛 🕅	Mail Email/Batch Exporter	Phone ClientelingClienteling I	Details
Customers-West 9047 Customer(s)	$\bigcirc \bigcirc$	Assign Ta	sks To Location Associate
			Filter 🗹
		* Max Cou Lo	nt Per 0
		Μ	lethod
			Random
Customers with Children 18 Customer(s)	\bigcirc	$\bigcirc \bigcirc \bigcirc$	Top - Recent Purchase
			Top - LT Sales
Export Filename	Prefix	Static Name	Top - Numeric Attribute

Figure 5–105 Clienteling Details

Assign Tasks to:

- **Location Channel** Tasks are assigned to a Location.
- Associate Channel Tasks are assigned to an associate in a location.

The following fields are enabled if the Filter option is selected:

- Max Count Per <type> Determines the maximum number of target Customers that will be contacted through the channel.
- Method Method used to select the Customers contacted. Options include:
 - Random Select Customers Randomly (Default).
 - Top Recent Purchase Filter the Customers based on the most recent purchases.
 - Top LT Sales Filter the Customers based on the largest amount purchased over the lifetime of their account.
 - Top Numeric Attribute Filter the Customers based on the highest attribute value for a selected numeric attribute. If this option is selected, an additional Channel Filter option, Attribute, displays. Attribute is the numeric attribute used to determine the customers contacted
- **25.** When finished entering any Export Channels for the Promotion, click **Next** to continue to the **Budget** tab.
- **26.** Enter the following information on the **Budget** tab.

romotion Costs						
Description	Budg	jet Amount		Actual Amount		
	\$0.00	0		\$0.00		
Add						
udience Group Costs						
Audience Group Name	Channel	Quantity	Budget Fixed	Budget CPM	Budget Total	Actual F
Dallas customers_1	Mail	3200	200	500	1,800	600
Dallas customers_2	Email	3199	100	100	419.9	200
Dallas customers_3	Mail	3199			0	
Dallas customers_3	Phone	3199			0	
					\$2,219.90	
<						>

Figure 5–106 Budget Tab

a. Click Add to enter the Promotion Costs. Enter values in any field is optional.

Next 🔰

- **b.** Enter a **Description** of the cost item.
- c. Enter the **budgeted amount** for the Promotion in the Budget Amount field.
- d. Enter the actual amount for the Promotion in the Actual Amount field.
- **e.** Click **Add** if you wish to enter another budget line for the promotion, then follow **steps a-d** to complete the fields.

If Export Channels were selected for the audience group, the Audience Groups Costs section appears. Entering values in any field is optional.

Figure 5–107 Audience Group Costs

1	200	300	1	300
1	200	50	1	50
				S
	1		1 200 50	1 200 50 1

- f. In the Budget-Fixed field, enter the **fixed cost budgeted** for the audience.
- **g.** In the Budget-CPM field, enter the **cost budgeted** for the Channel for each 1,000 Customers.
- h. In the Actual-Fixed field, enter the actual fixed cost of the Channel.
- i. In the Actual-CPM field, enter the **actual cost** of the Channel for each 1,000 Customers.
- j. Repeat steps f-i for each Target Channel in the Promotion.

- **27.** When finished entering any Budget Costs for the Promotion, click **Next** to continue to the **Save Options** tab.
- **28.** Enter the following information in the **Save Options** tab. You can enter more than one choice.

Figure 5–108 Options After Save Tab

Options After Save	
fter saving this promotion, also perform the following actions:	
Generate Start a job to generate promotion audience data.	
Approve Set this promotion's status to Approved.	
ynamic Promotion Options It the export option for the Dynamic Promotion Job processing.	
Output Additions Only Only customers added to the event as a result of segment processing will be exported.	
 Output All Updates All customers updated or added to the event as a result of segment processing will be exported. 	
Neg	
	1

- Generate Start a job to generate promotion audience data.
- Approve Set this promotion's status to Approved.
- Dynamic Promotion Options Select one of the two export options for processing when using the Dynamic selection method on the Audience tab.

Note: Depending on the type of promotion that you created, different Options After Save are available.

- 29. When finished entering any Save Options for the Promotion, click Next.
- **30.** The **Review** tab displays the key elements in the Promotion Setup.

Figure 5–109 Review Tab

Promotion Name fall	Description fall	Campaign Name Fall	me 2:00 AM - 9/29/20 12:00 AM	Point	ts For Purchase
🎻 480 Locatio	ns		1 Loyalty Programs and 1	5 Loyalty Members	
Included All Locations Inclue	ded		00033 Dyn Loy LOY 00033 Dyn Loy Level 1		15 Members
🌮 1 Offers			② 2 Customers in Audience		
Offer Name Offe Buy X Get Poin Intended Use:	nts	ints (ID 18006)	Audience Exclusive	Selection Method Static	
			Included Stratified DB		2 Customer

31. Click **OK** to save the Promotion, or click **Cancel** to close the promotion without saving. Click **Previous** or any **Tab** to return to any point of the Create Promotion process.

Creating a Points for Marketing Engagements Promotion

There are a few choices available to start the process of creating a promotion. The **Create Promotion** button is available in both the Promotion Home window as well as the Promotion Search window.

Note: You will need the Promotion Home role to access the Promotion Home window.

1. Click **Create Promotion**, which opens up the Promotion wizard to the Information tab.

notion Definition				Promotion Information
purchase of specific merchandise	Campaign	ian		Information No information entered
Message Send out communications not specifically associated with any offers	Associate this prom	notion with an existing campaign aign for this promotion		Franchisees All Franchisees defined
Award	Promotion Informa * Name	ation		Programs No Programs Defined
Award entitlement coupons or e-awards	POS Name			Offers 0 Associated Offers
Points For Purchase Members earn points as a reward for a purchase activity	* Description			Attributes No promotion attributes defined
Points for Marketing Engagements		11/13/20 12:00 AM M/d/jy/ h:mm a	節	Audience No targeted audience defined
outside of a purchase, such as responding to Surveys or Social sharing.			Next >	Budget No budget details defined
Points Award a defined number of points to loyalty accounts				Save Options No save options to display

Figure 5–110 Information Tab - Points for Marketing

2. Select the **Promotion Type**: Points for Marketing Engagements.

Note: Contact your administrator if you do not see the Promotion Types needed for your promotion

- 3. Select one of the choices for the Campaign.
 - **Auto-create Campaign** The campaign is automatically created and will use the same name and description from the promotion name and description.
 - Associate this promotion with an existing campaign Uses existing campaigns in the system.
 - Click the list arrow and select an **existing campaign**.

Note: The Start Date and End Date display underneath the Existing Campaign list.

- Create a new campaign for this promotion A new campaign is created with this promotion being the first added.
- **4**. Enter the following information:
 - Enter a **Campaign Name** (for new Campaigns only).
 - Enter a **Description** (for new Campaigns only).
 - Enter a Name.
 - Enter a **Description**.
 - Select a **Start Date**.
 - Select an End Date.
- **5.** When finished entering the Campaign and Promotion information, click **Next** to continue to the **Franchisees** tab.

Note: This tab will only display if the EnableFranchiseSupport configuration is enabled, and Franchisees have been created.

6. By default, all franchisees are assigned to the promotion. To make changes to those assignments, do the following:

Figure 5–111 Franchisees Tab

Select Franchisees	
Included Franchisees	
Actions \bullet + \times	
All Franchisees are included	
	Next 🔰

Assigning a Franchisee

a. Click the **Actions Menu**, then, click **Assign**, or click the **Add (+)** icon. This opens the Add Franchisee window.

Figure 5–112 Assign Franchisee

Assign Franchisee					×
Search for Franchisee			×	Search	1
Search Results					
Franchisee Name	Franchisee Description	Locations	Unassign	n All	
No Franchisees to display					_

b. In the Search for franchisee search box, enter part or all of the **Name**, **ID**, or **Description**, then click **Search**.

Note: You can also leave blank and click Search to return all Franchisees.

- **c.** To change the assignment from ALL (which is defaulted) click **Assign** on just the specific franchisees you wish to assign for this promotion. Only Franchisees associated with the user are displayed in the list.
- d. Click **OK** to accept the changes or **Cancel** to close the window without saving.

Figure 5–113 Confirmation Notification

Assigned franchisee has been successfully updated Dismiss

Note: A confirmation notification appears to confirm the franchisee has been assigned.

Deleting a Franchisee

- **a.** In the included Franchisees window, highlight the desired **row**.
- **b.** Click the **Action Menu**, and click **Delete**, or click the **X** icon.

Note: A confirmation notification appears to confirm the franchisee has been deleted.

7. When finished entering the Franchisees information, click **Next** to continue to the **Programs** tab.

Create Promotion	
S Information S Franchisees Programs (Offers S Att	ributes 6 Audience 7 Budget 8 Save Options 9 Review
Programs	Promotion Information
ard 00033 Dyn Loy 💌	Information Campaign Fall Marketing Promotion Fall Marketing
ielect Program Levels on 00033 Dyn Loy Ritter by Program Name or Level Name or Level Description Q Filter	Promotion Type Points for Marketing Engagements Starts on 9/1/20 12:00 AM Runs until 9/30/20 12:00 AM
Unselect All Displayed Levels OV 00033 Dyn Loy	Franchisees All Franchisees defined
Level Name Members Description	Programs No Programs Defined
	Offers No offers defined
	Attributes No promotion attributes defined
	Audience No targeted audience defined
	Budget No budget details defined
	Save Options No save options to display Next >

Figure 5–114 Programs Tab

- **8**. To begin the Programs tab, take the following actions:
 - a. Select a Card.

A list of cards display all active cards for the user to select from. If there is only one card to select from, the card appears by default and the list arrow is unavailable for selection.

Note: The Select Program Levels section title will contain the name of the card selected.

b. In the Filter for **Select Programs Levels on** field, enter all or part of the **Program Name**, **Level Name**, or **Level Description** of the specific loyalty program you want to search for.

Create Promotion					×
Information Franchisees	Programs (4) Offers (5) Attrib	utes 6 Audience	(7) Budget (8)	Save Options (9) Review	
Programs			Pro	omotion Information	
Card 00033 Dyn Loy Select Program Levels on 00033 Dyn Lo Filter by Program Name or Level Name or Level	-		Car Pro Pro Poi Sta	ermation mpaign Fall Marketing motion Fall Marketing motion Type nts for Marketing Engagements rts on 9/1/20 12:00 AM ns until 9/30/20 12:00 AM	
Unselect All Displayed Levels LOY 00033 Dyn Loy				nchisees Franchisees defined	
Level Name	Members Description			ograms Programs Defined	
			Off No	lers offers defined	
				ributes promotion attributes defined	
				dience targeted audience defined	
				dget budget details defined	
				ve Options save options to display	
			Pri	evious Next Cancel	ОК

Figure 5–115 Filter Results

- **c.** Select one or more **Loyalty Programs**. The Deselect All Displayed Levels button clears all selections.
- **9.** When finished selecting Loyalty Programs for the Promotion, click **Next** to continue to the **Offers** tab.
- **10**. To begin the Offers tab, take the following actions:

There are two methods to add offers, either:

- Select the Quick Add option to search for a known Offer ID.
- Click +Add Offers for an Advanced Offer Search.

Figure 5–116 Offers Tab

+ Add Offers Quick Add Add O	ffer by ID Add	
me and Offer Type	Active Promotions	Offer code
 New 820(ID 18529) Marketing Engagements 	• 3	Offer code
		Next 🔰

Note: Refer to Figure 5–116 to enter the Offer Code field. A retailer can use it to qualify or track a particular offer.

 Click + Add Offers. The Add Offers window enables you to search for offers to include in the promotion. Once you receive the results of the search you can sort the results, if desired for easier selection, before adding them to the promotion. Those offers appear in the Included Offers panel.

Search		Offers	Included Offers
Attribute Type		Sort By Last Update Date 💌	was defendent of the second
Alt	¥.		JK Marketing Engagement 🛛 🗙
Attribute Value		Sec Test 3(ID 18519) Create a bonus point arning opportunity for an event that happens Add outside of Customer Engagement. Marketing Engagement Intended Use: Loyalty Marketing Engagement	Marketing ID: 18532 Engagements
Maximum Offer Id		maneeing signigeneins interfore over soying manaeing signigeneine	
Maximum Offer Id		JK Marketing Engagement(ID 18532) Create a bonus point earning opportunity for an event that happens Add	
Offer ID		outside of Customer Engagement. Marketing Engagements Intended Use: Loyalty Marketing Engagement	
Offer ID		Marketing Engagements Intended Use: Loyalty Marketing Engagement	
Offer Name		New 820(ID 18529) Create a bonus point earning opportunity for an event that happens Add	
Offer Name		outside of Customer Engagement.	
Offer Type		Marketing Engagements Intended Use: Loyalty Marketing Engagement	
Marketing Engagements	10	DUP Marketing Offer 12000(ID 18530)	
ntended Use		Create a bonus point earning opportunity for an event that happens Add outside of Customer Engagement.	
Loyalty Marketing Engagement	- 20	Marketing Engagements Intended Use: Loyalty Marketing Engagement	
ntended Industry		Timed Marketing Test #1(ID 18527)	
All	*	Create a bonus point earning opportunity for an event that happens Add outside of Customer Engagement.	
		Marketing Engagements Intended Use: Loyalty Marketing Engagement	
Reset Searc	h	Timed Marketing Test #2(ID 18528) Create a borus point earning opportunity for an event that happens Add	

Figure 5–117 Add Offers - Marketing Engagements

- In the Search section, enter any or all of the following information:
 - Attribute Type Search for an Offer by the Attribute assigned to the Offer. The default is ALL.
 - Attributes Value Type-ahead search according to the Attribute Type selected.
 - Maximum Offer ID Highest Offer ID number you wish to limit the search to. This will return that offer ID and all others with a lower number.
 - Offer ID This Text Field searches all the Offers currently present in the application. The default is an empty field.
 - Offer Name Name of the Offer.
 - Offer Type Search the Offer by Offer Type (Single Select). The value Marketing Engagements is populated in the list of options.
 - **Intended Use** The type of Promotion associated with the Offer you are searching for. The value **Loyalty Marketing Engagement** is populated.
- Click Search.

Note: To retrieve all the offers in the system, select Search without entering any search criteria. All offers are returned to the Offers results section. From there, you can scroll through the list to choose which offers to add.

To clear the search fields and restore default selections in the search page, click **Reset**.

- Upon selecting Search, the results display in the Offers section. Use the Sort by list to sort by the following options:
 - Last Update Date
 - Offer Name
 - Offer Type
 - Intended Use
 - Offer ID
- In the Add Offers window, you can select any of the offers in the Include Offers section and remove them by selecting the X in the top right corner of the Offer. Click Add to include the offers in the promotion.
- When finished selecting offers to add to the Promotion, select Done, which returns you to the Select Offers window.
- On the Select Offers window, you can select the **Remove** option from the **Overflow Menu** to remove an offer from the promotion.
- Enter the Offer ID in the Quick Add field and then click Add to also add offers to a promotion.

Figure 5–118 Select Offers Quick Add

Select Offers			
Included Offers			
+ Add Offers	Quick Add	7345	Add

- **11.** When finished entering Offers for the Promotion, click **Next** to continue to the **Attributes** tab.
- **12.** Enter the following for the **Attributes** tab.

Figure 5–119 Promotion Attributes

A
ure
ure
the Market

Next >

- Complete values for any Promotion Attributes you want added to the promotion. Fields marked with an asterisk are required.
- **13.** When finished adding Attributes for the Promotion, click **Next** to continue to the **Audience** tab.

14. Enter the following for the Audience tab.

Audience Rules Audience All Exclusive	Non-exclusive	Selection Method Static Dynamic	Update Method Unused with cu	l rrent selections
Define Audience	1		15 in Audience	Legisle for Bounceback
Included Audiend	e Groups			Exclude Audience Groups
+ Add Audience	Group			
Group Name	Included Lists	Strata Level and Name	Count	Audience Count 🕐
No Audience Grou	ps Added			

Figure 5–120 Audience Tab

Audience Rules - Exclusive is only used here to define the audience.

Exclusive Targeting - If you create an exclusive targeted promotion, this means that only the customers you've identified in your target group are eligible to receive the promotion at the point of sale.

- Selection Method
 - **Static** Only customers defined at this time are considered eligible for the promotion.
 - Dynamic Dynamic can not only add customers but also remove customers that no longer apply. When Dynamic is selected, Update Method is available.

New audience members will be added – When the Dynamic Promotions job runs, any new customers found that meet the criteria, are added to the audience. All customers currently in the audience will remain in the audience.

Audience members can be added and removed – When the Dynamic Promotions job runs, any new customers found that meet the criteria, are added to the audience. Additionally, only the customers that meet the criteria will be included in the audience. If the customer is in the audience before the job runs, but no longer meets the criteria, the customer will be removed from the audience.

Define Audience - Included Audience Groups

a. Click + Add Audience Group.

allap	le Lists							Audience G	roup		
11	Stratified	Unstratified	Personal					* Group Nam			
arch b	by List Nam	e, ID or Strata N	lame ×	Search	Sort By	Last Updated	v	Assigned A	udien	ice List	s
o Lists	s to Display							No Audieno	e Lists	Assigne	ed

Figure 5–121 Add Audience Group (Include)

b. Select an **Available List** type

All - Default

Stratified - The Customers within a Stratified list are divided into levels.

Unstratified - Customers maintained by the user.

Personal - Customers maintained by the user.

- c. In the Search field, enter some or all of the List Name, ID, or Strata Name.
- **d.** Click **Search**. The results can be sorted by using the Sort by list menu with the following options:

Last Updated

Name

Customer Count

e. Enter a Group Name.

When lists are added from the Available Lists area, they appear in the Audience Groups section of the window. The Audience Group section Group Name automatically defaults to the name of the first list added. You can change the Group Name to something more meaningful to describe the group of customers, if desired.

Figure 5–122 Add Audience Group (Include)

		Audience Group * Group Name	
earch by List Name, ID or Strata Name × Search Sort By Last Updated	Ŧ	Assigned Audience Lists	
St. Pete and Clearwater Area Customers (ID 4939) St. Pete and Clearwater Area Customers ● Stratified	~	No Audience Lists Assigned	
Annual income (ID 4431) Earnings • Stratified	~		
Days Since Purchase (ID 3474) Days Since Purchase Stratified	~		

- a. Click Add to add the selection Assigned Audience Lists.
- **b.** Click **Add** for another list means you are using the condition AND. Both conditions must be met.
- **c.** Click **OK and Add Another** to keep you in the same window and use the condition **OR**. One or more of the conditions must be met when you click **Add** for another Audience Group.

Figure 5–123 Audience Definition

Audience Definition						
Audience Rules Audience	Selection Method	Update Method	d 🕜			
All Exclusive Non-exclusiv	Static Dynamic	0		ided and removed		
Define Audience				2 i	in Audi	ence
Included Audience Groups				Exclude Audier	nce Gr	oups
+ Add Audience Group						
Group Name	Included Lists	Strata Level and Name	Count	Audience Count	?	
Stratified DB	ID Stratified DB (ID 5124)	All Strata	48		2	:
Stratified JET 1	Stratified JET 1 (ID 5640)	All Strata	34		0	:
					Next	>

As shown in Figure 5–123 the Audience Count is shown for each audience group. In the Audience Rules section the Audience count is provided on the right hand side.

Columns include the following details:

- Group Name
- Included Lists
- Strata Level and Name
- Count
- Audience Count

Each Group Name has an Overflow Menu Icon where you can Edit or Remove the Audience Group from the list.

The Included Lists column displays a link on that list (also known as a segment) and that link will open to the Audience List Details window.

In this window, the following sections may display, depending on the type of list and which of the options were selected when the list was created:

- List Options section
- Criteria section
- Trend Results section
- Strata Levels section
- Attributes section
- Franchisees section
- Message section

Scheduled Jobs section

Figure 5–124 List Details

List Name Customers-West (ID 4960) Description Customers-West			Created by	9,047 Custome on 12/11/1
List Options	Trend Results			
Export	Run ID	Run Date		Customer Count
Open Access	0	12/11/19 1:25 P	M	9.051
Permanent				
Public .	Attributes			
Publish To Batch Exporter	Name	Value	Description	
Publish To Clienteling	INACTIVE?	No	Includes Inactive Customers	
Publish To Task Generator				£
Save as List	Children	No	Do you have children?	
Criteria Segment Syntax AND AND (OR)				

The checked List Options vary by the selections made when the list was created, and may include the following fields:

- Export Indicates whether the Segment list is automatically exported after the Segment Query is run.
- Open Access Indicates whether the Segment has Open Access.
- Permanent Indicates whether the Segment is kept in the system, even if it
 meets the criteria for deletion by the housekeeping job.
- Public Indicates whether the Segment is Public.
- Publish to Batch Exporter Indicates whether the Segment has been made available for export to a Marketing system.
- Publish to Clienteling Indicates whether the Segment has been made available to the Clienteling module.
- Publish to Task Generator Indicates whether the Segment has been made available to the Task Generator Job.
- Save as List Indicates whether a list of matching Customer IDs is created when the Segment is created.
- Trend Results Indicates whether the results of the Segment run are kept to
 provide trend information about the Segment.

Figure 5–125 displays the Trend Results in a chart. A user can scroll down to see a table as shown in Figure 5–125, which for this segment shows the Strata Levels Against Customer Age and displays the strata that are shown in the graph.

List Name		
Promotion - Solon Customers (ID 4962)		168 Custom
Description Promotion - Solon Customers	Created by lorraine.steiner@oracle.com on 12/13/19	Last updated by sandra.them@oracle.com on 1/15/
List Options	Trend Results	Show Table
Export	70	
Open Access		
Permanent	60	
Public		
Publish To Batch Exporter		
Publish To Clienteling	50	
Publish To Task Generator	E	- Strata Level 0
Save as List	04 Count	- Strata Level 1 - Strata Level 2
Trend Results?	to the second se	- Strata Level 3
Criteria	OC Dates	- Strata Level 4 - Strata Level 5
Segment Syntax AND	20	
Format Range Strata	10	
Based on	0	
Strata Type	0 7 8	9
Strata Eiald	A Run ID	

Figure 5–125 List Details Trend Results - Chart



Strata Levels Against

Strata Name	From (>=)	To (<)	Customer Count
Age 0 - 9	0	10	67
Age 10 - 24	10	25	13
Age 25 - 29	25	30	9
Age 30 - 39	30	40	18
Age 40 >	40	>	61

Figure 5–127 List Details Trend Results - Table

List Name Promotion - Solon Customers (ID 4962) Description Promotion - Solon Customers		Crea	ted by lorraine.stein	er@oracle.com on 12/13/	19 Last updated	by sandra.them@	168 Custo Poracle.com on 1/1
ist Options	Trend Re:	sults					Show Chart
Export	Run ID	Run Date	Strata Level	Customer Count	Min Value	Max Value	Average Value
Open Access	9	1/24/20 12:57 AM	0	0	0	0	0,
Permanent Public	9	1/24/20 12:57 AM	1	67	0	9	0
Publish To Batch Exporter	9	1/24/20 12:57 AM	2	13	13	24	19
Publish To Clienteling	9	1/24/20 12:57 AM	3	9	25	29	27
Publish To Task Generator	9	1/24/20 12:57 AM	4	18	31	39	36
🖉 Save as List	9	1/24/20 12:57 AM	5	61	40	90	65
Trend Results?	8	1/15/20 11:42 AM	0	0	0	0	0
Criteria	8	1/15/20 11:42 AM	1	67	0	9	0
Segment Syntax AND							
Segment Syntax AND	8	1/15/20 11:42 AM	2	13	13	24	19
Format Range Strata	ß	1/15/20 11:42 AM	3	9	25	29	27
Based on	A 8	1/15/20 11:42 AM	4	18	30	39	36
	8	1/15/20 11:42 AM	5	61	40	90	65
Strata Type	✓ 7	1/15/20 11:28 AM	0	0	0	0	0
Strata Field	A 7	1/10 (10 41-10 414		C7	0	0	

• Click **Done** to close the Audience List Details window.

Audience Rules				
udience	Selection Method	Update Method	?	
All Exclusive Non-exclusive	Static Dynamic	New audien	ce members will	be added
		Audience m	embers can be a	dded and removed
Define Audience				2 in Audiend
ncluded Audience Groups				Exclude Audience Grou
+ Add Audience Group				
Group Name	Included Lists	Strata Level and Name	Count	Audience Count
Stratified DB	Stratified DB (ID 5124)	All Strata	48	2
Stratified JET 1	Stratified JET 1 (ID 5640)	All Strata	34	0

Figure 5–128 Audience Definition - Exclude Audience Groups

Exclude Audience Groups - If you wish to exclude certain groups of customers that may also be a part of the Included Group, you can do that by selecting the **Exclude Audience Groups** link, which opens a new section in the Audience Definition window

- Select the Exclude Audience Groups link.
- Click + Add Audience Group.
- Select an Available List type.
 - All Default group listing.
 - Stratified The Customers within a Stratified list are divided into levels.
 - Unstratified The Customers within an Unstratified list are not differentiated into separate groups.
 - Personal User created groups.
- In the Search field, enter some or all of the List Name, ID, or Strata Name.
- Click Search.
- The results can be sorted by using the Sort by list menu with the following options:
 - Last Updated
 - Name
 - Customer Count
- Enter a Group Name.
- Click Add to add the selection Assigned Audience Lists.
- Click **Add** for another list means you are using the condition **AND**. Both conditions must be met.
- Click OK and Add Another to keep you in the same window and use the condition OR. One or more of the conditions must be met when you click Add for another Audience Group.
- 15. When finished entering all Audience Groups for the Promotion, click Next.

- If the Selection Method selected in **Step 14**, is Static, continue to the next tab, the **Filtering Audience** tab.
- If the Selection Method selected in **Step 14** is Dynamic, continue to **Step 20**, the **Control Groups** tab.

16. Enter the following for the **Filtering Audience** tab.

Figure 5–129 Filtering Audience Tab

Audience Filter				
Audience Filtering				
Customer Household Consolidation	None	 Q 2,278 Audience 	e Count Y 0 Filtere	ed Count
Audience Group Name	Audience (Count Approximate Househ	old Count Filter	
St. Pete and Clearwater Area Custom	ners 2278	2278	None	Top Sales
<				>

Use the **Customer Household Consolidation Selection Menu** to indicate whether the Promotion will use household consolidation, and the rule for determining the Customer who is the head of household.

- None Do not perform household filtering.
- LT Sales Select head of household based on amount purchased over the lifetime of their account.
- LT Transaction Count Select head of household based on lifetime number of transactions.
- Last Transaction Date Select head of household based on the Customer who
 performed the most recent transaction.
- Customer Attributes Select head of household based on the Customer's numeric attributes.

Select the Filter Type for each Audience:

Figure 5–130 Select Desired Filtering

Audience Filtering							
Customer Household Conse	olidation	None	• (0)	14,598 Au	dience Count	Y 0 Filte	ered Count
Audience Group Name A	Audience C	ount Approximate	Household Count	Filter			Filter Valu
Dallas customers 1	4598	14583		None	Top Sales	Random	0
<							>

- None [DEFAULT] All Customers in the Audience Group are eligible.
- **Top Sales** Customers from the Audience Group will be chosen for eligibility by the greatest total amount of purchases.

 Random - Customers from the Audience Group will be chosen randomly for eligibility.

Enter a filter value to indicate the number of customers eligible for the promotion.

- **17.** When finished entering any household filtering for the Audience Groups for the Promotion, click **Next** to continue to the **Split Audience** tab.
- **18.** In the Split Audience tab, filtered audiences can, optionally, be split into smaller, separate audiences. If desired, create splits for the filtered audiences on the promotion.
 - Click Split.

Figure 5–131 Split Audience Groups

udience Group Name	Count		Split
allas customers	14598		Shu
Name	Count	Percent	
Dallas customers_1	7299	50.00	×

- The Split Name field is automatically populated from the name of the Audience Group Name. If desired, you can change the name of the splits in this step.
- Select Split to automatically divide the Audience Group into equal portions and percentages. If you desire different portions or percentages for the splits, enter either a count or a percentage, and the corresponding field will update.
- **19.** When finished entering any Audience Group splits for the Promotion, click **Next** to continue to the **Control Groups** tab.
- 20. Enter the following information for the Control Groups tab.

Figure 5–132 Define Control Groups

Control ityle	Groups				
None	By Promotion	By Audience Group			
Audienc	e Group Name	Original Count	Control Group Count	Percent	New Count
Dallas cu	ustomers_1	4866	0	0.00	4866
Dallas cu	ustomers_2	4866	0	0.00	4866
Dallas cu	ustomers_3	4866	0	0.00	4866
Total		14598	0	0.00	14598

The control group is a statistically identical group that doesn't receive the offer. Following the promotional period, the results of the two groups are compared and you can determine if the offer generated incremental revenue. Options include:

- None No Control Group
- **By Promotion** Enter either a New Count or Percent. The corresponding field will update automatically to determine the size of the control group.
- By Audience Group Enter either a Control Group count or percentage for each split created earlier. The corresponding field will update automatically.
- **21.** When finished entering any Control Groups for the Promotion, click **Next** to continue to the **Export Channels** tab.
- **22.** Enter the following information for the **Export Channels** tab. The options include:

idience Name Mail	Email/Batch Exporter	Phone	Clienteling Client	eling Details	
Customers-West 9047 Customer(s)		\bigcirc		Assign Tasks To Location Filter	n 🔿 Associate
Customers with Children 18 Customer(s)		\bigcirc	\bigcirc		
atch Exporter Export Filename	Prefix		Static Name	Suffix	
	уууу-MM-dd_HHmm		Static Name		¥
Export Filename Audience Export filename	уууу-MM-dd_HHmm	9		tsSync	•
Export Filename Audience Export filename <i>Filename (yyyy-MM-dd_HHmm</i>	yyyy-MM-dd_HHmm ss]_PromotionTargetsSynct yyyy-MM-dd_HHmm	9	_PromotionTarge	tsSync	

Figure 5–133 Export Channels Tab

Mail - Determines whether the Customers in the Split/Control Group will be contacted by Mail.

EMail / Batch Exporter - Determines whether the Customers in the Split/Control Group will be contacted by Email.

Note: The system configuration setting *SupportedBatchExporters* determines if the Batch Exporter section is displayed.

- Export Filename Name of the file.
- Prefix Indicates the format of the datetime stamp used as a prefix the filename. Optional. Possible settings are yyyyMMdd_HHmmss, yyyy-MMdd_ HHmmss, or none.
- Static Name The identifying filename.
- Suffix Indicates the format of the datetime stamp used as a suffix the filename. Optional. Possible settings are yyyyMMdd_HHmmss, yyyy-MMdd_ HHmmss, or none.

 Filename – Displays an example of the export file name with the prefix and suffix format, if any.

Phone - Determines whether the Customers are contacted by phone.

Clienteling – When the Clienteling switch is turned on, tasks will be created based on the assigned associates or locations for the defined target audience when the promotion is generated.

Figure 5–134 Clienteling Details

Export Channels					
Audience Name	Mail	Email/Batch Exporter	Phone	ClientelingClienteling Details	
Customers-West 9047 Customer(s			\bigcirc	Assign Tasks To	 Location Associate
				Filter	
				* Max Count Per Location	0
				Method	·
					Random
Customers with Children 18 Customer(s)	\bigcirc		\bigcirc	\bigcirc	Top - Recent Purchase
To customer(s)					Top - LT Sales
Export Filename		Prefix		Static Name	Top - Numeric Attribute
			-		

Assign Tasks to:

- Location Channel Tasks are assigned to a Location.
- Associate Channel Tasks are assigned to an associate in a location.

The following fields are enabled if the Filter option is selected:

- Max Count Per <type> Determines the maximum number of target Customers that will be contacted through the channel.
- Method Method used to select the Customers contacted. Options include:
 - Random Select Customers Randomly (Default).
 - **Top Recent Purchase** Filter the Customers based on the most recent purchases.
 - Top LT Sales Filter the Customers based on the largest amount purchased over the lifetime of their account.
 - Top Numeric Attribute Filter the Customers based on the highest attribute value for a selected numeric attribute. If this option is selected, an additional Channel Filter option, Attribute, displays. Attribute is the numeric attribute used to determine the customers contacted
- **23.** When finished entering any Export Channels for the Promotion, click **Next** to continue to the **Event Definition** tab.
 - If Clienteling is not enabled, proceed to Step 26, the Budget Tab.
 - If Clienteling is enabled, proceed to **Step 24**, the Event Definition tab.
- **24**. Enter the following information on the Event Definition tab.

Note: The Event Definition Tab displays only when the Promotion uses the Clienteling Channel.

Figure 5–135 Event Definitions Tab

Event Definition	
Event Description	
*	Image Edit
Excent Task Escalation Escalate 0 V A days before task end date Ø	
Event Documents	
Actions \bullet + \times	
There are no documents attached for this event.	
	Next 🔰

Enter a **description** of the Event in the Event Description field (required).

Select the **Edit** option to add an image to the Event.

a. Perform one of the following actions:

Click **Drop a new image here or click to upload** to add the image and continue to Step b.

Enter a **URL** in **Or Via URL** and click **Upload** and continue to Step b.

Click **Remove Image** to remove the image and continue to Step b.

b. Click **Done** to save the changes and close the window, or click **Cancel** to close the window without saving any changes.

Event Task Escalation – This option will flag an Event Task for the promotion as high priority on the Day Planner Task panel based on the number days before the end date of the promotion event task.

Event Documents – Click the Action Menu, and click Add, or click the Add icon (+) to open the Add Event Documents window.

Figure 5–136 Add Event Documents

Add Event Documents		×
Drop a file here or click to upload		
	Cancel	OK

- Use the Drop a file here or click to upload area to add an event document.
- Click OK to save the changes and close the window, or click Cancel to close the window without saving any changes.

- **25.** When finished entering any Event Definitions for the Promotion, click **Next** to continue to the **Budget** tab.
- **26.** Enter the following information on the **Budget** tab.

romotion Costs						
Description	Budg	jet Amount		Actual Amount		
	\$0.00)		\$0.00		
Add						
udience Group Costs						
Audience Group Name	Channel	Quantity	Budget Fixed	Budget CPM	Budget Total	Actual F
Dallas customers_1	Mail	3200	200	500	1,800	600
	Email	3199	100	100	419.9	200
Dallas customers_2	Linda					
Dallas customers_2 Dallas customers_3	Mail	3199			0	
		3199 3199			0	

Figure 5–137 Budget Tab

- **a.** Click **Add** to enter the Promotion Costs. Enter values in any field is optional.
- **b.** Enter a **Description** of the cost item.
- c. Enter the **budgeted amount** for the Promotion in the Budget Amount field.
- d. Enter the actual amount for the Promotion in the Actual Amount field.
- **e.** Click **Add** if you wish to enter another budget line for the promotion, then follow Steps **a-d** to complete the fields.

If Export Channels were selected for the audience group, the Audience Groups Costs section appears. Entering values in any field is optional.

Figure 5–138 Audience Group Costs

		Budget Total	Actual Fixed	Actual CPM	Actu
200	1	200	300	1	300
200	1	200	50	1	50

- f. In the Budget-Fixed field, enter the fixed cost budgeted for the audience.
- **g.** In the Budget-CPM field, enter the **cost budgeted** for the Channel for each 1,000 Customers.

- **h.** In the Actual-Fixed field, enter the **actual fixed cost** of the Channel.
- i. In the Actual-CPM field, enter the **actual cost** of the Channel for each 1,000 Customers.
- j. Repeat steps f-i for each Target Channel in the Promotion.
- **27.** When finished entering any Budget Costs for the Promotion, click **Next** to continue to the **Save Options** tab.
- **28.** Enter the following information in the **Save Options** tab. You can enter more than one choice.

Figure 5–139 Options After Save Tab

Options After Save
After saving this promotion, also perform the following actions:
Generate Start a job to generate promotion audience data.
Approve Set this promotion's status to Approved.
Dynamic Promotion Options Set the export option for the Dynamic Promotion Job processing.
 Output Additions Only Only customers added to the event as a result of segment processing will be exported.
 Output All Updates All customers updated or added to the event as a result of segment processing will be exported.
Next >

- Generate Start a job to generate promotion audience data.
- Approve Set this promotion's status to Approved.
- Dynamic Promotion Options Select one of the two export options for processing when using the Dynamic selection method on the Audience tab.

Note: Depending on the type of promotion that you created, different Options After Save are available.

- 29. When finished entering any Save Options for the Promotion, click Next.
- **30.** The **Review** tab displays the key elements in the Promotion Setup.

Figure 5–140 Review Tab

	Description Points for Engagements	Campaign Name Fall Marketing	Timeframe 9/1/20 12:00 AM -	9/30/20 12:00 AM	Points for M	Marketing Engagements
🖉 1 Offers				② 2 Customers in	Audience	
Marketing Engag				Audience Exclusive	Selection M Static	ethod
Intended Use: Lo	oyalty Marketing Engagen	hent		Included		
				Stratified DB		2 Customer
1 Loyalty Pro	grams and 15 Loyalty	Members		Channel	Clienteling	
00033 Dyn Loy LOY 00033 Dyn L	oy			🛞 Event		
Level 1			15 Members	Event Description		
				Pair Event		

31. Click **OK** to save the Promotion, or click **Cancel** to close the promotion without saving. Click **Previous** or any **Tab** to return to any point of the Create Promotion process.

Previous Next Cancel OK

Creating a Points Promotion

There are a few choices available to start the process of creating a promotion. The **Create Promotion** button is available in both the Promotion Home window as well as the Promotion Search window.

Note: You will need the Promotion Home role to access the Promotion Home window.

1. Click **Create Promotion**, which opens up the Promotion wizard to the Information tab.

	Bonus Points (3) Budget (6) Save Options (7) Revi	ew
otion Definition		Promotion Information
with any offers	Campaign	* Information
Award	Auto-create campaign	No information entered
Award entitlement coupons or e-awards	 Associate this promotion with an existing campaign Create a new campaign for this promotion 	Franchisees All Franchisees defined
Points For Purchase	Promotion Information	Attributes
Members earn points as a reward for a purchase activity	* Name	No promotion attributes defined
Points for Marketing Engagements	POS Name	Bonus Points No Programs Defined
Members earn points for completing activities outside of a purchase, such as responding to Surveys or Social	* Description	21. 2775
sharing.		Budget No budget details defined
Points	* Start Date 11/13/20 12:00 AM	15 Save Options
Award a defined number of points to loyalty	* End Date M/d/yy hmm a	No save options to display

Figure 5–141 Information Tab - Points

2. Select the Promotion Type: Points

Note: Contact your administrator if you do not see the Promotion Types needed for your promotion

- **3.** Select one of the choices for the Campaign.
 - Auto-create Campaign The campaign is automatically created and will use the same name and description from the promotion name and description.
 - Associate this promotion with an existing campaign Uses existing campaigns in the system.
 - Click the list arrow and select an **existing campaign**.

Note: The Start Date and End Date display underneath the Existing Campaign list.

- Create a new campaign for this promotion A new campaign is created with this promotion being the first added.
- **4.** Enter the following information:
 - Enter a **Campaign Name** (for new Campaigns only).
 - Enter a Description (for new Campaigns only).
 - Enter a Name.
 - Enter a POS Name.
 - Enter a **Description**.
 - Select a **Start Date**.
 - Select an End Date.
- **5.** When finished entering the Campaign and Promotion information, click **Next** to continue to the **Franchisees** tab.

Note: This tab will only display if the EnableFranchiseSupport configuration is enabled, and Franchisees have been created.

6. By default, all franchisees are assigned to the promotion. To make changes to those assignments, do the following:

Figure 5–142 Franchisees Tab

Select Franchisees						
ncluded Franchisees						
Actions • + ×						
All Franchisees are included						
	Next 🔰					

Assigning a Franchisee

a. Click the **Actions Menu**, then, click **Assign**, or click the **Add (+)** icon. This opens the Add Franchisee window.

Figure 5–143 Assign Franchisee

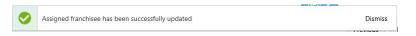
Search for Franchisee			× Search
Search Results			
Franchisee Name	Franchisee Description	Locations	Unassign All
No Franchisees to display			

b. In the Search for franchisee search box, enter part or all of the **Name**, **ID**, or **Description**, then click **Search**.

Note: You can also leave blank and click Search to return all Franchisees.

- **c.** To change the assignment from ALL (which is defaulted) click **Assign** on just the specific franchisees you wish to assign for this promotion. Only Franchisees associated with the user are displayed in the list.
- d. Click OK to accept the changes or Cancel to close the window without saving.

Figure 5–144 Confirmation Notification



Note: A confirmation notification appears to confirm the franchisee has been assigned.

Deleting a Franchisee

- **a.** In the included Franchisees window, highlight the desired **row**.
- **b.** Click the **Action Menu**, and click **Delete**, or click the **X** icon.

Note: A confirmation notification appears to confirm the franchisee has been deleted.

- 7. When finished entering the Franchisees information, click **Next** to continue to the **Attributes** tab.
- 8. Enter the following for the Attributes tab.

Figure 5–145 Select Attributes

Name	Value	Description	
* MARKET-CIRCULATION	Number	Market Circulation	^
AUTHORIZED-SIGNATURE	Character + Add Another	Authorized Signature	
IN-MARKET-DATE	M/d/yy	Date Promotion In the Market	
MARKETING-BUDGET	Currency	Promotion Marketing Budget	

Complete values for any Promotion Attributes you want added to the promotion. Fields marked with an asterisk are required.

- **9.** When finished adding Attributes for the Promotion, click **Next** to continue to the **Bonus Points** tab.
- **10.** Take the following actions for the Bonus Points tab.

Figure 5–146 Bonus Points Tab

Options						
Issue Points	To 💿 Acti	ve Accoun	ts at Pror	no Sta	art Date	
	🔿 Acti	ve Accoun	ts Update	ed Dyr	namically	
	O Acti	ve Accoun	ts With R	egiste	red Customers	
ncluded Program	s					
ncluded Program + Add Program	s Points	10	~	^	Assign Points To All	
		10	~	^	Assign Points To All	

- **11**. Select one of the following options:
 - Active Accounts at Promo Start Date The bonus points will be applied to all active accounts for the selected Loyalty Programs and Levels. This will apply to all accounts regardless if there is a customer registered to the account.
 - Active Accounts Updated Dynamically The bonus points will be applied to all active accounts for the selected Loyalty Programs and Levels. Additionally, any accounts added during the promotion period will also receive the bonus points. This will apply to all accounts regardless if there is a customer registered to the account.
 - Active Accounts With Registered Customers The bonus points will be applied to all active accounts for the selected Loyalty Programs and Levels. This will apply to only accounts that have a customer registered to the account. Additionally, this will enable the Audience tab to display and provide the ability to further define the loyalty members that receive the promotion by selecting appropriate segments.
- **12.** Click **+ Add Programs**.

Result: The Add Programs window appears.

Search	Programs		Included Remove All Programs
Program Name	Sort By Program ID (descending)	▼ Add All Programs	Programs and
Program Name			Levels
Description	No Programs Found		No Programs or Levels Selected
Description			
Card			
All 👻			
Reset Search			

Figure 5–147 Add Programs

- **13.** In the Search for programs search box, enter part or all of the **Program Name**, or **Description**.
- 14. Click the Card options list
 - Select a Card.

A list of cards display all active cards for the user to select from. If there is only one card to select from, the card appears by default and the list arrow is unavailable for selection. The default card selection is **All**.

15. Click **Search** to view the results, or click **Reset** to clear the selections. All programs appear if no criteria is entered.

Figure 5–148 Add Programs Search Results

Search	Programs			Included	Remove All Programs
Program Name	Sort By Program ID (descending)		Add All Programs	Programs and Levels	
wsd					or Levels Selected
Description	WSDL-InstantAwards-ETL (ID 6565) WSDL-InstantAwards-ETL	Add P	rogram 🗸	1.0	
Description	2 Levels	106 Cards	to some first		
Card	WSDL-LOY-FranchiseeSecurity (ID 531)				
All 🔻	WSDL-LOY-FranchiseeSecurity 2 Levels	195 Cards	rogram 🗸		

- Sorting options include:
 - Program ID (ascending)
 - Program ID (descending) Default
 - Program Name (ascending)

- Program Name (descending)

16. To add a program perform one of the following options:

Figure 5–149 Programs Search Results Options

rogram	S		
Sort By	Program ID (descending)	*	Add All Programs
	nstantAwards-ETL (ID 6565) nstantAwards-ETI		Add Program
2 Levels		106 Cards	All the second second
BRC	ONZE Level	106 Cards	Add
 SILV 	/ER Level	0 Cards	Add
	OY-FranchiseeSecurity (ID 531)		
WSDL-L 2 Levels	_OY-FranchiseeSecurity	195 Cards	Add Program 💙

- Click Add All Programs to include all programs listed in the search results.
- Click **Add Program** to include the program and all levels in that program.
- Click either the up or down arrows located next to Add Program to hide/display the available levels for each program. Click Add to only add a specific loyalty level for each program.
- **17.** To remove included programs and levels click the **X** icon for each entry. You can also click **Remove All Programs**.
- 18. Click Done.

Result: The included programs appear and are ready for points value assignments.

Figure 5–150 Included Programs - Assign Points

+ Add Program Points 0 V	Assign Points To All			
Names and Levels	Points	Cards		
WSDL-InstantAwards-ETL (ID 6565)	1 Levels Added		106	-
BRONZE Level		0 ~ ^	106	
WSDL-LOY-FranchiseeSecurity (ID 531)	1 Levels Added		195	3
WSDL-LOY-FranchiseeLEVEL1		0 ~ ^	195	

Note: The last column header for the Included Programs are based on which Issue Points To option is selected. Active Accounts with Registered Customers are Members. All other options are Cards.

- **19.** There are two options for adding points to the Included Programs:
 - To increase or decrease the number of points for all programs, either:

- Enter the **number of points** in the Points field located next to the + Add Program button.
- Use the up or down arrows to reach the desired number.
- To increase or decrease the number of points for individual programs, either:
 - Enter the number of points in the Points field located in the table for each entry.
 - Use the up or down arrows to reach the desired number.
- **20.** When finished configuring the Bonus Points for the Promotion, click Next.
 - If the Bonus Points issues points to Active Accounts at Promo Start Date, go to Step 31 to continue to the Budget tab.
 - If the Bonus Points issues points to Active Accounts Updated Dynamically, go to Step 31 to continue to the Budget tab.
 - If the Bonus Points issues points to Active Accounts with Registered Customers, continue to the next step, the Audience tab.

21. Take the following actions for the Audience tab.

Figure 5–151 Audience Tab

Audience Rules					
Audience		Selection Method	Update Method		
All Exclusive Non-exclusive		Static Dynamic	Unused with current selections		
Define Audience	•		15 in Audience	Legisle for Bounceback	
ncluded Audiend	e Groups			Exclude Audience Group	
+ Add Audience	Group				
Group Name	Included Lists	Strata Level and Name	Count	Audience Count 🕐	
No Audience Grou	ps Added				

Audience Rules – Exclusive is the only option available for the Points Promotion to define the audience.

Exclusive Targeting - If you create an exclusive targeted promotion, this means that only the customers you've identified in your target group are eligible to receive the promotion at the point of sale.

- The Selection methods include:
 - Static Only customers defined at this time are considered eligible for the promotion.
 - Dynamic Dynamic can not only add customers but also remove customers that no longer apply. When Dynamic is selected, Update Method is available.

New audience members will be added – When the Dynamic Promotions job runs, any new customers found that meet the criteria, are added to the audience. All customers currently in the audience will remain in the audience.

Audience members can be added and removed – When the Dynamic Promotions job runs, any new customers found that meet the criteria, are added to the audience. Additionally, only the customers that meet the criteria will be included in the audience. If the customer is in the audience before the job runs, but no longer meets the criteria, the customer will be removed from the audience.

Define Audience - Included Audience Groups

a. Click + Add Audience Group.

Figure 5–152 Add Audience Group (Include)

vaila	ble Lists						Audience Group
All	Stratified	Unstratified	Personal				* Group Name
Search	h by List Nam	e, ID or Strata N	lame ×	Search	Sort By	Last Updated	 Assigned Audience Lists
No Li	sts to Display						No Audience Lists Assigned

b. Select an **Available List** type

All - Default

Stratified - The Customers within a Stratified list are divided into levels.

Unstratified - Customers maintained by the user.

Personal - Customers maintained by the user.

- c. In the Search field, enter some or all of the List Name, ID, or Strata Name.
- **d.** Click **Search**. The results can be sorted by using the Sort by list menu with the following options:
 - Last Updated

Name

Customer Count

e. Enter a Group Name.

When lists are added from the Available Lists area, they appear in the Audience Groups section of the window. The Audience Group section Group Name automatically defaults to the name of the first list added. You can change the Group Name to something more meaningful to describe the group of customers, if desired.

Available Lists							Audience Group	1
All Stratified	Unstratified	Personal					* Group Name	
Search by List Name	, ID or Strata N	lame ×	Search	Sort By	Last Updated	•	Assigned Audience Lists	
St. Pete and Cl St. Pete and Clean Stratified Annual income Earnings Stratified	vater Area Cust		omers (ID 4	939)		~	No Audience Lists Assigned	
Days Since Pur Days Since Purcha Stratified		474)				~		

Figure 5–153 Add Audience Group (Include)

- a. Click Add to add the selection Assigned Audience Lists.
- **b.** Click **Add** for another list means you are using the condition AND. Both conditions must be met.
- **c.** Click **OK and Add Another** to keep you in the same window and use the condition OR. One or more of the conditions must be met when you click Add for another Audience Group.

Figure 5–154 Audience Definition

Audience Rules	Selection Method	Update Method	0	
All Exclusive Non-exc	lusive Static Dynamic	New audience	members w	nill be added
	Enclosed and an and a second s	 Audience mer 	nbers can be	e added and removed
Define Audience				6 5 in Audience
ncluded Audience Groups				Exclude Audience Group
+ Add Audience Group				
Group Name	Included Lists	Strata Level and Name	Count	Audience Count 🞯
PromotionTarget	PromotionTarget (ID 2703)	No Strata	50	5 1

As shown in Figure 5–154 the Count is shown for each audience group. In the Audience Rules section the Audience Count is provided on the right hand side.

Columns include the following details:

- Group Name
- Included Lists
- Strata Name and Level (if applicable)
- Count

Audience Count

Each Group Name has an Overflow Menu Icon where you can Edit or Remove the Audience Group from the list.

The Included Lists column displays a link on that list (also known as a segment) and that link will open to the Audience List Details window.

In this window, the following sections may display, depending on the type of list and which of the options were selected when the list was created:

- List Options section
- Criteria section
- Trend Results section
- Strata Levels section
- Attributes section
- Franchisees section
- Message section
- Scheduled Jobs section

Figure 5–155 List Details

List Name Customers-West (ID 4960) Description Customers-West			Created by	9,047 Custome
List Options	Trend Results			
Export	Run ID	Run Date		Customer Count
Open Access	0	12/11/19 1:25 P	M	9.051
Permanent				
Public	Attributes			
Publish To Batch Exporter	Name	Value	Description	
Publish To Clienteling	INACTIVE?	No	Includes Inactive Custome	re7
Publish To Task Generator				191.
Save as List	Children	No	Do you have children?	
Sarve as Lot Trend Results? Criteria Segment Syntax AND AND (OR.)	Contraction (err)		ee you have omore	

The checked List Options vary by the selections made when the list was created, and may include the following fields:

- Export Indicates whether the Segment list is automatically exported after the Segment Query is run.
- **Open Access** Indicates whether the Segment has Open Access.
- Permanent Indicates whether the Segment is kept in the system, even if it meets the criteria for deletion by the housekeeping job.
- **Public** Indicates whether the Segment is Public.
- **Publish to Batch Exporter** Indicates whether the Segment has been made available for export to a Marketing system.
- **Publish to Clienteling** Indicates whether the Segment has been made available to the Clienteling module.

- Publish to Task Generator Indicates whether the Segment has been made available to the Task Generator Job.
- **Save as List** Indicates whether a list of matching Customer IDs is created when the Segment is created.
- Trend Results Indicates whether the results of the Segment run are kept to provide trend information about the Segment.

Figure 5–156 displays the Trend Results in a chart. A user can scroll down to see a table as shown in Figure 5–157, which for this segment shows the Strata Levels Against Customer Age and displays the strata that are shown in the graph.

Figure 5–156 List Details Trend Results - Chart

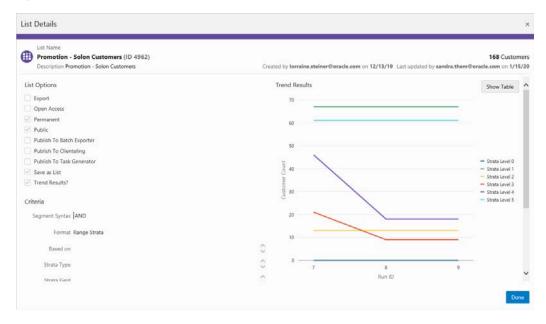


Figure 5–157 Trend Results Graph - Table

Strata Levels Against			
Strata Name	From (>=)	To (<)	Customer Count
Age 0 - 9	0	10	67
Age 10 - 24	10	25	13
Age 25 - 29	25	30	9
Age 30 - 39	30	40	18
Age 40 >	40	>	61

st Details							
List Name Promotion - Solon Customers (ID 4962) Description Promotion - Solon Customers		Crea	ted by forraine.stein	er@oracle.com on 12/13	/19 Last update	d by sandra.them @	168 Custo Poracle.com on 1/1
ist Options	Trend Re	sults					Show Chart
Export .	Run ID	Run Date	Strata Level	Customer Count	Min Value	Max Value	Average Value
Open Access	9	1/24/20 12:57 AM	0	0	0	0	0,
Permanent Public	9	1/24/20 12:57 AM	1	67	0	9	0
Publish To Batch Exporter	9	1/24/20 12:57 AM	2	13	13	24	19
Publish To Clienteling	9	1/24/20 12:57 AM	3	9	25	29	27
Publish To Task Generator	9	1/24/20 12:57 AM	4	18	31	39	36
Save as List	9	1/24/20 12:57 AM	5	61	40	90	65
Trend Results?	8	1/15/20 11:42 AM	0	0	0	0	0
riteria	8	1/15/20 11:42 AM	1	67	0	9	0
Segment Syntax AND	8	1/15/20 11:42 AM	2	13	13	24	19
Format Range Strata	8	1/15/20 11:42 AM	3	9	25	29	27
Based on	0	1/15/20 11:42 AM	4	18	30	39	36
Strata Type	~ 8	1/15/20 11:42 AM	5	61	40	90	65
	~ 7	1/15/20 11:28 AM	0	0	0	0	0
Steata Field		4/40/00 44:00 AM		67	0	0	0

Figure 5–158 List Details Trend Results - Table

Click **Done** to close the Audience List Details window.

Figure 5–159 Audience Definition - Exclude Audience Groups

Audience Definition					
Audience Rules					
Audience All Exclusive Non-exc	lusive	Selection M Static	Nethod Dynamic	Update Me Unused wi	ethod th current selections
Define Audience					0 in Audience
Included Audience Groups					Exclude Audience Groups
+ Add Audience Group					
Group Name	Group Count	Included List	s	Strata Level and Name	Count
No Audience Groups Added					
					Next >

Exclude Audience Groups - If you wish to exclude certain groups of customers that may also be a part of the Included Group, you can do that by selecting the **Exclude Audience Groups** link, which opens a new section in the Audience Definition window

- Select the Exclude Audience Groups link.
- Click + Add Audience Group.
- Select an Available List type.
 - All Default group listing.
 - Stratified The Customers within a Stratified list are divided into levels.
 - Unstratified The Customers within an Unstratified list are not differentiated into separate groups.
 - **Personal** User created groups.

- In the Search field, enter some or all of the List Name, ID, or Strata Name.
- Click Search.
- The results can be sorted by using the Sort by list menu with the following options:
 - Last Updated
 - Name
 - Customer Count
- Enter a Group Name.
- Click Add to add the selection Assigned Audience Lists.
- Click Add for another list means you are using the condition AND. Both conditions must be met.
- Click OK and Add Another to keep you in the same window and use the condition OR. One or more of the conditions must be met when you click Add for another Audience Group.
- 22. When finished entering all Audience Groups for the Promotion, click Next.
 - If the Selection Method selected in **Step 21**, is Static, continue to the next tab, the **Filtering Audience** tab.
 - If the Selection Method selected in Step 21 is Dynamic, continue to Step 27, the Control Groups tab.
- **23.** Enter the following for the **Filtering Audience** tab.

Figure 5–160 Filtering Audience Tab

Audience Filter					
Audience Filtering					
Customer Household Consolidation	None	• @ 2,2	78 Audience Count	Y 0 Filte	ered Count
Audience Group Name	Audience (Count Approxim	ate Household Count	Filter	
St. Pete and Clearwater Area Custom	ners 2278	2278		None	Top Sale
<					>

Use the **Customer Household Consolidation Selection Menu** to indicate whether the Promotion will use household consolidation, and the rule for determining the Customer who is the head of household.

- None Do not perform household filtering.
- LT Sales Select head of household based on amount purchased over the lifetime of their account.
- LT Transaction Count Select head of household based on lifetime number of transactions.
- Last Transaction Date Select head of household based on the Customer who performed the most recent transaction.

• **Customer Attributes** – Select head of household based on the Customer's numeric attributes.

Select the Filter Type for each Audience:

Figure 5–161 Select Desired Filtering

Audience Filtering								
Customer Household Co	onsolidation	None	* (0	14,598 Au	dience Count	Y O Fil	tered Count
Audience Group Name	Audience C	Count Approximate	Household Cou	int	Filter			Filter Value
Dallas customers	14598	14583			None	Top Sales	Random	0
<								>

- None [DEFAULT] All Customers in the Audience Group are eligible.
- **Top Sales** Customers from the Audience Group will be chosen for eligibility by the greatest total amount of purchases.
- Random Customers from the Audience Group will be chosen randomly for eligibility.

Enter a filter value to indicate the number of customers eligible for the promotion.

- **24.** When finished entering any household filtering for the Audience Groups for the Promotion, click **Next** to continue to the **Split Audience** tab.
- **25.** In the Split Audience tab, filtered audiences can, optionally, be split into smaller, separate audiences. If desired, create splits for the filtered audiences on the promotion.
 - Click Split.

Figure 5–162 Split Audience Groups

t Audience Groups			
Audience Group Name	Count		Split
Dallas customers	14598		
Name	Count	Percent	
Dallas customers_1	7299	50.00	×
Dallas customers_2	7299	50.00	×

- The Split Name field is automatically populated from the name of the Audience Group Name. If desired, you can change the name of the splits in this step.
- Select Split to automatically divide the Audience Group into equal portions and percentages. If you desire different portions or percentages for the splits, enter either a count or a percentage, and the corresponding field will update.
- **26.** When finished entering any Audience Group splits for the Promotion, click **Next** to continue to the **Control Groups** tab.

27. Enter the following information for the **Control Groups** tab.

Control tyle	Groups				
None	By Promotion	By Audience Group			
Audienc	e Group Name	Original Count	Control Group Count	Percent	New Count
Dallas cu	ustomers_1	4866	0	0.00	4866
Dallas cu	ustomers_2	4866	0	0.00	4866
Dallas cu	ustomers_3	4866	0	0.00	4866
Total		14598	0	0.00	14598

Figure 5–163 Define Control Groups

The control group is a statistically identical group that doesn't receive the offer. Following the promotional period, the results of the two groups are compared and you can determine if the offer generated incremental revenue. Options include:

- None No Control Group
- By Promotion Enter either a New Count or Percent. The corresponding field will update automatically to determine the size of the control group.
- By Audience Group Enter either a Control Group count or percentage for each split created earlier. The corresponding field will update automatically.
- **28.** When finished entering any Control Groups for the Promotion, click **Next** to continue to the **Export Channels** tab.
- 29. Enter the following information for the Export Channels tab. The options include:

udience Name 🛛 🕅	Vlail	Email/Batch Exporter	Phone	Clienteling Clier	teling Details			
Customers-West 9047 Customer(s)	\bigcirc	\bigcirc	\bigcirc		Assign Tasks To 🌒 Filter 🗌	Location	O Associate	
Customers with Children <i>18 Customer(s)</i>	\bigcirc		\bigcirc	\bigcirc				
Batch Exporter Export Filename		Prefix		Static Name	Suff	fix		
•		yyyy-MM-dd_HHmm		Static Name		fix		v
Export Filename Audience Export filenam		yyyy-MM-dd_HHmm	7		etsSync	fix		▼ ▼
Export Filename Audience Export filenam <i>Filename (yyyy-MM-dd_</i>	_HHmmss}_	yyyy-MM-dd_HHmm PromotionTargetsSync(yyyy-MM-dd_HHmm	7	_PromotionTarg	etsSync	fix		

Figure 5–164 Export Channels Tab

Mail - Determines whether the Customers in the Split/Control Group will be contacted by Mail.

EMail / Batch Exporter - Determines whether the Customers in the Split/Control Group will be contacted by Email.

Note: The system configuration setting *SupportedBatchExporters* determines if the Batch Exporter section is displayed.

- Export Filename Name of the file.
- Prefix Indicates the format of the datetime stamp used as a prefix the filename. Optional. Possible settings are yyyyMMdd_HHmmss, yyyy-MMdd_ HHmmss, or none.
- Static Name The identifying filename.
- Suffix Indicates the format of the datetime stamp used as a suffix the filename. Optional. Possible settings are yyyyMMdd_HHmmss, yyyy-MMdd_ HHmmss, or none.
- Filename Displays an example of the export file name with the prefix and suffix format, if any.

Phone - Determines whether the Customers are contacted by phone.

Clienteling – When the Clienteling switch is turned on, tasks will be created based on the assigned associates or locations for the defined target audience when the promotion is generated.

udience Name Mail	Email/Batch Exporter	Phone ClientelingCliente	eling Details
Customers-West 9047 Customer(s)		Assig	gn Tasks To 💿 Location 🔿 Associate
			Filter 🗹
		* Ma:	x Count Per 0 Location
			Method
Customers with Children 18 Customer(s)		$\bigcirc \bigcirc$	Random Top - Recent Purchase
Export Filename	Prefix	Static Name	Top - LT Sales

Figure 5–165 Clienteling Details

Assign Tasks to:

- **Location Channel** Tasks are assigned to a Location.
- Associate Channel Tasks are assigned to an associate in a location.

The following fields are enabled if the Filter option is selected:

- Max Count Per <type> Determines the maximum number of target Customers that will be contacted through the channel.
- Method Method used to select the Customers contacted. Options include:
 - Random Select Customers Randomly (Default).
 - Top Recent Purchase Filter the Customers based on the most recent purchases.
 - Top LT Sales Filter the Customers based on the largest amount purchased over the lifetime of their account.
 - Top Numeric Attribute Filter the Customers based on the highest attribute value for a selected numeric attribute. If this option is selected, an additional Channel Filter option, Attribute, displays. Attribute is the numeric attribute used to determine the customers contacted
- **30.** When finished entering any Export Channels for the Promotion, click **Next** to continue to the **Budget** tab.
- **31.** Enter the following information on the **Budget** tab.

romotion Costs						
Description	Budg	jet Amount		Actual Amount		
	\$0.00	0		\$0.00		
Add						
udience Group Costs						
Audience Group Name	Channel	Quantity	Budget Fixed	Budget CPM	Budget Total	Actual F
Dallas customers_1	Mail	3200	200	500	1,800	600
Dallas customers_2	Email	3199	100	100	419.9	200
Dallas customers_3	Mail	3199			0	
Dallas customers_3	Phone	3199			0	
					\$2,219.90	
<						>

Figure 5–166 Budget Tab

a. Click Add to enter the Promotion Costs. Enter values in any field is optional.

Next 🔰

- **b.** Enter a **Description** of the cost item.
- c. Enter the **budgeted amount** for the Promotion in the Budget Amount field.
- d. Enter the actual amount for the Promotion in the Actual Amount field.
- **e.** Click **Add** if you wish to enter another budget line for the promotion, then follow **steps a-d** to complete the fields.

If Export Channels were selected for the audience group, the Audience Groups Costs section appears. Entering values in any field is optional.

Figure 5–167 Audience Group Costs

Budget Fixed	Budget CPM	Budget Total	Actual Fixed	Actual CPM	Actu
200	1	200	300	1	300
200	1	200	50	1	50
		\$400.00			\$350
<					>

- **f.** In the Budget-Fixed field, enter the **fixed cost budgeted** for the audience.
- **g.** In the Budget-CPM field, enter the **cost budgeted** for the Channel for each 1,000 Customers.
- h. In the Actual-Fixed field, enter the actual fixed cost of the Channel.
- i. In the Actual-CPM field, enter the **actual cost** of the Channel for each 1,000 Customers.
- j. Repeat steps f-i for each Target Channel in the Promotion.

- **32.** When finished entering any Budget Costs for the Promotion, click **Next** to continue to the **Save Options** tab.
- **33.** Enter the following information in the **Save Options** tab. You can enter more than one choice.

Figure 5–168 Options After Save Tab

Options Af	ter Save
After saving	this promotion, also perform the following actions:
\bigcirc	Generate Start a job to generate promotion audience data.
0	Approve Set this promotion's status to Approved.
0	Export Start a job to create files for exporting this promotion to an external/POS/batch system.
\bigcirc	Apply Offers Immediately Indicate offers should be applied immediately to downstream systems.
	omotion Options .option for the Dynamic Promotion Job processing.
0	Output Additions Only Only customers added to the event as a result of segment processing will be exported.
۲	Output All Updates All customers updated or added to the event as a result of segment processing will be exported.

- Generate Start a job to generate promotion audience data.
- **Approve** Set this promotion's status to Approved.
- Export Start a job to create files for exporting this promotion to an external/POS/batch system. This option automatically approves the Promotion.
- Dynamic Promotion Options Select one of the two export options for processing when using the Dynamic selection method on the Audience tab.

Note: Depending on the type of promotion that you created, different Options After Save are available.

- **34.** When finished entering any Save Options for the Promotion, click **Next** to continue to the Coupon Review tab.
- **35.** The **Review** tab displays the key elements in the Promotion Setup.

Figure 5–169 Review Tab

Promotion Name Points for Fall POS Name Fall for Points Description Points Fall Campaign Name Points Fall Timeframe 11/17/20 12:00 AM - 11/26/20 12:00 A	
Issue Points To	wels and 7 Lovalty Cards
Included Issue Points To	vers and 7 coyarty cards
All Locations Included Active Accounts Updated Dynamic Award Card Loyalty Program	mically
Basic	10 Bonus Points

36. Click **OK** to save the Promotion, or click **Cancel** to close the promotion without saving. Click **Previous** or any **Tab** to return to any point of the Create Promotion process.

Promotion Actions

From within the Promotion Home and Promotion Advanced Search windows, there are different Overflow Menus that enable you to perform some of following actions:

- **Approve** Approves the promotion the user is viewing.
- Duplicate Opens a new window enabling the promotion wizard for a copy of the existing promotion.
- Edit Opens a new window enabling the promotion for editing.
- Export Promotion Definition The definition of the Promotion is exported in a job, and associated export files are then attached to the Export Promotion in the Process Queue page.

Note: This option is not available for an Award Promotion.

Export to Batch – This option exports details about the Promotion, in a job, including the Offers, Attributes, Audience, and Serialized Coupons, if applicable. The files are listed in the Process Queue page under the Promotion Batch Export job for this Promotion.

Note: This option is available only if one or more types are selected for the Supported Batch Exporter Types property in System Configuration.

- Generate Creates generate job that can be accessed via the Job Process Queue.
- **Terminate** This action will terminate the Promotion on the current date as well as disable the associated Offers on the Promotion.
- View Opens a new window, displaying the Review tab for the Promotion.

Note: The options will vary based on the promotion type and the user permissions.

Figure 5–170 Promotion Home Overflow Menu Options: One or More Promotions

Prom	otion Home													
0	Active Promotions 122 \$3,564,341.42 Revenue LTD	0	Active Offers 94 \$95,307,410.45 Revenue LTD											
Match	motions h Type Partial (act otion ID or Promotion	Name or Promo	tian Type or C	ampaign ID or (Campaign Nan	ne		F	Cr Approve	eate Promo	otion	:
			Campaign Name		Туре	Start Date	End Date	Offers	Status	Exp	Export Pror Export To E Terminate		nition	
	O February S February Sp		ls (ID 912)		Coupon	3/10/20	3/11/20	2	Approved	Yes		\$0.00	*	
			otion for All location	(ID 911)	Message	3/10/20	3/11/20	0	Approved	Yes		\$0.00	:	

From within the Promotion Quick Search window and the Promotion Advance Search window, you can check one or many of the individual promotions using the check box to the left of the Promotion row. Then you can click the Overflow Menu to perform the following actions against the promotions:

- Approve
- Export Promotion
- Export to Batch
- Terminate

mo	tion Home									
)	Active Promotions 122 \$3,564,341.42	 Active Offers 94 \$95,307,410.45 								
	Revenue LTD otions Type Partial	Revenue LTD							Create Promoti	ion
		Promotion ID or Promotion Name or P	romotion Type or C.	ampaign ID or (Campaign Nan	ne				
									Promotion Advance	ed Sea
	Promotion Nan	e and Campaign Name	Туре	Start Date	End Date	Offers	Status	Exported	Promotion Advance	ed Sea
		ipecials (ID 912)	Type Coupon	Start Date 3/10/20	End Date 3/11/20	Offers 2	Status	Exported Yes		ed Sea
	February Sp February Sp Message F	ipecials (ID 912)	,,						Revenue LTD \$0.00	ed Sea
	 February Spectrul February Spectrum February February Spectrum February Spectrum February Spectrum February	ecials (ID 912) ecials Promotion for All location (ID 911) omotion for All location	Coupon	3/10/20	3/11/20	2	Approved	Yes Approv Duplica Edit	Revenue LTD \$0.00 e te	ed Sea
	February S February S Message P Message Promo 21: Award Prom	ecials (ID 912) ecials promotion for All location (ID 911) omotion for All location 3 (ID 910)	Coupon Message	3/10/20 3/10/20	3/11/20 3/11/20	2	Approved Approved	Yes Approv Duplica Edit Export l	Revenue LTD \$0.00	ed Sea
	February Sp February Sp Message Pr Promo 21 Award Pron Award Pron	ecials (ID 912) ecials Promotion for All location (ID 911) omotion for All location 3 (ID 910) notion Date 9-3-2020 motion Date 9-3-2020 (ID 909) notion Date 9-3-2020 ard (ID 908)	Coupon Message Product	3/10/20 3/10/20 3/10/20	3/11/20 3/11/20 3/31/20	2 0 2	Approved Approved Approved	Yes Approv Duplica Edit Export l	Revenue LTD 50.00 e te Promotion Definition fo Batch te	ed Sea

Figure 5–171 Promotion Home Quick Search Overflow Menu Options: Single Promotion

From within the Promotion Quick Search window and the Promotion Advance Search window, you can click the Overflow Menu to the right of the individual promotion, and perform the following actions:

- Approve
- Duplicate
- Edit
- Export Promotion Definition
- Export to Batch
- Generate
- Terminate
- View

Editing a Promotion

There are three places that a user can find the Edit option in order to edit a Promotion:

- Select Edit under the Action Menu (also known as the Overflow Menu) icon for each individual Promotion on the Promotion Advanced Search window.
- Select Edit in the Overflow Menu on each individual Promotion on the Promotion List window (which displays in the Promotion Home menu).
- Select Edit in the Overflow Menu for the individual Promotion on the Promotion Scorecard.

Information (a) Locations (b) Offers (c) Attributes	(s) Budget (c) Save	Options (7) Review	
Promotion Definition			Promotion Information
romotion Type	Campaign		Information
Product Receive monetary savings in exchange for the purchase of specific merchandise	Auto-create campaig Associate this promo Create a new campa	stion with an existing campaign	Campaign summer promo Promotion Franchise@Promotion Promotion Type Product Starts on 11/28/19 12:00 AM Runs until 12/31/19 12:00 AM
	Promotion Informat		Franchisees
	* Name	Franchisee Promotion	1 Franchisee(s) Defined
	* Description	Franchisee Promotion	Locations Include Locations 2 attribute(s)
	* Start Date	11/28/19 12:00 AM	Offers 1 Associated Offers
	* End Date	12/31/19 12:00 AM	Attributes Attribute(s) Defined Promo-Offer Attributes Bypassed
			Audience 1 Defined Audience Groups 1 Defined Filters
			Export Channels
			FranchiseeCustomers: Mail, Email. Phone, Associate Channel
			Budget No budget details defined
		Next >	Save Options

Figure 5–172 Edit Promotion

During the editing process an offer can be disabled by clicking the **Overflow Menu** and selecting **Disable**. Disabled offers have a Circle rather than a Dot next to the Offer Name.

Figure 5–173	Disable an Offer
0	

Select Offers				Promo	tion Information
Hold Offers Add Offers Quick Add Add Offer by ID Add Offer Type	Add Active Promotions	Offer code		Promot Promot Starts o	ntion gn Strata Promotion Ion Strata Promotion Ion Type Product n 12/13/19 12:00 AM ntil 2/29/20 11:59 PM
 Line Item Testing 9(ID 6831) Line Item Discount 	• 1	Offer code	1		sees chisees defined
Winter Shoes Clearance(ID 7335)				Disable Remove	ns Included
Transaction Discount	• 4	Offer code	1	Offers 3 Assoc	iated Offers
Halloween Express Deal(ID 7348) Fixed Quantity/Price	• 2	Offer code			tes ute(s) Defined Offer Attributes Bypass
					ed Audience Groups (s) Split into 2
				Budget No bud	get details defined
				Save Op No save	otions options to display

Disabled offers can be enabled by clicking the **Overflow Menu** and selecting **Enable**. Enabled offers have a Dot rather than a Circle next to the Offer Name.

Figure 5–174 Enable an Offer

Line Item Testing 9(ID 6831) Line Item Discount	• 1	Offer code	:		es visees defined
 Winter Shoes Clearance(ID 7335) 			Enable		vns Included
Transaction Discount	• 4	Offer code	:	Offers 3 Associat	ted Offers

To edit other areas of the promotion, see Creating a Coupon Promotion for detailed information.

Editing a Promotion - Loyalty Bounceback

The Loyalty Bounceback that is available from the Information tab, the Programs tab, and the Offers tab are editable to allow you to modify the programs selected and the bounceback defined after the Coupon/Product promotion is created.

The ability to edit the promotion depends on whether or not the promotion has been generated.

See the following tab options when editing a Coupon/ Product promotion that includes a Loyalty Bounceback:

Information Tab

- You can change the Bounceback Type if the promotion has not been generated. All
 other fields can also be edited, with the exception of Campaign.
- When the Bounceback Type is changed, anything assigned to the offer on the Offers tab, is dropped.

Note: A warning appears. Click **OK** to remove all loyalty bounceback details, or click **Cancel** to close the window without saving.

 You only have the ability to change the Name, Description and End Date fields after the promotion has been generated.

Programs Tab

- Existing program selections are set to default and are enabled when editing the promotion if the promotion has not been generated.
- When the promotion is generated, no changes to the Programs tab will be permitted.

Offers Tab

- All the fields included on the Offer tab are enabled when editing the promotion, if the promotion has not been generated.
- Existing offers cannot be removed after the promotion has been generated. However, they can be disabled. Additionally, a previously disabled offer can be re-enabled.

Duplicating a Promotion

To create a new Promotion with the same configurations as the current Promotion:

Note: Some information will not be copied from the existing

Promotion to the new Promotion:

- Auto-created Campaigns
- End Dates in the past
- Coupon configurations
- Target information
- Options after saving
- **1.** There are three places that a user can find the Duplicate option in order to duplicate a Promotion:
 - Select Duplicate under the Action Menu (also known as the Overflow Menu) icon for each individual Promotion on the Promotion Advanced Search window.
 - Select Duplicate in the Overflow Menu on each individual Promotion on the Promotion List window (which displays in the Promotion Home menu).
 - Select Duplicate in the Overflow Menu for the individual Promotion on the Promotion Scorecard.

A copy of Promotion opens in the Promotion Wizard, prompting for the action to perform on the current Promotion.

Figure 5–175 Source Promotion Options

Duplicate Promotion (ID 706)		
Source Promotion Options (2) Information (3) Franchisees (4) Locations (5) Offers (6) Attributes (7) Audience	(8) Budget (9) Save Options (18)	Re
Source Promotion Options	Promotion Information	
With source promotion ID 706. "Holiday Closeout Promotion", I want to:	Source Promotion Options Leave it unchanged.	í
Leave it unchanged. Terminate and export it. Modify its end date and export it.	Information Campaign Holiday Closeout Promotion Promotion Holiday Closeout Promotion Promotion Type Product Starts on 12/12/16 12:00 AM Runs until 12/31/22 11:59 PM	
Next >	Budget Budget defined	
	Previous Next Cancel	ок

- 2. Select the action to perform on the existing Promotion:
 - Leave it unchanged. Do nothing to change the existing Promotion.
 - Terminate and export it Terminate the Promotion and export the termination to the POS systems.
 - Modify its end date and export it Change the end date for the Promotion and export the Promotion, with its new end date, to the POS systems.

Note: If you select this option, Customer Engagement prompts for the new End Date and End Time.

3. Click Next.

- **4. Edit** the Promotion.
 - Use Wizard Navigation to move through the Wizard.
 - Make any necessary changes.
 - Click **Save** when you are finished making changes. The Wizard closes, saving the new Promotion and returning to the Promotion List.
 - Click **Cancel** to exit the Wizard and return to the Promotion List without saving the new Promotion.

For more information about the fields and information to be entered, see Creating a Coupon Promotion.

Promotion Scorecard

The Promotion Scorecard displays information about the Customer response to a Promotion.

Viewing the Promotion Scorecard

To access the Promotion Scorecard for summary information on a particular promotion, the user can select the link on the Promotion name on either the Promotion List or the Promotion Search results windows.

To access the Promotion List:

- 1. From the Main menu, click Tasks.
- 2. Click Campaign.
- 3. Click Promotion Home. This should default you to the Promotion List

Note: You will need the Promotion Home role in order to see this menu option.

	Active Promotions 60								
	\$3,563,719.47 Revenue LTD	\$94,841,207.29 Revenue LTD							
latch 1	din C	Exact	nation Tune a	r Campainn ID	nr Campainn	Nama		Create Promo	tion
			ionoir rype o	Campaignio	er compagn	, wante	Pror	motion Advan	ced Sea
	Promotion Nam	e and Campaign Name	Туре	Start Date	End Date	Offers	Status	Exported	Reve
		els (ID 920)	Type Product	Start Date 3/28/20	End Date 4/3/20	Offers 3	Status Terminated	Exported Yes	Reve
	 TestChann TestChannel JET Messag 	els (ID 920)	,,						Reve
	 TestChannel JET Message 	els (ID 920) s ge Promotion duplicate 906 (ID 923) Promotion duplicate 906 13966 (ID 922)	Product	3/28/20	4/3/20	3	Terminated	Yes	Reve
	TestChann TestChannel JET Message Promo for Promo for 1 New Prom	els (ID 920) s ge Promotion duplicate 906 (ID 923) Promotion duplicate 906 13966 (ID 922)	Product Message	3/28/20	4/3/20 5/21/20	3	Terminated Saved	Yes	Reve
	 TestChannel JET Message Promo for 1 New Promo New Promo 	els (ID 920) s ge Promotion duplicate 906 (ID 923) Promotion duplicate 906 13966 (ID 922) 3866 o ship for 12936 (ID 858) ship for 12936 hannel Test (ID 921)	Product Message Product	3/28/20 4/1/20 4/1/20	4/3/20 5/21/20 5/13/20	3 0 1	Terminated Saved Approved	Yes No Yes	Revi

Figure 5–176 Promotion Home

To access the Promotion Search results window:

- 1. From the Main menu, click Tasks.
- 2. Click Campaign.
- 3. Click Promotion Search.
- **4.** Enter **criteria** in the Search panel where you can search for a unique promotion, or click **Search** to retrieve all promotions.

Figure 5–177 Promotion Search

Search	473 Pro	motions Found Sort By Last Update Date 👻				Create Pron	notion
Promotion ID							
		Promotion Name and Campaign Name	Type	Start Date	End Date	Offers	Status
Campaign All 👻		O February Specials (ID 912) February Specials	Coupon	3/10/20	3/11/20	2	Approvi
Status All		O Message Promotion for All location (ID 911) Message Promotion for All location	Message	3/10/20	3/11/20	0	Approve
Type		Promo 213 (ID 910) Award Promotion Date 9-3-2020	Product	3/10/20	3/31/20	2	Approvi
All 👻		Award Promotion Date 9-3-2020 (ID 909) Award Promotion Date 9-3-2020	Award	3/10/20	3/31/20	0	Saved
All		 Similar Award (ID 908) Similar Award 	Award	3/10/20	3/26/20	0	Saved
All 👻		O Xstore Offer Export Testing (ID 791) Xstore Offer Export Testing	Product	2/19/20	3/6/20	8	Termina
Attribute Value		O TargetSegmentExport (ID 847) TargetSegmentExport	Product	2/27/20	3/6/20	1	Termina
Franchisee ID All		O GWT Message Promotion (ID 907) GWT Message Promotion	Message	3/7/20	3/8/20	0	Approve
Coupon Code		O JET Message Promotion (ID 906) Message Promotion	Message	3/7/20	3/8/20	0	Approvi
Coupon Code		Coupon Promotion with Serialization (ID 903) Coupon Promotion with Serialization	Coupon	3/6/20	3/27/20	1	Saved

- **5.** Select the **link** on a **Promotion Name**, which then opens the Promotion Scorecard for that promotion.
- 6. Click the **Revenue LY Metric Tile** to see the following information:

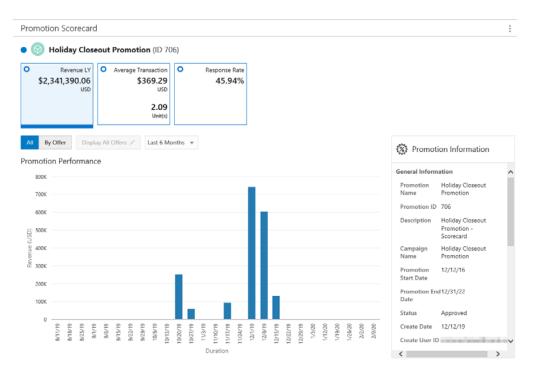


Figure 5–178 Promotion Scorecard - Revenue LY Metric Tile View

The Promotion Scorecard window displays the following sections:

- Title section (displays on all windows) this contains the name and ID of the Promotion as well as an indicator of whether the promotion is currently active or inactive (a solid Blue Dot represents an Active Promotion while an Empty Dot represents an Inactive Promotion).
- Metric Tiles (displays on all windows) The following metric tiles are included for the Promotion Scorecard:
 - Revenue LY
 - Average Transaction
 - Response Rate
 - Loyalty Points (Loyalty Only)
 - Average Points Per Transaction (Loyalty Only)
- Filter/Sort Options

Filtering and sorting options for the Promotion Performance graph (displays only for the Revenue LY and Loyalty Points Metric tiles) - The following filter choices allow you to change the display in the Promotion Performance graph, and they include:

- All Displays total for All offers combined.
- By Offer Displays totals by individual offer.

 Display all Offers – Filter the offers you wish to display in the Promotion Performance graph. This button is only available when By Offer is activated.

Filter C	Iffers To Display	×
4 Offers	Displayed	
Filters	All Search by Name or ID Q Search	ı
	Offer Details	
	Sweater Clearance (ID 7855) Data Load for Scorecard Transaction Discount Intended Use: Any	
	Holiday Clearance (ID 7856) Data Load for Scorecard Buy X Get X Intended Use: Any	
	Jacket Clearance (ID 7857) Jacket Clearance for Scorecard Line Item Discount Intended Use: Any	
	Shoe Clearance (ID 7858) Shoe Clearance for Scorecard Gift with Purchase Intended Use: Any	
	Cancel	DК

Figure 5–179 Filter Offers to Display

The Filters menu options on the Filter Offers to Display popup window will include the type of Offers that exist on the Promotion you are viewing.

- In the Filter Offers to Display popup window, you can also search by Name or ID and click Search to retrieve the list of offers on this promotion.
- From the list of filtered offers, select the check box for each offer you wish to display on the Promotion Performance graph.
- Click OK to display the offers in the graph, or click Cancel to return to the Scorecard without saving any filters.

Duration

- Last Week
- Last Month (Default)
- Last 6 Months
- Last Year
- Lifetime to Date Offer performance for last five years

The Promotion Performance graph (displays only on the Revenue LY Metric tile) includes the following fields:

- Revenue
- Duration

The Promotion Information panel (displays only for the Revenue LY, Loyalty Points, and Average Points Per Transaction Metric tiles) See Promotion Information - Scorecards for more information.

7. Click the Average Transaction Metric Tile to see the following information:

о 💮 м	lulti Targett	ted I	Promotion (ID 577)	
0	Revenue LY	0	Average Transaction	0	Response Rate
	\$1,252.76		\$313.19		0%
	USD		USD		
			1		
			Unit(s)		

Figure 5–180 Promotion Scorecard - Average Transaction Metric Tile Summary for a Product Promotion

Audience Name Unstratified Segment Test

Offer ID 6789 Offer Name TimeRule Test Direct Revenue \$0.00

Financial Summary

Audience Name	Direct Revenue	Indirect Revenue	Total Revenue	Cost Of Goods Sold	Markdowns	Awards	Gross Profit	Margin %
Unstratified Segment Test	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	(
test	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	(
Non-Targeted	\$1,252.76	\$0.00	\$1,252.76	\$63.96	\$0.00		\$1,188.80	94.89
<								>

Additional Metrics

Audience Name	Promotion Cost Per Customer in Audience	Promotion Cost Per Responded Customer	Revenue Per Customer in Audience	Revenue Per Responded Customer	Net Profit Per Customer in Audience	Net Profit Per Responded Customer
Unstratified Segment Test	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
test	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Non-Targeted	\$0.00	\$0.00	\$417.59	\$417.59	\$396.27	\$396.27

Offer Summary – data displayed will depend on whether the promotion is a Product or Coupon Promotion. Award and Message type Promotions will not display an Offer Summary section.

- Audience Name
- Offer ID
- Offer Name
- Direct Revenue

Financial Summary

- Audience Name
- Direct Revenue (Apply to Coupon Promotions Only)
 - Coupon Code
 - Respondents
 - Transactions
 - Value Of Discount
 - Average Sales By Coupon
 - Coupon Revenue
 - Estimated Distribution
 - Response %

- Indirect Revenue
- Total Revenue
- Cost of Goods Sold
- Markdowns
- Awards
- Gross Profit
- Margin %
- Promotion Cost
- Net Profit

Additional Metrics

- Audience Name Name of the group of customers targeted for the Promotion.
- Promotion Cost Per Customer in Audience Cost of the Promotion per Customer targeted by the Promotion.
- Promotion Cost Per Responded Customer Cost of the Promotion per Customer who responded to the Promotion.
- **Revenue Per Customer in Audience** Revenue received from the Customers who were targeted for the Promotion.
- **Revenue Per Responded Customer** Revenue received from the Customers who responded to the Promotion.
- Net Profit Per Customer in Audience Net Profit from the Customers who were targeted for the Promotion.
- Net Profit Per Responded Customer Net Profit from the Customers who responded to the Promotion.
- **8.** Click the **Response Rate Metric Tile** to see the following information which can be viewed by All Customers, Active, or Inactive:

Figure 5–181 Promotion Scorecard - Response Rate Metric Tile

🛞 Holiday Closed	out Pro	motio	n (ID 70	6)							
Revenue LY \$1,878,728.00 USD	Aver		69.29 USD 2.09 Unit(s)		Response Rate 45.94%						
All Customers Active	Inactive										
		tomers	S			E-mail Channel	Details				
sponse Summary for a	All Cust			Clicked				Respondents	Non-Respondents	Net Response Rate	Response Ra
sponse Summary for a	All Cust			Clicked 112				Respondents 779	Non-Respondents	Net Response Rate 458.24	
sponse Summary for a udience and Segment Name	All Cust	Sent 219	Opened		Undeliverable	Net Targeted	Net Delivery				1
sponse Summary for a idience and Segment Name • Customers-East_CTL • Customers-East	All Cust e Total 779	Sent 219	Opened 170	112	Undeliverable 49	Net Targeted 730	Net Delivery 170	779	0	458.24	1
sponse Summary for a udience and Segment Name • Customers-East • Customers-East • Customers-West_CTL	All Cust e Total 779 5,993	Sent 219 1,602 255	Opened 170 1,307	112 888	Undeliverable 49 295	Net Targeted 730 5,698	Net Delivery 170 1,307	779	0 2,904	458.24 236.34	1 51. 37.
sponse Summary for a udience and Segment Name Customers-East Customers-East Customers-West_CTL Customers-West_CTL Customers-West Non-Targeted	All Cust e Total 779 5,993 933	Sent 219 1,602 255	Opened 170 1,307 94	112 888 0	Undeliverable 49 295 66	Net Targeted 730 5,698 867	Net Delivery 170 1,307 189	779 3,089 353	0 2,904 580	458.24 236.34 186.77	10 51. 37. 37.

- Audience and Segment Name Name of the target. A target name ending in _ CTL indicates a control group. Non-Targeted is displayed as the Target Name for customers who responded to the Promotion but were not included in Target Groups.
- **Total** Number of Customers to whom emails were sent because they were in the Target Group. For Non-Targeted totals, this is the number of non-targeted customers who responded.
- Sent Number of emails sent. This total is 0 for Non-Targeted customers.
- **Opened** Number of emails opened.
- Clicked Number of emails clicked on.
- **Undeliverable** Number of emails that could not be delivered.
- Net Targeted Total customers Undeliverable emails.
- Net Delivery Total number of emails Sent Undeliverable emails.
- **Respondents** Number of Customers in the Target who have responded to the Promotion. This is the same as the Total for Non-Targeted customers.
- Non-Respondents Number of Customers in the Target who have not responded to the Promotion. This is 0 for Non-Targeted customers.
- Net Response Rate Calculated by dividing the total number of Respondents by the Net Delivery total. Set to 0.00 for Non-Targeted customers.
- **Response Rate** Calculated by dividing the total number of Respondents by the Total number targeted. Set to 100.00 for Non-Targeted customers.
- Award Value The total value of Awards issued through the promotion. Included only for an Award Promotion.
- **Redeemed Award Value** The total value of Awards redeemed. Included only for an Award Promotion.
- **9.** Click the **Loyalty Points Metric Tile** to see the following information which can be viewed by All Customers, Active, or Inactive:

Note: For Points Promotions, the Loyalty Tile displays differently. See Figure 5–183 followed by the description for this type of promotion.

		Revenue I 1,861.8 U		Aver		3.3 Uni	.17 ^{USD}		Response Ra 42.86		y Points 82.52 Points	Ave	erage Points Pe Transaction 172.161 Point	3		
	By Offer Points	er D ts Awar	Display A	All Offers	. /	Last	Month	•							🛞 Promot	ion Information
1.0K															General Inform	ation
1.0K																me Base Scorecard Test- Ca 10099
1.0K 0.8K																me Base Scorecard Test- Ca
															Promotion Na	me Base Scorecard Test- Ca 10099 959
0.8K															Promotion Na Promotion ID Description	me Base Scorecard Test- Ca 10099 959 Base Scorecard Test- Ca 10099
0.8K 0.6K															Promotion Na Promotion ID Description Campaign Nar Promotion Sta	me Base Scorecard Test- Ca 10099 959 Base Scorecard Test- Ca 10099 ne Base Scorecard Test- Ca 10099
0.8K 0.6K															Promotion Na Promotion ID Description Campaign Nar	me Base Scorecard Test- Ca 10099 959 Base Scorecard Test- Ca 10099 me Base Scorecard Test- Ca 10099 rt 8/1/12
0.8K 0.6K 0.4K															Promotion Na Promotion ID Description Campaign Nar Promotion Sta Date Promotion En	me Base Scorecard Test- Ca 10099 959 Base Scorecard Test- Ca 10099 me Base Scorecard Test- Ca 10099 rt 8/1/12
															Promotion Na Promotion ID Description Campaign Nar Promotion Sta Date	me Base Scorecard Test- Ca 10099 959 Base Scorecard Test- Ca 10099 ne Base Scorecard Test- Ca 10099 rt 8/1/12 4 8/31/22

Figure 5–182 Loyalty Points Metric Tile

Graph

- The bar graph will dynamically update the Loyalty Points Awarded based on the Offers selected and Duration.
- By default the performance graph displays the offer details based on the time period selected for this promotion.
- The graph represents a plot between the Loyalty Points on Y-axis and Duration on X-axis for each individual Promotion.

Note: See Filter/Sort Options for sorting and filtering options for the Loyalty Points Awarded graph.

Figure 5–183 Loyalty Points Metric Tile - Points Promotion Scorecard

alty Program Summary ogram Name And Level	Points Issued	Members Who Received Pi	oints Respondents €	Response Rate (%)	Loyalty Program Points Comparison	Promotion Info	rmation
OY 00033 Dyn Loy (/D 43889) evil 1	22.00		2 2	20.00	43503	Promotion Name	AcountAdmin Role Te
oyalty Program (ID 58994) ase	202.00		52 2	s 20.00	92%	Promotion ID Description	1007 AcountAdmin Role Te

titest

Create User ID

Note: This is a promotion type specific to the loyalty program and issues loyalty points to specific card loyalty programs. The purchase totals are based on the selected customers/loyalty members receiving the Points promotion. There are no offers (triggering events) that are required to receive the points. The total purchases are based strictly on the customers that are part of the promotion. There are no items to exclude as we would do in the case of a promotion with offers.

Note: The values displayed in the scorecard will include only indirect revenue. The indirect revenue is based on all purchases made by the customers that received loyalty points. This scorecard is used to analyze the stimulation in revenue based on issuing loyalty points. However, these transactions cannot be tied directly to specific purchases.

- Loyalty Program Summary
 - Program Name and Level
 - ID
 - Points Issued
 - Members Who Received Points
 - Respondents Members who received points that also made a purchase during this promotion period.
 - Response Rate {%}
- Pie Chart
 - Calculates and displays the Total Points Issued by program and level.
 - Each sector of the pie chart represents the points awarded to the unique program and level with a different color.
 - The table lists all the levels, but the pie chart will only show the top ten based on points issued.
- Promotion Information
 - General Information
 - Export / Approve Status
- **10.** Click the **Average Points Per Transaction Metric Tile** to see the following information which can be viewed by All Customers, Active, or Inactive:

romotion Scorecard							
Revenue LY \$1,861.80 USD	Test- Card 10099 (ID 9) Average Transaction \$172.17 USD 3.33 Unit(s)	Response Rate 42.86%	Loyalty Points 2,582.52 Points	Average Points Per Transaction 172.168 Points			
offer Summary						Promotion Information	
oints Summary						1 Associated Offers	
Total Points	Average Points	Per Transaction				 LOY BuyX Get Points 10099 (ID 18521) 	2.582.5
2.582.52	172.168					General Information	
ssociated Offers Summ	ary			Offer Points Comparis	on	Export / Approve Status	
Offer Name	Total F	oints Average Points Pe	r Transaction			0 Locations	
LOY BuyX Get Points 1	0099 (ID 18521) 2.5	82.52	172.168				
				100%	18521		

Figure 5–184 Average Points Per Transaction Metric Tile

Offer Summary - Points Summary

- Total Points Sum Total of the Points generated using the offer.
- Average Points Issued Per Transaction Average number of points issued per Transaction during the Promotion period to the members against their purchase activity. The Average Value (Total Points issued/Number of Transaction).

Associated Offers Summary

- A full circle represents an Active Offer or an empty circle represents an Inactive Offer.
- Offer Name
 - When a user selects the offer name from the list of offers on the Promotion Scorecard window, the system displays the View Offer window for the selected promotion on the same tab. See Viewing Offers for more information.
- Total Points Total points distributed for the offer.
- Average Points Per Transaction Average number of points issued per Transaction during the Promotion period to the members against their purchase activity. The Average Value (Total Points issued/Number of Transaction).

Offer Points Comparison

- The pie chart shows the pictorial representation of the points distributed from the respective offers.
- The title of the pie chart is Offer Points Comparison.
- The maximum of top ten offers by direct revenue display.
- Each sector of the pie chart represents the points distributed by an individual offer with a different color.
- A legend displays to the right of the pie chart and is linked with the information displayed in the pie chart.

Note: To close the Promotion Scorecard, click the close icon **X** associated with the Promotion Number in the Open Tasks area at the top of the window.

Promotion Information - Scorecards

The Metric Tiles that display Promotion Information include:

- Revenue LY
- Loyalty Points
- Average Points Per Transaction

Figure 5–185 Promotion Information - General Information (All Tiles)

🔅 Promotion Information					
General Informatio	on	*			
Promotion Name	Base Scorecard Test- Card 10099				
Promotion ID	959				
Description	Base Scorecard Test- Card 10099				
Campaign Name	Base Scorecard Test- Card 10099				
Promotion Start Date	8/1/12	l			
Promotion End Date	8/31/22	1			
Status	Saved				
Create Date	8/18/20				
Create User ID	lorraine.steiner@oracle.com				
Update Date	8/18/20				
Update User ID	lorraine.steiner@oracle.com	Ŧ			

xport / Approve Status	
Last Export Date	
Last Approval	
Date	
Last Export User	
Last Approval	
User	
Export Count 0	- 1
Approval Count 0	- 1
Conflict At No	
Approval	

Figure 5–186 Promotion Information - Export/Approve Status (All Tiles)

Note: Depending on the type of promotion that you created, different Export/Approve Status are available.

Figure 5–187 Promotion Information - Associated Offers (Average Points Per Transaction Tile Only)

Fromotion	n Information	
1 Associated Offer	s	*
 LOY BuyX Get (ID 18521) 	t Points 10099 2,582.52	I
General Information	on	I
Promotion Name	Base Scorecard Test- Card 10099	l
Promotion ID	959	I
Description	Base Scorecard Test- Card 10099	ļ
Campaign Name	Base Scorecard Test- Card 10099	
Promotion Start Date	8/1/12	
Promotion End Date	8/31/22	
Status	Saved	
Create Date	8/18/20	-

Promotion Information - Tabs

Many of the tabs also include the Promotion Information panel on the right side for each tab. This information summarizes what has previously been configured for the Promotion. The tabs that display Promotion Information include:

- Information
- Franchisees
- Awards
- Locations
- Offers
- Attributes
- Coupons
- Audience
- Event Definition
- Budget
- Save Options

Promotion Information	
Information	~
Campaign	
Review Screen Testing Promotion Promotion	
Review Screen Testing Promotion	
Promotion Type Product	
Starts on 12/23/19 12:00 AM	
Runs until 1/31/20 12:00 AM	
Franchisees	
4 Franchisee(s) Defined	
Locations	
All Locations Included	
Offers	
3 Associated Offers	
Attributes	
2 Attribute(s) Defined	
Offer IIII Offer III Offer IIIIIIII offer	
includes 7 values	
Transaction Discount Offer offer	
includes 7 values	
More	-
Audience	
1 Defined Audience Groups	
1 Defined Filters	
1 Group(s) Split into 2	
Export Channels	~

Figure 5–188 Promotion Information Panel

6 Offers

In Customer Engagement, Offers are price incentives given to the customer. These offers can often be reused in separate Promotions or Card Programs. To facilitate and ease the reuse of existing Offers, a library of Offers can be created in Customer Engagement.

About this Chapter

This chapter contains the following information:

- Offer Types
- Intended Use
- Offers Quick Search
- Offers Advanced Search
- Creating Offers
- Editing Offers
- Duplicating Offers
- Viewing Offers
- Offer Scorecard

Offer Types

The Offer Type determines the type of incentive provided by the Offer. Customer

Engagement has the following Offer Types:

- Transaction Discount A discount is prorated across all items within a transaction.
- Line Item Discount A discount is applied to specific line items within a transaction.
- Fixed Quantity/Price A fixed price is defined for various quantities of qualifying items.
- **Kit** A defined set of heterogeneous items that, when purchased together, trigger special pricing.
- **Gift with Purchase** A specific gift item is provided at a discounted price when the selected qualifying items are purchased.

- Buy X Get X The purchase of defined items at regular price allows the customer to receive discounts on the purchase of subsequent quantities of the same items of equal or lesser value.
- Buy X Get Y The purchase of defined items at regular price allows the customer to receive discounts on the purchase of subsequent different items at a discount.
- **Tiered Discount** A discount is applied to a defined set of items and the amount of the discount can vary at different quantity thresholds.
- **Buy X Get Points** The purchase of the qualifying items will result in the loyalty points being awarded to the loyalty program members.
- Marketing Engagements Create a bonus point earning opportunity for an event that happens outside of Customer Engagement.

Intended Use

In Customer Engagement, Offers can be assigned an Intended Use. This indicates the manner in which an Offer is likely to be used.

- Any (Default) An Offer that can be applied as a Product, Coupon, or Entitlement.
- **Coupon** An Offer that is applied to an item or transaction through a Coupon.
- **Product** An Offer that is applied directly to an item or transaction.
- Entitlement An Offer that is applied to an item or transaction as an Entitlement for a Customer, including Offers associated with Promotions or Card Programs.
- Loyalty An Offer that is applied to a transaction enabling the customer to earn loyalty points.

Offers Quick Search

Offers Quick Search displays a list of results as you type in characters in the search box. To use the Offers Quick Search do the following:

- 1. Click Tasks.
- 2. Click Campaign.
- 3. Click Promotion Home.

Note: You will need the Promotion Home role in order to see this menu option.

4. Click the Active Offers Metric Tile.

Figure 6–1 Promotion Home Active Offers Metric Tile

Promotion Home

• Active Promotions 77	• Active Offers 56	
\$91,738,991.79 Revenue LTD	\$91,753,817.69 Revenue LTD	
Offers Match Type Partial) Exact	
Search for an Offer by Hier	archy value, Offer ID, name, type, or intended use	

5. In the Search for Offers field, enter the Hierarchy Value, Offer ID, Name, Type, or intended use of the offer you want to search for. Click **Partial** to search for Offers that partially match the search text, or click **Exact**, to search for an exact match.

Figure 6–2 Offers

ch Type 🔍 Partial 🛛 Exact	Create Offer
r	×
	~
Sec (ID 7854) 1 Active Promotions Transaction Discount Any	
Franchisee Offer (ID 7355) 3 Active Promotions Transaction Discount Any	
Chocolate Give Away (ID 7352) 0 Active Promotions Buy X Get Y Any	
Cricket Fever Deal (ID 7349) 0 Active Promotions Kit Any	
Decimal place test 123 (ID 7344)	
1 Active Promotions Transaction Discount Any	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Note: If more than 25 offers match the search criteria, the first 25 offers are displayed. Select **Show More...** at the bottom of the page to display more offers.

6. Click the Name which appears as a link in blue for any Offer to open the Offer Scorecard for that offer. See Offer Scorecard for more information. Use the Overflow Menu to Duplicate, Edit, or View the offer. See Duplicating Offers, Editing Offers, or Viewing Offers for more information.

omotion Home				
• Active Promotions 48	Active Offers 61			
\$3,618,058.53 Revenue LTD	\$95,308,008.48 Revenue LTD			
Offers				
latch Type 💿 Partial 🛛 Exa	t			Create Offer
Search for an Offer by Hierarchy v	alue, Offer ID, name, type, or ir	ended use		×
				Offer Advanced Search
Name and Status		Offer Type	Intended Use	Revenue LTD
O BuyXGetX ShipProduct 2 0 Active Promotions	020 (ID 11912)	Buy X Get X	Product	\$0.00
O Gift ShipProduct 2020 (II 0 Active Promotions) 11911)	Gift with Purchase	Product	Duplicate Edit
O Kit ShipProduct 2020 (ID 0 Active Promotions	11910)	Kit	Product	View
should share a second	(ID 11909)	Fixed Quantity/Price	Product	\$0.00
O Fixed ShipProduct 2020 0 Active Promotions				
		Line Item Discount	Product	\$0.00

Figure 6–3 Action Menu Options - Offers Quick Search

Offers Advanced Search

The Offer Advanced search allows you to select more criteria that are not available in the Offer Quick Search box.

Search	
Offer ID	
Hierarchy Level	
All	•
Hierarchy Value	
All	T
Promotions	
All	•
Offer Type	
All	•
Intended Use *	
Any Any	
Coupon	
Product	
 Entitlement 	
 Loyalty 	
 Loyalty Marke Engagement 	ting
Attribute Type	
All	•
Attribute Value	
Created By	
Everyone	•
Franchisee ID	
All	•

Figure 6–4 Offer Advanced Search Window

The following Search fields are available:

- Offer ID This Text Field searches all the Offers currently present in the application. The default is an empty field.
- Hierarchy Level The Merchandise Hierarchy Level, which consists of: Item ID, Department, Sub-Department, Class, Sub-Class, and Style ID. This will default to All. Example: You select Hierarchy level as Department.
- Hierarchy Value The search box included on the top of the list allows you to search for a specific Department. As you begin to type, the application then displays any matching Departments. The field also includes a list of available departments from which to select. This will default to All.
- **Promotions** To search for Offers which are part of Promotions. This will default to All. Options include:
 - All
 - Active
 - Inactive
- Offer Type -Search for Offers by Offer Type, which will be based on available Offer Types configured in the System Configuration module. Following are the current Offer Types. The default field is All.
 - Buy X Get Points

- Buy X Get X
- Buy X Get Y
- Fixed Quantity/Price
- Gift with Purchase
- Kit
- Line Item Discount
- Marketing Engagements
- Tiered Discount
- Transaction Discount
- Intended Use (Required) Search for Offers by the Intended Use assigned. By default, All will be checked.
 - Any
 - Coupon
 - Product
 - Entitlement
 - Loyalty
 - Loyalty Marketing Engagement
- Attribute Type Search the Offer by the Attribute assigned to the Offer. The field will default to All.
- Attributes Value Type-ahead search according to the selected Attribute Type.
- **Created By-** List of Associates who created Offers. This defaults to Everyone.
- **Franchisee ID** This Text Field searches for Offers by the Franchisee associated with the Offer. The Franchisee ID field will only be visible if the EnableFranchiseSupport configuration is enabled and Franchisees are defined. Only Franchisees associated with the user are shown. This defaults to All.

Searching Offers

Once all the desired information has been entered, click **Search** to see the results. If more than 25 results are returned, you can click the **Show More...** link to show the next 25 offers.

earch		Search Results			Cre	ate Offer
	-	460 Offers Found Sort By Last Update Date	*			
lierarchy Level						
All	*	Name and Status	Туре	Intended Use	Revenue LTD	
fierarchy Value All		 LOY BuyX Get Points 10099 (ID 18521) Enabled in 2 Active Promotions 	Buy X Get Points	Loyalty	\$2,582.52	1
romotions		O DUP 18517 (ID 18531) Enabled in 0 Active Promotions	Buy X Get Points	Loyalty	\$0.00	:
All Difer Type	Y	O DUP Marketing Offer 12000 (ID 18530) Enabled in 0 Active Promotions	Marketing Engagements	Loyalty Marketing Engagement	\$0.00	+
All		O Timed Marketing Test #1 (ID 18527) Enabled in 0 Active Promotions	Marketing Engagements	Loyalty Marketing Engagement	\$0.00	:
Any Coupon		O Timed Marketing Test #2 (ID 18528) Enabled in 0 Active Promotions	Marketing Engagements	Loyalty Marketing Engagement	\$0.00	÷
Product Entitlement		O Marketing Offer 12000 (ID 18522) Enabled in 0 Active Promotions	Marketing Engagements	Loyalty Marketing Engagement	\$0.00	÷
 Loyalty Loyalty 		O TD JK (ID 18526) Enabled in 0 Active Promotions	Transaction Discount	Entitlement	\$0.00	÷

Figure 6–5 Offers Search Results

Note: Click **Reset** to clear all fields and return list values to the default selections. You can also click Search without entering any criteria to see a complete list of offers.

Sorting Offer Results

The results can be sorted by the following options:

- Last Update Date (Default)
- Offer ID
- Offer Name
- Number of Active Promotions
- Offer Revenue
- Offer Type
- Intended Use

Creating Offers

In Customer Engagement, Offers are price incentives given to the customer. These Offers can often be reused in separate Promotions or Card Programs. To facilitate and reuse existing Offers, a library of Offers can be created in Customer Engagement.

Process by Offer Type

The Create Offers process depends on the type of offer you create with the Create Offer Wizard. In the wizard, the tabs are dynamic and vary by Offer Type.

Table 6–1 shows the Create Offer process by offer type and a link to its procedure. Refer to the section, Create Offers Procedure, for specifics about the steps to create offers.

Offer Type	Tab 1	Tab 2	Tab 3	Tab 4	Tab 5	Tab 6	Tab 7
Transaction Discount	Information Updating the Information Tab	Franchisees Assignment Updating the Franchisees Assignment Tab	Attributes Updating the Attributes Tab	Qualifying Items Define Qualifying Items for Offer Group 1	Award Items Update Award Items for Group A	Shipping Awards Update Shipping Awards Tab	Review Tab Transaction Discount Review
Line Item Discount	Information Updating the Information Tab	Franchisees Assignment Updating the Franchisees Assignment Tab	Attributes Updating the Attributes Tab	Qualifying Items Define Qualifying Items for Offer Group 1	Award Items Update Award Items for Group A	Shipping Awards Update Shipping Awards Tab	Review Line Item Discount Review
Fixed Quantity/Price	Information Updating the Information Tab	Franchisees Assignment Updating the Franchisees Assignment Tab	Attributes Updating the Attributes Tab	Qualifying Items Define Qualifying Items for Offer Group 1	Award Items Update Award Items for Group A	Shipping Awards Update Shipping Awards Tab	Review Fixed Quantity/Price Review
Gift with Purchase	Information Updating the Information Tab	Franchisees Assignment Updating the Franchisees Assignment Tab	Attributes Updating the Attributes Tab	Qualifying Items Define Qualifying Items for Offer Group 1	Award Items Update Award Items for Gift with Purchase	Shipping Awards Update Shipping Awards Tab	Review Gift with Purchase Review
Buy X Get X	Information Updating the Information Tab	Franchisees Assignment Updating the Franchisees Assignment Tab	Attributes Updating the Attributes Tab	Qualifying Items Define Qualifying Items for Offer Group 1	Award Items Update Award Items for Buy X Get X	Shipping Awards Update Shipping Awards Tab	Review Buy X Get X Review
Buy X Get Points	Information Updating the Information Tab	Franchisees Assignment Updating the Franchisees Assignment Tab	Attributes Updating the Attributes Tab	Qualifying Items Define Qualifying Items for Offer Group 1	Award Items Update Award Points for Buy X Get Points	Tender Type Define Tender Type for Buy X Get Points	Review Buy X Get Points Review
Kit	Information Updating the Information Tab	Franchisees Assignment Updating the Franchisees Assignment Tab	Attributes Updating the Attributes Tab	Qualifying Items Define Qualifying Items for Offer Group 2	Award Items Update Award Items for Offer Type Kit	Shipping Awards Update Shipping Awards Tab	Review Kit Review

 Table 6–1
 Create Offer Process by Offer Type

Offer Type	Tab 1	Tab 2	Tab 3	Tab 4	Tab 5	Tab 6	Tab 7
Buy X Get Y	Information Updating the Information Tab	Franchisees Assignment Updating the Franchisees Assignment Tab	Attributes Updating the Attributes Tab	Qualifying Items Define Qualifying Items for Offer Group 2	Award Items Update Award Items for Buy X Get Y	Shipping Awards Update Shipping Awards Tab	Review Buy X Get Y Review
Tiered Discount	Information Updating the Information Tab	Franchisees Assignment Updating the Franchisees Assignment Tab	Attributes Updating the Attributes Tab	Qualifying Items Define Qualifying Items for Offer Tiered Discount	Award Items Define Tiered Discount	Review Tiered Discount Review	Not Applicable
Marketing Engagements	Information Updating the Information Tab	Franchisees Assignment Updating the Franchisees Assignment Tab	Attributes Updating the Attributes Tab	Award Items Updating Award Points for Marketing Engagements	Review Marketing Engagements Review	Not Applicable	Not Applicable

 Table 6–1 (Cont.) Create Offer Process by Offer Type

Create Offers Procedure

The following procedure describes the steps to create an offer. Refer to specific details for each tab in these sections:

- Updating the Information Tab
- Updating the Franchisees Assignment Tab
- Updating the Attributes Tab
- Updating the Qualifying Items Tab
- Update Award Items Tab
- Define Tiered Discount
- Update Shipping Awards Tab
- Updating Award Points for Marketing Engagements
- Using the Review Tab

Procedure

To create an offer:

- 1. Click the Tasks icon.
- 2. Click Campaign.
- 3. Click Offers Search. Results: The Offers Search window opens.

Figure 6–6 Offers Search

Offers Search 🗙			
Offers Search			
Search		Offers Search	Create Offer
Offer ID	^	Enter search parameters in the sidebar to search for Offers.	
Hierarchy Level			
All	*		

- **4.** Click **Create Offer**. This opens the Create Offer Wizard. The Create Offer wizard may contain any of the following tabs, depending on configuration:
 - Information
 - Franchisees
 - Attributes
 - Qualifying Items
 - Award Items or Discount Tiers
 - Shipping Awards
 - Award Points
 - Review
- **5.** Update the Information tab. For details, refer to "Updating the Information Tab" on page 6-15. After updating the Information tab, Click **Next** to continue to the next tab.

Figure 6–7 Information Tab

Offer	Definition				Offer Information
pe B	Transaction Discount A discount is prorated across all items within a transaction.	POS Name	New Deal 1500014 New Deal 1500013		Information Offer Name New Deal 1500014 Offer Type Line Item Discount Intended Use Entitlement Franchisees
0	Line Item Discount 🖌	* Intended Use Comments	Entitlement		All Franchisees defined Attributes 3 Attribute(s) Defined
0	Fixed Quantity/Price A faced price is defined for varying quantities of qualifying items.	Shipping Award Options	0		Qualifying Items Subtotal Minimum Subtotal Maximum Total Includes 3 Total Excludes 0
0	Kit A defined set of heterogeneous items that, when purchased together, trigger special pricing.	Include Non-Merci Allow Items to be Include Redlines		- 1	Award Items Maximum Award Amount Offer Count Limit Total Includes 3
•	Gift with Purchase A specific gift item is provided at a discounted price when the selected qualifying items are purchased.	Allow Zero Price			Total Excludes 0
0	Buy X Get X The purchase of defined items at regular price allows			Next >	

6. Update the Franchisees Assignment tab. For details, refer to "Updating the Franchisees Assignment Tab" on page 6-19. After updating the Franchisees Assignment tab, Click **Next** to continue to the next tab.

Figure 6–8 Franchisee Tab

cluded Francl	sees	
Actions 🔻	+ ×	
II Franchisees ar	included	

- **7.** Update the Attributes tab. For details, refer to "Updating the Attributes Tab" on page 6-20. Click **Next** to continue to the next tab.
 - **a.** This Attributes tab does not apply to the offer type, Marketing Engagements. Continue to Updating Award Points for Marketing Engagements.

ffer Attributes				
Name	Value		Description	
* Deal Season	Summer		Deal Season	
Deal -percent of promo	Number		Deal -percent of	
bear spercent of promo	+ Add Another		promo	
DEAL_COST	Currency		Estimated Deal Cost	
DEAL_CREATED_BY	Character		Deal Created By	
DEAL_START_DATE	M/d/jy	m	Deal Start Date	
DEAL_TYPE	(Please select)		Deal Type	
oun_m.	+ Add Another	Deartype		
NUMBER_OF_ITEMS	Number		Estimated # of Deal	
NOMBER_OF_ITEMS	+ Add Another	Items		
offer	Character		offer	
Giller	+ Add Another		Und.	

Figure 6–9 Attributes Tab

8. Update the Qualifying Items tab. The Qualifying Items Tab is used to define which Items are included and excluded in the Offer. For details, refer to "Updating the Qualifying Items Tab" on page 6-21.

After completing the Qualifying Items tab, click **Next** to continue to the next tab as listed in Table 6–5.

Figure 6–10 Qualifying Items Tab

arameters								Import	From Existing Offer
ubtotal Minimu	n	Subtotal Maximu	m	Threshold St		Threshold Type	Thres	hold *	
				Exact	-	Quantity 🔹 🔻	1		
efine Qualify	ing Items								0 Items Includ
Included Actions 💌	Quick Add	Add by ID	Add						Exclude Iten
No Items Inclu	ded								

Table 6–5 lists the next section by offer type.

 Table 6–2
 Next Step After Defining Qualifying Items by Offer Type

Offer Type	After Defining Qualifying Items, Continue To			
Transaction Discount	Update Award Items for Group A			
Line Item Discount				
Fixed Quantity/Price				
Gift with Purchase	Update Award Items for Gift with Purchase			
Buy X Get X	Update Award Items for Buy X Get X			
Buy X Get Points	Update Award Points for Buy X Get Points			

Table 0.2 (Cont.) Next Step And Demmig Quanying hems by Oner Type			
Offer Type	After Defining Qualifying Items, Continue To		
Kit	Update Award Items for Offer Type Kit		
Buy X Get Y	Update Award Items for Buy X Get Y		
Tiered Discount	Define Tiered Discount		

Table 6–2 (Cont.) Next Step After Defining Qualifying Items by Offer Type

9. Update the Award Items tab. For details, refer to "Update Award Items Tab" on page 6-39. Click **Next** to continue to the next tab.

After completing the Award Items tab, click **Next** to continue to the next tab as listed in Table 6–6.

Figure 6–11 Define Award Items Tab

Parameters Priority *	Maximum Award Amount	Offer Count Limit *	Discount Type * Discount Percent Off	Value *	Maximum Quantity
) Prorate awa	rd value across qualifying items	Issue award to each	qualifying item		
Define Award	Items			1	03,564 Items Included
Included					
All Items					

Table 6–6 lists the next section by offer type.

 Table 6–3
 Next Step After Defining Award Items/Points by Offer Type

Offer Type	After Defining Award Items/Points, Continue To
Transaction Discount	Update Shipping Awards Tab
Line Item Discount	
Fixed Quantity/Price	
Gift with Purchase	
Buy X Get X	
Buy X Get Points	Define Tender Type for Buy X Get Points
Kit	Update Shipping Awards Tab
Buy X Get Y	
Tiered Discount	
Marketing Engagements	Marketing Engagements Review

10. Update the Shipping Awards tab. The Shipping Awards Tab is used to define what shipping methods and other award rules are used for the offer. For details, refer to "Update Shipping Awards Tab" on page 6-51.

te Offer								
Information Sciences	🖌 Attri	ibutes	Qualifying Items	🔗 Awar	d Items	6 Shipping A	Awards	Review
pping Awards								
ipping Method	^	Ship To Country		Qualifying Pay Type				
Select All		Select All US CA		Select All 2 - Visa 3 - Mastercard				
Ground								
Parcel Post								
- Harder Hode								
Next Day						4 - Amex		
Next Day Second Day						4 - Amex		
Next Day	~					4 - Amex		
Next Day Second Day Overnight - 10AM	~					4 - Amex		
Next Day Second Day Overnight - 10AM	wards			*				
Next Day Second Day Overnight - 10AM		Charge Type	(Please select) ¥	*		Percent Off	*	
Next Day Second Day Overnight - 10AM	Shipping C		(Please select) ▼ (Please select)	*			¥	
Next Day Second Day Overnight - 10AM	~					4 - Amex		

Figure 6–12 Shipping Awards Tab

After completing the Shipping Awards tab, click **Next** to continue to the next tab as listed in Table 6–4.

Offer Type	After Defining Shipping Awards, Continue To	
Transaction Discount	Transaction Discount Review	
Line Item Discount	Line Item Discount Review	
Fixed Quantity/Price	Fixed Quantity/Price Review	
Gift with Purchase	Gift with Purchase Review	
Buy X Get X	Buy X Get X Review	
Buy X Get Points	No shipping awards, continue to:	
	Buy X Get Points Review	
Kit	Kit Review	
Buy X Get Y	Buy X Get Y Review	
Tiered Discount	Tiered Discount Review	
Marketing Engagements	Marketing Engagements Review	

Table 6–4 Next Step After Defining Shipping Awards by Offer Type

11. The **Review** tab displays key elements in the Offer Setup.

For details by offer type, refer to "Using the Review Tab" on page 6-53. Click **OK** to create the offer, or click **Cancel** to close without saving.

Note: Before you save the offer, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create Offer process and make changes.

Figure 6–13 Review Tab - Example

Offer Name Intended Use all Sale Entitlement		🗐 Transaction Disco
Settings	Qualifying Items	T Award Items
Options Include Non-Merchandise No Charges Allow Items to be used in No other Offers Include Redlines No Allow Zero Price No Comments	Threshold Style Minimum Subtotal Minimum - Threshold Type Quantity Subtotal Maximum - Threshold 1 Included All Items That Match AT LEAST ONE Attributo Season: Summer Excluded No Items Excluded	Award Items Priority 1 Maximum Award - Amount Offer Count Limit - Discount Type Percent Off Discount Value 10 Maximum Cuantity Award Value Prorate award value across
D Offer Attributes		Distribution qualifying items Included All Items

Updating the Information Tab

For Step 5 under the section "Creating Offers," update the Information Tab and return to Step 6.

Figure 6–14 Information Tab

fer Definition			Offer Information
e	Description * Offer Name New Deal 15000		Information Offer Name New Deal 1500014
Transaction Discount A discount is prorated across all items within a transaction.	POS Name New Deal 15000		Offer Type Line Item Discount Intended Use Entitlement
	Intended Use Entitlement		Franchisees All Franchisees defined
A discount applied to specific line items within a transaction.	Comments		Attributes 3 Attribute(s) Defined
Fixed Quantity/Price A faced price is defined for varying quantities of qualifying items.	Shipping Award Options		Qualifying Items Subtotal Minimum Subtotal Maximum Total Includes 3 Total Excludes 0
Kit A defined set of heterogeneous items that, when purchased together, trigger special pricing.	Include Non-Merchandise Charges Allow Items to be used in other Offe	rs	Award Items Maximum Award Amount Offer Count Limit Total Includes 3
Gift with Purchase A specific gift item is provided at a discounted price when the selected qualifying items are purchased.	Allow Zero Price		Total Excludes 0
Buy X Get X The purchase of defined items at regular price allows		Next >	

The Information tab has these components:

- Type Pane
- Description Pane
- Options Pane
- Time Rules

Offer Information Panel

Note: The read-only Offer Information Panel displays details throughout all tabs of the wizard.

Type Pane

Select the type of offer from the available options.

- Transaction Discount
- Line Item Discount
- Fixed Quantity/Price
- Kit
- Gift with Purchase
- Buy X Get X
- Buy X Get Y
- Tiered Discount
- Buy X Get Points
- Marketing Engagements

Description Pane

Update the fields in the Description Pane. Required fields are noted by an asterisk.

- Offer Name (Required) Enter a name for the offer.
- **POS Name** Enter the name for the Offer to be displayed in the POS system.
- Intended Use (Required) Select the type of Promotion in which the Offer is to be used.
 - Any (Default)
 - Coupon
 - Product
 - Entitlement

Note: By Default, Loyalty is the only Intended Use available when creating Buy X Get Points. For Marketing Engagement Offers the only intended use is Loyalty Marketing Engagement.

- **Comments** Enter any comments about the Offer in the text box.
- Shipping Award If available, toggle the switch to activate the offer for shipping awards.

Options Pane

Select any available options to be applied to the Offer.

 Include Non-Merchandise Charges – This Check Box determines whether non-merchandise charges are included in the Offer (The default is a clear check box that indicates No)).

- Allow Items to be used in other Offers This check box indicates whether the items used in the Offer can be used again in other Offers applied to a transaction. If clear (default), the items can only be used in one offer per transaction. If checked, the items can be used in more than one offer per transaction.
- **Include Redlines** This check box determines whether Redlines are included in the Offer (The default is a clear check box that indicates No).
- Allow Zero Price This check box determines whether zero-priced items are included in the Offer (The default is a clear check box that indicates No).

Time Rules

Time Rules are unavailable if **Entitlement** is selected for **Intended Use** in the Description Pane.

Adding Time Rules

Multiple Time Rules can be added to Offers. Perform the following steps to add Time Rules to Offers.

- 1. There are two methods to add Time Rules to an Offer, either:
 - Click +Add Time Rule.
 - Select the Quick Add option and enter a known Time Rule ID which you wish to associate with this new Offer.
- 2. Click Add to add that time rule to the Offer.

Creating New Time Rules

Perform the following steps to create a new Time Rule.

- 1. Click + Add Time Rule.
- 2. Select the Create New option.

Figure 6–15 Add Time Rule (Create New)

* Time Rule Name					
Sunday	* Start	12:00 AM	* End	11:59 PM	Copy to All
Monday	* Start	12:00 AM	* End	11:59 PM	Copy to All
Tuesday	* Start	12:00 AM	* End	11:59 PM	Copy to All
/ednesday	* Start	12:00 AM	* End	11:59 PM	Copy to All
Thursday	* Start	12:00 AM	* End	11:59 PM	Copy to All
Friday	* Start	12:00 AM	* End	11:59 PM	Copy to All
Saturday	* Start	12:00 AM	* End	11:59 PM	Copy to All

- **3.** Update the following fields
 - Enter a **Time Rule Name** (required).

- Select the **Day of the Week** for which the time rules will apply for this Offer.
- Enter a **Start Time** for each day selected.
- Enter an **End Time** for each day selected.
- **4. Optional:** Click **Copy To All** to copy the settings (Start and End times) from the Day you select, to all days.
- 5. Click OK to accept the new time rule, or Cancel to close without saving.

Adding an Existing Time Rule

Perform the following steps to add an existing Time Rule.

- 1. Click + Add Time Rule.
- 2. Select the Add Existing option.

Figure 6–16 Add Time Rule (Add Existing)

Create New	Add Existing							
earch for Time Rule	Search by Name or ID	×	Search					
earch Results								
Name and ID			Time Rule In	Days	Start	End	Add Time F	a
				SUNDAY	12:00 AM	11:59 PM		~
				TUESDAY	12:00 AM	11:59 PM		2
timerule - 4197 (ID 11)			1 offer(s)	THURSDAY	12:00 AM	11:59 PM	Add	
				FRIDAY SATURDAY	12:00 AM 12:00 AM	11:59 PM 11:59 PM		
				MONDAY	8:00 AM	11:59 PM		
1 4520 4475 40	12)		4 11 12	TUESDAY	8:00 AM	11:59 PM	Add	
rule1530 - 4175 (ID	12)		1 offer(s)	WEDNESDAY	8:00 AM	11:59 PM	Adu	
				THURSDAY	8:00 AM	11:59 PM		
				SUNDAY	12:00 AM	11:59 PM		
				MONDAY	12:00 AM	11:59 PM		
1234567890123456	789012345678			TUESDAY	12:00 AM	11:59 PM		
90123456789012 -			1 offer(s)	WEDNESDAY	12:00 AM	11:59 PM	Add	~
20122420702012 -	3203 (10 13)			THURSDAY	12:00 AM	11:59 PM		

- **3.** Enter a **Time Rule Name** or **ID** and click **Search**, or click **Search** to retrieve all existing Time Rules from which to select.
- **4.** The Add Time Rule (Add Existing) window displays the available time rules to add to an existing offer. Information for each existing time rule includes:
 - **Name and ID** The name and ID of the Time Rule
 - Time Rule In The number of offers the Time Rule is already associated with.
 - **Days** The days of the week the Time Rule is active.
 - **Start** The Start time for each corresponding day.
 - **End** The End time for each corresponding day.
 - Add Adds a Time Rule.
- 5. Click Add for the desired Time Rule you wish to add to the Offer.
- 6. Click Done.

Updating the Franchisees Assignment Tab

For Step 6 under the section "Creating Offers," update the Franchisees Assignment tab and return to Step 7.

The Franchisees Assignment tab allows you to view or change the Franchisees to which an Offer is assigned. The Franchisee tab is only visible if the EnableFranchiseSupport configuration is enabled, and Franchisees are defined. By default, all franchisees are included on the Offer. If you are assigned to specific franchisees, only those franchisees you are associated with are shown.

Figure 6–17 Franchisee Tab

×		
ided		

Assigning a Franchisee

Perform the following steps to assign a franchisee.

1. Click the Action Menu, and click Assign, or click the Add (+) icon. The Assign Franchisee window opens.

Figure 6–18 Assign Franchisee

Assign Franchisee			×
Search for Franchisee		× Search	
Search Results			
Franchisee Name	Franchisee Description	Locations	Unassign All
No Franchisees to display			
			Cancel OK

2. Enter part or all of the Franchisee Name, Franchisee Description, or Location.

Note: You also have the option to enter no search criteria and click **Search** to retrieve all available franchisees from which to select for assignment.

- 3. Click Search.
- **4.** Click **Assign All** to assign all the search results, or click **Assign** for a specific franchisee.
- 5. Click OK to accept the changes or Cancel to close the window without saving.

Note: A confirmation notification appears to confirm the Franchisees has been assigned.

After a Franchisee is assigned, it appears at the top of the list. The rest of the Franchisees are ordered by ID.

Unassigning a Franchisee

Perform the following steps to unassign a franchisee.

- 1. There are two ways to unassign a Franchisee assigned to an Offer.
 - **a.** In the Assign Franchisee window, click **Unassign** on any Franchisees currently assigned to the Offer.

Figure 6–19 Assign Franchisee (Using the Unassign Button)

Assign Franchisee					×
Search for Franchisee Search by Franchisee ID, Name or Description	×	Search			
Search Results					
Franchisee Name	Franchisee Description		Locations	Assign All	
WSDL6502 (ID 1008)	WSDL6502 Franchisee		1	Unassign	^
W WSDL6502 (ID 1009)	WSDL6502 Franchisee-3		1	Unassign	i.
WSDL60259 (ID 1010)	WSDL60259 Franchisee		1	Assign	
W WSDL60259 (ID 1011)	WSDL60259 Franchisee-4		1	Assign	~
<			Show More	> 1-25 of 406 ite	ms
				Cancel	ОК

- **b.** If Franchisees are listed on the Franchisee tab in the Included Franchisees table, highlight the **row**, and then select the **Action Menu**, and click **Unassign**, orclick the **UnassignX**icontoremove the associated Franchisee.
- **2.** A confirmation notification appears that confirms the Franchisees are deleted.

Updating the Attributes Tab

For Step 7 under the section "Creating Offers," update the Attributes tab and return to Step 8.

ffer Attributes			
Name	Value		Description
* Deal Season	Summer		Deal Season
Deal -percent of promo	Number		Deal -percent of
Deal -percent of promo	+ Add Another		promo
DEAL_COST	Currency/		Estimated Deal Cost
DEAL_CREATED_BY	Character		Deal Created By
DEAL_START_DATE	Midiyy	m	Deal Start Date
DEAL_TYPE	(Please select)	*	Deal Type
DEALCHIE	+ Add Another		bear type
NUMBER OF ITEMS	Number		Estimated # of Deal
NOMBER_OF_ITEMS	+ Add Another		Items
offer	Character		offer
Control - Contro	+ Add Another		

Figure 6–20 Attributes Tab

Perform the following steps to update the Attributes tab.

- **1.** Enter the following for the Attributes Tab. Attributes can be added to the Offer to further distinguish qualifications for the Offer.
 - Select or enter the Values for each of the required attributes (indicated by an asterisk*).
 - Add Values for any optional attributes.
 - Select or enter the configuration value for the Attribute.

Note: Repeat this step for all optional Attributes you wish to add to the Offer.

2. When finished defining any attributes for the Offer, click Next.

Updating the Qualifying Items Tab

For Step 8 under the section "Creating Offers," update the Qualifying Items and return to Step 9.

The Qualifying Items tab parameters are dynamic and vary based on the type of offer selected as listed in Table 6–5.

Note: This tab does not apply to the offer type, Marketing Engagements. Continue to Updating Award Points for Marketing Engagements for this offer type.

Offer Type	Define Qualifying Items Section
Transaction Discount	Define Qualifying Items for Offer Group 1
Line Item Discount	
Fixed Quantity/Price	
Gift with Purchase	
Buy X Get X	
Buy X Get Points	
Kit	Define Qualifying Items for Offer Group 2
Buy X Get Y	
Tiered Discount	Define Qualifying Items for Offer Tiered Discount

Table 6–5 Qualifying Items by Offer Type

Define Qualifying Items for Offer Group 1

Follow the procedures in this section to update the Define Qualifying Items for Offer Group 1. Use this window to define which items are included and excluded in the Offer.

Update the Define Qualifying Items Window for Group 1 for these type of offers:

- Transaction Discount
- Line Item Discount
- Fixed Quantity/Price
- Gift with Purchase
- Buy X Get X
- Buy X Get Points

Figure 6–21 Define Qualifying Items Window for Group 1

arameters									Impor	rt From	n Existing Of
ubtotal Minimum	1	Subtotal Maximur	n	Threshold S	tyle	Threshold Ty	/pe	Three	hold *		
				Exact	•	Quantity		1			
efine Qualifyi	ng Items									0	0 Items Incl
Actions 🔻	Quick Add	Add by ID	Add								Exclude to
No Items Includ	led										

Update the Parameters Pane for Group 1

The following parameters are dynamic and vary based on the type of offer selected.

- Subtotal Minimum The minimum subtotal required for the transaction to be eligible for the discount.
- **Subtotal Maximum** The maximum subtotal required for the transaction to be eligible for the discount.

• **Threshold Style** – The style of threshold to be set.

Note: The available options vary, depending upon the Offer Type selected.

- Exact
- Minimum
- **Threshold Type** The type of threshold.
 - Amount
 - Quantity
- Threshold (Required) The amount of the threshold

Import Items for Group 1

Import items into the Define Qualifying Items window by either:

- Import Items from Existing Offers
- Import Items from a CSV file

Import Items from Existing Offers

- 1. Click Import From Existing Offers then enter the following information:
 - **a.** Enter some or all of the **Offer Name**, or **Offer Type** in the Search for Offer field. When searching by Offer ID the user must enter the **exact ID**.
 - **b.** Click one or more of the **Import check boxes** for the Offers you would like to import.
 - c. Click OK to import the Offer.

Import Items from a CSV file

There are two methods to import items in a CSV file, either:

- Use the Action Menu.
 - a. Click the Actions Menu and select Import from CSV.
 - b. Drag and Drop the File
 - c. Click OK
- Use File Explorer.
 - **a.** Click **Upload**. This displays the file selection menu where you can import a set of items in a comma-separated values (CSV) format.
 - **b.** Select a file from File Explorer.
 - c. Click Open.
 - d. Click OK.

Note: When the file has been uploaded, the name of the file displays an **X** icon that allows you to remove the file.

Define Qualifying Items Pane for Group 1

There are three methods to define Qualifying Items, either:

 Use the Quick Add option to enter a known Item ID which you wish to associate with this new Offer.

Click Add.

- Click the Actions Menu and select Add Item Rule.
- Click +Add Item Rule.

The Add Item Rule window opens.

Figure 6–22 Add Item Rule

Add Item Rule (Include)			4
Include All Items Include By Hierarchy Specific Items Assign Attribute Filters to All Items	s		
Match Any Match All Brand Include All (21) Season Include All (13) Pricing Include All Color Include 1037	î	Color All Colors 1000 1001 1002 1003 1004	^
		 ✓ 1005 ✓ 1006 ✓ 1007 ✓ 1008 ✓ 1009 ✓ 1010 ✓ 1011 	
	~	1012	~
		Cancel OK OK and Add	d Another

You can Add Item Rules by selecting either:

- Include All Items
- Include by Hierarchy
- Specific Items

Include All Items

Perform the following steps to add Item Rules by including all items

1. Select Include All Items. This enables you to use Attribute Filters for all items.

Include All Items O Include By Hierarchy O Specific	Items		
Match Any Match All Brand		Color All Colors	
Include All (21) Season	î	1000	
Include All (13) Pricing		1001 1002	
Include All Color	- 1	 □ 1002 ✓ 1003 	
Include 1037	-	✓ 1004	
		2 1005	
		 ✓ 1006 ✓ 1007 	
		 ✓ 1009 ✓ 1008 	
		2 1009	
		1010	
	~	 ✓ 1011 ✓ 1012 	

Figure 6–23 Add Item Rule (Include All Items)

- 2. Click either Match Any or Match All.
- **3.** In the left pane, select the desired attribute filter from the list of available choices Once selected, any associated values for the attribute appear in the right pane.
- **4.** In the right pane, select or clear values of the selected attribute filter. Attributes like Season, Color, or Brand default to All selected. You can clear all values for that attribute by clearing the check mark in the top check box. Then you can sort through the list and choose specific value by selecting the associated check box.
- **5.** Click **OK** to add the item rule to the Offer or click **OK and Add Another** to add another attribute and values. Click **Cancel** to close the window without adding the item rule.

Include by Hierarchy

Perform the following steps to add Item Rules by hierarchy.

1. Select **Include By Hierarchy**. The Add Item Rule (Include by Hierarchy) window opens.

nclt	ide All Items 🔹 Include By Hierarchy 🔘 Specific Items			
elec	t Items By Hierarchy	Assign Attribute Filters to 1	Sele	ected Hierarchies
Dep	artment (1) SUB_DEPT CLASS SUB_CLASS STYLE_ID	Match Any Match All		Color
ean	th by ID. Name or Description × Search	Brand	^	All Colors
	Department Name. ID and Description	Include All (5) Season		Black
2	Accessory Department (ID 925) Accessory Department	Include All (3)		Bronze
	Appliance Department (ID 800)	Pricing Include All		Brown
	Appliance Department	Color		Gold
	Beauty/Fragrance Department (ID 975) Beauty/Fragrance Department	Include All (9)		Navy
	Bridal Department (ID 850) Bridal Department			Red
	Clothing Department (ID 900) Clothing Department			 Silver Tan
	Coffee Shop (ID 741) Coffee Department			White
	Garden Department (ID 825) Garden Department			
	Shoe Department (ID 950) Shoe Department			
			~	

Figure 6–24 Add Item Rule (Include by Hierarchy)

- **2.** There are two ways to search for items in the Include by Hierarchy window, either for:
 - All items -select one of the **Hierarchy** tabs such as (**Department** or **Class**, and click **Search** to retrieve all associated items for the hierarchy.
 - Specific items -select the check box for each item you want to add to the Offer.
- 3. Select Match Any or Match All.
- **4.** In the center pane, select the desired Attribute Filter from the available choices. Once selected, any associated values for the attribute appear in the right pane.
- **5.** In the right pane, select or clear values of the selected attribute filter. Attributes like Season, Color, or Brand default to All selected. You can clear all values for that attribute by clearing the check mark in the top check box. Then you can sort through the list and choose specific values by selecting the associated check box.
- **6.** Click **OK** to add the item rule to the Offer or click **OK and Add Another** to add another attribute and values. Click **Cancel** to close the window without adding the item rule.

Specific Items

Perform the following steps to include Item Rules by specific items.

1. Select Specific Items. The Add Item Rule (Specific Items) window opens.

Include	All Items 🔷 Include By Hierarchy 💌 Sj	pecific	: Items	^
1 Items	s Selected			
argyle		×	Search	
. It	em Description and ID			
✓ B	oys Argyle Sweater (ID 210009985)			^
В	oys Argyle Sweater (ID 210010026)			
В	oys Argyle Sweater (ID 210010089)			
В	oys Argyle Sweater (ID 210010090)			
в	oys Argyle Sweater (ID 210010153)			~

Figure 6–25 Add Item Rule (Specific Items)

2. Search for Specific Items.

In the Search box enter the **ID** or **Description** of the Item and click **Search**. A list of Items appear underneath the Search box.

- 3. Select Items. You can select either:
 - All Items by selecting the Item Description and ID check box.
 - Specific Items by selecting the check box for each item you want to add to the Offer.
- **4.** Click **OK** to add the item rule to the Offer or click **OK and Add Another** to add another attribute and values, or click **Cancel** to close the window without adding the item rule.

Exclude Items

From the Define Qualifying Items Window for Group 1, click the Exclude Items link.

Excluding Items follows the same processes as:

- Include All Items
- Include by Hierarchy
- Specific Items

Define Qualifying Items for Offer Group 2

Follow the procedures in this section to update the Define Qualifying Items for Offer Group 2. Use this window to define which Items are included and excluded in the Offer.

Update the Define Qualifying Items Window for Offer Group 2 for these type of offers:

- Kit
- Buy X Get Y

arameters					Import From Existing	Offers
btotal Minimum	Subtotal M	aximum				
efine Qualifying Iter	ns				0 Items Included i	n 1 Se
Set 1 Threshold Style	Minimum 💌	Threshold Type	Quantity	 Threshold 1 		:
Included Actions 🔻 Quick	Add Add by ID	Add			Exclude	e Item:
No Items Included						

Figure 6–26 Define Qualifying Items Window for Offer Group 2

+Add Another Set

Update the Parameters Pane for Group 2

The following parameters are dynamic and vary based on the type of offer selected.

- Subtotal Minimum The minimum subtotal required for the transaction to be eligible for the discount.
- Subtotal Maximum The maximum subtotal required for the transaction to be eligible for the discount.
- Threshold Style The style of threshold to be set.

Note: The available options vary, depending upon the Offer Type selected.

- Exact
- Minimum
- Threshold Type The type of threshold.
 - Amount
 - Quantity
- Threshold (Required) The amount of the threshold

Note: For KIT and BUY X Get Y offers, the Threshold Style, Threshold Type, and Threshold fields will appear in the Define Qualifying Items section. In these Offer Types, qualifying Items are organized in **Sets**. Each Set has an Include Item and Exclude Item section which contains one or more Items.

Import Items for Group 2

Import items into the Define Qualifying Items window by either:

- Import Items from Existing Offers
- Import Items from a CSV file

Import Items from Existing Offers

- 1. Click Import From Existing Offers then enter the following information:
 - **a.** Enter some or all of the **Offer Name**, or **Offer Type** in the Search for Offer field. When searching by Offer ID the user must enter the **exact ID**.
 - **b.** Click one or more of the **Import check boxes** for the Offers you would like to import.
 - c. Click OK to import the Offer.

Import Items from a CSV file

There are two methods to import items in a CSV file, either:

- Use the Action Menu.
 - a. Click the Actions Menu and select Import from CSV.
 - b. Drag and Drop the File
 - c. Click OK
- Use File Explorer.
 - **a.** Click **Upload**. This displays the file selection menu where you can import a set of items in a comma-separated values (CSV) format.
 - **b.** Select a file from File Explorer.
 - c. Click Open.
 - d. Click OK.

Note: When the file has been uploaded, the name of the file displays a close icon **X** that allows you to remove the file.

Define Qualifying Items Pane for Group 2

There are three methods to define Qualifying Items, either:

Use the Quick Add option to enter a known Item ID which you wish to associate with this new Offer.

Click Add.

- Click the Actions Menu and select Add Item Rule.
- Click +Add Item Rule.

The Add Item Rule window opens.

Include All Items O Include By Hierarchy) Specific Items		
sign Attribute Filters to All Items Match Any Match All		Color	
Brand	~	All Colors	
Include All (21) Season Include All (13)		1000	
		1001	
Pricing		1002	
Include All			
Color		✓ 1003	
Include 1037	_	2 1004	
		2 1005	
		✓ 1006	
		✓ 1007	
		☑ 1008	
		✓ 1009	
		✓ 1010	
		✓ 1011	
	~	1012	

Figure 6–27 Add Item Rule

You can Add Item Rules by selecting either:

- Include All Items
- Include by Hierarchy
- Specific Items

Include All Items

Perform the following steps to add Item Rules by including all items

1. Select Include All Items. This enables you to use Attribute Filters for all items.

Include All Items O Include By Hierarchy O sign Attribute Filters to All Items	Specific Items		
Match Any Match All Brand		Color All Colors	
Include All (21) Season Include All (13)		1000	
		1001	
Pricing		1002	
Include All Color		✓ 1003	
Include 1037		1004	
		1005	
		1005	
		✓ 1007	
		1008	
		1009	
		1010	
		1011	
	~	1012	

Figure 6–28 Add Item Rule (Include All Items)

- 2. Click either Match Any or Match All.
- **3.** In the left pane, select the desired attribute filter from the list of available choices Once selected, any associated values for the attribute appear in the right pane.
- **4.** In the right pane, select or clear values of the selected attribute filter. Attributes like Season, Color, or Brand default to All selected. You can clear all values for that attribute by clearing the check mark in the top check box. Then you can sort through the list and choose specific value by selecting the associated check box.
- **5.** Click **OK** to add the item rule to the Offer or click **OK and Add Another** to add another attribute and values. Click **Cancel** to close the window without adding the item rule.

Include by Hierarchy

Perform the following steps to add Item Rules by hierarchy.

1. Select **Include By Hierarchy**. The Add Item Rule (Include by Hierarchy) window opens.

nclt	ide All Items 🔹 Include By Hierarchy 🔘 Specific Items			
elec	t Items By Hierarchy	Assign Attribute Filters to 1	Sele	ected Hierarchies
Dep	artment (1) SUB_DEPT CLASS SUB_CLASS STYLE_ID	Match Any Match All		Color
ean	th by ID. Name or Description × Search	Brand	^	All Colors
	Department Name. ID and Description	Include All (5) Season		Black
2	Accessory Department (ID 925) Accessory Department	Include All (3)		Bronze
	Appliance Department (ID 800)	Pricing Include All		Brown
	Appliance Department	Color		Gold
	Beauty/Fragrance Department (ID 975) Beauty/Fragrance Department	Include All (9)		Navy
	Bridal Department (ID 850) Bridal Department			Red
	Clothing Department (ID 900) Clothing Department			 Silver Tan
	Coffee Shop (ID 741) Coffee Department			White
	Garden Department (ID 825) Garden Department			
	Shoe Department (ID 950) Shoe Department			
		,	~	

Figure 6–29 Add Item Rule (Include by Hierarchy)

- **2.** There are two ways to search for items in the Include by Hierarchy window, either for:
 - All items select one of the **Hierarchy** tabs such as (**Department** or **Class**, and click **Search** to retrieve all associated items for the hierarchy.
 - Specific items select the check box for each item you want to add to the Offer.
- 3. Select Match Any or Match All.
- **4.** In the center pane, select the desired Attribute Filter from the available choices. Once selected, any associated values for the attribute appear in the right pane.
- **5.** In the right pane, select or clear values of the selected attribute filter. Attributes like Season, Color, or Brand default to All selected. You can clear all values for that attribute by clearing the check mark in the top check box. Then you can sort through the list and choose specific values by selecting the associated check box.
- **6.** Click **OK** to add the item rule to the Offer or click **OK and Add Another** to add another attribute and values. Click **Cancel** to close the window without adding the item rule.

Specific Items

Perform the following steps to include Item Rules by specific items.

1. Select Specific Items. The Add Item Rule (Specific Items) window opens.

Include All Items O Include By Hierarchy	y 💿 Specifi	ic Items	<u> </u>
1 Items Selected			
argyle	×	Search	
Item Description and ID			
Boys Argyle Sweater (ID 210009985)			^
Boys Argyle Sweater (ID 210010026)			
Boys Argyle Sweater (ID 210010089)			
Boys Argyle Sweater (ID 210010090)			
Boys Argyle Sweater (ID 210010153)			~

Figure 6–30 Add Item Rule (Specific Items)

2. Search for Specific Items.

In the Search box enter the **ID** or **Description** of the Item and click **Search**. A list of Items appear underneath the Search box.

- 3. Select Items. You can select either:
 - All Items by selecting the Item Description and ID check box.
 - Specific Items by selecting the check box for each item you want to add to the Offer.
- **4.** Click **OK** to add the item rule to the Offer or click **OK** and **Add Another** to add another attribute and values, or click **Cancel** to close the window without adding the item rule.

Exclude Items

From the Define Qualifying Items Window for Offer Group 2 window, click the **Exclude Items** link.

Excluding Items follows the same processes as:

- Include All Items
- Include by Hierarchy
- Specific Items

Define Qualifying Items for Offer Tiered Discount

Follow the procedures in this section to update the Define Qualifying Items Window for the Offer Tiered Discount. Use this window to define which Items are included and excluded in the Tiered Discount offer.

							n Existing Of
ubtotal Maximum	Threshold Sty	le	Threshold Type	e Disc	ount Type	e *	
	Tiered	*	Quantity	▼ Per	cent Off	*	
						0	0 Items Inclu
							Exclude Ite
dd by ID Add							
		Tiered	Tiered *	Tiered v Quantity	Tiered v Quantity v Per	Tiered v Quantity v Percent Off	Tiered • Quantity • Percent Off •

Figure 6–31 Define Qualifying Items Window for the Offer Tiered Discount

Update the Parameters Pane for Tiered Discount

The following parameters are dynamic and vary based on the type of offer selected.

- **Subtotal Minimum** The minimum subtotal required for the transaction to be eligible for the discount.
- **Subtotal Maximum** The maximum subtotal required for the transaction to be eligible for the discount.
- Threshold Style The style of threshold to be set.
 - Tiered
- Threshold Type The type of threshold.
 - Amount
 - Quantity
- Discount Type The type of discount.
 - Percent Off The discount is a certain percentage off of the qualifying items. The Discount Value field determines the percentage.
 - Amount Off The discount is a fixed amount off of the qualifying items. The Discount Value field determines the amount.
 - Override Price The new price for the qualifying item. The Discount Value field determines the new price.

Import Items for Tiered Discount

Import items into the Define Qualifying Items window by either:

- Import Items from Existing Offers
- Import Items from a CSV file

Import Items from Existing Offers

- 1. Click Import From Existing Offers then enter the following information:
 - **a.** Enter some or all of the **Offer Name**, or **Offer Type** in the Search for Offer field. When searching by Offer ID the user must enter the **exact ID**.
 - **b.** Click one or more of the **Import check boxes** for the Offers you would like to import.
 - c. Click OK to import the Offer.

Import Items from a CSV file

There are two methods to import items in a CSV file, either:

- Use the Action Menu.
 - a. Click the Actions Menu and select Import from CSV.
 - b. Drag and Drop the File
 - c. Click OK
- Use File Explorer.
 - **a.** Click **Upload**. This displays the file selection menu where you can import a set of items in a comma-separated values (CSV) format.
 - **b.** Select a file from File Explorer.
 - c. Click Open.
 - d. Click OK.

Note: When the file has been uploaded, the name of the file displays a close icon **X** that allows you to remove the file.

Define Qualifying Items Pane for Tiered Discount

There are three methods to define Qualifying Items, either:

 Use the Quick Add option to enter a known Item ID which you wish to associate with this new Offer.

Click Add.

- Click the Actions Menu and select Add Item Rule.
- Click +Add Item Rule.

The Add Item Rule window opens.

Include All Items ု Include By Hierarchy 🔿	Specific Items		
sign Attribute Filters to All Items			
Match Any Match All		Color	
Brand	~	All Colors	
Include All (21)		1000	
Season			
Include All (13) Pricing		1001	
Include All		1002	
Color		1003	
Include 1037	_	1004	
		☑ 1005	
		✓ 1006	
		✓ 1007	
		✓ 1008	
		✓ 1009	
		✓ 1010	
		✓ 1011	
	~	1012	

Figure 6–32 Add Item Rule

You can Add Item Rules by selecting either:

- Include All Items
- Include by Hierarchy
- Specific Items

Include All Items

Perform the following steps to add Item Rules by including all items

1. Select Include All Items. This enables you to use Attribute Filters for all items.

Include All Items O Include By Hierarchy O 5	pecific Items	
Match Any Match All	Color	
Brand	All Colors	
Include All (21)	1000	
Season Include All (13)	1001	
Pricing	1002	
Include All Color	✓ 1003	
Color Include 1037	✓ 1004	
	1005	
	✓ 1005	
	✓ 1008	
	1009	
	1010	
	1011	
	✓ 1012	

Figure 6–33 Add Item Rule (Include All Items)

- 2. Click either Match Any or Match All.
- **3.** In the left pane, select the desired attribute filter from the list of available choices Once selected, any associated values for the attribute appear in the right pane.
- **4.** In the right pane, select or clear values of the selected attribute filter. Attributes like Season, Color, or Brand default to All selected. You can clear all values for that attribute by clearing the check mark in the top check box. Then you can sort through the list and choose specific value by selecting the associated check box.
- **5.** Click **OK** to add the item rule to the Offer or click **OK and Add Another** to add another attribute and values. Click **Cancel** to close the window without adding the item rule.

Include by Hierarchy

Perform the following steps to add Item Rules by hierarchy.

1. Select **Include By Hierarchy**. The Add Item Rule (Include by Hierarchy) window opens.

nclu	ide All Items 💿 Include By Hierarchy 🔘 Specific Items			
elec	t Items By Hierarchy	Assign Attribute Filters to 1	Sele	ected Hierarchies
Dep	artment (1) SUB_DEPT CLASS SUB_CLASS STYLE_ID	Match Any Match All		Color
earc	th by ID. Name or Description × Search	Brand	^	All Colors
	Department Name. ID and Description	Include All (5) Season		Slack
3	Accessory Department (ID 925) Accessory Department	Include All (3)		Bronze
	Appliance Department (ID 800)	Pricing Include All		Brown
	Appliance Department	Color		Gold Gold
	Beauty/Fragrance Department (ID 975) Beauty/Fragrance Department	Include All (9)		Vavy Navy
	Bridal Department (ID 850) Bridal Department			Red
	Clothing Department (ID 900) Clothing Department			 Silver Tan
	Coffee Shop (ID 741) Coffee Department			White
	Garden Department (ID 825) Garden Department			
	Shoe Department (ID 950) Shoe Department			
			-	

Figure 6–34 Add Item Rule (Include by Hierarchy)

- **2.** There are two ways to search for items in the Include by Hierarchy window, either for:
 - All items select one of the **Hierarchy** tabs such as (**Department** or **Class**, and click **Search** to retrieve all associated items for the hierarchy.
 - Specific items select the check box for each item you want to add to the Offer.
- 3. Select Match Any or Match All.
- **4.** In the center pane, select the desired Attribute Filter from the available choices. Once selected, any associated values for the attribute appear in the right pane.
- **5.** In the right pane, select or clear values of the selected attribute filter. Attributes like Season, Color, or Brand default to All selected. You can clear all values for that attribute by clearing the check mark in the top check box. Then you can sort through the list and choose specific values by selecting the associated check box.
- **6.** Click **OK** to add the item rule to the Offer or click **OK and Add Another** to add another attribute and values. Click **Cancel** to close the window without adding the item rule.

Specific Items

Perform the following steps to include Item Rules by specific items.

1. Select Specific Items. The Add Item Rule (Specific Items) window opens.

Include All Items Include By Hierarchy	 Specific Items 	î
1 Items Selected		
argyle	× Search	
Item Description and ID		
Boys Argyle Sweater (ID 210009985)		^
Boys Argyle Sweater (ID 210010026)		
Boys Argyle Sweater (ID 210010089)		
Boys Argyle Sweater (ID 210010090)		
Boys Argyle Sweater (ID 210010153)		

Figure 6–35 Add Item Rule (Specific Items)

2. Search for Specific Items.

In the Search box enter the **ID** or **Description** of the Item and click **Search**. A list of Items appear underneath the Search box.

- 3. Select Items. You can select either:
 - All Items by selecting the Item Description and ID check box.
 - Specific Items by selecting the check box for each item you want to add to the Offer.
- **4.** Click **OK** to add the item rule to the Offer or click **OK and Add Another** to add another attribute and values, or click **Cancel** to close the window without adding the item rule.

Exclude Items

From the Define Qualifying Items Window for the Offer Tiered Discount, click the **Exclude Items** link.

Excluding Items follows the same processes as:

- Include All Items
- Include by Hierarchy
- Specific Items

Update Award Items Tab

For Step 9 under the section "Creating Offers," update the Award Items tab and return to Step 10.

The Award Items tab defines which Items are included and excluded in the Offer, as well as to define the rules for the Award type and amount.

 Table 6–6
 Define Award Items by Offer Type

Offer Type	Define Award Items Section
Transaction Discount	Update Award Items for Group A
Line Item Discount	
Fixed Quantity/Price	
Gift with Purchase	Update Award Items for Gift with Purchase

Offer Type	Define Award Items Section			
Buy X Get X	Update Award Items for Buy X Get X			
Buy X Get Points	Update Award Points for Buy X Get Points			
Kit	Update Award Items for Offer Type Kit			
Buy X Get Y	Update Award Items for Buy X Get Y			
Tiered Discount	Define Tiered Discount			

Table 6–6 (Cont.) Define Award Items by Offer Type

Update Award Items for Group A

The Define Award Items Tab Group A defines award items for these type offers:

- Transaction Discount
- Line Item Discount
- Fixed Quantity/Price

Figure 6–36 Define Award Items Tab Group A

Parameters Priority *	Maximum Award Amount	Offer (Count Limit *	Discount Type *	Discount Value *	Maximum Quantity
		0	~ ^	Percent Off	Discount value	
Prorate aw	ard value across qualifying items	🔿 Issu	e award to each	n qualifying item		
Define Awa	rd Items					103,564 Items Included
Included						
All Items						

Update the Parameters Pane for Group A

The following parameters are dynamic and vary based on the type of offer selected.

- Priority If more than one Offer can be applied to a Transaction, this selection menu determines the priority given to the Offer.
- Maximum Award Amount The maximum currency amount of the award.
- Offer Count Limit The maximum number of times the Offer can be applied to the same transaction. Available only if the Intended Use for the Offer is not Entitlement. Set to 0 (default) for no limit.
- Discount Type The type of discount.
 - Percent Off The discount is a certain percentage off of the qualifying items. The Discount Value field determines the percentage.
 - Amount Off The discount is a fixed amount off of the qualifying items. The Discount Value field determines the amount.
- Discount Value The amount of the discount.

- **Maximum Quantity** Maximum quantity of the matching items that can be used to satisfy the item rule.
- Award application method Determines how a discount is applied to the award Items. These options are only enabled for Amount Off discount types, and only if the Intended Use for the Offer is not Entitlement. This method has the following options:
 - Prorate award value across qualifying items The amount of the discount is divided by the number of items and then that amount is applied to each Item.
 - Issue award to each qualifying items The amount of the discount is applied to each Item.

Define Award Items for Group A

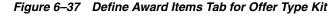
This pane lists Award items that were selected in Define Qualifying Items for Offer Group 1

- Included Items Lists the items that are included as Award Items.
- **Excluded Items** Lists the items that are excluded as Award Items.

Update Award Items for Offer Type Kit

The Define Award Items Tab for Offer Type Kit defines award items when the offer type is Kit

Kit



Information 🔗 Fr	anchisees 🔗 Attribu	utes 🤣 Qualifying Items 🥥	Award Items	6 Shipping Awards	Review		
hipping Awards			117				
Shipping Method	^	Ship To Country	Qua	Qualifying Pay Type			
Select All		Select All		Select All			
Ground		US		2 - Visa			
Parcel Post		CA		3 - Mastercard			
Next Day			4	4 - Amex			
Next Day							
Second Day							
2000 - 10 - 10 - 10 - 10 - 10 - 10 - 10	- 1						
Second Day	~						
Second Day	y Awards						
Second Day Overnight - 10AM ontinental USA Only		arge Type (Please select) 🔻	* Discount	Percent Off 🛛 🔻			
Second Day Overnight - 10AM ontinental USA Only			* Discount	Percent Off 🛛 🔻			

Update the Parameters Pane for Offer Type Kit

The following parameters are dynamic and vary based on the type of offer selected.

- Priority If more than one Offer can be applied to a Transaction, this selection menu determines the priority given to the Offer.
- Maximum Award Amount The maximum currency amount of the award.

 Offer Count Limit – The maximum number of times the Offer can be applied to the same transaction. Available only if the Intended Use for the Offer is not Entitlement. Set to 0 (default) for no limit.

Define Award Items

Update the following items:

- Discount Type From the list, select a type of discount, either:
 - Percent Off The discount is a certain percentage off of the qualifying items. The Discount Value field determines the percentage.
 - Amount Off The discount is a fixed amount off of the qualifying items. The Discount Value field determines the amount.
 - Override Price The new price for the qualifying item. The Discount Value field determines the new price.
- Discount Value Enter the amount of the discount.
- **Maximum Quantity** Select the maximum quantity of the matching items that can be used to satisfy the item rule.
- Award application method Determines how a discount is applied to the award Items.

Note: These options are only available when:

- Amount Off is the discount type
- the Intended Use for the Offer is not Entitlement

You can select from the following options:

- Prorate award value across qualifying items The amount of the discount is divided by the number of items and then that amount is applied to each Item.
- Issue award to each qualifying items The amount of the discount is applied to each Item.

This pane lists Award items that were selected in Define Qualifying Items for Offer Group 2.

- Included Items Lists the items that are included as Award Items.
- Excluded Items Lists the items that are excluded as Award Items.

Update Award Items for Gift with Purchase

The Define Award Items Tab for Gift with Purchase defines award items when the offer type is Gift with Purchase.

Next 🤰

arameters	Maximum Award Amount	Offer Count	limit *	Discount Type *	Discount Value *	Maximum Quantity
nonty	Amount			Percent Off	Discount value	
) Prorate av	vard value across qualifying items	Issue awa	ard to each	n qualifying item		
efine Gift	Item					O Items Include
Included						
Included Actions	Quick Add Add by ID	Add				
		Add				

Figure 6–38 Define Award Items Tab for Gift with Purchase

Update the Parameters Pane for Gift with Purchase

The following parameters are dynamic and vary based on the type of offer selected.

- Priority If more than one Offer can be applied to a Transaction, this selection menu determines the priority given to the Offer.
- Maximum Award Amount The maximum currency amount of the award.
- Offer Count Limit The maximum number of times the Offer can be applied to the same transaction. Available only if the Intended Use for the Offer is not Entitlement. Set to 0 (default) for no limit.
- Discount Type The type of discount.
 - Percent Off The discount is a certain percentage off of the qualifying items. The Discount Value field determines the percentage.
 - Amount Off The discount is a fixed amount off of the qualifying items. The Discount Value field determines the amount.
 - Override Price The new price for the qualifying item. The Discount Value field determines the new price.
- Discount Value The amount of the discount.
- Maximum Quantity Maximum quantity of the matching items that can be used to satisfy the item rule.
- Award application method Determines how a discount is applied to the award Items.

Note: These options are only available when:

- Amount Off is the discount type
- the Intended Use for the Offer is not Entitlement

You can select from the following options:

- Prorate award value across qualifying items The amount of the discount is divided by the number of items and then that amount is applied to each Item.
- Issue award to each qualifying items The amount of the discount is applied to each Item.

Adding Gift Items to an Offer

Perform the following steps to add Gift Items to an offer from the Define Award Items Tab for Gift with Purchase window.

- 1. Select a method from the Define Award Items Tab for Gift with Purchase window to add gift items.
 - **a.** Enter the exact item ID in the **Quick Add** field and then click **Add**.
 - **b.** Click **+ Add Gift Item** to open the Add Gift Item window where you can search for items.
 - **c.** Click the **Actions Menu** and then select **+Add Gift Item** to open the Add Gift Item window.

Note: You may only add one Gift Item to the offer.

Figure 6–39 Add Gift Item

Add Item Rule (Include)	×
Include All Items Include By Hierarchy Specific Items	^
1 Items Selected	
argyle × Search	
Item Description and ID	
Boys Argyle Sweater (ID 210009985)	
Boys Argyle Sweater (ID 210010026)	
Boys Argyle Sweater (ID 210010089)	
Boys Argyle Sweater (ID 210010090)	
Boys Argyle Sweater (ID 210010153)	
Boys Argyle Sweater (ID 210010154)	~
Cancel OK OK and Add Anoth	er

- 2. Select one check box to the left of the individual item you wish to add to the Offer.
 - **a. Optional:** Click the **Overflow Menu**, then click **Remove** to remove a Gift Item and search for a different Gift Item.

Figure 6–40 Included Gift Item Overflow Menu (Remove)

Define Gift Item	1 Items Included
Included	
Actions v Quick Add Add by ID Add	
Items: Boys Argyle Sweater (ID 210010026)	:
+ Add Gift Item	

3. Click **OK** to add the Gift Item to the Offer, or click **Cancel** to close the window without saving.

Update Award Items for Buy X Get X

The Define Award Items Tab Buy X Get X defines award items when the offer type is Buy X Get X

Figure 6–41 Define Award Items Tab Buy X Get X

Parameters Priority *	Massimum	ward Amount	Offer C	ount Lin		A	ard Quantity	*	
▼ Thority	Iviaximum P	Award Amount	0		~	1	ira Quantity		
Discount Type *	Discount Va	alue *	Maximu	um Qua	ntity				
Percent Off				~	~				
	value across	qualifying items	Issue			h quali	fying item		
O Prorate award		qualifying items	Issue			h quali	fying item	6	Items Includ
		qualifying items	Issue			ch quali	fying item	0) Items Includ

Update the Parameters Pane for Buy X Get X

The following parameters are dynamic and vary based on the type of offer selected.

- Priority If more than one Offer can be applied to a Transaction, this selection menu determines the priority given to the Offer.
- Maximum Award Amount The maximum currency amount of the award.
- Offer Count Limit The maximum number of times the Offer can be applied to the same transaction. Available only if the Intended Use for the Offer is not Entitlement. Set to 0 (default) for no limit.
- Discount Type The type of discount.
 - Percent Off The discount is a certain percentage off of the qualifying items. The Discount Value field determines the percentage.
 - Amount Off The discount is a fixed amount off of the qualifying items. The Discount Value field determines the amount.
 - Override Price The new price for the qualifying item. The Discount Value field determines the new price.
- Discount Value The amount of the discount.
- Maximum Quantity Maximum quantity of the matching items that can be used to satisfy the item rule.
- Award application method Determines how a discount is applied to the award Items.

Note: These options are only available when:

- Amount Off is the discount type
- the Intended Use for the Offer is not Entitlement

You can select from the following options:

- Prorate award value across qualifying items The amount of the discount is divided by the number of items and then that amount is applied to each Item.
- Issue award to each qualifying items The amount of the discount is applied to each Item.

Define Award Items

This pane lists Award items that were selected in Define Qualifying Items for Offer Group 1.

- Included Items Lists the items that are included as Award Items.
- Excluded Items Lists the items that are excluded as Award Items.

Update Award Items for Buy X Get Y

The Define Award Items Tab for Buy X Get Y defines award items when the offer type is Buy X Get Y.

Figure 6–42 Define Award Items Tab for Buy X Get Y

Parameters									
Priority *	Maximum A	ward Amount	Offer Co	ount Lin	nit *	Award	Quantity *		
Ψ.			0	\sim	^	1			
Discount Type *	Discount Va	lue *	Maximu	ım Quar	ntity				
Percent Off				\sim	~				
Prorate award	value across	qualifying items	Issue	award	to eac	h qualifyin	g item		
		qualifying items	 Issue 	award	to eac	h qualifyin	g item	0 Ite	ms Include
Prorate award		qualifying items	Issue	award :	to eac	h qualifyin	g item	U	ms Include de Items

Update the Parameters Pane for Buy X Get Y

The following parameters are dynamic and vary based on the type of offer selected.

- Priority If more than one Offer can be applied to a Transaction, this selection menu determines the priority given to the Offer.
- **Maximum Award Amount** The maximum currency amount of the award.
- Offer Count Limit The maximum number of times the Offer can be applied to the same transaction. Available only if the Intended Use for the Offer is not Entitlement. Set to 0 (default) for no limit.
- Discount Type The type of discount.
 - Percent Off The discount is a certain percentage off of the qualifying items. The Discount Value field determines the percentage.
 - Amount Off The discount is a fixed amount off of the qualifying items. The Discount Value field determines the amount.
 - Override Price The new price for the qualifying item. The Discount Value field determines the new price.
- Discount Value The amount of the discount.

- Maximum Quantity Maximum quantity of the matching items that can be used to satisfy the item rule.
- Award application method Determines how a discount is applied to the award Items.

Note: These options are only available when:

- Amount Off is the discount type
- the Intended Use for the Offer is not Entitlement

You can select from the following options:

- Prorate award value across qualifying items The amount of the discount is divided by the number of items and then that amount is applied to each Item.
- Issue award to each qualifying items The amount of the discount is applied to each Item.

Define Award Items

This pane lists Award items that were selected in Define Qualifying Items for Offer Group 2.

- Included Items Lists the items that are included as Award Items.
- Excluded Items Lists the items that are excluded as Award Items.

Update Award Points for Buy X Get Points

The Define Award Points Tab for Buy X Get Points defines award points when the offer type is Buy X Get Points

Figure 6–43 Define Award Points Tab for Buy X Get Points

Information Franchise	es 🧭 Attributes 🧭	200	lifying		6 Tender Type 7 R	
Define Award Points						Offer Information
oints Details						Information
Calculation Type Bonus Points	The value of each item purch	ased			Ŧ	Offer Name Fall Points Offer Offer Type Buy X Get Points Intended Use Loyalty No Time Rules to Display
Fixed Amount	0	~	^			Franchisees All Franchisees defined
Points Multiplier	1	~	^			Attributes
Maximum Transactions Per Day	99	~	^			No Attributes to display
Transaction Minimum Value	0	~	^			Qualifying Items Subtotal Minimum Subtotal Maximum Total Includes 1 Total Excludes 0
						Award Points No Award Points defined
				Next >		Tender

Define Award Points Buy X Get Points

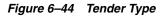
The Award Points tab defines the points in the Offer, as well as to define the rules for the Calculation type and amounts.

Perform the following steps.

- 1. Update the items in the Points Detail pane.
 - Select the **Calculation Type**. Values include:
 - The value of each item purchased The sale amount of each item purchased in the transaction.
 - The quantity of each item purchased The quantity of each item purchased in the transaction.
 - The number of qualifying transactions The number of qualifying transactions made by the Customer.
 - **Bonus Points** Indicates whether this Issue Rule stipulates that the Loyalty Program issues points as Bonus Points. Toggle the switch to activate.
 - **Fixed Amount** The Fixed Amount, if any, assigned to each transaction.
 - Points Multiplier The number multiplied by the value indicated in the Calculation Type field. This field is active when the selected Calculation Type is either The value of each item purchased or The quantity of each item purchased.
 - **Maximum Transactions Per Day** The maximum number of sales transactions in a single day that will be used to calculate Loyalty points.
 - **Transaction Minimum Value** Minimum amount of a transaction for it to be applied to a Loyalty account.
- **2.** When finished entering parameters for the Award Points, click **Next** to continue to Define Tender Type for Buy X Get Points.

Define Tender Type for Buy X Get Points

Tender eligibility rules determine whether a Customer Engagement element is enabled for a transaction, depending upon the tender used in a transaction.



Create Offer				×
Summation Franchisees Attributes Qualifying	ng Items 🛛 🕙 Award Points	C Tender Type 7	Review	
Tender Type				Offer Information
29 Tenders Selected Filter by Name or ID Filter by Name or ID Filter by Name or ID Filter by Select on the eligibility rules of the select on the	ile.)	×	Filter	Information Offer Name Fall Points Bonus Offer Type Buy X Get Points Intended Use Loyalty No Time Rules to Display
✓ ID	Name			Franchisees All Franchisees defined
ACCOUNT_CREDIT CASH	ACCOUNT_CREDIT		-1	Attributes No Attributes to display
🖂 СНЕСК	CHECK			Qualifying Items Subtotal Minimum
COUPON	COUPON			Subtotal Maximum Total Includes 1 Total Excludes 0
			Next >	Award Points Calculation Type The value of each item purchased Bonus Points Yes Fixed Amount 2
				Previous Next Cancel OK



 At the top of the window, in the Filter box enter filter criteria such as Name or ID. A list of tender types matching the filter criteria displays. Select one or more tender types to activate eligibility for this Issue rule.

Note: Select the **Enable all tender types** check box to indicate that all tenders are eligible for the Issue rule.

Note: If a customer uses a tender that is unchecked, that transaction will not qualify for points issued by the Issue rule.

2. When finished selecting Tender Types, click **Next**. Continue to the Buy X Get Points Review tab.

Define Tiered Discount

When the offer type is Tiered Discount, use the Define Tiered Discount window.

A discount is applied to a defined set of items, where the amount or percent of the discount depends on the quantity or amount of the items defined in the threshold.

Note: At least two tiers must be defined for Tiered Discount Offer.

Figure 6–45 Define Tiered Discount

arameters	value across qualifying items 💿 Issue awa	ard to each qualifying item	
efine Tiered D	iscount		
Tier	Threshold Quantity	Discount Percent	
1	Buy 3	Get 25	
2	Buy 6	Get 40	

Perform the following steps to update the Define Tiered Discount window

1. Enter the following information.

Parameters

- Prorate award value across qualifying items The amount of the discount is divided by the number of items and then that amount is applied to each Item.
- Issue award to each qualifying items The amount of the discount is applied to each Item.

For each Tier, enter the following information:

 Buy - The quantity threshold that must be met or exceeded to qualify for the Tier-level discount.

- Get The discount applied to the Items in the Buy field. This field is only displayed when the discount type previously selected is Percent Off or Amount Off.
- For The price applied to the items in the Buy field. This field is only displayed if the discount type previously selected is Price Override.
- **2.** Click **+ Add Another** to add another tier or click the **Remove Tier** icon to remove a tier from the offer.
- **3.** When finished defining Tiered Discounts for the Offer, click **Next** and advance to the Tiered Discount Review tab.

Updating Award Points for Marketing Engagements

The Award Points Tab for Offer Type Marketing Engagements defines the points in the Offer, as well as to define the rules for the Calculation type and amounts.

Figure 6–46 Award Points Tab for Offer Type Marketing Engagements

Create Offer					
Information	Franchisees	s 🥑 Attributes	Award Points (5) Review	67	
Define Award Poi	ints				Offer Information
Points Details	Calculation Type	The number of market	ng engagements	×	Information Offer Name Fall Points Offer Type Marketing Engagements Intended Use Loyalty Marketing Engagement No Time Rules to Osphay
Issuance Rules	Fixed Amount		v A		Franchises All Franchises defined Attributes No Attributes to display
Un	Issues Per Period	0)	v *		Award Points No Award Points defined
					Next >
					Previous Next Cancel 0

Perform the following steps to update the Award Points Tab for Offer Type Marketing Engagements window.

1. Enter the following for the **Award Points** tab.

Points Details

- Calculation Type: The number of marketing engagements The number of times the customer interacts with marketing media, such as watching a video online. (default).
- Bonus Points Indicates whether this Issue Rule stipulates that the Loyalty Program issues points as Bonus Points (inactive).
- Fixed Amount The Fixed Amount, if any, assigned to each transaction.

Issuance Rules

- **Frequency Period** This field determines the time period used to control the frequency with which a Customer can earn points through marketing engagements. Options include:
 - One time only

- Daily
- Weekly
- Monthly
- Yearly
- Issues Per Period The number of times a Customer can earn points through marketing engagements during the Frequency Period. Set to 1 if the Frequency Period is One-time only
- Unlimited Issuance Determines whether points can be issued an unlimited number of times during the Frequency Period. Cleared if the Frequency Period is set to One-time only.
- Rule Count Limit The total number of times a Customer can earn points through marketing engagements. Set to 1 if the Frequency Period is One-time only
- **2.** When finished defining Awards Points, click **Next**. Continue to the Marketing Engagements Review tab.

Update Shipping Awards Tab

For Step 10 under the section "Creating Offers," update the Shipping Awards tab and return to Step 11.

Update the Shipping Awards Tab when the offer type is:

- Transaction Discount
- Line Item Discount
- Fixed Quantity/Price
- Gift with Purchase
- Buy X Get X
- Kit
- Buy X Get Y

Perform the following steps to update the Shipping Awards Tab.

1. Enter the following information for the Shipping Awards tab.

reate Offer							
Information 🔗 Franc	hisees 🔗 Attri	outes 🔗 Qualifying Iten	ns 🔗 Award It	ems	G Shipping A	wards	
hipping Awards							
Shipping Method	^	Ship To Country		Qua	lifying Pay Typ	pe	
Select All		Select All			Select All		
Ground		US		2	: - Visa		
Parcel Post		CA		3 - Mastercard 4 - Amex			
Next Day							
Second Day							
Overnight - 10AM	~						
	Awards						
Continental USA Only		harge Type <i>(Please select)</i>	▼ * Di	scount	Percent Off	*	
ectional Center Facility	Shipping C	le Shipping (Please select)		scount	Percent Off	*	
Sectional Center Facility From	Shipping C		•		Percent Off (Please select)	•	•

Figure 6–47 Shipping Awards Tab

- Shipping Method This table lists the shipping methods that will qualify the shipping award. Select the shipping methods eligible for the Offer (Optional).
- Ship To Country This table specifies the countries which make eligible the shipping award on the Offer. Select the Ship to Countries for the Offer (Optional).
- Qualifying Pay Type This table lists the payment types required on the transaction to qualify for the shipping award. Select the Pay Types for the Offer (Optional).
- Continental US Only If the Continental USA Only check box is checked, the Offer applies only to states in the continental USA (excluding Hawaii and Alaska).
- Sectional Center Facility From This represents the first three positions of the postal code, for the sectional center facility. This will be the starting point of the range of postal code the shipment destination must fall under to qualify for the Shipping award (Optional).
- Sectional Center Facility To This represents the first three positions of the postal code, for the sectional center facility. This will be the ending point of the range of postal code the shipment destination must fall under to qualify for the Shipping award (Optional).
- When finished defining the Shipping Award rules for the Offer, click Next.

Awards

- Shipping Charge Type Customer defined Charge Types that qualify for the shipping award discount, such as, Base or Upgrade.
- **Override Shipping Method** If a Shipping Method was defined, selecting this check box dictates overriding that shipping method for this new method. These codes are defined in a Configuration called Shipping Method Codes.
- Discount Select the type of shipping discount to apply.

- **Percent Off** Apply a percentage discount, specified in the Discount Value, to the shipping charge. For example, 40% off shipping.
- Amount Off Apply a discount amount, specified in the Discount Value, to the shipping charge. For example, \$5.00 off shipping.
- **Override Price** Override the shipping price to the Discount Value. For example, \$2.99 shipping.
- Charge Code Select from the list to select a code that will appear on the order when using the Amount off or Percent Off (Optional).
- 2. Continue with the Review tab by offer type in the section, Using the Review Tab.

Using the Review Tab

For Step 11 under the section "Creating Offers," check the Review tab for your offer.

The Review tab displays key elements in the Offer Setup.

The following sections describe the review process for each type of offers.

- Transaction Discount Review
- Line Item Discount Review
- Fixed Quantity/Price Review
- Gift with Purchase Review
- Buy X Get X Review
- Buy X Get Points Review
- Kit Review
- Buy X Get Y Review
- Tiered Discount Review
- Marketing Engagements Review

Transaction Discount Review

The **Review** tab displays key elements in the Offer Setup.

Perform the following steps to review and then accept or change the offer.

1. Review the Review Tab - Transaction Discount for the Transaction Discount Offer.

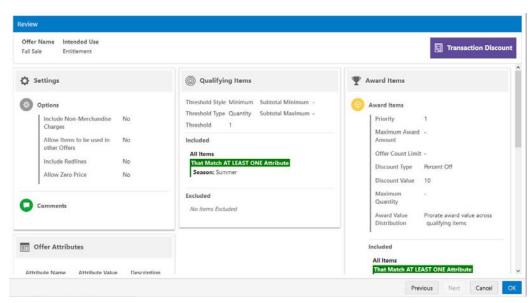


Figure 6–48 Review Tab - Transaction Discount

Note: Before you save the offer, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create Offer process and make changes.

Line Item Discount Review

The Review tab displays key elements in the Offer Setup.

Perform the following steps to review and then accept or change the offer.

1. Review the Review Tab - Line Item Discount for the Line Item Discount Offer.

Information 🔗 Franchisees 🔗 Att	ributes 🤗 Qualifying Ite	ms 🔗 Award Items	Review	
view				
Offer Name Intended Use Fall Offer Entitlement				💮 Line Item Discour
🗘 Settings	Qualifying Iten	ns	Y Award Items	
Options Include Non- No Merchandise Charges Aliow Items to be used No In other Offers No Allow Zero Price No Comments	Threshold Style Minim Threshold Type Quant Threshold 1 Included All Items Excluded No Items Excluded		So Award Items Priority Maximum Award Amount Offer Count Limit Discount Type Discount Value	10.00
Offer Attributes			Maximum Quantity Award Value Distribution	- Issue award to each qualifying item
Attribute Name Attribute Value Descrir			Included	

Figure 6–49 Review Tab - Line Item Discount

Note: Before you save the offer, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create Offer process and make changes.

Fixed Quantity/Price Review

The **Review** tab displays key elements in the Offer Setup.

Perform the following steps to review and then accept or change the offer.

1. Review the Review Tab - Fixed Quantity/Price for the Fixed Quantity/Price Offer.

Figure 6–50 Review Tab - Fixed Quantity/Price

♦ Settings ♥ Qualifying Items ♥ Award Items Image: Construct the Realines image: Consthe Realines image: Construct the Realines image: Construct the R	Review				
♦ Settings ♥ Qualifying Items ♥ Award Items Image: Construct the Realines image: Consthe Realines image: Construct the Realines image: Construct the R				Fixed Quantity/Price	e
Include Non-Metchandise Charges No Threshold Type Quantity Subtotal Maximum - Treshold 1 Priority 1 Include Redlines No All tens Included Offer Count Limit 0 Offer	🔅 Settings	Qualifying Items	T Award Items		
	Include Non-Merchandise Charges No Allow Items to be used in other No Offers No Allow Zero Price No	Threshold Type Quantity Subtotal Maximum - Threshold 1 Included All Items Excluded	Priority Maximum Award Amount Offer Count Limit Discount Yalue Discount Value Maximum Quantity Award Value Distribution Included All Items	0 Override Price 25	

Note: Before you save the offer, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create Offer process and make changes.

Gift with Purchase Review

The **Review** tab displays key elements in the Offer Setup.

Perform the following steps to review and then accept or change the offer.

1. Review the Review Tab - Gift with Purchase for the Gift with Purchase Offer.

Figure 6–51 Review Tab - Gift with Purchase

eview		
Offer Name Intended Use Summer Any		1 Gift with Purchase
Settings	Qualifying Items	The Award Items
Options Include Non-Merchandise Charges No Allow Items to be used in other No Offers Include Redlines No Allow Zero Price No Comments	Threshold Style Minimum Subtotal Minimum - Threshold 1 Subtotal Maximum - Threshold 1 Included All tems Excluded No Items Excluded	Award Items Priority 1 Maximum Award - Offer Count Limit 1 Discount Type Percent Off Discount Value 10 Maximum Quantity - Award Value Issue award to each qualifying item Distribution Included Items
		Boys Argyle Sweater (ID 210009985)

2. Click **OK** to create the offer, or click **Cancel** to close without saving.

Note: Before you save the offer, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create Offer process and make changes.

Buy X Get X Review

The **Review** tab displays key elements in the Offer Setup.

Perform the following steps to review and then accept or change the offer.

1. Review the Review Tab - Buy X Get X for the Buy X Get X Offer.

Figure 6–52 Review Tab - Buy X Get X

leview			
Offer Name Intended Use Summer Any			Buy X Get
🗘 Settings	Qualifying Items	Award Items	
Options Include Non-Merchandise Charges No Allow Items to be used in other No Offers Include Redlines No Allow Zero Price No Comments	Threshold Style Minimum Subtotal Minimum - Threshold Type Quantity Subtotal Maximum - Threshold 1 Included All Hems Excluded No Items Excluded	Award Quantity Discount Type Discount Value Maximum Quantity	1 - 2 1 Percent Off 25 - Issue award to each qualifying item
		All Items	Previous Next Cancel

Note: Before you save the offer, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create Offer process and make changes.

Buy X Get Points Review

The **Review** tab displays key elements in the Offer Setup.

Perform the following steps to review and then accept or change the offer.

1. Review the Review Tab - Buy X Get Points for the Buy X Get Points Offer.

Figure 6–53 Review Tab - Buy X Get Points

🗿 Information 🔮 Franchisees 🥝 Attributes 🧐 Qualifying Items 🦉	Award Points 🧭 Tender Type 🕖 Revie	Im
eview		
Offer Name Intended Use Fall Points Bonus Loyalty		Buy X Get Point
Settings	Award Points	
Options Include Non-Merchandise Charges No Allow Items to be used in other Offers No Include Redlines No Allow Zero Price No Comments	Points Details Calculation Type Bonus Points Fixed Amount Points Multiplier Maximum Transactions Per Day Transaction Minimum Value	The value of each item purchased Yes 3 97
	Tender	

2. Click **OK** to create the offer, or click **Cancel** to close without saving.

Note: Before you save the offer, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create Offer process and make changes.

Kit Review

The **Review** tab displays key elements in the Offer Setup.

Perform the following steps to review and then accept or change the offer.

1. Review the Review Tab - Kit for the Kit Offer.

Figure 6–54 Review Tab - Kit

Review			
Offer Name Intended Use Summer Any			🚓 Kit
Settings	Qualifying Items	Award Items	Â
Options	Set 1	Award Items	
Include Non-Merchandise Charges No	Threshold Style Minimum Subtotal Minimum -	Set 1	
Allow Items to be used in other No Offers	Threshold Type Quantity Subtotal Maximum - Threshold 1	Priority	1
Include Redlines No	Included	Maximum Award Amount	
Allow Zero Price No	All Items	Offer Count Limit	1
		Discount Type	Percent Off
C Comments	Excluded	Discount Value	5
	No Items Excluded	Maximum Quantity	
		Award Value Distribution	Issue award to each qualifying item
		Included	
		All Items	
			Previous Next Cancel OK

2. Click OK to create the offer, or click Cancel to close without saving.

Note: Before you save the offer, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create Offer process and make changes.

Buy X Get Y Review

The **Review** tab displays key elements in the Offer Setup.

Perform the following steps to review and then accept or change the offer.

1. Review the Review Tab - Buy X Get Y for the Buy X Get Y Offer.

Figure 6–55 Review Tab - Buy X Get Y

Offer Name Summer Intended Use Settings Image: Comparison of the set of	Y Award Items	Buy X Get 1
© Options Set 1		
Include Non-Merchandise Charges No Allow Items to be used in other Offers Include Rediines No Allow Zero Price No Comments Comments	Award Items Priority 1 Maximum Award - Amount Offer Count Limit 1 Award Quantity 1 Discount Type Percent Off Discount Value 20 Maximum Quantity - Award Value Issue award to each qual Distribution Included All Items	itying item

Note: Before you save the offer, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create Offer process and make changes.

Tiered Discount Review

The **Review** tab displays key elements in the Offer Setup.

Perform the following steps to review and then accept or change the offer.

1. Review the Review Tab - Tiered Discount for the Tiered Discount Offer.

Figure 6–56 Review Tab - Tiered Discount

Settings	O Qualifying Items	Discount Tiers	
Options Include Non-Merchandise Charges No Allow Items to be used in other No Offers No Include Redlines No Allow Zero Price No	Threshold Style Tiered Subtotal Minimum - Threshold Type Quantity Subtotal Maximum - Threshold 1 Discount Type Percent Off Discount Value Included 1 All Items	Tier Threshold Quantity 1 Buy 1 2 Buy 5	Discount Percent Get 10 Get 25
Comments	Excluded No Items Excluded		

2. Click OK to create the offer, or click Cancel to close without saving.

Previous Next Cancel OK

Note: Before you save the offer, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create Offer process and make changes.

Marketing Engagements Review

The **Review** tab displays key elements in the Offer Setup.

Perform the following steps to review and then accept or change the offer.

1. Review the Review Tab - Marketing Engagements for the Marketing Engagements Offer.

Figure 6–57 Review Tab - Marketing Engagements

Information 🥝 Franchisees 🥝 Attributes 🥝 Award Poin	s S Review	
view		
Offer Name Intended Use all Points Loyalty Marketing Engagement		• Marketing Engagemen
Settings	Award Points	
Options	Points Details	
Include Non-Merchandise Charges No	Calculation Type	The number of marketing engagements
Allow Items to be used in other Offers No	Bonus Points	Yes
Include Redlines No	Fixed Amount	2
Allow Zero Price No	Frequency Period	Weekly
1	Issues Per Period	2
Comments	Unlimited Issuance	Yes

2. Click OK to create the offer, or click Cancel to close without saving.

Note: Before you save the offer, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create Offer process and make changes.

Editing Offers

You can access an offer for editing using the following methods to display the Edit option:

- Offers Search Results
 - Click the Overflow Menu icon on the far right in the data display section for each individual Offer on the Offer Advanced Search window (Offer Record Result Section).
 - Click Edit.

iearch		358 Offers Found Sort By Last Update Date +			Create Of
Offer ID	^	Name and Status	Туре	Intended Use	Revenue LTD
fierarchy Level		Transaction Deal Testing 1 (ID 6842) 1 Active Promotions	Transaction Discount	Product	\$0.00
All fierarchy Value	*	Trans ShipAny 2020 (ID 11900) 1 Active Promotions	Transaction Discount	Any	Duplicate
All	v.	Active Promotions All Promotion Types (ID 10897) 0 Active Promotions	Tiered Discount	Any	Edit View
Promotions All	v	O Active Promotions O BuyXGetX ShipProduct 2020 (ID 11912) 0 Active Promotions	Buy X Get X	Product	\$0.00
Offer Type All	Ŧ	Kit ShipProduct 2020 (ID 11910) 0 Active Promotions	Kit	Product	\$0.00
ntended Use * 📝 Any		Trans ShipProduct 2020 (ID 11907) 0 Active Promotions	Transaction Discount	Product	\$0.00
Coupon Product		O Gift ShipProduct 2020 (ID 11911) 0 Active Promotions	Gift with Purchase	Product	\$0.00
Entitlement ttribute Type		O Line ShipProduct 2020 (ID 11908) 0 Active Promotions	Line Item Discount	Product	\$0.00
All	*	O Fixed ShipProduct 2020 (ID 11909) 0 Active Promotions	Fixed Quantity/Price	Product	\$0.00
		BuyXgetx (ID 8902) 1 Active Promotions	Buy X Get X	Any	\$0.00
reated By	· ·	O BuyXGetY ShipAny 2020 (ID 11906) 0 Active Promotions	Buy X Get Y	Any	\$0.00

Figure 6–58 Overflow Menu Options (Offers Advanced Search)

- Offer Quick Search
 - Click the **Overflow Menu icon** on the far right in the data display section for each individual Offer on **Offer Quick Search** window.
 - Click Edit.

Figure 6–59 Overflow Menu Options (Offer Quick Search)

omotion Home			
Active Promotions Active Offers 122 94 \$3,564,341.42 Revenue LTD Revenue LTD			
Offers			
latch Type 💿 Partial 📀 Exact			Create Of
Search for an Offer by Hierarchy value, Offer ID, name, type, or intended use			
			Offer Advanced Se
	Offer Type	Intended Use	Offer Advanced Se Revenue LTD
Name and Status	Offer Type Transaction Discount	Intended Use Any	Revenue LTD
Name and Status Franchisee Offer (ID 14465) 0 Active Promotions FU offer Response disclosed (ID 14464)			Revenue LTD
Name and Status	Transaction Discount	Any	Revenue LTD \$0.00
Name and Status	Transaction Discount	Any Entitlement	Revenue LTD \$0.00 : Duplicate Edit
Name and Status Franchisee Offer (ID 14465) D Active Promotions ETL after Promote disabled (ID 14464) 0 Active Promotions Discount - Ship Dept 925 for RCRMCS-8646 (ID 14463) 1 Active Promotions Transaction Discount (ID 13966)	Transaction Discount Transaction Discount Transaction Discount	Any Entitlement Product	Revenue LTD \$0.00 Duplicate Edit View

For detailed information on each section while editing an offer see Creating Offers.

Duplicating Offers

You can duplicate an offer using the following methods to display the Duplicate option:

- Offers Search Results
 - Click the **Overflow Menu** icon on the far right in the data display section for each individual Offer on the **Offers Advanced Search** window.
 - Click Duplicate.

Figure 6–60 Overflow Menu Options (Offers Advanced Search)

iearch		358 Offers Found Sort By Last Update Date 🔻			Create Offi
Offer ID	^	Name and Status	Туре	Intended Use	Revenue LTD
fierarchy Level		Transaction Deal Testing 1 (ID 6842) 1 Active Promotions	Transaction Discount	Product	\$0.00
All fierarchy Value	Ŧ	Trans ShipAny 2020 (ID 11900) 1 Active Promotions	Transaction Discount	Any	Duplicate Edit
All	v	All Promotion Types (ID 10897) O Active Promotions	Tiered Discount	Any	View
All	×	BuyXGetX ShipProduct 2020 (ID 11912) 0 Active Promotions	Buy X Get X	Product	\$0.00
Offer Type All	Ŧ	Kit ShipProduct 2020 (ID 11910) 0 Active Promotions	Kīt	Product	\$0.00
ntended Use * 📝 Any		O Trans ShipProduct 2020 (ID 11907) 0 Active Promotions	Transaction Discount	Product	\$0.00
 Coupon Product 		O Gift ShipProduct 2020 (ID 11911) 0 Active Promotions	Gift with Purchase	Product	\$0.00
Entitlement attribute Type		O Line ShipProduct 2020 (ID 11908) 0 Active Promotions	Line Item Discount	Product	\$0.00
All Attribute Value	*	O Fixed ShipProduct 2020 (ID 11909) 0 Active Promotions	Fixed Quantity/Price	Product	\$0.00
		BuyXgetx (ID 8902) 1 Active Promotions	Buy X Get X	Any	\$0.00
Created By	`	O BuyXGetY ShipAny 2020 (ID 11906) 0 Active Promotions	Buy X Get Y	Any	\$0.00

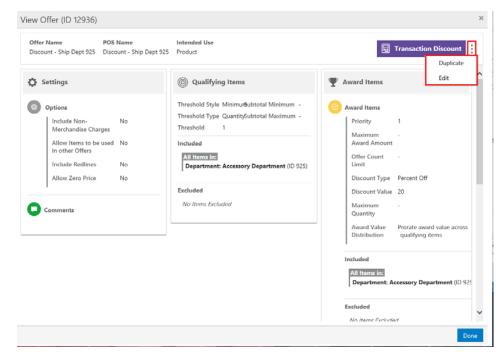
- Offers Quick Search
 - Click the Overflow Menu icon on the far right in the data display section for each individual Offer while Viewing Offers.
 - Click **Duplicate**.

Active Promotions 122 94			
\$3,564,341.42 Revenue LTD Revenue LTD			
lffers atch Type 💿 Partial 🛛 Exact			Create Offer
Search for an Offer by Hierarchy value, Offer ID, name, type, or intended use			
			Offer Advanced Sea
Name and Status	Offer Type	Intended Use	Revenue LTD
Pranchisee Offer (ID 14465) 0 Active Promotions	Transaction Discount	Any	\$0.00
ETL after Promote disabled (ID 14464) 0 Active Promotions	Transaction Discount	Entitlement	Duplicate Edit
	Transaction Discount	Product	View
 Discount - Ship Dept 925 for RCRMCS-8646 (ID 14463) 1 Active Promotions 			
	Transaction Discount	Coupon	\$0.00
1 Active Promotions Transaction Discount (ID 13966)	Transaction Discount	Coupon Product	\$0.00

Figure 6–61 Quick Offers Search Overflow Menu icon Options

- View Offer View
 - Click the Overflow Menu icon on the far right in the data display section for each individual Offer while Viewing Offers.
 - Click Duplicate.

Figure 6–62 View Offer (Duplicate)



For detailed information on each section after duplicating an offer see Creating Offers.

Viewing Offers

You can access an offer for viewing using the following methods to display the View option:

- Offers Search Results
 - Click the Overflow Menu icon on the far right in the data display section for each individual Offer on the Offer Advanced Search window (Offer Record Result section).
 - Click View.

Figure 6–63 Overflow Menu Options (Offers Advanced Search)

Search		358 Offers Found Sort By Last Update Date +			Create Off	fer
Offer ID	^	Name and Status	Туре	Intended Use	Revenue LTD	
Hierarchy Level	×	Transaction Deal Testing 1 (ID 6842) 1 Active Promotions	Transaction Discount	Product	\$0.00	,
All Hierarchy Value		Trans ShipAny 2020 (ID 11900) 1 Active Promotions	Transaction Discount	Any	Duplicate Edit	
All Promotions	v.	O All Promotion Types (ID 10897) 0 Active Promotions	Tiered Discount	Any	View	
All Offer Type	v	O BuyXGetX ShipProduct 2020 (ID 11912) 0 Active Promotions	Buy X Get X	Product	\$0.00	
All	Ŧ	O Kit ShipProduct 2020 (ID 11910) 0 Active Promotions	Kit	Product	\$0.00	
Intended Use * 🗹 Any		O Trans ShipProduct 2020 (ID 11907) 0 Active Promotions	Transaction Discount	Product	\$0.00	
 Coupon Product 		O Gift ShipProduct 2020 (ID 11911) 0 Active Promotions	Gift with Purchase	Product	\$0.00	
 Entitlement Attribute Type 		O Line ShipProduct 2020 (ID 11908) 0 Active Promotions	Line Item Discount	Product	\$0.00	
All Attribute Value	Ŧ	O Fixed ShipProduct 2020 (ID 11909) 0 Active Promotions	Fixed Quantity/Price	Product	\$0.00	
		BuyXgetx (ID 8902) 1 Active Promotions	Buy X Get X	Any	\$0.00	
Created By	· ·	O BuyXGetY ShipAny 2020 (ID 11906) 0 Active Promotions	Buy X Get Y	Any	\$0.00	٦,

- Offer Quick Search
 - Click the **Overflow Menu icon** on the far right in the data display section for each individual Offer on **Offer Quick Search** window.
 - Click View.

0	Active Promotions 122	O Act	tive Offers 94						
	\$3,564,341.42 Revenue LTD		7,410.45 venue LTD						
offers									
	Type Partial) Exact						Create C	Offe
	nor an oner by mere	arcny value, Otter (ID, name, type,	ntended use					
100000	nor an oner by mer	arcny value, Unter l	ID, name, type.	ntended use			Offer Adv	/anced !	ŝea
	e and Status	ircny value, Otter i	ID, name, type.	ntended use	Offer Type	Intended Use	Offer Adı Revenue LTD	vanced !	šea
Name			ID, name, type,	tended use	Offer Type Transaction Discount	Intended Use Any	Revenue LTD \$0.00	6 0	Sea
Name	e and Status Franchisee Offer (II	D 14465)		ttended use			Revenue LTD	6 0	
Name	e and Status Franchisee Offer (II 0 Active Promotions ETL after Promote	D 14465) disabled (ID 144	464)		Transaction Discount	Any	Revenue LTD \$0.00 Duplica	6 0	Sea
Name O F O E O 1 1 Name	e and Status Franchisee Offer (III 0 Active Promotions ETL after Promote 0 0 Active Promotions Discount - Ship De	D 14465) disabled (ID 144 pt 925 for RCRM	464)		Transaction Discount	Any Entitlement	Revenue LTD \$0.00 Duplica Edit	6 0	Sea
Name O F O E O 1 1 2 0 1	e and Status Franchisee Offer (II D Active Promotions ETL after Promote O Active Promotions Discount - Ship De I Active Promotions Transaction Discou	D 14465) disabled (ID 144 pt 925 for RCRM int (ID 13966)	464) MCS-8646 (ID		Transaction Discount Transaction Discount Transaction Discount	Any Entitlement Product	Revenue LTD \$0.00 Duplica Edit View	te	Sea

Figure 6–64 Overflow Menu Options (Offer Quick Search)

For detailed information on each section while Viewing an offer see Creating Offers.

Offer Scorecard

The Offer Scorecard displays information about the Offer response in a Promotion. You have the ability to periodically review the response data on Offers that are part of promotions. The Offer Scorecard also displays additional tiles for Loyalty related offers.

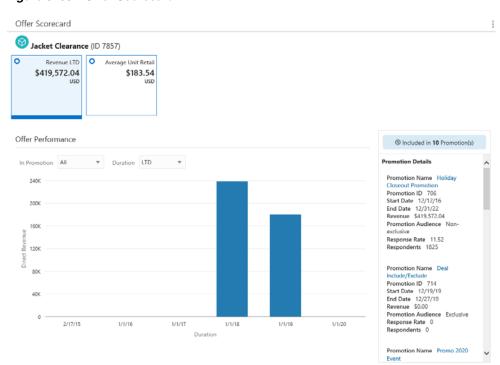
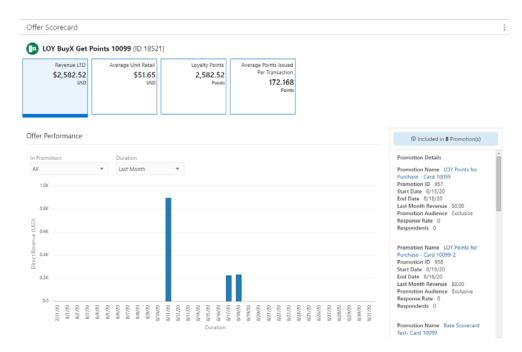


Figure 6–65 Offer Scorecard

Figure 6–66 Offer Scorecard - Loyalty



Offer Scorecard Feature Bar

The Offer Scorecard Feature Bar contains the following information:

- Title of the window.
- Action Menu with the ability to View, Edit, or Duplicate the Offer.

Figure 6–67 Action Menu Options

C	Iffer Scorecard			9 9 9
6	lacket Clearanc	(15	2057)	Duplicate
	Jacket Clearance	e (ID	(7857)	Edit
0	nerende erb	0	Average Unit Retail	View
	\$419,572.04 USD		\$183.54 USD	
	050		030	

Metric Tiles

Each offer presents a different set of Metric Tiles, click each one to see more information.

Revenue LTD

The Revenue LTD Metric Tile is: Total Direct Revenue generated Lifetime to Date (LTD) from the Offer.

Offer Performance

- In Promotion Filter List of all the Promotions that the offer is associated with.
- Duration– Durations include:
 - Last Week Offer performance for Last Week (7 days (Current date (-1)) display.
 - Last Month (Default) Offer performance for Last Month (Current date (-1)) display.
 - Last 6 Months Offer performance for Last 6 Months converted into weeks (Current date (-1)) display.
 - Last Year Offer performance for Last 12 months (Current date (-1)) display.
 - Lifetime to Date Offer performance for the last 5 years (Current date (-1)) display.

Graph

- The bar graph dynamically updates the Offer performance based on the value selected for the In Promotion and Duration.
- By default the Offer performance graph displays for All the Promotions which the Offer is part of for the Last Month.
- The graph represents a plot between the Direct Revenue on Y-axis and Duration on X-axis for each individual Promotion.

Promotion Details Side Panel

- **Promotion Name** Name of the Promotion.
 - Click the Promotion Name link from the Promotion Details panel on the Offer Scorecard window to display the View Promotion window for the selected promotion on the same tab. Click Done to return to the Offer Scorecard.

See Viewing a Promotion to learn more about the information on that window.

• **Promotion ID** – ID of the Promotion.

- **Start Date** The date the Promotion begins.
- End Date The date the Promotion ends.
- Revenue Offer's Revenue display depending on the value selected in the duration.
- Promotion Target Indicates the type of targeting used by the Promotion (Nonexclusive or Exclusive).
- Response Rate Calculated by dividing the total number of Respondents by the Total number targeted. Set to 100.00 for Non-Targeted customers.
- Respondents Number of Customers in the Target who have responded to the Offer in the Promotion. This is the same as the Total for Non-Targeted customers.

Average Unit Retail Tile

The Average Unit Retail calculated for a given item over a select period of time. To calculate AUR, you simply take the total revenue (or net sales) divided by the number of units sold.

Figure 6–68 Average Unit Retail Tile

Offer Scorecard							:
🞯 Jacket Clearance	(ID 7857)						
Revenue LTD \$419,572.04 USD	 Average Unit Retail \$183.54 USD 						
Offer Summary							
Financial Summary							
Direct Revenue	Total Cost Of Goods Sold		Total Disco	unts	Average Units Sold	Margin%	Net Profit
\$419,572.04	\$268,648.26		\$62,036.91		1.25	35.97	\$150,923.78
Associated Promotion:	s Summary				Promotion	n Revenue Comp	parison
Promotion Name and Cam	ipaign Name	Start Date	End Date	Direct Revenu	e		
Holiday Closeout Pr Holiday Closeout Prom		12/12/16	12/31/22	\$419,572.04	^		705
O Promo 2020 Event (Promo 2020 Event	ID 720)	1/9/20	1/24/20	\$0.00			720 736 738
O Batch Exporter Test Batch Exporter Test	- 1 (ID 736)	1/22/20	1/31/20	\$0.00		100%	714
O Batch Exporter Test Batch Exporter Test	- 2 (ID 738)	1/22/20	1/31/20	\$0.00			739 740 737
O Deal Include/Exclude Deal Include/Exclude	e (ID 714)	12/19/19	12/27/19	\$0.00			752

Financial Summary

- Direct Revenue Sum Total of the Revenue generated using the offer.
- Total Cost of Goods Sold The sum total of the cost of all the items sold on which the offer was applied.
- Total Discounts Sum Total of the Discounts.
- Average Units Sold Total Number of Items Sold / Total Number of unique Transactions.
- Margin % Net Profit / Direct Revenue
- Net Profit Direct Revenue minus Total Cost Of Goods Sold

Associated Promotions Summary

Data Section

- A full circle represents an Active Promotion or an Empty circle represents an Inactive Promotion.
- **Promotion Name and Campaign Name** Name of the Promotion and Campaign.
 - When a user selects the promotion name from the list of promotions on the Offer Scorecard window, the system displays the View Promotion window for the selected promotion on the same tab. See Viewing a Promotion for more information.
- **Promotion ID** Contains the Title ID and the Promotion ID in parenthesis.
- **Start Date** The date the promotion begins.
- End Date The date the promotion ends.
- **Direct Revenue** Total extended price of all line items associated with the Promotion's Offers.

Promotion Revenue Comparison

Pie Chart

- The pie chart shows the pictorial representation of the direct revenue generated from the respective promotions.
- The title of the pie chart is Promotion Revenue Comparison.
- The maximum of top ten promotions by direct revenue display.
- Each sector of the pie chart represents the direct revenue earned by an individual promotion with a different color.
- A legend displays to the right of the pie chart and is linked with the information displayed in the pie chart.

Note: To close the Offer Scorecard, click the close icon **X** associated with the Offer Number in the Open Tasks area at the top of the window.

Engagements

The number of times customers interact with marketing media, such as watching a video online.

Engagements 7	Loyalty Points 129.32 Points	Response Rate 25%	
Unique Members		16 Members	
gements			S Included in 3 Promotion(s
omotion	Duration		Promotion Details
5	 Last Month 	Ŧ	Promotion Name Temp- MarketingEngagement Promotion ID 963 Start Date 8/22/20
.0			End Date 9/30/20 Promotion Audience Exclusive Response Rate 30.77
			Respondents 4 Promotion Name Temp-
0			MarketingEngagement Promotion ID 965
5			Start Date 8/22/20 End Date 8/31/20

Figure 6–69 Engagements Metric Tile

- In Promotion You can choose to view by All promotions (default) or select from the list of promotions associated with the offer.
- Duration- Durations include:
 - Last Week Offer performance for Last Week (7 days (Current date (-1)) display.
 - Last Month (Default) Offer performance for Last Month (Current date (-1)) display.
 - Last 6 Months Offer performance for Last 6 Months converted into weeks (Current date (-1)) display.
 - Last Year Offer performance for Last 12 months (Current date (-1)) display.
 - Lifetime to Date Offer performance for the last 5 years (Current date (-1)) display.

Graph

- The bar graph will dynamically update the Offer performance based on the value selected for the In Promotion and Duration.
- By default the Offer performance graph displays for All the Promotions which the Offer is part of for the Last Month.
- The graph represents a plot between the Engagements on Y-axis and Duration on X-axis for each individual Promotion.

Promotion Details Side Panel

- Promotion Name Name of the Promotion.
 - Click the Promotion Name link from the Promotion Details panel on the Offer Scorecard window to display the View Promotion window for the selected promotion on the same tab. Click Done to return to the Offer Scorecard. See Viewing a Promotion to learn more about the information on that window.

- Promotion ID ID of the Promotion.
- Start Date The date the Promotion begins.
- End Date The date the Promotion ends.
- Promotion Audience Indicates the type of targeting used by the Promotion (Nonexclusive or Exclusive).
- Response Rate Calculated by dividing the total number of Respondents by the Total number targeted. Set to 100.00 for Non-Targeted customers.
- Respondents Number of Customers in the Target who have responded to the Offer in the Promotion. This is the same as the Total for Non-Targeted customers.

Loyalty Points

Total points issued during the Promotion period to the members against their purchase activity. The Points are calculated as defined in the Offers which is the part of this Promotion.

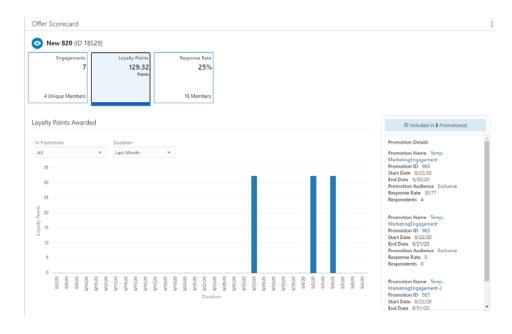


Figure 6–70 Loyalty Points Metric Tile

- In Promotion You can choose to view by All promotions (default) or select from the list of promotions associated with the offer.
- Duration– Durations include:
 - Last Week Offer performance for Last Week (7 days (Current date (-1)) display.
 - Last Month (Default) Offer performance for Last Month (Current date (-1)) display.
 - Last 6 Months Offer performance for Last 6 Months converted into weeks (Current date (-1)) display.
 - Last Year Offer performance for Last 12 months (Current date (-1)) display.
 - Lifetime to Date Offer performance for the last 5 years (Current date (-1)) display.

Graph

- The bar graph will dynamically update the Offer performance based on the value selected for the In Promotion and Duration.
- By default the Offer performance graph displays for All the Promotions which the Offer is part of for the Last Month.
- The graph represents a plot between the Loyalty Points on Y-axis and Duration on X-axis for each individual Promotion.

Promotion Details Side Panel

- Promotion Name Name of the Promotion.
 - Click the Promotion Name link from the Promotion Details panel on the Offer Scorecard window to display the View Promotion window for the selected promotion on the same tab. Click Done to return to the Offer Scorecard. See Viewing a Promotion to learn more about the information on that window.
- Promotion ID ID of the Promotion.
- Start Date The date the Promotion begins.
- End Date The date the Promotion ends.
- Promotion Audience Indicates the type of targeting used by the Promotion (Nonexclusive or Exclusive).
- Response Rate Calculated by dividing the total number of Respondents by the Total number targeted. Set to 100.00 for Non-Targeted customers.
- Respondents Number of Customers in the Target who have responded to the Offer in the Promotion. This is the same as the Total for Non-Targeted customers.

Average Points Issued Per Transaction

Average number of points issued per Transaction during the Promotion period to the members against their purchase activity. The Average Value (Total Points issued/Number of Transaction).

Revenue LTD \$497.56 USD	Average Unit Retail \$62.20 USD	497.56	Average Points I Per Trans 165.8	action			
ffer Summary							
ints Summary							
otal Points 97.56		Average Points Issued Per Trans 165.8533	action				
ssociated Promotions	Summary				Promotion Point	s Comparison	
Promotion Name and Camp	-	Start Date	End Date	Total Points			
O Dynamic Promotion (Dynamic Promotion	ID 970)	8/27/20	8/31/20	373.17			
O Test VB (ID 971) Test VB		8/27/20	8/31/20	124.39	25.0%		
dup Dynamic Promot TempAutoCreate	tion (ID 974)	9/2/20	9/30/20	0.00			91 91 92 93

Figure 6–71 Average Points Issued Per Transaction Metric Tile

Offer Summary - Points Summary

- Total Points Sum Total of the Points generated using the offer.
- Average Points Issued Per Transaction Average number of points issued per Transaction during the Promotion period to the members against their purchase activity. The Average Value (Total Points issued/Number of Transaction).

Associated Promotions Summary

Data Section

- A full circle represents an Active Promotion or an empty circle represents an Inactive Promotion.
- **Promotion Name and Campaign Name** Name of the Promotion and Campaign.
 - When a user selects the promotion name from the list of promotions on the Offer Scorecard window, the system displays the View Promotion window for the selected promotion on the same tab. See Viewing a Promotion for more information.
- **Promotion ID** Contains the Title ID and the Promotion ID in parenthesis.
- Start Date The date the promotion begins.
- End Date The date the promotion ends.
- Total Points Total points distributed with all the Promotion's Offers.

Promotion Points Comparison

Pie Chart

- The pie chart shows the pictorial representation of the points distributed from the respective promotions.
- The title of the pie chart is Promotion Points Comparison.
- The maximum of top ten promotions by direct revenue display.

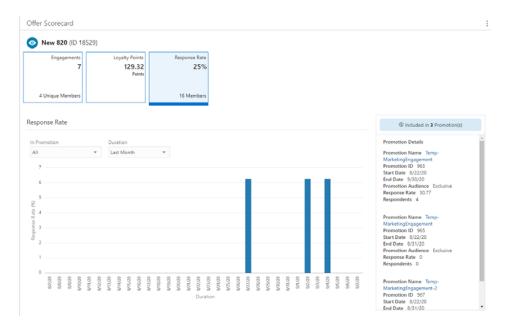
- Each sector of the pie chart represents the points distributed by an individual promotion with a different color.
- A legend displays to the right of the pie chart and is linked with the information displayed in the pie chart.

Note: To close the Offer Scorecard, click the close icon **X** associated with the Offer Number in the Open Tasks area at the top of the window.

Response Rate

Calculated by dividing the total number of Respondents by the Total number targeted. Set to 100.00 for Non-Targeted customers.

Figure 6–72 Response Rate Metric Tile



Graph

- The bar graph will dynamically update the Offer Response Rate based on the value selected for the In Promotion and Duration.
- By default the Response Rate performance graph displays for All the Promotions which the Offer is part of for the Last Month.
- The graph represents a plot between the Response Rate on Y-axis and Duration on X-axis for each individual Promotion.

Promotion Details Side Panel

- **Promotion Name** Name of the Promotion.
 - Click the Promotion Name link from the Promotion Details panel on the Offer Scorecard window to display the View Promotion window for the selected promotion on the same tab. Click Done to return to the Offer Scorecard. See Viewing a Promotion to learn more about the information on that window.

- **Promotion ID** ID of the Promotion.
- **Start Date** The date the Promotion begins.
- End Date The date the Promotion ends.
- Promotion Audience Indicates the type of targeting used by the Promotion (Nonexclusive or Exclusive).
- **Response Rate** Calculated by dividing the total number of Respondents by the Total number targeted. Set to 100.00 for Non-Targeted customers.
- Respondents Number of Customers in the Target who have responded to the Offer in the Promotion. This is the same as the Total for Non-Targeted customers.

7 Segments

Customer Segments organize Customers into groups related by certain, specified criteria. These Segments can be used to define the Segment/Target Eligibility rules used by various Customer Engagement elements.

There are three types of Customer Segments:

- Stratified Segments in which the Customers belonging to the segment are divided into stratified subgroups (or levels) determined by certain criteria, such as year-to-date total purchases, Customer age, annual income, or some other criteria. These Segments are described in Stratified Segments.
- Unstratified Segments in which Customers belonging to the segment are not subdivided into different groups; that is, the Customers within the Segment are not differentiated into subgroups by the Segment. These Segments are described in Unstratified Segments.
- Personal Lists Segments created by selecting Customers one-by-one. Associates can use Personal Lists to create Favorite Customer lists. These Segments are described in Personal Lists.

About this Chapter

This chapter contains the following information:

- Segment Quick Search
- Segment Advanced Search
- Creating a Segment or Personal List
- Editing Segments/Personal Lists
- Duplicating Segments/Personal Lists
- Viewing Segments/Personal Lists
- Exporting Segments
- Deleting Segments/Personal Lists
- Segment Scorecards

Segment Quick Search

Segments Quick Search displays a list of results as you type in characters in the search box. To use the Segments Quick Search do the following:

1. Click Tasks.

- 2. Click Segment.
- 3. Click Segment Home.

stomer Segments									
All Segments 511 13 Total Active	Stratified 107 4 Total Active	Unstratified 142 9 Total Active	Personal Lists 262						
gments and Personal Li tch Type Partial Exact	t.							Cre	ate Segm
								Segment Ac	tvanced S
ement Classification All	¥								
ament Classification All	٣		Run Schedule	Classification	Last Run / Update Date	Customer Count	Trend Results	Save as List	
lame and Description			Run Schedule	Classification Public	Last Run / Update Date 7/13/20 9:19 AM (1 Runs)	Customer Count	Trend Results	Save as List	:
ame and Description Stratified Seg JK (ID 564: Stratified Seg JK					7/13/20 9:19 AM		Trend Results N/A	Save as List	
ame and Description Stratified Seg JK (ID 564: Stratified Seg JK Manual Seg (ID 5644) Manual Seg	5)		None	Public	7/13/20 9:19 AM (1 Runs)	34			:
ame and Description Stratified Seg JK (ID 564) Stratified Seg JK Manual Seg (ID 5644) Manual Seg STPTransfer-Testing-LS (I STPTransfer-Testing-LS	5) D 5116)		None None	Public Public	7/13/20 9:19 AM (1 Runs) 7/13/20 9:16 AM 6/9/20 3:30 PM	34 2		~	:
Ame and Description Stratified Seg JK (ID 564: Manual Seg (ID 564:4) Manual Seg STPTransfer-Testing-LS (ID STPTransfer-Testing-LS (ID STPT	5) D 5116)		None None	Public Public Public	7/13/20 9:19 AM (1 Runs) 7/13/20 9:16 AM 6/9/20 3:30 PM (2 Runs) 6/9/20 3:02 PM	34 2 100		*	:

Figure 7–1 Segment Home - All Segments Metric Tile

- 4. Select a Metric Tile, options include:
 - All Segments
 - Stratified
 - Unstratified
 - Personal Lists
- **5.** In the Search for Segments field, enter the Name or ID of the Segment or Personal List you want to search for. Click **Partial** to search for Segments or Personal Lists that partially match the search text, or click **Exact**, to search for an exact match.

Figure 7–2 Segments and Personal List Results

Segments and Personal Lists

atch Ty	/pe 💿 Partial 🛛 Exact	Create Segment
er day		×
()	Multiple Per Day (ID 5012) Private	
	2 per day (ID 5009) Private	
	Multiple Per Day (ID 5008) Private	

Note: If more than 25 Segments or Personal Lists match the search criteria, the first 25 Segments or Personal Lists are displayed. Select **Show More...** at the bottom of the page to display more Segments or Personal Lists.

The search results display the following fields:

- Name and Description
- Run Schedule
- Classifications
- Last Run
- Customer Count
- Trend Results
- Save as List
- 6. The search results can be filtered by Segment Classification. The options include:
 - All (Default)
 - Open Access
 - Private
 - Public
- **7.** Hover over any Run Schedule field to see a tooltip listing the following information.
 - Job ID
 - Run Interval
 - Status of Last Run
 - Duration
 - Started Date/Time
 - Ended Date/Time
 - Planned Next Run Date/Time
- 8. Click the Name which appears as a link for any Segment to open the Segment Scorecard. See Segment Scorecards for more information. Use the Overflow Menu to Delete, Duplicate, Edit, Export, or View the segment. See Deleting Segments/Personal Lists, Duplicating Segments/Personal Lists, Editing Segments/Personal Lists, Exporting Segments, or Viewing Segments/Personal Lists for more information.

Delete Duplicate Edit Export View

Figure 7–3 Action Menu Options - Segments Quick Search

Segment Advanced Search

The Segment Advanced Search allows you to select more criteria that are not available in the Segment Quick Search box. The Segment Advanced Search is accessed by the following methods:

- Click the Advanced Search Link below the Segment Quick Search box in the Segment Home window.
- Click Segment Search in the Segment Task menu. See Navigation for more information.

Figure 7–4 Segment Advanced Search Window

Search	
Segment ID	
Segment Type	
All	
Segment Classification	
All	
Publish To Batch Exporter	
All	
Save as List	
All	
Attribute Type	
Character Segment Attribute	
Attribute Value	
Character	
Publish To Clienteling	
All	
Publish To Task Generator	
All	
Trend Results	
All	
Created By	
All	

The following Search fields are available:

- **Segment ID** This Text Field searches all the Segments currently present in the application. The default is an empty field.
- Segment Type Search by Segment Type. The default field is All.
 - All
 - Personal Lists

Note: When the selected Segment type is Personal list, the search parameter Trend Results will not display

- Stratified
- Unstratified
- Segment Classification Search the Segment by the classification assigned to the Segment. The field will default to All.
 - All
 - Open Access
 - Private
 - Public
- Publish to Batch Exporter The following options include:
 - All (Default)
 - Yes
 - No
- Save as List The following options include:
 - All (Default)
 - Yes
 - No
- Attribute Type Search for the Segment by the Attribute Type assigned to the Segment. The default is All.
- Attributes Value Enter or select a value according to the Attribute Type selected above.
- Publish to Clienteling The following options include:
 - All (Default)
 - Yes
 - No
- Publish to Task Generator The following options include:
 - All (Default)
 - Yes
 - No
- Trend Results The following options include:
 - All (Default)

- Yes
- No
- Created By List of users who have created segments. The default is All. Use this
 to search for segment types a user personally created.

Note: Only Public segments can be returned for any user other than the one logged. A user shouldn't be able to see other users private segments unless they are the user's private segments or the user has system admin privileges.

Searching Segments

Once all the desired information has been entered, click **Search** to see the results. If more than 25 results are returned, click the **Show More...** link to show the next 25 Segments or Personal Lists.

494 Segments/Personal List Found. Sort By Last Run /.... 🔻 Name and Description Run Schedule Classification Last Run / Update Date Customer Count Trend Resu Customers-South (ID 4961) Customers-South 12/11/19 1:47 PM 🕅 None Public 822 (1 Runs) TransferTest-1 (ID 4954) TransferTest-1 12/3/19 10:40 AM None Public 918 (2 Runs) My Customer List My Customer List (ID 4415) 12/2/19 5:11 PM 🔛 None Public 23 N/A Customers with Children (ID 4396) Customers with Children None 12/2/19 4:59 PM Public 18 N/A Transfer-Unstratified-2 (ID 2877) Transfer-Unstratified 12/2/19 2:05 PM None Public 177,508 (3 Runs) Test Reg 17.0.1 (ID 3411) Test Reg 17.0.1 12/2/19 1:55 PM None 🕅 Private 177.508 (4 Runs) Akron Customers (ID 3467) Akron Customers 12/2/19 1:27 PM 🕅 None Public 552,422 (8 Runs) Private segment (ID 4372) Private segment 12/2/19 1:26 PM 📓 None Private 9,771 (3 Runs) Dallas customers3 (ID 4958) 12/2/19 11:58 AM 🕅 None Public 0 8 Dallas customers3 (0 Runs TransferTest-2 (ID 4955) 12/2/19 10:21 AM None Public 22 Show More... 1-75 of 494 items

Figure 7–5 Segment Search Results

Note: Click **Reset** to clear all fields and return list values to the default selections. You can also click **Search** without entering any criteria to see a complete list of Segments and Personal Lists.

Sorting Segment Results

The sort options will re-sort just the current 25 segments displayed in the window. Sorting options include:

- Last Run / Update Date Segment results are sorted by the Last Run (Stratified and Unstratified) or Last Update (Personal Lists) in descending order (Default).
- Segment ID Segment results are sorted by Segment ID in descending order by default.

- Segment Name Segment results are sorted by Segment Name in ascending order.
- Customer Count Segment results are sorted by the Customer Count in descending order
- Save as List Segment results are sorted by Save as List in ascending order.

Note: For Personal Lists, the **Save as List** setting is always Yes, so the sort order does not apply.

Creating a Segment or Personal List

There are a two choices available to start the process of creating a Segment or Personal List. The **Create Segment** button is available in both the Segment Home window as well as the Segment Search window.

Creating a Segment or Personal List - Segment Search

Figure 7–6 Segment Search

Segment Search

Search			Search Results Create Segr
Segment ID		-	Enter search parameters in the sidebar to search for Segments.
Segment Type			
All	Ŧ		
Segment Classification		-	
	Reset Searc	th	

To Create a new segment from the Segment Search screen, click the **Create Segment** button, which will open the segment wizard on the Information tab. Proceed to **Step 6** in Creating a Segment or Personal List - Segment Home.

Creating a Segment or Personal List - Segment Home

To create a new Segment or Personal List from the Segment Home window do the following:

- 1. Click the Tasks icon.
- 2. Click Segment.
- **3.** Click **Segment Home**. The All Segments Tile is defaulted.

Figure 7–7 Segment Home

C	Customer Segments				
	All Segments 494	Stratified 96	Unstratified 158	Personal Lists 240	
	24 Total Active	11 Total Active	13 Total Active		
	Segments and Person Match Type				Create Segment

4. There are two options to start the Create process:

Option 1

- **a.** With the All Segments Metric tile highlighted, select the Create Segment button which opens the Segment Wizard to the Information tab, with the Stratified Segment type defaulted. You can then change the Segment type, if desired.
- **b.** Select one of the Metric Tiles (Stratified, Unstratified, or Personal List), and from there select the Create Segment button, which will default that segment type in the Information tab of the segment wizard.

Option 2

- **a.** Create a new segment from the Segment Search screen: Select the Create Segment button, which will open the segment wizard on the Information tab.
- **5.** Click **Create Segment**. The Create Segment wizard may contain any of the following tabs, depending on configuration and the selected Segment Type.
 - Information
 - Franchisees
 - Segment Query
 - Stratification
 - Message
 - Strata Query
 - Attributes
 - Segment Members
 - Schedule
 - Review
- 6. Enter the following items for the Information Tab:

Figure 7–8 Information Tab

Create Segment		×	
Information 2 Franchisees 3 Segment Query 4 Stratil	ication (§) Attributes (§) Schedule (7) Review		
Segment Definition		Segment Information	
Type Stratified Segments in which the Customers belonging to the segment are divided into stratified subgroups	Description * Segment Name * Description	Information No Information to display	
		Franchisees All Franchisees defined	
Unstratified Segments in which Customers belonging to the segment are not	Publishing Options	Query No Segment Query to display	
Segments in which customers belonging to the segment are not subdivided into different groups	Publish To Batch Exporter Publish To Elienteling Publish To Elienteling Publish To Task Generator Attributes No Attributes to display		
Personal List Personal Lists created by selecting Customers one-by-one. Associates can use the Personal Lists to create "Favorite Customer"			
lints	Export Open Access Permanent Public Save as List Trend Results?	Schedule No Schedule defined	
	Next >	Previous Next Cancel OK	

Note: The read-only Segment Information Panel displays details throughout most of the tabs of the wizard.

- **Type** Select the type of Segment from the available options:
 - **Stratified** Segments in which the Customers belonging to the segment are divided into stratified subgroups.
 - Unstratified Segments in which Customers belonging to the segment are not subdivided into different groups.
 - **Personal List** Personal Lists created by selecting Customers one-by-one. Associates can use the Personal Lists to create "Favorite Customer" lists.
- Description
 - **Segment Name** The name of the Segment (Required).
 - Description Any Segment specific additional description (Required).
- Publishing Options
 - **Publish To Batch Exporter** Determines whether or not the Segment is available to export to a Marketing system.

Note: If the Publish to Batch Exporter option is selected, the following options are automatically checked: **Export**, **Permanent**, **Public**, and **Save as List**. All other check boxes are unchecked and unavailable.

 Publish To Clienteling - Determines whether or not the Segment is available to the Clienteling module.

Note: If the Publish to Clienteling option is selected, the following options are automatically checked: **Permanent**, **Public**, and **Save as List**. All other check boxes are unchecked and unavailable.

A User must be assigned the Publish Clienteling Segment Role to see this option. See the *Oracle Retail Customer Engagement Implementation Guide* for more information about Roles.

Publish to Task Generator - Determines whether tasks are created for this Segment.

Note: If the Publish to Task Generator option is selected, the following options are automatically checked: **Export**, **Permanent**, and **Save as List**. All other check boxes are unchecked and unavailable.

A User must be assigned the Task Manager Role to see this option. See the *Oracle Retail Customer Engagement Implementation Guide* for more information about Roles.

Options

 Export - Determines whether or not the Segment results are automatically exported after the Segment Query is run. The Export option is not available for Personal Lists.

Note: If the Export option is selected, **Save as List** is automatically checked and the **Export** and **Trend Results?** check boxes are unavailable.

- **Open Access** - Determines whether or not the Segment has Open Access.

Note: If the Open Access option is selected, **Permanent**, **Public**, and **Save as List**, are automatically checked and the check boxes are unavailable; **Export** and **Trend Results?** are automatically unchecked and the check boxes are unavailable.

- Permanent Determines whether or not the Segment is kept, even if it meets the criteria for deletion by the housekeeping job.
- Public Determines whether or not the Segment is Public.
- Save as List Determines whether a List of matching Customer IDs are created when the segment is created. If this option is not checked, the Segment will only create a count of the Customers that meet the criteria.
- **Trend Results?** Determines whether the results of the Segment run are kept to provide trend information about the Segment.
- **7.** When finished entering the Segment information on the Information tab, click **Next** to continue to the **Franchisees** tab.

The Franchisees Assignment tab allows you to add or change the Franchisees you wish to assign to the segment.

Note: The Franchisee tab will only be visible if the EnableFranchiseSupport configuration is enabled, and Franchisees are defined. By default, all franchisees are included on the Segment. If you are assigned to specific franchisees, only those franchisees you are associated to are shown.

- If Franchisees are enabled in Customer Engagement, the Franchisees Tab appears. Proceed to **Step 8**.
- If Franchisees are not enabled in Customer Engagement and the Segment Type is Stratified or Unstratified, the Segment Query tab appears. Proceed to Step 10.
- If Franchisees are not enabled in Customer Engagement and the Segment Type is **Personal List**, the Attributes Tab appears. Proceed to **Step 18**.

Figure 7–9 Franchisee Tab

Franchisees	
ncluded Franchisees	
Actions \bullet + \times	
All Franchisees are included	
	Next >

- 8. To assign a Franchisee:
 - Assigning a Franchisee
 - Click the Action Menu, and click Assign, or click the Add (+) icon. This opens the Assign Franchisee window.

Figure 7–10 Assign Franchisee

Search for Franchisee	Search by Franchisee ID or Name or Description		× Search
earch Results			
Franchisee Name	Franchisee Description	Locations	Unassign All
No Franchisees to d	isplay		

 By default, all franchisees are assigned to the segment. To make changes to those assignments, you can search for specific franchisees by entering all or part the franchisee Name, ID, or Description. Click Search in the Search for Franchisee search box.

Note: You also have the option to enter no search criteria and click **Search** to retrieve all available franchisees from which to select for assignment.

- In the Included Franchisees results list, click Assign All to assign all the search results, or click Assign for a specific franchisee to add to the segment.
- Click **OK** to accept the changes or **Cancel** to close the window without saving.

Note: A confirmation notification appears to confirm the Franchisees has been assigned.

After a Franchisee is assigned, it appears at the top of the list. The rest of the Franchisees are ordered by ID.

Figure 7–11 Confirmation Notification



Unassigning a Franchisee

If you need to, there are two ways to unassign any of the assigned franchisees on the segment.

- In the Assign Franchisee window, click Unassign on any Franchisees currently assigned to the segment. Then click OK to accept the changes or Cancel to close the window without saving.
- If Franchisees are listed on the Franchisee tab in the Included Franchisees table, highlight the row, and then select the Action Menu, and click Unassign, or click the Unassign X icon to remove the associated Franchisee.

Figure 7–12 Assign Franchisee (Using the Unassign Button)

Search for Franchisee	Search by Franchisee ID or Name or	Description	× Search	
earch Results				
Franchisee Name		Franchisee Description	Locations	Assign All
WSDL87231-TestCa	se2.0-Franchisee-2 (ID 1048)	TestCase2.0 WSDL87231 Franchisee-2	0	Assign
WSDL44544-TestCa	se2.0-Franchisee (ID 1049)	TestCase2.0 WSDL44544 Franchisee	1	Unassign
WSDL58813-TestCa	se2.0-Franchisee (ID 1050)	TestCase2.0 WSDL58813 Franchisee	1	Assign
WSDL58813-TestCa	se2.3-Franchisee (ID 1051)	TestCase2.3 WSDL58813 Franchisee	0	Unassign

Note: A confirmation notification appears that confirms the Franchisees are deleted.

Figure 7–13 Confirmation Notification

Assigned franchisee has been successfully updated

- **9.** When finished selecting the franchises on the Franchisee tab, click **Next** to continue to the next tab.
 - a. If the Segment Type is Stratified or Unstratified, proceed to Step 10.
 - **b.** If the Segment Type is **Personal List**, proceed to **Step 18**.
- **10.** The Segment Query tab, used for **Stratified** or **Unstratified** segments, provides three choices to populate the Query window. They include:
 - Criteria
 - Segments
 - Saved Queries

Note: The My Saved queries are private to the user that created the query or the system administrator.

Note: The query window can be populated singularly, or by using any combination of the three choices previously listed.

Figure 7–14 Build Segment Query

_

Segment Criteria	<	Query
Criteria Segments My Saved Queries		Collapse All Save This Query
Filter by Template Name	0	
 Customer Demographics 		
 Customer Contact 		
 Customer Attributes 		
 Purchase Activity 		Add Criteria, Segments, or Saved Queries to build a Segment
 Basic Programs 		query
 Segment Elements 		
 Promotion Activity 		
 Strategic Segments 		
Loyalty Segments		

Building the Query

a. To start the query criteria selection, you can either filter by Template name or you can select one of the Templates shown to expand the criteria selections.

Note: The following steps also apply when selecting Segments, or My Saved Queries in **Step a**

b. To filter by **Template Name**: In the Filter by Name box, enter part or all of a Template Name

Press Enter, or click the Search icon.

Segment Criteria <			<
Criteria	Segments	My Saved Queries	
Customer Q			
 Customer Demographics 			
▶ Purc	hase Activit	y	
 Segment Elements 			
 Strategic Segments 			

Figure 7–15 Criteria - Filtered

Note: To see the available criteria in your filtered list, expand the Template to see the available choices from which to select.

To **reset** the filter, highlight the words and press **Delete**. Then press **Enter**, or click the **Search** icon.

c. In the Template selection list, click a template group to expand its list of query criteria options. See Segment Queries for more information about criteria group organization.

Figure 7–16 Expanded Criteria List

Segment	Criteria		•	<
Criteria	Segments	My Saved Queries		
Filter by Te	emplate Name		C	2
⊿ Cust	omer Demo	ographics		*
Customer	ID 🕜		Add	
Customer	City 🕐		Add	
Customer	State 🕜		Add	
Postal Co	de 🕜		Add	
Postal Co	de Vicinity 🕐		Add	
Customer	Birthdate ဈ		Add	
Customer	Birth Month	0	Add	•

d. Click the **Add** link, or drag and drop the **Criteria Name** into the Query window.

Build Segment Query		
Segment Criteria	<	Query
Criteria Segments My Saved Queries		Collapse All Save This Query
Filter by Template Name	୍	
Customer Demographics	^	
Customer ID 🛛	Add	Customer ID @
Customer City 😨	Add	~ <u>+</u>
Customer State 🕐	Add	Add Criteria, Segments, or Saved Queries to build a Segment query
Postal Code 😮	Add	
Postal Code Vicinity 😮	Add	
Customer Birthdate 😨 🦳	Add	
Customer Birth Month	Add 🖕	
		Next >

Figure 7–17 Adding Criteria to Query

Figure 7–18 Added Criteria

Segment Criteria Collapse All Criteria Servet Collapse All Sue This Query Collapse All Sue This Query Collapse All Sue This Query I branchistic Segments I Loyalty Segments I Program X, Program Level Y, based on first use date I and the gram X and the gram X. Program Level Y, based on last use date I and the gram X. Program Level Y, based on last use date I and the gram X. Program Level Y, based on last use date I and the gram X. Program Level Y, based on last use date I and the gram X. Program Level Y, based on last use date I and the gram X. Program Level Y, based on last use date I and the gram X. Program Level Y, based on last use date I and the gram X. Program Level Y. Loyalty Activity by Location in Last Z Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last Z Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last Z Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last Z Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last Z Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last X Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last X Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last X Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last X Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last X Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last X Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last X Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last X Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last X Days I and the gram X. Program Level Y. Loyalty Activity by Location in Last X Days I and the g	Build Segment Query		
Strategic Segments Loyalty Segments Program X, Program Level Y, Loyalty Activity by Location In Last Z Days Ald Program X, Program Level Y, based on list use date Add Add Ary Program, Member/Non-Member Add Program X, Program Level Y, Loyalty Activity by Location In Last Z Days Add Program X, Program Level Y, Loyalty Activity by Location In Last Z Days Add Program X, Program Level Y, Loyalty Activity by Location In Last Z Days Add Program X, Program Level Y, Loyalty Activity by Location In Last Z Days Add Program X, Program Level Y, Loyalty Activity by Location In Last Z Days Add Program X, Program Level Y, Loyalty Activity by Location In Last Z Days Add	3	<	
Program X, Program Level Y, Loyalty Activity by Location In Last Z Days Add Program X, Program Level Y, Loyalty Activity by Location In Last Z Days Add	Strategic Segments		All members of program
Loyalty Points Earned YTD Add Loyalty Points Earned ITD Add Any Program, Member/Non-Member Add Program X, Program Level Y, Loyalty Activity by Location In Last Z Days Add			Location Attribute Name
Program X, Program Level Y, Loyalty Activity by Location In Last Z Days Add			Business Date in Last Z Days
Program Level Y, Loyalty Activity by Location In Last Z Days Add	Any Program, Member/Non-Member 🕐	Add	
	Program X, Program Level Y, Member/Non-Member @	Add	
v v			

e. Repeat the previous step until all criteria are added.

Note: As shown in **Figure 7–19**, the logical conditions **And** and **Or** appear between each of the criteria.

Query Collapse All Save This Query	
✓ Customer ID Customer whose Customer ID = ▼	:
And Customer City Customer city of residence = *	:
Or	
Customer State	:

Figure 7–19 Query Window

f. To change the logical conditions, click either **And** or **Or** to switch between the two options.

Note: If you use **And**, a record will only be included in the node if it matches all of the criteria in the subnodes. If you use **Or**, a record is included in the node if it matches any of the criteria in the subnodes.

Figure 7–20 Criteria

Customer whose Customer ID =	,

g. Enter the **Search Criteria** into the appropriate fields. See Segment Queries for more information about criteria fields.

Figure 7–21 Query Options

Query	Information
Collapse All Save This Query	Segment Name Fall
	Franchisees
Customer ID Customer whose Customer ID = •	2 Franchise(s) Defined Remove Customer whose Customer ID = ? AND (Customer city of residence = ? OR Customer State = ?)

h. After entering the search criteria you can collapse or expand the details at any time. To collapse a criteria in the list, click the arrow next to each criteria. To

change all criteria at once, click **Collapse All/Expand All** to **Collapse/Expand**.

- i. When you need to clear a criteria from the query, click the **Action Menu** and then click **Remove**.
- j. **Optional:** Any Query can be saved for use in other Build Segment Queries, by doing the following: Click **Save this Query**. The Save this Query window appears.

Figure 7–22 Save This Query

Save This Q	uery		×
* Query Name * Query Description			
		Cancel	ОК

- **k.** Type a **Query Name**.
- I. Type a Query Description.
- m. Click OK. The query is saved for use with other Segments/Personal Lists. See Step 10 for information on how to access Saved Queries.
- 11. When finished building a query on the Segment Query tab, click Next.
 - If the Segment Type is **Stratified**, proceed to **Step 12**.
 - If the Segment Type is **Unstratified**, proceed to **Step 18**, the Attributes tab.
- **12.** Enter the following for the Stratification tab.

Stratification Details (Select One)

Note: The **Based on** and **Field to Stratify On** fields are dynamic and their options are based on the Strata Type selected.

Stratification Details			
Strata Type			
Customer	Loyalty	Transaction	
Based on			
Customer 💌			
Field To Stratify On			
Annual Income 💌			
Strata Format			
Range Strata Ntile Strata			
Sort Order			
Ascending	Descen	ding	

- Select the Strata Type: **Customer** Customer Data
 - Based on: Customer (Default) Field to Stratify On options include:

Field	Description
Annual Income	Customer's Annual Income
Customer Net Worth	Customer's Net Worth
Lifetime Sales	Lifetime total amount of all sales made to the Customer.
Lifetime Returns	Lifetime total amount of all returns made by the Customer.
Lifetime Transaction Count	Lifetime total number of transactions.
Lifetime Sold Item Count	Lifetime total number of items sold
Lifetime Return Item Count	Lifetime total number of items returned.
Lifetime Profit Percent	Lifetime percentage of profit on all Customer transactions.
YTD Sales	Total amount of all sales during the year to date.
YTD Returns	Total amount of all returns during the year to date.
YTD Trans Count	Total number of transactions during the year to date.
YTD Sold Item Count	Total number of items sold during the year to date.
YTD Return Item Count	Total number of items returned during the year to date.
YTD Profit Percent	Percentage of profit on all Customer transactions during the year to date.
Customer Age	Age of the Customer.
Days Since Purchase	Number of days since the Customer's last purchase.
Attributes	Attribute values.

- Select the Strata Type: Loyalty Loyalty Account Information
 - Based on: Loyalty Summary Field to Stratify On options include:

Field	Description			
Earned Points Balance	Current balance of earned points.			
YTD Points Total number of points earned during the year to da				
LTD Points	Total number of points earned over the lifetime of the Loyalty Account.			

- Based on: Loyalty Detail - Field to Stratify On options include:

Field	Description
Sum Number of Points	Total number of points in the Loyalty Account.
Count Number of Transactions	Total number of Loyalty transactions.
Days Since Last Activity	Days since the last Loyalty transaction.

- Select the Strata Type: Transaction Transaction Information
 - Based on: Header Field to Stratify On options include:

Field	Descriptions
Sum of Transaction Amount	Total amount of all transactions.
Number of Transactions	Total number of transactions.
Days Since Purchase	Number of days since the last purchase transaction.

- **Detail**: - Field to Stratify On options include:

Field	Description	
Sum of Line Item	Sum of all line items in all transactions.	
Days Since Purchase	Number of days since the last purchase transaction.	
Sold Item Count	Total number of items sold.	
Transaction Count	Total number of transactions.	

Select a Strata Format

- Range Strata Strata are determined by configured ranges.
- Ntile Strata Strata are placed into equally-sized groups of Customers.
 Select the Sort Order for Ntile Strata:
 - Ascending The Strata having the lowest values are displayed first.
 - Descending The Strata having the greatest values are displayed first.

Figure 7–24 Strata Levels

Strata Levels



Strata Levels

The default number of strata levels is three. You can increase or decrease the number of strata levels.

- There are three ways to increase the number of Strata Levels
 - Number of Strata: Enter a **numeric value** and press **Enter**.
 - Click the **arrows** to increase or decrease by one increment.
 - Click the + Add Another link.

Figure 7–25 Strata Levels - Ntile Strata

* Nun	nber Of Strata 3 🗸	^		
	Strata Name	Range		
1	Strata 1	From (>=) 0	To (<) 0	×
2	Strata 2	From (>=) 0	To (<) 0	×
3	Strata 3	From (>=) 0	To (<) >	×

+ Add Another

- Enter a **Strata Name** for each Strata Level
- Click the **Delete** icon to remove a Strata Level.

Figure 7–26 Strata Levels - Range Strata

Strata Levels

* Num	ber Of Strata 3	~
	Strata Name	Range
1	Strata 1	From (>=) 0 To (<) 0 X
2	Strata 2	From (>=) 0 To (<) 0 X
3	Strata 3	From (>=) 0 To (<) > X
4		•

+ Add Another

Strata Levels - Range Strata

- Enter a **Strata Name** for each Strata in the Segment.
- In the Range From (>=) fields, enter the minimum value of each Strata.
 If the Strata Field value for the Customer equals this value, it is included in this Strata.

In the Range To fields, enter the **maximum value** of each Strata.

If the Strata Field value equals this value, it is not included in this Strata.

- 13. When finished entering Stratification Details click Next.
 - If the Open Access Check Box was checked in the Information tab (see Step 7 Options), the Message tab displays. Proceed to Step 14.
 - If the Open Access check box was unchecked in the Information tab (see Step 6 Options), and the Strata Type: Customer was selected in Stratification Details (see Step 12), the Attributes Tab displays. Proceed to Step 18.
 - If the Open Access check box was unchecked in the Information tab (see Step 16 Options), and the Strata Type: Loyalty or Transaction was selected in Stratification Details (see Step 12), the Strata Query tab displays. Proceed to Step 16.
- **14.** The Message tab enables you to a add message for displaying at the Point-of-Sale for a Customer or Receipt display for upselling or other marketing campaigns. Enter the following for the **Message** tab:

Figure 7–27 POS Message

POS Message					Segment Information
Strata Levels	Messages for Strata 1				Information Segment Name Fall
Strata 1	Language *				Franchisees
	EN - English	Ŧ		Cop	py to All Strata Levels
Strata 2	POS Display	Customer Display	Receipt Display	Rer	nove
-	Fall	Fall	Fall		Customers in segment whe Customer whose Customer
Strata 3					Stratification
Strata 3	+ Add Another				Format Ntile Strata Field To Stratify On Sum of Number Of Strata 3
					Message POS Message
				Next 🗲	

- **a.** Highlight a **Strata Level**.
- **b.** In the Messages for Strata # section where # represents a number, select a **Language** from the options list.

Note: A language code can only be used once, per strata.

Note: You can also enter part or all of a **Language Name** or **Language Code** in the Language selection menu. Click the desired **language** from the list of results.

Figure 7–28 Language Selection Menu

. *	
Language *	
englis	•
EN - English	omer Display
winter	winter

- **c.** In the POS Display Text Area field, enter the **text** that will be displayed to the associate using the Point-of-Sale system.
- **d.** In the Customer Display Text Area field, enter the **text** that will be shown on the customer-facing display and, depending on the configuration of the POS system, the signature capture device, while the transaction is being performed.
- **e.** In the Receipt Display Text Area field, enter the **text** that will be printed on the customer receipt.

Note: For the POS, Customer, and Receipt Display messages, only one is required to have content. You can enter values in each.

- f. Optional: Click +Add Another to add an additional message in a different language to the Strata Level.
- **g**. Repeat **Steps a f** for each Strata Level.
- **15.** When finished entering all Strata Level messages on the **Message** tab, click **Next**.
 - If the Strata Type: Customer was selected in Stratification Details (see Step 12), continue to Step 18, the Attributes tab.
 - If the Strata Type: Loyalty or Transaction was selected in Stratification Details (see Step 12), the Strata Query tab displays. Proceed to Step 16, the Strata Query tab.
- 16. The Build Strata Query appears when one of the following conditions from Step 12 are met:
 - Stratification Details: Loyalty
 - Stratification Details: Transaction
 - Stratification Details: Customer and Field To Stratify On = Attributes

Figure 7–29 Build Strata Query: Loyalty Criteria

Build Strata Query				
Loyalty Criteria	<	Query		
Program Id X Program Level Y Active/Inactive 🕐	Add	Collapse All		
Loyalty Activity Type by Date Range 🔞	Add			
Loyalty Activity Type in Last X Days	Add			
Loyalty Activity Type YTD 🕢	Add	Add Criteria to build a query		
Loyalty Activity Type LTD 🕢	Add			
		Next 3		

saction Criteria	<	Query
ation 🕐	Add	Collapse All
nsactions in last X months 😰 🦳	Add	
nsaction Date Range 🕐	Add	
ototal Amount 🕜	Add	Add Criteria to build a query
nsactions from Location Group in Last X Days ဈ	Add	

Figure 7–30 Build Strata Query: Transaction

Figure 7–31 Build Strata Query: Customer - Attributes

Build Strata Query		
Customer Criteria	<	Query
Attribute Values 🔞	 Add	Collapse All
		Add Criteria to build a query
		N

The following steps work for any of the preceding Build Strata Query options.

a. Click the **Add** link, or drag and drop the **Criteria Name** into the Query window.

Figure 7–32 Adding Criteria to Query

Build Strata Query		
Transaction Criteria	<	Query
Location 🛛	Add	Collapse All
Transactions in last X months 😨	Add	
Transaction Date Range 😮	Add	Location @
Subtotal Amount 🕢	Add	Add Criteria to build a query
Transactions from Location Group in Last X Days 🕜	Add	
		Next >

insaction Criteria	<	Query	
ocation 🕐	Add	Collapse All	
ransactions in last X months 🔞	Add	▲ Transactions from Location Group in Last X Days	:
ransaction Date Range 🔞	Add	Transactions from Location Attribute Name Attribute Value	
ubtotal Amount 🕜	Add	in last days	
ransactions from Location Group in Last X Days 🕖	Add	And	
		Subtotal Amount	:
		Transactions in last X months Transactions in last	:

Figure 7–33 Criteria Added

b. Repeat **Step a** until all criteria are added.

Note: As shown in Figure 7–34, the logical conditions **And** and **Or** appears between each of the criteria.

Figure 7–34 Query Window

Location	:
ocation:	
Ind	
✓ Transaction Date Range	:
From Date: M/d/yy	
to Date: M/d/yy	
Or Transactions from Location Group in Last X Days	:
Transactions from Location Attribute Name	
Attribute Value	
in last days	

c. To change the logical conditions, click either **And** or **Or** to switch between the two options.

Note: If you use **And**, a record is only included in the node if it matches all of the criteria in the subnodes. If you use **Or**, a record is included in the node if it matches any of the criteria in the subnodes.

Figure 7–35 Segment

Loyalty Activity Type in Last X Days		
All members of program		
program level		
activity type All 🔹		
with activities in the last	days	

d. Enter the **Search Criteria** into the appropriate fields. See Segment Queries for more information about criteria fields.

Figure 7–36 Query Options

Query	Informati
Collapse All	Segment
	Franchise
▶ Location	? : Remove
And	Customer Total sales

- **e.** After entering the search criteria you can collapse or expand criteria at any time. To Collapse a criteria click the arrow next to each criteria. To change all criteria at once, click **Collapse All/Expand All** to **Collapse/Expand**.
- **f.** When you need to clear criteria from the query, click the **Action Menu** and then click **Remove**.
- **17.** When finished building the strata query, click **Next** to select or enter Attributes to the segment.
- **18.** Attributes can be added to the Segment to further distinguish qualifications for the Segment.

ment Attributes		
lame	Value	Description
haracter Segment Attribute	Character	Character Segment Attribute
Thildren	(Please select) *	Do you have children?
TREATE-DATE	M/d/Jy	Segment Create Date
STIMATED-COUNT	Number	Estimated Segment Count
EXPORT-COST	Currengy	Segment Export Cost
XPORT-COUNT	Number	Segment Export Count
EXPORT-DATE	M/d/Jy/	Segment Export Date
EXPORT-NOTES	Character	Segment Export Notes
EXPORT.TO	(Please select)	Seament Export Integrators

Figure 7–37 Segment Attributes Tab

- Select or enter the **configuration values** for each of the required Segment Attributes (shown with an asterisk*).
- Add values for any Optional Segment Attributes.
- Select or enter the **configuration value** for the Segment Attribute.
- Repeat **Step 18** for all optional Attributes you wish added to the Segment.
- 19. When finished defining any attributes for the Segment, click Next.
 - If the Segment Type is Stratified or Unstratified proceed to Step 22.
 - If the Segment Type is Personal List proceed to Step 20, Segment Members.

Figure 7–38 Segment Members Tab

Actions 🔻	+ ×			0 Segment Member
	Customer	Last Visit	Activity YTD	Average Spend LTD
No Customers	Added to the Segment			

- **20.** To Assign Segment Members do the following:
 - Click the Actions Menu, and click Add, or click the Add (+) icon. This opens the Add Customers to Segment window.

earch for Customer						
latch Type 💿 Partial 🛛 🤇	Exact					
Search for a customer by n	ame or ID or email address o	r phone number 🔍	Search			
earch Results						
Name and Address	Email Address	Phone Number	L	ast Transaction	Customer Since	Add To List
No customers available for	your query					

Figure 7–39 Add Customers To Segment

In the Search for Customers field, enter the Name, ID, Email Address, or Phone Number of the customer you want to search for. Click Partial to search for Customers that partially match the search text, or click Exact, to search for an exact match.

Note: You also have the option to enter no search criteria and click **Search** to retrieve all available Customers from which to select for membership.

Add Customer to Segment

earch for Customer					
1atch Type 💿 Partial 🛛 🔿 Exact					
Search for a customer by name or	D or email address or phone number	Search			
earch Results					
Name and Address	Email Address	Phone Number	Last Transaction	Customer Since	Add To List
C.C.C.S.C.	iacol/Hidsonyiaco	DEFER	\$205.28 6/14/18 Location 99903	4/23/18	Add
No Address Available		100000		9/1/18	Add
Antoni Antoni di Malaktip Deservizione di Antonio di antoni di	h jaar melanarapin oo t	12142710	\$41.35 10/7/17 Location 99901	4/25/18	Remove
lerner in specific statistics in and statistics at a statistic		10.000010	\$122.02 2/7/17 Location 99905	4/18/18	Add
lariary large (COMBE) membrasi menter in the anti-to-cont of	intercontractions and	Designation	\$66.91 1/18/18 Location 99913	4/17/18	Remove

Figure 7–40 Add Customers to Segment

- Click Add for every customer you wish to add to the Personal List.
- When you are finished adding customers from each search, you can either click OK to close the window and save the changes or click Cancel to close the window without saving the changes.
- Editing Segment Members

Actio	ns 🔻 🕂	- ×			4 Segment Member
	Customer		Last Visit	Activity YTD	Average Spend LTD
✓	ВА	Benisen Karser (20.1844/2003) Nationalist of Satronalist (20.1875) Nationalist Nationalist Nationalist Nationalist	10/7/17	\$0.00	\$39.01
	ВА	Berlang, Lance (D. 2016).03 contraction (D. 2016).03 contraction contraction contraction contraction contraction	1/18/18	\$63.12	\$63.12
✓	NA	Andreas (C. C. Barry) Ministry Advert Description (C. Status)	12/1/19 Location 99901	\$741.02	\$374.08
	NA	Ref Rancoll (C-000000) and reasons when the more in- anometry re-continuence of		\$0.00	\$0.00

Figure 7–41 Segment Members List

Segment Member lists can be edited. Do the following to edit a Segment Members list.

- Select the Customer check box located next to each customer you wish to remove. To select all customers in the list, select the Customer check box at the top of the list.
- To remove any selected names immediately, click the **Actions Menu**, and then either click **Remove** or the Remove (x) icon.
- When finished editing the customers to the segment, click Next. Continue to Step 28, the Personal List: Review tab.
- **22.** Define the Schedule on which the Segment Query is run. Select one of the following Job Execution Frequencies:

equency	Once			
Once 🗸	 Once, Immediatel 	y 🔿 Once, Later		
Run the Segment one time	Job Processing Windo	W		
	5 AM 6	AM 7 AM 8 AM 9 AM 10	11 A 12 P 1 PM 2 PM 3 PM 4	FPM 5 PM 6 PM 7 PM 8 P
Daily	Sunday	Su	nday - 06:00, 12 hours	
Run the Segment daily at a certain time	Monday		Monday - 12:00, 6 h	Durs
Veeklv	Tuesday		Tuesday - 08:00, 10 hours	
Run the Segment on a certain day of the	Wednesday		Wednesday - 11:00, 5 hours	
week at a certain time	Thursday			Thursday - 16:00, 4 hours
	Friday		Friday - 12:00, 6 ho	urs
Monthly Run the Segment on a certain day of the	Saturday		Saturday - 06:00, 16 hours	
month at a certain time	Override Job Proc	essing Window		
	Job processing windo	- ow is based on server tin	ne. The current server time is Mo	on May 11 2020 10:22:11 G

Figure 7–42 Frequency: Once, Immediately

 Once, Immediately - Run the Segment Query as soon as the Segment has been completed. If you select this option, proceed to Step 24 for Stratified or Step 26 for Unstratified.

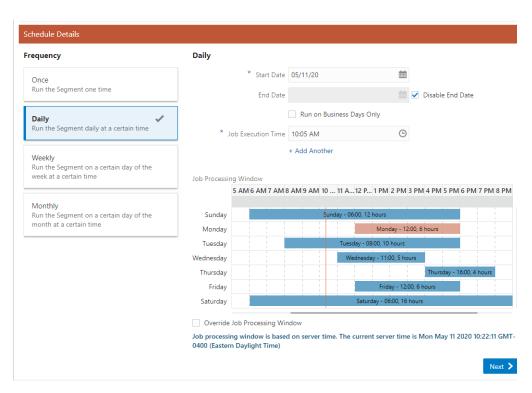
Note: This option is not available if Publish to Clienteling is selected in the Segment Name step (see **Step 6**).

Figure 7–43 Frequency: Once, Later

quency	Once			
Dince 🗸	Once, Immediate	ely 💿 Once, Later		
un the Segment one time	*	Start Date 05/11/20	m	
Daily	* Job Exec	ution Time 10:05 AM	G	
un the Segment daily at a certain time	Job Processing Wind	ow		
	5 AM 6	AM 7 AM 8 AM 9 AM 10	11 A 12 P 1 PM 2 PM 3 PM 4 PM 5 PI	M 6 PM 7 P
Veekly Jun the Segment on a certain day of the	Sunday	Su	nday - 06:00, 12 hours	
veek at a certain time	Monday		Monday - 12:00, 6 hours	
	Tuesday		Tuesday - 08:00, 10 hours	
Ionthly un the Segment on a certain day of the	Wednesday		Wednesday - 11:00, 5 hours	
nonth at a certain time	Thursday		Thursday -	16:00, 4 hou
	Friday		Friday - 12:00, 6 hours	
	Saturday		Saturday - 06:00, 16 hours	

• Once, Later - Run the Segment Query at a later date or time. Proceed to Step a.

Figure 7–44 Frequency: Daily



- Daily Run the Segment Query every day. Proceed to Step a.
 Either:
- Daily, Business Days Only To run the Segment Query only on business days (For example: Monday through Friday), select the Run on Business Days Only check box. Proceed to Step a.

requency	Weekly					
Once		* Start Date 0	5/11/20		m	
Run the Segment one time		End Date				Disable End Date
Daily	* Job E	xecution Time	0:05 AM		G	
Run the Segment daily at a certain time		Day of Week	Sun 🗌	Mon 🗌 Tu	e Wed	🗌 Thu 📃 Fri 📃 S
Weekly Run the Segment on a certain day of the week at a certain time	Job Processing W		M 9 AM 10	. 11 A 12 P 1	PM 2 PM 3 PN	1 4 PM 5 PM 6 PM 7 PM 8
	Sunday		Sun	day - 06:00, 12 h	ours	
Monthly	Monday				Monday - 12:00, 6	ó hours
Run the Segment on a certain day of the month at a certain time	Tuesday			Tuesday - 08:0	0, 10 hours	
month at a certain time	Wednesday			Wednesday	- 11:00, 5 hours	
	Thursday					Thursday - 16:00, 4 hours
	Friday				Friday - 12:00, 6	hours
	Saturday			Saturda	y - 06:00, 16 hours	s
	Override Job	Processing Windo	w			
	Job processing w 0400 (Eastern Da		n server time	e. The current	server time is N	Mon May 11 2020 10:22:11 G

Figure 7–45 Frequency: Weekly

• Weekly - Run the Segment Query once each week. Proceed to Step a.

Figure 7–46 Frequency: Monthly

equency	Monthly		
Once	* Start Date	05/11/20	
Run the Segment one time	End Date		💼 🗹 Disable End Date
Daily	* Job Execution Time	10:05 AM	G
Run the Segment daily at a certain time	Day of Month	1st	•
Weekly			
Run the Segment on a certain day of the week at a certain time	Job Processing Window	AM9 AM 10 11 A 12 P 1 PM	2 PM 3 PM 4 PM 5 PM 6 PM 7 PM 8
			2111131111411113111101111711110
Monthly 🗸	Sunday	Sunday - 06:00, 12 hours	
Run the Segment on a certain day of the month at a certain time	Monday	Mone	day - 12:00, 6 hours
	Tuesday	Tuesday - 08:00, 10	hours
	Wednesday	Wednesday - 11:0	10, 5 hours
	Thursday		Thursday - 16:00, 4 hours
	Friday	Frid	ay - 12:00, 6 hours
		Saturday, Of	
	Saturday	Saturday • Ot	:00, 16 hours
	Saturday	Saturday * oc	:00, 16 hours
	Saturday Override Job Processing Wir		:00, 16 hours
	Override Job Processing Wir	ndow	200, 16 hours

• Monthly - Run the Segment Query once each month. Proceed to Step a.

a. Use the **Start Date Calendar Menu** to select the start of the time range in which the job will run.

If you selected a Job Execution Frequency of Once, Later, proceed to Step f.

b. Use the End Date Calendar Menu to select the end of the time range in which the job will run.

- If you selected a Job Execution Frequency of Daily, or Daily, Business Days Only, proceed to **Step e**.

- If you selected a Job Execution Frequency of Weekly, proceed to Step c.
- If you selected a Job Execution Frequency of Monthly, proceed to Step d.
- **c.** Use the Day of Week Selection Menu to select the day of the week on which the job will run. Proceed to **Step e**.
- **d.** Use the Day of Month Selection Menu to select the day of the month on which the job will run. Proceed to **Step e**.
- **e.** Use the **Job Execution Time Time Menus** to determine the time at which the job will run.

Note: It is recommended that you select a time that is within the Job Processing Window. If you select a time outside the Job Processing Window, the Override Job Processing Window setting (see **Step f**) must be checked for the job to run.

- **f.** Use the **Override Job Processing Window** Check Box to indicate whether the job should run, even if it is scheduled outside the Job Processing Window.
- **23.** When finished defining Schedule Details for the Segment, click **Next** and advance to the Review Tab.
 - If the Segment Type is **Stratified** proceed to **Step 24**, the Stratified: Review tab.
 - If the Segment Type is **Unstratified** proceed to **Step 26**, the Unstratified: Review tab.
- **24.** The **Review** tab displays key elements in the Create Segment Setup. Review the following for the **Stratified** Type.

Segment Name Description Fall Customers Customers that Fall		111 Stratified
Schedule Details	Query	🏦 Trend Data
Prequency Daily Start Date May 10, 2020 End Date May 20, 2020 Dob Execution Time 1005 AM Override Job Processing No	Segment Query Customer whose Customer ID <> 100 And Total sales > 5	Run ID Run Date Customer Count Strata Level Min V No data to display.
C Options	Stratification Information	Strata Level: Strata 1 Language EN - English
Publishing Options Publishing Options Publish To Batch No Exporter Publish To Clienteling No Publish To Task Generator Options Export No Open Access Yes Permanent Yes Public Yes Save at Litt Yes	Format Range Stata Strata Type Customer Based on Customer Field To Stratify On Annual Income Strata Name Strata 1 From (>=) 5 Strata Name Strata 2 From (>=) 21 To (<)	POS Display Fall Customer Display Fall Receipt Display Fall

Figure 7–47 Stratified Review Tab

25. Click OK to create the segment, or click Cancel to close without saving.

Figure 7–48 Segment Tabs Links

reate Segment							
Information	anchisees 🛛 🥑 Segment	Query 🥑 Stratification	Message	🕑 Strata Query	Attributes	Schedule	9 Review

Note: Before you save the Segment, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create segment process and make changes.

26. The **Review** tab displays key elements in the Segment Setup. Review the following for the **Unstratified** Type.

Review		
Segment Name Description Fall Customers Customers that Fall		🐺 Unstratified
Ø Schedule Details	(i) Query	₩ Message
Frequency Once, Immediate Override Job Processing No Window Options	<pre>/ Segment Query Customer whose Customer ID <> 100 And Total sales > 5</pre>	Language EN - English POS Display FALL Customer Display FALL Receipt Display FALL
Publishing Options	韻着 Trend Data	l
Publish To Batch No Exporter	Run ID Run Date Customer Count	
Publish To Clienteling No	No data to display.	
Publish To Task No Generator		
Options		
Export No		
Open Access Yes		
Permanent Yes		
Public Yes		
Save as List Yes		
Trend Results? No		
		Previous Next Cancel C

Figure 7–49 Unstratified Review Tab

27. Click OK to create the segment, or click Cancel to close without saving.

Figure 7–50 Segment Tabs Links



28. The **Review** tab displays key elements in the Create Segment Setup. Review the following for the **Personal List** Type.

Segment Name Descriptio Fall Customers Customers				⊞ Pe	rsonal List
🛟 Options		L Segment Membe	irs		
Publishing Options		Segment Member Count 1	1		
Publish To Batch Expor	rter No				
Publish To Clienteling	No				
Publish To Task Genera	ator No				
Options					
Export	No				
Permanent	No				
Public	No				
Save as List	No				
1					

Figure 7–51 Personal List Review Tab

29. Click OK to create the segment, or click Cancel to close without saving.

Figure 7–52 Segment Tab Links - Personal List

	Create Segment								
Information Stranchisees Attributes Segment Members Review	w								

Note: Before you save the Segment, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create segment process and make changes.

Editing Segments/Personal Lists

You can access a Segment/Personal List for editing using the following methods to display the Edit option:

- Segment Search Results
 - Click the Overflow Menu icon on the far right in the data display section for an individual Segment/Personal List in the Segment Advanced Search window (Segment/Personal List Record Result Section).
 - Click Edit.

Search		554 Segments/Personal List Found. Sort By Last	Run / +					Create	Segme
Segment ID	1	Name and Description	Run Schedule	Classification	Last Fun / Update Date	Customer Count	Trend Results	Save as List	
Segment Type		Customers-West (ID 4960) Customers-West	Crice, Later	Public	5/21/20 4:02 AM (15 Runt)	8,981	~	~	÷
A? legment Classification		Dailytob-UnstratifiedSegment (ID 2801) Dailytob-UnstratifiedSegment	Duity	Public	5/20/20 4:09 PM (19 Runt)	10,004,389		Duplicat	te
All	•	Instant's Public Segment (ID 4955)	Cally)	Public	5/20/20 3:30 PM (58 Runt)	48	~	Edit	
All		Sample Stratified Segment (ID 4966) Sample Stratified Segment	Daily, Business Days Only	Open Access	\$/20/20 3:30 PM (35 Runs)			Export	
ave as List All		2 per day (ID 5009) 2 per day	Dely)	Privata	5/20/20 3:08 PM (18 Rund)	0			:
ubish To Clientaling		Publish To Clientering (ID 5101) Publish To Clientering	I tipre	Public	5/20/20 2:33 PM (1 Runi)	1		~	÷
sublish To Task Generator		Publish To Task Generator (ID 5100) Publish To Task Generator	I None	Private	5/20/20 2:32 PM (1 Runs)	1		1	:
As	• •	Publish To Clienteling (ID 5090) Publish To Clientaling	Monthly	Public	5/20/20 2:32 PM	0		1	:

Figure 7–53 Overflow Menu Options (Segment Advanced Search)

- Segment Quick Search
 - Click the Overflow Menu icon on the far right in the data display section for each individual Segment/Personal List in the Segment Quick Search window.
 - Click Edit.

Figure 7–54 Overflow Menu Options (Segment Quick Search)

stomer Segments								
All Segments 554	Stratified 121	Unstratified 176	Personal	Lists 257				
32 Total Active	13 Total Active	19 Total Active						
rgments and Personal Li							Create Se Delete	egmer
5						S		egmer
tch Type 💌 Partial 🔿 Exact		ule	Classification	Last Run / Update Date	Customer Count	Si Trend Result:	Delete Duplicate	
tch Type Partial Exact arch for a Segment or Personal L	ist by Name or ID Run Sched		Classification			Trend	Delete Duplicate Edit Export View	

- View Segment View
 - Click the Overflow Menu icon on the far right in the data display section for an individual Segment/Personal List.
 - Click Edit.

iew Segment (ID 4960)		
Segment Name Description Cuttomers-West Cuttomers-West		the Unstratified Delete
⑦ Schedule Details	Query	Trend Data
Frequency Cincle, Luter Start Date 5/21/20 Mole Boardin Time 200 AM Override Job Processing Window Vei Job Description 1987 : Query num Cuttomern-West	Segment Query Active Castomers Active Castomers Castomer State = PL	10K
Options	Customer city of residence = ORLANDO	85
Publishing Options Publish To Batch Exporter No Publish To Clienteling No	Certomer city of residence = LAKE WALES	
Publish To Task Generator No	2 Attributes	mer C.
Options Export No Open Access No Permanent Ves	Attribute Value Description RACTIVE? No Includes Inactive Customers? Children No Do you here children?	A Cat
Public Ves Save as List Ves Trend Results? Ves		
אוויזיא אוויזיא אוויזיא אוויזיא אוויזיא אוויזיא אוויזיא אוויזיא		0. 4 .5 6 7 8 8 10 31 32 13 5 RentD

Figure 7–55 View Segment/Personal List (Edit)

For detailed information on each section while editing a Segment or Personal List see Creating a Segment or Personal List.

Duplicating Segments/Personal Lists

You can duplicate a Segment/Personal List using the following methods to display the Duplicate option:

- Segment Search Results
 - Click the Overflow Menu icon on the far right in the data display section for each individual Segment/Personal List in the Segments Advanced Search window.
 - Click Duplicate.

Figure 7–56 Overflow Menu Options (Segments Advanced Search)

Search		554	Segments/Personal List Found. Sort By Last	Run /_ *					Create	Segn
Segment ID		Ň	ame and Description	Run Schedule	Classification	Last Run / Update Date	Customer Count	Trend Results	Save as List	
Segment Type		6	Customers-West (ID 4960) Customers-West	Cros, Liter	Public	5/21/20 4:02 AM (15 Rum)	8,981	~	1	÷
All		6	DailyJob-UnstratifiedSegment (ID 2001) DailyJob-UnstratifiedSegment	Couly	Public	5/20/20 4:09 PM (19 Runs)	10,004,389		Duplica	
All fublish To Eatch Exporter	*	0	Initiating & Public Segment (0D 4988) Initiating Public Segment	Couly	Public	5/20/20 3:30 PM (55 Runt)	48	~	Edit	
All		0	Sample Stratified Segment (ID 4966) Sample Stratified Segment	Daily, Business Days Only	Open Access	5/20/20 3:30 PM (35 Rund)	9		Export	
aver as List All	*		2 per day (ID 5000) 2 per day	Casily	Private	5/20/20 3:08 PM (18 Runs)	0			:
lublish To Clienteling All			Publish To Clienteling (ID S101) Publish To Clienteling	(In Note	Public	\$/20/20 2:33 PM (1 Fluts)	1		~	:
wi lublish To Task Generator		6	Publish To Task Generator (ID 5100) Publish To Task Generator	(IN None	Private	5/20/20 2:32 PM (1 Runi)	1		1	;
All	*		Publish To Clientering (ID 5099) Publish To Clientering	I Monthly	Public	5/20/20 2:32 PM	0		1	:

- Segment Quick Search
 - Click the Overflow Menu icon on the far right in the data display section for an individual Segment/Personal List.
 - Click Duplicate.

stomer Segments								
All Segments 554	Stratified 121	Unstratified 176	Personal	Lists 257				
32 Total Active	13 Total Active	19 Total Active						
	5						Frank to the	
tch Type 🖲 Partial 🛛 Exact							Create S	egm
gments and Personal List tch Type Partial Exact arch for a Segment or Personal List							and the second se	1
tch Type 🖲 Partial 🛛 Exact						Se	Delete	-
tch Type 🖲 Partial 🛛 Exact		ule	Classification	Last Run / Update Date	Customer Count	Sr Trend Result:	Delete Duplicate Edit Export	1
cch Type Partial Exact arch for a Segment or Personal List	by Name or ID		Classification				Delete Duplicate Edit	٦

Figure 7–57 Overflow Menu Options (Segment Quick Search)

- View Segment View
 - Click the **Overflow Menu** icon on the far right in the data display section for an individual Segment/Personal List.
 - Click **Duplicate**.



/iew Segment (ID 4960)		
Segment Name Description Customers-West Customers-West		17 Unstratified Deste
⑦ Schedule Details	Query	Edit Duplicate
Frequency Once, Later Start Date 5/21/20 Sub Donotion Time 100 AM. Override Job Processing Window Yes Job Description 1997 : Covery num Customers-West	Segment Query Active Customers And Customer State = PL	100
Options	And Customer city of residence = ORLANDO	к
Publishing Options Publish To Batch Exposter No Publish To Clienteling No	Customer city of residence × LARE WALES	
Publish To Task Generator No	Q 2 Attributes	seener C
Cyption Legent No Open Access No Permanent Yos Public Yos Save as List Yos Trend Results? Yos	Attribute Name Attribute Value Description INACTIVE? No Includes Inactive Cutomen? Children No Do you have children?	
		4 5 6 7 8 9 10 11 12 13 14 Run ID
		De

For detailed information on each section after duplicating an offer see Creating a Segment or Personal List.

Viewing Segments/Personal Lists

You can access a Segment/Personal List for viewing using the following methods to display the View option:

- Segment/Personal List Search Results
 - Click the Overflow Menu icon on the far right in the data display section for each individual Segment/Personal List in the Segment/Personal List Advanced Search window (Segment/Personal List Record Result Section).
 - Click View.

Figure 7–59 Overflow Menu Options (Segments Advanced Search)

earch		554 Segments/Personal List Found. Sort By Last	Run / *					Create	e Segmer
egment ID	- Î	Name and Description	Run Schedule	Classification	Last Run / Update Date	Customer Count	Trend Results	Save as List	
egment Type		Customers-West (ID 4960) Customers-West	Once, Later	Public	5/21/20 4:02 AM (15 Runs)	8,951	~	1	:
All egment Classification		DailyJob-UnstratifiedSegment (ID 2001) DailyJob-UnstratifiedSegment	2 Daily	Public	5/20/20 4:09 PM (19 Runs)	10,004,389		Dutiete	
all ublish To Eatch Exporter	•	Instant's Sultan Segment (ID 4988) Instant's fullta Segment	Coly	Public	5/20/20 3:30 PM (58 Burs)	48	~	Edit	
Milli		Sample Stratified Segment (ID 4966) Sample Stratified Segment	🖬 Dely, Business Days Only	Open Access	\$/20/20 3:30 PM (35 Runs)			Export	
ave as List All		2 per day (ID 5009) 2 per day.	Cody	Private	5/20/20 3:08 PM (18 Runs)	٥			:
ubhth To Clienteling		Publish To Clienteling (ID 5101) Publish To Clienteling	I None	Public	5/20/20 2:33 PM (1 Runh)	1		~	:
wi ublish To Task: Generator		Publish To Task Generator (ID 5100) Publish To Task Generator	(Ill hone)	Private	5/20/20 2:32 PM (1 Runs)	1		~	÷
All	• •	Publish To Clienteling (ID 5099) Publish To Clienteling	T Monthly	Public	\$/20/20 2:32 PM	٥		1	:

- Segment/Personal List Quick Search
 - Click the Overflow Menu icon on the far right in the data display section for each individual Segment/Personal List in the Segment/Personal List Quick Search window.
 - Click View.

Figure 7–60 Overflow Menu Options (Segments Quick Search)

All Segments 554	Stratified 121			Personal Lists 257				
32 Total Active	13 Total Active	19 Total Active						
gments and Personal L	ists							
atch Type • Partial O Exac	t						Create Se	ament
atch Type Partial Exact earch for a Segment or Personal							Create Se Delete	gment ×
						St	-	
		ule	Classification	Last Run / Update Date	Customer Count	Si Trend Result:	Delete Duplicate Edit Export	*
earch for a Segment or Personal	List by Name or ID Run Sched		Classification			Trend	Delete Duplicate Edit Export View	3

For detailed information on each section while Viewing an offer see Creating a Segment or Personal List.

Exporting Segments

You can export a Segment using the following methods to display the Export option:

- Segment Search Results
 - Click the **Overflow Menu** icon on the far right in the data display section for each individual **Segment** in the **Segments Advanced Search** window.
 - Click **Export**. A confirmation appears.

Figure 7–61 Export Confirmation

Oconfirmation		×
You are about to create an export file for segment: Unstratified GWT. The file will contain 51 records. Do you	you wish to p	roceed?
	Cancel	OK

- Click OK to export the Segment or Cancel to close the confirmation without saving.
 - **Note:** A confirmation appears in the window.

Figure 7–62 Export Job Notification

Segment export job started for Segment ID: 4960.

Figure 7–63 Overflow Menu Options (Segments Advanced Search)

Search		\$54 Segments/Personal List Found. Sort By Last.	Run / *					Create	r Segm
legment 10	î	Name and Description	Run Schedule	Classification	Last Run / Update Date	Customer Count	Trend Results	Save as List	
legment Type		Customers-West (ID 4960) Customers-West	Conce, Later	Public	5/21/20 4:02 AM (15 Runi)	8,981	~	~	÷
All egment Classification.		DailyJob-UnstratifiedSegment (ID 2001) DailyJob-UnstratifiedSegment	Carlo and Andrewson	Public	5/20/20 4:09 PM (19 Runa)	10,004,389		Detete	
All Jublish To Batch Exportar		Public Segment (ID 4988)	Daily	Public	5/20/20 3:30 PM (58 Runs)	48	~	Edit	
All		Sample Stratified Segment (ID 4956) Sample Stratified Segment	🖬 Daily, Business Days Only	Open Access	5/20/20 3:30 PM (35 Runit)			Export	1
ave as List All		2 per day (ID 5009) 2 per day	Cody 3	Private	5/20/20 3:08 PM (18:0uni)	٥		-	:
ublish To Clienteling		Publish To Clienteling (ID 5101) Publish To Clienteling	I None	Public	5/20/20 2:33 PM (1 Runht)	1		~	:
ublish fo Taok Generator		Publish To Task Generator (ID 5100) Publish To Task Generator	(III home)	Private	5/20/20 2:32 PM (1 Runs)	1		~	:
All	• .	Publish To Clientaling (ID 5099) Publish To Clientaling	Monthly	Public	\$/20/20 2:32 PM	0		~	:

- Segment Quick Search
 - Click the **Overflow Menu** icon on the far right in the data display section for an individual Segment.
 - Click Export.
 - Click OK to export the Segment or Cancel to close the confirmation without saving.

Note: A confirmation appears in the window.

Figure 7–64 Export Job Notification



omer Segments								
All Segments 554	Stratified 121	Unstratified 176	Personal	Lists 257				
32 Total Active	13 Total Active	19 Total Active						
gments and Personal L ch Type Partial C Exac							Create Se	:gmen
	t						Delete	igment
ch Type 💿 Partial ု Exac	t					Si		
ch Type 💿 Partial ု Exac	t	luie	Classification	Last Run / Update Date	Customer Count	Sr Trend Result:	Delete Duplicate	,
ch Type Partial Exac	t List by Name or ID Run Sched		Classification			Trend	Delete Duplicate Edit	

Figure 7–65 Overflow Menu Options (Segment Quick Search)

- View Segment View
 - Click the **Overflow Menu** icon on the far right in the data display section for an individual Segment.
 - Click Export.

_

- Click **OK** to export the Segment or **Cancel** to close the confirmation without saving.

Note: A confirmation appears in the window.

Figure 7–66 Export Job Notification

Segment export job started for Segment ID: 4960.

Segment Name Description Customers-West Customers-West			Unstratified
⑦ Schedule Details	O Query	i Trend Data	Duplicate
requency Occe, Later Tart Date 5/21/20 ob Securitor Time 100 AM. Zveniska Job Processing Window 1vs ob Description 3987 ; Query num Customern-West	Segment Query Active Customers Action Customer State + FL Action	10x	Export
Options	Customer city of residence = ORLANDO	BC	
Publishing Options Publish To Batch Exporter No Publish To Clienteling No	Customer city of residence × LAXE WALES	8 Contra	
Publish To Task Generator No Options Export No	Attribute Name Attribute Value Descriptio	n comen	
Open Acces No Permanent Ves Public Ves Save as List Ves	Children No Do you ha	ve children? 2X	
Save as List 298 Trend Results?		0	1 12 13

Figure 7–67 View Segment (Export)

Deleting Segments/Personal Lists

You can delete a Segment/Personal List using the following methods to display the Delete option:

- Segment Search Results
 - Click the Overflow Menu icon on the far right in the data display section for each individual Segment/Personal List in the Segments Advanced Search window.
 - Click **Delete**. A warning message appears.

Figure 7–68 Delete Warning

▲ Warning		×
You are about to delete segment: Unstratified GWT. Do y	ou wish to p	roceed?
	Cancel	OK

- Click **OK** to delete the Segment/Personal List or **Cancel** to close the confirmation without saving.

Note: A confirmation appears in the window.

Figure 7–69 Confirmation Message



	Search Results						Creat	e Ser
	500 Segments/Personal List Found. Sort By La	st Run / Update Date 🔹 👻						
	Name and Description	Run Schedule	Classification	Last Run / Update Date	Customer Count	Trend Results	Save as List	
*	STPTransfer-Testing-LS (ID 5116)	None	Public	6/9/20 3:30 PM	100		~	
							Delete	Т
*	Unstratified GWT	El Daily	Public	(9 Runs)	51		Duplical	te
	Daily GWT (ID 5040)	Course Later	Drivate	6/9/20 12:19 PM	0		50	
*	Daily GWT	an orice, cann	PINER		•			
	Unstratified GWT 1 (ID 5639)	Weekby	Public		34			
*								
	Regression GWT (ID 5126)	El Once, Later	Public	(6 Runs)	51		~	
*	Attribute GWT (ID 5131)	Core Later	P. m/z	6/8/20 6:30 PM	552 520		1	
	Attribute GWT	an origi taler	Poper	(6 Runs)	112110		*	
*	Public Segment (ID 4968) Jasieen's Public Segment	El Daily	Public	6/8/20 4:30 PM (153 Runs)	48		~	
	Unstratified GWT (ID 5630) Unstratified GWT	Crice, Later	Public	6/8/20 4:00 PM	51		1	
	* * *	Sob Segments/Remone List Found. Son by La Name and Description Constrained Constrained Constrained Sitter Strained Constrained Constrained Constrained Constrained Constrained Constrained Constrained Constrained Constrained Constrained Constra	Sob Segments/Resonal List Found. Sort By Last Run / Update Date Name and Description Run Schedule Striptiantific Run (LS 50116) Eliteratific QMT (D 5130) Eliteratific QMT (D 5130) Eliteratific QMT (D 5130) Undatafied QMT (D 5130) Undatafied QMT (D 5130) Undatafied QMT (D 5130) Undatafied QMT (D 5130) Regression QMT Eliteratific QMT (D 5130) Regression QMT (D 5130) Eliteratific QMT (D 5130) Regression QMT Eliteratific QM	• Sob Segments/Remone List Found. Son By Last Run / Update Date • • Name and Description Run Schedule Classification • Striptimeter Stription (Stription) Run Schedule Classification • Striptimeter Stription (Stription) Time Ausic • Striptimeter Stription (Stription) Striptimeter Stription (Stription) Public • Striptimeter Stription (Stription) Striptimeter (Striptimeter Stription) Public • Striptimeter Stription (Striptimeter	So Segnerative Second List Rund. Sort by Last Rund Under Date Name and Description Name and Description Name and Description Sort by Last Rund Under Date Sort By Rund Under Date Sort Rund Rund Rund Rund Rund Sort Rund Rund Rund Rund Sort Rund Rund Rund Rund Sort Rund Rund Rund Sort Rund Rund Rund Sort Rund Run	Sol Symperity Records List Found. Sont by Last Run / Update Date • Name and Description Run Streebule Class flation Last Run / Update Date Customer Court • Streep etc.rs Streep etc.rs Public 6/9/00 3302 PM 100 • Streep etc.rs Streep etc.rs Run Streebule Public 6/9/00 3302 PM 100 • Streep etc.rs Streep etc.rs Run Streep etc.rs Streep etc.rs 51 • Streep etc.rs Run Streep etc.rs Run Streep etc.rs 51 • Streep etc.rs Run Streep etc.rs Run Streep etc.rs 51 • Streep etc.rs Run Streep etc.rs Run Streep etc.rs 51 • Streep etc.rs Run Streep etc.rs Run Streep etc.rs 51 • Understelled 0MT (10 5130) Run Streep etc.rs Run Streep etc.rs 51 • Repression 0MT Streep etc.rs Run Streep etc.rs 51 51 • Repression 0MT Streep etc.rs Run Streep etc.rs 55 55	So Segment Removal List Runz / Lockite Date Name and Description Run Schedule Class Ration Last Run / Lockite Date Customer Court Trend Results Image: State	Valenci Hinkandi Vale

Figure 7–70 Overflow Menu Options (Segments Advanced Search)

- Segment Quick Search
 - Click the Overflow Menu icon on the far right in the data display section for an individual Segment/Personal List.
 - Click Delete.
 - Click OK to delete the Segment/Personal List or Cancel to close the confirmation without saving.

Note: A confirmation appears in the window.

Figure 7–71 Confirmation Message



Figure 7–72 Overflow Menu Options (Segment Quick Search)

- View Segment View
 - Click the Overflow Menu icon on the far right in the data display section for an individual Segment/Personal List.
 - Click Delete.
 - Click OK to delete the Segment/Personal List or Cancel to close the confirmation without saving.

	-		
	Note:	A confirmation a	ppears in the window.
Figure 7	7–73 C	Confirmation Messa	nges
S	egment has	been successfully deleted	
Figure 7	7–74 V	'iew Segment/Persc	onal List (Delete)
View Segment (I	D 5116)		

Options		1 Attributes			Duplicat
-		V I Autoutes			Edit
Publishing Options		Attribute Name	Attribute Value	Description	Export
Publish To Batch Exporter	No	INACTIVE?	No	Includes Inactive Customers?	
Publish To Clienteling	No				
Publish To Task Generator	No				
Options		mí Trend Data			
Export	Yes	But ID	Run Date		Customer Count
Open Access	No	1	6/9/20 3:10 PM		100
Permanent	Yes				
Public	Yes				
Save as List	Yes				
Trend Results?	No				
Query					
iegment Query					
Lustomer State = OH					
costorrier state = OH					
And					
And					
And					
And And					
And Active Customers					
And Active Customers And Customer city of residence = WICKLIFFE					
And Active Customers And Customer city of residence – WICKLIFFE Cr					

Segment Scorecards

The Segment Scorecard displays information about the Segment. You have the ability to periodically review the data on Segments. There are three types of Scorecards:

- Stratified Scorecard
- Unstratified Scorecard
- Personal List Scorecard

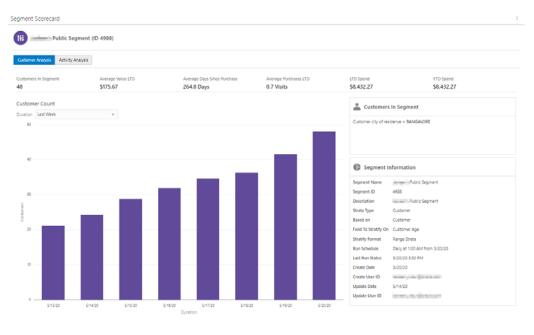


Figure 7–75 Stratified Segment Scorecard

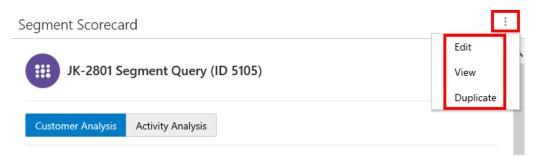
Note: When no data is available a message appears informing you this Segment/Personal List does not contain any data.

Segment Scorecard Feature Bar

The Segment Scorecard Feature Bar contains the following information:

- Title of the window.
- Action Menu with the ability to **Edit**, **View**, or **Duplicate** the Segment/Personal List.

Figure 7–76 Action Menu Options



- The following information displays below the Feature Bar.
 - Segment Type Icon
 - Segment Name
 - Segment ID

Scorecard Analysis

Scorecards display high level metrics on customers within the segment, based on summary data.

Stratified Segment Scorecard

The Stratified Segment Scorecard provides summary data metrics on customers within the each strata of the segment. Click one of the following choices:

- Customer Analysis- The analysis of each Customer within the Segment based on Recency, Frequency, and Monitory Value.
- Activity Analysis The analysis of each Customer on the basis of strata level within the Segment using Recency, Frequency, and Monitory Value metric.

Customer Analysis Metrics

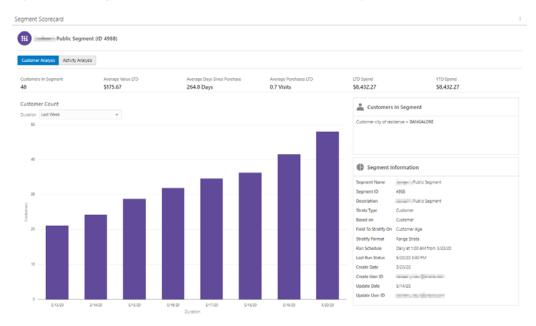


Figure 7–77 Segment Scorecard (Stratified) - Customer Analysis

- The following metrics and their values display above a graph.
 - Customers in Segment
 - Average Value LTD
 - Average Days Since Purchase
 - Average Purchases LTD
 - LTD Spend
 - YTD Spend
- Duration:
 - Last Week Customer Trend for Last Week (7 days (Current date (-1)) is displayed.
 - Last Month (Default) Customer Trend for Last Month (Current date (-1)) is displayed.

- Last 6 Months Customer Trend for Last 6 Months converted into weeks (Current date (-1)) is displayed.
- Last Year Customer Trend for Last 12 months (Current date (-1)) is displayed.
- Lifetime to Date Customer Trend for the last 5 years (Current date (-1)) is displayed.

Customer Count Graph

- The bar graph will dynamically update the Customer Trend based on the value selected for the Duration.
- The graph will represent a plot between the Customers Count on Y-axis and duration on X-axis for the Segment.

Segment Details Side Panel

- Customers in Segment
 - The selected templates along with their field values separated by AND/OR logic is displayed below the title.
- Segment Information
 - Segment Name
 - Segment ID
 - Description
 - Strata Type
 - Based On
 - Field to Stratify On
 - Strata Format
 - Run Schedule
 - Last Run Status
 - Create Date
 - Create User ID
 - Update Date
 - Update User ID

Activity Analysis Metrics

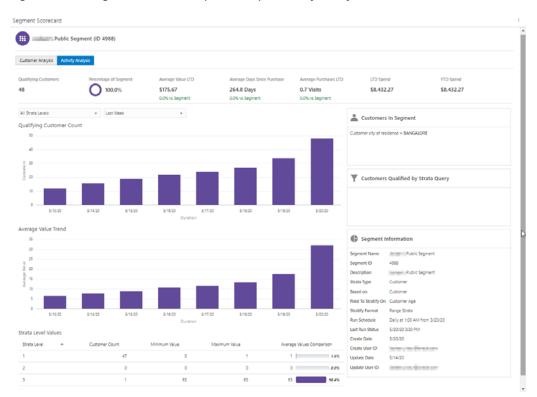


Figure 7–78 Segment Scorecard (Stratified) - Activity Analysis

- The following metrics and their values display above a graph.
 - Qualifying Customers The number of customers in the analysis.
 - Percentage of Segment The Percentage of Customers in the Segment is represented by Doughnut chart.
 - Average Value LTD The percentage increase will display in Green color and the percentage decrease will display in Red color.
 - Average Days Since Purchase -The percentage increase will display in Green color and the percentage decrease will display in Red color.
 - Average Purchases LTD The percentage increase will display in Green color and the percentage decrease will display in Red color.
 - LTD Spend
 - YTD Spend

Qualifying Customer Count Graph

The Qualifying Customer Count graph dynamically updates based on the values selected for the number of Strata Levels and Duration. See Duration:for duration details.

Average Value Trend Graph

The Average Value Trend graph dynamically updates based on the values selected for the number of Strata Levels and Duration. See <u>Duration</u>:for duration details.

Strata Level Values

- A list of all the Strata Levels defined for the segment display in the Strata Level selection menu. Once a selection is made (all strata levels or an individual strata) a table displays directly below the graph and includes the following values:
 - Strata Level Number of the Strata Level
 - **Customer Count** The number of Customers in the Strata.
 - Minimum Value The smallest value for the field by a Customer in the Strata (will not display for Segment type = Unstratified Segment).
 - Maximum Value The largest value for the field by a Customer in the Strata (will not display for Segment type = Unstratified Segment).
 - Average Value Comparison The average value for the field among the Customers in the Strata.
- Duration– Durations include:
 - Last Week Customer Trend for Last Week (7 days (Current date (-1)) is displayed.
 - Last Month (Default) Customer Trend for Last Month (Current date (-1)) is displayed.
 - Last 6 Months Customer Trend for Last 6 Months converted into weeks (Current date (-1)) is displayed.
 - Last Year Customer Trend for Last 12 months (Current date (-1)) is displayed.
 - Lifetime to Date Customer Trend for the last 5 years (Current date (-1)) is displayed.

Segment Details Side Panel

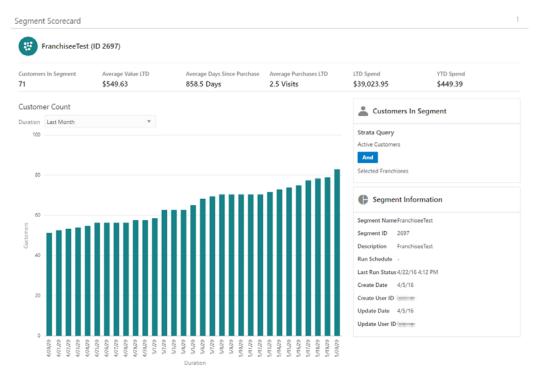
- Customers in Segment
 - The selected templates along with their field values separated by AND/OR logic is displayed below the title.
- Customers Qualified by Strata Query The Customers Qualified by Strata Query box reflects additional strata qualifiers selected when creating a stratified segment and the Strata Type is either Loyalty or Transaction.
- Segment Information
 - Segment Name
 - Segment ID
 - Description
 - Strata Type
 - Based On
 - Field to Stratify On
 - Strata Format
 - Run Schedule
 - Last Run Status
 - Create Date
 - Create User ID
 - Update Date

- Update User ID

Unstratified Segment Scorecard

The Unstratified Segment Scorecard provides summary data metrics on customers in the segment.

Figure 7–79 Segment Scorecard - Unstratified



- The following metrics and their values display above a graph.
 - Customers in Segment
 - Average Value LTD
 - Average Days Since Purchase
 - Average Purchases LTD
 - LTD Spend
 - YTD Spend
- Duration– Durations include:
 - Last Week Customer Trend for Last Week (7 days (Current date (-1)) is displayed.
 - Last Month (Default) Customer Trend for Last Month (Current date (-1)) is displayed.
 - Last 6 Months Customer Trend for Last 6 Months converted into weeks (Current date (-1)) is displayed.
 - Last Year Customer Trend for Last 12 months (Current date (-1)) is displayed.
 - Lifetime to Date Customer Trend for the last 5 years (Current date (-1)) is displayed.

Customer Count Graph

- The bar graph will dynamically update the Customer Trend based on the value selected for the Duration.
- The graph represents a plot between the Customers Count on Y-axis and duration on X-axis for the Segment.

Segment Details Side Panel

- Customers in Segment
 - The selected templates along with their field values separated by AND/OR logic is displayed below the title in View only mode.
- Segment Information Panel
 - Segment Name
 - Segment ID
 - Description
 - Run Schedule
 - Last Run Status
 - Create Date
 - Create User ID
 - Update Date
 - Update User ID

Personal List Segment Scorecard

You have the ability to display the list of customers associated with the personal list, so that you can identify which customers are on the list and review their performance.

Figure 7–80 Personal List Scorecard

gment Scorecard								
Top Customers (ID	3435)							
otal Customers in List	Average Value LTD \$5.789.36	Average Da 576.0 Dag	rs Since Purchase rs	Average Purchases LTD 26.4 Visits	LTD Spend \$40,525.51		YTD Spend \$8,084.13	
Customers Sort By Last Up	odate Date 👻	Added to List	Last Visit	Activity YTD	Average Spend LTD	Personal lis	t Information	
🛞 📫 👘 🖬	1458	10/19/18	12/10/19 Location 99901	\$3,079.08	\$248.22	Segment Name Segment ID Description	Top Customers 3435 Top Customers	
44234, US	0070041	10/19/18	12/6/18 Location 99901	\$663.38	\$163.78	Create Date Create User ID	10/19/18	
		10/19/18	12/6/18 Location 99901	\$588.56	\$229.52	Update Date Update User ID	5/12/20	
АВ		5/12/20	2/5/17	\$0.00	\$370.05			
		10/19/18	12/6/18 Location 99901	\$1,008.42	\$225.71			
		10/19/18	12/6/18 Location 99901	\$1,473.67	\$241.54			
ininin i	1000000	10/19/18	12/6/18	\$1.014.83	\$192.47 -			

- The following metrics and their values display above the list of results.
 - Total Customers in List
 - Average Value LTD

- Average Days Since Purchase
- Average Purchases LTD
- LTD Spend
- YTD Spend
- Sort by Options include:
 - Last Update Date (Customers are sorted by last updated date in descending order by default)
 - Average Spend LTD (Customers are sorted by Average Spend LTD in descending order)
 - Activity YTD (Customer are sorted by Activity YTD in descending order)
 - Last Visit (The Customer are sorted by last visit date in descending order)
 - Last Name (Customers are sorted by the Last Name in ascending order)
 - First Name (Customers are sorted by First Name in ascending order)
 - Address (Customers are sorted by Address in ascending order)
 - City (Customers are sorted by City in ascending order)
 - State (Customers are sorted by State in ascending order)
 - Added to List

Customer List

Note: If more customers than can fit the window, a scroll bar displays. Select **Show More...** at the bottom of the page to retrieve more records.

- The Customer List will dynamically update the results based on the value selected for the Sort by selection menu. The Customer List headers include:
 - Customer Name, ID, and Address
 - Added to List
 - Last Visit
 - Activity YTD
 - Average Spend LTD

Personal List Information Panel

- Segment Name
- Segment ID
- Description
- Create Date
- Create User ID
- Update Date
- Update User ID

8 Registries

Overview

The Customer Item Registry allows you to set up two different types of registries:

- Gift Registry: Select the items that the recipient would like to receive usually for a special event such as a wedding or baby shower.
- Wish List: Select items that the recipient would like to receive, without identifying a special event as with a Gift Registry

About this Chapter

This chapter contains the following information:

- Looking Up an Item Registry Describes how to navigate to the Registries page and look up registries.
- Creating a Registry Explains each of the five steps for creating a registry in the Registry Wizard:
 - Step 1: Information Add the basic registry details, such as owner and type.
 - Step 2: Items Add the items to the list for the Gift Registry or Wish List.
 - Step 3: Attributes Add the registry attributes, if any.
 - Step 4: Addresses Add event addresses. This only applies to Gift Registries.
 - Step 5: Review Review the information that has been entered, make revisions if necessary, and save the registry.
- Viewing a Registry Explains how to view a registry in read-only mode
- Downloading a Registry Report Explains how you can download a report containing a registry's information in PDF format
- Editing a Registry Explain the different ways to navigate to the Edit Registry page and how to edit the registry.
- Deleting a Registry Explains how to delete a registry

Looking Up an Item Registry

There are two ways to look up an item registry. You can search all registries using the Registries icon on the main toolbar, or you can look up just the registries for a specific customer using Registries option on the Actions menu in the Customer Dashboard.

To look up a registry from the Customer Dashboard:

 From the Actions menu in the Customer Dashboard, choose the Registries option. This displays the list of Registries Found for the customer. See Figure 8–2.

To look up a registry from the main toolbar:

- 1. Click the Tasks icon.
- 2. Click Customer.
- **3**. Click **Registries**. This displays the Registries page.

Figure 8–1 Registries Page

Search		Registry Search
Registry Owner Last Name		Enter search parameters in the sidebar to search for
First Name Email Address	E	
Phone Number		

4. Enter search criteria in one or more of the following fields in the Search panel:

Note: To retrieve all the active Item Registries in the system, click **Search** without entering any search criteria.

To clear the search fields and restore default selections in the search page, click **Reset**.

Registry Owner

- Last Name Last name of the registry owner.
- First Name First name of the registry owner.
- Email Address Registry owner's email address.
- Phone Number Registry owner's phone number.
- Customer ID ID of the customer who owns the registry.
- Card Number Number for a Card associated with the customer.

Registry

- Registry Type Select All, Gift Registry, or Wish List from the list.
- Registry Name Name of the registry.

 Event Type – Type of event for which the registry was created (wedding shower, for example).

Note: You should not select an Event Type when searching for a Wish List, because a Wish List is not associated with an event.

- Event Date Use the calendar to select the date on which the event occurs.
- Registry ID The ID of the registry.
- 5. Click Search. This displays a list of registries that match the entered criteria. If you searched for the registries for one specific customer for example, by entering a complete Customer ID, you will see just that customer's registries. If you chose Registries from the Actions menu in the Customer's Dashboard, the registries for just that customer are displayed, as in the example following:

Figure 8–2 Registries Found List

Registries Found Sort By Registry Name *			Create Regist
Registry Information	Date	Registry Owners	
wedding wishlist Woh Liet	4/18/19 Created	Core 30%	:
Wedding Wedding Shower	4/16/20 at 300 PM	Carto Stream	:

- The number of registries that match the search criteria is shown to the left of the Sort By field.
- You can sort the registries displayed in the grid by the following options on the list:
 - Registry Name Ascending order
 - Date Created- Descending order. This field sorts only for Wish Lists.
 - Registry Owner Ascending order, by Last Name
 - Number of Items Highest to lowest
- Create Registry Displays a Create Registry window See Creating a Registry for more information.
- The registry grid displays the following information for each registry:
 - Blue dot at the left of the Wish List or Registry Name. If filled, indicates that the wish list or registry is active. If unfilled, it is inactive. Values are

Active – displays from the time the registry is activated to the date and time of the event.

- **Past** displays any time after the date and time of the event.
- Registry Information Shows the Registry Name and Registry Type
- Date The Event Date for a Registry or the Create Date for a Wish List
- Registry Owners The name of the Primary customer who owns the registry first, with any other owners subsequently.
- An action menu icon is displayed at the end of each row. It has these options:
 - Delete Select to delete the registry. See Deleting a Registry.

- Download Report Select to download a report with information about the registry. See Downloading a Registry Report.
- Edit Select to edit the registry. See Editing a Registry.
- You can view registry details by clicking the name of the registry in the grid.

Creating a Registry

Step 1: Information

1. From the Actions menu on a Customer's Dashboard, choose **Registries**, or click the **Registries** icon to display the Registries window, and click Create **Registry**. Either action displays the Create Registry Wizard.

-		(2)		- (1)	- (3)
•			(i)	(4)	3
Informatio	on	Items	Attributes	Addresses	Review
gistry Details				Â	Registry Information
	🔹 Gift Registry 🔿 V	Vish List	Comments		Information No Information Entered
* Registry Name					Items
Ready to Publish					No Items Entered
* Event Type	(Please select)	*	Image		Attributes No Attributes Entered
* Event Date	M/d/yy h:mm a	16		Edit #	Addresses
 Expiration Date 	M/d/yy	m			No Addresses Entered
gistry Owners					
ctions * +	/ ×				
o Registry Owners to	o display				

Figure 8–3 Create Registry Wizard

The progress bar at the top indicates that you are located at step 1, Information. As you progress, the Create Registry Wizard moves you through each of the five steps.

- **2.** Under Registry Details, Select the **Registry Type**. A Gift Registry is tied to an event, while a Wish List is open-ended. This is mandatory.
- 3. Enter a name for the registry in the Registry Name field. This is mandatory.
- **4.** If the **Ready to Publish** check box is **selected**, it indicates that the registry is available for export to a third party when the registry is saved
- **5.** If the Registry Type is Wish List, there are no other mandatory fields under Registry Details. If the Registry Type is Gift Registry, also make selections for these mandatory fields:

Event Type – Select an Event Type from the list.

Event Date – Select the date and time of the event from the calendar.

Expiration Date – Select the date that the registry expires, from the calendar.

6. Optionally, you can enter comments about the registry in the Comments field.

- 7. Optionally, you can add an **image** that represents the Gift Registry. Click **Edit** next to the logo in the Image field to display an Edit Registry Image prompt that lets you **drop or upload** a **new image**. This is only available for Gift Registries.
- **8.** Under Registry Owners, choose **Add** from the **Actions Menu**, or click the **Add Icon**. Either action displays the Add Registry Owner window:

Figure 8–4 Add Registry Owner

Add Registry Owner						្ន
Registry Owner Contact Information						-
Search for a customer by name, Customer ID, Alternate	Key; email address or phone numi ×					
No Customer Selected						
Primary 🐼						
Nickname						
						-
Phone	Address					
Registry Phone -	Registry Address					
* Phone Number		Country	(Please select)	.*.		
Extension		* Address 1				
User Label		Address 2				
		Address 3				
Email		Address 4				
Registry Email		Apartment				
					Cancel	0K

- **9.** In the search field at the top of the window, enter search criteria such as customer name or ID. A list of customers matching the search criteria is displayed. Select the customer for whom you are creating the registry. This displays the Name, ID, Alternate Key, and primary contact information of the selected customer under the search field. When you select a customer, the window is populated with available information about the customer.
- **10.** Add any details that are missing. The following information can be entered, with mandatory fields marked by asterisks (*):
 - Primary Indicates whether this customer is the primary owner of the registry.
 - Nickname Enter an optional nickname for the registry owner.
 - Phone Information about the registry owner's phone number:
 - The Phone switch defaults to On. If this switch is set to Off, the following fields are not displayed.
 - Registry Phone Select the type of phone number being used for the registry from the list, or select Create New to enter a new phone number.
 - Phone Number The registry phone number. This field is mandatory.
 - Extension the extension of the registry phone number, if applicable.
 - User Label Enter an optional user label for the registry phone number
 - Email Information about the registry owner's email address:
 - The Email switch defaults to On. If this switch is set to Off, the following fields are not displayed.

- Registry Email Select the type of email address being used for the registry from the list, or select Create New to enter a new email address.
- Email The registry email address. This field is mandatory.
- User Label Enter an optional user label for the registry email address
- Address Information about the registry owner's address:
 - The Address switch defaults to On. If this switch is set to Off, the following fields are not displayed.
 - Registry Address Select the type of address being used for the registry from the list, or select Create New to enter a new address.
 - Country Select the country of the registry form the list.
 - Address 1-4 The street address of the registry. Address 1 is mandatory
 - Apartment The apartment number of the registry, if applicable.
 - City The city of the registry. This field is mandatory.
 - State The state or province of the registry. This field is mandatory.
 - Postal Code The postal code of the registry. This field is mandatory.
 - County The County of the registry.
- **11.** Click **OK** when you are finished entering the customer details. This returns you to the Create Registry window. The customer information is displayed in the Registry Owners list. If you are done entering registry information, click **Next** to go to Step 2: Items.

Step 2: Items

reate Registry				
0	2	3	- (4)	5
Information	Items	Attributes	Addresses	Review
tems in Registry			Reg	gistry Information
Actions 🔹 🕂 🛨 🗎 Qui	ick Add Add Item by Item ID	Add		ormation para's test registry
No Items to display			BAB	Y_SHOWER on 7/27/19 at 12:00 PM Registry owned by Claire Jones
			Iten No	ns Items Entered
				r ibutes Attributes Entered
				Iresses Addresses Entered



To add items to a Registry:

1. There are two methods for adding items to a registry, using the **Add** command to display the Add Items to Registry dialog, where you can search for items, or by entering the exact **Item ID** in the Quick Add field:

 Under Items in Registry, choose Add from the Actions menu, or click the Add Icon. Either action displays the Add Items to Registry dialog:

Figure 8–6 Add Items to Registry

Search Rem ID Description No Items to display No Items to display	Add Items to Registry		×
Rem ID Actions * + Description No Items to display	Item Search		
Description		Actions * + =	
Reset Search	Description		
Cancel OK	Reset Search		

- 2. In the Search panel, enter an Item ID, Description, or both in the provided fields and click Search. This displays a list of items matching the search criteria in the Results panel. If you want to clear a search, click Reset. Use the Search panel to add more items.
- **3.** The Results panel displays the Image, Item ID and Description of the items in the search results:

Figure 8–7 Search Results

Results				
Actions 🔻	+ 💼			
Image	Item ID	Description	Desired Quantity	Purchased Quantity
0	611101005	Handbag - Fantasy Print	1 ^	0
0	111100026	Mens Suit Slacks - Almond	1 ^	0
0.	111100023	Womens Casual Jeans - Almond	1 ^	0
0.	111100024	Womens Casual Shorts - Almond	12 ^	0

If you want to specify the desired quantity of this item, use the Increment and Decrement arrows to increase or decrease the quantity. The Desired Quantity value defaults to 1.

- 4. If you want to add an item from the Results panel to the Registry, select the item and choose Add from the Actions Menu, or click the Add (+) Icon. Items that you add are displayed in an Add Items to Registry panel on the right side of the page. To remove all items from the list, choose Remove All from the Actions menu or click the Remove All icon.
- **5.** Click **OK** to add items. The selected items are added to the Items in Registry list on the Items tab.

Or use this alternate method:

- In the Quick Add field (see Figure 8–5), enter the exact Item ID and click Add. If the exact match is found, the item is added to the Items in Registry table. If the item is not found, the message Invalid item displays.
- If the item is found, the Image, Item ID and Description of the item and a Desired Quantity field are displayed. The default quantity is 1. You can change the quantity using the Increment and Decrement arrows to increase or decrease the quantity.
- **6.** When you are done adding items to the registry, click **Next** to go to **Step 3**: Attributes.

Step 3: Attributes

Figure 8–8 Registry Attributes

C)		3
Inform	nation	Items	Attribute
Attribute Grou	a		
	r		
Name			
None	•		

To add attributes to a registry:

1. Select a group from the Attribute Group list. A list of attributes specific to the selected Attribute Group is displayed.

Note: This step is optional unless specific attributes are included in a group and you want to select any of them.

Figure 8–9 Attributes List

Attribute Group		
GIFT_ITEMS T		
Attributes		
WISHLIST_NEEDED_BY	Wish List Items Needed By	M/d/yy
		+ Add Another
VISHLIST_COUNT	Wish List Item Count	Number
VISHLIST_FOR	Who Are These Wish List Items For?	Character
		+ Add Another

- **2.** If you selected an Attribute Group, the attributes belonging to that group are listed in the Attributes grid. Enter values for the attributes you want applied to the registry. You must enter a value for each required attribute (indicated by an asterisk*).
 - The grid displays the name, description and value entry field for each attribute.
 - Attributes are displayed by group, with mandatory attributes displayed first.

- Attribute value entry fields will initially indicate the type of value to enter, for example, (Please select) for a list of items.
- If there is more than one possible value for the attribute, there is a + Add Another link under the attribute value entry field. Click the + Add Another link if you have entered a value and need to add another. This displays a duplicate entry field for the attribute.
- A value can only be removed if an **X** appears next to it. The **X** is only displayed if the value can be removed.
- **3.** If you want to add attributes not assigned to the available Attribute Groups, click the **Manage** button under Additional Attributes.

Note: This is only available for Wish Lists. This displays a Manage Attributes window:

Figure 8–10 Manage Attributes

Name	Description
	Description
Summer Clearance	Summer Clearance
Back-to-School	Back-to-School
WISHLIST_MAX_VALUE	Wish List Items Under \$

- **4.** Click the check box next to the Name and Description header row to select all of the attributes, or select the check box next to each attribute that you want to include, and click **OK**. The selected attributes are display beneath Manage.
- **5.** If you have added attributes using the Manage Attribute window, specify values for those attributes.
- 6. When you are done selecting attributes and entering values, click **OK**.
- 7. Click Next to go to Step 4: Addresses.

Step 4: Addresses

Figure 8–11 Addresses

Create Registry			
0			
Information	Items	Attributes	Addresses
Event Venue			
Before Event			
After Event			

1. Click the **switch** next to an address type to **On** to display a list of fields associated with that address. To hide the fields, set the **switch** to **Off**. The following example shows the fields associated with the Event Venue address. Fields marked with an asterisk (*) are mandatory:

Figure 8–12 Event Venue

To add Addresses:

Event Venue	
* Name	* City
* Address 1	* State
Address 2	* Postal Code
Address 3	County
Address 4	Country (Please select)
Apartment	

- **2.** Enter information in the fields.
 - Name The name of the event venue. This field is mandatory.
 - Address 1-4 The street address of the venue. Address 1 is mandatory.
 - Apartment The apartment number, if applicable.
 - City The city of the venue. This field is mandatory.
 - State The state or province of the venue. This field is mandatory.
 - Postal Code The postal code of the venue. This field is mandatory.
 - County the County of the venue.
 - Country The country of the venue. Choose a country from the list

If there is a Use Address field for the event, as in the following example, select a name from the list. This will populate the remaining fields:

Before Event				
Use Address	Claim 213	id taidt	(ni ant	 ٠
* Name	Carlo Inve	6		

Figure 8–13 Address Fields

- 3. When you are done entering addresses, click OK.
- **4.** Click **Next** to go to Step 5: Review. This displays a page where you can review all the information you have entered for the registry.

Step 5: Review

Figure	8–14	Review
--------	------	--------

	0			0		0
34	ormation	Berns		tributes	Addresses	Review
oarbara's ter	đ.					
Registry Info	rmation			Registry Comments		
Fields		Value				
Registry Type		Gift Registry				
Publish Regist	rý.	No				
Event Type		BABY_SHOWER				
Event Date		7/27/19 12:00 #M				
Expiration Dat	0	7/27/19				
Registry Ow	ners					
Primary	Name	Nickname	Registry Phone	Registry Email	Registry Address	
1	interest contracts			clara e presidente	and the second s	

To review the registry:

- 1. Look over the information in the review page. If there is anything you want to change, click the step located in the top bar where the information was first entered. For example, click **Information** to return to the Information window. To navigate to the previous step, click **Previous**.
- **2.** Make the changes to the information. For example, if you want to publish the registry, go back to the Information window and select the **Ready to Publish** check box. This ensures that the registry is published the next time it is saved.
- 3. Click **OK** to save your changes in each window.
- **4.** Click **Review** located in the top bar, and then click **OK** in the Review window when complete. This saves the registry, and it now appears in the list of registries for the customer.

Viewing a Registry

To View a Registry

1. In the Registries Found list (See Figure 8–2), click the **name** of the registry you want to view.

This displays the registry details in view-only mode:

Figure 8–15 View Registry

Registry ID	Value 9740		Registry Comments		î
Fields Registry ID Registry Type					
	9740				
Registry Tune :					
trading (1) a.	Gift Registry				
Publish Registry	No				
Event Type	WEDDING_SHOWER				
Event Data	4/16/20 3:00 PM				
Expiration Date	4/30/21				
Registry Owners					
Primary Nar	e Nickname	Registry Phone	Registry Email	Registry Address	
× 10	Maid of Honour			per mainten pri visationi, fri antito	

2. View the items in the registry. You can use the scroll bar to view hidden information.

The following information can be displayed, depending on what has been entered and saved for the registry:

- Customer Bar
 - Title (View Registry for
 - Primary Owner Customer Name
 - Primary Owner Customer ID
- Display Bar
 - The Registry Name
 - Icons for editing the registry and downloading the registry report
- Registry Information This table contains the following listed Fields and Values, if they have been entered
 - Registry ID
 - Registry Type
 - Publish Registry
 - Event Type This is displayed for Gift Registries only
 - Event Date This is displayed for Gift Registries only
 - Expiration Date This is displayed for Gift Registries only
- Comments any comments entered about the registry
- Registry Owners
 - Primary The primary owners are displayed first, with any subsequent owners after.
 - Name
 - Nickname
 - Registry Phone
 - Registry Email
 - Registry Address (also known as) Contact Address
- Items in Registry For each item in the registry, this information is displayed:

- Image
- Item ID The item ID has a link, that when clicked, displays a window with detail information.
- Description
- Desired Quantity
- Purchased Quantity
- Attributes
 - Group
 - Name
 - Description
 - Value
- Event Venue Address Displayed for Gift Registries only.
 - Name
 - Address 1-4
 - Apartment
 - City
 - State
 - Postal Code
 - County
 - Country
- Before Event Address Displayed for Gift Registries only.
 - Name
 - Address 1-4
 - Apartment
 - City
 - State
 - Postal Code
 - County
 - Country
- After Event Address Displayed for Gift Registries only.
 - Name
 - Address 1-4
 - Apartment
 - City
 - State
 - Postal Code
 - County

- Country
- **3.** Click **Done**. This returns you to the Registries Found list.

Downloading a Registry Report

To download a registry report either:

- In the Registries Found list (see Figure 8–2), click the Actions Menu in the row of the registry for which you want to download a report, and choose the Download Report option.
- In the Edit Registry Review or View Registry page, click the **Download Report** icon.

Either action displays a prompt for saving or running the report with these options:

- The steps in the prompt can vary based on the browser that is being used.
- The report is available in PDF format
- The steps in the prompt can vary based on the browser that is being used.

Registry Report Output

The following example shows the output of a downloaded registry report:

ORA	DRACLE' Registry Detail							Organization of
Dain Range: Registry ID: 1704				Customer 10: Au	e.			
Primary Cu:	stomer ID: 64	872						
Registry ID - Name	Event Date	Venue Name Venue Address	First Name Last Name	Email Address Phone Number	Address	Ibem ID - Name	Desired Quantity	Purchased Quantity
9704 - Brthday	NKA	NA	Transfer Franke	trap globy an	and a second	111100026 - Mens Suit Slacks Armani - Almond	1.00	0.00
	NA	NCA	100		-	111100549 - Mens Shirt Guicci - Shart Sileive - Almont	1.00	0.00
	NIA	NA	Transfer All anges	hour brighten	10110-0	222200002 - Mens Belt - Gucci	1.00	0.00
	N/A	NA	Transfer Franker	In a second second second	and the second second	222200025 - Hat Mens - Fends	1.00	0.00
					Totals for	Registry 9704	4.00	0.00
						Report Totals	4.00	0.00

Figure 8–16 Registry Report

The Registry Report contains the following information:

Header Information

- Organization The code identifying your organization.
- Date Range The date range selected when generating the report.
- Customer ID The numeric ID for the Customers selected when generating the report. Displays ALL if there was no restriction when running the report.

 Registry ID - The numeric ID for the Registries or Wish Lists selected when generating the report. Displays ALL if there was no restriction when running the report.

Detail Information

- Primary Customer ID The unique numeric identifier for a Customer.
- Registry ID Name The unique numeric identifier for a Registry or Wish List, and the Name describing the Registry or Wish List.
- Event Date The date for an Item Registry. Set to N/A for a Wish List. Repeated for each Item for the Registry.
- Venue Name and Venue Address The Venue Name and Address for an Item Registry. Set to N/A for a Wish List. Repeated for each Item for the Registry.
- First Name and Last Name The primary Customer's first and last name. Repeated for each Item for the Registry or Wish List.
- Email Address and Phone Number The primary Customer's email address and phone number, as specified for the Registry or Wish List.
- Address The primary Customer's address, as specified for the Registry or Wish List.
- Item ID Name The ID and Name of the Item on the Registry or Wish List.
- Desired Quantity The desired quantity of the Item.
- Purchased Quantity The purchased quantity of the Item.
- Totals for Registry:
 - Desired Quantity The total desired quantity of all Items on the Registry or Wish List that are included on the report.
 - Purchased Quantity The total purchased quantity of all Items on the Registry or Wish List that are included on the report.
- Report Totals:
 - Desired Quantity The total desired quantity of all Items included on the report.
 - Purchased Quantity The total purchased quantity of all Items included on the report.

Editing a Registry

If you need to edit a Registry, click the **Edit Icon** in the View Registry window (see Figure 8–13) or, in the Registries Found list, (see Figure 8–2), or click the **Actions menu** in the row of the registry you want to edit, and choose the **Edit** option from the menu. Each action displays the registry in an editable window:

Figure 8–17 Edit Registry

0		(i)		i)	· •	
Information		Retta	400	bitet d	ddressies	Tatrice
tegistry Details					î.	Registry Information
* Registry Type (* Gift Registry) (*) With List: * Registry Name : Wedding		Constants			Information	
					Mits Wedding WEDDING_SHOWER on 4/16/20 at 3:00 P Gift Registry owned by Claire Jones	
Ready to Publish						berns
* Event Type Wedding	Shower	*	Image			No Rems Entered
* Event Dute 04/36/20	23:00 PM	15	(Attributes 2 Attributes Defined
* Expiration Date 04/30/21						Addresses
tegistry Owners Actions * + 2 ×						No Addresses Entered
Primary Name Owner	Nickname	Registry Phone	Registry Email	Registry Address		
×	Maid of Honour			of marine of wattron has	100	

You can review registry details and edit fields that are editable. Click **Next** to progress through the Edit Registry windows, or click the **Step Icons** located in the top bar. Use **Previous** to return to the previous window.

The Edit Registry window displays the same information as that in the Create Registry window, although not all fields are editable. For more information about entering the fields in a registry, see Creating a Registry.

Information in the Edit Registry windows includes that displayed in the Create Registry windows with these variations:

Information

- Title Bar
 - Title (Edit Registry for)
- Registry Details
 - Registry Type this is not editable
 - The rest of the fields are editable
- Items
 - The Purchased Quantity for this registry is displayed on the right of the Desired Quantity field. This field is not editable
 - The rest of the fields are editable
- Attributes
 - All fields are editable
- Addresses
 - All fields are editable

Review

- Header Information
 - Displays Edit Registry for Customer name (Customer ID)
 - The Create User ID, Create Date, Update User ID, and Update Date are displayed next to the Registry Name

When you are done editing the Registry, click **OK** to save the changes.

For more information about entering the fields in a registry, see Creating a Registry.

Deleting a Registry

To delete a registry:

- **1.** In the Registries Found list (see Figure 7-2), click the **Actions Menu** in the row of the registry you want to delete.
- 2. Choose **Delete** from the menu, this displays a Confirmation prompt:

Figure 8–18 Confirmation Prompt

Confirmation		×
Do you want to delete the	e selecte	d items?
	No	Yes

3. Click Yes to delete the registry.

Customer Validation

Overview

Whenever a new Customer is added or updated, the Customer information (first name, last name, prefix, suffix, gender, address, postal code, email address and phone number) is validated. If any of the information provided does not meet the criteria of the Customer Engagement application, the Customer, address, phone, or email address is marked as invalid and a validation error is recorded. This does not affect how the information is saved or used; it just means the information did not meet the criteria.

Note: The Customer validation process is determined by configuration, including whether or not validation is performed. Refer to the Customer Engagement Cloud Services Implementation Guide for more information, or contact your Project Manager.

Rules for Entering Customer Information

Follow these rules to ensure that the customer information entered is valid:

- Names The first letter of each name, if applicable, is capitalized.
- **Prefix** (Salutation) The user can enter anything for a prefix.
- **Suffix** The user can enter anything for a suffix.
- Gender When adding a new customer, select Male or Female from the list.
- Address Address lines can be left blank.
- **Postal Code** The user can enter anything for a postal code.
- Email Address The system looks for an @ symbol in the email address. If found, the system verifies that the email address is in the proper format: accountname@sub-domain.domain. If the email address is in the wrong format, the email address is marked as invalid and a validation error is generated.
- **Phone** The application looks for and removes any non-numeric character except for E, e, X, x, T, or t. Any leading 1 (one) characters are removed.

10 Programs

The Programs feature provides the ability to manage various programs to use in a retail environment in order to create customer loyalty. A card will be defined to hold one or more programs. The card may be a physical or electronic (used online only) card. Each defined card can associate one or more programs for the customer to use. These programs consist of three types: Tender, Award and Loyalty. Various rules and parameters can be defined for managing the program. You can use this chapter to define and manage the cards and programs used in retail locations.

Customer Engagement has the following types of Programs:

- **Tender Program** Tender Programs define rules for gift cards or stored value cards. Only one tender program can exist on a card.
- Award Program Award Programs are used to hold the awards a customer can use in the retail location. An Award Certificate can be defined with an entitlement offer that has rules on when and where the offer can be used. Additionally, an award currency value can be stored for use toward purchases in the retail store. Multiple award programs can exist on a card.
- Loyalty Program Loyalty Programs are used for issuing points based on various customer activities such as purchases they make. Awards such as paper coupons, award certificates (with entitlement offer) and e-awards (with currency value) can be issued to the customer when they have earned a set amount of points. The points earned can then be used to redeem the award in a retail location. Loyalty Levels can be used to create a tiered structure to offer better benefits to the customer when they shop more frequently. An Award Program is required and used in conjunction with the loyalty program to hold the Award Certificates and the E-Award value earned based on rules defined in the loyalty program. Multiple loyalty programs can exist on a card.

About this Chapter

This chapter contains the following information:

- Program Quick Search
- Advanced Program Search
- Creating a Program
- Editing Programs
- Viewing Programs
- Cards
 - Viewing Cards

- Editing Cards

Program Quick Search

Program Quick Search displays a list of results as you type in characters in the search box. To use the Program Quick Search do the following:

- 1. Click Tasks.
- 2. Click Program.
- 3. Click Program Home.

Figure 10–1 Program Home - All Active Programs Metric Tile

ograms						
All Active Programs 134	Active Tender 36	Active Award 51	Active Loyalt			
	\$5,234,151.27 Outstanding Balance	Certificates () 9.442K Value () \$18.15M	3,298,674 Outstanding Point			
Program Quick Search Aatch Type ● Partial ◯ I	xact					Create Program
Search for a Program by Name	or ID					×
rograms						Advanced Program Search
ort By Program ID	×					
		Туре	Members	Accounts	Card	
Name and Description						
Name and Description JS-ExpireLoyaltyPoints JS-ExpireLoyaltyPoints	ID 1183)	T Award	200	200	JS-ExpireLoyaltyPoints (34452)	:
JS-ExpireLoyaltyPoints		🝸 Award	200	200	JS-ExpireLoyaltyPoints (34452) VB- Card Merge (87859)	

4. Select a Metric Tile, options include:

- All Active Programs
- Active Tender
- Active Award
- Active Loyalty
- **5.** In the Search for Program field, enter the **Name** or **ID** of the Program you want to search for. Click **Partial** to search for Programs that partially match the search text, or click **Exact**, to search for an exact match.

ort By Program ID	v				
Name and Description	Туре	Members	Accounts	Card	
 JS-ExpireLoyaltyPoints (ID 1183) JS-ExpireLoyaltyPoints 	T Award	200	200	JS-ExpireLoyaltyPoints (34452)	:
 VB-Card Merge (ID 1178) VB-Card Merge 	Loyalty	1	50	VB- Card Merge (87859)	:
VB - Franchisee -ORCE_GWT (ID 1156) VB - Franchisee -ORCE_GWT	Loyalty	3	52	VB-Franchisee_ORCE-GWT (88977)	*
Award- Franchisee Admin	_			Card for Award- Franchisee Admin	

Figure 10–2 Program Results

Note: If more than 25 Programs match the search criteria, the first 25 Programs are displayed. Select **Show More...** at the bottom of the page to display more Programs.

The search results display the following fields:

- Name and Description Name and description of the program.
- Type Program Type
- Members Displays the number of registered customers in Customer Engagement.
- Accounts Displays the number of individual accounts created for the program. The count will include all accounts created on the card for the program. This can include registered customers, unregistered (anonymous) customers and cards that have not be issued to anyone.
- Card Name of Card.
- **6.** Hover over any of the icons in the **Name and Description** column to see a tooltip listing the status of the Program as shown in Figure 10–2.
 - Active Filled
 - Inactive Empty
- 7. Click the **Card** name link for any Program to view the details. See Viewing Cards for more information. Use the Action Menu to Edit Card, Edit Program, or View Program. See Editing Cards, Editing Programs, or Viewing Programs for more information.



Figure 10–3 Action Menu Options - Program Quick Search

Advanced Program Search

The Advanced Program Search allows you to select more criteria that are not available in the Program Quick Search box. The Advanced Program Search is accessed by the following methods:

- Click the Advanced Program Search link located underneath the Program Quick Search box in the Program Home window.
- Click Program Search in the Program Task menu. See Navigation for more information.
- Click the Program Search icon in the Quick Access Menu. See Navigation for more information.

Figure 10–4 Program Search Advanced Search Window

Search		
Program ID		
Program Type		
All		Ŧ
Programs		
All		Ŧ
Card Serial Numb	er Prefix	
Created By		
Everyone		٣
	Reset	Search

The following Search fields are available:

- **Program ID** This Text Field searches all the Progams currently present in the application. The default is an empty field.
- **Program Type -** Search by Program Type. The field defaults to All.
 - All
 - Award
 - Loyalty
 - Tender
- Programs Search the Program by the status. The field defaults to All.
 - All
 - Active
 - Inactive
- Card Serial Number Prefix Your entry must be exactly five characters.
- **Created By** List of users who have created programs. The field defaults to All. Use this to search for program types a user personally created.

Searching Programs

Once all the desired information has been entered, click **Search** to see the results. If more than 25 results are returned, click the **Show More...** link to show the next 25 Programs.

	rams Found Sort By Program ID 🔹					
34 Programs Found Sort By Program ID						
Name and Description	Туре	Members	Accounts	Card		
 JS-ExpireLoyaltyPoints (ID 1183) JS-ExpireLoyaltyPoints 	Y Award	200	200	JS-ExpireLoyaltyPoints (34452)	:	
 VB-Card Merge (ID 1178) VB-Card Merge 	Loyalty	1	50	VB- Card Merge (87859)	:	
VB - Franchisee -ORCE_GWT (ID 1156) VB - Franchisee -ORCE_GWT	Loyalty	3	52	VB-Franchisee_ORCE-GWT (88977)	*	2
Award- Franchisee Admin (ID 1155) Award- Franchisee Admin	Y Award	0	0	Card for Award- Franchisee Admin (66551)	••••	
 LS-Award-11578 (ID 1142) LS-Award-11578 	🝸 Award	0	0	LS-CardTest (99989)	:	
LS-CurrencyDefault (ID 1130) IS-CurrencyDefault	T Award	0	0	LS-CurrencyDefault (99965)	:	

Figure 10–5 Program Search Results

Note: Click **Reset** to clear all fields and return list values to the default selections. Without entering any criteria, click **Search** to see a complete list of programs.

Sorting Program Results

The sort options will re-sort just the current 25 programs displayed in the window. Sorting options include:

- Program ID Program results are sorted by Program ID in descending order by default.
- Program Name Program results are sorted by Program Name in ascending order.
- Program Type Program results are sorted by the Program Type in ascending order

Creating a Program

There are two choices available to start the process of creating a Program. The **Create Program** button is available in both the Program Home window and the Program Search window.

Creating a Program - Program Search

Figure 10–6 Program Search

 Search
 Search Results
 Create Program

 Program ID
 Enter search parameters in the sidebar to search for Programs.

To Create a new program from the Program Search screen, click the **Create Program** button, which opens the program wizard on the Information tab. Proceed to **Step 5** in Creating a Program - Program Home.

Creating a Program - Program Home

To create a new Program or Personal List from the Program Home window do the following:

- 1. Click the Tasks icon.
- 2. Click Program.
- 3. Click Program Home. The Tile default is All Active Programs.

Figure 10–7 Program Home

All Active Programs 134	Active Tender 36	Active Award 51	Active Loyalty 47	
100028	\$5,234,151.27 Outstanding Balance	Certificates 0 9.442K Value 0 \$18.15M	3,335,599 Outstanding Points	

- **4.** Click **Create Program**. The Create Program wizard may contain any of the following tabs, depending on configuration and the selected Program Type.
 - Information

- Franchisees
- Tender Program
- Account Details
- Award Program
- Award Rules (Award Program)
- Loyalty Program
- Levels
- Issue Rules
- Award Rules (Loyalty Program)
- Movement Rules
- Card Definition
- Card Series
- Attributes
- Review
- 5. Enter the following items for the Information Tab:

Figure 10–8 Information Tab

	Assign To Card		Information
1		Type and Description	Tender Program Assigned To New Card
epresent a specific with intrinsic value nged for	• +	Create New Card Card Details will be defined in a la	Franchisees All Franchisees defined
	•	AV_Defined_Card (ID 11111) AV_Defined_Card 6 Franchisee(s) Defined	Tender Program No program defined
accumulate points issued ties or marketing umulated points can be		AV-Card (ID 66778) AV-Card	Account Details No information entered
ious awards including s and entitlements.		Award Card 88800 (ID 88800) Award Card 88800	Card Definition
Award Program Award programs contain certificates for	0 🗖	Card for Award- Franchisee Ad Card for Award- Franchisee Admir 1 Franchisee(s) Defined	Card Series No card series defined
bunts referred to as	0	CardAV (ID 44444) CardAV 6 Franchisee(s) Defined	Attributes Card Type Attributes Card Series Attributes
	(Next >	
	epresent a specific with intrinsic value aged for accumulate points issued ties or marketing umulated points can be ious awards including and entitlements.	epresent a specific with intrinsic value accumulate points issued ties or marketing umulated points can be ious awards including : and entitlements.	epresent a specific with intrinsic value iged for accumulate points issued ties or marketing umulated points can be ious awards including and entitlements. intain certificates for known as E-awards and unts referred to as Image: the formation of the fo

Note: The read-only Program Information Panel displays details throughout most of the tabs of the wizard.

- **Program Type** Select the type of Program from the available options:
 - **Tender Program** Tender programs represent a specific corporate liability with intrinsic value that can be exchanged for merchandise.

Note: When Tender Program is selected, the screen displays cards that do not already have a tender program.

- Loyalty Program Loyalty programs accumulate points issued for purchase activities or marketing engagements. Accumulated points can be converted into various awards including coupons, E-awards and Award Certificates.
- Award Program Award programs contain certificates for monetary rewards known as E-awards and merchandise discounts referred to as Award Certificates.
- Assign To Card
 - **Create New Card** Card Details will be defined in a later step. Proceed to **Step 6** for next steps.
 - Existing Card Proceed to Step 6 for next steps.
- **6.** Proceed to the step based on the type of program and card configuration chosen in the previous step.
 - If the Program Type is **Tender**, and you are creating a **new** card, click **Next** to proceed to **Step 7** the **Franchisees** tab.
 - If the Program Type is **Tender**, and you are assigning an **existing** card, proceed to Step 10 the **Tender Program** tab.
 - If the Program Type is **Loyalty**, and you are creating a **new** card, click **Next** to proceed to **Step 7** the **Franchisees** tab.
 - If the Program Type is **Loyalty**, and you are assigning an **existing** card, proceed to **Step 13** the Loyalty Program.
 - If the Program Type is **Award**, and you are creating a **new** card, click **Next** to proceed to **Step 7** the **Franchisees** tab.
 - If the Program Type is **Award**, and you are assigning an **existing** card, proceed to **Step 15** the Award Program tab.
- **7.** The **Franchisees** tab allows you to add or change the Franchisees you wish to assign to the program.

Note: The Franchisee tab is only visible if the EnableFranchiseSupport configuration is enabled, and Franchisees are defined. If you are assigned specific franchisees, then only those franchisees you are associated with are shown.

- If Franchisees are enabled in Customer Engagement, the Franchisees Tab appears. Proceed to **Step 8**.
- If Franchisees are not enabled in Customer Engagement and the Program Type is **Tender**, the Tender Program tab appears. Proceed to **Step 10**.
- If Franchisees are not enabled in Customer Engagement and the Program Type is **Loyalty**, the Loyalty Program tab appears. Proceed to **Step 13**.
- If Franchisees are not enabled in Customer Engagement and the Program Type is **Award**, the Award Program tab appears. Proceed to **Step 15**.

Figure 10–9 Franchisee Tab

Franchisees	
Included Franchisees	
Actions \bullet + \times	
All Franchisees are included	
	Next 🔰

- 8. To assign a Franchisee:
 - Assigning a Franchisee
 - Either click the Action Menu and then click Assign; or click Add (+). This opens the Assign Franchisee window.

Figure 10–10 Assign Franchisee

ranchisee		r Name or Description		×	Search
Search Results					
Franchisee Name	Franchisee	Description	Locations	Unassign All	
No Franchisees to	display				

 By default, all franchisees are assigned to the program. To make changes to those assignments, you can search for specific franchisees by entering all or part the franchisee Name, ID, or Description. Click Search in the Search for Franchisee search box.

Note: You also have the option to enter no search criteria and click **Search** to retrieve all available franchisees from which to select for assignment.

- In the Included Franchisees results list, click Assign All to assign all the search results, or click Assign for a specific franchisee to add to the program.
- Click OK to accept the changes or Cancel to close the window without saving.

Note: A confirmation notification appears to confirm the Franchisees has been assigned.

After a Franchisee is assigned, it appears at the top of the list. The rest of the Franchisees are ordered by ID.





Card Administration Field

This field (unique to Programs) determines whether the franchisee will have Card Administrator privileges for the Card Definition. Select the **Card Administration** check box to enable Card Administrator privileges.

Figure 10–12 Card Administration Field

tains * + × nchisee Name Franchisee Description Locations Franchisee001 (ID 17) Franchio01 1		Name Franchisee Description Locations Card Administrator	uded Franchisees			
			tions • + ×			
Franchisee001 (ID 17) Franch001 1	1	nchisee001 (ID 17) Franch001 1	nchisee Name	Franchisee Description	Locations	Card Administrato
			Franchisee001 (ID 17)	Franch001	1	

Unassigning a Franchisee

There are two ways to unassign any of the assigned franchisees on the program.

- In the Assign Franchisee window, click Unassign on any Franchisees currently assigned to the program. Click OK to accept the changes or Cancel to close the window without saving.
- To unassign Franchisees listed in the Included Franchisees table on the Franchisees tab, first highlight the row and then select the Action Menu. Either click Unassign or click X to remove the associated Franchisee.

Figure 10–13 Assign Franchisee (Using the Unassign Button)

Search for Franchisee	Search by Franchisee ID or Name or	Description	× Search		
Search Results					
Franchisee Name		Franchisee Description	Locations	Assign All	
WSDL87231-TestCas	se2.0-Franchisee-2 (ID 1048)	TestCase2.0 WSDL87231 Franchisee-2	0	Assign	1
WSDL44544-TestCas	se2.0-Franchisee (ID 1049)	TestCase2.0 WSDL44544 Franchisee	1	Unassign	
WSDL58813-TestCas	se2.0-Franchisee (ID 1050)	TestCase2.0 WSDL58813 Franchisee	1	Assign	
WSDL58813-TestCas	se2.3-Franchisee (ID 1051)	TestCase2.3 WSDL58813 Franchisee	0	Unassign	1

Note: A confirmation notification appears to confirm that the Franchisees are deleted.

Figure 10–14 Confirmation Notification

Assigned franchisee has been successfully updated

9. When finished selecting the franchises on the Franchisee tab, click **Next** to continue to the next tab.

Note: Before you save the Program, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create program process and make changes.

- **a.** If the Program Type is **Tender**, proceed to **Step 10**, the **Tender Program** tab.
- **b.** If the Program Type is Loyalty, proceed to Step 13, the Loyalty Program tab.
- c. If the Program Type is Award, proceed to Step 15, the Award Program tab.
- 10. Enter the following information for the Tender Program tab:

Figure 10–15 Tender Program Tab

ler Program Details	Usage Details		
Active Name *	Maximum Value of * Redemptions per Business Day	~	^
Description *	Maximum Daily * Usage	*	^
End Date Currency * United States of Allow Foreign Currency	Maximum Lifetime * Usage	~	^
Card Required Image: Credit Reversal Card Merge Permitted Image: Debit Reversal Allow Reloads Image: Allow Partial Redemption			

- Tender Program Details
 - Active Toggle on to activate the program immediately on the Start Date.
 - **Name** Name of the Program.
 - **Description** Description of the Program.
 - Start Date Date on which the Program starts.
 - End Date Toggle on to activate the Ends On date selector.

- Ends On (displays when the End Date toggle is on) Date on which the Program ends.
- **Currency** The base currency for the Program.
- Allow Foreign Currency Indicates whether foreign currency transactions (that is, a transaction performed in a currency other than the base currency) are applied to the Program.
- **Card Required** Indicates whether the customer must have the physical card present during the transaction to receive credit for the transaction.
- **Card Merge Permitted** Indicates whether the Card can be merged with another Card.
- Allow Reloads Indicates whether the Program allows accounts to be reloaded.
- **Credit Reversal** Indicate whether credit reversals can be performed.
- Debit Reversal Indicate whether debit reversals can be performed.
- Allow Partial Redemption Indicates whether a balance on a Tender Account can be partially redeemed.
- Usage Details
 - Maximum Value of Redemptions per Business Day The total amount of all redemptions that can be performed on a Tender Account in one day.
 - **Maximum Daily Usage** The total number of times that a Tender Account can be used in one day.
 - **Maximum Lifetime Usage** The total number of times that a Tender Account can be used over the lifetime of the account.
- **11.** When finished entering the information on the **Tender Program** tab, click **Next**, then proceed to the **Account Details** tab.
- **12**. Enter the following for the **Account Details** tab.

Figure 10–16 Tender Program - Account Details

ount Details		
Minimum Activation *		
Minimum Balance *		
Maximum Balance *		
Allow Cash Outs		
	Cash Out *	
Accounts Expire		
Initial Balance (
ow Pre-Authorizations (

- **Minimum Activation Amount** The minimum amount that can be in an Account for it to be activated.
- Minimum Balance The minimum amount that must be kept in an Account.
- Maximum Balance The maximum amount that can be put into the Account

- Allow Cash Outs -Toggle to on to indicate whether the account can be redeemed for cash or an equivalent tender.
 - **Cash Out Limit** If cash out transactions are allowed, the maximum amount that can be cashed out in a transaction.
- Accounts Expire Toggle to on to indicate the account expires after a certain period of time.
 - **Expire After** Enter the number of periods (from Period Type) that passes before a Tender Account expires.
 - **Period Type** Indicates the type of period used for the Expire After field.
- Initial Balance Toggle to on to indicate there is an initial balance on each account. Enter the following:
 - Initial Balance Amount The amount of the initial balance.
 - Initial Book Value The initial book value of the account.
- Allow Pre-Authorizations Toggle to on to indicate that pre-authorizations are allowed for the Tender Accounts.
 - Pre-Authorizations Expire Toggle to on to indicate that the pre-authorizations expire.

Expire After - Enter the number of periods (from Period Type) that will pass before a Tender Account expires.

Period Type - Indicates the type of period used for the **Expire After** field.

13. Enter the following for the **Loyalty Program** tab.

Figure 10–17 Loyalty Program Tab

yalty Program Details	Points Details
Active Active Name *	Points Name *

- Loyalty Program Details
 - Active Toggle on to activate the program immediately on the Start Date.

- Name Name of the Program.
- **Description** Description of the Program.
- **Start Date** Date on which the Program starts.
- End Date Toggle on to activate the Ends On date selector.
- Ends On (displays when the End Date toggle is on) Date on which the Program ends.
- **Currency** The base currency for the Program.
- Accounts If the check box is selected, then, a loyalty account for a card is not created until there is a POS transaction added to the card. If the check box is clear, then, the loyalty account is created when the card is generated.
- Allow Foreign Currency Indicates whether or not foreign currency transactions (that is, a transaction performed in a currency other than the base currency) are applied to the Program.
- **Card Required** Indicates whether or not the customer must have the physical card present during the transaction to receive credit for the transaction.
- **Card Merge Permitted** Indicates whether or not the Card can be merged with another Card.
- **Credit Reversal** Indicate whether or not credit reversals can be performed.
- Debit Reversal Indicate whether or not debit reversals can be performed.
- Points Details
 - Points Name Name of the points used by the Program.
 - POS Points Name Name of the points displayed on the point of sale system.
 - Points Currency Value Informational and reporting use only.
 - Points Decimal Precision The number of decimal points used in tracking points.

yalty Program Details	Points Details
Active Ac	Points Name * POS Points Name * Points Currency * Value Decimal Precision * 0 Preview: 100 Points
 Allow Foreign Currency Accounts Create Dynamically Card Required Credit Reversal Card Merge Permitted Debit Reversal 	

Figure 10–18 Loyalty Program Tab

- **14.** When finished entering the information on the **Loyalty Program** tab, click **Next**, then proceed to **Step 20**, the **Levels** tab.
- **15.** Enter the following for the **Award Program** tab.

Figure 10–19 Award Program Tab

ard Program Details		Account Details
Name *		Initial Balance
Description *		Award Expiration
Start Date * 08/19/21		Awards Expire
Enable End Date		
End Date *	±	
Currency * United Sta	ates of 🔻	
Allow F	Foreign Currency	
Card Required	 Allow Reloads 	
Card Merge Permitted		

Award Program Details

- Active Toggle on to activate the program immediately on the Start Date.
- Name Name of the Program.
- **Description** Description of the Program.

- **Start Date** Date on which the Program starts.
- Enable End Date Toggle on to activate the Ends On date selector.
- End Date (displays when the Enable End Date toggle is on) Date on which the Program ends.
- **Currency** The base currency for the Program.
- Allow Foreign Currency Indicates whether or not foreign currency transactions (that is, a transaction performed in a currency other than the base currency) are applied to the Program.
- **Card Required** Indicates whether the customer must have the physical card present during the transaction to receive credit for the transaction.
- **Card Merge Permitted** Indicates whether or not the Card can be merged with another Card.
- Allow Reloads Indicates whether or not the Program allows accounts to be reloaded.

Note: The account balance for an award account holds the value of any e-awards added to an award program. If the Allow Reloads is not checked, once the initial value is used up, the program cannot add more value to the account balance. If it is checked, E Award values can continue to be added. E Awards are created and issued from loyalty programs but the value is held in a linked award program.

Account Details

- Accounts Expire Toggle on to enter the preferred time period for the account to expire.
- Initial Balance This initial balance will hold a currency value that will be added automatically to an award account when it is activated on an individual card. This currency value can be used in the retail location toward a purchase.

Award Expiration

- **Award Expire** Toggle on to enter the preferred time and period for the award to expire.
- Extend Expiration based on Activity (appears only when Awards Expire is toggled to on) If the check box is clear, then the expiration date is fixed and determined by the date the coupon is issued. If the check box is selected, the expiration date is initially determined by the date the coupon is issued, but is then recalculated based on the current activity date as a courtesy to the customer when they are shopping with your company.

Note: Before you save the Program, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create program process and make changes.

- **16.** When finished configuring the **Award Program**, Click **Next**. Proceed to **Award Rules** tab.
- **17.** Enter the following for the **Award Rules** tab:

Note: The Award Rules tab in the Award Program allows the user to create an award certificate and assign time and or location rules to limit when and or where they can be redeemed.

Click the + Add Award Certificate button.

Figure 10–20 Add Award Certificate

Rule Type Certificate Details								
Search Attribute Type	Offers	Offers Sort By Last Update Date		Assign Entitlement Offer to Award Certificate				
	* Sort By Last Opdate Dat		No Offer Selected					
Maximum Offer ID			Award Certific	ate				
Offer ID			Award * Certificate Name					
Offer Name			Description *					
Offer Type			Precedence *	1	~ ^			
All Intended Use Entitlement Reset Searc	*		Issue Certificate Award Certificate Expires Unlimited	On Demand	*			

The Award Rules tab for the Award Program defaults the to Rule Type, Certificate Details. After the Offer is added to the Assign Entitlement Offer to Award Certificate, you are able to add additional Rule Types to this Award Certificate.

There are four sections; Search, Offers, Assign Entitlement Offer to Award Certificate, and Award Certificate.

- Search Use this section to populate the Offers Section. Fields include:
 - Attribute Type
 - Maximum Offer ID
 - Offer ID
 - Offer Name
 - Offer Type
 - Intended Use

Note: The Intended Use field is disabled and uses the default value of Entitlement. Only offers with an Intended Use of Entitlement can be assigned to an award certificate.

- Click **Search** to populate the Offers Section. Click **Reset** to clear all Search fields.
- **Sort By** Select an option to sort by the following:
 - Last Update Date
 - Offer ID
 - Offer Name
 - Offer Type
- Click Add to populate the Assign Entitlement Offer to Award Certificate section.

Assign Entitlement Offer to Award Certificate

Click **Remove** to remove an offer. Return to the Offers section to select a new offer to assign.

Award Certificate

- Enter the Award Certificate Name.
- Enter the **Description**.
- Enter the **Precedence** (Order in which the Award Rule will be applied if more than one Award Rule is effective).
- Select Issue Certificate setting.
 - On Demand
 - When Account is First Activated
 - When Card is Registered to Customer

Note: When the On Demand option is selected, the award certificate can be issued manually, by a web service or by a loyalty issue rule using the Create Loyalty Award batch.

- Award Certificate Expires This is a toggle switch, but it is read only. It is on or off based on the Issue Certificate setting. When Issue Certificate = On Demand, this toggle is Off. The expiration date is controlled by the web service or loyalty issue rule. When Issue Certificate is NOT On Demand, then the toggle is On (read only) and the user is required to select expiration parameters.
- To allow unlimited redemptions, toggle on **Unlimited Redemption**.
- When the Unlimited Redemption toggle is off, enter the number of **Maximum Redemptions** allowed.

Rule Types - These are the eligibility rules that will be used to determine when the award certificate is effective.

Important: The next section deals with the Rule Types available for the Award Certificate once an Entitlement Offer is assigned. Any of the Rule Types can be combined with other Rule Types.

Time Rule - Defines the time rules when the award certificate is effective.

- Enable Time Rule Toggle on to activate the Time Rule Name, Description, and Time Rule Type fields, and the purpose is to define when the award certificate is effective. If it is turned off, the award certificate has no restrictions as to when it is effective.
- **Time Rule Name** Name of the Time Rule.
- Description Description of the Time Rule.
- Time Rule Type Types include:
 - Eligibility Period
 - Blackout Period

Figure 10–21 Time Rule - Eligibility Period / Blackout Period

Ec	lit Award	Certific	ate		19 - 37A				×
	Rule Type	Time Rule		Ŧ	Award Certificate	Name Fixed Price	e Offer		
			Time	ble Time Rule Rule Name *	-				
					Eligibility Period	enoo	*		
	Sunday		Start Time *	12:00 AM	0	End Time	11:59 PM	©	
	Monday		Start Date *	08/27/21		End Date	08/31/21	ttt	
	Tuesday								
	Wednesday								
	Thursday								
	Friday	0							
	Saturday	0							
									Cancel OK

- Toggle on to select each day of the week for which the time rules apply for this Item Rule.
- Enter a **Start Time**.
- Enter an **End Time**.
- Enter a **Start Date**.
- Enter an End Date.

Location Rule (Include) or Location Rule (Exclude)

Defines which locations the award certificate is effective in, or which locations are excluded. Both Rule Types are configured in the same way.

Add Award Certificate Rule Type Location Rule (Include) * Award Certificate Name JS-BatchExporter-Deal Specific Locations
 Include By Attributes and Locations 547 Locations Selected Search by Location ID or Name X Search Location ID Location Name ✓ 00002 00002-Franchisee 2 Location ✓ 00004 00004-Portland-OR ¥ 4 00004-store 4 00005-Solon-OH 00005 79501 1.0 Store 79501 1.0 Store 79901 79901 1.3 Store 79503 79503 Cancel OK OK and Add Anoth

Figure 10–22 Location Rule (Include)

To add an Award certificate by Specific Locations:

Note: The Location ID check box at the top of the list enables you to clear or select all locations. If you clear all the locations, then you can scroll through the list or search for a specific location.

- Enter part or all of a Location ID or Name.
- Click Search.
- Select the check box for each of the desired Locations.
- To add an Award certificate using Include By Attributes and Locations or Exclude By Attributes and Locations
 - Click Add to select an attribute. The By Attributes and By Location options can be collapsed or expanded.
 - After the initial selection, additional choices display in the query with the condition, Or (one or more of the conditions must be met). Click Or to change to And (both conditions must be met).
 - Click the Vertical Ellipsis and select Remove to clear the attribute from the query.
- Click OK to add the Award Certificate to the Program or click OK and Add Another to add another Award Certificate. Click Cancel to close the window without adding the Award Certificate.
- **18.** When finished entering all the Award Rules to the Award Certificates, in the Award Rules tab, click **Next**.
 - Create New Card Proceed to Step 29, the Card Definition tab.
 - Existing Card Proceed to Step 44, the Review tab.
- **19.** When finished defining **Account Details** do the following:

- If you are creating a new card, click Next to proceed to Step 29 the Card Definition tab.
- If you are assigning an **existing** card, click **Next** to proceed to **Step 36**, the **Review** tab for the **Tender Program**.
- **20.** The **Levels** tab displays information for each Level in the **Loyalty Program**. Enter the following information to add Loyalty Levels.

Figure 10–23 Levels Tab

Levels	
Loyalty Level Details	
+ Add Loyalty Level	
	Next >
Adding Initial Loyalty Leve	91
 Click + Add Loyalty Lev 	vel.
Loyalty Level Details	
Figure 10–24 Loyalty Level Deta	ils
Add Loyalty Level	×
1 This is the default Loyalty Level	
Loyalty Level Details	
Active	
Level Name *	
Description *	
Level Color Red	•
Earning Points	
Negative Balance Allowed	
Age Points 🛛 🔵	
	Cancel OK OK and Add Another

• The Active toggle default is on. Click the toggle off to inactivate the Loyalty Level.

- Enter a Level Name.
- Enter a **Description**.
- Select a Level Color.
 Earning Points

Figure 10–25 Earning Points

Add Loyalty Level						×
Earning Points Negative Balance						•
Allowed						
Age Points 🔞						
	Reset Type	Fixed	Relative			
	Reset *		~ ~			
	After	Months		¥		1
Escrow Points						1
	Escrow *	30	~ ^			
	After	Days		•		-
		C	ancel O	КОК	and Add Anothe	er

- Select the **Negative Balance Allowed** check box to indicate when the Loyalty Level allows customers to have negative point balances.
- Age Points (toggle on to activate) Selecting the Fixed reset type expires the entire unused points balance after the account has been inactive for x periods. Selecting the Relative reset type expires the individual unused points x periods after each has been earned. Enter the Reset After number of periods then select the type of period.
- Escrow Points (toggle on to activate) Determines whether points are escrowed before they become available for use as Earned Points. Enter the Escrow After number of periods then select the type of period.
- Click OK to add the Level to the Program or click OK and Add Another to add another Level. Click Cancel to close the window without adding the Level.

Edit/Deactivate Loyalty Levels

- Click the Additional Options ellipsis to Deactivate or Edit a Loyalty Level.
- **21.** When finished entering all Loyalty Levels on the **Levels** tab, click **Next** to proceed to the **Issue Rules** tab.

22. The **Issue Rules** tab contains a Layer List of rules that determine how points are issued by the Loyalty Level. The default Rule Type is Definition.

Figure 10–26 Issue Rules Tab

Lo	yalty Points Issue Rules 🔞	
•	Entry (Default Loyalty Level)	
	+ Add Issue Rule	

Adding an Issue Rule

• Click + Add Issue Rule.

Note: Issue Rules are required to use the Definition Rule Type. Once the Definition rule type has been completed and validated, you can add additional Rule Types before you click OK to save the Issue Rule. Availability of the Rule Types are determined based on the selected Calculation Type.

Issue Rule Details

e Type Definition	٣	All validations m	oust be passed before mov	ing to additional	eligibility rules	
sue Rule Details			Points Details			
Issue Rule Name *			Calculation Type *	The value of each	h item purchased	
POS Name *			Bonus Points	0		
Description *			Fixed Amount *	0	~	^
Start Date	08/19/21		Points Multiplier *	1	×	^
End Date	00		Maximum *		*	^
ustomer Eligibilit	y Processing		Transactions Per Day			
Use Customer 🞯 Associated To The	Loyalty Card	¥	Transaction Minimum * Value	0		^
Associated to The			Include Non Merch	handise Charges		
			Allow Zero Price			

Figure 10–27 Add Issue Rule to Entry

- Use the required default **Definition** Rule Type.
- Enter the Issue Rule Name.
- Enter the **POS Name**.

- Enter the **Description**.
- Click the **Date Selector** icon to choose a **Start Date** or enter the **date** in the Start Date text box.
- If desired, toggle off End Date to display the Ends On text box. Click the Date Selector icon to choose a Ends On date or enter the ends on date in the Ends On date text box.

Customer Eligibility Processing

Select the Use Customer Associated To The Loyalty Card or Transaction.

Note: When Loyalty Card is selected, the customer associated to the card is used to evaluate audience rule eligibility. When Transaction is selected, the customer associated to the transaction is used.

Points Details

- **Calculation Type** Indicates the value that is used as the point-determination method.
 - **The value of each item purchased** The sale amount of each item purchased in the transaction.
 - **The quantity of each item purchased** The quantity of each item purchased in the transaction.
 - The number of marketing engagements The number of times the customer interacts with marketing media, such as watching a video online.
 - **The number of qualifying transactions** The number of qualifying transactions made by the Customer.
 - **The number of qualifying visits** The number of qualifying visits made by the Customer
- Bonus Points Indicates whether this Issue Rule stipulates that the Loyalty Program issues points as Bonus Points (defaults to ON if the Calculation Type is The number of marketing engagements) or Regular Points.
- **Fixed Amount** The Fixed Amount, if any, assigned to each transaction or marketing engagement.
- **Points Multiplier** The number multiplied by the value indicated in the Calculation Type field (only shown if the selected Calculation Type is either The value of each item purchased or The quantity of each item purchased).
- **Maximum Transactions Per Day** The maximum number of sales transactions in a single day that will be used to calculate Loyalty points.
- **Transaction Minimum Value** Minimum amount of a transaction for it to be applied to a Loyalty account.
- Include Non-Merchandise Charges Determines whether points will be issued for non-merchandise charges in a transaction.
- Allow Zero Price Determines whether points will be issued for zero priced items in a transaction.

Issuance Rules - Displays when the Calculation Type is, The number of marketing engagements.

- **Frequency Period** This field determines the time period used to control the frequency with which a Customer can earn points through marketing engagements. Can be set to One-time only, Daily, Weekly, Monthly, or Yearly.
- Issues Per Period The number of times a Customer can earn points through marketing engagements during the Frequency Period. Set to 1 if the Frequency Period is One-time only.
- **Unlimited Issuance** Determines whether points can be issued an unlimited number of times during the Frequency Period.
- Rule Count Limit The total number of times a Customer can earn points through marketing engagements.

Rule Types - Rules to set limits on how and when Issue Rules are applied and used.

Note: Availability of Rule types are based on a previously selected Calculation Type.

Important: The next section deals with the seven Rule Types available. They can be combined within a single Issue Rule.

Time Rule - Defines the time rules when loyalty points can be issued for a loyalty program, that rewards customers when they purchase during specific hours and date ranges.

Figure 10–28 Time Rule

tule Type Time Rule	* Issue Rule Name Fall Bonus	
Enable Time Rule	\mathbf{C}	
Time Rule Name *		
Description *		
Time Rule Type *	*	
	Birthday Anniversary	
	Signup Anniversary	
	Bonus Period	
	Blackout Period	

 Enable Time Rule - Toggle to On to activate Time Rule Name, Description, and Time Rule Type fields. **Note:** This switch can be turned off after defining the rules so there are no limitations to the time the issue rule applies.

- **Time Rule Name** Name of the Time Rule.
- Description Description of the Time Rule.
- Time Rule Type Types include:
 - Birthday Anniversary
 - Signup Anniversary
 - Bonus Period
 - Blackout Period

Figure 10–29 Time Rule Type - Bonus Period/Blackout Period Options

ile Type Time Rule		1	Issue Rule Name Bo	onus Time			
	Enable	Time Rule					
	Time R.	ile Name *	_				
	De	scription *					
	Time F	tule Type *	Bonus Period	Ŧ			
Sunday	Start Time *	12:00 AM	O	End Time *	11:59 PM	©	
Monday	Start Date *	08/23/21	data	End Date *		=	
Tuesday							
lednesday							
Thursday							
Friday							
Saturday							

Bonus/Blackout Period Time Type Configuration

- Select the **Day of the Week** for which the time rules will apply for this Item Rule.
- Enter a **Start Time**.
- Enter an End Time.
- Enter a **Start Date**.
- Enter an End Date.

_

Note: Each Rule Type configuration is saved during the process. To configure more Rule Types, select a Rule Type from the options list. Do not click OK until all desired Rule Types are configured.

 If no more Rule Types are desired, click OK to save, Cancel to close without saving, or click OK and Add Another to create additional Issue Rules for that Loyalty Level. Otherwise continue to configure additional Rule Types.

Item Rule (Include) or Item Rule (Exclude)

Defines which items are eligible to accrue loyalty points. Both Rule Types are configured in the same way by selecting either: Include All Items, Include By Hierarchy, or Specific Items

• To configure a Rule Type by using Include All Items:

Add Issue Rule to Red × Rule Type Item Rule (Include) · Issue Rule Name Fall Bonus Include All Items O Include By Hierarchy O Specific Items Assign Attribute Filters to All Items Match Any Match All Season All Seasons Brand nclude All Season Include All All Year All-Seasons Fall Fall-Winter Holiday Cancel OK OK and Add Another

Figure 10–30 Item Rule (Include) - Include All Items

- In the left pane, select the desired attribute filter from the list of available choices. Once selected, any associated values for the attribute appear in the right pane.
- In the right pane, select or clear values of the selected attribute filter. You
 can add all values for that attribute by selecting the check mark in the top
 check box.
- Repeat the process for any or all the available Attribute Filters in the left pane.
- To configure a Rule Type by using **Include By Hierarchy**:

Туре	Item Rule (Incl	lude)	*	Issue Rule Name	Fall Bonus		
Include	All Items	Include	By Hierarchy	O Specific Item	is		
elect It	ems By Hie	erarchy					
DEPT	SUB_DEPT	CLASS	SUB_CLASS	STYLE_ID			
Search by	y ID or Name i	or Descript	ion		×	Search	
DEP	T Name, ID an	d Descript	ion				
Search A	bove to Displa	y Hierarch	ies				

Figure 10–31 Item Rule (Include) - Include By Hierarchy

- In the Search by ID or Name or Description field, enter any part or entire Hierarchy ID, Name, or Description.
- Click Search.
- Select or clear values of the selected attribute filter. You can add all values for that attribute by selecting the check mark in the top check box.
- To configure a Rule Type by using **Specific Items**:

Figure 10–32 Item Rule (Include) - Specific Items

Add Issue Rule to Red						>
Rule Type Item Rule (Include)	Issue Rul	e Name Fa	II Bonus			
O Include All Items O Include By Hierarchy	• Spec	cific Items				
0 Items Selected						
Search by ID or Description	×	Search				
Item Description and ID						
Search Above to Display Items						
				Cancel	ОК	OK and Add Another

- In the Search by ID or Description field, enter any part or entire Item ID or Description.
- Click Search.
- Select or clear values of the selected attribute filter. You can add all values for that attribute by selecting the check mark in the top check box.

Tender Rule

This can be used to define when the customer uses specific tender types, the customer is eligible for points to be issued.

Add	Issue Rule to Red	
Rule	e Type Tender Rule 💌 👔	ssue Rule Name Fall
7 T	enders Selected	
Filte	r by Name or ID	× Filter
✓ E	nable all tenders types. (No restrictions will be place	ed on the eligibility rule.)
2	ID	Name
2	EUR_CURRENCY	EUR_CURRENCY
2	VISA	VISA
Ø	AUD_CURRENCY	AUD_CURRENCY
2	HOUSE_ACCOUNT	HOUSE_ACCOUNT
Ø	ISSUE_MERCHANDISE_CREDIT_CARD	ISSUE_MERCHANDISE_CREDIT_CARD
2	MERCHANDISE_CREDIT_CARD	MERCHANDISE_CREDIT_CARD
2	STORE_CREDIT	STORE_CREDIT

Figure 10–33 Tender Rule

- In the Filter by Name or ID field, enter any **part** or **entire Tender Name** or **ID**.
- Click Filter.
- You can clear Enable All Tender Types by clearing the check mark in the top check box. Then you can look through the list and choose specific tenders by selecting the associated check box.

Location Rule (Include) or Location Rule (Exclude)

Defines which locations are eligible to accrue loyalty points. Both Rule Types are configured in the same way.

Specific Locations

Figure 10–34 Location Rule (Include) - Specific Locations

tule	Type Location Rule (Inclu	de) 🔻 Issue Rule Name Fall	
s	pecific Locations 🛛 🔿 In	clude By Attributes and Locations	
547	Locations Selected		
Sea	rch by Location ID or Name	× Search	
~	Location ID	Location Name	
~	20000	00002-Franchisee 2 Location	
~	00004	00004-Portland-OR	
~	4	00004-store 4	
~	00005	00005-Solon-OH	
~	79501	1.0 Store 79501	
~	79901	1.0 Store 79901	
~	79503	1.3 Store 79503	

Note: The Location ID check box at the top of the list enables you to clear or select all locations. If you clear all the locations, then you can scroll through the list or search for a specific location.

- Enter part or all of a Location ID or Name.
- Click Search.
- Choose specific Locations by selecting the associated check box.

OR

Include By Attributes and Locations/Exclude By Attributes and Locations

Figure 10–35 Location Rule (Include) - Include By Attributes and Locations

dd Issue Rule to Red						×
Rule Type Location Rule (include)	Issue Ru	le Name Fall				0.000
Specific Locations Include By Attributes a	ind Locati	ons				
✓ By Attributes		Query		0	0 Locations In Query	
Select Locations by Attribute		Add At	tributes to	build	a query	
Search By Attribute × Search						
Attribute Locations						
Accessibility	Add					
Daily Sales Amount	Add					
Number Of Employees	Add					
▶ LOSS PREVENTION	Add					
GRAND OPENING DATE	Add					
			Cancel	ОК	OK and Add Another	

- Click Add to select an attribute. The By Attributes and By Location options can be collapsed or expanded.
- After the initial selection, additional choices display in the query with the condition, Or (one or more of the conditions must be met). Click Or to change to And (both conditions must be met).
- Click the **Vertical Ellipsis** and select **Remove** to clear the attribute from the query.

Audience Rule

If an audience rule is created, only customers in the selected lists will earn points.

е Туре	Audience Rule	¥	Issue Rule	Name Fall		
ailable MI S	e Lists tratified Unstratified	Personal			Assigned Au	
arch by	r List Name or ID or Strata	Name ×		ort Last Updated	No Audience	Lists Assigned
lo Lists	to Display					

Figure 10–36 Audience Rule

- Select an Available List type.
 - All Default
 - Stratified The customers within a Stratified list are divided into levels.
 - **Unstratified** The customers within an Unstratified list are not differentiated into separate groups.
 - **Personal** customers maintained by the user.
- In the Search field, enter **part** or **all** of the List Name, ID, or Strata Name.
- Click Search. The results can be sorted by using the Sort by list menu with the following options:
 - Last Updated
 - Name
 - Customer Count
- Click Add for each Available List to add the selection to the Assigned Audience Lists.

Note: Lists with more than one group display an Expand icon. Click the **Expand** icon to see the available choices within that list.

l St	ratified	Unstratified	Personal				
rch by	List Nam	e or ID or Strata	a Name 🗙	Search	Sort By	Last Updated	
	tion_Strat	Stratified_Seg ified_Segment	gment (ID 3	57)			~
	ation S	Stratified Sec	ann ant (ID 2	5.01			
utomat Stratif	tion_Strat	ified_Segment	gment (ID 5	56)			^
	tion_Strat fied	1000 00		56)	Cou	ınt: 135	Add
	tion_Strat fied	ified_Segment	ta 1	56)		ınt: 135 ınt: 135	Add
	tion_Strat fied S1	ified_Segment	ta 1 ta 2	56)			

Figure 10–37 Available Lists - Expand Icon

- Click OK to save, click Cancel to close without saving, or click OK and Add Another to save the configured Rule Types and configure additional Issue Rules.
- **23.** Review the Issue Review Definition area as shown in Figure 10–38. Click the **Vertical Ellipsis** to **Edit** or **Remove** the Issue Rule.

Figure 10–38 Issue Rule Definition

e Rules					
RED (Defau	it Loyaity Level)				
+ Add Is	sue Rule				
Issue Rul	e Definition				
sdfsd	lf	Calculation Type	Points Multiplier	Additional Points	:
sdfsd		The value of each item purchased	1	0	
POSI	lame sdfsdf	Bonus Points No	n.	Include Non Merchandise Charges No	
Effect	ive 8/24/21 to None (Ru	ns Maximum Transa	ctions Per Day 99	Allow Zero Price No	
Eligib	Indefinitely) lity Use customer assoc loyalty card	Transaction Minir iated to	num Value 0	Updated By N/A	
Time	Rule Definition				
Name		Description		Туре	
Speci	al Day	Happy Birthday		Birthday Anniversary	
Locat	ion Rule Definition				
Inc	uded				
All	Locations Defined				

- 24. When finished entering all Issue Rules, click Next to go to the Award Rules tab.
- **25.** Enter the following for the **Award Rules** tab. The Award Rules tab contains a Layer List of rules that determine how Coupon, E Award, or Award Certificates are issued by the Loyalty Level.
 - Click the + Add Award Rule button.

Note: 'The Award Rules Tab, in the Loyalty Program, defines what awards can be issued, when an award can be issued based on the loyalty points balance and the points cost to use the award. An award program is required to hold an Award Certificate or E-Award value. Therefore, when creating a new card, Coupon is the only available Award Type Rule, since an existing award program is not required.

 Select an Award Rule Type (Coupon -Default) and enter the following: Coupon

ard Rule Type Coupon		٠				
Award Name *						
POS Name *						
Description *						
			^			
Precedence *						
oints Threshold * 🛛			^			
Points Cost * 🞯		~	^			
Start Date * (9/01/21		益			
End Date	0					
	Ends On *					
	Crist on		-			

Figure 10–39 Award Rule Type - Coupon

- Award Name
- POS Name
- Description
- Precedence (Order in which the Award Rule will be applied if more than one Award Rule is effective).
- Points Threshold (The customer's loyalty account balance must be equal to or greater than the number entered in this field to issue this award).
- Points Cost
- Start Date
- End Date Toggle the End Date **On** to enter an End Date if desired.

E Award

rd Rule Details			E Award Details		
Points Cost Type	Fixed	*	Award Program	July Awards	*
Award Name			Award Amount *		~ ^
POS Name *			Coupon Prefix *	00120	
Description *			Award Expire	0	
Precedence *	~	~			
	When Create Loyalty Award Batc				
		~			
Points Cost * 🙆	~	~			
Start Date * 🞯	09/01/21				
End Date					
	and the second sec				
Start Date * 🛛	09/01/21	^			

Figure 10–40 Award Rule Type - E Award

Awards Rule Details

- Enter the Points Cost Type. The fields in the Award Rules Details section for an E Award will change depending upon the value in the Points Cost Type Selection Menu
 - **Fixed** E Award is a fixed amount.
 - **Cashback** E Award value will depend upon the number of points in the Loyalty Account, which allows for full redemption.
- Enter the Award Name.
- Enter the POS Name.
- Enter the **Description**.
- Enter the **Precedence** (Order in which the Award Rule will be applied if more than one Award Rule is effective).
- Select Issue Reward setting.

Note: When the Issue Certificate is set to Immediately Upon Transaction Posting, the award certificate will be issued to a customer account as soon as the system processes the purchase activity. If the selection is set to When Create Loyalty Award Batch Runs, the award certificate will not be issued after the scheduled batch job runs.

- Enter the Award Factor (Cashback only). A multiple used to convert points to an E-Award amount (in the base currency of the Award Program).
- Reset Balance (Cashback only) Indicates whether the loyalty points balance is reset when the Award is issued.
- Enter the **Points Threshold**.
- Enter the **Start Date**.

- End Date Toggle the End Date to On to enter an End Date if desired.
 E Award Details
- Select an Award Program.

Note: The list will display the award programs already on the selected card

- Enter the Award Amount.
- Enter the **Minimum Award Amount** (Cashback only).
- Enter the **Coupon Prefix**.
- Award Expire Toggle on to configure expiry settings.
 - Select Expiration Type.

Relative - Enter the Expires After value and select a Time Period.

Program - E Award will use the Award Expiration defined for the award program the E Award will be held in.

Award Certificate

Figure 10–41 Award Rule Type - Award Certificate

ward Rule Type Award Certificate	*					
earch ttribute Type	Offers		Assign Entitler	ment Offer to Award Ce	ertific	ate
All T	Sort By Last Update Da	e v		No Offer Selected		
Aaximum Offer ID			Award Rule De	etails		
Maximum Oner ID			Award * Program	July Awards		Ŧ
Offer ID			Award Rule			
Offer Name			POS Name			
Offer Type			Description *			
All 👻			Precedence *		~	~
ntended Use 🚱 Entitlement 🔹			Issue 🚱 Award	When Create Loyalty A		¥
			Points * @ Threshold		~	^
Reset Search			Points * @		~	

There are five sections; Search, Offers, Assign Entitlement Offer to Award Certificate, Award Rule Details, and Certificate Details.

- Search Use this section to populate the Offers Section. Fields include:
 - Attribute Type
 - Maximum Offer ID
 - Offer ID

- Offer Name
- Offer Type
- Intended Use

Note: The Intended Use field is disabled and uses the default value of Entitlement. Only offers with an Intended Use of Entitlement are assigned to an award certificate.

- Click Search to populate the Offers Section. Click Reset to clear all Search fields.
- **Sort By** Select an option to sort by the following:
 - Last Update Date
 - Offer ID
 - Offer Name
 - Offer Type
- Click Add to populate the Assign Entitlement Offer to Award Certificate section.

Assign Entitlement Offer to Award Certificate

 Click the X to remove an offer. Return to the Offers section to select a new offer to assign.

Award Rule Details

Select the Award Program.

Note: An Award Certificate can be previously created in an Award Program on the same card as the Loyalty Program. Additionally, a new Award Certificate can be created from the Loyalty Program and associated with an Award Program on the same card. If an existing award certificate exists for the selected offer, the Award Program will be defaulted into the options list. If the offer is NOT associated with an existing award certificate, the first active award program on the card will display by default and the award certificate will be created from the Loyalty Program.

- Enter an Award Rule Name.
- Enter a **POS Name**.
- Enter a **Description**.
- Enter the **Precedence** (Order in which the Award Rule will be applied if more than one Award Rule is effective).
- Select Issue Reward setting.

Note: When the Issue Certificate is set to Immediately Upon Transaction Posting, the award certificate will be issued to a customer account as soon as the system processes the purchase activity. If the selection is set to When Create Loyalty Award Job Runs, the award certificate is issued after the scheduled job runs.

- Enter the **Points Threshold**.
- Enter the **Points Cost**.
- Enter the **Start Date**.
- End Date Toggle the End Date to On to enter an End Date if desired.
- Enter the **Coupon Prefix**.
- Award Certificate Expires Toggle to On to configure the expiry settings.
 - Select an **Expiration Type**.

Relative - Enter the Expires After value and select a Time Period.

Program - Award Certificate will use the Award Expiration defined for the award program the Award Certificate will be held in.

Certificate Details

Note: If the user selects an offer that is already assigned to an existing award certificate, the fields in the Certificate Details section will be populated and will be read only.

- Enter the Award Certificate Name.
- Enter the **Description**.
- Enter the **Precedence** (Order in which the Award Rule will be applied if more than one Award Rule is effective).
- Toggle Unlimited Redemption to On to allow unlimited redemptions.
- Enter the **number** of **Maximum Redemptions** (Displays when Unlimited Redemptions is OFF).
- **26.** Either click **OK** to accept all changes for the configured Award Rules or click **Cancel** to close without saving.

Note: Before you save the Program, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create program process and make changes.

27. When finished entering all **Award Rules**, click **Next** to go to the **Movement Rules** tab.

Movement Rules determine how customers are moved from one Loyalty Level to another. Movement Rules are accessed through the Loyalty Level to which they belong.

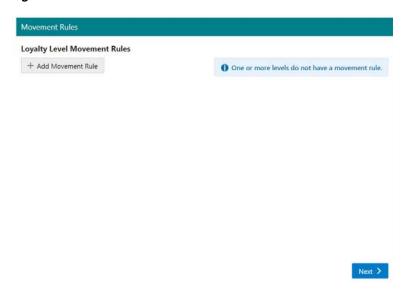


Figure 10–42 Movement Rules Tab

- Click + Add Movement Rule.
- Select a Movement Rule Type.
 - Advancement The Customer Account is moving to a higher level.
 - **Sustain** The move is a lateral move.
 - **Demotion** The Customer Account is moving to a lower level.
- Select the Levels to configure using the From, To, or Sustain option list.

Note: Advancement and Demotion Movement Rule Types both use the From and To option lists. The Sustain Movement Rule Type uses the Sustain option list. All three Movement Rule Types share the same Movement Rule and Test Details.

Movement Rule Details

Novement Rule Type	Advancement						
rom 📕 Red (Default	Loyalty Level) 🔻	To 📕 Blu	ie		•		
Movement Rule D	Details			Movement Test D	etails		
Name *				Test Type	Average Points	Earned Per Mor	ith 🔻
POS Name *				Test Period	1	~ ^	
Description *							
Precedence	0						
Change Level 🞯	When Create Loyalty Aw	ard Job Runs	٣				
Points * 🕜	0		~ ^				
Threshold							
Points Cost * 🕐	0		~ ^				
Start Date 🕜	08/25/21		۵Ó				
End Date							

Figure 10–43 Movement Rule Details

- Enter the Name.
- Enter the **POS Name**.
- Enter the **Description**.
- Enter the **Precedence** (Order in which the Award Rule will be applied if more than one Movement Rule is effective).
- Select Change Level setting.

Note: When the Change Level is set to Immediately Upon Transaction Posting, the movement rule will be applied to a customer account as soon as the system processes the purchase activity. If the selection is set to When Create Loyalty Award Job Runs, the movement rule will be applied when the scheduled job runs.

- Enter the **Points Threshold**.
- Enter the **Points Cost**.
- Enter the **Start Date**.
- End Date Toggle the End Date to On to enter an End Date if desired.

Movement Test Details

- Select the Test Type. Type of test performed to determine whether a Customer should be moved. This Selection Menu has the following options:
 - YTD Points Movement depends upon the number of points earned year-to-date in the Customer account.
 - LTD Points Movement depends upon the number of points earned lifetime-to-date in the Customer account.

- **Points Earned Since Last Level Move** Movement depends upon the number of points earned since the last level move, or the creation of the Customer account.
- Average Points Earned Per Month Movement depends upon the average number of points earned per month in a defined number of months.
- **Time Period Since Last Level Move** Movement occurs after a defined period of time has passed since the last level move, or the creation of the Customer account.
- Enter the **Test Period**. The number of periods (from Test Period Type) used for the movement test (visible only if the Test Type is either Average Points Earned Per Month or Time Period Since Last Level Move).
- Enter the **Test Period Type**. The type of period used for the movement test (visible only if the Test Type is Time Period Since Last Level Move)
- Extend Sustain Period When the toggle is on, then customers remain at the same level for an additional amount of time past the test period until the customer meets additional criteria.
 - Select the Extension Test Type.
 - Enter the **Extension Test Period** (only visible when the Extension Test Type is Average Points Earned Per Month).
 - Enter the **Extension Points Threshold**.
 - Enter an **Extend By** value.
 - Enter the **Period Type**.
- Click OK to save, click Cancel to close without saving, or click OK and Add Another to save the Movement Rule and configure additional Movement Rules.
- 28. When finished defining Movement Rules do the following:
 - If you are creating a **new** card, click **Next** to proceed to **Step 29** the Card Definition tab.
 - If you are assigning an **existing** card, click **Next** to proceed to **Step 38**, the Review tab for the Loyalty Program.
- **29.** The **Card Definition** tab allows you to add a card image and identify the contact details if there is a supplier for the physical cards. Enter the following information:

Card Details	Card Image (Optio	nal)
Card Type *	No Image	Add Image
Description *	No image	Add image
Serial Number *	Card Supplier	
Prefix	From Supplier	\bigcirc
Card Number * 16 🗸 🔨	Supplier Name	
Length Card Number	Address Line 1	
Prefix	Address Line 2	
Active	Address Line 3	
Generate Pin	City	
PIN Length * 4 🗸 🔨	State	
PIN Required Always Without Card	Postal Code	
	Country	

Figure 10–44 Card Definition Tab

Card Details

- Card Type Type of Card.
- **Description** Description of Card.
- Serial Number Prefix The Card Serial Number Prefix for this Card Definition.
- Active Indicates whether the Card Definition is currently active.
- **Generate Pin** Toggle on to enable Customer Engagement to generate PINs for the Cards.
 - PIN Length The length of each PIN. (This field is only visible if the Generate Pin Toggle is On). Enter 0 [default] for Cards that will not have PINs.
- PIN Required For each Check Box, indicate whether a PIN is required for that situation. (These fields are only visible if the Generate Pin Toggle is On.)
 - Always A customer must enter a PIN every time their Card is used.
 - Without Card A customer must enter a PIN if they do not have their Card.

Card Image (Optional)

You can also edit the image once it has been added.

Click Add Image. The Add Card Image window opens.

Figure 10–45 Add Card Image

Add Card Image	×
No Image	
Drop a new image here	or click to upload
Or via URL	Upload
	Cancel OK

To add a new Card Image, either:

- **Drag and Drop** a new image as shown in Figure 10–45.
- Click anywhere in the Drop a new image here or click to upload box.
- Or Via URL Enter the URL of the image, then click Upload to complete the process.
- Either click **OK** to create the add the card image or click **Cancel** to close without saving.

Card Supplier

- From Supplier Toggle **On** to enter the following Supplier details:
 - Supplier Name
 - Address Line 1
 - Address Line 2
 - Address Line 3
 - City
 - State
 - Postal Code
 - Country
 - Phone Number
- **30.** When finished entering the Program information on the **Card Definition** tab, click **Next** to continue to the **Card Series** tab.
- **31.** The **Card Series** tab enables you to setup a new card series at the same time you are defining a new card. Enter the following information:

rd Series Details	Card Batch Details
Series Name * Description * Generate Series	Total Cards * No cards imported Number Of Batches 1
Card Series Expire	+ Add Another

Figure 10–46 Add Card Series

Card Series Details

- Series Name Name of the Card Series Distribution.
- **Description** Description of the Card Series Distribution.
- Generate Series
 - Toggle on When the wizard is completed, the card series is generated.
 - Toggle off (Default) Card numbers in the series are generated individually on demand.
- **Card Series Expire** Determines the type of expiration date to use for the Card Series Distribution. This Selection Menu has the following options:
 - Relative The ending expiration date will be a certain, defined period of time after the initial activation date. If this option is selected, the Expire After section displays the Number of Periods and Period Type fields.
 - **Fixed** Beginning and ending expiration dates are defined by the User.
- To Import Card Numbers, either:
 - **Drag and Drop** a file as shown in Figure 10–47.

Import Card	
Numbers	
	Drop file here or click to
	upload

Figure 10–47 Import Card Numbers

- Click anywhere in the Drop file here or click to upload box.

Figure 10–48 Import Card Numbers



Remove an Imported File

You have the option to remove the file at any time before the wizard is completed. Click **Remove** to remove the imported file.

Note: The Import Card Numbers option is not allowed once cards have been generated for the card series.

Card Batch Details

Total Cards - Total Number of cards to be generated for the Card Definition.

Note: This field is filled in automatically when card numbers are imported.

 Number of Batches - The number of separate Card batches included in the Card Series Distribution.

Activate Cards

When the wizard is completed, the cards in the batch set to activate will be set to active. If this is toggled off, the cards can be activated from the **Card Series** tab or from the **View Card** screen.

To activate a set of Cards within Card Series configuration:

Total Cards *		\sim	^		
Number Of Batches	1 ~ ^		^	0 Cards In Each Batch	
Batch Activate Batc	h <mark>N</mark> ame	9		Batch Description	
IBa	tc <mark>h-0</mark> 01	Name]		[Batch-001 Description]	

Figure 10–49 Card Batch Details

- Activate Toggle on to activate the Cards when the wizard is completed.
- Enter a **Batch** Name.
- Enter a **Batch Description**.

Note: Click **+ Add Another** to add another batch. You can also adjust the **Number of Batches** field. Click the **X** icon next to each Batch to remove a batch from the list.

 Click OK to add the Card Series to the Program or click OK and Add Another to add another Card Series. Click Cancel to close the window without adding the Card Series.

Edit Card Series

Figure 10–50 Card Series Details

ard Series	Details						
+ Add Car	d Series Sort By	Most Recently Added	*				
Fall Pron	notion (Sequence	01)	Expires	Total C	ards	Activated Cards	
Fall Promot	lion		Never	500		0.0000%	-
Generate S Import Care	eries No d Numbers No		Serial Number 43434 01 001 Serial Number 43434 01 001		ated By N/A Updated By N	/A	
Batche	s						^
Batch	Batch Size	Activated Cards	Batch Name	Batch Descrip	ation	Activate Batch	
001	500	0	[Batch-001 Name]	[Batch-001 D	escription]	No	

To Edit an existing Card Series click the Action menu and select, **Edit**. The Edit Card Series window opens. See **Step 31**, the Card Series tab to edit the card.

Remove a Card Series

To Remove an existing Card Series, click the Action menu and select, **Remove**. The Card Series is deleted immediately.

Note: Before you save the Program, you can use the **tab links** along with **Previous**, **Next**, or **Cancel** to go back to any point in the create program process and make changes.

32. When finished entering the Program information on the **Card Series** tab, click **Next** to continue to the **Attributes** tab.

Enter the following for the **Attributes** tab. Attributes can be added to the Card Type to further distinguish qualifications for the Offer.

Figure 10–51 Attributes - Card Type Attributes

d Type Attributes			
Name	Value		Description
CARD-PROGRAMS *	(Please select)		CARD-PROGRAMS
CARDIFICORAMS	+ Add Another	CARD-PROGRAM3	
CARD CREATE DATE	M/d/yy	**	Card Definition Create Date
CARD CREATE DATE	+ Add Another	Card Deminion Cleale Date	
CARD PURCHASE LOCATION	(Please select)	Ŧ	Where was card purchased?
CARD FORCHASE LOCATION	+ Add Another	there has ease porchased.	
CARD TYPE COMMENTS	Character		Card Definition Comments
CARD TTPE COMIMENTS	+ Add Another		
CARD VALUE	Currency		Estimated Card Value
CARD VALUE	+ Add Another		Estimated Card Value

Figure 10–52 Attributes - Card Series Attributes

rd Series Attributes				
Fall			<u></u>	
Name	Value		Description	
IMAGE ON CARD SERIES *	(Please select)	*	Image Used on Card Series	
IMAGE ON CARD SERIES	+ Add Another		make ease on card sourg	
CARD SERIES # OF CARDS	Number		Number of Cards in Series	
	+ Add Another		Human of Colds in school	
CARD SERIES GENERATED?	(Please select)		Was Card Series Generated?	
CARD SERIES PURPOSE	Character		Purpose of this Card Series	
CARD SERIES PURPOSE	+ Add Another		Pulpose or uns cara senes	
CARD SERIES VALUE	Currency		Activation Amount for Cards in Series	

- Select or enter the Values for each of the required attributes (indicated by an asterisk*).
- Add Values for any optional attributes.
- Select or enter the **configuration value** for the Attribute.

Note: Repeat this step for all optional Attributes you wish to add to the Card or Card Series.

- **33.** When finished defining any attributes for the Program, click **Next** to continue to the **Review** tab (Assigned to New Card).
- **34.** The **Review** tab (Assigned to New Card) displays key elements in the Program Setup. Review the following for the **Tender Program** Type.

Figure 10–53 Tender Program - Review Tab (Assigned to New Card)

Program Name Program Description Assig Fall Points Update Fall Bonus Custor	ined To New Card omer		🗁 Tender Program
Card Details	Tender Program Deta	ails	Attributes
Card Type Customer DescriptionRectangle with Logo Serial Number 23434-XX-X0X-X0000X	Credit Reversal Yes Debit I Card Required No Card N Reloads Yes Partial Redem	Yes	Card Type Attributes Attribute NameAttribute Value Description CARD- Gift Card CARD- PROGRAMS PROGRAMS
Active No Generate Pin No	Active Start Date	Yes 9/2/21	Card Series Attributes Fall
≣ 1 Card Series	ard Series End Date N Currency U		Attribute NameAttribute Value Description IMAGE ON Spring Flowers Image Used on CARD SERIES Card Series
Fall (Sequence 01) Fall Promotion Card Generation and Activation Settings Generate Yes	Allow Foreign Currency Maximum Redemption Value	Yes \$9,999.00 Per Business Day	

35. Either click **OK** to create the Program or click **Cancel** to close without saving.

Note: Before you save the Program, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create program process and make changes.

36. The **Review** tab (Existing Card) displays key elements in the Program Setup. Review the following for the **Tender Program** Type.

-	igned to Existing Card stomer		🛅 Tender Program
Card Details	Tender Program Detai	5	Attributes
No Image Card Type Fall DescriptionFall Bonus	Credit Reversal Yes Debit Re Card Required No Card Me Reloads Yes Partial	versal Yes rge Yes Yes	Card Type Attributes Attribute NameAttribute Value Description
erial Number	Reloads Yes Partial Redemp		CARD- Loyalty Points CARD- PROGRAMS PROGRAMS
ienerate Pin No		/es //30/21	Card Series Attributes Fall
1 Card Series		lone (Runs ndefinitely)	Attribute NameAttribute Value Description IMAGE ON Spring Flowers Image Used on
all (Sequence 01) all Points		ISD (es	CARD SERIES Card Series
ard Generation and Activation Settings	Maximum Redemption Value	9,999.00 Per	

Figure 10–54 Tender Program - Review Tab (Assigned to Existing Card)

37. Either click OK to create the Program or click Cancel to close without saving.

Note: Before you save the Program, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create program process and make changes.

38. The **Review** tab (Assigned to New Card) displays key elements in the Program Setup. Review the following for the **Loyalty Program** Type.

Figure 10–55 Loyalty Program - Review Tab (Assigned to New Card)

Program Name Program Description Assignation Fall Points Fall Points Custor	ined To New Card omer	Loyalty Program		
Card Details	⑦ 0 Time Rules	0 Audience Rules		
No Image Card Type Award Card 88800 Description/ward Card 88800 Serial Number 88800-XX-XXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	Red (Default Loyalty Level) Bonus No Time Rules Defined	Red (Default Loyalty Level) Bonus No Audience Rules Defined		
Loyalty Program Details	0 Tender Rules	1 Loyalty Awards		
Credit Reversal Yes Card Required No Debit Reversal Yes Card Merge Yes Permitted	Red (Default Loyalty Level) Bonus All Tenders Defined	Red (Default Loyalty Level) Free Item POS Name Item for Free		
Active Ves Available 9/2/21 to No	Ø Item Rules	Award Type Coupon Points Cost 1 Points 1		

39. Either click **OK** to create the Program or click **Cancel** to close without saving.

Note: Before you save the Program, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create program process and make changes.

40. The **Review** tab (Existing Card) displays key elements in the Program Setup. Review the following for the **Loyalty Program** Type.

Figure 10–56 Loyalty Program - Review Tab (Assigned to Existing Card)

	ned to Existing Card i Card 88800	👗 Loyalty Program		
Card Details	⑦ 0 Time Rules	0 Audience Rules		
No Image Card Type Award Card 88800 Description/ward Card 88800 Serial Number 88800-304-3000-30000000	Red (Default Loyalty Level) Bonus No Time Rules Defined	Red (Default Loyalty Level) Bonus No Audience Rules Defined		
Loyalty Program Details	0 Tender Rules	1 Loyalty Awards		
Credit Reversal Yes Card Required No Debit Reversal Yes Card Merge Yes Permitted	Red (Default Loyalty Level) Bonus All Tenders Defined	Red (Default Loyalty Level) Free Item Free Item POS Name Item for Free		
Active Yes Available 9/2/21 to No	0 Item Rules	Award Type Coupon Points Cost 1 Points 1		

41. Either click OK to create the Program or click Cancel to close without saving.

Note: Before you save the Program, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create program process and make changes.

42. The **Review** tab (Assigned to New Card) displays key elements in the Program Setup. Review the following for the **Award Program** Type.

Figure 10–57 Award Program - Review Tab (Assigned to New Card)

Program Name Program Description Free Item Free Item for our valued custom	Assigned To New Card ers Plastic	T Award Program
Card Details	1 Awards	Ø Location Rules
No Image Card Type Plastic DescriptionRectangle with Logo	Award Certificates ETL-Gift With Purchase	ETL-Gift With Purchase All Locations Defined
Serial Number Active Yes Generate Pin No	Description ETL-Gift With Purchase Assigned ETL-Gift With Purchase (ID Offer 420) Offer Type Gift with Purchase Precedence 1	Card Type Attributes
0 Card Series	Redemptiond Maximum Issue On Demand Certificate	Attribute NameAttribute Value Description CARD- Entitlement CARD- PROGRAMS PROGRAMS
Y Award Program Details	Updated By N/A	

43. Either click **OK** to create the Program or click **Cancel** to close without saving.

Note: Before you save the Program, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create program process and make changes.

44. The **Review** tab (Existing Card) displays key elements in the Program Setup. Review the following for the **Award Program** Type.

Figure 10–58 Award Program - Review Tab (Assigned to Existing Card)

Review		
Program Name Program Description Free Item Free Item for our valued custom	Assigned to Existing Card LS-Loyalty-DynamicAccounts	T Award Program
Card Details	1 Awards	O Location Rules
No Image Card Type Plastic DescriptionRectangle with Logo	Award Certificates	ETL-Gift With Purchase All Locations Defined
Serial Number Active Yes Generate Pin No	Description ETL-Gift With Purchase Assigned ETL-Gift With Purchase (ID Offer 420) Offer Type Gift with Purchase Procedence 1	Card Type Attributes
i≣ 0 Card Series	Redemptions! Maximum Issue On Demand Certificate	Attribute NameAttribute Value Description CARD- Entitlement CARD- PROGRAMS PROGRAMS
Y Award Program Details	Updated By N/A	
• • • • • •		Previous Next Cancel OK

45. Either click OK to create the Program or click Cancel to close without saving.

Note: Before you save the Program, you can use the **tab links** along with **Previous** and **Next** to go back to any point in the create program process and make changes.

Editing Programs

You can access Programs for editing using the following methods to display the Edit Program option:

- Program Advanced Search Results
 - Click the Action Menu icon on the far right in the data display section for an individual Program in the Program Advanced Search window (Program Result Section).
 - Click Edit Program.

Search		Search Results					Create Progra
Prográm ID		148 Programs Found Sort IIy Program ID	· •				
hogiám Type		Name and Description	Type	Members	Accounts	Card	
All	. •	Fall Points Update (ID 1221) Fall Ronut	Tender	0	500	Customer (23434)	1
hograms Alf		 LS-InitialBalance (ID 1220) LS-InitialBalance 	I Tender	1	25	Hubblelence (SSSA)	Edit Card Edit Program
Card Serial Number Prefix		LS-TestinitialBalance (ID 1210) LS-TestinitialBalance	T Award	1	50		View Program
Devaded By		LS-Test (ID 1218)	TAnard	0	75	LS-CardDetails (99940)	:
Everyone		US-Test WSDL-Award-USD (IO 1217) WIDL-Award-USD	TAuer	0	200	WSDL-Award-MON-USD (\$4408)	:
		WSDL-Award-MON (D 1216) WSDL-Award-MON-USD	T Award	0	200	WSDL-Award-M004-USD (54408)	:
		 WSDL-Award-KWD (ID 1215) WSDL-Award-KWD 	T Award	0	200	WSDL-Award-KWD (54407)	÷
		 WSDL-Award-JPV (ID 1214) WSDL-Award-JPV 	T Amard	0	200	WSDL-Award-JPY (54406)	:

Figure 10–59 Action Menu Options (Program Advanced Search)

- Program Home Quick Search
 - Click the Action Menu icon on the far right in the data display section for each individual Program in the Programs Quick Search window located in Program Home.
 - Click Edit Program.



ograms							
All Active Programs 146	Active Tender 39	Act	tive Award 59	Active Loyalty 48			
	\$5,234,341.27 Outstanding Balance	Certificates () Value ()	9.445K 518.18M	3,612,251 Outstanding Points			
rogram Quick Search atch Type 💿 Partial 🛛							Create Progra
Search for a Program by Name	or ID						
rograms							Advanced Program Sec
ort By Program ID	· •						
Name and Description			Туре	Members	Accounts	Card	
Fall Points Update (ID Fall Bonus	221)		Tender	0	500	Customer (23434)	:
 LS-InitialBalance (ID 12 LS-InitialBalance 	20)		Tender	1	25	LS-InitialBalance (99934)	Edit Card Edit Program
	D 1219)		T Award	1	50	LS-TestInitialBalance (99933)	View Program

Click **Done** to close the Program and return to the **Search Results**.

Note: For detailed information on each section while editing a Program, see Creating a Program.

Viewing Programs

You can access a Program for viewing using the following methods to display the View Program option:

Program Advanced Search Results

- Click the Action Menu icon on the far right in the data display section for each individual Program in the Program Advanced Search window (Program Search Results Section).
- Click View Program.

Figure 10–61 Action Menu Options (Program Advanced Search) - View Program

Search	Search Results				0	eate Prog
Program ID	148 Programs Found Sort By Program ID					
Program Type	Name and Description	Type	Members	Accounts	Card	
All ¥	 Fall Points Update (ID 1221) Fall Bonus 	Tender	0	500	Customer (23434)	:
Programs All *	 LS-InitialBalance (ID 1220) LS-InitialBalance 	🖽 Tender	1	25	Edit Card LS-InitialBalance (99934) Edit Prog	
Card Serial Number Prefix	 LS-TestInitialBalance (ID 1219) LS-TestInitialBalance 	T Award	3	50	LS-TestinitialBalance (99933) View Pro	gram
Created By	 LS-Test (ID 1218) LS-Test 	T Award	0	75	LS-CardDetails (99940)	;
Everyone *	 WSDL-Award-USD (ID 1217) WSDL-Award-USD 	T Award	0	200	WSDL-Award-MXN-USD (54408)	:
	 WSDL-Award-MXN (ID 1216) WSDL-Award-MXN-USD 	T Award	0	200	WSDL-Award-MXN-USD (54408)	:
	WSDL-Award-KWD (ID 1215) WSDL-Award-KWD	T Award	0	200	WSDL-Award-KWD (54407)	:
	 WSDL-Award-JPY (ID 1214) WSDL-Award-JPY 	T Award	0	200	WSDL-Award-JPY (54406)	:

- Program Quick Search
 - Click the Action Menu icon on the far right in the data display section for each individual **Program** in the **Program Quick Search** window.
 - Click View Program.

Figure 10–62 Action Menu Options (Program Quick Search) - View Program

grams							
All Active Programs 146	Active Tender 39	Ac	tive Award 59	Active Loyalty 48			
	\$5,234,341.27 Outstanding Balance		9.445K \$18.18M	3,612,251 Outstanding Points			
rogram Quick Search Inch Type • Partial 📿	Exact						Create Program
earch for a Program by Name	or ID						
rograms							Advanced Program Sea
ert By Program ID	Ψ.						
Name and Description			Туре	Members	Accounts	Card	
Fall Points Update (ID : Fall Bonus	(221)		Tender	0	500	Customer (23434)	:
LS-InitialBalance (ID 12 LS-InitialBalance	20)		Tender	1	25	LS-InitialBalance (99934)	Edit Card Edit Program
LS-TestInitialBalance 0	0.43100		T Award		50	LS-TestinitialBalance (99933)	View Program

View Program - Action Menu Options

The Action Menu options include:

- Activate Program Available when Program Status is Deactivated
- Deactivate Program Available when Program Status is Activated
- Edit Program See Editing Programs for details.

Click **Done** to close the Program and return to **Program Home**. For detailed information on each section while Viewing an offer see Creating a Program.

Cards

Cards include information about cards held by the customer and about the programs associated with each card. Programs include Tender, Award, and Loyalty.

Note: This section deals with Cards associated with a Program. See Card Administration for information on administering Card and Account details.

Viewing Cards

The following options enable you to view Cards already associated with a Program.

- **Program Home** From the Card column in the Programs Quick Search results area click the Card's name link as shown in Figure 10–62.
- **Program Search** From the Card column in the Search Results area click the Card's name link as shown in Figure 10–61.

The View Card window opens. You can select to view the Card Series or Programs.

Figure 10–63 View Card - Card Series

Card Type	alBalance (99934	Description LS-InitialBalance		Activated Cards 4.00% (1 of 25)	Active Card Series	Active Programs	
	Serial Number 9993 Card Number			Activated Card Card Supplier	s 1		
Card Series (1 .S-InitialBa) Programs (1) alance (Sequence	01)					;
4.00%	Activated Cards Generated Cards Cards in Series 2 Serial Number Pr	25) 25 25	Sequence Numb Batch Count 1 Create Date 9/	Batches	Generated Yes On Demand Generation No Card Series Expire Never	2	

View Card - Card Series Actions

The following actions for Card Series are available from the View Card window.

- Edit Card
- Activate Batch
- Change Batch Expiration Date
- Deactivate Card Series Batch
- Generate Card Series

Edit Card

See Editing Cards for details.

Note: The Activate Batch, Change Batch Expiration Date, Deactivate Card Series Batch will also be made available on the Card Series Tab when the user selects Edit Card.

Activate Batch

 Click the Action Menu and select Activate Batch. The Activate Card Series Batch window opens.

Figure 10–64 Activate Card Series Batch

Batch	001 *		 Activa 	ating 49 Cards
Batch Name *	[Batch-001 Name]			
Batch Description *	[Batch-001 Descripti	on]		
Location to Activate Card *	99999	*		
Select Card Range	0			
Enter Activation Amount @				
	Program 💽 Award	LS-TestInitialBalance	*	
	Amount	USD		

- Enter the following information:
 - Batch Batch Number
 - Batch Name Name of the Batch
 - Batch Description Description of the Batch
 - Location to Activate Card The location where the cards are active.
 - Select Card Range Toggle to On to enter a specific Card Range.
 - Enter Activation Amount When this option is toggled to On, the initial amount set up for the program can be overridden when activating the card. If an amount is not selected, the amount defined for the program will be used.
- Either click OK to accept the changes and activate the Card Series Batch or click Cancel to close the window without saving.

Change Batch Expiration Date

 Click the Action Menu and select Activate Batch. The Activate Card Series Batch window opens.

Batch	001 *	1 Change	Expiration Date on 166 Cards
Batch Name	[Batch-001 Name]		
Batch Description *	[Batch-001 Descrip	otion]	
Change Expiration Date to	09/03/26	ì	
Select Card Range			
	From 234340100	1 *	
	To 2343401001		

Figure 10–65 Change Batch Expiration Date

- Enter the following information:
 - Batch Batch Number
 - Batch Name Name of the Batch
 - Batch Description Description of the Batch
 - Change Expiration Date to The new expiration date.
 - Select Card Range Toggle to On to enter a specific Card Range.
- Either click **OK** to accept the changes or click **Cancel** to close the window without saving.

Note: The information box displays the number of cards impacted by the approval of the action.

Deactivate Card Series Batch

 Click the Action Menu and select **Deactivate Batch**. The Deactivate Card Series Batch window opens.

Figure 10–66 Deactivate Card Series Batch

Batch	001 🔻	Deactivating 1 Card
Batch Name *	[Batch-001 Name]	
Batch Description $*$	[Batch-001 Description]	
Select Card Range		
	From 9993401001 *	
	To 9993401001 *	

- Enter the following information:
 - Batch Batch Number

- Batch Name Name of the Batch
- Batch Description Description of the Batch
- Select Card Range Toggle to On to enter a specific Card Range.
- Either click OK to accept the changes and Deactivate the Card Series Batch or click Cancel to close the window without saving.

Note: The information box displays the number of cards impacted by the approval of the action.

Generate Card Series

Click the **Action Menu** and select, **Generate Card Series**. A notification indicates the successful job submission.

```
Figure 10–67 Job Submission Notification
```



View Card - Programs Actions

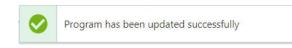
The following actions for Card Series are available from the View Card window.

Note: If more than one Program is associated with a Card, a selection list enables you to select a Program.

- Activate Program Click the Action Menu icon, then select Activate Program.
- Deactivate Program Click the Action Menu icon, then select Deactivate Program.

Note: For Activate and Deactivate Programs a notification appears.

Figure 10–68 Activate/Deactivate Notification



• Edit Program - See Creating a Program for details.

Editing Cards

Once a program has been created, you can edit the card associated with the program. You have the ability to edit certain information in the Franchisees, Card Definition, Card Series and Attributes tab. Once changes are made you can save the edited card.

There are a few places you can find the Edit Card option in order to edit a Card associated with a Program:

 Select Edit Card in the Action Menu (also known as the Overflow Menu) icon for each individual Program on the Program Advanced Search window. Select Edit Card in the Action Menu (also known as the Overflow Menu) icon for each individual Program on the Program Quick Search window.

Figure 10–69 Action Menu - Edit Card

All Active Programs Ad 146	Active Tender 39				
	\$5,234,341.27 Outstanding Balance	Certificates 0 9.445K Value 0 \$18.18M	3,626,054 Outstanding Point		
Program Quick Search					
Aatch Type 💿 Partial 📿					Create Program
Search for a Program by Nam	t or ID				×
rograms					Advanced Program Searc
ort By Program ID	*				
Name and Description		Туре	Members Accounts	Card	
	2211	Tender	0 500	Customer (23434)	
Fall Points Update (ID Fall Bonus	122.0				
Fall Points Update (ID		Tender	1 25	L5-InitialBalance (99934)	Edit Card Edit Program

 Select Edit Card in the Action Menu (also known as the Overflow Menu) icon in the View Card window.

During the editing process the Franchisees, Card Definition, Card Series and Attributes tabs available for editing. See Creating a Program for more information.

Program Scorecard: Tender Programs

The Program Scorecard provides a snapshot of how a Tender Program is doing.

Note: Program Scorecards are only available for Tender Programs.

Viewing the Tender Program Scorecard

To access the Program Scorecard for analysis on a Tender Program, the user can select the Tender Program name link on either the Programs List or the Programs Advanced Search results windows.

To access the Programs List:

- 1. From the Main menu, click Tasks.
- 2. Click Program.
- **3.** Click **Program Home**. This displays the Program Home tab which contains the Program List.

Note: You will need the Program Home role in order to see this menu option.

	Active	Active Award 63		Active Tender 44	A STATE OF A	
	11,35 Outstanding	10.824K \$18.51M	Certificates () Value ()	\$5,577,547.78 Outstanding Balance		
					gram Quick Search	
Create Program					ch Type • Partial 🔿	
Advanced Program Sear					grams	
				•	grams By Program ID	
	Accounts	Members	Type	•		
	Accounts 0	Members 0	Type		By Program ID	
Advanced Program Sear			28.4	01) Currency (ID 1299)	By Program ID ame and Description Loyalty Program (ID 15	
Advanced Program Sea	0	0	Loyalty	01) Currency (ID 1299) rency Is (KEEP) (ID 1297)	By Program ID ame and Description Loyalty Program (ID 13 Loyalty Program Tender Allow Foreign	

Figure 10–70 Program Home

To access Program Advanced Search:

- 1. From the Main menu, click Tasks.
- 2. Click Program Search.
- **3.** Enter **criteria** in the Search panel where you can search for a unique promotion, or click **Search** to retrieve all promotions.

Figure 10–71 Advanced Program Search

Search		Search Results	Create Program
Program ID		Enter search parameters in the sidebar to search for Programs.	Create Program
Program Type			
All	*		
Programs			
All	*		
Card Serial Numbe	r Prefix		
Created By			
Everyone	•		

4. Select the **link** on a **Tender Program Name**, which then opens the Program Scorecard for that Tender Program.

ogra	im Scorecard													
0	Daily-Tender Gift C	ards (KEEF	P) (ID 129	97)										
kcour	nts Analysis Activity Ana	lysis												
	Active Account Rate			urrent Active	e Accounts				Cards				Card Series	
-	100.0%			5040 in Last Mont	the second			150	41				1	
ation	Last Year												Program	n Information
tive 4	Accounts												General Inform	
186													Card Name	Daily-Tender Gift Cards (KEEP) (Prefix 10003)
156											_	_	Program	Daily-Tender Gift Cards (KEEP) (1 1297)
													Description	Daily-Tender Gift Cards (KEEP)
120													Program Start Date	1/1/15
96													Program End Date	
													Currency	USD
65													Allow Foreign Currency	Ves
													Create Date	11/9/21
ж													Create User ID	the state of the s
													Update Date	11/18/21
ð	1/1/21 2/1/21	5/1/21	4/1/21	5/1/21	6/1/21	7/1/21	8/1/21	9/1/21	10/1/21	11/1/21	12/1/21	1/1/22	Update User ID	6.2 Contraction (199

Figure 10–72 Program Scorecard: Tender Program

- 5. The Program Scorecard window displays the following sections:
 - Title (displays on all windows) Displays the Name and ID of the Tender Program as well as an indicator of whether the program is currently active or inactive (a solid Blue Dot represents an Active Program while an Empty Dot represents an Inactive Promotion).

Note: The Title section also displays a vertical ellipse. Click the vertical ellipse to either Edit or View the Program. See Editing Programs or Viewing Programs for more information.

- Analysis Toggles (chart displays on all windows) The following Analysis toggles are included for the Tender Program Scorecard:
- Accounts Analysis
 - Active Account Rate The percentage of currently Activated Accounts that have been activated out of the total.
 - Current Active Accounts The total number of accounts currently active for the selected program.
 - Total Cards Total number of cards in all series.
 - Card Series Number of card series.
- Accounts Analysis Chart Displays Last Year or Lifetime to Date analysis of the Active Accounts.

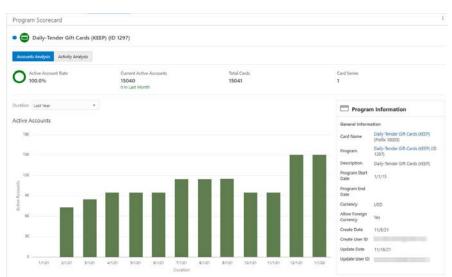
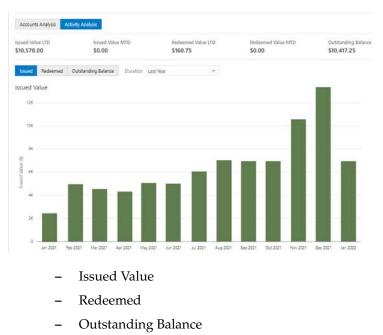


Figure 10–73 Accounts Analysis Chart

- Activity Analysis
 - Issued Value LTD Tender Issued Value Lifetime to Date
 - Issued Value MTD Tender Issued Value Month to Date
 - Redeemed Value LTD -
 - Redeemed Value MTD
 - Outstanding Balance
 - Average Balance Per Account
- Activity Analysis Charts Displays Last Year or Lifetime to Date analysis of the Tender.

Figure 10–74 Activity Analysis - Issued



- Program Information (displays on all windows) Lists the General Information including:
 - Card Name
 - Program
 - Description
 - Program Start Date
 - Program End Date
 - Currency
 - Allow Foreign Currency
 - Create Date
 - Create User ID
 - Update Date
 - Update User ID
- **6.** When finished viewing the Program Scorecard, click the **X** in the Program Title tab to close the window.

11

Job Management

In Customer Engagement, Job Management is used to view and edit Jobs scheduled to be run in Customer Engagement.

About this Chapter

This chapter contains the following information:

- Job Quick Search
- Job Advanced Search
- Viewing a Scheduled Job
- Creating a Scheduled Job
- Editing a Job
- Deleting a Job
- Disabling a Job
- Enabling a Job
- Running a Job Immediately
- Viewing a Job in Process Queue
- Jobs and Tasks
- Configure Job Parameters

Job Quick Search

Job Quick Search displays a list of results as you type in characters in the search box. To use the Job Quick Search do the following:

- 1. Click the Menu icon.
- 2. Click Job Management.
- 3. Click Job Home. The Job Management window opens.

Management											
Process Queue 5,706	All Scheduled Jobs 80	Daily 13		Weekdy 10	Monthly 15		Ale 4	erts 67			
rocess Queue atch Type • Partial O I	Exact	Run ID][
anon na a noo oy naw type i	n orong type of Suites of Soo	num uz							Process Qu	ieue Advance	
Name and Description			Status	Started	Ended	Tasks	Success	Error	Canceled	Skipped	
Query run: Jasleen's Publi Query run: Jasleen's Public Se			Skipped	8/18/20 3:30 PM	8/18/20 3:30 PM	3	0	0	0	3	:
	1280)		Skipped	8/18/20 3:08 PM	8/18/20 3:08 PM	1	0	0	0	1	:
Query run: 2 per day (ID 1 Query run: 2 per day								12	0	0	
Query run: 2 per day GENERATE_CARD_SERIES,	cardPrefix = 12000, cardSe dPrefix = 12000, cardSeries = 0		Complete	8/18/20 1:13 PM	8/18/20 1:13 PM	12	21	0			*
Query run: 2 per day GENERATE_CARD_SERIES, GENERATE_CARD_SERIES, car	dPrefix = 12000, cardSeries = 1 id = 743, promotion id =	01	Complete Complete	8/18/20 1:13 PM 8/18/20 1:01 PM	8/18/20 1:13 PM 8/18/20 1:01 PM	1	1	0	0	0	:
Query run: 2 per day GENERATE_CARD_SERIES, GENERATE_CARD_SERIES, can Generate Offer, campaign	dPrefix = 12000, cardSeries = 1 i d = 743, promotion id = = 743, promotion id = 959 Card 10099 (ID 11277)	01							-	0	:

Figure 11–1 Job Management - Process Queue Tile

- 4. Select a Metric Tile, options include:
 - Process Queue
 - All Scheduled Jobs
 - Daily
 - Weekly
 - Monthly
 - Alerts

Job Quick Search - Process Queue and Alerts Tiles

These tiles display the following information for each job.

- Name and Description Name and Description of the Job.
- Job Run ID ID Number of the Job.
- Status Current status of the Job.
- Started The date and time at which the Job started running.
- Ended The date and time at which the Job stopped running.
- Tasks The number of Tasks performed by the Job.
- Success The number of Tasks completed successfully by the Job.
- Error The number of Tasks in the Job that resulted in an Error.
- Canceled The number of Tasks in the Job that were canceled.
- Skipped The number of Tasks in the Job that were skipped, possibly because an error occurred in a previous task.

Perform the following steps to search for a Job:

1. Click the Process Queue or Alerts tile.

2. In the Search for a Job field, enter the **Task Type**, **Group Type**, **Status** or **Job ID** of the Job you want to search for. Select **Partial** to search for Jobs that partially match the search text, or select **Exact**, to search for an exact match.

Figure 11–2 Process Queue Quick Search Results

Process Queue	
Match Type 💿 Partial 🛛 🔿 Exact	
Query run: Customers in Card 10099 (ID 11277) Complete Group Types: Customer Segment Tasks: Unstratified Segment 2891 (ID 11275) Complete Group Types: Customer Segment Tasks: Unstratified Segment	
Complete Group Types: Customer Segment	
Complete Group Types: Customer Segment	
Query run: Unstratified GWT 1 (ID 11266) Skipped Group Types: Customer Segment Tasks: Unstratified Segment	

Note: If more than 25 Jobs match the search criteria, the first 25 Jobs are displayed. Select **Show More...** at the bottom of the page to display more Jobs.

3. Click the **Name** which appears as a link for any Job to open the Job Details. See Viewing a Job in Process Queue for more information. Click the **Action Menu** to Refresh the Task Run details.

Figure 11–3 Action Menu Options - Quick Search

	scription run: Unstratified GWT 1	Job Status Skipped		F	Refresh
🟥 Task Run					
Task Sequence	Task Type	Task Status	Started Time	Stopped Time	Progres
▶ 0	Unstratified Segment	Skipped	8/19/20 2:00 AM	8/19/20 2:00 AM	

Job Quick Search - Job Scheduling Tiles

Scheduled Jobs are a list of Jobs that are configured to be run by the system. They include the following tiles:

- All Scheduled Jobs
- Daily
- Weekly
- Monthly

Figure 11–4 Job Management - All Scheduled Jobs Tile

y Weekly 3 10	Monthly 15	Alerts 468	
		_	
		Cr	eate Scheduled Job
			×
		Scheduled	Job Advanced Sear
Frequency		Next Run Time	
🛗 Once, Later		8/31/30 1:00 AM	÷
🛗 Once, Later		8/31/30 1:00 AM	:
🗐 Once, Later		10/31/30 1:00 AM	:
🗐 Once, Later		8/31/30 1:00 AM	:
🖾 Once, Later		7/31/30 1:00 AM	:
🖾 Once, Later		7/31/30 1:00 AM	:
📰 Once, Later		7/31/30 1:00 AM	:
	B 10 Frequency Conce, Later Conce, Later Conce, Later Conce, Later Conce, Later Conce, Later Conce, Later Conce, Later	3 10 15 Frequency Conce, Later	3 10 15 468 10 15 468 10

The Job Scheduling Tiles displays the following information for each Job:

- Job Status Indicates whether the Job is currently enabled. A full circle indicates the Job is active. An empty circle indicates the job is inactive.
- Name and Description Name and Description of the Job.
- ID ID Number of the Job.
- Frequency The frequency at which the Job is performed.
- Next Run Time The Time at which the Job is run next.

Perform the following steps to search for a Job.

- 1. Click the All Scheduled Jobs, Daily, Weekly, or Monthly tile.
- 2. In the Search for a Job field, enter the Name, Frequency, or Viewing a Job in Process Queue of the Job you want to search for. Select Partial to search for Jobs that partially match the search text, or select Exact, to search for an exact match.

Job Scheduling
Match Type 🖲 Partial 🛛 Exact
46
CSRF Test (ID 46 87) Once, Later
Segment Job (ID 46 86) Once, Later
Customer Job (ID 46 85) Once, Later

Figure 11–5 Jobs Scheduling Quick Search Results

Note: If more than 25 Jobs match the search criteria, the first 25 Jobs are displayed. Select **Show More...** at the bottom of the page to display more Jobs.

3. Click the **Name** which appears as a link for any Job to open the Job Details. See Viewing a Scheduled Job for more information. Click the **Action Menu** to Delete, Disable, Edit, Enable, Run Job Immediately, or View Job in Process Queue.

Figure 11–6 Action Menu Options - Quick Search

ID Job Name Job Description 4687 CSRF Test CSRF Test			Delete
ED General	Ø Schedule Details	🗒 Task Run	Disable Edit
Create User ID 6/13/20 3-28 PM Create Date 8/13/20 3-28 PM Do not process remaining tasks on Yes Iallure Notification Email List None	Frequency Once. Later Start Date 0/31/30 Job Execution Time 1:00 AM Override Job Processing Yes Window Job Description 4687 : CSRF Test Job Processing Window Sunday - 06:00. 12 hours Monday - 12:00. 6 hours Tuesday - 08:00. 10 hours Thursday - 18:00. 10 hours Friday - 12:00. 6 hours Friday - 12:00. 6 hours Saturday - 06:00. 16 hours	1 - Duplicate Sea Search Strategy Valid Data Only Automatic Appro	Enable Run Job Immediately View Job In Process Queue

Job Advanced Search

The Job Advanced Search allows you to select more criteria that are not available in the Job Quick Search box. The Job Advanced Search is accessed by the following methods:

- Click the Advanced Search link underneath the Job Quick Search box in the Job Home window.
- Click Job Search in the Job Management menu. See Navigation for more information.

Job Advanced Search - Process Queue

Search	
Job Management	
Process Queue	*
lob Run ID	
lob Name	
Task Type	
All	
lob Status	
All	
Scheduled Jobs	
All	*
Date Range	
From	<u> </u>
То	<u> </u>

Figure 11–7 Job Advanced Search - Process Queue

The following search fields are available when **Job Management** is set to **Process Queue**:

- Job Run ID
- Job Name
- Task Type The type of task. The values in this Selection menu depend upon configuration. See the *Oracle Retail Customer Engagement Implementation Guide* for information about configuring custom task types.
- Job Status
 - All Default
 - Pending
 - Running
 - Complete
 - Failed
 - Skipped
 - Abnormal Termination
- Scheduled Jobs
- Date Range
 - From Click the Calendar icon to select the beginning Month and Day of the date range
 - To Click the Calendar icon to select the ending Month and Day of the date range

Job Advanced Search - Scheduled Jobs

Figure 11–8 Job Advanced Search - Scheduled Jobs

Search	
Job Management	
Scheduled Jobs	*
Job ID	
Job Name	
Enabled	
All	*
Frequency	
All	*
Task Type	
All	*

The following search fields are available when **Job Management** is set to **Scheduled Jobs**:

- Job ID
- Job Name
- Enabled
 - All Default
 - Yes
 - No
- Frequency
 - All Default
 - Once, Immediately
 - Once, Later
 - Daily
 - Daily, Business Days Only
 - Weekly
 - Monthly
- Task Type The type of task. The values in this Selection menu depend upon configuration. See the *Oracle Retail Customer Engagement Implementation Guide* for information about configuring custom task types.

Searching Jobs

Once all the desired information has been entered, click **Search** to see the results. If more than 25 results are returned, click the **Show More...** link to show the next 25 Jobs.

Figure 11–9 Advanced Search Results - Process Queue

721 Jobs Found. Sort By Job Run ID *									
Name and Description	Status	Started	Ended	Tasks	Success	Error	Canceled	Skipped	
Generate Offer, campaign id = 743, promotion id = 959 (ID 11278) Generate Offer, campaign id = 743, promotion id = 959	Complete	8/18/20 1:01 PM	8/18/20 1:01 PM	2	2	0	0	0	:
Query run: Customers in Card 10099 (ID 11277) Query run: Customers in Card 10099	Complete	8/18/20 12:59 PM	8/18/20 12:59 PM	1	1	0	0	0	÷
Generate Offer, campaign id = 743, promotion id = 959 (ID 11276) Generate Offer, campaign id = 743, promotion id = 959	Complete	8/18/20 12:25 PM	8/18/20 12:25 PM	2	2	0	0	0	:
2891 (ID 11275) 2891	Complete	8/18/20 12:10 PM	8/18/20 12:14 PM	1	1	0	0	0	:
EXPORT_PROMOTION_TO_MCP, campaign ID = 742, promotion ID = 957 (ID 11274) EXPORT_PROMOTION_TO_MCP. campaign ID = 742, promotion ID = 957	Complete	8/18/20 12:05 PM	8/18/20 12:05 PM	1	1	0	0	0	:
Export Promotion, campaign id = 742, promotion id = 957 (ID 11273) Export Promotion, campaign id = 742, promotion id = 957	Complete	8/18/20 12:05 PM	8/18/20 12:05 PM	1	1	0	0	0	:
EXPORT_PROMOTION_TO_MCP, campaign ID = 742, promotion ID = 958 (ID 11272) EXPORT_REPORTION_TO_MCP_campaign ID = 742, asymptotics ID = 868	Complete	8/18/20 12:05 PM	8/18/20 12:05 PM	1	1	0	0	0	:

Figure 11–10 Advanced Search Results - Scheduled Jobs

earch Results		Cr	eate Scheduled	i Jot
Scheduled Jobs Found. Sort By Job ID *				
Name and Description	Frequency	Next Run Time		
CSRF Test (ID 4687) CSRF Test	🗐 Once, Later	8/31/30 1:00 AM	:	
Segment Job (ID 4686) Segment Job	Conce, Later	8/31/30 1:00 AM	:	
Customer Job (ID 4685) Customer Job	Conce, Later	10/31/30 1:00 AM	:	
automated associate assignment (ID 4694) automated associate assignment	Once, Later	8/31/30 1:00 AM	:	
Dynamic Promotions (ID 4679) Dynamic Promotions	Conce, Later	7/31/30 1:00 AM	:	
Role Test (ID 4678) Role Test	Dnce, Later	7/31/30 1:00 AM	:	
Sec Test (ID 4677) Sec Test	Once, Later	7/31/30 1:00 AM	:	
Batch Import - JET (ID 4673) Batch Import - JET	III Daily	8/5/20 3:30 AM	:	

Note: Click **Reset** to clear all fields and return list values to the default selections. You can also click **Search** without entering any criteria to see a complete list of Jobs.

Sorting Job Results

The sort options will re-sort just the current 25 jobs displayed in the window. Sorting options include:

Process Queue

- Job Run ID Default
- Last Run

- Status
- Tasks
- Success
- Error
- Canceled
- Skipped

Scheduled Jobs

- Job ID Default
- Job Name
- Frequency
- Next Run Time

Viewing a Scheduled Job

To view a scheduled job:

- 1. Search for a Job. See Job Quick Search or Job Advanced Search.
- 2. For the Job you want to view, click the Action Menu.
- 3. Click View. The Job opens.

Figure 11–11 Job View

ID Job Name Job Descrip 4692 delete pron					;
General		Ø Schedule Deta	sils	Task Run	
Create User ID Create Date Update User ID Update Date Do not process remaining tasks on failure	8/20/20 4:08 PM 8/20/20 4:33 PM Yes	Frequency Start Date Job Execution Time Override Job Processing Window Job Description	Once. Later 8/11/22 1:00 AM Yes 4692 : delete promo 960	1 - Delete Prom Number of Days Based on Report Only	
Notification Email List	None	Job Processing Windo	wSunday - 06:00. 12 hours Monday - 12:00. 6 hours Tuesday - 08:00. 10 hours Wednesday - 11:00. 5 hours Thurday - 18:00. 10 hours Friday - 12:00. 6 hours Saturday - 06:00. 16 hours		

4. Click Done to return to the Scheduled Job List.

Note: To use the available options in the Action Menu, see Deleting a Job, Disabling a Job, Editing a Job, Enabling a Job, Running a Job Immediately, or Viewing a Job in Process Queue.

Creating a Scheduled Job

There are a two choices available to start the process of creating a Scheduled Job. Access the Create Scheduled Job button from either:

- Job Home
- Job Search
- 1. To access the Create Scheduled Job wizard: Proceed to Step 2.

Or use this alternate method:

To Create a new Scheduled Job from Job Search: Click the **Create Scheduled Job** button, which will open the Scheduled Job wizard on the Information tab. .

a. From Job Home, click Create **Scheduled Job** which opens the Schedule Job Wizard on the information tab. Proceed to **Step 2**

Figure 11–12 Job Home

Process Queue All Scheduled Jobs 80	Daily Weekly 13 10	Monthly 15	Alerts 468	
b Scheduling				
tch Type 🖲 Partial 🔷 Exact			0	reate Scheduled Jo
earch for a Job by Name or Frequency or ID				
			Scheduled	Job Advanced Sea
Name and Description	Frequency		Next Run Time	
CSRF Test (ID 4687) CSRF Test	🗐 Once, Later		8/31/30 1:00 AM	÷
Segment Job (ID 4686) Segment Job	🗐 Once, Later		8/31/30 1:00 AM	:
Customer Job (ID 4685) Customer Job	🗐 Once, Later		10/31/30 1:00 AM	:
automated associate assignment (ID 4684) automated associate assignment	🗐 Once, Later		8/31/30 1:00 AM	÷
			7/31/30 1:00 AM	:
Dynamic Promotions (ID 4679) Dynamic Promotions	🖾 Once, Later			•
	Conce, Later		7/31/30 1:00 AM	:

Note: To access the Create Scheduled Job button, you must select either the All Scheduled Jobs, Daily, Weekly, or Monthly tile.

b. From Job Search, click **Create Scheduled Job** which opens the Scheduled Job wizard on the Information tab. Proceed to **Step 2**

earch Results		Cri	eate Scheduled
Scheduled Jobs Found. Sort By Job ID *			
Name and Description	Frequency	Next Run Time	
CSRF Test (ID 4687) CSRF Test	📾 Once, Later	8/31/30 1:00 AM	:
Segment Job (ID 4686) Segment Job	Conce, Later	8/31/30 1:00 AM	:
Customer Job (ID 4685) Customer Job	Conce, Later	10/31/30 1:00 AM	:
automated associate assignment (ID 4684) automated associate assignment	Conce, Later	8/31/30 1:00 AM	:
Dynamic Promotions (ID 4679) Dynamic Promotions	Conce, Later	7/31/30 1:00 AM	:
Role Test (ID 4678) Role Test	Conce, Later	7/31/30 1:00 AM	:
Sec Test (ID 4677) Sec Test	Once, Later	7/31/30 1:00 AM	:
Batch Import - JET (ID 4673) Batch Import - JET	Taily Daily	8/5/20 3:30 AM	:

Figure 11–13 Job Search

2. Enter the following for the Information tab.

Figure 11–14 Information Tab

-		
 Information 	(2) Task Configuration (2) Schedule Definition (4)	Review
Job Definition		Information
nformation		Information
Job Name * lob Description * Do not process		Do not process remaining tasks or failure Ves Trigger Notification Alert No Notification Email List None
remaining tasks on failure		Task Configuration No Task Configurations to display
Trigger Notification Alert		Schedule Definition No Scheduled Job Found
mail Notification		
	Enter Email Address	
Address	+	
Notification £mail List	Email Addresses to use	
		Next >

- Job Name (required)
- Job Description (required)
- Do Not Process Remaining Tasks on Failure Default is **ON**.
- Trigger Notification Alert Toggle to ON to set up an alert that notifies users to items needing their attention when creating a scheduled job to be run in Customer Engagement. See Notifications for more information.
- Notify Email Address Enter one or more email addresses using the Plus icon to move each email address to the Notification Email List.
- Notification Email List This field populates as email addresses are entered.

reate Scheduled Job			
Information (2) Ta	sk Configuration (3) Schedule Definiti	on (4) Review	
Job Definition			Information
nformation			Information
Job Name * Fall Update Job Description * Update for Fall Do not process remaining			Do not process remaining tasks on failure
			Yes Trigger Notification Alert No
			Notification Email List None
tasks on failure	_		Task Configuration No Task Configurations to
Trigger Notification Alert			display
nail Notification			Schedule Definition
Notify Email Address	Enter Email Address	ŀ	No Scheduled Job Found
Notification Email List	first.last@example.com ×		
		Next >	
		Previous	Next Cancel O

Figure 11–15 Information Tab - Notification Email List

3. Click Next to continue to the Task Configuration tab.

Figure 11–16 Task Configuration

Information 2 Task Config	guration	(3) Schedule Definition (4) Review	
Task Configuration			Information
ask Type	<	Task List	Information
Filter by Task Group and Task Type	্	Collapse All	Job Name Fall Job Job Description Job run for Fall Season
Customer	A		Do not process remaining tasks on failure
Associate Assignment		Yes	Yes Notification Email List
Customer Segment			first.last@example.com
Account		Add at least one Task to the Task list	Task Configuration No Task Configurations to display
Award Account			Schedule Definition
Loyalty			No Scheduled Job Found
Housekeeping			
OLAP			

Building the Task List

- **a.** To start the Task List selection, you can either filter by **Task Group and Task Type** or you can select one of the **Templates** to expand the **Task Type** selections.
- **b.** To filter by **Task Group and Task Type**: In the Filter by Task Group and Task Type box, enter part or all of a **Task Group** or **Task Type**.
- c. Press Enter, or click the Search icon.

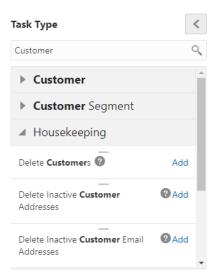


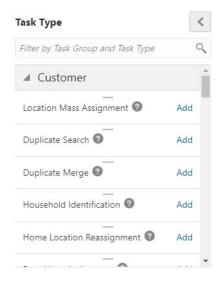
Figure 11–17 Task Type - Filtered

Note: To see the available tasks in your filtered list, expand the **Template** to see the available choices from which to select.

To **reset** the filter, highlight the words and press **Delete**. Then press **Enter**, or click the **Search** icon.

d. In the Task Type selection list, click a **Template Group** to expand its list of Task List options. See Jobs and Tasks for more information about Task Type group organization.

Figure 11–18 Expanded Task Type List



e. Click the **Add** link, or drag and drop the **Task Type Name** into the Task List window.

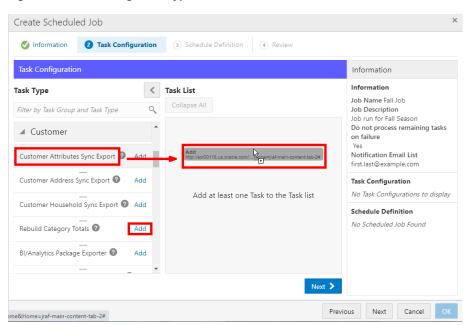


Figure 11–19 Adding Task Types to Task List

Figure 11–20 Added Task Types

Information 2 Task Conf	iguration	(3) Schedule Definition (4) Review	
Task Configuration			Information
ask Type Filter by Task Group and Task Type	<	Task List Collapse All	Information Job Name Fall Job Job Description
 OLAP Campaign 	^	Customer Attributes Sync Export : (Customer) : * Batch (Please select) •	Job run for Fall Season Do not process remaining tasks on failure Yes Notification Email List
Social Network Integratio Clienteling	n	Exporter Type Image: Constraint of the second sec	first.last@example.com Task Configuration No Task Configurations to display
Task Generator 7	Add	Task Generator * Select (Please select)	Schedule Definition No Scheduled Job Found
Email NotificationSystem	Ţ	Segment For Task Generator Task Detail	
		Next >	

- f. Repeat **Step e** until all tasks are added.
- **g.** Enter the **Task List Criteria** into the appropriate fields. See Jobs and Tasks for more information about Task List fields.

Figure	11–21	Tasks
--------	-------	-------

Task List		
Collapse All		
Custom (Custor	ner Attributes Sync Export mer)	• • •
* Batch	(Please select)	•
Exporter Type	BI/Analytics	
I 😧 Task Ge	Marketing	

Figure 11–22 Task List Options

Task List		
Collapse All		
Custon (Custor	ner Attributes Sync mer)	
* Batch Exporter Type	(Please select)	Remove

- **h.** After entering the search criteria you can collapse or expand the details at any time. To collapse a task in the list, click the arrow next to each task. To change all tasks at once, click **Collapse All/Expand All** to **Collapse/Expand**.
- i. When you need to clear a task from the Task List, click the **Action Menu** and then click **Remove**.
- 4. Click Next to go to the Schedule Definition tab.
- 5. Enter the following for the Schedule Definition tab:

Figure 11–23 Schedule Definition Tab

🖉 Information 🛛 🔗 Task Configurati	ion () Schedule Definition () Review
hedule Definition	
requency	Once
Once 🖌	Once, Immediately Once, Later
Run the Job one time	Job Processing Window
	1 1 2 3 4 5 6 7 8 9 1 1 1 1 2 3 4 5 6 7 8 9
Daily	
Run the Job daily at a certain time	Sunday Sunday - 06:00, 12 hours
	Monday - 12:00, 6
Weekly	Tuesday - 08:00, 10 hours
Run the Job on a certain day of the week at a certain time	Wednesday Wednesday
week at a certain time	Thursday Thursday - 1
	Friday Friday - 12:00, 6 h
Monthly Run the Job on a certain day of the	Saturday Saturday 06:00, 16 hours
month at a certain time	
	Override Job Processing Window
	Job processing window is based on server time. The current server time is 8/20/20 1 PM

Note: As shown in **Figure 11–23**, hovering the mouse over the Job Processing Window enables the Zoom in and Zoom out icons. Click these icons to better view the days and times.

- 6. Select one of the following Job Execution Frequencies:
 - **Once, Immediately** to run the Job immediately, once you have finished creating/saving this job. If you select this option, continue with **Step f**.
 - Once, Later to run the Job at a later date. If you select this option, continue with **Step a**.
 - Daily to run the Job every day. If you select this option, continue with **Step a**.
 - Daily, Business Days Only to run the Job only on business days (that is, Monday through Friday). If you select this option, continue with Step a.
 - Weekly to run the Job once each week. If you select this option, continue with Step a.
 - **Monthly** to run the Job once each month. If you select this option, continue with **Step a**.
 - **a.** Use the **Start Date Calendar Menu** to select the start of the date range in which the Job will run. If you selected a Job Execution Frequency of Once, Later, continue with **Step e**.
 - **b.** Use the **End Date Calendar Menu** to select the end of the date range in which the Job will run.

Note: For Daily, Daily, Business Days Only, Weekly, and Monthly, if **Disable End Date** is **selected**, the End Date configuration is deactivated, leaving the Job in effect, forever. To enable the End Date Calendar Menu, clear the check box.

If you selected a Job Execution Frequency of **Daily**, or **Daily**, **Business Days Only**, continue with **Step e**.

If you selected a Job Execution Frequency of Weekly, continue with Step c.

If you selected a Job Execution Frequency of Monthly, continue with Step d.

- **c.** Use the Day of Week Selection check boxes to select the days of the week that you want the Job to run. Continue with **Step e**.
- **d.** Use the Day of Month Selection Menu to select the day of the month on which the Job will run.
- **e.** Use the Job Execution Time Menus to determine the time at which the Job will run.

It is recommended that you select a time that is within the Job Processing Window. If you select a time outside the Job Processing Window, the Override Job Processing Window setting (**see Step f**) must be checked for the Job to run.

f. Use the Override Job Processing Window Check Box to indicate whether the Job should run, even if it is scheduled outside the Job Processing Window. See the Job Processing Window for more information on how the Job Processing Window works. 7. After defining the schedule, click Next to proceed to the Review tab.

Figure 11–24 Review Tab

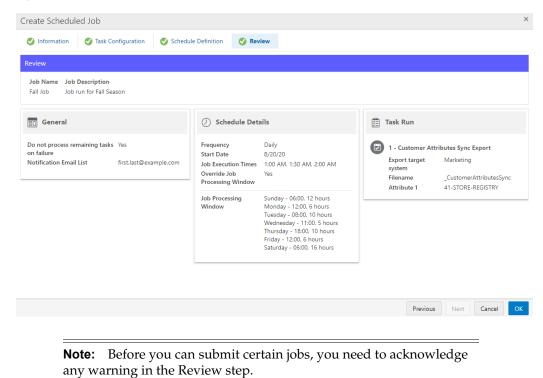


Figure 11–25 Review Tab - Confirm Choice Warning

Information Stack Configuration	Schedule Definition	Review		
eview				
Job Name Job Description Fall Season Fall season				
🗊 General	Ø Schedule De	tails	🟥 Task Run	
Do not process remaining Yes asks on failure Notification Email List None	Frequency Start Date Job Execution Time Override Job Processing Window	Daily 9/17/20 1:00 AM No	1 - Delete Gift I Number of Days Based on Report Only Warning: this ta	s 350 Expiration Date No
	Job Processing Window	Sunday - 06:00, 12 hours Monday - 12:00, 6 hours Tuesday - 08:00, 10 hours Wednesday - 11:00, 5 hours Thursday - 18:00, 10 hours Friday - 12:00, 6 hours Saturday - 06:00, 16 hours	warning, this ta will permanently delete the specified data. This cannot be undone!	

8. Review the entered information to ensure that it is correct. Click **OK** to save the Job, or click **Cancel** to close the Job without saving. Click **Previous** or any **Tab** to return to any point of the Create Scheduled Job process.

Note: Clicking **OK** triggers a confirmation notification to confirm the job has been created successfully.

Figure 11–26 Confirmation Notification



Job Processing Window

The Job Processing Window field displays the times at which scheduled jobs should run. The Window is intended to indicate times when there is little processing load on the system, so that Jobs will not interfere with transaction processing.

Figure 11–27 Job Processing Window



Override Job Processing Window

Editing a Job

To edit an existing Job:

- 1. Navigate to Job Home. See Job Quick Search.
- 2. Click the All Scheduled Jobs tile.

The Scheduled Jobs list appears.

- **3.** Search for the Job. See Job Quick Search Job Scheduling Tiles or Job Advanced Search.
- **4.** For the Job you want to edit, click the **Action Menu**.
- **5.** Click **Edit**. The Job Create Wizard opens with all fields populated with the current configuration information.

Figure 11–28 Edit Job

 Informatio 	n (2) Task Configuration	③ Schedule Definition	(Review	
Job Definition				Information
nformation				Information
* Job Name * Job Description	delete promo 960			Job Description delete promo 96 Do not process remaining tasks on failure Ves Notification Email List None
Do not process remaining tasks on failure				Task Configuration Task Name (#1) Delete Promotion
mail Notificatio	on			Schedule Definition
	Enter Email Address			Job Execution Frequency Once. Later
Address	+			
Notification Email List	Email Addresses to use			

- **6.** Use Wizard Navigation to make any necessary changes. See Creating a Scheduled Job for a description of the fields and information.
- 7. When you are finished making changes to the Job, do one of the following, either:
 - Click Save to save the Job with the current settings and return to the Scheduled Jobs List or
 - Click Cancel to delete all changes and return to the Scheduled Jobs List.

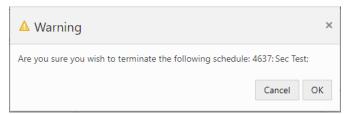
Deleting a Job

To delete an existing job:

- 1. View a Job. See Viewing a Scheduled Job.
- 2. Click the Action Menu.
- 3. Click Delete.

A warning message appears.

Figure 11–29 Warning Message



4. Click **Ok** to delete the job or **Cancel** to return to the Job.

Disabling a Job

To disable an existing job:

- 1. View a Job. See Viewing a Scheduled Job.
- 2. Click the Action Menu.
- 3. Click Disable.



4. Click Done to close the job and return to the Job list.

An empty circle before the Job Name indicates the job is disabled.

Enabling a Job

To enable a previously disabled job:

- 1. View a Job. See Viewing a Scheduled Job.
- 2. Click the Action Menu.
- 3. Click Enable. A confirmation notification appears to confirm the job is enabled.

Figure 11–31 Confirmation Notification

Job 4637 has been enabled

4. Click **Done** to close the job and return to the Job List.

A filled circle before the Job Name indicates the job is enabled.

Running a Job Immediately

To run an existing job immediately:

- 1. View a Job. See Viewing a Scheduled Job.
- 2. Click the Action Menu.
- 3. Click Run Job Immediately.

Figure 11–32 Confirmation Notification



Note: A confirmation notification appears to confirm the job has been run.

4. Click Done to close the job and return to the Job List.

Viewing a Job in Process Queue

To view a job in the Process Queue:

- **1.** View a Job. See Viewing a Scheduled Job.
- 2. Click the Action Menu.
- **3.** Click **View Job in Process Queue**. The Process Queue opens with all of the previous runs of the selected Job in the Process Queue.

Figure 11–33 View Job in Process Queue

Process Queue (4692) X									
Process Queue 5,742	Alerts 472								
Process Queue Match Type Partial Exact Search for a Job by Task Type or Group	o Type or Status or Joi	Þ Run ID					Process	s Oueue Advani	×
Name and Description	Status	Started	Ended	Tasks	Success	Error	Canceled	Skipped	
delete promo 960 (ID 11317) delete promo 960	Complete	8/21/20 2:28 PM	8/21/20 2:28 PM	8	8	0	0	0	÷
delete promo 960 (ID 11302) delete promo 960	Complete	8/20/20 4:34 PM	8/20/20 4:34 PM	1	1	0	٥	0	:
delete promo 960 (ID 11300) delete promo 960	Complete	8/20/20 4:09 PM	8/20/20 4:09 PM	9	8	0	0	1	:

- 4. For the run you want to view details for, click the Action Menu.
- 5. Click View. The specific Job Run appears.

Figure 11–34 Job Run Details

ID Job Descri 11317 delete pro	iption Job Status mo 960 Complete				
🗂 Task Run					
Task Sequence	Task Type	Task Status	Started Time	Stopped Time	Progress
▶ 0	Delete Promotion	Success	8/21/20 2:28 PM	8/21/20 2:28 PM	

- 6. Click the Action Menu and then click **Refresh** to update the Task Run fields.
- 7. Click **Done** to close the job and return to the Process Queue for that job.

Jobs and Tasks

Jobs include one or more tasks that are chained together to run sequentially.

Each Job has additional parameters that must be configured. For information about these parameters, see Configure Job Parameters.

The type of tasks that can be scheduled within a job are described in this section.

Customer Tasks

This section describes customer tasks.

Location Mass Assignment

This task searches Customer transaction histories in a selected date range and assigns each Customer to a Home Location, based on where the Customer shopped most frequently over the chosen date range.

In the database, there are two location fields: Home Location and Sign-Up Location. The system expects to see the Sign-Up Location populated from the POS or other data entry client. This field is static.

The Home Location field is intended to be the location to which the Customer is assigned as their primary location. As an example; it is possible that a Customer signs up in a location during a trip. However, there is a location in the Customer's neighborhood and subsequent to sign up, the Customer is seen to shop there regularly. As a basic management function, the administrator wants to assign the Customer to this location.

As Customers move around and as a retailer opens and closes locations it is a common, on-going requirement to assign and re-assign Customers to a home location. The Location Mass Assignment task will re-assign Customers to the home location where they shopped most frequently during the selected date range.

See Location Mass Assignment for job scheduling details.

Duplicate Search

This process allows you to schedule a search for duplicate Customer records. The search will identify potential duplicate Customer records by comparing information in each record and grouping them into Duplicate Sets.

See Duplicate Search for job scheduling details.

Duplicate Merge

This task performs the process of actually merging duplicate Customer records identified by the Duplicate Search job.

The Merge process that runs on this schedule will merge all duplicate sets that are marked as Approved regardless of the search strategy used to find them. After the merge, Customer Engagement will clean out all duplicate sets (Approved, Not Approved, and Merged) from the database.

Duplicates can be approved through a Duplicate Search job using the Automatic Approval option (see Duplicate Search), or in the Customer Merge Review procedure.

See Duplicate Merge for job scheduling details.

Household Identification

The Household Identification task determines which Customers belong to the same household. This is useful when creating mailing lists, as this allows you to limit the number of mailings sent out to one per household. Only primary home addresses are evaluated.

See Household Identification for job scheduling details.

Home Location Re-Assignment

The Home Location Re-Assignment task changes the Home Locations assigned to Customers.

See Home Location Re-Assignment for job scheduling details.

Franchisee Assignment

The Franchisee Assignment task assigns Franchisees to Customers.

See Franchisee Assignment for job scheduling details.

Customer Sync Export

Creates a file of customer data for export to a marketing system or a business intelligence/analytics system. The data includes the customers name, address, email address, phone number, and additional information.

Depending on the selected batch export type, the export task may also generate a listing of customer records that have been deleted as a result of Customer Housekeeping or Customer Merge, or include deleted customer records in a single customer export file.

See Customer Sync Export for job scheduling details and generated files.

Customer Activity Sync Export

Creates a file for export to a marketing system. The data includes details on customer transactions.

See Customer Activity Sync Export for job scheduling details and generated files.

Customer Attributes Sync Export

Create a file for export to a marketing system or a business intelligence/analytics system. The data includes details on customer attributes.

See Customer Attributes Sync Export for job scheduling details and generated files.

Customer Address Sync Export

Create a file for export to a business intelligence/analytics system. The data includes details on the customer, Äôs address.

See Customer Address Sync Export for job scheduling details and the generated address file.

Customer Household Sync Export

Create a file for export to a business intelligence/analytics system. The data includes details on the association of a customer with a household.

See Customer Household Sync Export for job scheduling details and generated files.

Rebuild Category Totals

Recalculate the totals in the CST_DEPARTMENT_TOTALS tables for all customers active within a specified number of days, months, or years, for example: rebuild totals for customers active within the last 4 weeks. The maximum period of time is up to three years.

See Rebuild Category Totals for job scheduling details.

BI/Analytics Package Exporter

The BI/Analytics Package Exporter task enables you to package the export files into a zip file for export to the business intelligence/analytics system. This task should be the last task performed for a single job, running after the individual exports.

See BI/Analytics Package Exporter for job scheduling details.

Reset Customer YTD Totals

Resets the YTD totals for all Customers to zero.

See Reset Customer YTD Totals for job scheduling details.

Associate Assignment Tasks

This section describes associate assignment tasks.

Automated Associate Assignment

This task automatically assigns Associates to Customers, based on a set of selected criteria.

See Automated Associate Assignment for job scheduling details.

Associate Mass Re-assignment

This task automatically reassigns the Customers assigned to a selected Associate to one or more new Associates.

See Associate Mass Re-assignment for job scheduling details.

Customer Segment Tasks

This section describes customer segment tasks.

Unstratified Segment

This task finds Customers to be entered into an Unstratified Segment and counts the number of Customers in the Segment. For more information on Unstratified Segments, see Unstratified Segments.

See Unstratified Segment for job scheduling details.

Stratified Segment

This task organizes Customers into user-defined levels and counts the number of Customers in each strata level. For more information on Stratified Segments, see Stratified Segments.

See Stratified Segment for job scheduling details.

Segment Sync Export

This task generates a CSV file of customers within a stratified, unstratified, or manual segment for export to a marketing system or a business intelligence/analytics system.

See Segment Sync Export for job scheduling details and generated files.

Account Tasks

This section describes account tasks.

Export Card Series

This task creates an export file for Cards created using a SOAP Message or batch file.

When a Generate Card message is processed, individual Cards are created and, depending on configuration, assigned to Customers; however, the Card and Customer information is not exported to an XML file. This job will create an export file that includes the Customer Engagement-generated Card numbers and the Customer assigned to each Card.

Note: The export file for this type of job is not compressed.

See Export Card Series for job scheduling details and generated files.

Release Expired PreAuthorizations

This task releases (removes) expired pre-authorization amounts that have not been settled or post-authorized. It searches Tender Accounts for PreAuth amounts that are older than their configured expiration time and removes them from the associated Tender Account.

See Release Expired PreAuth for job scheduling details.

Points/Awards Transfer Notification Export

This task creates CSV files for notifications about points transfers and/or award transfers. A separate file is generated for each type of transfer, and information is included to notify both the source (originating) Customer for the transfer and the target (recipient) Customer.

The integrated system, such as Responsys, can use the information to generate transfer notification emails to the originator and recipient of the award or points transfer, based on each Customer, Äôs Contact Permissions. SMS messages can also be generated if the integrated system supports it.

The Enable Responsys Transfer Notification configuration property controls whether to send the notification in real time, or capture the data in a separate table and generate notifications through a batch export file. See the *Oracle Retail Customer Engagement Implementation Guide* for more information about System Configuration.

When interactive notification requests are sent through a web service message, use of the export file occurs only if an interactive request to generate the notification did not succeed. In this case, the details of the transfer are retained in the database until a scheduled notification export job runs.

See Points/Awards Transfer Notifications Export for job scheduling details and generated files. The Marketing Integration Properties chapter of the *Oracle Retail Customer Engagement Implementation Guide* describes the configuration required for transfer notification integration with a marketing system such as Responsys.

Notify Card Renewal

This task notifies Customers that they need to renew Cards that are set to expire within a certain, defined period of time.

See Notify Card Renewal for job scheduling details.

Tender Sync Export

This task generates a file of tender accounts and tender account activity for export to an external system.

See Tender Account Sync for job scheduling details and generated files.

Award Account Tasks

This section describes award account tasks

Issue Anniversary Awards

This task searches for Customers who have a birthday or signup date anniversary within the time frame specified and issues an eAward.

This process schedules the Issue Anniversary Awards process.

This task will look behind and ahead of the run date for Customers who have birthdays or signup anniversaries within the time period. The Customers that are found will receive an award coupon as created in this process. When this task is run, an export file (birthday or signup anniversary) is created.

See Issue Anniversary Awards for job scheduling details.

Notify Awards Expire

This task searches for Customers whose awards are scheduled to expire within a defined time window, and creates an export file containing award expiration notification information for those Customers.

See Notify Awards Expire for job scheduling details.

Award Sync Export

This task generates a file of award accounts and a file of award coupons for export to a marketing system.

See Award Sync Export for job scheduling details and generated files.

Loyalty Tasks

This section describes loyalty tasks.

Distribute Loyalty Awards

This task creates an export file for all pending awards.

See Distribute Loyalty Awards for job scheduling details.

Create Loyalty Awards

This task converts loyalty points into awards, based on the parameters set for the program and program level.

See Create Loyalty Awards for job scheduling details.

Earn Loyalty Points

This task converts pending (escrow) loyalty points into earned loyalty points.

See Earn Loyalty Points for job scheduling details.

Expire Loyalty Points

This task expires (deletes) loyalty points based upon parameters in the Program/Level.

See Expire Loyalty Points for job scheduling details.

Reset Loyalty YTD Points

This task resets the YTD points earned by each Customer. This task should be run at the end of each calendar/fiscal year to reset YTD Points balances to zero. This task is used for reporting purposes only; it does not affect the actual loyalty points on an account. Life-to-date (LTD) points are not affected by this process.

See Reset Loyalty YTD Points for job scheduling details.

Loyalty Account Sync Export

This task generates a file of customer loyalty data for export to a marketing system or a BI/analytics system.

See Loyalty Account Sync Export for job scheduling details and generated files.

Loyalty Account Activity Sync Export

This task generates a file of customer loyalty account activity to a BI/analytics system.

See Loyalty Account Activity Sync Export for job scheduling details and generated files.

Loyalty Program Sync Export

This task generates a file of loyalty programs to a BI/analytics system.

See Loyalty Program Sync Export for job scheduling details and generated files.

Loyalty Award Transaction Sync Export

This task generates a file of loyalty award transactions to a BI/analytics system.

See Loyalty Award Transaction Sync Export for job scheduling details and generated files.

Housekeeping Tasks

This section describes housekeeping tasks.

When a database contains large amounts of old data, database performance and response may be slowed. To prevent the overburdening of the database with old, unneeded information, housekeeping tasks can be performed to remove old information.

Delete Award Inquiry Activities

This task deletes old award inquiry activities.

See Delete Award Inquiry Activities for job scheduling details.

Delete Batch Process Tracking

This task deletes old Batch Process Tracking records. Consolidated daily, weekly, and monthly records are stored in XMLAPI record tables in the database, and used to display information at the Batch Process Tracking pages.

See Delete Batch Process Tracking for job scheduling details.

Delete Customers

The Delete Customers task removes old Customer records that are no longer needed.

See Delete Customers for job scheduling details.

Delete Gift Registries

This task deletes all database information for Gift Registries that expired prior to a certain, defined period of time in the past.

See Delete Gift Registries for job scheduling details.

Delete Inactive Customer Addresses

This task deletes Customer addresses that are flagged as inactive.

See Delete Inactive Customer Addresses for job scheduling details.

Delete Inactive Customer Email Addresses

This task deletes Customer email addresses that are flagged as inactive. See Delete Inactive Customer Email Addresses for job scheduling details.

Delete Inactive Customer Phone Numbers

This task deletes Customer phone numbers that are flagged as inactive. See Delete Inactive Customer Phone Numbers for job scheduling details.

Delete Inactive Customers

This task deletes old Customer records that are inactive.

See Delete Inactive Customers for job scheduling details.

Delete Inactive Item Registries

This task deletes all database information for inactive Wish Lists that have not been updated within a certain, defined period of time.

See Delete Inactive Item Registries for job scheduling details.

Delete Inactive Segment

This task deletes all database information for inactive segments.

See Delete Inactive Segment for job scheduling details.

Delete Job History

This task deletes old job history information.

See Delete Job History for job scheduling details.

Delete Loyalty Accounts and Activities

This task deletes old loyalty accounts and activities.

See Delete Loyalty Accounts and Activities for job scheduling details.

Delete Loyalty Inquiry Activities

This task deletes old loyalty inquiry activities.

See Delete Loyalty Inquiry Activities for job scheduling details.

Delete Merged/Archived Customers

This task deletes old Customer records that have been merged into other Customer records and archived.

See Delete Merged/Archived Customers for job scheduling details.

Delete Promotion

This task deletes old promotions. It also has the ability to delete an Offer that is associated with the Promotion which is being deleted.

Note: This method deletes an Offer, provided it is not associated with any other Promotion and if it is associated with any other promotion, the Offer will not be deleted.

See Delete Promotion for job scheduling details.

Delete Segment History

This task deletes old segment history information.

See Delete Segment History for job scheduling details.

Delete Segments

This task deletes old segments.

See Delete Segments for job scheduling details.

Delete Social Activity

This task deletes all social activities from the database that were posted before a certain number of days in the past.

See Delete Social Activity for job scheduling details.

Delete Tasks

This configuration is for a job that deletes tasks from the system. Users can select either or both the **Status** and **Last Update** check boxes to close all tasks based on a status only, status and time period, or only a time period. The default option for status is closed.

See Delete Tasks for job scheduling details.

Delete Stored Files

This task deletes old transfer files.

See Delete Stored Files for job scheduling details.

Delete Transaction History

This task deletes old transaction information.

See Delete Transaction History for job scheduling details.

Delete Web Service Tracking

This task deletes old Web Service Tracking records.

See Delete Web Service Tracking for job scheduling details.

Delete Import Files

The Delete Import Files task removes files in import directories that have not been modified in a specified number of days.

See Delete Import Files for job scheduling details.

Delete Batch Import History

This task deletes old records from the XMLAPI_PROCESSED_RECORD table. This information is displayed at the Batch Import Review screen.

See Delete Batch Import History for job scheduling details.

OLAP Tasks

This section describes OLAP tasks.

Aggregate Loyalty Facts

As part of Online Analytical Processing (OLAP), information about the loyalty program must be aggregated into a summary that can then be retrieved. This task aggregates loyalty information into a summary that can be used by OLAP processes.

See Aggregate Loyalty Facts for job scheduling details.

Aggregate Tender Facts

As part of Online Analytical Processing (OLAP), information about Tender Accounts must be aggregated into a summary that can then be retrieved. This task aggregates Tender Account information into a summary that can be used by OLAP processes.

See Aggregate Tender Facts for job scheduling details.

Campaign Tasks

This section describes campaign tasks.

Dynamic Promotions

This task updates the Targets for all dynamic Promotions.

See Dynamic Promotions for job scheduling details.

Promotion Response Data Import

This task imports customer event data from a marketing system such as Responsys.

See Promotion Response Data Import for job scheduling details and import file formats.

Social Network Integration Tasks

This section describes social network integration tasks.

Social Network Listener

This task searches social networks for Customer posts that meet search criteria defined by Social Listeners.

See Social Network Listener for job scheduling details.

Social Network Update

This task checks for new Social Profiles to add to Customer records.

See Social Network Update for job scheduling details.

Clienteling Tasks

This section describes clienteling tasks.

Task Generator

Generate tasks for Segments with Task Generation enabled. See Segments.

See Task Generator for job scheduling details.

Email Notification Tasks

This section describes email notification tasks.

Batch Import Review

Allows the Batch Import Review settings to be maintained.

See Batch Import Review for job scheduling details.

System Tasks

This section describes system notification tasks.

OCDS Sync

This task generates requests to the Omnichannel Cloud Data Service (OCDS) for updates on item and merchandise hierarchy data as well as location and franchise data.

See ODCS Sync for job scheduling details.

Data Sync

This task is responsible for moving data from the multiple pending Queues to the InProgress Queue in batches. Once the movement of each batch is complete, the records are deleted from the respective Pending Queue. After the data is transferred into the InProgress Queue, the job creates a message based on the operation and the object Name associated with each record. Next, one by one, each message is transferred to the third party application.

See Data Sync for job scheduling details.

Configure Job Parameters

The parameters that must be configured for a given task depend upon the task being defined.

The processes performed by these jobs are described above in Jobs and Tasks.

The following sections describe the fields that configure each task.

Location Mass Assignment

This Task has the following parameters:

- Date Range Type This Selection Menu determines the Date Range used.
- Start Date This Calendar Menu determines the first date of the Date Range (only available if Date Range Type is set to Specific Date Range).
- End Date This Calendar Menu determines the final date of the Date Range (only available if Date Range Type is set to Specific Date Range).

Duplicate Search

This task has the following parameters:

- Search Strategy This Selection Menu determines the strategy used to search for duplicate Customers. See Search Strategy Field Comparisons for a description of search strategies.
- Valid Data Only This toggle determines whether the search strategy will only look at addresses, phone number, and/or email addresses that have been validated (see Customer Validation for more information). If the toggle is off, Customer Engagement will look at all addresses, phone number, and email addresses.
- Automatic Approval This toggle determines whether the Duplicate Sets found by the search process is automatically approved for merging on the next scheduled merge.

Search Strategy Field Comparisons

The following table shows which fields are compared for the search strategy selected.

Field	Name Address	Name Phone	Name Email	Name Address Phone Email
First Name	Х	Х	Х	Х
Middle Name	Х	Х	Х	Х
Second First Name	Х	Х	Х	Х
Second Last Name	Х	Х	Х	Х
Last Name	Х	Х	Х	Х
Suffix	Х	Х	Х	Х
Address 1	Х			Х
Address 2	Х			Х
City	Х			Х
State	Х			Х
Postal Code	Х			Х

Table 11–1 Search Strategy Fields Comparison

Field	Name Address	Name Phone	Name Email	Name Address Phone Email
Area Code		Х		Х
Phone Number		Х		Х
Email Address			Х	Х

Table 11–1 (Cont.) Search Strategy Fields Comparison

Duplicate Merge

This task has the following parameter:

 Generate customer note - This toggle determines whether a Customer note is generated when duplicate Customers are merged.

Merge Behavior

The merge behavior described in this section can be overridden through the use of configuration settings. Contact your Project Manager for more information.

When a duplicate set is merged, there are certain checks that are made on each Customer record in the set and specific actions taken based on the results of that check. These duplicate checks are configured through System Configuration. See the *Oracle Retail Customer Engagement Implementation Guide* for more information about configuring duplicate checks.

Merge Records Logic

This section describes the new Customer record that results from the merge process. The following table lists information categories and where the information for the new record comes from.

Comes From		
Comes i fom		
New		
Source		
All Duplicate records		
All Duplicate records		
All Duplicate records		
Maximum of all Duplicate Records		
Maximum of all Duplicate Records		
Maximum of all Duplicate Records		

Table 11–2 Merge Records Logic

Category	Comes From			
First Transaction Date	Maximum of all Duplicate Records			
Last Transaction Date	Maximum of all Duplicate Records			
Total Values	Sum of all Duplicate Records			
YTD Values	Sum of all Duplicate Records			
Signup Date/Location	Minimum of duplicate records that have both, or source if has both, or minimum date of duplicate records and any location.			
Birthday	Source or any if source is empty.			
Update Date	Current Date			
Card Associations	All Cards associated with new Customer ID.			

Table 11–2 (Cont.) Merge Records Logic

Household Identification

- Identify Household Strategy This Selection Menu determines the search method used to organize Customers into Households.
 - PRIMARY HOME ADDRESS Customers with the same primary home address is organized into a Household.
 - LAST NAME PRIMARY HOME ADDRESS Customers with both the same last name and the same primary home address is organized into a Household.

Business addresses are not evaluated.

- Valid Data Only This toggle determines whether the search strategy will only look at addresses and names that have been validated (see Customer Validation for more information). If the toggle is off, Customer Engagement will look at all addresses and names.
- Reset Prior Run Data This toggle determines how existing Households are treated by the Task.
 - On Existing Households are ignored and the Households are created anew each time the Task runs.
 - Off [default] Existing Households are kept in place.

Home Location Re-Assignment

This task has the following parameters:

- Assignment Method These Radio Buttons determine how Customers are assigned to Locations.
 - Re-assign [default] Check all Customers for reassignment.
 - Distribute among Assign Customers from one Home Location among a set of Locations.
- Currently Assigned To This Selection Menu determines which Location's Customers are reassigned. This field is only shown when Distribute among is selected in the Assignment Method Radio Buttons.
- Re-Assign to The area displays the set of Locations among which the Customers are reassigned. This field is only shown when Distribute among is selected in the Assignment Method Radio Buttons.

To add a Location:

- 1. Click the Click here to select Link. A Search Home Location Window opens.
- 2. Select the Location in the Selection Menu.
- **3.** Click the OK button. The Search Home Location Window closes and the Location is added to the Re-Assign to area.

To delete a Location:

- 1. Click to select the Location in the Re-Assign to area.
- 2. Click the Delete Link. The Location is removed.
- Lock Until After a Customer is assigned to a Home Location by this task, that Customer cannot be assigned to a new Home Location during the period of time determined by this Selection Menu.

Franchisee Assignment

This task has the following parameters:

- Assignment Method These Radio Buttons determine how Customers are assigned to Franchisees.
 - Basic Assignment [default] Check whether the Franchisee Assignment for each Customer record needs to be changed.
 - Franchisee Group Assign Customers from one Franchisee among a set of Franchisees.
- Currently Assigned To This Selection Menu determines which Franchisee's Customers are reassigned. This field is only shown when Franchisee Group is selected in the Assignment Method Radio Buttons.
- Franchisee Group The area displays the set of Franchisees among which the Customers are reassigned. This field is only shown when Franchisee Group is selected in the Assignment Method Radio Buttons.
- Lock Until After a Customer is assigned to a Franchisee by this task, that Customer cannot be assigned to a new Franchisee during the period of time determined by this Selection Menu.

Customer Sync Export

Before you submit this task, you must select an export target system of either Marketing for a system such as Responsys, or BI/Analytics for a system such as Retail Insights. The Supported Batch Exporter Types property controls which of these options are available.

See the *Oracle Retail Customer Engagement Implementation Guide* for more information about System Configuration.

Customer Sync Export - Marketing

If you select an export target system of Marketing, the following options are displayed.

With a selection of Marketing as the export target system, this task has the following parameters:

Export type - Controls which records to include in the export file:

- Export all active records Include all active customer records with email addresses.
- Export updated records only Include customer records only if they have changed since the last export. With this selection, the Once Immediately and Once Later options for scheduling the job are not available.

Note that, regardless of your selection here, the first time you run the export all active customer records are included.

• Specify export filename - These fields control the creation of the CSV file containing new or updated customer records.

At least one entry (prefix, static name, or suffix) is required:

- Prefix The date and time stamp format to use as a prefix for naming the export file.
 - * no prefix Do not use a date and time stamp prefix on the file name.
 - * yyyyMMdd_HHmmss Use a date and time stamp prefix in this format (for example, 20160630_123456 where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).
 - * yyyy-MM-dd_HHmmss Use a date and time stamp prefix in this format (for example, 2016-06-30-123456, where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).

The setting of the Responsys Export Filename Default Prefix property defaults.

- Static Name The text string to include in the file name between the prefix and suffix, if any. The setting of the Responsys Customer Sync Default Filename property defaults.
- Suffix The date and time stamp format to use as a suffix for naming the export file. The date and time stamp format options for the suffix are the same as for the prefix, described above. The setting of the Responsys Export Filename Default Suffix property defaults.
- Filename Displays an example of the export file name with the prefix and suffix format, if any. This field is blank if you have not yet selected a prefix format, suffix format, or static name.
- Specify deletes export filename These fields control the creation of the CSV file listing the customer IDs of customer records that have been deleted through a housekeeping job or a customer merge since the last time you ran the export. At least one entry (prefix, static name, or suffix) is required.
 - Prefix The date and time stamp format to use as a prefix for naming the deletes export file:
 - * no prefix Do not use a date and time stamp prefix on the file name.
 - * yyyyMMdd_HHmmss Use a date and time stamp prefix in this format (for example, 20160630_123456 where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).
 - * yyyy-MM-dd_HHmmss Use a date and time stamp prefix in this format (for example, 2016-06-30-123456, where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).

The setting of the Responsys Export Filename Default Prefix property defaults.

- Static Name The text string to include in the file name between the prefix and suffix, if any. The setting of the Responsys Customer Deletes Sync Default Filename property defaults.
- Suffix The date and time stamp format to use as a suffix for naming the deletes export file. The date and time stamp format options for the suffix are the same as for the prefix, described above, with a default of no suffix. The setting of the Responsys Export Filename Default Suffix property defaults.
- Filename Displays an example of the deletes export file name with the prefix and suffix format, if any. This field is blank if you have not yet selected a prefix format, suffix format, or static name.

Customer Export File - Marketing

The customer export file is a comma-separated values file containing the following information:

- Customer ID and home store code.
- Customer name, including salutation, first name, second first name, middle name, last name, second last name, and suffix.
- Active flag (set to 1 if active).
- Primary address, including address lines 1 through 4, city, state, postal code, and country code.
- Primary email address, including email type code.
- Primary phone number, including phone type code.
- Customer's mail, email, and phone contact flags, set to 1 if selected and 0 if unselected.

Only customer records with email addresses are included in the export.

Customer, Delete Export File - Marketing

The customer export file is a comma-separated values file containing the customer ID of each deleted customer, and the active flag setting of 0.

Customer Sync Export - BI/Analytics

If you select an export target system of BI/Analytics, the following options are displayed.

With a selection of BI/Analytics as the export target system, this task has the following parameters:

- Export type Controls which records to include in the export file:
 - Export all active records Include all active customer records.
 - Export updated records only Include customer records only if they have changed since the last export. With this selection, the Once Immediately and Once Later options for scheduling the job are not available.

Note that, regardless of your selection here, the first time you run the export all active customer records are included.

 Specify export filename - If you selected an Export type of BI/Analytics, the setting of the Retail Insights Customer Sync Default Filename property is displayed and cannot be changed.

Customer Export File - BI/Analytics

The customer export file is a pipe-delimited values file that typically contains the following information:

- Customer ID.
- Postal code.
- City.
- State.
- Country.
- Active flag for the customer.
- Prospect flag indicating if the customer is a prospect.
- Gender.
- Ethnicity.
- Marital status.
- Educational level.
- Effective date for the address.
- Annual income.
- Contact flag setting.
- Organization name, if the customer is an organization.
- Date when customer was added to the system.
- Flag indicating if the customer is an organization.
- Phone contact flag setting.
- Email contact flag setting.
- Fax contact flag setting.
- Mail contact flag setting.
- Birth month.
- Birth date.

The export file does not include a header row. Instead, there is a separate file with the same name as the customer sync export file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the customer sync export file name is W_PARTY_PER_DS.dat, the file containing the header row names is W_PARTY_PER_DS.ctx.

Any customers that have been deleted are included in the customer export file. The only information included for deleted customers is the customer ID, active flag, prospect flag, call flag, delete flag, organization flag, and the contact flag settings.

Customer Address Sync Export

This task has the following parameters:

- Batch Exporter Type Defaults to BI/Analytics and cannot be changed.
- Export type Defaults to Export all active records and cannot be changed.

• Specify export filename - The setting of the Retail Insights Customer Activities Sync Default Filename property is displayed and cannot be changed.

Customer Address Export File - BI/Analytics

The customer address export file is pipe-delimited, and typically contains the following information:

- Customer ID.
- Sequence number identifying the order in which the customer's addresses were added to the database.
- Primary address flag setting.
- Date when the address became effective.
- Date when the address expired.
- First, second, and third lines of the customer's street address.
- City.
- State.
- Country.
- Postal code.

The export file does not include a header row. Instead, there is a separate file with the same name as the customer address export file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the customer address export file name is W_RTL_CUST_ADDRESS_DS.dat, the file containing the header row names is W_RTL_CUST_ADDRESS_DS.dat.ctx.

Customer Activity Sync Export

This task has the following parameters:

- Select target batch exporter system Select Marketing.
- Export type Controls which records to include in the export file:
 - Export all active records Include activity for all active customer records.
 - Export updated records only Include activity for customer records only if the activity occurred since the last export With this selection, the Once Immediately and Once Later options for scheduling the job are not available.

Note that, regardless of your selection here, the first time you run the export, activity for all active customer records is included.

 Specify export filename - These fields are displayed only if you selected an Export type of Marketing, and control the creation of the CSV file containing new or updated customer records.

At least one entry (prefix, static name, or suffix) is required:

- Prefix The date and time stamp format to use as a prefix for naming the export file:
 - * no prefix Do not use a date and time stamp prefix on the file name.
 - * yyyyMMdd_HHmmss Use a date and time stamp prefix in this format (for example, 20170830_123456 where the year is 2017, the month is August, the date is 30, and the time is 12:34:56).

* yyyy-MM-dd_HHmmss - Use a date and time stamp prefix in this format (for example, 2017-08-30-123456, where the year is 2017, the month is August, the date is 30, and the time is 12:34:56).

The setting of the Responsys Export Filename Default Prefix property defaults.

- Static Name The text string to include in the file name between the prefix and suffix, if any. The setting of the Responsys Customer Activities Sync Default Filename property defaults.
- Suffix The date and time stamp format to use as a suffix for naming the export file. The date and time stamp format options for the suffix are the same as for the prefix, described above. The setting of the Responsys Export Filename Default Suffix property defaults.
- Filename Displays an example of the export file name with the prefix and suffix format, if any.

Customer Activity Export File

The customer activity export file contains the following information for each transaction it includes:

- Customer ID.
- Year when the activity occurred.
- Item hierarchy levels 1, 2, and 3; for example, this might be DEPT, SUB_DEPT, and CLASS, with the Hierarchy ID for each level indicated for each record. The level is 0 if there is no hierarchy definition for that level.
- The total count of the item for the activity. The count is 0 if the activity did not involve an item quantity.
- The monetary value of the activity, based on the price of the item. Includes up to two decimal positions if the amount is not a whole number.
- The code identifying the location, if any, associated with the activity. Blank if the activity was not associated with a location.
- The latest business date when the activity occurred.
- The latest business date when the activity was updated.

Customer Attributes Sync Export

This task has the following parameter:

Batch Exporter Type - Select either Marketing or BI/Analytics.

Customer Attributes Sync Export - Marketing

If you select a Batch Exporter Type of Marketing, complete the following parameters:

- Specify export filename These fields control the creation of the CSV file containing new or updated customer attribute records. At least one entry (prefix, static name, or suffix) is required:
 - Prefix The date and time stamp format to use as a prefix for naming the export file:
 - * no prefix Do not use a date and time stamp prefix on the file name.

- * yyyyMMdd_HHmmss Use a date and time stamp prefix in this format (for example, 20160630_123456 where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).
- * yyyy-MM-dd_HHmmss Use a date and time stamp prefix in this format (for example, 2016-06-30-123456, where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).

The setting of the Responsys Export Filename Default Prefix property defaults.

- Static Name The text string to include in the file name between the prefix and suffix, if any. The setting of the Responsys Customer Attributes Sync Default Filename property defaults.
- Suffix The date and time stamp format to use as a suffix for naming the export file. The date and time stamp format options for the suffix are the same as for the prefix, described above. The setting of the Responsys Export Filename Default Suffix property defaults.
- Filename Displays an example of the export file name with the prefix and suffix format, if any. This field is blank if you have not yet selected a prefix format, suffix format, or static name.
- Seq and Attribute Use the drop-down list to select each attribute to include in the export file. Only attributes that have the Publish To Batch Exporter and Open Access flags selected are available for selection from the drop-down.

Customer Attribute Export File - Marketing The customer attribute export file is comma-separated, and typically contains the following information:

- Customer ID.
- Customer primary email address.
- A column for each attribute selected for inclusion in the export file, and the current setting of that attribute for the customer.

The file includes a header row with the name of each column. The column for each attribute is indicated by the attribute name and ID.

Customer Attributes Sync Export - BI/Analytics

If you select a Batch Exporter Type of BI/Analytics, complete the following parameters:

- Customer Attributes Filename The setting of the Retail Insights Customer Attributes Sync Default Filename property is displayed and cannot be changed.
- Attribute Metadata Filename The setting of the Retail Insights Attribute Metadata Sync Default Filename property is displayed and cannot be changed.
- Seq and Attribute Use the drop-down list to select each attribute to include in the export file. Only attributes that have the Publish To Batch Exporter and Open Access flags selected are available for selection from the drop-down. Select from the following types of attributes:
 - Varchar Type Attribute The Retail Insights Varchar Type Attribute Allowed Count property controls the number of varchar type attributes you can select for export.

- Numeric Type Attribute The Retail Insights Numeric Type Attribute Allowed Count property controls the number of numeric type attributes you can select for export.
- Data Type Attribute The Retail Insights Date Type Attribute Allowed Count property controls the number of data type attributes you can select for export.

Customer Attribute Metadata Export File - BI/Analytics

The customer attribute export metadata file is pipe-delimited, and indicates how to map the Customer Attribute data from Customer Engagement to the target BI/Analytics system.

For example, a record in the metadata file might be:

RING_SIZE|CE|PARTY_ATTR1_NAME|W_PARTY_ATTR_DS|Customer Ring Size|VARCHAR|1|RING_ SIZE~CE~PARTY_ATTR1_NAME~W_PARTY_ATTR_DS|

Where:

- RING_SIZE = The attribute's Name, from the DTV_ATTRIBUTE_TYPE table
- CE = Hard-coded to CE
- A physical column name such as:
 - PARTY_ATTR[N]_NUM_VALUE = the [N] numeric attribute passed, or
 - PARTY_ATTR[N]_NAME_VALUE = the [N] name attribute passed, or
 - PARTY_ATTR[N]_DATE_VALUE = the [N] date attribute passed

Where

- PARTY_ATTR is hard-coded
- [N] indicates the column number for that datatype, and
- VALUE is the type of column (NUMBER, NAME, or DATE)

Since there can be multiple attributes of the same data type passed, such as two date attributes, it is necessary to number the attributes with the same data type.

- W_PARTY_ATTR_DS = the target table in the BI/Analytics system
- Customer's Ring Size = the attribute, Äôs Description, from the DTV_ATTRIBUTE_ TYPE table
- VARCHAR = the data type of the attribute in the BI/Analytics system; displayed as Character at the Attribute Definition list page
- 1 = Hard-coded to 1
- RING_SIZE~CE~PARTY_ATTR1_NAME~W_PARTY_ATTR_DS = concatenation
 of the attribute name + CE + ~ + the physical column name + ~ + the target table
 name

The metadata file name is from the Retail Insights Customer Attribute Metadata Batch Exporter Templates property.

When you use the BI/Analytics Package Exporter to create a zip file containing the files for export to the BI/Analytics system, the attribute metadata file is merged with the metadata file from the Segment Sync Export.

Customer Attribute Export File - BI/Analytics

The customer attribute export file is pipe-delimited, and typically contains the following information:

- Customer ID.
- Category hard-coded to RETAIL
- Supplier flag hard-coded to N.
- Attribute value setting.

A column for each attribute selected for inclusion in the export file, and the current setting of that attribute for the customer.

The export file does not include a header row. Instead, there is a separate file with the same name as the customer attribute export file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the customer attribute export file name is W_RTL_PARTY_PER_ATTR_DS.dat, the file containing the header row names is W_RTL_PARTY_PER_ATTR_DS.dat.ctx.

Customer Household Sync Export

This task has the following parameters:

- Batch Exporter Type Defaults to BI/Analytics and cannot be changed.
- Export type Defaults to Export all active records and cannot be changed.
- Specify export filename The setting of the Retail Insights Household Sync Default Filename property is displayed and cannot be changed.
- Specify customer-household association export filename: The setting of the Retail Insights Household Customer Association Sync Default Filename is displayed and cannot be changed.

Household Export File - BI/Analytics

The household export file is pipe-delimited, and typically contains the unique identifier for each household, as well as some hard-coded fields that are required by the BI/Analytics system.

The export file does not include a header row. Instead, there is a separate file with the same name as the household sync export file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the household sync export file name is W_HOUSEHOLD_DS.dat, the file containing the header row names is W_HOUSEHOLD_DS.dat.ctx.

Household Customer Association Export File - BI/Analytics

The household customer association export file is pipe-delimited, and typically contains the unique identifier for each household and the customer ID for each customer associated with the household. It also typically contains some hard-coded fields that are required by the BI/Analytics system.

The export file does not include a header row. Instead, there is a separate file with the same name as the household customer association file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the household customer association export file name is W_RTL_CUST_HOUSEHOLD_DS.dat, the file containing the header row names is W_RTL_CUST_HOUSEHOLD_DS.dat.ctx.

The information in these files is formatted as binary data.

Rebuild Category Totals

This task has the following parameters:

Customer Department Totals Rebuild Period:

- Select whether to recalculate totals based on activity within the most recent number of days, months, or years.
- Enter the number of days, months, or years to include. You can enter a maximum of 3 years, 36 months, or 1095 days.

Before you can submit the job, you need to acknowledge the warning at the bottom area of the Review step, indicating that the task will recalculate customer department totals, and that this step cannot be undone.

When the job runs, the records in the CST_DEPARTMENT_TOTALS table are cleared for all Customer activity during the specified rebuild period, and then rebuilt. The CREATE_DATE is set to the date when the job is run, and the CREATE_USER is set to ORCE. Return transactions are not included in the category totals.

BI/Analytics Package Exporter

This task has no additional parameters.

This task packages the export files to the BI/Analytics system, and must be the last task in a single job that includes all other exports to the BI/Analytics system.

The package exporter creates a zip file that includes the export files from the sync tasks run within the job, so that the zip file is ready for the BI/Analytics system.

The zip file name is from the Retail Insights Zip Package Default Filename property.

For more information on the export tasks and the generated export files, see Customer Sync Export, Customer Address Sync Export, Customer Attributes Sync Export, Customer Household Sync Export, and Segment Sync Export.

Reset Customer YTD Totals

This task has the following parameter.

 Year of data being reset - This Selection Menu determines the year for which the YTD data is reset.

Automated Associate Assignment

This task has the following parameters:

- Date Range Type This Selection Menu determines the Date Range used.
- Start Date This Calendar Menu determines the first date of the Date Range (only available if Date Range Type is set to Specific Date Range).
- End Date This Calendar Menu determines the final date of the Date Range (only available if Date Range Type is set to Specific Date Range).
- Assignment Method These Radio Buttons determine the selection method used to assign an Associate to a Customer. These Radio Buttons have the following options:
 - Sold most frequently The Associate who performed the most sales to each Customer.

- Sold largest total amount The Associate who sold the largest total amount to each Customer.
- Assignment Interval Number of days between Associate reassignments for a Customer. After the Job assigns an Associate to a Customer, this is the number of days the Job will wait before changing that assignment.
- Assignment Role This Selection Menu determines the Associate Role used for the Associate assignment.
- Criteria specification Additional criteria to use when assigning the Associate. This Selection Menu has the following options:
 - No additional criteria This Job will not require any additional criteria.
 - Select criteria from list Add Item or Location criteria to the Job. A transaction must match one of the entered criteria to be used in determining the Associate to be assigned to the Customer.
- When Select criteria from list is selected, the Item and Location Criteria appear. To configure Item Criteria, perform on of the following options:
 - Use the **Quick Add** option to enter a known **ID** which you wish to associate with this task. Click **Add**.
 - Click the Actions Menu and select Add Item Criteria.
 - Click +Add Item Criteria.

Include by Hierarchy

There are two ways to search for items in the Include by Hierarchy option, either:

- Select one of the **Hierarchy** choices (**Department** or **Class**, for example) and click **Search** to retrieve all associated hierarchies.
- Select one of the Hierarchy choices and enter part or all of the ID, Name, or Description in the field, and click Search to retrieve your refined search criteria.
- After locating the items, then **select** or **clear** the check boxes from the list.

	rarchy OSpe	ecific Item	15				
Select Items	By Hierarchy						
Department	SUB_DEPT	CLASS	SUB_CLASS	STYLE_ID			
Search by ID or	Name or Descri	otion			×	Search	
CLASS Na	me, ID and Descr	iption					
Belts - Me Belts - Me	ns (ID 925-B-M) ns						
Belts - Wo Belts - Wo	mens (ID 925-B- mens	W)					
Blouses - Blouses -	Womens (ID 900- Womens	-W-T)					
Fragrance Fragrance	- Mens (ID 975-F - Mens	-M)					
	- Womens (ID 97 - Womens	75-F-W)					

Figure 11–35 Item Criteria - Include By Hierarchy

- Click **OK** to add the item to the Task or click **OK** and **Add Another** to add another item. Click **Cancel** to close the window without adding the item.
- Click **X** to remove added items.

Specific Items

To search for items by specific items:

- Enter the **ID** or **Description** of the Item.
- Click **Search**.

Figure 11–36 Item Criteria - Specific Items

Item Criteria					×
O Include By Hierarchy					
0 Items Selected					
Blouse	×	Search			
Item Description and ID					
Girls Blouse - Long Sleeve (ID 210010039)					A
Girls Blouse - Long Sleeve (ID 210010040)					
Girls Blouse - Long Sleeve (ID 210010103)					
Girls Blouse - Long Sleeve (ID 210010104)					
Girls Blouse - Long Sleeve (ID 210010167)					
Girls Blouse - Long Sleeve (ID 210010168)					
Girls Blouse - Long Sleeve (ID 210010231)					*
		Cancel	ОК	OK and Add /	Another

- **Select** or **clear** the check boxes from the list.
- Click OK to add the item to the Task or click OK and Add Another to add another item. Click Cancel to close the window without adding the item.
- Click **X** to remove items.
- When Select criteria from list is selected, the Item and Location Criteria appear. To configure Location Criteria do the following:
 - Click +Add Location Criteria.

Figure 11–37 Add Location Criteria

Filter	Type Location ID	▼ Filter Criteri	Search	
	Location ID		Name	
	00004		00004-Portland-OR	
	00005		00005-Solon-OH	
	12503		12503-Mason-TX	
	12504		12504-Austin-TX	
	12507		12507-SouthPark-MN	
	1250B		1250B-Silverton-WA	
	1250C		1250C-Austin-TX	
	1250D		1250D-SanAntonio-TX	
	15801		15801-SouthPark-MN	
	15809		15801-SouthPark-MN	

- Click the list arrow to select a **Filter Type**.
- Click **Search** to return all Locations that meet the Filter Type Criteria.
- You can use the Filter Criteria field before or after a search. The Filter Criteria is determined by your implementer.

Note: The Filter Criteria field accepts partial input.

- Select or clear the check boxes from the list.
- Click **Add** to add the location to the task. Click **Cancel** to close the window without adding the location.
- Click **X** to remove added locations.

Associate Mass Re-assignment

This task has the following parameters:

 Assignment Method - Method used for reassigning the Customers. These Radio Buttons have the following options:

- Re-assign Assign all Customers to one Associate.
- Distribute among Distribute Customers among all Associates at the current Associate's location.
- Currently assigned to Displays the Associate who is having their Customers reassigned. Perform a Change/Add Associate procedures to change the Associate.
- Selection Menu for the Associate Role that is used for the new Associates.
- Re-Assign to Displays the User ID(s) of the Associate(s) to whom the Customers are reassigned. Perform a Change/Add Associate procedures to add an Associate to the field. Only displayed if the Assignment Method is set to Re-assign.

Associate reassignment selections have the following rules:

- This field is only displayed when Re-assign is selected as the Assignment Method.
- The Associates must all belong to the same Location.
- If a new Associate does not belong to the same Location as previously selected Associates, the previously selected Associates are removed and the new Associate is entered.
- If the Associate selected does not belong to the Location to which the currently assigned Associate, a confirmation response is displayed.

Unstratified Segment

This Task has the following parameter:

 Customer Segment - This Selection Menu determines the Unstratified Segment that is counted.

Stratified Segment

This Task has the following parameter:

 Customer Segment - This Selection Menu determines the Stratified Segment that is organized and counted.

Segment Sync Export

Before you submit this task, you must select an export target system of either Marketing for a system such as Responsys, or BI/Analytics for a system such as Retail Insights. The Supported Batch Exporter Types property controls which of these options are available. See the *Oracle Retail Customer Engagement Implementation Guide* for more information about System Configuration.

Segment Sync Export - Marketing

If you select an export target system of Marketing, the following options are displayed:

- Specify export filename These fields control the creation of the CSV file containing new or updated segment records. At least one entry (prefix, static name, or suffix) is required:
 - Prefix The date and time stamp format to use as a prefix for naming the export file:
 - * no prefix Do not use a date and time stamp prefix on the file name.

- * yyyyMMdd_HHmmss Use a date and time stamp prefix in this format (for example, 20160630_123456 where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).
- * yyyy-MM-dd_HHmmss Use a date and time stamp prefix in this format (for example, 2016-06-30-123456, where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).

The setting of the Responsys Export Filename Default Prefix property defaults.

 Static Name - The text string to include in the file name between the prefix and suffix, if any. The setting of the Responsys Segment Sync Default Filename defaults.

You can include multiple segments in the same task. However, if you include multiple segment sync tasks to Marketing in the same job, you need to specify a unique static name for each to avoid overwriting one export sync file with another.

- Suffix The date and time stamp format to use as a suffix for naming the export file. The date and time stamp format options for the suffix are the same as for the prefix, described above. The setting of the Responsys Export Filename Default Suffix property defaults.
- Filename Displays an example of the export file name with the prefix and suffix format, if any. This field is blank if you have not yet selected a prefix format, suffix format, or static name.
- Strata Type Defines the type of Segments that can be included in the export file:
 - Unstratified Segment Unstratified Segments and Manual Segments are available for selection in the dropdown list.
 - Stratified Segment Stratified Segments are available for selection in the drop-down list.

Note: A single Job Definition can include either Unstratified/Manual Segments or Stratified Segments, but not both. If you have selected one or more Segments and then change the setting of the Strata Type, the previously selected Segments are cleared from the listing for the Job Definition.

- Seq N Segment = Use the drop-down list to select each Segment to include in the export file. Only Segments that have the Publish To Batch Exporter flag selected and that match the selected Strata Type are available for selection from the drop-down. As you select each Segment, it is added to the Seq. and Attribute listing between the Strata Type and the Seq N Segment drop-down.
- Seq and Attribute Use the drop-down list to select each attribute to include in the export file. Only attributes that have the Publish To Batch Exporter and Open Access flags selected are available for selection from the drop-down.

Customer Segment File for Marketing: Stratified Segments

The customer segment export file for one or more stratified segments contains the following information:

- Customer ID.
- Customer primary email address.

- For each Segment included in the Job Definition:
 - A column with a setting of 1 if the customer is included in the Segment, or a setting of 0 if the customer is not included in the Segment.
 - The Segment stratification format (RANGE or NTILE).
 - The Segment strata type (Customer, Loyalty, or Transaction).
 - The data that the strata is based on (Customer for a Customer strata type; Loyalty Summary or Loyalty Detail for a Loyalty strata type; Header or Detail for a Transaction strata type).
 - The field to stratify on. See Creating a Segment or Personal List in the Segments chapter for a list of possible fields based on the selected strata type.
 - The strata ID.
 - The strata value.

Customer Segment Export File for Marketing: Unstratified Segments

The customer segment export file for one or more unstratified or manual segments contains the following information:

- Customer ID.
- Customer primary email address.
- Segment name.
- A column for each Segment included in the Job Definition, with a setting of 1 if the customer is included in the Segment or a setting of 0 if the customer is not included in the Segment.

Segment Sync Export - BI/Analytics

If you select a Batch Exporter Type of BI/Analytics, the following parameters are displayed:

- Segment Filename The setting of the Retail Insights Segment Sync Default Filename property is displayed and cannot be changed.
- Segment Attributes Filename The setting of the Retail Insights Segment Attributes Sync Default Filename property is displayed and cannot be changed.
- Customer Segment Association Filename The setting of the Retail Insights Segment Customer Association Sync Default Filename property is displayed and cannot be changed.
- Attribute Metadata Filename The setting of the Retail Insights Attribute Metadata Sync Default Filename property is displayed and cannot be changed.
- Customer Segment Category Filename The setting of the Retail Insights Customer Segment Category Sync Default Filename property is displayed and cannot be changed.
- Seq N Segment = Use the drop-down list to select each Segment to include in the export file. Only Segments that have the Publish To Batch Exporter flag selected are available for selection from the drop-down. As you select each Segment, it is added to the Seq. and Attribute listing.
- Seq and Attribute Use the drop-down list to select each attribute to include in the export file. Only attributes that have the Publish To Batch Exporter and Open

Access flags selected are available for selection from the drop-down. Select from the following types of attributes:

- Varchar Type Attribute The Retail Insights Varchar Type Attribute Allowed Count property controls the number of varchar type attributes you can select for export.
- Numeric Type Attribute The Retail Insights Numeric Type Attribute Allowed Count property controls the number of numeric type attributes you can select for export.
- Data Type Attribute The Retail Insights Date Type Attribute Allowed Count property controls the number of data type attributes you can select for export.
- Suffix The date and time stamp format to use as a suffix for naming the export file. The date and time stamp format options for the suffix are the same as for the prefix, described above, with a default of no suffix.

Segment Export File - BI/Analytics

The customer segment export file contains the following information:

- Segment ID.
- Segment name.
- Datasource, which is hard-coded to 1.

The file also includes the values for attributes whose names match the following, if they exist:

- CUSTSEG_TYPE (if this attribute is not defined, a cluster type of Rule Based is passed)
- AGE_RANGE
- SEX_MF_CODE
- FAMILY_SIZE
- OCCUPATION_CODE
- EDUCATION_BCKGND_CODE
- ETHNICITY_CODE
- NATIONALITY_CODE
- RELIGION_CODE
- SOCAL_CLASS_CODE
- FAMILY_LIFE_CYCL_CODE
- REGION_CODE
- METRO_AREA_SIZE
- POPULATION_DENSITY
- CLIMATE_CODE
- BENEFIT_SOUGHT_CODE
- USAGE_RATE
- READINESS_TO_BUY_CODE
- OCCASION_CODE

- ACTIVITY_CODE
- INTEREST_CODE
- OPINION_CODE
- ATTITUDE_CODE
- VALUE_CODE
- EFFECTIVE_START
- EFFECTIVE_END
- CUSTSEG_SRC_TYPE
- ANNL_INCOME_RANGE
- CUSTSEG_DESC

The above attributes in Customer Engagement map to segment properties in Retail Insights.

The export file does not include a header row. Instead, there is a separate file with the same name as the segment export file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the segment export file name is W_RTL_CUSTSEG_DS.dat, the file containing the header row names is W_RTL_CUSTSEG_DS.dat.ctx.

Segment Attributes Export File - BI/Analytics

The customer segment attributes export file contains the following information:

- Segment ID.
- The CUSTSEG_TYPE attribute value. If this attribute is not defined, a cluster type of Rule Based is passed.
- The CUSTSEG_SRC_TYPE attribute value, if any. Typically set to CUSTOMER.
- The value for each attribute assigned to the segment and selected for export.
- Datasource, which is hard-coded to 1.

The attribute mapping is defined in the generated metadata file. The file name for the metadata file is defined in the Retail Insights Attribute Metadata Sync Default Filename property.

The export file does not include a header row. Instead, there is a separate file with the same name as the segment attributes export file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the segment attributes export file name is W_RTL_LYL_TRANS_DS.dat, the file containing the header row names is W_RTL_LYL_TRANS_DS.dat.ctx.

Customer Segment Association Export File - BI/Analytics

The segment customer association export file contains the following information for the customers included in a segment:

- Segment ID.
- Customer ID.
- Datasource, which is hard-coded to 1.

The export file does not include a header row. Instead, there is a separate file with the same name as the segment association export file, but with an extension of .ctx, that

includes the titles of each column in the export file. For example, if the segment association export file name is W_RTL_CUST_CUSTSEG_DS.dat, the file containing the header row names is W_RTL_CUST_CUSTSEG_DS.dat.ctx.

Attribute Metadata Export File - BI/Analytics

This export file defines mapping for attributes. See the Customer Attribute Metadata Export File - BI/Analytics for an example of attribute mapping.

The export file does not include a header row. Instead, there is a separate file with the same name as the attribute metadata export file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the attribute metadata export file name is W_RTL_INT_METADATA_G.dat, the file containing the header row names is W_RTL_INT_METADATA_G.dat.ctx.

Customer Segment Category - BI/Analytics

Currently, an empty customer segment category export file is created.

Points/Awards Transfer Notifications Export

See Points/Awards Transfer Notification Export for background on this job. This task has the following parameters:

- Please select transfer notification type Indicates the type of transfer notifications to export: All, Awards Only, or Points Only.
- Specify Awards Transfer Export Filename These fields control the creation of the CSV file containing contact information for Customers originating or receiving Award Coupon transfers. At least one entry (prefix, static name, or suffix) is required:
 - Prefix The date and time stamp format to use as a prefix for naming the export file:
 - * no prefix Do not use a date and time stamp prefix on the file name.
 - * yyyyMMdd_HHmmss Use a date and time stamp prefix in this format (for example, 20170830_123456 where the year is 2017, the month is August, the date is 30, and the time is 12:34:56).
 - * yyyy-MM-dd_HHmmss Use a date and time stamp prefix in this format (for example, 2017-08-30-123456, where the year is 2017, the month is August, the date is 30, and the time is 12:34:56).

The setting of the Responsys Export Filename Default Prefix property defaults.

- Static Name The text string to include in the file name between the prefix and suffix, if any. The setting of the Responsys Awards Transfer Sync Default Filename defaults.
- Suffix The date and time stamp format to use as a suffix for naming the export file. The date and time stamp format options for the suffix are the same as for the prefix, described above. The setting of the Responsys Export Filename Default Suffix property defaults.
- Filename Displays an example of the export file name with the prefix and suffix format, if any. This field is blank if you have not selected a prefix format, suffix format, or static name.
- Specify Points Transfer Export Filename These fields control the creation of the CSV file containing contact information for Customers originating or receiving

Loyalty Points transfers. At least one entry (prefix, static name, or suffix) is required:

- Prefix The date and time stamp format to use as a prefix for naming the export file:
 - * no prefix Do not use a date and time stamp prefix on the file name.
 - * yyyyMMdd_HHmmss Use a date and time stamp prefix in this format (for example, 20170830_123456 where the year is 2017, the month is August, the date is 30, and the time is 12:34:56).
 - * yyyy-MM-dd_HHmmss Use a date and time stamp prefix in this format (for example, 2017-08-30-123456, where the year is 2017, the month is August, the date is 30, and the time is 12:34:56).

The setting of the Responsys Export Filename Default Prefix property defaults.

- Static Name The text string to include in the file name between the prefix and suffix, if any. The setting of the Responsys Awards Transfer Sync Default Filename defaults.
- Suffix The date and time stamp format to use as a suffix for naming the export file. The date and time stamp format options for the suffix are the same as for the prefix, described above. The setting of the Responsys Export Filename Default Suffix property defaults.
- Filename Displays an example of the export file name with the prefix and suffix format, if any. This field is blank if you have not selected a prefix format, suffix format, or static name.

Award Transfer Notifications Sync Export File

The Award Transfer Notification sync export file contains the following information:

- From Card Number The Card number originating the transfer. The number is partially masked with X's.
- To Card Number The Card number receiving the transfer. The number is partially masked with X's.
- From email address The primary email address of the Customer originating the transfer. Included only if the Customer's contact permissions allow it.
- From phone number The primary phone number of the Customer originating the transfer. Included only if the Customer's contact permissions allow it.
- To email address The primary email address of the Customer receiving the transfer. Included only if the Customer's contact permissions allow it.
- To phone number The primary phone number of the Customer receiving the transfer. Included only if the Customer's contact permissions allow it.
- Date and time when the transfer took place.
- The amount of the Award Coupon. Might be 0 for an Entitlement Coupon.

An entry for a transfer is included in the file only if there is phone or email contact information for either the originator of the transfer or the recipient, and if an interactive notification request was not successfully sent.

Points Transfer Notifications Sync Export File

The Award Transfer sync export file contains the following information:

- From Card Number The Card number originating the transfer. The number is partially masked with X's.
- To Card Number The Card number receiving the transfer. The number is partially masked with X,Äôs.
- From email address The primary email address of the Customer originating the transfer. Included only if the Customer's contact permissions allow it.
- From phone number The primary phone number of the Customer originating the transfer. Included only if the Customer's contact permissions allow it.
- To email address The primary email address of the Customer receiving the transfer. Included only if the Customer's contact permissions allow it.
- To phone number The primary phone number of the Customer receiving the transfer. Included only if the Customer's contact permissions allow it.
- Date and time when the transfer took place.
- The number of points transferred.

An entry for a transfer is included in the file only if there is phone or email contact information for either the originator of the transfer or the recipient, and if an interactive notification request was not successfully sent.

Export Card Series

This Task has the following parameters:

- Card Prefix This Text Field indicates the Card Prefix of the Card Definition to be exported.
- Card Series This Text Field indicates the Card Series of the Card Definition to be exported.

Release Expired PreAuth

This Task has no additional parameters:

Notify Card Renewal

This Task has the following parameters:

- Card Program This Selection Menu determines the Card Program for which to notify Customers.
- Period Type This Selection Menu determines the type of time period used to determine the notification time frame.
- Number of Periods This Text Field defines the number of periods (from Period Type) before the Card expiration date that a Customer is notified of their Card's coming expiration.

Tender Account Sync

This Task has the following parameter:

 Tender Program - The Tender Program to include in the export files. The Task generates an export file of Tender Accounts and an export file of Tender Account Activity.

Tender Account Export File

The tender account export file contains the following information for each Tender account:

- Tender account ID.
- Last activity date.
- Effective date.
- Account expiry date.
- Card serial number.
- Card number.
- Card activation date.
- Date when card was first used.
- Date when card was last used.
- Card expiry date.
- Date when the card was associated with the customer.
- Start date, if any.
- End date., if any
- Customer ID.
- Primary flag, set to 1 if the customer is the primary account holder.
- Status indicator if Active or Inactive.
- Current balance on the account.
- Book balance for accounting purposes.
- Amount of balance that is frozen or unusable.
- Program ID to uniquely identify the tender program.
- Currency typecode.
- Usage count indicating the total number of times the tender account has been accessed for a transaction.
- Total number of lifetime credits for the account.
- Total number of lifetime debits for the account.
- Date created.
- User who created the account.
- Date updated.
- Use who updated the account.

Tender Account Activity Export File

The tender account activity export files contains the following information:

- Tender account ID.
- Program ID to uniquely identify the tender program.
- Unique identifier for the account activity record.

- Authorization code.
- Customer ID.
- Card number.
- Flag indicating whether the transaction was voided.
- Code to categorize the type of transaction or activity.
- Date and time when the activity took place.
- Amount of the activity or transaction.
- Currency typecode.
- Operator ID from the POS.
- Transaction ID from the POS.
- Transaction ID generated by Customer Engagement.
- Retail location where the activity took place.
- ID or serial number identifying the workstation where the activity took place.
- Date that corresponds to an accounting period fiscal day at the retail store.
- Account ID affected by the activity.
- ID of the activity.
- Flag indicating if the card was swiped during the activity.
- Error code, if any.
- User comments on the activity, if any.
- Code identifying the currency requested for the activity.
- Amount of currency being exchanged.
- Currency exchange rate.
- If the activity was a Card Merge, the unique ID for the source account of the merge.
- Unique identifier for the franchisee, if any.
- Account adjustment reason code, if any.
- Expiration date for the activity.
- Date created.
- User who created the activity.
- Date updated.
- Use who updated the activity.

OCDS Sync

This Task requires SystemConfig or SystemAdmin authority, and has the following parameters:

- Item and Merchandise Hierarchy Select this option to request item and merchandise hierarchy data from the Omnichannel Cloud Data Service, including:
 - Merchandise Hierarchy

- Item Header
- Item Image
- Item Price
- Location and Franchise Select this option to request location and franchise data from the Omnichannel Cloud Data Service, including:
 - Store Location
 - Organizational Hierarchy/Franchise
- Reset Last Run Date Select this option to retrieve all data, regardless of date created or updated; otherwise, leave this option unselected to request only data that has been created or updated since the last time you ran the OCDS data sync.

See Bulk Imports through Oracle Cloud Data Service (OCDS) in the *Batch Processing and Web Services Guide* for more information on the integration and the data received.

Issue Anniversary Awards

This Task has the following parameters:

- Award Program This Selection Menu determines the Award Program to use for the Anniversary Awards.
- Coupon Prefix This Text Field indicates the Coupon Prefix for the Coupons generated.
- Amount This Text Field defines the amount for the Coupons generated.
- Expiration Period Type This Selection Menu indicates the type of period used in determining when the Coupons will expire.
- Expiration Number of periods This Selection Menu determines the number of periods (from Expiration Period Type) that will pass before the Coupons expire (not displayed if Expiration Period Type is set to Use Program).
- The Expiration Date is Based On This Selection Menu determines how the Coupon expiration dates are determined. This Selection Menu has the following options:
 - Run Date The Coupon expiration dates are calculated from the date the Task runs.
 - Customer Date The Coupon expiration dates are calculated from the anniversary date.
- Anniversary Award Type This Selection Menu determines the type of anniversary for which Awards are issued.
 - Birthday Customer birthday.
 - Signup Customer signup.
- Generate customer note This toggle determines whether a Customer note is generated when a Coupon is generated for a Customer.
- Period Type This Selection Menu indicates the type of period used in determining the window of dates for which Awards are issued.
- Num of Periods Before Run Date This Text Field defines the number of periods (from Period Type) before the run date for which Awards are issued.

 Num of Periods After Run Date - This Text Field defines the number of periods (from Period Type) after the run date for which Awards are issued.

Export File

The export file for either a birthday or sign-up anniversary contains the following information:

- Award Account information including account number, Card number, and Card serial number.
- Customer information including name, address, email, phone, and anniversary date.
- Award information including the amount of coupon, coupon number, and the coupon expiration date. See the *Oracle Retail Customer Engagement Implementation Guide* for more information on export templates.

Notify Awards Expire

This Task has the following parameters:

- Award Program This Selection Menu determines the Award Program for which notifications are sent.
- Period Type This Selection Menu indicates the type of period used for determining the award expiration notification window.
- Number of Periods Defines the number of periods (from Period Type) of the notification window.

Award Sync Export

This task has the following parameters:

- Select target batch exporter system Set to Marketing by default.
- Export type Controls which records to include in the export file:
 - Export all active records Include all active award account and award coupon records.
 - Export updated records only Include award account and award coupon records only if they have changed since the last export. With this selection, the Once Immediately and Once Later options for scheduling the job are not available

Note that, regardless of your selection here, the first time you run the export all, active award account and award coupon records are included.

 Specify export filename - These fields control the creation of the file containing new or updated award account records.

At least one entry (prefix, static name, or suffix) is required:

- Prefix The date and time stamp format to use as a prefix for naming the export file.
 - * no prefix Do not use a date and time stamp prefix on the file name.
 - * yyyyMMdd_HHmmss Use a date and time stamp prefix in this format (for example, 20160630_123456 where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).

* yyyy-MM-dd_HHmmss - Use a date and time stamp prefix in this format (for example, 2016-06-30-123456, where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).

The setting of the Responsys Export Filename Default Prefix property defaults.

- Static Name The text string to include in the file name between the prefix and suffix, if any. The setting of the Responsys Award Account Sync Default Filename property defaults.
- Suffix The date and time stamp format to use as a suffix for naming the export file. The date and time stamp format options for the suffix are the same as for the prefix, described above. The setting of the Responsys Export Filename Default Suffix property defaults.
- Filename Displays an example of the export file name with the prefix and suffix format, if any. This field is blank if you have not yet selected a prefix format, suffix format, or static name.
- Specify export filename These fields control the creation of the file containing new or updated award coupon records.

At least one entry (prefix, static name, or suffix) is required:

- Prefix The date and time stamp format to use as a prefix for naming the export file.
 - * no prefix Do not use a date and time stamp prefix on the file name.
 - * yyyyMMdd_HHmmss Use a date and time stamp prefix in this format (for example, 20160630_123456 where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).
 - * yyyy-MM-dd_HHmmss Use a date and time stamp prefix in this format (for example, 2016-06-30-123456, where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).

The setting of the Responsys Export Filename Default Prefix property defaults.

- Static Name The text string to include in the file name between the prefix and suffix, if any. The setting of the Responsys Award Account Sync Default Filename property defaults.
- Suffix The date and time stamp format to use as a suffix for naming the export file. The date and time stamp format options for the suffix are the same as for the prefix, described above. The setting of the Responsys Export Filename Default Suffix property defaults.
- Filename Displays an example of the export file name with the prefix and suffix format, if any. This field is blank if you have not yet selected a prefix format, suffix format, or static name.
- Award Program = Use the drop-down list to select an award program to include in the export files.

Award Account Export File

The award account export file contains the following information:

- Customer ID.
- Card number.
- Card active flag (set to 1 if active; if not active, indicates a deactivation or merge).

- Card expiration date.
- First used date.
- Last used date.
- Program name.
- Program ID.
- Update date.
- Currency code.
- Account expiration date.
- Account ID.
- Award balance.
- E-award count.
- Entitlement count.

Award Coupon Export File

The award coupon export file contains the following information:

- Customer ID.
- Card number.
- Account ID.
- Program ID.
- Coupon typecode (e-award or entitlement).
- Coupon ID.
- Coupon balance, if any; for example, an entitlement for a line item discount would not have a balance.
- Currency code.
- Deal name, if any; for example, a deal name is specified for an entitlement.
- Deal ID, if any; for example, a deal ID is specified for an entitlement.
- Expiration date.
- Update date.

Distribute Loyalty Awards

This Task has the following parameter:

• Export File - This Text Field defines the name of the export file created by the Task.

Note that the Create Loyalty Awards process should be run before this process.

Export File

The export file contains information about the Award issued, the Account through which the Award was earned, and the Customer to whom the Award is being issued. See the *Oracle Retail Customer Engagement Implementation Guide* for more information on export templates.

Create Loyalty Awards

This Task has the following parameters:

- Generate customer note This toggle indicates whether a Customer note is generated when a Loyalty Award is generated for a Customer.
- Each Check Box in the List indicates whether the associated Loyalty Program or Program Level is included in the Task:
 - To select all programs and all levels [default], click the Top Level check box.
 - To deselect all programs and all levels, Clear the Top Level check box.
 - To select or deselect individual program levels, click the Enabled Check Box for the level. If there is a check mark in the box, the level is included in the task.

Export Files

When the award(s) are exported, three files are created: an E-Award Export File, an Entitlement Coupons File, and a Loyalty Level Movement Export File. See the *Oracle Retail Customer Engagement Implementation Guide* for more information on export templates.

Earn Loyalty Points

This Task has no additional parameters.

Expire Loyalty Points

This Task has no additional parameters.

Reset Loyalty YTD Points

This task has no additional parameters.

Loyalty Account Sync Export

Before you submit this task, you must select an export target system of either Marketing for a system such as Responsys, or BI/Analytics for a system such as Retail Insights. The Supported Batch Exporter Types property controls which of these options are available. See the *Oracle Retail Customer Engagement Implementation Guide* for more information about System Configuration.

Loyalty Account Sync Export - BI/Analytics

If you select BI/Analytics as the export target system, the following options are displayed:

- Export type Controls which records to include in the export file:
 - Export all active records Include all active loyalty account records.
 - Export updated records only Include loyalty account records only if they
 have changed since the last export. With this selection, the Once Immediately
 and Once Later options for scheduling the job are not available.

Note that, regardless of your selection here, the first time you run the export all active loyalty account records are included.

 Specify export filename - If you selected an Export type of BI/Analytics, the setting of the Retail Insights Loyalty Account Sync Export Default Filename property is displayed and cannot be changed.

Loyalty Account Sync Export File - BI/Analytics

The customer export file is a pipe-delimited values file that typically contains the following information:

- Loyalty Account Id
- Card Serial Number Sixteen-digit number embossed on the card
- Primary Customer Number
- Loyalty Program Id
- Loyalty Program Level Id
- Account Active Flag
- Account Expiry Flag
- Earned Points Balance
- Escrow Points Balance
- Last Award Processed Date
- Last Accrual Date
- Last Program Level Change Date
- Last Transaction Date

The export file does not include a header row. Instead, there is a separate file with the same name as the loyalty account sync export file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the loyalty account sync export file name is W_RTL_LYL_ACCOUNT_DS.dat, the file containing the header row names is W_RTL_LYL_ACCOUNT_DS.ctx.

Loyalty Account Sync Export - Marketing

If you select an export target system of Marketing, the following options are displayed:

- Select target batch exporter system Set to Marketing by default.
- Export type Controls which records to include in the export file:
 - Export all active records Include all active loyalty records.
 - Export updated records only Include loyalty records only if they have changed since the last export. With this selection, the Once Immediately and Once Later options for scheduling the job are not available.

Note that, regardless of your selection here, the first time you run the export all active loyalty records are included.

- Specify export filename These fields control the creation of the CSV file containing new or updated loyalty records. At least one entry (prefix, static name, or suffix) is required:
 - Prefix The date and time stamp format to use as a prefix for naming the export file:
 - * None Do not use a date and time stamp prefix on the file name.

- * yyyyMMdd_HHmmss Use a date and time stamp prefix in this format (for example, 20160630_123456 where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).
- * yyyy-MM-dd_HHmmss Use a date and time stamp prefix in this format (for example, 2016-06-30-123456, where the year is 2016, the month is June, the date is 30, and the time is 12:34:56).

The setting of the Responsys Export Filename Default Prefix property defaults.

- Static Name The text string to include in the file name between the prefix and suffix, if any. The setting of the Responsys Loyalty Account Sync Default Filename property defaults.
- Suffix The date and time stamp format to use as a suffix for naming the export file. The date and time stamp format options for the suffix are the same as for the prefix, described above, with a default of no suffix.
- Filename Displays an example of the export file name with the prefix and suffix format, if any. This field is blank if you have not yet selected a prefix format, suffix format, or static name.
- Loyalty Program Select a single loyalty program to include in the export file.

Loyalty Account Sync Export File - Marketing

The customer export CSV file contains the following information:

- Customer ID.
- Card number.
- Card active flag (set to 1 if active; if not active, indicates a deactivation or merge).
- Card expiration date.
- First use date.
- Last use date.
- Life-to-date balance.
- Year-to-date balance.
- Earned point balance.
- Escrow point balance.
- Program name.
- Level ID.
- Level name.
- Account expiration date.
- Update date.
- Account ID.

Loyalty Account Activity Sync Export

This task has the following parameters:

- Batch Exporter Type Defaults to BI/Analytics and cannot be changed.
- Export Type Controls which records to include in the export file:

- Export all active records Include all active loyalty account records.
- Export updated records only Include loyalty account records only if they have changed since the last export. With this selection, the Once Immediately and Once Later options for scheduling the job are not available

Note that, regardless of your selection here, the first time you run the export all active loyalty account records are included.

 Specify export filename - The setting of the Retail Insights Loyalty Transaction Data Sync Export Default Filename property is displayed and cannot be changed.

Loyalty Account Activity Export File - BI/Analytics

The export file is pipe-delimited, and typically contains the following information:

- Loyalty Transaction ID Main identifier of the loyalty account activity.
- Loyalty Program ID Unique identifier of the loyalty program.
- Loyalty Program Level ID Unique identifier of the loyalty program level.
- Loyalty Account ID Main identifier of the loyalty account associated with the transaction.
- Card Serial Number The card associated with the loyalty account.
- Customer Number Unique identifier of the primary customer associated with the card.
- Transaction Date Date when the loyalty transaction took place.
- Transaction Type Code Includes Activate, Deactivate, Issue, PointRecovery, Return, Award, Expire, ChangeLevel, SustainExtension, AccountMerge, ResetExpirationDate, TransferOut, and TransferIn. Inquiries are not included.
- Transaction Trigger Type System where the transaction was triggered from, such as POS, CRM server, or loyalty admin module.
- Retail Transaction ID Unique identifier of the transaction, provided by the POS System.
- Points Accrued Number of points accrued for an Issue, Point Recovery, Earn, or Return. For a return, this is a negative number.
- Points Redeemed Number of Points Redeemed for an Award.
- Bonus Points Number of points issued as bonus points for an Issue, Point Recovery, Earn, or Return. For a return, this is a negative number.
- Points Expired Number of points expired as a part of this transaction.
- Transaction Amount The sale transaction amount that has earned the given points in original currency for an Issue, Point Recovery, Earn, or Return. For a return, this is a negative number.
- Original Currency Code The currency code of the transaction amount.
- Converted Amount The sale transaction amount that has earned the given points in program currency for an Issue, Point Recovery, Earn, or Return. For a return, this is a negative number.
- Program Currency Code The currency code of the program.
- Location ID Retail location ID where the transaction occurred.

- Points Transferred Out The total number of points transferred out for the transaction. Included as a negative number when the transaction type is Transfer Out.
- Points Transferred In The total number of points transferred in for the transaction. Included as a positive number when the transaction type is Transfer In.

The export file does not include a header row. Instead, there is a separate file with the same name as the loyalty account activity export file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the loyalty account activity export file name is W_RTL_LYL_TRANS_DS.dat, the file containing the header row names is W_RTL_LYL_TRANS_DS.dat.ctx.

Loyalty Program Sync Export

This task has the following parameters:

- Batch Exporter Type Defaults to BI/Analytics and cannot be changed.
- Export Type Controls which records to include in the export file:
 - Export all active records Include all active loyalty programs.
 - Export updated records only Include loyalty programs only if they have changed since the last export.

Note that, regardless of your selection here, the first time you run the export all active loyalty programs are included.

• Specify export filename - The setting of the Retail Insights Loyalty Program Data Sync Export Default Filename property is displayed and cannot be changed.

Loyalty Program Data Export File - BI/Analytics

The export file is pipe-delimited, and typically contains the following information:

- Loyalty Program Id
- Loyalty Program Name
- Points Name
- Points Currency Value
- Loyalty Program Active Flag
- Loyalty Program Start Date
- Loyalty Program End Date
- Loyalty Program Level Id
- Loyal Program Level Name
- Loyalty Program Level Active Flag
- Default Program Level flag
- Program Currency

The export file does not include a header row. Instead, there is a separate file with the same name as the loyalty program data export file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the loyalty program data export file name is W_RTL_LYL_PROG_DS.dat, the file containing the header row names is W_RTL_LYL_PROG_DS.dat.ctx.

Loyalty Award Transaction Sync Export

This task has the following parameters:

- Batch Exporter Type Defaults to BI/Analytics and cannot be changed.
- Export Type Controls which records to include in the export file:
 - Export all active records Include all award transactions for all active loyalty programs.
 - Export updated records only Include award transactions only if they have occurred since the last export.

Note that, regardless of your selection here, the first time you run the export all award transactions for all active loyalty programs are included.

 Specify export filename - The setting of the Retail Insights Loyalty Award Transaction Data Sync Export Default Filename property is displayed and cannot be changed.

Loyalty Award Transaction Data Export File - BI/Analytics

The export file is pipe-delimited, and typically contains the following information:

- Award Transaction ID- The unique numeric identifier of the transaction.
- Award Account ID The unique numeric identifier of the award account.
- Award Program ID The unique numeric identifier of the award program.
- Card Serial Number The serial number for the account.
- Customer Number The unique numeric identifier of the customer.
- Award Type E-Award or Entitlement Coupon.
- Award Transaction Type code IssueCoupon, IssueEntitlementCoupon, Redeem, AutomaticRedeem, TransferIn, TransferOut, VoidAwardTransaction, NotifyCouponExpire, ActivateAccount, DeactivateAccount, and AccountMerge.
- Coupon ID The unique numeric identifier for the award coupon.
- Coupon Effective Date The date when the coupon becomes effective.
- Coupon Expiry Date The date when the coupon expires.
- Issue Amount Amount awarded in award currency during a E-Award issue. Populated when the transaction type is IssueCoupon or IssuePromoAwardCoupon.
- Redeem Amount Amount redeemed in award currency during an E- Award redemption. Populated when the transaction type is Redeem or AutomaticRedeem.
- Balance Amount Balance of an E-Award coupon.
- Deal ID Deal associated to the given Coupon for an entitlement deal award.Deal Name - The name of an entitlement deal.
- External Deal ID Promote-side Deal ID that is used to trigger the deal at POS for an entitlement coupon. The external deal ID and the Deal ID can be the same.
- Max Redeem Count The maximum redeemable count for the deal. Included only for an Entitlement Deal.
- Redeemed Count The redeemed count for this specific entitlement coupon record. Included only for an Entitlement Deal.

- Redemption Balance The total count eligible for redemption. Calculated by subtracting the Redeemed Count from the Max Redeem Count. Included only for an Entitlement Deal.
- Award Currency The currency defined for the award program.
- Award Transaction Date The date when the transaction took place.
- Coupon Fully Redeemed Flag Flag indicating if the given coupon has been fully redeemed. For an E-Award, this is the Issue Amount = Redeem Amount. For an Entitlement Deal, this is the Max Redeem Count = Redeemed Count.
- Coupon Expiry Flag Flag indicating if the Expiry Date for the coupon has passed.
- Transfer Out Amount The amount transferred out to another account.
- Transfer In Amount The amount transferred in from another account.

The export file does not include a header row. Instead, there is a separate file with the same name as the loyalty award transaction data file, but with an extension of .ctx, that includes the titles of each column in the export file. For example, if the loyalty award transaction data file name is W_RTL_LYL_AWD_DS.dat, the file containing the header row names is W_RTL_LYL_AWD_DS.dat.ctx.

Delete Customers

This Task has the following parameters:

- Number of Days This Text Field defines the number of days after a Customer's Last Purchase Date on which a Customer is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Customers that would be deleted, or if the Customers are deleted.
 - On () Only a count of the Customers are reported.
 - Off () The Customers are deleted.

Delete Inactive Customers

This Task has the following parameters:

- Number of Days This Text Field defines the number of days after a Customer's Last Update Date on which a Customer is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Customers that would be deleted, or if the Customers are deleted.
 - On Only a count of the Customers are reported.
 - Off The Customers are deleted.

Purged data includes:

- The customer ID is set to null in the following tables:
 - TRN_LINE_ITEM
 - TRN_LINE_ITEM_MODIFIER
 - TRN_TRANSACTION
 - AWD_ACCT_ACTIVITY

- LYL_LOYALTY_ACCT_ACT
- SVC_TENDER_ACCT_ACT
- Archived customer data is deleted from the following tables:
 - ARCH_CST_CUST_PHONE
 - ARCH_CST_ADDRESS
 - ARCH_CST_CUST_ATTRIBUTES
 - ARCH_CST_CUST_ALT_KEY
 - ARCH_TRN_CUST_HISTORY
 - ARCH_CST_DEPARTMENT_TOTALS
 - ARCH_CST_CUSTOMER
 - ARCH_CST_CUST_NOTES
 - ARCH_CST_PREFERENCE_CENTER
 - ARCH_CST_CUST_SOCIAL_PROFILE
 - ARCH_CST_CUST_SOCIAL_ACTIVITY
 - ARCH_CST_CUST_FRANCHISEE_MAP
 - ARCH_CMP_SOCIAL_RESULT_MAP

Also, any Item Registry that includes only the inactive Customer is deleted, regardless of whether the inactive Customer is the primary Customer for the Registry.

Oracle recommends scheduling this Task to run weekly.

Delete Inactive Customer Addresses

This Task has the following parameters. The deletion is always based on the setting of the Active flag. Customer addresses are flagged as inactive when you select the Delete option for the address.

- Report Only This toggle indicates whether the Task only reports the number of Customer addresses that would be deleted, or if the Customer addresses will actually be deleted.
 - On Only a count of the Customer addresses are reported. The listing displayed at the Job Details Window indicates the total number of inactive addresses that would be deleted for all Customers, and the total number of Customers that would have inactive addresses deleted. These numbers might be different, for example, if you deleted two addresses for the same Customer.
 - Off The Customer addresses are deleted. The listing displayed at the Job
 Details Window indicates the total number of inactive addresses that were
 deleted for all Customers, and the total number of Customers that had inactive
 addresses deleted. These numbers might be different, for example, if you
 deleted two addresses for the same Customer.

Delete Inactive Customer Phone Numbers

This Task has the following parameters. The deletion is always based on the setting of the Active flag. Customer phone numbers are flagged as inactive when you select the Delete option for the phone number.

- Report Only This toggle indicates whether the Task only reports the number of Customer phone numbers that are deleted, or if the Customer numbers are actually deleted.
 - On Only provides a count of the Customer phone numbers that are reported as inactive. The count at the Job Details Window indicates the total number of inactive phone numbers that will be deleted for all Customers and the total number of Customers that will have inactive phone numbers deleted. These numbers might be different, for example, if you deleted two phone numbers for the same Customer.
 - Off The Customer phone numbers are deleted. The listing displayed at the Job Details Window indicates the total number of inactive phone numbers that were deleted for all Customers, and the total number of Customers that had inactive phone numbers deleted. These numbers might be different, for example, if you deleted two phone numbers for the same Customer.

Delete Inactive Customer Email Addresses

This Task has the following parameters. The deletion is always based on the setting of the Active flag. Customer email addresses are flagged as inactive when you select the Delete option for the email address.

- Report Only This toggle indicates whether the Task only reports the number of Customer email addresses that are deleted, or if the Customer email addresses are actually deleted.
 - On Only provides a count of the Customer email addresses that are reported as inactive. The count at the Job Details Window indicates the total number of inactive emails that will be deleted for all Customers and the total number of Customers that will have inactive emails deleted. These numbers might be different, for example, if you deleted two phone numbers for the same Customer.
 - Off The Customer email addresses are deleted. The listing displayed at the Job Details Window indicates the total number of inactive email addresses that were deleted for all Customers and the total number of Customers that had inactive email addresses deleted. These numbers might be different, for example, if you deleted two email addresses for the same Customer.

Delete Transaction History

This Task has the following parameters:

- Number of Days This Text Field defines the number of days after a Transaction Business Date on which a Transaction is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Transactions that are to be deleted, or if the Transactions will be deleted.
 - On Only a count of the Transactions are reported.
 - Off The Transactions are deleted.

Delete Promotion

This Task has the following parameters:

- Number of Days This Text Field defines the number of days after a Promotion's End Date on which a Promotion is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Promotions that would be deleted, or if the Promotions are deleted.
 - On Only a count of the Promotions are reported.
 - Off The Promotions are deleted.

Delete Merged/Archived Customers

This Task has the following parameters:

- Number of Days This Text Field defines the number of days after a merged Customer record's Create Date on which the merged Customer records are deleted. Any Customer record that was merged and archived before that date is removed from the system
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Customers that would be deleted, or if the Customers are deleted.
 - On Only a count of the Customers are reported.
 - Off The Customers are deleted.

Oracle recommends that you schedule this task to run every week.

Delete Loyalty Accounts and Activities

This Task has the following parameters:

- Number of Days This Text Field defines the number of days after a Loyalty Account's Last Update Date on which a Loyalty Account and its activities are deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Loyalty Accounts that would be deleted, or if the Loyalty Accounts are deleted.
 - On Only a count of the Loyalty Accounts are reported.
 - Off The Loyalty Accounts and activities are deleted.

Delete Loyalty Inquiry Activities

This Task has the following parameters:

- Number of Days This Text Field defines the number of days after a Loyalty Inquiry's Last Activity Date on which a Loyalty Inquiry is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Loyalty Inquiries that would be deleted, or if the Loyalty Inquiries are deleted.
 - On Only a count of the Loyalty Inquiries are reported.
 - Off The Loyalty Inquiries are deleted.

Delete Segments

This Task has the following parameters:

- Number of Days This Text Field defines the number of days after a Segment's Last Run Date on which a Segment is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Segments that would be deleted, or if the Segments are deleted.
 - On Only a count of the Segments are reported.
 - Off The Segments are deleted.

Delete Segment History

This Task has the following parameters:

- Number of Days This Text Field defines the number of days after a Segment's Last Run Date on which the History for the Segment is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Segment Histories that would be deleted, or if the Segment Histories are deleted.
 - On Only a count of the Segment Histories are reported.
 - Off The Segment Histories are deleted.

Delete Job History

This Task has the following parameters:

- Number of Days This Text Field defines the number of days after a Job's End Date on which the History for the Job is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Job Histories that would be deleted, or if the Job Histories are deleted.
 - On Only a count of the Job Histories are reported.
 - Off The Job Histories are deleted.

Delete Export Files

This Task has the following parameter:

 Number of Days - This Text Field defines the number of days to retain files in export directories before they are eligible to be deleted. The Task uses the date when a file was most recently modified to determine whether it is eligible for deletion.

Once an export file has been deleted, the Job Details Window for the export job displays a message: File no longer available.

Oracle recommends scheduling this Task to run weekly.

The following configuration properties define the export directories where files are created for export that are subject to deletion through this task.

Account Batch Exporter Export Directory

- Award Export Directory
- Card Export Directory
- Card Series Export Directory
- Customer Batch Exporter Export Directory
- Customer Segment Export Directory
- Directory For Promotion Batch Export Files
- Directory For Segment Batch Export Files
- Location Specific Transform Export Directory
- Loyalty Export Directory
- Promote Transforms Export Directory
- Promotion Transforms Export Directory
- Promotion Export Directory
- Promotion Transforms Export Directory
- Retail Insights Batch Exporter Export Directory
- Tender Activity Report Export Directory

See the *Oracle Retail Customer Engagement Implementation Guide* for information on setting up configuration properties.

Delete Import Files

This Task has the following parameter:

 Number of Days - This Text Field defines the number of days to retain files in import directories before they are eligible to be deleted. The Task uses the date when a file was most recently modified to determine whether it is eligible for deletion.

Oracle recommends scheduling this Task to run weekly.

The following configuration properties define the import directories where files are deleted.

- Card Series Import Upload Directory
- Batch File Input Directory

See the *Oracle Retail Customer Engagement Implementation Guide* for information on setting up configuration properties.

Delete Gift Registries

This task has the following parameters:

- Number of Days This Text Field defines the number of days after a Gift Registry's Expiration Date on which the Gift Registry is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Gift Registries that would be deleted, or if the Gift Registries are deleted.
 - On Only a count of the Gift Registries are reported.

- Off - The Gift Registries are deleted.

Delete Inactive Item Registries

This task has the following parameters:

- Number of Days This Text Field defines the number of days after an Inactive Wish List's or Gift Registry's Last Update Date on which the Wish List is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Gift Registries that would be deleted, or if the Wish Lists are deleted.
 - On Only a count of the Wish Lists are reported.
 - Off The Wish Lists are deleted.

Delete Inactive Segment

This task has no additional parameters.

Delete Social Activity

This task has the following parameters:

- Search Strategy This Selection Menu determines the social network for which the Social Activity is being deleted.
- Number of Days This Text Field defines the number of days after a Social Activity item's Last Activity Date on which the item is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Social Activity items that would be deleted, or if the Social Activity is deleted.
 - On Only a count of the Social Activity items that are reported.
 - Off The Social Activity is deleted.

Delete Tasks

This task has the following parameters:

- Task Status This Selection Menu includes the following options.
 - All (Default)
 - Open
 - In Progress
 - Cancelled
 - Closed
- Number of Days Set the number of days after a Task's Update/Create Date on which the Task is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the tasks that would be deleted, or if the tasks are deleted.
 - toggle Right Only a count of the tasks that are reported.

- toggle Left - The Tasks that are deleted.

Delete Award Inquiry Activities

This task has the following parameters:

- Number of Days This Text Field defines the number of days after a Award Inquiry's Last Activity Date on which a Award Inquiry is deleted.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Award Inquiries that would be deleted, or if the Award Inquiries are deleted.
 - On Only a count of the Award Inquiries are reported.
 - Off The Award Inquiries are deleted.

Delete Web Service Tracking

This task has the following parameters:

- Number of Days This Text Field defines the number of days after which tracked Web Service activity is deleted, based on the date when the record in the database was most recently updated.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Web Service Tracking records that would be deleted, or if the Web Service Tracking records would be deleted.
 - On Only a count of the consolidated daily, weekly, and monthly Web Service Tracking records are reported.
 - Off The consolidated Web Service Tracking records are deleted.

Delete Batch Import History

This task has the following parameters:

- Number of Days This Text Field defines the number of days after which batch import history is deleted, based on the END_DATE in the XMLAPI_PROCESSED_ RECORD table.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Batch Import History records that would be deleted, or if the Batch Import History records would actually be deleted.
 - On Only a count of the Batch Import History records are reported.
 - Off The Batch Import History records are deleted.

Delete Batch Process Tracking

This task has the following parameters:

 Number of Days - This Text Field defines the number of months after which tracked Batch Process activity is deleted, based on the date when processing ended. If this field is set to 0, all existing consolidated daily, weekly, and monthly Batch Processing data is eligible for deletion.

- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of Batch Process Tracking records that would be deleted, or if the Batch Process Tracking records would be deleted.
 - On Only a count of the consolidated daily, weekly, and monthly Batch Process Tracking records are reported.
 - Off The consolidated Batch Process Tracking records are deleted.

Delete Stored Files

Number of Days - This Text Field defines the number of days after which transfer file data currently stored in the database is deleted, based on each file's Create Date.

Based On - A field that describes what the Number of Days field is determined by.

Report Only - This toggle indicates whether the Task only reports the number of stored file records that would be deleted, or if the stored file records would be deleted.

- ON Only a count of the stored transfer files records are reported.
- OFF The stored transfer file records are deleted.

Data stored in the database on failed transfer files is deleted automatically based on the Delete Failed Transfer in X Days system configuration property.

Aggregate Loyalty Facts

This task has the following parameters:

- Number of prior years to begin aggregation of loyalty data This Text Field determines the number of years prior to the current date that is included in the aggregation.
- Maximum number of months to collect data This Text Field defines the number of months for which data is aggregated.

If this field is left blank [default], the system will aggregate all the data included in the indicated number of years.

- Reset Prior Run Data This toggle indicates whether the task will delete the previously aggregated loyalty information and create an entirely new summary, or if the summary information from previous aggregations are kept.
 - On The task will remove all of the currently existing summary information and create an entirely new summary.
 - Off The task will keep the previously collected summary information.

Aggregate Tender Facts

This task has no additional parameters.

Dynamic Promotions

This task has no additional parameters.

This job should be scheduled for the very early morning, before users generate Promotions. This allows the Job to run before any Dynamic Promotions are generated. If a Dynamic Promotion was generated earlier in the day, do not run this job on the same day.

Do not run this job more than once per day.

Promotion Response Data Import

This task has no additional parameters.

This task processes the following import files to create Customer Notes recording each of the specific customer events. These files are typically submitted by a marketing system such as Responsys.

SENT_EMAILS Promotion Import File

This import file includes the following information:

- Campaign ID.
- Promotion ID.
- Event Type of 1 (sent email).
- Customer ID.
- Event Captured Date.

Each processed record in the import file creates a Customer Note:

- Type EMAIL_SENT.
- User OMC.
- Location The organization's default location.
- Note contents:
 - Campaign ID.
 - Promotion ID.
 - Event Type ID.

CLICK_EMAILS Promotion Import File

This import file includes the following information:

- Event Type of 5 (click email).
- Customer ID.
- Event Captured Date.
- Campaign ID.
- Promotion ID.
- Offer Name (the name from the marketing system, such as Responsys).
- Offer Category (the category from the marketing system, such as Responsys).
- Offer URL.

Each processed record in the import file creates a Customer Note:

- Type EMAIL_CLICKED.
- User OMC.
- Location The organization's default location.

- Note contents:
 - Campaign ID.
 - Promotion ID.
 - Event Type ID.
 - Offer Name.
 - Offer Number.
 - Offer Category.
 - Offer URL.

OPEN_EMAILS Promotion Import File

This import file includes the following information:

- Event Type of 4 (open email).
- Account ID.
- List ID (the list ID from the marketing system, such as Responsys).
- RIID (ID code from the marketing system, such as Responsys).Customer ID.
- Event Captured Date.
- Campaign ID.
- Promotion ID.

Each processed record in the import file creates a Customer Note:

- Type EMAIL_OPENED
- User OMC.
- Location The organization's default location.
- Note contents:
 - Campaign ID.
 - Promotion ID.
 - Event Type ID.

FAIL_EMAILS Promotion Import File

This import file includes the following information:

- Customer ID.
- Event Type of 8 (failed email).
- Event Captured Date.
- Campaign ID.
- Promotion ID.

Each processed record in the import file creates a Customer Note:

- Type EMAIL_FAILED
- User OMC.
- Location The organization's default location.

- Note contents:
 - Campaign ID.
 - Promotion ID.
 - Event Type ID.

Social Network Listener

This task has the following parameter:

 Social Network - This Selection Menu determines the social network to search for social activity matching the entered criteria.

Social Network Update

This task has the following parameters:

- Search Strategy This Selection Menu determines the social network for which the Social Activity is being deleted.
- Number of Days This Text Field defines the number of days in the past for which to search for updates.
- Based On A field that describes what the Number of Days field is determined by.
- Report Only This toggle indicates whether the Task only reports the number of updates available, or if the Social Profiles are updated.
 - On Only a count of the updates that are reported.
 - Off Social Profiles are updated.

Task Generator

This task has the following parameters:

- Select Segment For Task Generator This Selection Menu determines the Segment for which tasks are generated.
- Task Type This field cannot be edited.
- Subject [required] This Text Field defines the subject line for the tasks.
- End after X days This Text Field defines the number of days from the present day that the task will end.
- Skip if issued within X days This Text Field defines a number of days before the present date in which, if the customer had a task created within those days, the job will not generate a task for that customer.
- Status This field cannot be edited.
- Priority This Selection Menu defines the priority for the created tasks.
- Associate Assignment Detail These Radio Buttons determine the associate role for the associate who is assigned each task.
 - Assign to Primary Assign each task to the customer's primary associate.
 - Assign to Role Assign each task to the associate assigned to a specified role.
 - * If Assign to Role is selected, a Selection Menu is enabled for determining the associate role to use when assigning the tasks.

- Note Type This Selection Menu determines the type of note (if any) to add to each task.
- Note This Text Area Field is used to enter the text of a note (if any) to add to each task.

Batch Import Review

This task has the following parameters:

- Select processed file result type: These options determine the result types to include in the generated email:
 - All Include all results in the generated email.
 - Error/Warning [default] Include only errors or warnings in the generated email.

See the Oracle Retail Customer Engagement Batch Processing and Web Services *Guide* for more information.

- List of Users Select one or more Users to receive the email from the Selected Users Selection Search window.
 - 1. Click the Selected Users **Plus** icon to open a search window and search for the User to receive the email.
 - **2.** Click Select. The User is added to the Selected Users List.
 - 3. Repeat step 2 for each User to be added to the Users list.
 - **4.** To remove a User from the Users list, click the **X** icon. The User is removed from the Users list.
- List of Email Addresses Enter one or more emails to add to the Notification Email List.
 - 1. Enter the email address in the Notify Email Address field.
 - 2. Click the Plus icon. The email address is added to the Notification Email List.

Note: Validation is performed on the email address.

- **3.** Repeat steps 1-2 for each email address to be added to the Notification Email List.
- **4.** To remove an email address from the Notification Email List, click the **X** icon. The email address is removed from the Notification Email List.

ODCS Sync

This task generates requests to the Omnichannel Cloud Data Service (OCDS) for updates on item and merchandise hierarchy data as well as location and franchise data. The three toggles are set to OFF by default and require SystemConfig or SystemAdmin authority, and have the following parameters:

- Item and Merchandise Hierarchy Select this option to request item and merchandise hierarchy data from the Omnichannel Cloud Data Service, including:
 - Merchandise Hierarchy
 - Item Header

- Item Image
- Item Price
- Location and Franchise Select this option to request location and franchise data from the Omnichannel Cloud Data Service, including:
 - Store Location
 - Organizational Hierarchy/Franchise
- Reset Last Run Date Select this option to retrieve all data, regardless of date created or updated; otherwise, leave this option OFF to request only data that has been created or updated since the last time you ran the OCDS data sync.

See Bulk Imports through Oracle Cloud Data Service (OCDS) in the *Batch Processing and Web Services Guide* for more information on the integration and the data received.

Data Sync

This task has the following parameters:

- Click Send Sample Message to test the connection to a third party application. A confirmation appears indicating the message was sent successfully. If the connection is not working contact your application administrator.
- Enter the **Client ID**.
- Enter the **Secret** credential.

Note: The Client ID and Secret are provided by the third party application that integrates with Customer Engagement.

Click Save.

12 Reports

Oracle Retail Customer Engagement Cloud Services provides a set of pre-defined reports that cover all aspects of the application. The results can be modified through sorting and filtering.

To access the Reports panel, click the Reports icon from the main toolbar.

About this Chapter

This chapter contains the following information:

- Report Categories and Report Descriptions
 - Account Management
 - Award Management
 - Campaign Management
 - Card Management
 - Customer Management
 - Item Management
 - Location Operations
 - Loyalty Management
 - Segment Management
 - Tender Account Management
 - Registry Management
 - Task Management
- Displaying Reports
 - Running Reports
 - BI Publisher Toolbar
 - View Report Options
 - BI Publisher Actions
- Report Generation Options and Contents

Report Categories and Report Descriptions

Almost all reports require additional configuration information that limit the results returned. Most fields allow the user to create Lists of multiple items to be included on the report.

Note: In most cases, if no information is entered for a configuration field, all results for that field are included on the report (up to the defined Limit Records setting).

The reports available for generation are listed in the following sections.

Account Management

Account Activity Summary - This report presents transaction count and value summary information about the program activities, segregated by activity typecode, user, and reason code. See Account Activity Summary Report for more information.

Award Management

- Award Account Activity Details This report presents detailed information about activities performed on one or more given Award Accounts. See Award Account Activity Details Report for more information.
- Award Account Activity Errors This report presents detailed information about transaction errors associated with Award Accounts. See Award Account Activity Errors Report for more information.
- Award Account Activity Trend This report presents daily counts of Award Transactions, organized by Activity type, within a Program, and includes charts illustrating award account activity. See Award Account Activity Trend Report for more information.
- Award Account Balance This report presents the Account balance available at run time for each Account. See Award Account Balance Report for more information.
- Award Account Error Trend This report presents information about the number of times transaction errors occurred, by date, for each Program, and includes a chart illustrating error incidence. See Award Account Error Trend Report for more information.
- Award Account Last Use This report presents counts of Accounts within an Award Program, grouped by the number of days between last use date and system date at run time. See Award Account Last Use Report for more information.
- Award Activity By Location This report presents Award activity within a Program, by Location, for a selected date range. See Award Activity by Location Report for more information.
- Award Activity By Program This report presents a summary of Account activities, listed by type, for each Program. See Award Activity by Program Report for more information.
- Award Entitlement Expiration This report presents a listing of the expiration dates of issued Entitlement Coupons, providing information on how many are due to expire or have expired. See Award Entitlement Expiration Report for more information.

- Award Entitlement Redemption This report presents a count of redeemed Entitlement Coupons for each Entitlement Offer, and includes charts illustrating entitlement redemption activity. See Award Entitlement Redemption (Trend) Report for more information.
- Award Entitlement Summary This report displays the number of Issued Coupons for each Offer within an Entitlement program. See Award Entitlement Summary Report for more information.
- Award Program Balance Summary This report presents summary statistics about current Account balances within each Award Program. See Award Program Balance Summary Reportfor more information.
- Award Program Definitions This report presents details about each Award Program definition. See Award Program Definition Report for more information.
- Award Redemption Rate This report presents information about the number of Award certificates issued & redeemed for each Card Prefix and Card Series by Program. See Award Redemption Rate Report for more information.

Campaign Management

- Promotion Response By Category This report presents the event response, by Product Hierarchy, for the selected Promotion events, including items purchased. See Promotion Response by Category Report for more information.
- Promotion Response By Date This report summarizes the value of the response, by business date, to the selected Promotion events. See Promotion Response by Date Report for more information.
- Promotion Response By Deal This report summarizes the value of the response, by Deal, to the selected Promotion events. See Promotion Response by Deal Report for more information.
- Promotion Response By Location This report summarizes the value of the response, by Location, to the selected Promotion events. See Promotion Response by Location Report for more information.
- Promotion Response By Target This report presents response data, by Segment Target, for selected Promotion events. See Promotion Response by Target Report for more information.
- Promotion Response Detail This report displays information about the Transactions created in response to each Promotion. See Promotion Response Detail Report for more information.
- Promotion Target Detail This report displays Customer information for the segment targeted in each Promotion. See Promotion Target Details Report for more information.
- Promotion Target List This report presents information about the Segment Targets associated with each Promotion within a Campaign. See Promotion Target List Report for more information.
- Promotion Target Segment List This report displays a list of each Target Segment associated with each Promotion within a Campaign. See Promotion Target List Report for more information.

Card Management

- Card Batch Activation Rate This report displays the activation rate for each Batch within each Card Series on the Card Prefix. See Card Batch Activation Rate Report for more information.
- Card Detail This report presents detailed information about individual Cards defined in the system. See Card Detail Report for more information.
- Card Series Activation Rate This report presents the activation rate for each Card Series created for each Card Type. See Card Series Activation Rate Report for more information.

Customer Management

- Address Summary This report presents a count of Customers by address type, grouped by whether they are primary or valid. See Address Summary Report for more information.
- Birthday Summary This report presents Customer counts by birth month. See Birthday Summary Report for more information.
- Customer Alt Key Summary This report presents counts of the number of Customers by Alternate Key Type. See Customer Alt Key Summary Report for more information.
- Customer Assoc Assign By Assoc Role This report displays contact information for Customers associated to a particular Associate Role. See Customer Associate Assignment by Associate and Role Report for more information.
- Customer Contact Email List This report presents a listing of Customer names, addresses, and primary emails by Signup Location. See Customer Contact Email List Report for more information.
- Customer Contact Phone List This report presents a listing of Customer names, addresses, and phone numbers by Signup Location. See Customer Contact Phone List Report for more information.
- Customer Purch By Dept By Year This report presents a summary of Customer purchase activity by Department and year. See Customer Purchase by Department by Year Report for more information.
- Customer Status Summary This report presents the number of Customer records grouped by Identified/Unidentified (Anonymous Flag) within Active/Inactive (Status Flag). See Customer Status Summary Report for more information.
- Gender Summary This report presents the count of Customers grouped by gender. See Gender Summary Report for more information.
- Location Capture Rate This report presents a count of Customers, by Anonymous Flag, for each signup Location. See Location (Store) Capture Rate Report for more information.
- Postal Code Summary This report presents a count of Customers by Postal Code, filtered on only primary, active, home addresses. See Postal Code Summary Report for more information.
- Social Network Summary This report displays a count of Customers by Social Network, grouped by the Customer's Home Store. See Social Network Summary Report for more information.
- State Summary This report presents a count of active primary address records grouped by state. See State Summary Report for more information.

 Summary Report - This report presents totals and percentages of types of addresses, email addresses, and phone numbers for Customers who signed up within a specified date range. See Summary Detail Report for more information.

Item Management

• Item Attribute Summary - This report provides a count of Items that are associated with each given Item Attribute and Attribute value. See Item Attribute Summary Report for more information.

Location Operations

- Capture Quality Report This report presents the percentage of validated Customer data, organized by Operator ID, within each Location. See Capture Quality Summary Report for more information.
- Customers by Home Location This report presents a count of Customers for each Home Location. See Customer by Home Location Report for more information.
- Shoppers By Location This report presents Customer count and purchase statistics for each Location. See Shoppers by Location Report for more information.
- Sign Up Location by Postal Code This report presents the number of Customers, by Zip Code (or Postal Code) and on a given date, who signed up at the Location. See Signup Location (Store) by Postal Code Report for more information.
- Sign Up Location By State This report presents the number of Customers by state, grouped by signup Location. See Signup Location by State Report for more information.
- Signup Location This report presents the number of Customers by signup Location. See Signup Location Report for more information.
- Signup Location Daily Trend This report presents Customer counts by signup date and signup Location, and includes a chart illustrating Customer signups by date. See Signup Location Daily Trend Report for more information.

Loyalty Management

- Loyalty Account Detail This report presents details of the activities performed on each Loyalty Account. See Loyalty Account Detail Report for more information.
- Loyalty Acct Activity Errors This report presents details of errors for Loyalty Accounts by Program ID. See Loyalty Account Activity Errors Report for more information.
- Loyalty Acct Level Summary This report presents account level summaries for Loyalty accounts by Program ID. See Loyalty Account Level Summary Report for more information.
- Loyalty Activity Type Summary This report presents summary information on accounts and Loyalty activity types associated with Program Levels on Loyalty Programs. See Loyalty Activity Type Summary Report for more information.
- Loyalty Activity Type Trend This report presents summary information on Accounts by Activity Type by business date, organized by Loyalty Program Level and includes charts summarizing Loyalty activity. See Loyalty Activity Type Trend Report for more information.

- Loyalty Issue Rule Impact This report displays transaction level counts of merchandise associated with purchases against a Loyalty Issue Rule. See Loyalty Issue Rule Impact Report for more information.
- Loyalty Rules Results Summary This reports displays summary account information by Activity Type for each Loyalty Rule. It is organized by Program levels within the Loyalty Programs. See Loyalty Rules Results Summary Report for more information.
- Loyalty Rules Results Trend This report presents summary information on accounts by Activity Type by Activity Date for each Loyalty Rule. It is organized by Loyalty Program Level for each Loyalty Program and also includes summary level charts. See Loyalty Rules Results Trend Report for more information.
- Loyalty Accounts Balance Summary This report presents summary information about the Loyalty Account balances, by Program Level, within each Program. See Loyalty Account Balance Summary Report for more information.
- Lyl Accounts Last Use This report presents Loyalty Account summary information within a Loyalty Program Level, grouped by the number of months since last use date and system date. See Loyalty Account Last Use Summary Report for more information.
- Lyl Accounts Lifecycle This report presents Loyalty Account summary information within a Loyalty Program Level, grouped by the number of months the accounts have been in use. See Loyalty Account Life Cycle Summary Report for more information.
- Lyl Acct Act Summary Award This report presents the earned points from Award rules, by Loyalty Account, within a given period of time. See Loyalty Account Activity Summary Award Report for more information.
- Lyl Acct Act Summary Issue This report presents the earned points from Issue rules, by Loyalty Account, within a given period of time. See Loyalty Account Activity Summary Issue Report for more information.
- Lyl Program Level Summary This report presents the current balance statistics for Program Levels within Programs. See Loyalty Program Level Summary Report for more information.

Segment Management

- N-Tile / Range Strata Summary This report presents details on Customer Segments broken out by strata. See N-Tile / Range Strata Report for more information.
- Segment By Home Location This report presents a count of Customers, by Home Location, for Customer Segments. See Segment by Home Location Report for more information.
- Segment By State This report presents a count of Customers, by State, for Customer Segment. See Segment by State Report for more information.
- Segment Count List This report presents the details of each Segment run within a specified time period. See Segment Count List Report for more information.
- Segment Customer Master This report presents a listing of information about the Customers in each Segment. See Segment Customer Master Reportfor more information.

- Segment Purchase Profile Report This report presents counts, by Segment, of individual Items purchased. See Segment Purchase Profile Report for more information.
- Segment Trend Analysis This report presents trend totals for Segments broken out by Run ID, and includes charts illustrating trend totals for Customer Segments. See Segment Trend Analysis Report for more information.

Tender Account Management

- Tender Account Activity Summary This report displays tender summary information by Activity Type, by Program. See Tender (Account) Activity Summary Report for more information.
- Tender Activity Summary This report is the same as the Tender (Account) Activity Summary Report.
- Tender Activity Summary By Batch This report displays tender summary information organized by Card Prefix, Series, and Batch, for Activity Types, by Program. See Tender Activity Summary by Batch Report for more information.
- Tender Activity Type Trend This report displays tender summary information organized by Card Prefix, Series, and Batch, for Activity Types, by Program, and includes charts illustrating Tender Type activity. See Tender Activity Type Trend Report for more information.

Registry Management

 Registry Detail - This report presents detailed information for Gift Registries or Wish Lists. See Registry Detail Report for more information.

Task Management

- Associate Task Detail This report presents details on customer targeted tasks, by the associate assigned to them. See Associate Task Details Report for more information.
- Associate Task Summary This report presents a summary of the types of Tasks assigned to each Associate, and their current statuses. See Associate Task Summary Report for more information.
- Task Summary This report presents a summary of types of Tasks by their current statuses. See Task Status Summary Report for more information.

Displaying Reports

To access the Reports panel, click the **Reports** icon from the main toolbar. This displays the Reports panel, which lists all report categories and provides links to report lists and reports:

× Reports Search for a report <u>...</u> ÷ Account Management \square Award Management Campaign Management > Card Management > Customer Management Item Management > Location Operations > Loyalty Management > Segment Management > Tender Account Management > Registry Management > Task Management

Figure 12–1 Reports Panel

Click the arrow next to a report category name to expand the report list:

Figure 12–2 Report List

< Campaign Manageme 🗸
C Search for a report
Promotion Response By Categ
Promotion Response By Date
Promotion Response By Deal
Promotion Response By Location
Promotion Response By Target
Promotion Response Detail
Promotion Target Detail
Promotion Target List
Promotion Target Segment List

Click the back arrow next to the report category name to return the Reports panel.

To search for a report:

- **1.** Start typing e report name in the **Search for a report** prompt. As you type, a list of reports that match the text is displayed in a list.
- 2. Select the report that you want from the list.

This displays the Report Criteria window. See Running Reports for more information.

Running Reports

To run a report:

- 1. Click the **Reports** icon. This displays the Reports panel.
- **2.** Expand the category of the report you want to run.
- **3.** Select the report that you want to run from the list, or search for the report in the search prompt and select the report from the search list. Either action displays a Report Criteria Entry window:

Figure 12–3 Report Criteria Entry window

Campaign ID / Na	me			PromotionResponseByDate	
All					
Promotion ID / Na	ime				
All					
Promotion Time	Perio	bd			
None			*		
Promotion Start	Date				
06-23-2019		Ċ0			
Promotion End D	ate				
06-24-2019		Ċ0			
Row Limit					
			•		
	Appl	У			

- 4. Enter the criteria for the report In the Parameters fields.
- **5.** Click **Apply.** This runs the report. A progress indicator is displayed while the results are retrieved. The report contents are displayed when the query is finished.

Figure 12–4 Report Content

rogram ID / Name		Ac	count Activity Summa	6			U	⊕ Ⅲ □	-Q
A.II		ч II] ይ 🕯 🖡	1 of 33	@	— + Automat	ic Zoom 🗧	9 B J	
ctivity Time Period				0					
ast Month		v .		2	Account	Activity Summar			
ctivity Start Date			ORACLE		Account		У	Orgentaation: ge	
5-01-2019	to.		Date Range: Lest Manth			Program (D): AUL			
ctivity End Date			Account Type Code: A	WARD					
stivity End Date			Program ID - Name	Activity Type Code	Create User	Reason Code	Total Trans Count	Total Trans Value	
6-24-2019	10		503 - WSDL-AWD-	Activate Card	N/A	Error_Adjustment	1	0.00	
	-0		Housekeeping	tasue Coupon	Né/A.	Error_Adjustment	1	25.00	
ow Limit					т	otals for Program 503	2	25.00	
			Program ID - Name	Activity Type Code	Create User	Reason Code	Total Trans Count	Total Trans Value	
<u> </u>			505 - WSDL-SoapUI-AWD2	Activate Card	N/A	Error_Adjustment	1	0.00	
1 Apply	У				т	otals for Program 506	1	0.00	
			Program ID - Name	Activity Type Code	Create User	Reason Code	Total Trans Count	Total Trans Value	
			510 - WSDL-TestCase-	Activate Card	N/A	Error_Adjustment	2	0.00	
			CardServices	Issue Coupon	N/A	Error_Adjustment	1	30.00	
					T	otals for Program 510	3	30.00	
		- 11	Program ID - Name	Activity Type Code	Create User	Reason Code	Total Trans Count	Total Trans Value	
		- 11	1014 - 1715 No Gen	Activate Card	sandra. them@oracia.com	Error_Adjustment	20	0.00	
				Activate Card	N/A	Error_Adjustment	20	0.00	
				Activate Card	ORCE-Roles	Error_Adjustment	1	00.0	
			Run Date: 05/36/3019 05/15 AM		Cultoriar Br	pagement Cloud Services		Page 1 of 33	

The Report entry and display window has these main components:

- Selection Criteria The selection criteria for the displayed Report.
- Report Contents The contents of the generated Report.
- BI Publisher Options The options available through BI Publisher to refresh, show or hide selection criteria, export the report to different formats, schedule,

review job schedules, or share the report. Use Help to open a Help window. See BI Publisher Toolbar for more information.

 PDF Options - The options available through the PDF viewer to search, zoom in or out, print, download, rotate, or view document properties. See the documentation for your PDF viewer for more information.

BI Publisher Toolbar

T. I. I. A. A

Table 12–1 lists the icons for the BI Publisher Toolbar.

Name	Description	lcon
Refresh	Refresh the data on the displayed Report.	÷z
Parameters	Show or hide the selection criteria for the Report.	
View Report	Open the View Report Options list to select an output format for the Report. See View Report Options for more information.	A •
Actions	Select from sending, scheduling, exporting, and job options. See BI Publisher Actions.	\$
Help	Launches the BI Publisher online help.	0

View Report Options

The View Report Options list includes the formats available for viewing or saving a Report.

Available options are:

- **HTML** Display the Report in HTML format.
- **PDF** [Default] Display the Report in PDF format.
- RTF Display the Report in Rich Text Format.
- **Excel** Display the Report in spreadsheet format (.xlsx).
- **PowerPoint** Display the Report in presentation format (.pptx)

BI Publisher Actions

The BI Publisher Actions list includes the available sharing, scheduling, and publishing options.

Available actions are:

- **Export** Opens the View Report Options list.
- Send Enter selection criteria and send the Report for immediate delivery to an email address, printer, or other destination.
- Schedule Schedule generation and distribution of the Report.
- **Jobs** View and manage scheduled jobs for the Report.

- Job History View and manage completed and running Report jobs.
- Republish from History Select a previously scheduled, completed Report generation for viewing.
- Share Report Link Generate a link to the currently displayed Report. See the BI Publisher online help for more information on these options.

Report Generation Options and Contents

The generation options and fields included on each report are described in the following sections.

- Account Management Reports
- Award Management Reports
- Campaign Management Reports
- Card Management Reports
- Customer Management Reports
- Item Management Reports
- Location Operations Reports
- Loyalty Management Reports
- N-Tile / Range Strata Report
- Segment by Home Location Report
- Segment by State Report
- Segment Count List Report
- Segment Customer Master Report
- Segment Purchase Profile Report
- Segment Trend Analysis Report
- Tender (Account) Activity Summary Report
- Tender Activity Summary by Batch Report
- Tender Activity Type Trend Report
- Registry Detail Report
- Associate Task Details Report
- Associate Task Summary Report
- Task Status Summary Report

Account Management Reports

The Account Management Reports include:

Account Activity Summary Report

Account Activity Summary Report

This report presents transaction count and value summary information about the program activities, segregated by activity typecode, user, and reason code.

Selection Criteria

- Program ID / Name The ID and Name identifying a Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, then the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of individual Activity Typecodes with unique user IDs and reason codes for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- Program ID The program IDs selected when generating the report, or set to ALL if there was no restriction.

The Report Contents detail information includes:

- Account Type Code AWARD, LOYALTY, or TENDER.
- Program ID The ID and Name identifying a Program for a Card Definition.
- Activity Typecode Describes the type of activity that took place for the Program during the date range. Possible types include:

- Activate Account
- Activate Card
- Deactivate
- Expire Coupon
- Inquiry
- Issue Award
- Issue Coupon
- Issue Entitlement Coupon
- Issue Points
- Issue Promo Award Coupon
- Post Authorization
- Pre Authorization
- Redeem
- Redemption
- Release Authorization
- Reload
- Reset Expiration Date
- Return
- Void Transaction Unblock
- Create User The ID of the user who performed the activity. May also be set to SYSTEM or POS. Set to N/A if no user ID is specified.
- Reason Code The reason code passed for the activity. Set to N/A if no reason code is specified. If the same activity typecode occurs for multiple activities for the same Program, user ID, and date range, but with different reason codes, each reason code is listed separately on the report.
- **Total Trans Count** The total number of transactions for the particular activity typecode for this Program and date range, and the same user ID and reason code.
- Total Trans Value The total value of the transactions for the particular activity typecode for this Program and date range, and the same user ID and reason code. Some activities, such as card activation or expiration date reset, may not have a transaction value. Other activities, such as issuing an award, can have a negative transaction value.
- Totals for Program: For all activity for the Program during the date range included on the report:
 - **Total Trans Count** The total number of transactions for this Program and date range.
 - **Total Trans Value** The total net value of transactions for this Program and date range.
- Totals for Typecode: For each Typecode (AWARD, LOYALTY, or TENDER) included on the report:
 - **Total Trans Count** The total number of transactions for this Typecode and date range for all Programs included on the report.

- **Total Trans Value** The total net value of transactions for this Typecode and date range for all Programs included on the report.
- Report Totals:
 - Total Trans Count The total number of transactions included on the report.
 - Total Trans Value The total net value of transactions included on the report.

Award Management Reports

The Award Management Reports include:

- Award Account Activity Details Report
- Award Account Activity Errors Report
- Award Account Activity Trend Report
- Award Account Balance Report
- Award Account Error Trend Report
- Award Account Last Use Report
- Award Activity by Location Report
- Award Activity by Program Report
- Award Entitlement Expiration Report
- Award Entitlement Redemption (Trend) Report
- Award Entitlement Summary Report
- Award Program Balance Summary Report
- Award Program Definition Report
- Award Redemption Rate Report

Award Account Activity Details Report

This report presents detailed information about activities performed on one or more given Award Accounts.

- Account ID The ID and Name identifying an Award Account. All Account IDs are selected by default. Optionally, select Search to work with the list of eligible Account IDs, search based on Account ID, or remove Account IDs from the list selected for the report.
- Serial Number Optionally, enter a card's Serial Number to search for an award account by Serial Number rather than by Account ID.
- Void Flag Optionally, select Yes or No to select Award Account activity based on whether the activity was voided.
- Activity Type Code Codes identifying types of activity for an Account. All activity type codes are selected by default. Optionally, select Search to work with the list of eligible Activity Type Codes, search based on Activity Type Code, or remove Activity Type Codes from the list selected for the report. Possible Activity Type Codes include:
 - Account Merge

- Activate Card
- Automatic Redeem
- De-Activate Card
- Expire Coupon
- Inquiry
- Issue Birthday Coupon
- Issue Coupon
- Issue Entitlement Coupon
- Issue Promo Award Coupon
- Issue Signup Coupon
- Notify Coupon Expire
- Redeem
- Reset Expiration Date
- Void
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to
 include on the report. This limit applies to the total number of activity records for
 the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- Activity Type Code The list of activity type codes selected for the report. Set to ALL if there was no restriction.
- Void Flag The void flag setting selected for the report. Set to ALL if there was no restriction.
- Account ID The Account IDs selected when generating the report, or set to ALL if there was no restriction.
- Serial Number The Serial Numbers selected when generating the report, or set to N/A if there was no restriction.

- Account ID Indicates the ID number for the account. For each Account ID included on the report, there are two rows of data including the following:
- Workst. ID Identifies the workstation where the activity took place.
- Award Trans. ID The transaction ID of the award.
- Void Flag Set to Yes if the activity was voided; otherwise, set to No.
- Notify Expiry Flag Set to Yes if an award expiration notification export file has been created that includes the account. Created through the Notify Awards Expire Job.
- **Coupon Code** The coupon code affected by the activity, such as a coupon issue or redemption; otherwise, set to N/A.
- Serial Number Unique serial number for the award.
- Exchange Rate The rate of exchange between the transaction's original currency and the base currency. Set to 1 if the two currencies are the same. Set to 0 if the activity does not reference a specific amount, such as a card activation.
- Activity Type Describes the type of activity. Possible types:
 - Account Merge
 - Activate Card
 - Automatic Redeem
 - De-Activate Card
 - Expire Coupon
 - Inquiry
 - Issue Birthday Coupon
 - Issue Coupon
 - Issue Entitlement Coupon
 - Issue Promo Award Coupon
 - Issue Signup Coupon
 - Notify Coupon Expire Redeem

- Reset Expiration Date
- Void
- Business Date The retail business date when the activity occurred.
- Activity Date The date when the activity took place.
- Loc. ID-Name The numeric ID and name of the location where the activity occurred.
- **Currency Code** The currency code for the transaction. Included only if there is an Activity Amount.
- Ref. Activity ID The activity ID affected by this activity, if any; otherwise, set to N/ A.
- Retail Trans. Seq. The sequential transaction ID generated by the POS system, if any; otherwise, set to 0 or 1.
- Retail Trans ID A sequence ID, generated by Customer Engagement Cloud Services, indicating the retail location ID, workstation ID, and transaction sequence number.
- **Create User** The ID of the user that created the activity record.
- **Create Date** The date when the activity was recorded in the database.
- **Comments** The comments entered for the activity, if any; otherwise, set to N/A.
- Error Code The error code associated with the activity, if any; otherwise, set to N/A.
- Activity Amount The amount of the activity. Set to 0.00 if there is no associated amount, such as for a card activation.
- **Requested Amount** The amount of the transaction in the requested currency. Same as the Activity Amount if there is no currency conversion.
- Totals for the Account ID:
 - Activity Amount The total amount for activities for the Account ID that are included on the report.
 - Requested Amount The total requested amount for the Account ID that are included on the report. The same as the total Activity Amount unless any requested amounts were in a different currency.
- Report Totals:
 - Activity Amount The total amount for activities included on the report.
 - Requested Amount The total requested amount for activities included on the report. The same as the total Activity Amount unless any requested amounts were in a different currency.

Award Account Activity Errors Report

This report presents detailed information about transaction errors associated with Award Accounts.

Selection Criteria

Program ID - The ID and Name identifying a Program for a Card Definition. All
Programs are selected by default. Optionally, select Search to work with the list of

eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.

- Serial Number Optionally, enter a Card's Serial Number to search for a specific Account by Serial Number rather than by Program ID.
- Error Code Codes identifying types of errors. All error codes are selected by default. Optionally, select Search to work with the list of eligible Error Codes, search based on Error Code, or remove Error Codes from the list selected for the report. Possible Error Codes include:
 - Account Already Active
 - Account Expired
 - Account Inactive
 - Award Program Expired
 - Award Program Not Effective
 - Cannot Void Trans Type
 - Card Expired
 - Card Inactive
 - Coupon ID Invalid for Expire
 - Coupon ID Invalid or Expired
 - Coupon Request Amount Invalid
 - Coupon Request Date Invalid
 - Coupon Request Exceeds Balance
 - Coupon Request Neg Amt Invalid
 - Currency Exchange Rate Not Found
 - Currency ID Missing
 - General Error
 - Invalid Entitlement Deal
 - Invalid Pin Provided
 - Loyalty Award Account Error
 - Minimum Balance Not Met
 - Missing Pin Number
 - No Physical Card
 - Original Transaction Not Found
 - Original Transaction Required
 - Original Transaction Voided
 - Reloads Not Permitted
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday

- Last Week
- Last Month
- Last Year
- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week
- This Month
- This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of activity error records for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Date Range The date range selected when generating the report.
- Program ID The ID and Name identifying a Program for a Card Definition. Set to ALL if there was no restriction.
- Error Code The list of error codes selected for the report. Set to ALL if there was no restriction.
- Serial Number The serial numbers selected when generating the report. Set to N/ A if there was no restriction.

The Report Contents detail information includes:

- **Program ID** The program ID and description.
- Acct.ID Serial Number Indicates the ID number and Serial Number for the account.

For each Account ID included on the report, there are two rows of data including the following:

- Activity Type Describes the type of activity. Possible types:
 - Account Merge
 - Activate Card

- Automatic Redeem
- De-Activate Card
- Expire Coupon Inquiry
- Issue Birthday Coupon
- Issue Coupon
- Issue Entitlement Coupon
- Issue Promo Award Coupon
- Issue Signup Coupon
- Notify Coupon Expire Redeem
- Reset Expiration Date
- Void
- **Currency Code** The currency code for the transaction. Included only if there is an Activity Amount; otherwise, set to N/A.
- Workst. ID Identifies the workstation where the activity took place.
- Award Trans. ID The transaction ID of the award.
- Void Flag Set to Yes if the activity was voided; otherwise, set to No.
- **Coupon ID** The unique identifier for the coupon affected by the activity, such as a coupon issue or redemption; otherwise, set to N/A.
- **Exchange Rate** The rate of exchange between the transaction's original currency and the base currency. Set to 1 if the two currencies are the same. Set to 0 if the activity does not reference a specific amount, such as a card activation.
- Retail Trans ID A sequence ID, generated by Customer Engagement Cloud Services, indicating the retail location ID, workstation ID, and transaction sequence number.
- **Create User** The ID of the user that created the activity record.
- Activity Date The date when the activity took place.
- **Create Date** The date when the activity was recorded in the database.
- **Error Code** The description of the error that occurred. Possible error codes include:
 - Account Already Active
 - Account Expired
 - Account Inactive
 - Award Program Expired
 - Award Program Not Effective
 - Cannot Void Trans Type
 - Card Expired
 - Card Inactive
 - Coupon ID Invalid for Expire
 - Coupon ID Invalid or Expired

- Coupon Request Amount Invalid
- Coupon Request Date Invalid
- Coupon Request Exceeds Balance
- Coupon Request Neg Amt Invalid
- Currency Exchange Rate Not Found
- Currency ID Missing
- General Error
- Invalid Entitlement Deal
- Invalid Pin Provided
- Loyalty Award Account Error
- Minimum Balance Not Met
- Missing Pin Number
- No Physical Card
- Original Transaction Not Found
- Original Transaction Required
- Original Transaction Voided
- Reloads Not Permitted
- Requested Amount The amount of the transaction in the requested currency. Same as the Activity Amount if there is no currency conversion.
- Activity Amount The amount of the activity. Set to 0.00 if there is no associated amount, such as a card activation.
- Totals for the Account ID:
 - Requested Amount The total requested amount for the Account ID included on the report. The same as the total Activity Amount unless any requested amounts were in a different currency.
 - Activity Amount The total amount for activities for the Account ID included on the report.
- Totals for the Program ID:
 - Requested Amount The total requested amount for the Program ID that were included on the report. The same as the total Activity Amount unless any requested amounts were in a different currency.
 - Activity Amount The total amount for activities for the Program ID that were included on the report.
- Report Totals:
 - Activity Amount The total amount for activities included on the report.
 - Requested Amount The total requested amount for activities included on the report. The same as the total Activity Amount unless any requested amounts were in a different currency.

Award Account Activity Trend Report

This report presents daily counts of Award Transactions, organized by activity type, within a Program.

The report begins with two charts illustrating award account activity. One chart displays total activity counts for each date in the selected time period, while the other displays total activity amounts.

Note: The charts on this report are useful only if you restrict the selection criteria to a single Program ID and Activity Type Code, so you can identify the totals for the type of activity. Otherwise, it would be difficult to determine the different totals for the same date but a different Program ID and Activity Type Code.

- Program ID / Name The ID and Name identifying a Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.
- Activity Type Code Codes identifying types of activity for an account. All activity type codes are selected by default. Optionally, select Search to work with the list of eligible Activity Type Codes, search based on Activity Type Code, or remove
- Activity Type Codes from the list selected for the report. Possible Activity Type Codes include:
 - Account Merge
 - Activate Card
 - Automatic Redeem
 - De-Activate Card
 - Expire Coupon
 - Inquiry
 - Issue Birthday Coupon
 - Issue Coupon
 - Issue Entitlement Coupon
 - Issue Promo Award Coupon
 - Issue Signup Coupon
 - Notify Coupon Expire
 - Redeem
 - Reset Expiration Date
 - Void
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday

- Last Week
- Last Month
- Last Year
- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week
- This Month
- This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to
 include on the report. This limit applies to the total number of activity records for
 the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- Activity Type Code The Activity Type Codes selected when generating the report. Set to ALL if there was no restriction.
- Program ID The ID and Name identifying the Programs selected when generating the report. Set to ALL if there was no restriction.
- Activity Count Chart Displays the total Activity Count for each Activity Type Code and Program ID by date.

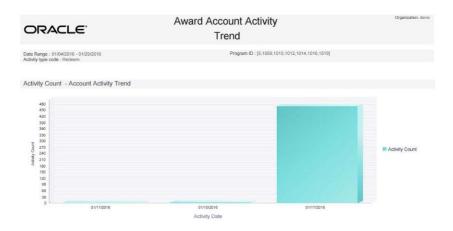


Figure 12–5 Award Account Activity Trend Report – Activity Count Chart

 Activity Amount Chart - Displays the total Activity Amount for each Activity Type Code and Program ID by date.

Figure 12–6 Award Account Activity Trend Report - Activity Amount Chart

ORACLE [®]	Award Account Activity Trend	Organization: dem
Activity Amount - Account Activity Tree	nd	
10.085 9.435 8.135 8.136 6.136 6.135 6.135 6.135 6.135 6.135 6.135 6.135 6.145 6		Activity Amount
0.00K		

- **Program ID** The Program ID and description. For each Program:
- Activity Type An entry for each type of activity that occurred for the program in the time period specified for the report. Possible Activity Type Codes include:
 - Account Merge
 - Activate Card
 - Automatic Redeem
 - De-Activate Card
 - Expire Coupon
 - Inquiry
 - Issue Birthday Coupon
 - Issue Coupon
 - Issue Entitlement Coupon
 - Issue Promo Award Coupon

- Issue Signup Coupon
- Notify Coupon Expire
- Redeem
- Reset Expiration Date
- Void
- Activity Date For each date when the Activity Type took place for the program during the date range selected when generating the report:
 - Activity Count The total number of times the activity took place for that program, Activity Type, and date.
 - Activity Amount The total value for the activity that took place for that program, Activity Type, and date. Set to 0.00 if there is no associated amount, such as for a card activation.
- **Totals for program and Activity Type** For each Activity Type and Program during the date range selected when generating the report:
 - Activity Count The total number of times the activity took place for that program.
 - Activity Amount The total value for the activity that took place for that program.
- Totals for program For each program included on the report:
 - Activity Count The total number of activities of any type that took place during the date range selected when generating the report.
 - Activity Amount The total value of activities of any type that took place during the date range selected when generating the report.
- Report Totals:
 - Activity Count The total number of activities of any type, for any program, during the date range selected when generating the report.
 - Activity Amount The total value of activities of any type, for any program, during the date range selected when generating the report.

Award Account Balance Report

This report presents the Account balance available at run time for each Account.

- Program ID The ID and Name identifying a Program for a Card Definition. All
 Programs are selected by default. Optionally, select Search to work with the list of
 eligible Programs, search based on Program Name, or remove Programs from the
 list selected for the report.
- Serial Number Optionally, enter a card's Serial Number to search for a particular Serial Number.
- Account ID The ID identifying an award account. All Account IDs are selected by default. Optionally, enter an account ID to search for a particular account.
- Include Expired Coupons? Indicates whether to include expired coupons on the report. Set to No by default.

 Limit Records - Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of individual Serial Number/Account ID records for the entire report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Include Expired Coupons Set to Yes if the Include Expired Coupons option was selected when generating the report; otherwise, set to No.

The Report Contents detail information includes:

- **Program ID** The ID identifying a Program for a Card Definition.
- **Program Name** The name of the Program.

For each Award Account included on the report:

- Serial Number Unique serial number for the Award Account.
- Account ID Indicates the ID number for the Account.
- Number of Coupons The number of award coupons for the account.
- Award Balance The total balance of the coupons.
- Average Coupon Value The average value of the coupons (Award Balance / Number of Coupons).

Program Totals - For each Program included on the report:

- Number of Coupons The number of award coupons for the Program.
- Award Balance The total balance of the coupons.
- Average Coupon Value The average value of the coupons (Award Balance / Number of Coupons).

Report Totals - For all Award Accounts included on the report:

- Number of Coupons The number of award programs included on the report.
- Award Balance The total balance of the coupons.
- Average Coupon Value The average value of the coupons (Award Balance / Number of Coupons).

Award Account Error Trend Report

This report presents information about the number of times transaction errors occurred, by date, for each Program.

The report begins with a chart illustrating award error frequency.

Note: The chart on this report is useful only if you restrict the selection criteria to a single Error Code, so you can identify the total for dates when this error occurred. Otherwise, it might be difficult to determine the totals for the same date but a different error.

- Program ID / Name The ID and Name identifying a Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.
- Error Code Codes identifying types of errors. All error codes are selected by default. Optionally, select Search to work with the list of eligible Error Codes, search based on Error Code, or remove Error Codes from the list selected for the report. Possible Error Codes include:
 - Account Already Active
 - Account Expired
 - Account Inactive
 - Award Program Expired
 - Award Program Not Effective
 - Cannot Void Trans Type
 - Card Expired
 - Card Inactive
 - Coupon ID Invalid for Expire
 - Coupon ID Invalid or Expired
 - Coupon Request Amount Invalid
 - Coupon Request Date Invalid
 - Coupon Request Exceeds Balance
 - Coupon Request Neg Amt Invalid
 - Currency Exchange Rate Not Found
 - Currency ID Missing
 - General Error
 - Invalid Entitlement Deal
 - Invalid Pin Provided
 - Loyalty Award Account Error
 - Minimum Balance Not Met
 - Missing Pin Number
 - No Physical Card
 - Original Transaction Not Found
 - Original Transaction Required
 - Original Transaction Voided
 - Reloads Not Permitted
- Activity Time Period Optionally, select a time period to include errors that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week

- Last Month
- Last Year
- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week
- This Month
- This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of activity error records for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- Error Code The Error Codes selected when generating the report. Set to ALL if there was no restriction.
- **Program ID** The ID and Name identifying a Program selected when generating the report. Set to ALL if there was no restriction.
- Error Count Chart Displays the total Error Count for each Error Code and Program ID by date.

Figure 12–7 Award Error Trend Report - Error Count Chart Report Contents



- **Program ID** The program ID and description.
- Error Code The description of the error that occurred. Possible error codes include:
 - Account Already Active
 - Account Expired
 - Account Inactive
 - Award Program Expired
 - Award Program Not Effective
 - Cannot Void Trans Type
 - Card Expired
 - Card Inactive
 - Coupon ID Invalid for Expire
 - Coupon ID Invalid or Expired
 - Coupon Request Amount Invalid
 - Coupon Request Date Invalid
 - Coupon Request Exceeds Balance
 - Coupon Request Neg Amt Invalid
 - Currency Exchange Rate Not Found
 - Currency ID Missing
 - General Error
 - Invalid Entitlement Deal
 - Invalid Pin Provided
 - Loyalty Award Account Error
 - Minimum Balance Not Met
 - Missing Pin Number
 - No Physical Card
 - Original Transaction Not Found
 - Original Transaction Required
 - Original Transaction Voided
 - Reloads Not Permitted
- For each error included on the report:
 - Activity Date The date when the error occurred.
 - **Error Count** The total number the errors occurred for that program ID and date.
- **Total for each program** The total number of errors for the program that were included on the report.
- **Report Totals** The total number of errors that were included on the report.

Award Account Last Use Report

This report presents counts of Accounts within an Award Program, grouped by the number of days between last use date and system date at report run time.

Selection Criteria

- Program ID The ID and Name identifying a Program for a Card Definition. All
 Programs are selected by default. Optionally, select Search to work with the list of
 eligible Programs, search based on Program Name, or remove Programs from the
 list selected for the report.
- Limit Records Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of date intervals for the entire report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Program ID The ID and Name identifying a Program for a Card Definition. Set to ALL if there was no restriction.

- Program ID The Program ID and description. For each program included on the report:
- Date Interval The range when accounts were last used. Possible ranges are Never Used, Less Than 30 Days, 31 to 60 Days, 61 to 90 Days, or Over 90 Days.
- **Number of Accounts** The total number of Award Accounts that were used during the Date Interval.
- **Award Balance** The total balance of Award Accounts that were used during the Date Interval.
- **Number of Coupons** The total number of Award Coupons that were used during the Date Interval.
- Average Coupon Value The average coupon value (Award Balance / Number of Coupons) used during the Date Interval.
- **Totals for Program** For each program and date interval included on the report, the following totals are included:
- **Number of Accounts** The total number of Award Accounts for the program, including those Never Used, included on the report.
- Award Balance The total balance of Award Accounts for the Program included on the report.
- Number of Coupons The total number of coupons for the Program included on the report.
- Average Coupon Value The average coupon value (Award Balance / Number of Coupons) for the program included on the report.
- The Report Totals information includes:
 - Number of Accounts The total number of Award Accounts included on the report.
 - Award Balance The total balance of Award Accounts included on the report.

- Number of Coupons The total number of coupons included on the report.
- Average Coupon Value The average coupon value (Award Balance / Number of Coupons) included on the report.

Award Activity by Location Report

This report presents Award activity within a Program, by Location, for a selected date range.

Selection Criteria

 Program ID / Name - The ID and Name identifying a Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.

The related Card is not indicated here, but is listed on the generated report.

- Location ID / Name The ID and Name identifying a retail Location. All Locations
 are selected by default. Optionally, select Search to work with the list of eligible
 Locations, search based on Location Name, or remove Locations from the list
 selected for the report.
- Activity Type Codes identifying types of activity for an Award Account. All activity type codes are selected by default. Optionally, select Search to work with the list of eligible Activity Type Codes, search based on Activity Type Code, or remove Activity Type Codes from the list selected for the report. Possible Activity Type Codes include:
 - Account Merge
 - Activate Card
 - Automatic Redeem
 - De-Activate Card
 - Expire Coupon
 - Inquiry
 - Issue Birthday Coupon
 - Issue Coupon
 - Issue Entitlement Coupon
 - Issue Promo Award Coupon
 - Issue Signup Coupon
 - Notify Coupon Expire
 - Redeem
 - Reset Expiration Date
 - Void
- Void Flag Optionally, select Yes or No to select award activity based on whether the activity was voided.
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:

- Yesterday
- Last Week
- Last Month
- Last Year
- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week
- This Month
- This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.
- Void Flag The void flag setting selected for the report. Set to ALL if there was no restriction.

- **Program ID** The ID and Name identifying a Program for a Card Definition. For each Program ID included on the report:
- Retail Location ID The ID of the location where the activity occurred.
- **Retail Location Name** The name of the location where the activity occurred.
- Activity Type Describes the type of activity. Possible types:
 - Account Merge
 - Activate Card
 - Automatic Redeem
 - De-Activate Card
 - Expire Coupon
 - Inquiry
 - Issue Birthday Coupon
 - Issue Coupon

- Issue Entitlement Coupon
- Issue Promo Award Coupon
- Issue Signup Coupon
- Notify Coupon Expire
- Redeem
- Reset Expiration Date
- Void
- Void Flag Set to Yes if the activity was voided; otherwise, set to No.
- **Transaction Count** The total number of transactions for the activity included on the report for the Activity Type, Program ID, and Location ID.
- Activity Amount The total amount of the activity included on the report for the Activity Type, Program ID, and Location ID. Set to 0.00 if there is no associated amount for the Activity Type, such as for a card activation.
- Average Value The average value (total Activity Amount / Transaction Count) included on the report for the Activity Type, Program ID, and Location ID.
- Totals for the Location ID:
 - Transaction Count The total number of transactions included on the report for the Program ID and Location ID.
 - Activity Amount The total amount of transactions included on the report for the Program ID and Location ID.
 - Average Value The average value (total Activity Amount / Transaction Count) included on the report for the Program ID and Location ID.
- Totals for the Program ID:
 - Transaction Count The total number of transactions included on the report for the Program ID.
 - Activity Amount The total amount of transactions included on the report for the Program ID.
 - Average Value The average value (total Activity Amount / Transaction Count) included on the report for the Program ID.
- Report Totals:
 - Transaction Count The total number of transactions included on the report.
 - Activity Amount The total amount of transactions included on the report.
 - Average Value The average value (total Activity Amount / Transaction Count) included on the report.

Award Activity by Program Report

This report presents a summary of Account activities, listed by type, for each Program.

Selection Criteria

 Program ID / Name - The ID and Name identifying a Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.

- Activity Type Codes identifying types of activity for an award account. All activity type codes are selected by default. Optionally, select Search to work with the list of eligible Activity Type Codes, search based on Activity Type Code, or remove Activity Type Codes from the list selected for the report. Possible Activity Type Codes include:
 - Account Merge
 - Activate Card
 - Automatic Redeem
 - De-Activate Card
 - Expire Coupon
 - Inquiry
 - Issue Birthday Coupon
 - Issue Coupon
 - Issue Entitlement Coupon
 - Issue Promo Award Coupon
 - Issue Signup Coupon
 - Notify Coupon Expire
 - Redeem
 - Reset Expiration Date
 - Void
- **Void** Optionally, select Yes or No to select award activity based on whether the activity was voided.
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to
 include on the report. This limit applies to the total number of activity records for
 the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- **The Activity Type Codes** selected when generating the report. Set to ALL if there was no restriction.
- **Program ID** The ID and Name identifying a Program selected when generating the report. Set to ALL if there was no restriction.
- Void Flag The void flag setting selected for the report. Set to ALL if there was no restriction.

- Program ID The ID and Name identifying a Program for a Card Definition. For each Program ID included on the report:
- Activity Type Describes the type of activity. Possible types:
 - Account Merge
 - Activate Card
 - Automatic Redeem
 - De-Activate Card
 - Expire Coupon
 - Inquiry
 - Issue Birthday Coupon
 - Issue Coupon
 - Issue Entitlement Coupon
 - Issue Promo Award Coupon
 - Issue Signup Coupon
 - Notify Coupon Expire
 - Redeem
 - Reset Expiration Date
 - Void
- Void Flag Set to Yes if the activity was voided; otherwise, set to No.
- **Transaction Count** The total number of transactions for the activity included on the report for the Activity Type and Program ID.

- Activity Amount The total amount of the activity included on the report for the Activity Type and Program ID. Set to 0.00 if there is no associated amount for the Activity Type, such as for a card activation or expiration.
- Average Value The average value (total Activity Amount / Transaction Count) included on the report for the Activity Type and Program ID.
- Totals for the Program ID:
 - **Transaction Count** The total number of transactions included on the report for the Program ID.
 - Activity Amount The total amount of transactions included on the report for the Program ID.
 - Average Value The average value (total Activity Amount / Transaction Count) included on the report for the Program ID.
- Report Totals:
 - **Transaction Count** The total number of transactions included on the report.
 - Activity Amount The total amount of transactions included on the report.
 - Average Value The average value (total Activity Amount / Transaction Count) included on the report.

Award Entitlement Expiration Report

This report presents a listing of the expiration dates of issued Entitlement Coupons, providing information on how many are due to expire or have expired.

Selection Criteria

- Program ID / Name The ID and Name identifying a Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.
- Include Expired Coupons? Optionally, select Yes or No to select Entitlement Coupons based on whether the coupons have already expired.
- **Row Limit** Optionally, use this field to specify the maximum number of Entitlement Coupons to include on the report.

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Include Expired Coupons The expiration setting selected for the report. Set to ALL if there was no restriction based on whether the coupons have already expired.
- **Program ID** The ID and Name identifying a Program selected when generating the report. Set to ALL if there was no restriction.

- Offer ID The ID identifying a Offer.
- Offer Name The name of a Offer. For each Offer included on the report:

- Offer Typecode Describes the type of Offer. Possible types:
 - Buy X Get Set
 - Buy X Get X
 - Buy X Get Y
 - Fixed Quantity/Price
 - Gift with Purchase
 - Item Price Override
 - Kit
 - Line Item Discount
 - Nth Item Discount
 - Transaction Discount
 - Tiered Discount
- **Expiry Date** The date when the Offer expires.
- **Coupon Count** The total number of Coupons for the Offer with the same Expiry Date.
- Totals for the Offer ID:
 - Coupon Count The total number of Coupons for the Offer.
- Report Totals:
 - Coupon Count The total number of Coupons included on the report.

Award Entitlement Redemption (Trend) Report

This report presents a count of redeemed Entitlement Coupons for each Entitlement Offer.

The report begins with a series of charts illustrating entitlement redemption activity.

Note: The charts on this report are useful only if you restrict the selection criteria to a single Offer, so you can identify the total dates and activities for the Offer. Otherwise, it might be difficult to determine the different totals for the same dates but for different Offers.

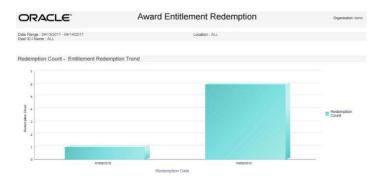
- Offer ID / Name The ID and Name identifying an Offer. All Offers are selected by default. Optionally, select Search to work with the list of eligible Deals, search based on Offer Name, or remove Offers from the list selected for the report.
- Location ID / Name The ID and Name identifying a retail Location. All Locations
 are selected by default. Optionally, select Search to work with the list of eligible
 Locations, search based on Location Name, or remove Locations from the list
 selected for the report.
- Activity Time Period This criterion is not implemented for this report. All
 redemptions for the selected Offer and/or Location are eligible for inclusion,
 regardless of activity date.

- Activity Start Date This criterion is not implemented for this report.
- Activity End Date This criterion is not implemented for this report.
- Row Limit Optionally, use this field to specify the maximum number of Offers with redemptions to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

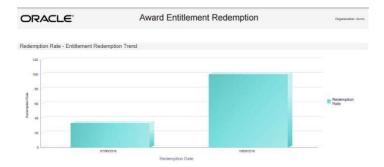
 Entitlement Redemption Count Chart - Displays the total redemption counts for each date.

Figure 12–8 Award Entitlement Redemption Report - Entitlement Redemption Count Chart



 Entitlement Redemption Percentage Trend Chart - Displays the percentage of the Offer redeemed for each date.

Figure 12–9 Award Entitlement Redemption Report - Entitlement Redemption Percentage Rate Chart



 Entitlement Redemption Redeemed Value Trend Chart - Displays the total redeemed value for the Offer for each date.

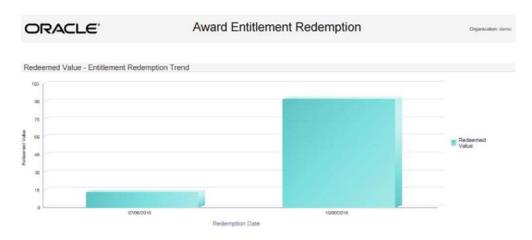
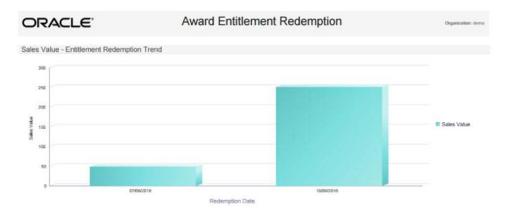


Figure 12–10 Award Entitlement Redemption Report - Entitlement Redemption Redeemed Value Chart

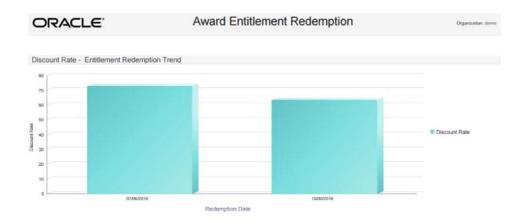
• Entitlement Redemption Sales Value Trend Chart - Displays the total sales value for the Offer for each date.





• Entitlement Redemption Discount Rate Trend Chart - Displays the discount percentage for the Offer for each date.

Figure 12–12 Award Entitlement Redemption Report - Entitlement Redemption Discount Rate Chart Report Contents



The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected for the report; however, the redemptions included on the report are not restricted by date range.
- Location The ID of the Locations selected when generating the report. Set to ALL if there was no restriction.
- Offer ID The ID of the Offers selected when generating the report. Set to ALL if there was no restriction.

The Report Contents detail information includes:

- Offer ID The ID identifying an Offer.
- Offer Name The name of a Offer. For each Offer included on the report:

Offer Type - Describes the type of Offer. Possible types:

- Buy X Get Set
- Buy X Get X
- Buy X Get Y
- Fixed Quantity/Price
- Gift with Purchase
- Item Price Override
- Kit
- Line Item Discount
- Nth Item Discount
- Transaction Discount
- Tiered Discount
- **Status** Indicates if the Offer is currently Active or Inactive.
- **Redemption Rate** The Redemption Count / the Issue Count for the Offer on the date, presented as a percentage.

- **Discount Rate** The average discount applied for the Offer on the date, presented as a percentage.
- **Redeemed Value** The total value of the redemptions for the Offer on the date.
- **Sales Value** The total value of all sales for the date.
- Issue Count The number of times the Offer was issued for the date.
- **Redemption Count** The number of times the Offer was redeemed for the date.
- Totals for the Offer Type:
 - **Redemption Rate** The Redemption Count / the Issue Count for the Offer and Offer Type, presented as a percentage.
 - **Discount Rate** The average discount applied for the Offer and Offer Type, presented as a percentage.
 - Redeemed Value The total value of the redemptions for the Offer and Offer Type.
 - Sales Value The total value of all sales for the Offer and Offer Type.
 - Issue Count The number of times the Offer and Offer Type was issued.
 - **Redemption Count** The number of times the Offer and Offer Type was redeemed.
- Totals for the Offer:
 - Redemption Rate The Redemption Count / the Issue Count for the Offer, presented as a percentage.
 - **Discount Rate** The average discount applied for the Offer, presented as a percentage.
 - **Redeemed Value** The total value of the redemptions for the Offer.
 - **Sales Value** The total value of all sales for the Offer.
 - **Issue Count** The number of times the Offer was issued.
 - **Redemption Count** The number of times the Offer was redeemed.
- Report Totals:
 - **Redemption Rate** The Redemption Count / the Issue Count included on the report, presented as a percentage.
 - Discount Rate The average discount applied for data included on the report, presented as a percentage.
 - Redeemed Value The total value of the redemptions included on the report.
 - Sales Value The total value of all sales included on the report.
 - **Issue Count** The number of times the Offers included on the report were issued.
 - **Redemption Count** The number of times the Offers included on the report were redeemed.

Award Entitlement Summary Report

This report displays the number of Issued Coupons for each Offer within an Entitlement program.

Selection Criteria

- Activity Time Period Optionally, select a time period to include Award Entitlement Programs from this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- **Row Limit** Optionally, use this field to specify the maximum number of Award Entitlement Programs to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report. Detail Information:
- **Program ID** The ID and Name identifying an Award Entitlement Program for a Card Definition.
- For each Program ID included on the report:
- **Offer ID** The ID identifying an Offer.
- Offer Name The name of an Offer. For each Offer included on the report:
- Offer Typecode Describes the type of Offer. Possible types:
 - Buy X Get Set
 - Buy X Get X
 - Buy X Get Y

- Fixed Quantity/Price
- Gift with Purchase
- Item Price Override
- Kit
- Line Item Discount
- Nth Item Discount
- Transaction Discount
- Tiered Discount
- Status Indicates whether the Offer is currently Active.
- Issue Count The total number of transactions where the award was issued.
- Totals for Program ID: The total number of Issues for the Program.
- **Report Totals:** The total number of Issues included on the report.

Award Program Balance Summary Report

This report presents summary statistics about current Account balances within each Award Program.

Selection Criterion:

 Program ID / Name - The ID and Name identifying a Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.

Click **Apply** to apply the selected criterion and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- **Programs** The ID and Name identifying the Programs selected when generating the report. Set to ALL if there was no restriction.

- Program ID The ID identifying an Award Program for a Card Definition.
- **Program Name** The Name identifying the Program. For each Program ID included on the report:
- Balance Range The accounts are broken out into three brackets based on their current values:
 - Balance = 0
 - Between 1 and \$50
 - Greater than 50
- **Number of Accounts** The total number of accounts for the Program in each balance range.
- **Total Balance** The total current value of the accounts for the Program in each balance range.

 Average Balance - The average balance for the accounts for the Program in each balance range: the Total Balance / Number of Accounts. Set to 0.00 if the balance range is 0.

The Program Totals for each Program included on the report:

- Number of Accounts The total number of accounts for the Program.
- **Total Balance** The total current value of the accounts for the Program.
- Average Balance The average balance for the accounts for the Program: the Total Balance / Number of Accounts.

Report Totals:

- Number of Accounts The total number of accounts for the Programs included on the report.
- **Total Balance** The total current value of the accounts for the Programs included on the report.
- Average Balance The average balance for the accounts for the Programs included on the report: the Total Balance / Number of Accounts.

Award Program Definition Report

This report presents details about each Award Program definition.

Selection Criteria

- Program ID / Name The ID and Name identifying a Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.
- Activity Time Period Optionally, select a time period to include Programs active during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

• Activity Start Date - The first date to include on the report. Defaults to the previous date (yesterday).

- Activity End Date The last date to include on the report. Defaults to the current date (today).
- **Row Limit** Optionally, use this field to specify the maximum number of Programs to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Programs The ID and Name identifying the Programs selected when generating the report. Set to ALL if there was no restriction.

The Report Contents detail information includes:

- **Program ID** The ID and Name identifying a Program for a Card Definition.
- **Program Description** The Description of the program.
- Start Date The start date for the card series.
- End Date The End Date defined for the program.
- **Program Currency Type** The code identifying the currency for the card.
- Initial Balance The Initial Account Balance defined for the award program for the card.
- Card Required Set to Yes if Card required was selected for the program; otherwise, set to No.
- Active Flag Set to Yes if the program is currently active; otherwise, set to No.
- Allow Foreign Currency Set to Yes if Allow Foreign Currency was selected for the program; otherwise, set to No.
- Allow Reload Set to Yes if Allow Reloads is selected for the program; otherwise, set to No.
- Account Expire Set to 1 if Account Level Expiration is set to Yes for the program; otherwise, set to 0.
- No. of Periods The number of periods, such as months, before the accounts expire.
- Award Expiration Indicates the criteria, such as Rolling, for expiring the awards for the program; otherwise, set to None.
- No of Periods The number of periods, such as months, before the awards expire.
- **Create Date** The date when the program was created.
- **Create User** The user ID of the person who created the program.
- Update Date The most recent date when the program was updated.
- **Update User** The user ID of the person who most recently updated the program.

Award Redemption Rate Report

This report presents information about the number of Award certificates issued & redeemed for each Card Prefix and Card Series by Program.

- Program ID / Name The ID and Name identifying an Award Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of individual card series for the entire report.

Click **Apply** to apply the selected criterion and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Program ID** The ID and Name identifying the Programs selected when generating the report. Set to ALL if there was no restriction.

The Report Contents detail information includes:

- **Program ID** The ID identifying a Program for a Card Definition.
- **Program Name** The Name identifying the Program. For each Program ID included on the report:
- **Card Prefix** The five-digit prefix defined for the prefix identifying a card type.
- **Card Series Sequence** The two-digit number identifying a series number for the Card Prefix. For each Card Series:
 - **Card Display Name** The name defined for the Card Definition.
 - Redemption Rate The total redemption rate for the Card Series, calculated as Total Redeemed Value / Total Issued Value. For example, if the Total Redeemed Value is 1000, and the Total Issued Value is 3430, the Redemption rate is .29 (1000/3430).
 - **Total Certificates Issued** The total count of certificates issued for the Card Series.
 - **Total Issued Value** The total value of the certificates issued for the Card Series.
 - Total Redeemed Value The total value of certificates redeemed for the Card Series

The totals for each Card Prefix:

- Total Certificates Issued The total count of certificates issued for the Card Prefix.
- Total Issued Value The total value of the certificates issued for the Card Prefix.
- **Total Redeemed Value** The total value of certificates redeemed for the Card Prefix. The totals for each Program:
- **Total Certificates Issued** The total count of certificates issued for the Program.
- Total Issued Value The total value of the certificates issued for the Program.
- **Total Redeemed Value** The total value of certificates redeemed for the Program. Report Totals:
- Total Certificates Issued The total count of certificates included on the report.

- **Total Issued Value** The total value of the issued certificates included on the report.
- Total Redeemed Value The total value of redeemed certificates included on the report.

Campaign Management Reports

The Campaign Management Reports include:

- Promotion Response by Category Report
- Promotion Response by Date Report
- Promotion Response by Deal Report
- Promotion Response by Location Report
- Promotion Response by Target Report
- Promotion Response Detail Report
- Promotion Target Details Report
- Promotion Target List Report
- Promotion Target Segment List Report

Promotion Response by Category Report

This report presents the event response, by Product Hierarchy, for the selected Promotion events, including items purchased. Only promotions that have had response are included.

- Campaign ID / Name The ID and Name identifying a Campaign. All Campaigns are selected by default. Optionally, select Search to work with the list of eligible Campaigns, search based on Campaign Name, or remove Campaigns from the list selected for the report.
- Promotion ID / Name The ID and Name identifying a Promotion. All Promotions are selected by default. Optionally, select Search to work with the list of eligible Promotions, search based on Promotion Name, or remove Promotions from the list selected for the report.
- Promotion Time Period Optionally, select a time period to include Promotions that have Start Dates during this period on the report rather than entering a Promotion Start Date or Promotion End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week

- This Month
- This Year

Note: If you select a Promotion Time Period, the Promotion Start Date is ignored.

- Promotion Start Date The first Start Date to include on the report. Defaults to the previous date (yesterday).
- Promotion End Date The last date to include on the report. Defaults to the current date (today). This criterion is not currently used.
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of individual Items for the entire report. If you specify a Row Limit, any promotions that do not specify items are not included.

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- **Campaign ID** The Campaign IDs selected when generating the report, or set to ALL if there was no restriction.
- **Program ID** The program IDs selected when generating the report, or set to ALL if there was no restriction.

The Report Contents detail information includes:

- **Campaign** The unique number identifying the Campaign.
 - **Promotion ID** Name Type For each Offer for the Promotion included on the report:
 - -Promotion ID The unique number identifying the Promotion.

-Name - The name describing the Promotion.

—Type - Possible Promotion Types are Coupon, Product, Message, and Award.

- Item Dept ID Name The unique number identifying and name describing the item department, if any; otherwise, set to N/A N/A.
- Item Sub Dept ID Name The unique number identifying and name describing the item subdepartment, if any; otherwise, set to N/A - N/A.
- Item Class ID Name The unique number identifying and name describing the item class, if any; otherwise, set to N/A N/A.
- Item Style ID The unique number identifying the item style, if any; otherwise, set to N/A.
- Start Date and End Date The Start Date and End Date specified for the Promotion.

- **Purchase Quantity** The total number of units purchased through the Promotion.
- **Purchase Total** The total revenue (Direct + Indirect) received from the Promotion Target.
- **Customers Responded** The total number of customers who redeemed a coupon for the Promotion.
- Average Spent The Customers Responded / the Purchase Quantity.
- Totals for Promotion:
 - **Purchase Quantity** The total number of units purchased through the Promotion.
 - **Purchase Total** The total revenue (Direct + Indirect) received from the Promotion Target.
 - **Customers Responded** The total number of customers who redeemed a coupon for the Promotion.
 - Average Spent The Customers Responded / the Purchase Quantity for the Promotion.
- Totals for Campaign:
 - **Purchase Quantity** The total number of units purchased through the Campaign.
 - Purchase Total The total revenue (Direct + Indirect) received from the Campaign.
 - **Customers Responded** The total number of customers who redeemed a coupon for the Campaign.
 - Average Spent The Customers Responded / the Purchase Quantity for the Campaign.
- Report Totals:
 - **Purchase Quantity** The total number of units purchased through all Campaigns on the report.
 - Purchase Total The total revenue (Direct + Indirect) received from all Campaigns on the report.
 - **Customers Responded** The total number of customers who redeemed a coupon for all Campaigns on the report.
 - Average Spent The Customers Responded / the Purchase Quantity for all Campaigns on the report.

Promotion Response by Date Report

This report summarizes the value of the response, by business date, to the selected Promotion events. Only promotions that have had responses are included.

Selection Criteria

 Campaign ID / Name - The ID and Name identifying a Campaign. All Campaigns are selected by default. Optionally, select Search to work with the list of eligible Campaigns, search based on Campaign Name, or remove Campaigns from the list selected for the report. If you select a Campaign, one or more Promotions may be selected automatically. If needed, set any remaining criteria to All to avoid restricting the report results to Promotion responses that match the automatically selected criteria.

- Promotion ID / Name The ID and Name identifying a Promotion. All
 Promotions are selected by default. Optionally, select Search to work with the list
 of eligible Promotions, search based on Promotion Name, or remove Promotions
 from the list selected for the report.
- Promotion Time Period Optionally, select a time period to include Promotions that have Start Dates during this period on the report rather than entering a Promotion Start Date or Promotion End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Promotion Time Period, the Promotion Start Date is ignored.

- Promotion Start Date The first Start Date to include on the report. Defaults to the previous date (yesterday).
- **Promotion End Date** The last date to include on the report. Defaults to the current date (today). This criterion is not currently used.
- Row Limit Optionally, use this field to specify the maximum number of Promotion Type rows to include on the report.

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- **Campaign ID** The Campaign IDs selected when generating the report, or set to ALL if there was no restriction.
- **Program ID** The program IDs selected when generating the report, or set to ALL if there was no restriction.

- **Campaign** The unique number identifying the Campaign, and the name of the Campaign.
- For each Promotion included for the Campaign:
 - **Promo ID** Name The unique number identifying the Promotion, and the name describing the Promotion.
 - **Promo Type** Possible types are Award, Coupon, Message, and Product.
 - Start Date, End Date, and Business Date The Promotion's Start Date, End Date, and the first Business Date when a redemption occurred.
 - Gross Margin (%) Gross Profit / Revenue.
 - Number of Responders The total number of customers who responded to the Promotion.
 - **Trans Total** The Total Revenue (Direct + Indirect) received from the Target for the Promotion.
 - **Direct Revenue** The total extended selling price of all line items sold for the Target that were associated with the Promotion.
 - Markdown Total The total value of markdowns applied to Indirect line items.
 - **Indirect Revenue** The total extended selling price of all line items that were not associated with the Promotion, but included in the transactions.
 - Cost of Goods Sold Total cost of goods sold to the Target for all line items, whether included in Direct or Indirect Revenue. Based on the item's Unit Cost.
 - Gross Profit Total Revenue Cost Of Goods Sold.
- Totals for Promotion by Business Date:
 - Number of Responders The total number of customers who redeemed a coupon for the Promotion on the Business Date.
 - Trans Total The Total Revenue (Direct + Indirect) received from the Target for the Promotion on the Business Date.
 - Direct Revenue The total extended selling price of all line items sold on the Business Date for the Target that were associated with the Promotion.
 - Markdown Total The total value of markdowns applied to Indirect line items.
 - **Indirect Revenue** The total extended selling price of all line items that were not associated with the Promotion, but were included in the transactions.
 - Cost of Goods Sold Total cost of goods sold to the Target for all line items, whether included in Direct or Indirect Revenue. Based on the item's Unit Cost.
 - Gross Profit Total Revenue Cost Of Goods Sold.
- Totals for Campaign:
 - Number of Responders The total number of customers who redeemed a coupon for the Campaign.
 - Trans Total Total Revenue (Direct + Indirect) received from the Target for the Campaign.
 - **Direct Revenue** The total extended selling price of all line items sold for the Target that were associated with the Campaign.

- **Markdown Total** The total value of markdowns applied to Indirect line items.
- **Indirect Revenue** The total extended selling price of all line items that were not associated with the Campaign.
- **Cost of Goods Sold** Total cost of goods sold to the Target for all line items, whether included in Direct or Indirect Revenue.
- **Gross Profit** Total Revenue Cost Of Goods Sold.
- Report Totals:
 - **Number of Responders** The total number of customers who redeemed a coupon for a Promotion included on the report.
 - **Trans Total** The Total Revenue (Direct + Indirect) received from the Target for a Promotion included on the report.
 - **Direct Revenue** The total extended selling price of all line items sold for the Target that were associated with a Promotion included on the report.
 - Markdown Total The total value of markdowns applied to Indirect line items.
 - Indirect Revenue The total extended selling price of all line items that were not associated with a Promotion included on the report, but were included in the transactions.
 - Cost of Goods Sold Total cost of goods sold to the Target for all line items, whether included in Direct or Indirect Revenue. Based on the item's Unit Cost.
 - **Gross Profit** Total Revenue Cost Of Goods Sold.

Promotion Response by Deal Report

This report summarizes the value of the response, by Offer, to the selected Promotion events. Only promotions that have had responses are included.

Selection Criteria

- **Campaign ID / Name** The ID and Name identifying a Campaign. All Campaigns are selected by default. Optionally, select Search to work with the list of eligible Campaigns, search based on Campaign Name, or remove Campaigns from the list selected for the report.
- If you select a Campaign, one or more Promotions and Offers may be selected automatically. If needed, set any remaining criteria to All to avoid restricting the report results to Promotion responses that match the automatically selected criteria.
- Promotion ID / Name The ID and Name identifying a Promotion. All Promotions are selected by default. Optionally, select Search to work with the list of eligible Promotions, search based on Promotion Name, or remove Promotions from the list selected for the report.
- Offer ID / Name The ID and Name identifying an Offer. All Offers are selected by default. Optionally, select Search to work with the list of eligible Offers, search based on Offer Name, or remove Offers from the list selected for the report.
- Promotion Time Period Optionally, select a time period to include Promotions that have Start Dates during this period on the report rather than entering a Promotion Start Date or Promotion End Date. Set to None by default. Available time periods are:

- Yesterday
- Last Week
- Last Month
- Last Year
- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week
- This Month
- This Year

Note: If you select a Promotion Time Period, the Promotion Start Date is ignored.

- Promotion Start Date The first Start Date to include on the report. Defaults to the previous date (yesterday).
- Promotion End Date The last date to include on the report. Defaults to the current date (today). This criterion is not currently used.
- Row Limit Optionally, use this field to specify the maximum number of Offers to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Date Range The date range selected when generating the report.
- Campaign ID The Campaign IDs selected when generating the report, or set to ALL if there was no restriction.
- Program ID The program IDs selected when generating the report, or set to ALL if there was no restriction.
- Offer Name The Offers selected when generating the report, or set to ALL if there was no restriction.

- Campaign The unique number identifying the Campaign, and the name describing the Campaign.
- Promo ID Name The unique number identifying the Promotion, and the name describing the Promotion.
- For each Offer included for a Promotion:
 - Start Date and End Date The Start Date and End Date for the Promotion.
 - Target Name The name describing the Target. Unidentified is displayed as the Target Name for customers who responded to the Promotion, but do not exist in Oracle Retail Customer Engagement Cloud Services.

- **Coupon Code** The related Coupon Code.
- Offer ID Name The unique numeric identifier for the Offer and the name describing the Offer.
- Offer Type Possible Offer types include:
 - —Transaction Discount
 - -Line Item Discount
 - -Fixed Quantity/Price
 - -Gift with Purchase
 - —Buy X Get X
 - -Buy X Get Y
 - -Tiered Discount
 - -Item Price Override
 - -Buy X Get Set
 - -Nth Item Discount
- **Customers Responded** The total number of customers who responded to the Offer.
- Transaction Count The total number of transactions using the Offer.
- **Direct Revenue** The total extended selling price of all line items sold for the Target that were associated with the Promotion and Offer.
- Total Discount Total amount of the discounts given through the Offer.
- Average Spent Direct Revenue / Customers Responded.
- Average Discount Total Discount / Customers Responded.
- Average Trans Direct Revenue / Transaction Count.
- Totals for Promotion:
 - **Customers Responded** The total number of customers who responded to the Promotion.
 - Transaction Count The total number of transactions using the Promotion.
 - **Direct Revenue** The total extended selling price of all line items sold for the Target that were associated with the Promotion.
 - **Total Discount** Total amount of the discounts given through the Promotion.
 - Average Spent Direct Revenue / Customers Responded.
 - Average Discount Total Discount / Customers Responded.
 - Average Trans Direct Revenue / Transaction Count.
- Totals for Campaign:
 - **Customers Responded** The total number of customers who responded to the Campaign.
 - **Transaction Count** The total number of transactions using the Campaign.
 - **Direct Revenue** The total extended selling price of all line items sold for the Target that were associated with the Campaign.

- Total Discount Total amount of the discounts given through the Campaign.
- Average Spent Direct Revenue / Customers Responded.
- Average Discount Total Discount / Customers Responded.
- Average Trans Direct Revenue / Transaction Count.
- Report Totals:
 - **Customers Responded** The total number of customers who responded to a Promotion included on the report.
 - **Transaction Count** The total number of transactions using a Promotion included on the report.
 - **Direct Revenue** The total extended selling price of all line items sold for the Target that were associated with a Promotion included on the report.
 - **Total Discount** Total amount of the discounts given through a Promotion included on the report.
 - Average Spent Direct Revenue / Customers Responded.
 - Average Discount Total Discount / Customers Responded.
 - Average Trans Direct Revenue / Transaction Count.

Promotion Response by Location Report

This report summarizes the value of the response, by Location, to the selected Promotion events.

Selection Criteria

 Campaign ID / Name - The ID and Name identifying a Campaign. All Campaigns are selected by default. Optionally, select Search to work with the list of eligible Campaigns, search based on Campaign Name, or remove Campaigns from the list selected for the report.

If you select a Campaign, one or more Promotions may be selected automatically. If needed, set any remaining criteria to All to avoid restricting the report results to Promotion responses that match the automatically selected criteria.

- Promotion ID / Name The ID and Name identifying a Promotion. All Promotions are selected by default. Optionally, select Search to work with the list of eligible Promotions, search based on Promotion Name, or remove Promotions from the list selected for the report.
- Location ID / Name The ID and Name identifying a Location. All Locations are selected by default. Optionally, select Search to work with the list of eligible Locations, search based on Location Name, or remove Locations from the list selected for the report.
- **Promotion Time Period** Optionally, select a time period to include Promotions that have Start Dates during this period on the report rather than entering a Promotion Start Date or Promotion End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year

- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week
- This Month
- This Year

Note: If you select a Promotion Time Period, the Promotion Start Date is ignored.

- Promotion Start Date The first Start Date to include on the report. Defaults to the previous date (yesterday).
- **Promotion End Date** The last date to include on the report. Defaults to the current date (today). This criterion is not currently used.
- **Row Limit** Optionally, use this field to specify the maximum number of promotion/ location combinations to include on the report.

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Date Range The date range selected when generating the report.
- **Campaign ID** The Campaign IDs selected when generating the report, or set to ALL if there was no restriction.
- **Program ID** The program IDs selected when generating the report, or set to ALL if there was no restriction.
- Location ID The locations selected when generating the report, or set to ALL if there was no restriction.

- Campaign The unique number identifying the Campaign, and the name of the Campaign.
- **Promo ID** Name The unique number identifying the Promotion, and the name describing the Promotion.
- Promo Type Possible types are Award, Coupon, and Product.
- Loc ID Name The unique number identifying the Location, and the name describing the Location.
- **Start Date -** Start Date for the Promotion.
- End Date End Date for the Promotion.
- **Gross Margin (%)** Gross Profit / Revenue for the Promotion in the Location.
- **Customers Responded** The total number of customers who responded to the Promotion at the Location.
- **Trans Count** The total number of transactions for the Promotion at the Location.

- Trans Total The Total Revenue (Direct + Indirect) received for the Promotion at the Location.
- Direct Revenue The total extended selling price of all line items associated with the Promotion sold to the Target at the Location.
- Markdown Total The total value of markdowns applied to Indirect line items.
- **Indirect Revenue** The total extended selling price of all line items not associated with the Promotion sold to the Target at the Location.
- Cost of Goods Sold Total cost of goods sold to the Target for all line items at the Location, whether the items are included in Direct or Indirect Revenue. Based on the item's Unit Cost.
- Avg Spent Trans Total / Customers Responded for the Target at the Location.
- **Gross Profit** Trans Total Cost Of Goods Sold for the Target at the Location.
- Totals for Promotion:
 - Customers Responded The total number of customers who responded to the Promotion at all Locations.
 - **Trans Count** The total number of transactions for the Promotion at all Locations.
 - Trans Total Total Revenue (Direct + Indirect) received for the Promotion at all Locations.
 - Direct Revenue The total extended selling price of all line items associated with the Promotion sold to the Target at all Locations.
 - Markdown Total The total value of markdowns applied to Indirect line items.
 - Indirect Revenue The total extended selling price of all line items not associated with the Promotion sold to the Target at all Locations.
 - **Cost of Goods Sold** Total cost of goods sold to the Target for all line items at all Locations, whether included in Direct or Indirect Revenue.
 - Avg Spent Trans Total / Customers Responded for the Target at all Locations.
 - Gross Profit Trans Total Cost Of Goods Sold for the Target at all Locations.
- Totals for Campaign:
 - Customers Responded The total number of customers who responded to the Campaign.
 - Trans Count The total number of transactions for the Campaign.
 - Trans Total Total Revenue (Direct + Indirect) received for the Campaign.
 - Direct Revenue The total extended selling price of all line items associated with the Campaign sold to the Target at all Locations.
 - Markdown Total The total value of markdowns applied to Indirect line items.
 - Indirect Revenue The total extended selling price of all line items not associated with the Campaign sold to the Target at all Locations.
 - **Cost of Goods Sold** Total cost of goods sold to the Target for all line items at the Location, whether included in Direct or Indirect Revenue.

- **Avg Spent** Trans Total / Customers Responded for the Target of the Campaign at all Locations.
- **Gross Profit** Trans Total Cost Of Goods Sold for the Target of the Campaign at all Locations.
- Report Totals:
 - **Customers Responded** The total number of customers who responded to any of the Campaigns included on the report.
 - **Trans Count** The total number of transactions for the Campaigns included on the report.
 - **Trans Total** Total Revenue (Direct + Indirect) received for the Campaigns included on the report.
 - Direct Revenue The total extended selling price of all line items associated with a Campaign included on the report sold to the Target at all Locations included on the report.
 - Markdown Total The total value of markdowns applied to Indirect line items.
 - **Indirect Revenue** The total extended selling price of all line items not associated with the Campaign sold to the Target at all Locations.
 - **Cost of Goods Sold** Total cost of goods sold to the Target for all line items at the Location, whether included in Direct or Indirect Revenue.
 - **Avg Spent** Trans Total / Customers Responded for the Target of the Campaign at all Locations.
 - **Gross Profit** Trans Total Cost Of Goods Sold for the Target of the Campaign at all Locations.

Promotion Response by Target Report

This report includes response data, by Segment Target, for the selected Promotion events.

Selection Criteria

 Campaign ID / Name - The ID and Name identifying a Campaign. All Campaigns are selected by default. Optionally, select Search to work with the list of eligible Campaigns, search based on Campaign Name, or remove Campaigns from the list selected for the report.

If you select a Campaign, one or more Promotions may be selected automatically. If needed, set any remaining criteria to All to avoid restricting the report results to Promotion responses that match the automatically selected criteria.

- Promotion ID / Name The ID and Name identifying a Promotion. All
 Promotions are selected by default. Optionally, select Search to work with the list
 of eligible Promotions, search based on Promotion Name, or remove Promotions
 from the list selected for the report.
- Promotion Time Period Optionally, select a time period to include Promotions that have Start Dates during this period on the report rather than entering a Promotion Start Date or Promotion End Date. Set to None by default. Available time periods are:
 - Yesterday

- Last Week
- Last Month
- Last Year
- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week
- This Month
- This Year

Note: If you select a Promotion Time Period, the Promotion Start Date is ignored.

- Promotion Start Date The first Start Date to include on the report. Defaults to the previous date (yesterday).
- Promotion End Date The last date to include on the report. Defaults to the current date (today). This criterion is not currently used.
- Row Limit Optionally, use this field to specify the maximum number of targets to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Date Range The date range selected when generating the report.
- **Campaign ID** The Campaign IDs selected when generating the report, or set to ALL if there was no restriction.
- Program ID The program IDs selected when generating the report, or set to ALL if there was no restriction.

- **Campaign** The unique number identifying the Campaign, and the name of the Campaign.
- **Promo ID** Name The unique number identifying the Promotion, and the name describing the Promotion.
- Promo Type Possible types are AWARD, COUPON, MESSAGE, and PRODUCT.
- Start End Date The Start Date and End Date for the Promotion.
- **Target Name** The name describing the customers targeted.
- **Target Count** The total number of customers contacted.
- **Customers Responded** The total number of customers in the Target who responded to the Promotion.

- Transaction Count The total number of transactions for the Promotion for the Target.
- Promo Item Count The number of units sold of items that were eligible for the Promotion.
- **Revenue Total** The total extended selling price of all line items for the Target.
- Average Spent Revenue Total / Customers Responded for the Target.
- Cost of Goods Sold Total cost of goods sold to the Target for all line items at the Location, whether the items included in Direct or Indirect Revenue. Based on the Unit Cost.
- Markdown Total The total value of markdowns applied to Indirect line items.
- Totals for Promotion:
 - Target Count The total number of customers contacted for the Promotion.
 - **Customers Responded** The total number of customers in Targets who responded to the Promotion.
 - Transaction Count The total number of transactions for the Promotion.
 - **Promo Item Count** The number of units sold that were eligible for the Promotion.
 - **Revenue Total** The total extended selling price of all line items for the Targets for the Promotion.
 - Average Spent Revenue Total / Customers Responded for the Targets for the Promotion.
 - Cost of Goods Sold Total cost of goods sold to the Targets for all line items associated with the Promotion, whether the items included in Direct or Indirect Revenue. Based on the Unit Cost.
 - Markdown Total The total value of markdowns applied to Indirect line items.
- Totals for Campaign:
 - **Target Count** The total number of customers contacted for the Campaign.
 - **Customers Responded** The total number of customers in Targets who responded to the Campaign.
 - **Transaction Count** The total number of transactions for the Campaign.
 - **Promo Item Count** The number of units sold that were eligible for the Campaign.
 - **Revenue Total** The total extended selling price of all line items for the Targets for the Campaign.
 - Average Spent Revenue Total / Customers Responded for the Targets for the Campaign.
 - Cost of Goods Sold Total cost of goods sold to the Targets for all line items associated with the Campaign, whether the items included in Direct or Indirect Revenue. Based on the Unit Cost.
 - Markdown Total The total value of markdowns applied to Indirect line items.
- Report Totals:

- **Target Count** The total number of customers contacted for the Promotions included on the report.
- Customers Responded The total number of customers in Targets who responded to the Promotions included on the report.
- **Transaction Count** The total number of transactions for the Promotions included on the report.
- **Promo Item Count** The number of units sold that were eligible for the Promotions included on the report.
- **Revenue Total** The total extended selling price of all line items for the Targets for the Promotions included on the report.
- Average Spent Revenue Total / Customers Responded for the Targets for the Promotions included on the report.
- **Cost of Goods Sold** Total cost of goods sold to the Targets for all line items associated with the Promotions included on the1, whether the items included in Direct or Indirect Revenue. Based on the Unit Cost.
- Markdown Total The total value of markdowns applied to Indirect line items.

Promotion Response Detail Report

This report includes information about the Transactions created in response to Promotions.

Selection Criteria

 Campaign ID / Name - The ID and Name identifying a Campaign. All Campaigns are selected by default. Optionally, select Search to work with the list of eligible Campaigns, search based on Campaign Name, or remove Campaigns from the list selected for the report.

If you select a Campaign, one or more Promotions may be selected automatically. If needed, set any remaining criteria to All to avoid restricting the report results to Promotion responses that match the automatically selected criteria.

- Promotion ID / Name The ID and Name identifying a Promotion. All Promotions are selected by default. Optionally, select Search to work with the list of eligible Promotions, search based on Promotion Name, or remove Promotions from the list selected for the report.
- Promotion Time Period Optionally, select a time period to include Promotions that have Start Dates during this period on the report rather than entering a Promotion Start Date or Promotion End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days

- This Week
- This Month
- This Year

Note: If you select a Promotion Time Period, the Promotion Start Date is ignored.

- Promotion Start Date The first Start Date to include on the report. Defaults to the previous date (yesterday).
- Promotion End Date The last date to include on the report. Defaults to the current date (today). This criterion is not currently used.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report. Detail Information:
- **Campaign** The unique number identifying the Campaign, and the name of the Campaign.
- **Promo ID** Name The unique number identifying the Promotion, and the name describing the Promotion.
- Start Date Start Date for the Promotion.
- End Date End Date for the Promotion.
- **Promo Type** Possible types are AWARD, COUPON, MESSAGE, and PRODUCT.
- Business Date The business date when the transaction took place.
- **Retail Transaction ID** The transaction ID to reference retail location, workstation and transaction sequence number.
- **Customer ID** Unique identifier for the customer.
- Customer Name The customer's first and last name.
- **Transaction Total** The total amount of the transaction, including the extended actual prices of items, but excluding any tax.
- **Direct Revenue** The total extended selling price of all line items for the transaction that were associated with the Promotion.
- **Indirect Revenue** The total extended selling price of all line items for the transaction that were not associated with the Promotion.
- Markdown Total The total value of markdowns applied to Indirect line items for the transaction.
- Cost of Goods Sold Total cost of goods sold for all line items on the transaction, regardless of whether the items are included in Direct or Indirect Revenue. Based on Unit Cost.
- **Gross Profit** The Transaction Total Cost of Goods Sold.

- Gross Margin % The Gross Profit / Transaction Total, expressed as a percentage. For example, Gross Profit of 18.97 divided by Transaction Total of 56.93 produces a Gross Margin % of .33%.
- Totals for Promotion:
 - **Transaction Total** The total amount of the transactions for the Promotion, including the extended actual prices of items, but excluding any tax.
 - **Direct Revenue** The total extended selling price of all line items for the Transactions that were associated with the Promotion.
 - **Indirect Revenue** The total extended selling price of all line items for the transactions that were not associated with the Promotion.
 - Markdown Total The total value of markdowns applied to Indirect line items for the transactions.
 - Cost of Goods Sold Total cost of goods sold for all line items on the transactions, regardless of whether the items are included in Direct or Indirect Revenue. Based on Unit Cost.
 - **Gross Profit** The Promotion total of The Transaction Total Cost of Goods Sold.
 - Gross Margin % The Promotion total Gross Profit / Transaction Total, expressed as a percentage. For example, Gross Profit of 18.97 divided by Transaction Total of 56.93 produces a Gross Margin % of .33%.
- Totals for Campaign:
 - Transaction Total The total amount of the transactions for the Campaign, including the extended actual prices of items, but excluding any tax.
 - Direct Revenue The total extended selling price of all line items for the transactions that were associated with a Promotion for the Campaign.
 - Indirect Revenue The total extended selling price of all line items for the transactions that were not associated with a Promotion for the Campaign.
 - Markdown Total The total value of markdowns applied to Indirect line items for the transactions.
 - Cost of Goods Sold Total cost of goods sold for all line items on the transactions, regardless of whether the items are included in Direct or Indirect Revenue. Based on Unit Cost.
 - **Gross Profit** The Campaign total of The Transaction Total Cost of Goods Sold.
 - Gross Margin % The Campaign total Gross Profit / Transaction Total, expressed as a percentage. For example, Gross Profit of 18.97 divided by Transaction Total of 56.93 produces a Gross Margin % of .33%.
- Report Totals:
 - Transaction Total The total amount of the transactions included on the report, including the extended actual prices of items, but excluding any tax.
 - **Direct Revenue** The total extended selling price of all line items for the transactions associated with a Promotion included on the report.
 - **Indirect Revenue** The total extended selling price of all line items for the transactions that were not associated with a Promotion.

- **Markdown Total** The total value of markdowns applied to Indirect line items for the transaction.
- **Cost of Goods Sold** Total cost of goods sold for all line items on the transaction, regardless of whether the items are included in Direct or Indirect Revenue. Based on Unit Cost.
- **Gross Profit** The total of The Transaction Total Cost of Goods Sold that were included on the report.
- Gross Margin % The total Gross Profit / Transaction Total included on the report, expressed as a percentage. For example, Gross Profit of 18.97 divided by Transaction Total of 56.93 produces a Gross Margin % of .33%.

Promotion Target Details Report

This report displays Customer information for the segment targeted in each Promotion.

Selection Criteria

- Campaign ID / Name The ID and Name identifying a Campaign. All Campaigns are selected by default. Optionally, select Search to work with the list of eligible Campaigns, search based on Campaign Name, or remove Campaigns from the list selected for the report.
- If you select a Campaign, one or more Promotions, Targets, and Customers may be selected automatically. If needed, set any remaining criteria to All to avoid restricting the report results to data that match the automatically selected criteria.
- Promotion ID / Name The ID and Name identifying a Promotion. All Promotions are selected by default. Optionally, select Search to work with the list of eligible Promotions, search based on Promotion Name, or remove Promotions from the list selected for the report.
- Target Name The name describing the group of Customers targeted for a Promotion. All Targets associated with a selected Promotion are selected by default. Optionally, select Search to work with the list of eligible Targets, search based on Target Name, or remove Targets from the list selected for the report.
- Customer ID / Name The ID and Name identifying a Customer. All Customers
 that have been included in a selected Target are selected by default. Optionally,
 select Search to work with the list of eligible Customers, search based on Customer
 Name, or remove Customers from the list selected for the report.
- Customer Alternate Key Types The Alternate Key Types identifying a Customer in an integrated system. All Alternate Key Types are selected by default. Optionally, select Search to work with the list of eligible Alternate Key Types, search based on Alternate Key Type Name, or remove Alternate Key Types from the list selected for the report.
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. Each row includes a Customer record and unique Alternate Key Type. For example, if a customer has three Alternate Keys, the customer is included on the report in three separate rows.

Click Apply to apply the selected criteria and generate the report.

Report Contents

- **Organization** The code identifying your organization.
- Promotion ID / Name The Program IDs selected when generating the report, or set to ALL if there was no restriction.
- Campaign ID / Name The Campaign IDs selected when generating the report, or set to ALL if there was no restriction.
- Customer Alt Key Type The Customer alt key types selected when generating the report, or set to N/A if there was no restriction.
- Customer ID / Name The Customer ID / Names selected when generating the report, or set to ALL if there was no restriction.
- Target Name The Target names selected when generating the report, or set to ALL if there was no restriction.

The Report Contents detail information includes:

- Campaign The unique number identifying the Campaign, and the name of the Campaign.
- For each unique Customer/Alternate Key included on the report:
 - Promo ID Name The unique number identifying the Promotion, and the name describing the Promotion.
 - **Target Name** The name describing the customers targeted.
 - Customer ID Unique identifier for the Customer.
 - Customer Name Customer Last Name.
 - Alt Key Type Name identifying the type of Alternate Key. Typically, identifies the integrating system assigning the Alternate Key.
 - Alternate ID The unique identifier for the Customer in the integrating system.
 - Address The Customer's primary street address.
 - **City** The City for the Customer's primary address.
 - State The state or province for the Customer's primary address.
 - Postal Code The postal or ZIP code for the Customer's primary address.

This report does not include any totals.

Promotion Target List Report

This report displays information about the Segment Targets associated with the Promotions within a Campaign.

Selection Criteria

 Campaign ID / Name - The ID and Name identifying a Campaign. All Campaigns are selected by default. Optionally, select Search to work with the list of eligible Campaigns, search based on Campaign Name, or remove Campaigns from the list selected for the report.

If you select a Campaign, one or more Promotions and Targets may be selected automatically. If needed, set any remaining criteria to All to avoid restricting the report results to data that match the automatically selected criteria.

 Promotion ID / Name - The ID and Name identifying a Promotion. All Promotions are selected by default. Optionally, select Search to work with the list of eligible Promotions, search based on Promotion Name, or remove Promotions from the list selected for the report.

- Target Name The name describing the group of Customers targeted for a Promotion. All Targets are selected by default. Optionally, select Search to work with the list of eligible Targets, search based on Target Name, or remove Targets from the list selected for the report.
- Promotion Time Period Optionally, select a time period to include Promotions that have Start Dates during this period on the report rather than entering a Promotion Start Date or Promotion End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Promotion Time Period, the Promotion Start Date is ignored.

- Promotion Start Date The first Start Date to include on the report. Defaults to the previous date (yesterday).
- **Promotion End Date** The last date to include on the report. Defaults to the current date (today). This criterion is not currently used.
- **Row Limit** Optionally, use this field to specify the maximum number of targets to include on the report.

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

Organization - The code identifying your organization.

- **Date Range** The date range selected when generating the report. Detail Information:
- **Campaign** The unique number identifying the Campaign, and the name of the Campaign.
- **Promotion** The unique number identifying the Promotion, and the name describing the Promotion.
- **Start Date** The Promotion's Start Date.
- End Date The Promotion's End Date.

- For each Target included on the report:
 - Target Name The name describing the customers targeted.
 - Base Target Count The total number of customers in the Target.
 - Household Filter? Set to Yes if Customer Household Consolidation was selected for the Target in the Promotion.
 - Household Count The total number of households in the Target. May be lower than the Base Target Count if Customer Household Consolidation took place for the Target in the Promotion.
 - **Filtered?** Set to Yes if filtering took place when selecting members of the Target for the Promotion.
 - **Filtered Count** The total number of Customer records from the Target that were selected for the Promotion after filtering.
 - **Filter Type** The type of filtering applied, if any. Possible types are Top Sales and Random.
 - Control Group Count The total number of Customer records from the Target, if any, that were assigned to the Control Group for the Promotion.
 - **Control Group Type** The Control Group Type selected, if any. Possible types are Promotion Level and Target Level.
- Totals for Promotion:
 - Base Target Count The total number of customers for the Promotion.
 - Household Count The total number of households for the Promotion. May be lower than the Base Target Count if Customer Household Consolidation took place for a Target in the Promotion.
 - Filtered Count The total number of Customer records that were selected for the Promotion after filtering any of the Targets.
 - Control Group Count The total number of Customer records that were assigned to a Control Group for the Promotion.
- Totals for Campaign:
 - Base Target Count The total number of customers for the Campaign.
 - Household Count The total number of households for the Campaign. May be lower than the Base Target Count if Customer Household Consolidation took place for a Target in the Campaign.
 - **Filtered Count** The total number of Customer records that were selected for the Promotions in the Campaign after filtering any of the Targets.
 - Control Group Count The total number of Customer records that were assigned to a Control Group for the Campaign.
- Report Totals:
 - Base Target Count The total number of customers for the Targets included on the report.
 - Household Count The total number of households for the Targets included on the report. May be lower than the Base Target Count if Customer Household Consolidation took place for a Target.
 - Filtered Count The total number of Customer records that were selected for the Promotions included on the report after filtering any of the Targets.

• **Control Group Count** - The total number of Customer records that were assigned to a Control Group for a Target included on the report.

Promotion Target Segment List Report

This report presents the Target Segments associated with Promotions within a Campaign.

Selection Criteria

- Campaign ID / Name The ID and Name identifying a Campaign. All Campaigns are selected by default. Optionally, select Search to work with the list of eligible Campaigns, search based on Campaign Name, or remove Campaigns from the list selected for the report.
- If you select a Campaign, one or more Promotions may be selected automatically.
 If needed, set any remaining criteria to All to avoid restricting the report results to data that match the automatically selected criteria.
- Promotion ID / Name The ID and Name identifying a Promotion. All Promotions are selected by default. Optionally, select Search to work with the list of eligible Promotions, search based on Promotion Name, or remove Promotions from the list selected for the report.
- **Promotion Status** The Promotion status to include on the report. All statuses are selected by default. Optionally, select Search to work with the list of eligible statuses, search based on status name, or remove statuses from the list selected for the report.
- Promotion Time Period Optionally, select a time period to include Promotions that have Start Dates during this period on the report rather than entering a Promotion Start Date or Promotion End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Promotion Time Period, the Promotion Start Date is ignored.

- Promotion Start Date The first Start Date to include on the report. Defaults to the previous date (yesterday).
- **Promotion End Date** The last date to include on the report. Defaults to the current date (today). This criterion is not currently used.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report. Detail Information:
- Campaign The unique number identifying the Campaign, and the name describing the Campaign.
- **Promo ID** The unique number identifying the Promotion.
- **Promotion Name** The name describing the Promotion.
- Promotion Type The type of Promotion. Possible types are AWARD, COUPON, MESSAGE, and PRODUCT.
- **Status** The current status of the Promotion. Possible statuses are Approved, Clear, Conflict, Saved, and Terminated.
- **Start Date** The Start Date for the Promotion.
- End Date The End Date for the Promotion.
- For each Target:
 - Target Name The Name describing the Target.
 - Segment ID A unique numeric identifier for the Segment used as the Target.
 - Segment Name The Name describing the Segment used as the Target.

This report does not include any totals.

Card Management Reports

The Card Management Reports include:

- Card Batch Activation Rate Report
- Card Detail Report
- Card Series Activation Rate Report

Card Batch Activation Rate Report

This report displays the activation rate for each Batch within each Card Series on the Card Prefix.

Selection Criteria

 Card Prefix - The numeric prefix identifying a Card program. All Card Prefixes are selected by default. Optionally, select Search to work with the list of eligible Card Prefixes, search based on Card Prefix, or remove Card Prefixes from the list selected for the report.

If you select a Card Prefix, one or more Card Series Sequences may be selected automatically. If needed, set any remaining criteria to All to avoid restricting the report results to Card Series Sequences that match the automatically selected criteria.

• **Card Series Sequence** - The sequence number identifying a generated Card Series.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Card Prefix** The Card Prefixes selected when generating the report, or set to ALL if there was no restriction.
- **Card Series Sequence** The Card Series Sequence numbers selected when generating the report, or set to ALL if there was no restriction.

The Report Contents detail information includes:

- **Card Prefix** The numeric prefix identifying a Card program.
- **Card Series Sequence** The sequence number identifying a generated Card Series.
- **Card Series Description** The name describing the Card Series.
- For each Batch in the Card Series Sequence:
 - **Batch Number** Batch Name The unique number identifying a batch, and the name describing the batch.
 - Batch Size The number of Cards generated in the Batch.
 - Active Flag Always set to Yes. Batches that are not fully active are not included on the report.
 - Activation Rate The percentage of the Cards in the Batch that are currently active. For example, if the Batch includes 1000 cards, and 150 are currently active, the Activation Rate is 15%.
 - **Card Count** The number of currently active Cards in the Batch.
- Totals for Card Series The number of currently active Cards in the Series.
- Total for Card Prefix The number of currently active Cards for the Card Prefix.
- **Report Totals** The number of activated Cards for all Card Prefixes on the report.

Card Detail Report

This report presents detailed information about individual Cards defined in the system.

Selection Criteria

 Card Prefix - The numeric prefix identifying a Card program. All Card Prefixes are selected by default. Optionally, select Search to work with the list of eligible Card Prefixes, search based on Card Prefix, or remove Card Prefixes from the list selected for the report.

If you select a Card Prefix, the remaining criteria may be selected automatically. If needed, set any remaining criteria to All to avoid restricting the report results to Cards that match the automatically selected criteria.

 Card Series Sequence - The sequence number identifying a generated Card Series. All Card Series Sequences are selected by default. Optionally, select Search to work with the list of eligible Card Series Sequences, search based on Card Series Sequence, or remove Card Series Sequences from the list selected for the report.

- Batch Number The system-assigned number identifying a batch for a Card Series. All Batch Numbers are selected by default. Optionally, select Search to work with the list of eligible Batch Numbers, search based on Batch Number, or remove Batch Numbers from the list selected for the report.
- Serial Number The system-assigned number identifying a card, where the first five positions is the Card Prefix, the next two positions are the Card Series Sequence, the next three positions are the Batch Number, and the remaining positions uniquely identify the Card within the Prefix, Sequence, and Batch. All Serial Numbers are selected by default. Optionally, select Search to work with the list of eligible Serial Numbers, search based on Serial Number, or remove Serial Numbers from the list selected for the report.
- **Card Activation Time Period** Optionally, select a time period to include Cards that have been activated during this period on the report rather than entering a Card Activation Start Date or Card Activation End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Card Activation Time Period, the Card Activation Start Date is ignored.

- **Card Activation Start Date** The first Card Activation Date to include on the report. Defaults to the previous date (yesterday).
- **Card Activation End Date** The last date to include on the report. Defaults to the current date (today). This criterion is not currently used.
- **Row Limit** Optionally, use this field to specify the maximum number of batches to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.
- **Card Prefix** The Card Prefixes selected when generating the report, or set to ALL if there was no restriction.

- **Card Series Sequence** The Card Series Sequence numbers selected when generating the report, or set to ALL if there was no restriction.
- Serial Number The Serial Numbers selected when generating the report, or set to ALL if there was no restriction.
- **Batch Number** The Batch Numbers selected when generating the report, or set to ALL if there was no restriction.

The Report Contents detail information includes:

- **Card Prefix** The numeric prefix identifying a Card program.
- **Card Series Sequence** Card Name Card Series Description:
 - **Card Series Sequence** The sequence number identifying a generated Card Series.
 - Card Name The name describing the Series.
 - Card Series Description The description of the Card Series.
- Batch Number Batch Display Name The unique number identifying a batch, and the name describing the batch. The Batch Number defaults to 001, and the Batch Name defaults to [Batch-001].
- Serial Number The system-assigned number identifying a Card, where the first five positions is the Card Prefix, the next two positions is the Card Series Sequence, the next three positions is the Batch Number, and the remaining positions uniquely identify the Card within the Prefix, Sequence, and Batch.
- **Card Number** The unique card number identifying a Card.
- Active Flag Set to Yes if the Card is currently active, or set to No if the Card has been deactivated. Only Cards that have been activated are included on the report.
- Activation Date The date when the Card was first activated. If the Card has been deactivated and then reactivated, the original activation date is displayed.
- First Use Date The first date when there was any activity on the Card.
- Last Use Date The most recent date when there was any activity on the Card. There are no totals on the report.

Card Series Activation Rate Report

This report presents the activation rate for each Card Series created for each Card Type.

Selection Criteria

 Card Prefix - The numeric prefix identifying a Card program. All Card Prefixes are selected by default. Optionally, select Search to work with the list of eligible Card Prefixes, search based on Card Prefix, or remove Card Prefixes from the list selected for the report.

Click **Apply** to apply the selected criterion and generate the report.

Report Contents

- **Organization** The code identifying your organization.
- **Card Prefix** The Card Prefixes selected when generating the report, or set to ALL if there was no restriction.

The Report Contents detail information includes:

- Card Prefix The numeric prefix identifying a Card program.
- **Card Series** The sequence number identifying a generated Card Series.
- **Card Name** The name describing the Card.
- **Card Series Description** The description of the Card Series.
- Active Series Flag Always set to Yes. Series are included on the report only if at least some of the generated cards are active.
- **Number of Batches** The total number of batches generated for the Card Series that is at least partially active.
- **Total Card Count** The total number of cards generated for a Card Series that is at least partially active.
- Active Card Count The total number of currently active Cards in the Series.
- Activation Rate The percentage of Cards in the Series that are currently active: Active Card Count / Total Card Count.
- Total for Card Prefix The totals for the Card Series and Card Prefix. Repeats the Number of Batches, Total Card Count, and Active Card Count from the previous line on the report.
- Report Totals:
 - **Number of Batches** The total number of batches for all Card Prefixes included on the report.
 - Total Card Count The total number of Cards in all batches that are at least partially active for all Card Prefixes included on the report.
 - Active Card Count The total number of currently active Cards included on the report.

Customer Management Reports

The Customer Management Reports include:

- Address Summary Report
- Birthday Summary Report
- Customer Alt Key Summary Report
- Customer Associate Assignment by Associate and Role Report
- Customer Contact Email List Report
- Customer Contact Phone List Report
- Customer Purchase by Department by Year Report
- Customer Status Summary Report
- Gender Summary Report
- Location (Store) Capture Rate Report
- Postal Code Summary Report
- Social Network Summary Report
- State Summary Report

Summary Detail Report

Address Summary Report

This report presents a count of Customers by address type, grouped by whether they are primary or valid.

Selection Criteria

- Valid Flag Indicates whether an address has failed validation. Set to All by default. Optionally, select All to display options, including Yes for only Valid addresses or No for only invalid addresses to include in the totals on the report.
- Activity Start Date Select the first date to include on the report.
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of unique categories, based on combination of Address Type, Valid Address setting, and Address Status, to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Start Range The Activity Start Date selected when generating the report.
- Valid Flag Setting The selected setting of the Valid Flag: Yes, No, or ALL.

The Report Contents detail information includes:

Note: For each Address Type, Valid Address setting, and Address Status combination for which any addresses were created since the Activity Start Date.

- Address Type The user-defined address type that was created.
- Valid Address If Customer Validation is enabled, set to No for any addresses that failed validation; otherwise, set to Yes.
- Address Status Indicates if the addresses are flagged as Primary or Not Primary.
- Customer Count The total number of customer records that had an address created matching the category of Address Type, Valid Address setting, and Address Status.
- Percentage The percentage of all customer address activity on the report that is
 represented by the category of Address Type, Valid Address setting, and Address
 Status: Customer Count for the category / Customer Count for the entire report.
- Report Totals:
 - Customer Count The total number of customers who had addresses created since the Activity Start Date.
 - Percentage Set to 100%.

Birthday Summary Report

This report presents a count of Customers by birth month. Customers are included in the totals only if their birthday months are known.

Selection Criteria

- Time Period Optionally, select a time period to include Customers whose records were created during this period on the report rather than entering a Customer Sign Up Date From or Customer Sign Up Date To. Customer records created on or after this date, and on or before the Customer Sign Up Date To, are included in the totals, even if their birthdays were not specified until after this range of dates. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Time Period, the Customer Sign Up Date From and Customer Sign Up Date To criteria are ignored.

- Customer Sign Up Date From The first date to include on the report. Customer records created on or after this date, and on or before the Customer Sign Up Date To, are included in the totals, even if their birthdays were not specified until after this range of dates. Defaults to the previous date (yesterday).
- Customer Sign Up Date To The last date to include on the report. Defaults to the current date (today).
- **Row Limit** Optionally, use this field to specify the maximum number of months, starting with January, to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

- **Organization** The code identifying your organization.
- **Customer Sign Up Date Range** The date range selected when generating the report. Detail Information:
- Birth Month The month when the Customers' birthday occurs.
- **Customer Count** The total number of Customer records created during the specified date range that have birthdays during this month.

- **Percent** The percentage of all Customer records included on the report with birthdays during this month: Customer Count for the month / Customer Count for the entire report.
- Report Totals:
 - **Customer Count** The total number of Customers whose birthdays are known that are included on the report.
 - **Percentage** Set to 100%.

Customer Alt Key Summary Report

This report presents counts of Customers by Alternate Key Type. Customers are included in the counts on the report only if they are assigned Alternate Keys.

Selection Criteria

- Alt Key Type Code The code identifying an alternate key used to identify a customer in a different system. All Alt Key Type Codes are selected by default. Optionally, select Search to work with the list of eligible Alt Key Type Codes, search based on Alt Key Type Code, or remove Alt Key Type Codes from the list selected for the report.
- Time Period Optionally, select a time period to include Customers whose records were created during this period on the report rather than entering an Customer Sign Up Date From or Customer Sign Up Date To, even if their Alt Key Type Codes were not specified during this range of dates. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Time Period, the Customer Sign Up Date From and Customer Sign Up Date To criteria are ignored.

- Customer Sign Up Date From The first date to include on the report. Customer records created on or after this date, and on or before the Customer Sign Up Date To, are included in the totals, even if their Alt Key Type Codes were not specified during this range of dates. Defaults to the previous date (yesterday).
- Customer Sign Up Date To The last date to include on the report. Defaults to the current date (today).
- **Row Limit** Optionally, use this field to specify the maximum Alt Key Type Codes to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.
- Alt Key Type Code The Alt Key Type Codes specified when generating the report, or set to ALL if there was no restriction.

The Report Contents detail information includes:

- Alt Key Typecode The key identifying a Customer in another system.
- **Customer Count** The total number of Customer records created during the specified date range that have this type of Alt Key assigned.
- **Key Count** The total number of Alt Keys that are assigned to Customers created during the specified date range. This number might be higher than the Customer Count if, for example, a single Customer was assigned multiple Alt Keys for the same external system.
- Report Totals:
 - Customer Count The total number of Customer records created during the specified date range that are assigned to any type of Alt Key that are included on the report.
 - **Key Count** The total number of Alt Keys assigned to Customers that are included in the totals on the report.

Customer Associate Assignment by Associate and Role Report

This report displays contact information for Customers associated to a particular Associate Role.

Selection Criteria

- Associate The code identifying a Customer Associate. All Associates are selected by default. Optionally, select Search to work with the list of eligible Associates, search based on Associate Name, or remove Associates from the list selected for the report.
- Associate Role The code and name identifying the role that an Associate
 performs for Customers. All Associate Roles are selected by default. Optionally,
 select Search to work with the list of eligible Roles, search based on Role Name, or
 remove Roles from the list selected for the report.
- Customer ID The numeric ID uniquely identifying a customer. Optionally, enter a single Customer ID to generate the report for this Customer. Searching for a Customer here is not supported.
- Limit Records Optionally, use this field to specify the maximum number of Customer Associate assignments to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

- **Organization** The code identifying your organization. Selected search criteria are not included in the report header area. Detail Information:
- Associate The Name identifying an Associate.
- **Role** The Role in which the Associate is assigned to the Customer. If the Associate is assigned through multiple Roles, the Customer is listed additional times for the Associate under the most recently assigned Role. For example, an Associate was first assigned to the Customer as a Sales Associate, and then assigned to the same Customer as Suit Buyer. The Associate is listed on the report with a Role of Suit Buyer, with the Customer listed twice under this Role.

For each Associate and Role:

- Customer ID The unique numeric identifier for the Customer.
- First Name The Customer's first name.
- Last Name The Customer's last name.
- Address The first street address line for the Customer's primary address. All
 address information is blank if there is no primary address identified for the
 Customer.
- **City** The city for the Customer's primary address.
- **State** The state for the Customer's primary address.
- **Country** The country for the Customer's primary address.
- **Phone** The Customer's primary phone number. Blank if no primary phone number is identified for the Customer.
- **Email** The Customer's primary email address. Blank if no primary email address is identified for the Customer.

There are no totals on this report.

Customer Contact Email List Report

This report presents a listing of Customer names, addresses, and primary emails by Signup Location.

Selection Criteria

- Sign Up Location The location where the Customer was enrolled. Optionally, select Search to work with the list of eligible Locations, search based on Location Name, or remove Locations from the list selected for the report.
- **Customer ID** The numeric ID uniquely identifying a customer. Optionally, enter a single Customer ID to generate the report for this Customer. Searching for a Customer here is not supported.
- Sign Up Time Period Optionally, select a time period to include Customers
 whose records were created during this period on the report rather than entering a
 Sign Up Date From or Sign Up Date To. The dates when email addresses were
 created are not used as criteria. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year

- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week
- This Month
- This Year

Note: If you select a Time Period, the Sign Up Date From and Sign Up Date To criteria are ignored.

- Sign Up Date From The first date to include on the report. Customer records created on or after this date, and on or before the Sign Up Date To, are included in the totals, even if their primary email addresses were not created or updated during this range of dates. Defaults to the previous date (yesterday).
- **Sign Up Date To** The last date to include on the report. Defaults to the current date (today).
- Limit Records Optionally, use this field to specify the maximum number of records to include on the report. There is a separate entry on the report for each mailing address for a customer, including deleted mailing addresses, if the customer has a primary email address.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Customer Sign Up Date The date range selected for inclusion on the report.

Any additional selection criteria are not included in the report header area.

The Report Contents detail information includes:

Note: For each mailing address created for a Customer with a primary email address, including non-primary mailing addresses and deleted mailing addresses

- Sign Up Location The Location where the Customer record was created.
- Customer ID The unique numeric identifier for the Customer.
- **Customer Name** The Customer's first and last name.
- Address The Address Line 1 for the mailing address.
- City and State The city and state for the Customer's address.
- **Postal Code** The postal code for the Customer's address.
- Email Address The Customer's current primary email address. The same primary email address is listed for each mailing address listed for the Customer.
- **Total Sales Amount** The total extended amount of items and miscellaneous charges in the Customer's transaction history.

There are no totals on the report.

Customer Contact Phone List Report

This report presents a listing of Customer names, addresses, and phone numbers by Signup Location.

Selection Criteria

- Customer ID The numeric ID uniquely identifying a customer. Optionally, enter a single Customer ID to generate the report for this Customer. Searching for a Customer here is not supported.
- Sign Up Location The location where the Customer was enrolled. Optionally, select Search to work with the list of eligible Locations, search based on Location Name, or remove Locations from the list selected for the report.
- Time Period Optionally, select a time period to include Customers whose records were created during this period on the report rather than entering a Customer Sign Up Date From or Customer Sign Up Date To. The dates when phone numbers were created are not used as criteria. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Time Period, the Customer Sign Up Date From and Customer Sign Up Date To criteria are ignored.

- Customer Sign Up Date From The first date to include on the report. Customer records created on or after this date, and on or before the Sign Up Date To, are included in the report. Defaults to the previous date (yesterday).
- Customer Sign Up Date To The last date to include on the report. Defaults to the current date (today).
- Limit Records Optionally, use this field to specify the maximum number of records to include on the report. There is a separate entry on the report for each mailing address for a customer, including deleted mailing addresses, regardless of whether the customer has a phone number. If the customer does have a phone number, there is a separate entry on the report for each mailing address/phone number combination. For example, if the customer has two mailing addresses and two phone numbers, there are four entries on the report for the customer.

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range- The date range selected for inclusion on the report.
- **Customer ID** The customer ID selected for inclusion on the report; otherwise, set to ALL.
- **Sign Up Location** The Sign Up Locations selected for inclusion on the report; otherwise, set to ALL.

The Report Contents detail information includes:

Note: There is a separate entry on the report for each mailing address for a customer, including deleted mailing addresses, regardless of whether the customer has a phone number. If the customer does have a phone number, there is a separate entry on the report for each mailing address/phone number combination. For example, if the customer has two mailing addresses and two phone numbers, there are four entries on the report for the customer.

- **Sign Up Location** The Location where the Customer record was created. For each Sign Up Location:
 - Customer ID Name:
 - -Customer ID The unique numeric identifier for the Customer.
 - -Customer Name The Customer's first and last name.
 - Address The Address Line 1 for the mailing address.
 - City and State The city and state for the Customer's address.
 - **Postal Code** The postal code for the Customer's address.
 - **Phone** The phone number for the Customer.
 - **Total Sales Amount** The total extended amount of items and miscellaneous charges in the Customer's transaction history.

There are no totals on the report.

Customer Purchase by Department by Year Report

This report presents a summary of Customer purchase activity by Department and year. Customers are included on the report only if they have purchase activity.

Selection Criteria

- Customer ID The numeric ID uniquely identifying a customer. Optionally, enter a single Customer ID to generate the report for this Customer. Searching for a Customer here is not supported.
- Department ID / Name The Department associated with items purchased by Customers. Optionally, select Search to work with the list of eligible Departments, search based on Department Name, or remove Departments from the list selected for the report.

- Year The year when purchases occurred. Optionally, enter a single year to generate the report for purchases that occurred in this year. Searching for a year here is not supported.
- **Customer Sign Up Time Period** Optionally, select a time period to include Customers whose records were created during this period on the report rather than entering a Customer Sign Up Date From or Customer Sign Up Date To. Customers are included on the report only if they have purchase activity. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Time Period, the Customer Sign Up Date From and Customer Sign Up Date To criteria are ignored.

- Customer Sign Up Date From The first date to include on the report. Customer records created on or after this date, and on or before the Sign Up Date To, are included in the totals. Only Customers with purchase activity are included on the report. Defaults to the previous date (yesterday).
- Customer Sign Up Date To The last date to include on the report. Only Customers with purchase activity are included on the report. Defaults to the current date (today).
- Limit Records Optionally, use this field to specify the maximum number of records to include on the report. There is a separate entry on the report for each Customer, Department, and year. For example, if a Customer has purchases in one Department in 2016 and 2017, and purchases in a different Department in 2017, there are three rows for the Customer on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

- **Organization** The code identifying your organization.
- Date Range- The date range selected for inclusion on the report.
- **Customer ID** The customer ID specified for inclusion on the report; otherwise, set to ALL.
- **Department ID** The Department IDs specified for inclusion on the report; otherwise, set to ALL.

The Report Contents detail information includes:

- Customer The Customer ID and Name. For the Customer:
 - Item Dept ID The unique numeric identifier for a Department.
 - **Department Description** The description of the Department.
 - Year The year when the purchase activity occurred for the Customer in the Department.
 - **Total Purchase Amount** The total extended amount of items purchased in the Customer's transaction history.
- **Totals for Customer** The Total Purchase Amount for the Customer included on the report.
- **Report Totals** The Total Purchase Amount included on the report for all Customers.

Customer Status Summary Report

This report presents a summary of Customers grouped whether they are active or inactive, and identified or unidentified.

Selection Criteria

- Active Indicates whether the Customer is Active, or has been flagged as Inactive. A customer might be inactive through a customer merge, dynamic target job processing, or customer deletes. Optionally, remove one of the Active Flag settings.
- Anonymous Flag A Customer submitted by an integrating system is flagged as anonymous when there is no identifying information such as name, address, phone number, or email address. Optionally, remove one of the Anonymous Flag settings.
- Time Period Optionally, select a time period to include Customers whose records were created during this period on the report rather than entering a Customer Sign Up Date From or Customer Sign Up Date To. Customers are included on the report only if they have purchase activity. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Time Period, the Customer Sign Up Date From and Customer Sign Up Date To criteria are ignored.

- Customer Sign Up Date From The first date to include on the report. Customer records created on or after this date, and on or before the Sign Up Date To, are included in the totals. Only Customers with purchase activity are included on the report. Defaults to the previous date (yesterday).
- Customer Sign Up Date To The last date to include on the report. Only Customers with purchase activity are included on the report. Defaults to the current date (today).
- Limit Records Optionally, use this field to specify the maximum number of records to include on the report. There is a separate entry on the report for each combination of Active flag setting / Customer Status setting.

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected for inclusion on the report.

The Report Contents detail information includes:

- Active Set to Yes if the totals are for active Customers, or set to No if the totals are for inactive Customers. A Customer might be flagged as inactive through a customer merge, dynamic target job processing, or customer deletes.
- Customer Status Possible settings:

Identified - The Customer's identity is known.

Unidentified - The Customer is anonymous. A Customer submitted by an integrating system is flagged as anonymous when there is no identifying information such as name, address, phone number, or email address.

- **Customer Count** The total number of Customer records included on the report with the same Active flag and Status settings.
- **Percent** The percentage of the Customers included in the totals on the report represented by the Customer Count for this Status and Active flag.
- Status Totals:
 - **Customer Count** The total number of Customer records included on the report with the same Status.
 - **Percent** The percentage of the Customers included in the totals on the report represented by the Customer Count for this Status.
- Report Totals
 - **Customer Count** The total number of Customers included in the totals on the report.
 - **Percent** Set to 100.00%.

Gender Summary Report

This report presents a summary of Customers grouped by gender.

Selection Criteria

- **Customer Sign Up Date From** The first date to include on the report. Customer records created on or after this date, and on or before the Customer Sign Up Date To, are included in the totals.
- Customer Sign Up Date To The last date to include on the report. Defaults to the current date (today).
- **Row Limit** Optionally, use this field to specify the maximum number of gender categories to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected for inclusion on the report.

The Report Contents detail information includes:

- **Gender** The gender identified for a Customer. N/A indicates that no gender was identified.
- **Gender Percentage** The percentage of all Customer records, regardless of when they were created, that have been identified as this gender.
- Customer Count The total number of Customer records identified as this gender created within the date range selected for the report, even if their gender was identified after this date range.
- **Report Totals** The total number of Customers included in the report.

Location (Store) Capture Rate Report

This report presents a count of Customers, by Anonymous Flag, for each Sign Up Location. A Customer submitted by an integrating system is flagged as anonymous when there is no identifying information such as name, address, phone number, or email address.

Selection Criteria

- Location ID / Name The location where the Customer was enrolled. Optionally, select Search to work with the list of eligible Locations, search based on Location Name, or remove Locations from the list selected for the report.
- Customer Sign Up Time Period Optionally, select a time period to include Customers whose records were created during this period on the report rather than entering a Customer Sign Up Date From or Customer Sign Up Date To. Only Customers with purchase activity are included on the report. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days

- This Week
- This Month
- This Year

Note: If you select a Time Period, the Customer Sign Up Date From and Customer Sign Up Date To criteria are ignored.

- Customer Sign Up Date From The first date to include on the report. Customer records created on or after this date, and on or before the Customer Sign Up Date To, are included in the totals.
- Customer Sign Up Date To The last date to include on the report. Defaults to the current date (today).
- **Row Limit** Optionally, use this field to specify the maximum number of rows to include on the report. Each Location/Anonymous Status counts as a row.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range- The date range selected for inclusion on the report.
- Location ID The Location IDs selected for inclusion on the report; otherwise, set to ALL.

The Report Contents detail information includes:

- **Sign Up Store** The numeric code identifying the Location that originated Customers.
- **Store Name** The name describing the Location.
- Anonymous Status Set to No for the total number of Customers created by the Location with identifying information, such as the Customers' names, addresses, phone numbers, and email addresses; otherwise, set to Yes for the total number of Customers created without this identifying information.
- Customer Count The total number of Customers created at the Location with the indicated Anonymous Status during the Date Range selected for the report.
- **Percent** The percentage of Customers included on the report that are represented by this Customer Count.
- Report Totals:
 - Customer Count The total number of Customers included on the report.
 - **Percent** Set to 100.00%.

Postal Code Summary Report

This report presents a count of Customers by Postal Code, filtered on only primary, active, home addresses.

Selection Criteria

- Postal Code The Postal Code for a Customer's primary address. Optionally, select Search to work with the list of eligible Postal Codes, search based on Postal Code, or remove Postal Codes from the list selected for the report.
- Address Effective Time Period Optionally, select a time period to include Customers whose primary addresses became effective during this period on the report rather than entering an Address Effective Date From or Address Effective Date To. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Time Period, the Address Effective Date From and Address Effective Date To criteria are ignored.

- Address Effective Date From The first date to include on the report. Primary Customer addresses created on or after this date, and on or before the Address Effective Date To, are included in the totals.
- Address Effective Date To The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of Postal Codes to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Address Effective Date Range- The date range selected for inclusion on the report.
- Postal Code The Postal Codes selected for inclusion on the report; otherwise, set to ALL.

- Postal Code The Postal Code for a Customer's primary address. A blank Postal Code might be used to summarize anonymous Customer records.
- Customer Count The number of Customers who were created or updated with a primary address in this Postal Code during the date range.

- **Percent** The percentage of Customers included on the report who were created or updated with a primary address in this Postal Code.
- Report Totals:
 - **Customer Count** The total number of Customers included on the report.
 - Percent Set to 100.00%.

Social Network Summary Report

This report displays a count of Customers by Social Network, grouped by the Customer's Home Store.

Click **Apply** to generate the report. There are no selection criteria.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization. Detail Information:
- Anonymous Flag The totals are separate based on whether the Anonymous Flag for the Customer is set to Yes or No. A Customer submitted by an integrating system is flagged as anonymous when there is no identifying information such as name, address, phone number, or email address.
- Home Store The numeric code identifying the Location where the Customer record was created.
- Social Media The Social Media type, such as FACEBOOK, TWITTER, or LINKEDIN, associated with the Customer through a message from an integrating system.
- Customer Count The total number of Customers from this Location that are associated with this Social Media type. For example, the report can include a Customer Count of the total number of Customers originating from a specific store Location, associated with TWITTER, that have the Anonymous flag set to No.
- Totals for Anonymous Flag The total number of Customers from all Locations, associated with all Social Media types, with the same Anonymous Flag setting.

State Summary Report

This report presents a count of active primary address records grouped by state.

Selection Criteria

- Time Period Optionally, select a time period to include Customers whose primary addresses became effective during this period on the report rather than entering a Customer Address Date From or Customer Address Date To. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days

- This Week
- This Month
- This Year

Note: If you select a Time Period, the Address Effective Date From and Address Effective Date To criteria are ignored.

- Customer Address Date From The first date to include on the report. Primary Customer addresses created on or after this date, and on or before the Address Effective Date To, are included in the totals.
- Customer Address Date To The last date to include on the report. Defaults to the current date (today).
- **Row Limit** Optionally, use this field to specify the maximum number of states to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Date Range- The date range selected for inclusion on the report.

The Report Contents detail information includes:

- **State** The U.S. state for a Customer's primary address.
- **Customer Count** The number of Customers who were created or updated with a primary address in this state during the date range.
- **Percent** The percentage of Customers included on the report who were created or updated with a primary address in this state.
- Report Totals:
 - Customer Count The total number of Customers included on the report.
 - **Percent** Set to 100.00%.

Summary Detail Report

This report presents totals and percentages of types of addresses, email addresses, and phone numbers for Customers who signed up within a specified date range.

Selection Criteria

- Summary Type The type of information to summarize: Address, E-mail, or Telephone. Optionally, remove one or more summary types.
- Valid Flag Indicates whether the mailing address, email address, or telephone number was flagged as valid or invalid. Optionally, remove one of the Valid Flag settings.
- Address Type The address types, such as Home, Business, Not Defined, or Work. Applies to mailing address, email, and telephone totals included on the report. Optionally, remove one or more address types. Note that all address types used for your organization might not be included in this list.

- Customer Signup Time Period Optionally, select a time period to include Customers whose records were created during this period on the report rather than entering a Customer Signup Date From or Customer Signup Date To. Only Customers with active mailing addresses, email addresses, or telephone numbers are included in the totals on the report. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Time Period, the Customer Signup Date From and Customer Signup Date To criteria are ignored.

- Customer Signup Date From The first date to include on the report. Customer records created on or after this date, and on or before the Signup Date To, are included in the totals. Only Customers with mailing addresses, email addresses, or telephone numbers are included in the report totals. Defaults to the previous date (yesterday).
- Customer Signup Date To The last date to include on the report. Only Customers with mailing addresses, email addresses, or telephone numbers are included in the report totals. Defaults to the current date (today).
- Limit Records Optionally, use this field to specify the maximum number of rows to include on the report. There is a separate row on the report for each combination of mailing address, email, or telephone type and valid flag setting.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected for inclusion on the report.
- **Summary Type** The summary types selected for inclusion on the report; otherwise, set to ALL.
- Valid Flag The Valid Flag setting selected for inclusion on the report; otherwise, set to ALL.
- **Type** The mailing address, email, and telephone Types selected for inclusion on the report; otherwise, set to ALL.

For each Summary Type (Address, Email, and Telephone):

- **Type** The type of record, such as Home, Business, or Vacation.
 - Valid Set to Yes if the Customer Count includes valid address, email, or telephone records; otherwise, set to No.
 - **Percent** The percentage of the Summary Type represented by the Customer Count. For example, if the Summary Type is Address, the Total for the Summary Type is 100, and the Customer Count for valid Work addresses is 20, the Percent is 20%.
 - **Customer Count** The total number of current primary mailing addresses, email addresses, or telephone numbers of this Type and Valid setting.
- Totals for Summary Type The total number of current, primary mailing addresses, email addresses, or telephone numbers included on the report.

Item Management Reports

The Item Management Reports include:

Item Attribute Summary Report

Item Attribute Summary Report

This report provides a count of items that are associated with each given Item Attribute and Attribute value.

Selection Criteria

- Attribute An Attribute assigned to one or more items. Optionally, select Search to
 work with the list of eligible Attributes, search based on Attribute, or select all
 Attributes for the report.
- Value An Attribute Value setting. Optionally, enter a single Value to generate the report for this Attribute Value. Searching for a Value here is not supported.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

• **Organization** - The code identifying your organization.

The Report Contents detail information includes:

- Attribute Code The ID and Name for an Item Attribute. For each Attribute Code:
 - Attribute Value A Value assigned to one or more items for an Attribute.
 - Item Count The total number of items assigned this Attribute Value.
 - **Total Item Count** The total number of items assigned a Value for this Attribute.

Location Operations Reports

The Location Operations Reports include:

- Capture Quality Summary Report
- Customer by Home Location Report

- Shoppers by Location Report
- Signup Location (Store) by Postal Code Report
- Signup Location by State Report
- Signup Location Report
- Signup Location Daily Trend Report

Capture Quality Summary Report

This report presents the percentage of validated Customer data, organized by Operator ID, within each Location.

This report includes Customer records created by receiving transactions through an integration. Customer records created through Customer Engagement Cloud Services windows are not included in these totals.

Selection Criteria

- Location A Location in your organization. Optionally, select Search to work with the list of eligible Locations, search based on Location, or select all Locations for the report.
- Operator ID A unique number identifying an employee. Optionally, enter a single Operator ID to generate the report for this Operator. Searching for an Operator here is not supported.
- Business Date Optionally, select a time period to include Customers created during this period on the report rather than entering a Business Start Date or Business End Date. Only Customers created by receiving transactions through an integration are included in the totals on the report. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Time Period, the Business Start Date and Business End Date criteria are ignored.

Business Start Date - The first date to include on the report. Customer records created on or after this date, and on or before the Business End Date, are included in the totals. Defaults to the previous date (yesterday).

Business End Date - The last date to include on the report. Defaults to the current date (today).

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

Organization - The code identifying your organization.

- Location The ID and Name for a Location. For each Location:
 - Operator ID A code identifying an employee.
 - Total Trans The total number of Transactions submitted by the Operator and Location during the date range.
 - Address Valid The total number of valid addresses for the Total Trans.
 - Address Invalid The total number of invalid addresses for the Total Trans.
 - Address None The total number of transactions submitted without addresses.
 - Address % Valid The Address Valid total / the Total Trans, formatted as a percentage.
 - Phone Valid The total number of valid phone numbers for the Total Trans.
 - Phone Invalid The total number of invalid phone numbers for the Total Trans.
 - Phone None The total number of transactions submitted without phone numbers.
 - Phone % Valid The Phone Valid total / the Total Trans, formatted as a percentage.
 - **Email Valid** The total number of valid email addresses for the Total Trans.
 - **Email Invalid** The total number of invalid email addresses for the Total Trans.
 - Email None The total number of transactions submitted without email addresses.
 - Email % Valid The Email Valid / the Total Trans, formatted as a percentage.
- Location Totals:
 - Total Trans The total number of Transactions submitted for the Location during the date range.
 - Address Valid The total number of valid addresses for the Total Trans.
 - Address Invalid The total number of invalid addresses for the Total Trans.
 - Address None The total number of transactions submitted without addresses.
 - Address % Valid The Address Valid total / the Total Trans, formatted as a percentage.
 - **Phone Valid** The total number of valid phone numbers for the Total Trans.

- **Phone Invalid** The total number of invalid phone numbers for the Total Trans.
- **Phone None** The total number of transactions submitted without phone numbers.
- **Phone** % **Valid** The Phone Valid total / the Total Trans, formatted as a percentage.
- **Email Valid** The total number of valid email addresses for the Total Trans.
- **Email Invalid** The total number of invalid email addresses for the Total Trans.
- **Email None** The total number of transactions submitted without email addresses.
- Email % Valid The Email Valid / the Total Trans, formatted as a percentage.
- Report Totals:
 - Total Trans The total number of Transactions included on the report.
 - Address Valid The total number of valid addresses for the Total Trans.
 - Address Invalid The total number of invalid addresses for the Total Trans.
 - Address None The total number of transactions submitted without addresses.
 - Address % Valid The Address Valid total / the Total Trans, formatted as a percentage.
 - **Phone Valid** The total number of valid phone numbers for the Total Trans.
 - **Phone Invalid** The total number of invalid phone numbers for the Total Trans.
 - **Phone None** The total number of transactions submitted without phone numbers.
 - **Phone** % **Valid** The Phone Valid total / the Total Trans, formatted as a percentage.
 - **Email Valid** The total number of valid email addresses for the Total Trans.
 - **Email Invalid** The total number of invalid email addresses for the Total Trans.
 - **Email None** The total number of transactions submitted without email addresses.
 - Email % Valid The Email Valid / the Total Trans, formatted as a percentage.

Customer by Home Location Report

This report presents a count of Customers for each Home Location.

This report includes Customer records created by transactions received through an integration. Customer records created through Customer Engagement Cloud Services windows are not included in these totals.

Selection Criteria

 Location - A Location in your organization. Optionally, select Search to work with the list of eligible Locations, search based on Location, or select all Locations for the report.

- Signup Date Period Optionally, select a time period to include Customers created during this period on the report rather than entering a Signup Start Date or Signup End Date. Only Customers created by receiving transactions through an integration are included in the totals on the report. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Time Period, the Signup Start Date and Signup End Date criteria are ignored.

- Signup Start Date The first date to include on the report. Customer records created on or after this date, and on or before the Signup End Date, are included in the totals. Defaults to the previous date (yesterday).
- Signup End Date The last date to include on the report. Defaults to the current date (today).

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Customer Signup Date Range The date range selected when generating the report.

The Report Contents detail information includes:

- Home Location The unique numeric identifier for the Location.
- **Location Name** The Name describing the Location.
- **Customer Count** The total number of Customers created for the Location through transactions receiving during the date range.
- Report Totals The total number of Customers included on the report.

Shoppers by Location Report

This report presents Customer count and purchase statistics for each Location.

This report includes Customer records created by transactions received through an integration. Customer records created through Customer Engagement Cloud Services windows are not included in these totals.

Selection Criteria

- Location A Location in your organization. Optionally, select Search to work with the list of eligible Locations, search based on Location, or select all Locations for the report.
- Business Date Optionally, select a time period to include Customers created during this period on the report rather than entering a Business Start Date or Business End Date. Only Customers created during this time period on transactions received through an integration are included in the totals on the report. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Time Period, the Business Start Date and Business End Date criteria are ignored.

- Business Start Date The first date to include on the report. Customer records created on or after this date, and on or before the Business End Date, are included in the totals. Defaults to the previous date (yesterday).
- Business End Date The last date to include on the report. Defaults to the current date (today).

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Business Date The date range selected when generating the report.

- **Location** The ID and Name for a Location.
- **Location Name** The Name describing the Location.
- **Customer Count** The total number of Customers created for the Location through transactions received during the date range.
- **Total Spent** The total extended amount of items and miscellaneous charges for transactions.
- Number of Transactions The total number of separate transactions.

- Average Purchase The Total Spent / the Number of Transactions, presented as a percentage.
- **Percent of Total** The Total Spent for the Location / the Total Spent for the report, presented as a percentage.
- Report Totals:
 - **Customer Count** The total number of Customers created for the Locations and date range included on the report.
 - **Total Spent** The total extended amount of items and miscellaneous charges for transactions included on the report.
 - **Number of Transactions** The total number of separate transactions included on the report.
 - Average Purchase The Total Spent for the report / the Number of Transactions on the report, presented as a percentage.
 - **Percent of Total** Set to 100.00%.

Signup Location (Store) by Postal Code Report

This report presents the number of Customers, by date, who signed up at Locations, organized by Postal Code or Zip Code.

If you change a Customer's Signup Location, the Customer is included in the totals for the new Signup Location rather than the original Location, but included in the Date Range for the Customer's original signup date.

Selection Criteria

- Location ID / Name A Location in your organization. Optionally, select Search to work with the list of eligible Locations, search based on Location, or select all Locations for the report.
- Postal Code A postal or Zip code for a Location. Optionally, select Search to
 work with the list of eligible postal codes, search based on postal code, or select all
 postal codes for the report.
- Signup Time Period Optionally, select a time period to include Customers whose records were created during this period on the report rather than entering a Signup Start Date or Signup End Date. Only Customers with active primary addresses are included in the totals on the report. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Signup Time Period, the Signup Start Date and Signup End Date criteria are ignored.

- Signup Start Date The first date to include on the report. Customer records created on or after this date, and on or before the Signup End Date, are included in the totals. Defaults to the previous date (yesterday).
- **Signup End Date** The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. There is a separate row on the report for each Store and Signup Date.

Click Apply to apply the selected criteria and generate the report.

Report Contents

Note: The title listed on the report is Signup Store by Postal Code.

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected for inclusion on the report.
- Location ID The Locations selected for inclusion on the report; otherwise, set to ALL.
- Postal Code The Postal or Zip Codes selected for inclusion on the report; otherwise, set to ALL.

The Report Contents detail information includes:

- Store Name The Location ID and the Name of the Location. The first Store Name listed might be blank if there were Customers created without assignment to a Location.
- Postal Code The Postal Code or Zip Code for the Location. Blank if no Postal or ZIP Code is specified for the Location.
- Signup Date The date when one or more Customer records were created with this store specified as the Signup Location.
- Customer Count The total number of Customers created for the Store Location on this Signup Date.
- Totals for Location The total number of Customers created for the Store Location during the date range included on the report.
- Report Totals The total number of Customers created for the Store Locations and date range included on the report.

Signup Location by State Report

This report presents the number of Customers, by the state or province of the Customers' primary addresses, who signed up at the Location.

If you change a Customer's Signup Location, the Customer is included in the totals for the new Signup Location rather than the original Location, but included in the Date Range for the Customer's original signup date.

Selection Criteria

- Location ID / Name A Location in your organization. Optionally, select Search to
 work with the list of eligible Locations, search based on Location, or select all
 Locations for the report.
- **State** The state or province for a Customer's primary address. Optionally, select Search to work with the list of eligible states or provinces, search based on state or province, or select all states or provinces for the report.
- **Signup Date Period** Optionally, select a time period to include Customers whose records were originally created during this period on the report rather than entering a Signup Start Date or Signup End Date.

Only Customers with active primary addresses are included in the totals on the report, regardless of whether the active primary addresses were defined during the date range. For example, a Customer signs up last month, and a primary address for the Customer is identified this month. When the report is run for last month, the state for the Customer's primary address is included in the report totals. Set to None by default. Available time periods are:

- Yesterday
- Last Week
- Last Month
- Last Year
- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week
- This Month
- This Year

Note: If you select a Signup Date Period, the Signup Start Date and Signup End Date criteria are ignored.

- **Signup Start Date** The first date to include on the report. Customer records created on or after this date, and on or before the Signup End Date, are included in the totals. Defaults to the previous date (yesterday).
- Signup End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. There is a separate row on the report for each Store and State.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Sign Up Date Range The date range selected for inclusion on the report.
- Location ID The Locations selected for inclusion on the report; otherwise, set to ALL.
- **State** The state or provinces selected for inclusion on the report; otherwise, set to ALL.

The Report Contents detail information includes:

- **Sign Up Store** The unique numeric identifier for the originating Store Location. The first Sign Up Store listed might be blank if there were Customers created without assignment to a Location.
- Store Name The name identifying the originating Store Location.
- State The state or province for one or more Customers' current primary addresses. A blank State might indicate that a Customer's primary address was created without a state or province.
- **Customer Count** The total number of Customers originating at this Store Location during the date range with active primary addresses in this State.
- **Report Totals** The total number of Customers created for the Store Locations during the date range included on the report that have active primary addresses.

Signup Location Report

This report presents a list of Customer totals by Signup Location.

If you change a Customer's Signup Location, the Customer is included in the totals for the new Signup Location rather than the original Location, but included in the Date Range for the Customer's original signup date.

Selection Criteria

- Location ID / Name A Location in your organization. Optionally, select Search to work with the list of eligible Locations, search based on Location, or select all Locations for the report.
- **Signup Date Period** Optionally, select a time period to include Customers whose records were originally created during this period on the report rather than entering a Signup Start Date or Signup End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month

This Year

Note: If you select a Signup Date Period, the Signup Start Date and Signup End Date criteria are ignored.

- Signup Start Date The first date to include on the report. Customer records created on or after this date, and on or before the Signup End Date, are included in the totals. Defaults to the previous date (yesterday).
- Signup End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. There is a separate row on the report for each Signup Location.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Signup Date Period The date range selected for inclusion on the report.
- Location The Locations selected for inclusion on the report; otherwise, set to ALL.

The Report Contents detail information includes:

- **Signup Location** The ID and Name identifying an originating Store Location.
- Customer Count The total number of Customers created during the date range and assigned to this Signup Location.
- **Signup Percentage** The Customer Count for the Signup Location / the Customer Count for the entire report, presented as a percentage.

The Report Totals includes:

- Customer Count The total number of Customers created during the date range included on the report.
- Signup Percentage Set to 100.00%.

Signup Location Daily Trend Report

This report presents Customer counts by signup date and Location, and includes a chart depicting the signup trend over the selected date range.

Note: The chart on this report is useful only if you restrict the selection criteria to a single Location, so you can identify the total signups for these dates for the Location. Otherwise, it might be difficult to determine the totals for the same date but a different Location.

If you change a Customer's Signup Location, the Customer is included in the totals for the new Signup Location rather than the original Location, but included in the Date Range for the Customer's original signup date.

Selection Criteria

- Location ID / Name A Location in your organization. Optionally, select Search to work with the list of eligible Locations, search based on Location, or select all Locations for the report.
- **Signup Time Period** Optionally, select a time period to include Customers whose records were originally created during this period on the report rather than entering a Signup Start Date or Signup End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select a Signup Time Period, the Signup Start Date and Signup End Date criteria are ignored.

- Signup Start Date The first date to include on the report. Customer records created on or after this date, and on or before the Signup End Date, are included in the totals. Defaults to the previous date (yesterday).
- Signup End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. There is a separate row on the report for each Signup Location and Signup Date.

Click Apply to apply the selected criteria and generate the report.

Report Contents

Note: The title listed on the report is Signup Store Daily Trend.

- **Organization** The code identifying your organization.
- Date Range The date range selected for inclusion on the report.
- **Location** The Locations selected for inclusion on the report; otherwise, set to ALL.
- **Number of Customers** Signup Store Daily Trend: Displays the total count of new Customers for each date and Location.



Figure 12–13 Signup Store Daily Trend Report - Number of Customers

The Report Contents detail information includes:

- Signup Location The Location ID and Name for a Signup Location for one or more Customers. For each Signup Location:
- Signup Date The date when one or more Customer records were created.
- Customer Count The total number of Customers created on that date and assigned to the Signup Location.
- **Totals for Location** The total number of Customers created during the date range and assigned to the Signup Location.
- **Report Totals** The total number of Customers created during the date range and included on the report.

Loyalty Management Reports

The Loyalty Management Reports include:

- Loyalty Account Detail Report
- Loyalty Account Activity Errors Report
- Loyalty Account Level Summary Report
- Loyalty Activity Type Summary Report
- Loyalty Activity Type Trend Report
- Loyalty Issue Rule Impact Report
- Loyalty Rules Results Summary Report
- Loyalty Rules Results Trend Report
- Loyalty Account Balance Summary Report
- Loyalty Account Last Use Summary Report
- Loyalty Account Life Cycle Summary Report
- Loyalty Account Activity Summary Award Report
- Loyalty Account Activity Summary Issue Report
- Loyalty Program Level Summary Report

Loyalty Account Detail Report

This report presents details of the activities performed for individual Loyalty Accounts.

Selection Criteria

Program ID / Name - The ID and Name identifying a Loyalty Program. All
Programs are selected by default. Optionally, select Search to work with the list of
eligible Programs, search based on Program ID, or remove Programs from the list
selected for the report.

After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

- Program Level ID / Name The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.
- Account ID Optionally, enter an Account ID to include a specific Loyalty Account on the report based on Account ID. Searching for an Account ID here is not supported.
- Serial Number Optionally, enter a card's Serial Number to include a specific Loyalty Account on the report based on Serial Number. Searching for a Serial Number here is not supported.
- Void Flag Optionally, select Yes or No to select Loyalty Account activity based on whether the activity was voided.
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).

Row Limit - Optionally, use this field to specify the maximum number of rows to
include on the report. This limit applies to the total number of activity records for
the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Date Range The date range selected when generating the report.

The Report Contents detail information includes:

- Account ID The unique identifier for the account associated with the card.
- Serial Number The unique serial number for the card.
- Loyalty Program The Loyalty Program for the card.

For each activity included for an Account ID, Serial Number, and Loyalty Program:

- Activity ID A unique identifier for the activity.
- Activity Type The type of activity performed. Possible types include:
 - —Account Merge
 - —Activate Account
 - -Change Level
 - —Deactivate
 - —Issue Award
 - —Issue Points
 - -Point Recovery
- Activity Date The date when the activity took place.
- Void Set to Yes if the activity has been voided.
- Escrow Xfer Set to Yes if the points are escrowed.
- Escrow Xfer Date The date, if any, when escrowed points are converted to earned points.
- **Prog Lvl ID** The unique numeric identifier for the Loyalty Program level.
- Prog Lvl Name The name describing the Loyalty Program level.
- New Prog Lvl ID The unique numeric identifier of the new Loyalty Program level assigned, if any.
- Loyalty Rule ID The unique numeric identifier of the Loyalty rule applied.
- Loyalty Rule Name The name describing the Loyalty rule.
- Business Date The business date of the activity.
- Location ID The unique numeric identifier of the Location where the activity took place.
- Sequence ID The unique numeric sequence identifier, if any, for the activity.
- **Comments** The comments, if any, describing the activity.

- Error Codes The error codes, if any, associated with the activity.
- **Register ID** The unique numeric identifier of the register, if any, where the transaction took place.
- **Create Date** The date when the activity record was created.
- Create User The user ID that created the activity record.
- **Loyalty Points** The points earned, awarded, or subtracted through the activity.
- **Totals for Account** The total net points earned, awarded, or subtracted for the account during the date range included on the report.
- Report Totals The total net points earned, awarded, or subtracted for all activity included on the report.

Loyalty Account Activity Errors Report

This report presents details of errors for Loyalty Accounts by Program ID.

Selection Criteria

- Program ID / Name The ID and Name identifying a Loyalty Program. All
 Programs are selected by default. Optionally, select Search to work with the list of
 eligible Programs, search based on Program ID, or remove Programs from the list
 selected for the report.
- Serial Number Optionally, enter a card's Serial Number to include a specific Loyalty Account on the report based on Serial Number. Searching for a Serial Number here is not supported.
- Error Code The code identifying the type of error that occurred. All error codes are selected by default. Optionally, select Search to work with the list of eligible error codes, search based on error code, or remove error codes from the list selected for the report.
- Activity Time Period Optionally, select a time period to include errors that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).

Row Limit - Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of errors for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Date Range The date range selected when generating the report.
- Error Code The error codes selected for inclusion on the report; otherwise, set to ALL.
- Program ID The program IDs selected for inclusion on the report; otherwise, set to ALL.
- Serial Number The serial numbers selected for inclusion on the report; otherwise, set to N/A.

- Program- The ID and Name of the Loyalty Program.
- Acct ID The unique identifier for the account associated with the card.
- **Program Level ID** Name The ID and Name of the Loyalty Program level.
- **Serial Number** The unique serial number for the card.
- Activity ID Type The unique numeric identifier for the type of activity, and the name of the type. Examples of activity types are Activate or Issue Points.
- Activity Date The date when the activity took place.
- Business Date The business date when the activity took place.
- Create Date The date when the activity record was created.
- Void Flag Set to Yes if the transaction was voided.
- **Error Code** The description of the error that occurred.
- Comments Any comments entered for the activity.
- Create User The user ID that created the activity producing the error.
- Trans. ID The unique numeric identifier for the transaction.
- Loc. ID The unique identifier for the Location where the activity took place.
- Number of Points The number of points associated with the activity.
- Totals for Account The total net points earned, awarded, or subtracted for activities in error for the account during the date range included on the report.
- Report Totals The total net points earned, awarded, or subtracted for activities in error included on the report.

Loyalty Account Level Summary Report

This report presents account level summaries for Loyalty accounts by Program ID.

Selection Criteria

Program ID / Name - The ID and Name identifying a Loyalty Program. All
Programs are selected by default. Optionally, select Search to work with the list of
eligible Programs, search based on Program ID, or remove Programs from the list
selected for the report.

After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

- Program Level ID The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.
- Account Optionally, enter an account number to include a specific Loyalty account on the report. Searching for an account here is not supported.
- Serial Number Optionally, enter a card's Serial Number to include a specific Loyalty Account on the report based on Serial Number. Searching for a Serial Number here is not supported.
- Activity Time Period Optionally, select a time period to include totals for cards created during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of accounts for the entire report.

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Date Range The date range selected when generating the report.

The Report Contents detail information includes:

- Program ID The unique numeric identifier for the Program.
- Program Name The Name describing the Program. For each account included on the report:
- Program Level The unique numeric identifier for the current Program level for the account.
- Program Level Name The Name describing the current Program level for the account.
- Account ID The unique numeric identifier for the account.
- Serial Number The unique serial number for the account.
- **Earned Points Balance** The current total net earned points balance for the account.
- Bonus Points Balance The current total net bonus points balance for the account.
- Escrow Points Balance The current total net escrow points balance for the account.
- Program Totals:
 - **Earned Points Balance** The current total net earned points balance for the accounts listed on the report for the Program.
 - Bonus Points Balance The current total net bonus points balance for the accounts listed on the report for the Program.
 - Escrow Points Balance The current total net escrow points balance for the accounts listed on the report for the Program.
- Report Totals:
 - **Earned Points Balance** The current total net earned points balance for the accounts listed on the report.
 - Bonus Points Balance The current total net bonus points balance for the accounts listed on the report.
 - Escrow Points Balance The current total net escrow points balance for the accounts listed on the report.

Loyalty Activity Type Summary Report

This report presents summary information on accounts and Loyalty activity types associated with Program Levels on Loyalty Programs.

Selection Criteria

Program ID / Name - The ID and Name identifying a Loyalty Program. All
Programs are selected by default. Optionally, select Search to work with the list of
eligible Programs, search based on Program ID, or remove Programs from the list
selected for the report.

After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

- Program Level ID / Name The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.
- Activity Type The type of activity performed for a Loyalty account. Optionally, select Search to work with the list of eligible types, search based on type, or remove types from the list selected for the report. Possible Activity Types are:
 - Account Merge
 - Activate Card
 - Award
 - Balance Transfer
 - Change Earn Date
 - Change Level
 - Deactivate Card
 - Earn Points
 - Expire Points Inquiry
 - Point Recovery
 - Reset Expiration Date Return
 - Sustain Extension
 - Void Transaction
- Activity Time Period Optionally, select a time period to include totals for activities performed during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of activities performed across all Programs and Levels included on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.

- **Program ID** The unique numeric identifier for the Program.
- **Program Name** The Name describing the Program.
- For each activity type and Level included on the report:
 - **Program Level ID** The unique numeric identifier for the Program Level.
 - Program Level Name The Name describing the Program Level.
- Activity Type The type of activity performed. Possible activity types include:
 - Account Merge
 - Activate Card
 - Award
 - Balance Transfer
 - Change Earn Date
 - Deactivate Card
 - Earn Points
 - Expire Points
 - Inquiry
 - Issue
 - Point Recovery
 - Reset Expiration Date
 - Return
 - Sustain Extension
 - Void Transaction
- Number of Accounts The total number of accounts that had this type of activity for the Program Level during the date range.
- Number of Points The total number of points for the activity type. Can be a
 negative number, such as for an award, or can be 0.00, such as for an inquiry.
- Average Points The Number of Points / the Number of Accounts.

- Program Totals:
 - Number of Accounts The total number of accounts that had this type of activity for all Program Levels
 - Number of Points The total number of points for all included activities for the Program.
 - Average Points The Number of Points / the Number of Accounts.
- Report Totals:
 - Number of Accounts The total number of accounts included on the report.
 - **Number of Points** The total number of points for all activities included on the report.
 - Average Points The Number of Points / the Number of Accounts.

Loyalty Activity Type Trend Report

This report presents summary information on Accounts by Activity Type by business date, organized by Loyalty Program Level.

The report begins with three charts summarizing loyalty activity. One chart displays total activity counts for each date in the selected time period, another displays the number of points involved in the activities for each date, and the third displays average points for each date.

Note: The charts on this report are useful only if you restrict the selection criteria to a single Program ID, Program Level ID, and Activity Type, so you can identify the totals for the type of activity. Otherwise, it would be difficult to determine the different totals for the same date but a different Program ID, Program Level ID, and Activity Type.

Selection Criteria

 Program ID / Name - The ID and Name identifying a Loyalty Program for a Card Definition. All Loyalty Programs are selected by default. Optionally, select Search to work with the list of eligible Loyalty Programs, search based on Loyalty Program Name, or remove Loyalty Programs from the list selected for the report.

After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

- Program Level ID / Name The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.
- Activity Type Codes identifying types of activity for a Loyalty account. All activity types are selected by default. Optionally, select Search to work with the list of eligible Activity Types, search based on Activity Type, or remove Activity Types from the list selected for the report. Possible Activity Types are:
 - Account Merge
 - Activate Card
 - Award

- Balance Transfer
- Change Earn Date
- Change Level
- Deactivate Card
- Earn Points
- Expire Points Inquiry
- Point Recovery
- Reset Expiration Date Return
- Sustain Extension
- Void Transaction
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of records by Business Date, Program Level, Activity Type, and Activity Date for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.

- **Program ID** The numeric ID for a Loyalty Program selected when generating the report. Set to ALL if there was no restriction.
- **Program Level** The numeric ID for a Loyalty Level selected when generating the report. Set to ALL if there was no restriction.
- Activity Type The Activity Types selected when generating the report. Set to ALL if there was no restriction.
- Number of Accounts Chart Displays the total number of Loyalty accounts for which there was activity for each date.

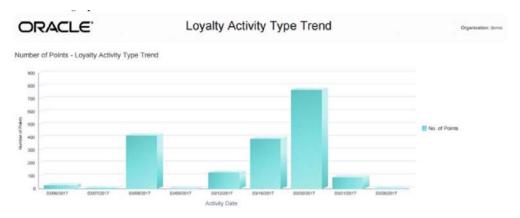
Figure 12–14 Loyalty Activity Type Trend Report - Number of Accounts Chart



 Number of Points Chart - Displays the total number of points involved in activities for each date.

Negative numbers are presented as absolute values. For example, if the Activity Type is Award, and the amount of Points deducted is 500, the number of points depicted on this graph is 500 rather than -500.

Figure 12–15 Loyalty Activity Type Trend Report - Number of Points Chart



• Average Points Chart - Displays the average number of points involved in activities for each date.

Negative numbers are presented as absolute values. For example, if the Activity Type is Award, and the average amount of Points deducted is 100, the average amount of points depicted on this graph is 100 rather than -100.



Figure 12–16 Loyalty Activity Type Trend Report - Average Points Chart

The Report Contents detail information includes:

Program - The unique numeric identifier for the Loyalty Program, and the Name describing the Loyalty Program.

For each activity type and Level included on the report:

- Program Level ID Name The unique numeric identifier for the Program Level, and the Name describing the Program Level.
- Activity Type The type of activity performed. Possible activity types include:
 - Account Merge
 - Activate Card
 - Award
 - Balance Transfer
 - Change Earn Date
 - Deactivate Card
 - Earn Points
 - Expire Points
 - Inquiry
 - Issue
 - Point Recovery
 - Reset Expiration Date
 - Return
 - Sustain Extension
 - Void Transaction
- Business Date The business date when the activity type occurred for the Loyalty Program and Level.
- Number of Accounts The total number of accounts that had this type of activity for the Program Level on this date.
- Number of Points The total number of points for the activity type on this date. A negative number, such as for an award, is expressed as an absolute value.
- Average Points The Number of Points / the Number of Accounts.

- Totals for Activity Type:
 - Number of Accounts The total number of accounts that had this type of activity for the Program Level during this date range.
 - Number of Points The total number of points for the activity type for this Program Level during this date range. A negative number, such as for an award, is expressed as an absolute value.
 - Average Points The Number of Points / the Number of Accounts.
- Totals for Program Level:
 - **Number of Accounts** The total number of accounts that had activity for the Program Level during this date range.
 - Number of Points The total number of points for this Program Level during this date range. A negative number, such as for an award, is expressed as an absolute value.
 - Average Points The Number of Points / the Number of Accounts.
- Totals for Program:
 - **Number of Accounts** The total number of accounts that had activity for the Program.
 - **Number of Points** The total number of points for all included activities for the Program.
 - Average Points The Number of Points / the Number of Accounts.
- Report Totals:
 - **Number of Accounts** The total number of accounts included on the report.
 - **Number of Points** The total number of points for all activities included on the report. Calculated by adding absolute values.
 - Average Points The Number of Points / the Number of Accounts.

Loyalty Issue Rule Impact Report

This report displays transaction level counts of merchandise associated with purchases against a Loyalty Issue Rule.

Selection Criteria

 Program Level ID / Name - The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.

After you make a Program ID / Name selection, clear the Loyalty Rule ID that is automatically selected as a result and reset Loyalty Rule IDs as needed.

- Loyalty Rule ID / Name The ID and Name identifying a Rule that controls issuing points for a Loyalty Level. Optionally, select Search to work with the list of eligible Rules, search based on Rule ID and Name, or remove Rules from the list selected for the report.
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday

- Last Week
- Last Month
- Last Year
- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week
- This Month
- This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of transactions that triggered the application of a Rule included on the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Date Range The date range selected when generating the report.
- Program Level ID The numeric IDs for Loyalty Levels selected when generating the report. Set to ALL if there was no restriction.
- Loyalty Rule ID The numeric IDs for Rules selected when generating the report. Set to ALL if there was no restriction.

- **Program Level ID** The unique identifier for a Loyalty Program Level.
- **Loyalty Rule ID** Description The unique identifier for a Loyalty Rule that controls issuing points, and the Description of the Rule.
- Item Dept ID The unique identifier for the Department associated with the Item on the transaction.
- Item Class ID The unique identifier of the Item Class that further defines the Item on the transaction.
- **RTL Trans ID** A unique identifier for the retail transaction, referencing the Location and Workstation as well as the transaction sequence number.
- Number of Accounts The number of Accounts associated with the transaction ID. Typically set to 1.

- Transaction Count The number of transactions associated with the transaction ID. Typically set to 1.
- Item Extended Amount The extended selling price of the items on the transaction.
- Totals for Rule:
 - **Number of Accounts** The number of Accounts associated with the transactions where the Rule was applied.
 - Transaction Count The number of transactions where the Rule was applied.
 - Item Extended Amount The total extended selling price of the items on the transactions.
- Totals for Program Level ID:
 - Number of Accounts The number of Accounts associated with the transactions where a Rule for the Program Level was applied. If an Account was associated with multiple transactions for the Program, it is included for each transaction.
 - **Transaction Count** The number of transactions where a Rule for the Program was applied.
 - Item Extended Amount The total extended selling price of the items on the transactions.
- Report Total:
 - **Number of Accounts** The number of Accounts for all transactions included on the report. If an Account was associated with multiple transactions on the report, it is included for each transaction.
 - Transaction Count The number of transactions included on the report.
 - Item Extended Amount The total extended selling price of the items on the transactions.

Loyalty Rules Results Summary Report

This reports displays summary account information by Activity Type for each Loyalty Rule. It is organized by Program levels within the Loyalty Programs

Selection Criteria

 Program ID / Name - The ID and Name identifying a Loyalty Program for a Card Definition. All Loyalty Programs are selected by default. Optionally, select Search to work with the list of eligible Loyalty Programs, search based on Loyalty Program Name, or remove Loyalty Programs from the list selected for the report.

After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

 Program Level ID / Name - The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.

After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

 Rule ID / Name - The ID and Name identifying a Rule that controls issuing points for a Loyalty Level. Optionally, select Search to work with the list of eligible Rules, search based on Rule ID and Name, or remove Rules from the list selected for the report.

- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of activity types that triggered the application of a Rule included on the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.

- **Program ID** The unique numeric identifier for the Loyalty Program.
- Program Name The Name describing the Loyalty Program.
- **Program Level ID** The unique numeric identifier for the Loyalty Program Level.
- **Program Level Name** The name describing the Loyalty Program Level.
- Loyalty Rule ID The unique numeric identifier for the Loyalty Program Rule.
- Loyalty Rule Name The name describing the Loyalty Program Rule.
- Activity Type The type of activity that triggered the application of the Rule.

- **Number Of Accounts** The number of Accounts for which the Rule was applied for the Activity Type.
- Number of Points The total number of points applied through the Rule.
- Average Points The Number of Points / the Number of Accounts.
- Program Totals:
 - **Number of Accounts** The number of Accounts for which the Rule was applied for the Program.
 - Number Of Points The total number of points applied for the Program.
 - Average Points The Number of Points / the Number of Accounts.
- Report Totals:
 - Number of Accounts The number of Accounts for all activities included on the report.
 - **Number Of Points** The number of points for all Accounts and activities included on the report.
 - Average Points The total Number of Points / the total Number of Accounts.

Loyalty Rules Results Trend Report

This report presents summary information on accounts by Activity Type by Activity Date for each Loyalty Rule. It is organized by Loyalty Program Level for each Loyalty Program.

The report begins with three charts illustrating loyalty rules results activity. One chart displays total number of accounts with rules activity for each date in the selected time period, another displays the number of points involved in the rules results activities for each date, and the third displays average points used for rules results for each date.

Note: The charts on this report are useful only if you restrict the selection criteria to a single Program ID, Program Level ID, and Activity Type, so you can identify the totals for the type of activity. Otherwise, it would be difficult to determine the different totals for the same date but a different Program ID, Program Level ID, and Activity Type.

Selection Criteria

 Program ID / Name - The ID and Name identifying a Loyalty Program for a Card Definition. All Loyalty Programs are selected by default. Optionally, select Search to work with the list of eligible Loyalty Programs, search based on Loyalty Program Name, or remove Loyalty Programs from the list selected for the report.

After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

- Program Level ID / Name The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.
- Activity Type Codes identifying types of activity for a Loyalty account. All
 activity types are selected by default. Optionally, select Search to work with the list

of eligible Activity Types, search based on Activity Type, or remove Activity Types from the list selected for the report. Possible Activity Types are:

- Account Merge
- Activate Card
- Award
- Balance Transfer
- Change Earn Date
- Change Level
- Deactivate Card
- Earn Points
- Expire Points
- Inquiry
- Issue
- Point Recovery
- Reset Expiration Date Return
- Sustain Extension
- Void Transaction
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).

 Row Limit - Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of rules applied for all Program Levels, Activity Types, and Activity Dates for the entire report.

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- **Program** The numeric ID for a Loyalty Program selected when generating the report. Set to ALL if there was no restriction.
- Program Level The numeric ID for a Loyalty Level selected when generating the report. Set to ALL if there was no restriction.
- Activity Type The Activity Types selected when generating the report. Set to ALL if there was no restriction.
- Number of Accounts Chart Displays the total number of Loyalty accounts for which rules were applied for each date.

Figure 12–17 Loyalty Rules Results Trend Report - Number of Accounts Chart



 Number of Points Chart - Displays the total number of points involved in rules results for each date.

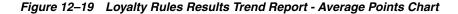
Negative numbers are presented as absolute values. For example, if the Activity Type is Award, and the amount of Points deducted is 500, the number of points depicted on this graph is 500 rather than -500.

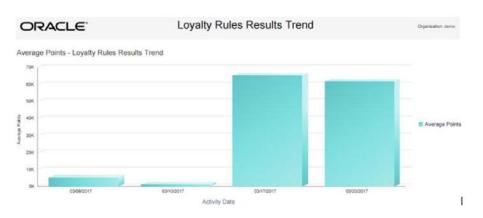


Figure 12–18 Loyalty Rules Results Trend Report - Number of Points Chart

 Average Points Chart - Displays the average number of points involved in rules results for each date.

Negative numbers are presented as absolute values. For example, if the Activity Type is Award, and the average amount of Points deducted is 100, the average amount of points depicted on this graph is 100 rather than -100.





The Report Contents detail information includes:

Program - The unique numeric identifier for the Loyalty Program, and the Name describing the Loyalty Program.

For each Program Level:

- Program Level ID Name The unique numeric identifier for the Program Level, and the Name describing the Level.
- Loyalty Rule ID The unique numeric identifier for the Loyalty Rule.
- Description The name describing the Rule.
- Activity Type The activity associated with the rule result. Possible Activity Types are:
 - Account Merge
 - Activate Card
 - Award

- Balance Transfer
- Change Earn Date
- Change Level
- Deactivate Card
- Earn Points
- Expire Points
- Inquiry
- Issue
- Point Recovery
- Reset Expiration Date
- Return
- Sustain Extension
- Void Transaction
- Activity Date The date when the activities took place.
- **Number of Accounts** The number of Accounts involved in the rule results for the date, activity, and rule.
- **Number of Points** The net total number of points involved in the rule results for the date, activity, and rule. Expressed as an absolute value.
- Average Points The Number of Points / the Number of Accounts.
- Totals for Rule:
 - **Number of Accounts** The number of Accounts involved in rule results for the rule.
 - Number of Points The number of points involved in rule results for the rule.
 - Average Points The Number of Points / the Number of Accounts.
- Totals for Program Level:
 - Number of Accounts The number of Accounts involved in rule results for the Program Level.
 - **Number of Points** The number of points involved in rule results for the Program Level.
 - Average Points The Number of Points / the Number of Accounts.
- Totals for Program:
 - Number of Accounts The number of Accounts involved in rule results for the Program.
 - **Number of Points** The number of points involved in rule results for the Program.
 - Average Points The Number of Points / the Number of Accounts.
- Report Totals:
 - **Number of Accounts** The total number of Accounts involved in rule results on the report.

- **Number of Points** The total number of points involved in rule results on the report.
- Average Points The Number of Points / the Number of Accounts.

An account can be included in the Number of Accounts totals more than once if, for example, multiple rules were applied for the account during the date range on the report.

Loyalty Account Balance Summary Report

This report presents summary information about the Loyalty Account balances, by Program Level, within each Program.

Selection Criteria

 Program ID / Name - The ID and Name identifying a Loyalty Program for a Card Definition. All Loyalty Programs are selected by default. Optionally, select Search to work with the list of eligible Loyalty Programs, search based on Loyalty Program Name, or remove Loyalty Programs from the list selected for the report.

After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

- Program Level ID / Name The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.
- Activity Time Period Optionally, select a time period to include Loyalty Cards generated during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.

The Report Contents detail information includes:

- **Program** The unique numeric identifier for the Loyalty Program, and the Name describing the Loyalty Program.
- **Program Level ID** The unique numeric identifier for the Loyalty Program Level.
- **Program Level Name** The Name describing the Loyalty Program Level.
- Balance Range The range of balance totals categorizing the Loyalty Accounts for all generated Cards, including Cards not yet activated and Cards that have been activated and then deactivated. Possible ranges are:
 - Balance Less Than 0 Includes Accounts with negative balances.
 - Balance Equals 0 Includes Accounts whose balances are exactly 0.00.
 - **Balance Greater Than .01** Includes Accounts whose balances are greater than 0.00, including Accounts with balances of .01.
- Rolled-Up Earned Points Balance The total points balance for all Accounts included in the Balance Range.
- Number Of Accounts The total number of Loyalty Accounts for all generated Cards in the Balance Range, including Cards not yet activated and Cards that have been activated and then deactivated.
- Totals for Program Level:
 - **Rolled-Up Earned Points Balance** The total points balance for all Accounts for the Level.
 - Number of Accounts The total number of Loyalty Accounts for all generated Cards for the Program Level, including Cards not yet activated and Cards that have been activated and then deactivated.
- Totals for Program:
 - Rolled-Up Earned Points Balance The total points balance for all Accounts for the Program.
 - Number of Accounts The total number of Loyalty Accounts for all generated Cards for the Program, including Cards not yet activated and Cards that have been deactivated.
- Report Totals:
 - **Rolled-Up Earned Points Balance** The total points balance for all Accounts included in the totals on the report.
 - Number of Accounts The total number of Loyalty Accounts for all generated Cards included in the totals on the report.

Loyalty Account Last Use Summary Report

This report presents Loyalty Account summary information within Loyalty Program Level, grouped by the number of months since last use date.

- Program ID / Name The ID and Name identifying a Loyalty Program for a Card Definition. All Loyalty Programs are selected by default. Optionally, select Search to work with the list of eligible Loyalty Programs, search based on Loyalty Program Name, or remove Loyalty Programs from the list selected for the report.
- Program Level ID / Name The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.
- Activity Time Period Optionally, select a time period to include Loyalty Cards generated during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.

- **Program** The unique numeric identifier for the Loyalty Program, and the Name describing the Loyalty Program.
- Program Level ID The unique numeric identifier for the Loyalty Program Level.
- **Program Level Name** The Name describing the Loyalty Program Level.
- Last Use Interval The range of dates when there was most recently any activity for the Accounts. Possible intervals are:

- Less Than 30 Days Includes Cards that have not yet been activated.
- 31 to 60 Days
- 61 to 90 Days
- Over 90 Days Includes Cards that have been deactivated.
- Never Used
- Number Of Accounts The total number of Loyalty Accounts for all generated Cards for this Level in the Last Use Interval, including Cards not yet activated and Cards that have been deactivated.
- **Earned Points Balance** The total points balance for all Accounts included in the Last Use Interval.
- Average Earned Points Balance The Earned Points Balance / the Number of Accounts.
- Totals for Program Level:
 - Number Of Accounts The total number of Loyalty Accounts for all generated Cards in the Program Level, including Cards not yet activated and Cards that have been deactivated.
 - **Earned Points Balance** The total points balance for all Accounts for the Program Level.
 - Average Earned Points Balance The Earned Points Balance / the Number of Accounts.
- Totals for Program:
 - Number Of Accounts The total number of Loyalty Accounts for all generated Cards in the Program, including Cards not yet activated and Cards that have been deactivated.
 - **Earned Points Balance** The total points balance for all Accounts for the Program.
 - Average Earned Points Balance The Earned Points Balance / the Number of Accounts.
- Report Totals:
 - Number Of Accounts The total number of Loyalty Accounts for all generated Cards included in the report totals.
 - **Earned Points Balance** The total points balance for all Accounts included in the report totals.
 - Average Earned Points Balance The Earned Points Balance / the Number of Accounts.

Loyalty Account Life Cycle Summary Report

This report presents summary information within a Loyalty Program Level, grouped by the number of months that the Accounts have been in use.

Selection Criteria

 Program ID / Name - The ID and Name identifying a Loyalty Program for a Card Definition. All Loyalty Programs are selected by default. Optionally, select Search to work with the list of eligible Loyalty Programs, search based on Loyalty Program Name, or remove Loyalty Programs from the list selected for the report. After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

- Program Level ID / Name The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.
- Activity Time Period Optionally, select a time period to include Loyalty Cards with activity or transactions during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of Activation Intervals for all Programs and Program Levels for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.

- **Program** The unique numeric identifier for the Loyalty Program, and the Name describing the Loyalty Program.
- **Program Level ID** Name The unique numeric identifier for the Loyalty Program Level, and the Name describing the Loyalty Program Level.

- Activation Interval The time frame when the accounts were created. Possible time frames are:
 - Less Than 30 Days
 - 31 to 60 Days
 - 61 to 90 Days
 - Over 90 Days
- **Number of Accounts** The total number of accounts for the Level and Activation Interval that have been activated. Includes accounts that have been activated and then deactivated.
- Earned Points Balance The total balance of points for the accounts.
- Average Earned Points Balance The Earned Points Balance / the Number of Accounts.
- Totals for Program Level:
 - Number of Accounts The total number of accounts for the Program Level that have been activated. Includes accounts that have been activated and then deactivated.
 - Earned Points Balance The total number of points for the accounts.
 - Average Earned Points Balance The Earned Points Balance / the Number of Accounts.
- Totals for Program:
 - **Number of Accounts** The total number of accounts for the Program that have been activated. Includes accounts that have been activated and then deactivated.
 - **Earned Points Balance** The total number of points for the accounts.
 - Average Earned Points Balance The Earned Points Balance / the Number of Accounts.
- Report Totals:
 - Number of Accounts The total number of accounts included on the report that have been activated. Includes accounts that have been activated and then deactivated.
 - **Earned Points Balance** The total number of points for the accounts.
 - Average Earned Points Balance The Earned Points Balance / the Number of Accounts.

Loyalty Account Activity Summary Award Report

This report presents the earned points from Award rules, or paid points for Awards, by Loyalty Account, within a given period of time.

Selection Criteria

 Program ID / Name - The ID and Name identifying a Loyalty Program for a Card Definition. All Loyalty Programs are selected by default. Optionally, select Search to work with the list of eligible Loyalty Programs, search based on Loyalty Program Name, or remove Loyalty Programs from the list selected for the report. After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

- Program Level ID / Name The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.
- Activity Time Period Optionally, select a time period to include Loyalty Cards with award transaction dates during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of Account IDs for all Programs and Program Levels for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- **Program ID** The numeric ID for the Loyalty Programs selected when generating the report. Set to ALL if there was no restriction.
- **Program Level** The numeric ID for the Loyalty Levels selected when generating the report. Set to ALL if there was no restriction.

- **Program** The unique numeric identifier for the Loyalty Program, and the Name describing the Loyalty Program.
- **Program Level ID** Name The unique numeric identifier for the Loyalty Program Level, and the Name describing the Loyalty Program Level.
- Account ID The unique numeric identifier for the account.
- **Earned Points** The current total earned points balance for the account during the activity period, net of points used for awards.
- **Totals for Program Level** The total Earned Points for the Program Level during the activity period.
- **Totals for Program** The total Earned Points included on the report for the Program during the activity period.
- Report Totals The total Earned Points included on the report for the activity period.

Loyalty Account Activity Summary Issue Report

This report presents the earned points from Issue rules, by Loyalty Account, within a given period of time.

Selection Criteria

 Program ID / Name - The ID and Name identifying a Loyalty Program for a Card Definition. All Loyalty Programs are selected by default. Optionally, select Search to work with the list of eligible Loyalty Programs, search based on Loyalty Program Name, or remove Loyalty Programs from the list selected for the report.

After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

- Program Level ID / Name The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.
- Activity Time Period Optionally, select a time period to include Loyalty Cards with issue transaction dates during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of Account IDs for all Programs and Program Levels for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Date Range The date range selected when generating the report.
- Program ID The numeric ID for the Loyalty Programs selected when generating the report. Set to ALL if there was no restriction.
- Program Level The numeric ID for the Loyalty Levels selected when generating the report. Set to ALL if there was no restriction.

The Report Contents detail information includes:

- Program ID Name The unique identifier for the Loyalty Program, and the Name describing the Loyalty Program.
- Program Level ID Name The unique identifier for the Loyalty Program Level, and the Name describing the Loyalty Program Level.
- Account ID The unique numeric identifier for an account associated with any issue activity.
- Activity Type Set to Issue.
- Earned Points The total points issued for the account for the date range. Not net
 of points used for level changes or awards.
- Totals for Program Level The total Earned Points for the Program Level for the date range. Not net of points used for level changes or awards.
- Totals for Program The total Earned Points included on the report for the Program for the date range. Not net of points used for level changes or awards.
- Report Totals The total Earned Points included on the report. Not net of points used for level changes or awards.

Loyalty Program Level Summary Report

This report presents the current balance statistics for Program Levels within Programs.

Selection Criteria

 Program ID / Name - The ID and Name identifying a Loyalty Program for a Card Definition. All Loyalty Programs are selected by default. Optionally, select Search to work with the list of eligible Loyalty Programs, search based on Loyalty Program Name, or remove Loyalty Programs from the list selected for the report.

After you make a Program ID / Name selection, clear the Program Level ID that is automatically selected as a result and reset Program Level IDs as needed.

- Program Level ID / Name The ID and Name identifying a Level for a Loyalty Program. Optionally, select Search to work with the list of eligible Levels, search based on Level ID and Name, or remove Levels from the list selected for the report.
- Activity Time Period Optionally, select a time period to include Loyalty Cards that were generated during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of Program Levels for all Programs for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.

- **Program** The unique identifier for the Loyalty Program, and the Name describing the Loyalty Program.
- **Program Level ID** The unique numeric identifier for the Loyalty Program Level.

- **Program Level Name** The Name describing the Loyalty Program Level.
- **Number of Accounts** The total number of cards generated during the date range that are currently at this Program Level.
- **Total Earned Point Balance** The total current net earned points for all accounts generated during the date range that are currently at this Program Level.
- **Total Bonus Point Balance** The total current net bonus points applied for all accounts generated during the date range that are currently at this Program Level.
- **Total Escrow Point Balance** The total current net escrow points for all accounts generated during the date range that are currently at this Program Level.
- Average Earned Balance The Total Earned Point Balance / the Number of Accounts.
- Average Bonus Balance The Total Bonus Point Balance / the Number of Accounts.
- Average Escrow Balance The Total Escrow Point Balance / the Number of Accounts.
- Totals for Program:
 - **Number of Accounts** The total number of cards generated during the date range for the Program.
 - Total Earned Point Balance The total current net earned points for all accounts generated during the date range for the Program.
 - **Total Bonus Point Balance** The total current net bonus points applied for all accounts generated during the date range for the Program.
 - Total Escrow Point Balance The total current net escrow points for all accounts generated during the date range for the Program.
 - Average Earned Balance The Total Earned Point Balance / the Number of Accounts.
 - Average Bonus Balance The Total Bonus Point Balance / the Number of Accounts.
 - Average Escrow Balance The Total Escrow Point Balance / the Number of Accounts.
- Report Totals:
 - Number of Accounts The total number of cards included on the report.
 - **Total Earned Point Balance** The total current net earned points for all accounts included on the report.
 - **Total Bonus Point Balance** The total current net bonus points applied for all accounts included on the report.
 - **Total Escrow Point Balance** The total current net escrow points for all accounts included on the report.
 - Average Earned Balance The Total Earned Point Balance / the Number of Accounts.
 - Average Bonus Balance The Total Bonus Point Balance / the Number of Accounts.
 - Average Escrow Balance The Total Escrow Point Balance / the Number of Accounts.

Segment Management Reports

The Segment Management Reports include:

- N-Tile / Range Strata Report
- Segment by Home Location Report
- Segment by State Report
- Segment Count List Report
- Segment Customer Master Report
- Segment Purchase Profile Report
- Segment Trend Analysis Report

N-Tile / Range Strata Report

This report presents details on Customer Segments broken out by strata.

Selection Criteria

- Segment ID / Name The ID and Name identifying a Customer Segment. All eligible Segments are selected by default. Optionally, select Search to work with the list of eligible Segments, search based on Segment Name, or remove Segments from the list selected for the report. Only Public Stratified Segments with a Customer Count > 0 are eligible for selection.
- Save List Flag Optionally, select Yes or No to have the report include Segments based on whether the Save as List flag was selected at Segment creation. Set to All by default.
- **Trended Flag** Optionally, select Yes or No to have the report include Segments based on whether the Trend Results? flag was selected at Segment creation.
- Activity Time Period Optionally, select a time period to include Segments run during this period on the report rather than entering a Start Segment Run Date or End Segment Run Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Start Segment Run Date and End Segment Run Date criteria are ignored.

- **Start Segment Run Date** The first date to include on the report. Defaults to the previous date (yesterday).
- End Segment Run Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of levels for all runs of all Segment Strata for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- Segment ID The numeric ID for the Segments selected when generating the report. Set to ALL if there was no restriction.
- Save List Flag Indicates if a Save List Flag setting of Yes or No was selected when generating the report. Set to ALL if there was no restriction.
- **Trended Flag** Indicates if a Trended Flag setting of Yes or No was selected when generating the report. Set to ALL if there was no restriction.

The Report Contents detail information includes:

- Segment The unique numeric identifier for the Segment and the Name describing the Segment.
- Run ID The unique numeric identifier for a run of the Segment. Each Run is numbered sequentially, starting with a Run ID of 0.
- Strata Type Either Range Strata or N-Tile.
- Segment Count The number of Customer records included in the Segment.
- Strata Level ID Name The unique numeric identifier of the stratum and the Name describing the stratum.
- Save List Flag and Trended Flag Indicates the settings of the Save as List flag and the Trend Results? flag specified at Segment creation.
- Min Value and Max Value Depending on whether this is an N-Tile or Range Strata Segment:
 - N-Tile The minimum and maximum values determined by the system when splitting the Segment into strata.
 - Range Strata The Range From and Range To values specified when the Segment was created.

For example, if the Segment is stratified based on Annual Income, these are the minimum and maximum Annual Income totals qualifying Customers for assignment to this stratum.

- Percent Total The percentage of the Segment Count that consists of the Customers in this stratum: Stratified Customer Count / Segment Count, presented as a percentage.
- Run Date The date when the Run took place.
- Stratified Customer Count The total number of Customer records in the stratum.

- Totals for Run The total Segment Count for the Run included on the report.
- Totals for Segment The total Segment Count included on the report.
- **Report Totals** The total Segment Count for all Segments included on the report.

Segment by Home Location Report

This report presents a count of Customers, by their Home Locations, for Customer Segments.

Customers who are not assigned to a Home Location are not included in the totals on the report.

Selection Criteria

- Segment ID / Name The ID and Name identifying a Customer Segment. All eligible Segments are selected by default. Optionally, select Search to work with the list of eligible Segments, search based on Segment Name, or remove Segments from the list selected for the report. Only Segments that have at least one Customer with an address are eligible for selection.
- Time Period Optionally, select a time period to include Segments run during this period on the report rather than entering a Start Segment Run Date or End Segment Run Date. For manual Segments, the time period applies to when the Customers were added to the Segments. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Start Segment Run Date and End Segment Run Date criteria are ignored.

- **Start Segment Run Date** The first date to include on the report. Defaults to the previous date (yesterday).
- End Segment Run Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of home location/ segment combinations for the entire report.

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- Segment Name The numeric ID for the Segments selected when generating the report. Set to ALL if there was no restriction.

The Report Contents detail information includes:

- Segment ID Name The unique numeric identifier for the Segment and the Name describing the Segment.
- Home Location The Home Location specified for any Customers in the Segment, prefixed by Store Location.
- Location Name The Name describing the Home Location.
- **Customer Count** The number of Customers assigned to this Home Location for the Segment.
- **Totals for Segment** The total number of Customers in the Segment assigned to Home Locations.
- Report Totals The total Customer Count for all Segments included on the report.

Segment by State Report

This report presents a count of Customers, by the states or provinces for each primary or non-primary address, for each Customer Segment.

Customers who are not assigned to any address are not included in the totals on the report.

- Segment ID / Name The ID and Name identifying a Customer Segment. All
 eligible Segments are selected by default. Optionally, select Search to work with
 the list of eligible Segments, search based on Segment Name, or remove Segments
 from the list selected for the report. Only Segments that have at least one
 Customer with an address are eligible for selection.
- Time Period Optionally, select a time period to include Segments run during this period on the report rather than entering a Start Segment Run Date or End Segment Run Date. For manual Segments, the time period applies to when the Customers were added to the Segments. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week

- This Month
- This Year

Note: If you select an Activity Time Period, the Start Segment Run Date and End Segment Run Date criteria are ignored.

- **Start Segment Run Date** The first date to include on the report. Defaults to the previous date (yesterday).
- End Segment Run Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of states or provinces for all Segments for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- Date Range The date range selected when generating the report.
- Segment Name The numeric ID for the Segments selected when generating the report. Set to ALL if there was no restriction.

The Report Contents detail information includes:

- **Segment ID** Name The unique numeric identifier of the Segment and the Name describing the Segment.
- **State** The name of the state or province where Customers in the Segment have addresses.
- **Customer Count** The number of Customer addresses in this state for the Segment. Includes both primary and non-primary addresses.
- Totals for Segment The total number of Customer addresses for the Segment.
- Report Totals The total Customer Count for all Segments included on the report.

Segment Count List Report

This report presents the details of each Segment run within a specified time period.

Stratified and unstratified Segments that have not been run during the selected time period are not included on the report.

- Segment ID / Name The ID and Name identifying a Customer Segment. All
 eligible Segments are selected by default. Optionally, select Search to work with
 the list of eligible Segments, search based on Segment Name, or remove Segments
 from the list selected for the report. Only Segments that have at least one
 Customer with an address are eligible for selection.
- Time Period Optionally, select a time period to include Segments run during this
 period on the report rather than entering a Start Segment Run Date or End
 Segment Run Date. Set to None by default. Available time periods are:

- Yesterday
- Last Week
- Last Month
- Last Year
- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week
- This Month
- This Year

Note: If you select an Activity Time Period, the Start Segment Run Date and End Segment Run Date criteria are ignored.

- **Start Segment Run Date** The first date to include on the report. Defaults to the previous date (yesterday).
- End Segment Run Date The last date to include on the report. Defaults to the current date (today).

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.
- Segment ID The numeric ID for the Segments selected when generating the report. Set to ALL if there was no restriction.

- **Segment ID** Name The unique numeric identifier for the Segment and the Name describing the Segment.
- Save List Option Indicates the settings of the Save as List flag specified at Segment creation.
- **Trended Flag** Indicates the settings of the Trend Results? flag specified at Segment creation.
- Last Run Date The last date when the Segment was run. Set to N/A for manual Segments.
- **Run Count** The number of times when a segment was run. This count does not apply for a manual Segment, although a Run Count might be listed.
- **Customer Count** The total number of Customers in the Segment.
- Report Totals:
 - **Run Count** The total Run Count for all Segments listed on the report.

• **Customer Count** - The total number of Customers in all Segments listed on the report.

Segment Customer Master Report

This report presents a listing of information about the Customers in each Segment. Only Customers that have primary email, phone, and mailing addresses are included on the report.

Selection Criteria

- Segment ID / Name The ID and Name identifying a Customer Segment. All Segments that include at least one Customer are selected by default. Optionally, select Search to work with the list of Segments, search based on Segment Name, or remove Segments from the list selected for the report. Only Segments that have at least one Customer are eligible for selection.
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of Customers for all Segments for the entire report.

Click Apply to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- Organization The code identifying your organization.
- **Segment ID** The numeric ID for the Segments selected when generating the report. Set to ALL if there was no restriction.

- **Segment ID** The unique numeric identifier for the Segment and the Name describing the Segment.
- **Run ID** This field is not currently implemented.
- **Cust ID** Name The unique numeric identifier for the Customer, and the Customer's first and last name.
- **Gender** The Customer's gender, if known; otherwise, set to N/A.
- Active Flag Set to Yes unless the Customer has been flagged as inactive.
- **Street, City, State** The street address, city, and state or province for the Customer's primary mailing address.
- **Postal Code** The postal or Zip code for the Customer's primary mailing address.
- Phone Number The Customer's primary phone number.
- **Email** The Customer's primary email address.
- Home Location The unique numeric code for the Customer's Home Location, if any.
- Birth Date The Customer's birth date, if known.
- **SignUp Date** The date when the Customer record was created.
- **First Trans Date** The date of the Customer's first recorded transaction, if any; otherwise, set to N/A.

- Last Trans Date The date of the Customer's most recently recorded transaction, if any; otherwise, set to N/A.
- Total Return Item Count Dollars The total extended merchandise value of returned items from the Customer's transaction history. Rounded to the nearest whole number.
- Total Sale Item Count Dollars The total extended merchandise value of sold items from the Customer's transaction history. Rounded to the nearest whole number.
- **Total Trans Count** The total number of individual transactions from the Customer's transaction history. Each transaction can include multiple items.
- **Total Profit Percent** The total Sale Item Count Dollars the total extended Unit Cost of the items on the transactions / the total Sale Item Count Dollars. Presented as a percentage with a two-position decimal.
- YTD Return Item Count Dollars The total extended merchandise value of returned items for the Customer's transactions during the current year. Rounded to the nearest whole number.
- YTD Sale Item Count Dollars The total extended merchandise value of sold items from the Customer's transactions during the current year. Rounded to the nearest whole number.
- **YTD Profit Percent** The total YTD Sale Item Count Dollars the total extended unit cost of the items on the transactions / the total YTD Sale Item count Dollars. Presented as a percentage with a two-position decimal.

Segment Purchase Profile Report

This report presents counts, by Segment, of individual items purchased.

Segments that have not had purchases during the selected time period are not included on the report.

Selection Criteria

- Segment ID / Name The ID and Name identifying a Customer Segment. All
 eligible Segments are selected by default. Optionally, select Search to work with
 the list of eligible Segments, search based on Segment Name, or remove Segments
 from the list selected for the report.
- Purchase Activity Time Period This criterion is not implemented for this report. All purchases for the selected Segment are eligible for inclusion, regardless of activity date.
- Purchase Activity Start Date This criterion is not implemented for this report.
- Purchase Activity End Date This criterion is not implemented for this report.
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of items for all Segments for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

• **Organization** - The code identifying your organization.

- Date Range The date range selected when generating the report.
- **Segment ID** The numeric ID for the Segments selected when generating the report. Set to ALL if there was no restriction.

- Segment ID Name The unique numeric identifier of the Segment and the Name describing the Segment.
- Item Class The code identifying the Class for the item.
- Item Sub Class The code identifying the Sub Class for the item.
- Item ID The unique identifier for the item.
- Item Description The description of the item.
- Customer Count The number of Customers within the Segment that purchased the item.
- Transaction Count The total number of transactions in which Customers in the Segment purchased the item.
- Item Quantity The total quantity of the item purchased by Customers in the Segment.
- Item Extended Amount The total extended amount paid for all units of the item sold to Customers in the Segment.
- Units per Transaction The average number of units of the item purchased in a transaction by a Customer in the Segment.
- Totals for Item Class:
 - **Customer Count** The total number of Customers within the Segment that purchased any items in the Item Class.
 - **Transaction Count** The total number of transactions in which Customers in the Segment purchased items in the Item Class.
 - Item Quantity The total quantity of items in the Item Class purchased by Customers in the Segment.
 - Item Extended Amount The total extended amount paid for all items in the Item Class sold to Customers in the Segment.
 - Units per Transaction The average number of units in the Item Class purchased in a transaction by a Customer in the Segment. Rounded to the nearest whole number.
- Totals for Segment:
 - **Customer Count** The total number of Customers within the Segment that purchased any items.
 - **Transaction Count** The total number of transactions in which Customers in the Segment purchased items.
 - Item Quantity The total quantity of items purchased by Customers in the Segment.
 - Item Extended Amount The total extended amount paid for all items sold to Customers in the Segment.

- Units per Transaction The average number of units in purchased in a transaction by a Customer in the Segment. Rounded to the nearest whole number.
- Report Totals:
 - **Customer Count** The total number of Customers included on the report.
 - Transaction Count The total number of transactions included on the report.
 - Item Quantity The total quantity of purchased items included on the report.
 - Item Extended Amount The total extended amount paid for all items included on the report.
 - Units per Transaction The average number of units purchased in a transaction. Rounded to the nearest whole number.

Segment Trend Analysis Report

This report presents trend totals for Customer Segments broken out by Run ID.

The report includes two charts illustrating trend totals for Customer Segments. One chart displays total Customer counts for each Run ID for a Segment, while the other displays total Customer counts for the strata within a Segment.

Note: The charts on this report are useful only if you restrict the selection criteria to a single Customer Segment, so you can identify the totals for the Segment Run IDs and strata. Otherwise, it would be difficult to determine the different totals for multiple Customer Segments.

- Segment ID / Name The ID and Name identifying a Customer Segment. All
 eligible Segments are selected by default. Optionally, select Search to work with
 the list of eligible Segments, search based on Segment Name, or remove Segments
 from the list selected for the report. Only Stratified Segments that have Trend
 Results? selected and have a Customer Count > 0 are eligible for selection.
- Save List Flag Optionally, select Yes or No to have the report include Segments based on whether the Save as List flag was selected at Segment creation. Set to All by default.
- Activity Time Period Optionally, select a time period to include Segments run during this period on the report rather than entering a Start Segment Run Date or End Segment Run Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week

- This Month
- This Year

Note: If you select an Activity Time Period, the Start Segment Run Date and End Segment Run Date criteria are ignored.

- **Start Segment Run Date** The first date to include on the report. Defaults to the previous date (yesterday).
- End Segment Run Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of Run IDs for the entire report.

Click Apply to apply the selected criteria and generate the report.

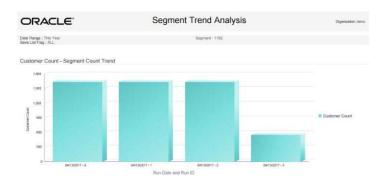
The report does not include any content for Customer Segments that do not have the Save as List flag selected.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.
- **Segment ID** The numeric ID for the Segments selected when generating the report. Set to ALL if there was no restriction.
- Save List Flag Indicates if a Save List Flag setting of Yes or No was selected when generating the report. Set to ALL if there was no restriction.
- Customer Count Segment Count Trend Chart Displays the total number of Customers included in the Segment for each Run ID. The date and Run ID are indicated as shown in Figure 12–20.

Figure 12–20 Segment Trend Analysis Report - Customer Count - Segment Count Trend Chart



An additional chart follows the Detail Information for the Segment Count Trend chart. The Segment Count Trend chart detail information includes: • **Segment ID** - Name - The unique numeric identifier for and the Name describing the Segment.

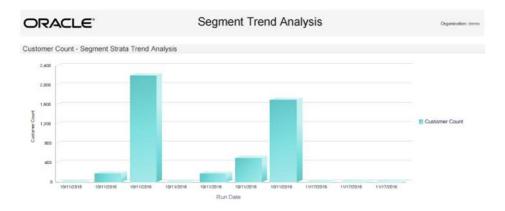
For each Run ID:

- Save List Flag The setting of the Save List flag for the Segment. Always set to Yes
 for all Run IDs. The report does not include any data for a Segment that does not
 have the Save List flag selected.
- **Run ID** A sequence number identifying the Run for the Segment. Each Run is numbered sequentially, starting with a Run ID of 0.
- **Run Date** The date when the Run was generated.
- Customer Count The number of Customers in the Segment after processing the Run.
- Totals for Segment The total number of Customers for all Runs.
- Report Totals The total number of Customers for all Runs of all Segments included on the report.

An additional chart follows this detail information.

 Customer Count - Segment Strata Trend Analysis Chart - Displays the total number of Customers included in each stratum for the Segment for each Run ID. The date and Run ID are indicated in Figure 12–21.

Figure 12–21 Segment Trend Analysis Report - Customer Count - Segment Strata Trend Analysis Chart



The Segment Strata Trend Analysis chart detail information for each Run ID includes:

- Segment ID Name The unique numeric identifier for and the Name describing the Segment.
- Save List Flag The setting of the Save List flag for the Segment. Always set to Yes. The report does not include any data for a Segment that does not have the Save List flag selected.
- Run ID A sequence number identifying the Run for the Segment. Each Run is numbered sequentially, starting with a Run ID of 0.

For each stratum in the Segment from the Run ID:

 Run Date - The date when the Run was generated. The same date is listed for all strata in the Run.

- **Strata Min Value** The minimum value for a Customer to be included in the stratum. Based on the Field to Stratify On selected for the Segment.
- **Strata Max Value** The maximum value for a Customer to be included in the stratum. Based on the Field to Stratify On selected for the Segment.
- Strata Average Value The average value for all Customers in the stratum: the total Value / the Stratified Customer Count.
- Stratified Customer Count The total number of Customers in the stratum.

The report may include an extra stratum with a Strata Min Value, Strata Max Value, Strata Average Value, and Stratified Customer Count of 0.

- Totals for Run The total number of Customers for all Strata in the Run.
- **Totals for Segment** The total number of Customers for all Runs for the Segment included on the report.
- **Report Totals** The total number of Customers for all Runs for all Segments included on the report.

Tender Account Management Reports

The Tender Account Management Reports include:

- Tender (Account) Activity Summary Report
- Tender Activity Summary by Batch Report
- Tender Activity Type Trend Report

Tender (Account) Activity Summary Report

This report displays tender summary information by Activity Type, by Program.

- Program ID / Name The ID and Name identifying a Tender Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.
- **Transaction Type** Codes identifying types of activity for a Tender account. All Transaction Type codes are selected by default. Optionally, select Search to work with the list of eligible Transaction Type Codes, search based on Transaction Type Code, or remove Transaction Type Codes from the list selected for the report. Possible Transaction Type Codes include:
 - Activate Card
 - Card Merge
 - Cash Out
 - Change Acct Expiration Date
 - Change Pin Authentication
 - Deactivate
 - Errors
 - Inquiry
 - Post Authorization

- Pre Authorization
- Redemption
- Release Authorization
- Reload
- Replace
- Reset Expiration Date
- Return
- Reverse Transaction
- Service Charge
- Unblock
- Verify Pin Authentication
- Void Transaction
- Void Flag Optionally, select Yes or No to select Tender account activity based on whether the activity was voided.
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of Transaction Types and Void Flag settings for any Program ID for the entire report.

Report Contents

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.

- Program ID The unique numeric identifier for the Tender Program.
- Program Name The Name describing the Tender Program. For each Transaction Type that occurred for the Program:
- Transaction Type The type of Transaction performed. Possible Transaction Type Codes:
 - Activate Card
 - Card Merge
 - Cash Out
 - Change Acct Expiration Date
 - Change Pin Authentication
 - Deactivate
 - Errors
 - Inquiry
 - Post Authorization
 - Pre Authorization
 - Redemption
 - Release Authorization
 - Reload
 - Replace
 - Reset Expiration Date
 - Return
 - Reverse Transaction
 - Service Charge
 - Unblock
 - Verify Pin Authentication
 - Void Transaction
- Void Flag Indicates that a transaction has been voided. The record for the original transaction remains, and separate voided and unvoided totals are listed. For example, if a Card Reload is voided, the totals for unvoided Card Reloads are not increased, but the totals for voided Card Reloads are increased.
- Transaction Count The total number of transactions for the Transaction Type.
- Activity Amount The total value of transactions for the Transaction Type.
- Average Amount The Activity Amount / the Transaction Count.
- Program Totals:
 - **Transaction Count** The total of the Transaction Counts for the Program.
 - Activity Amount The total value of Activity Amounts for the Program.

- Average Amount The total Activity Amount / the total Transaction Count for the Program.
- Report Totals:
 - Transaction Count The total value of Transaction Counts on the report.
 - Activity Amount The total value of Activity Amounts on the report.
 - Average Amount The total Activity Amount / the total Transaction Count on the report.

Tender Activity Summary by Batch Report

This report displays tender summary information organized by Card Prefix, Series, and Batch, for Activity Types, by Program.

- Program ID / Name The ID and Name identifying a Tender Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.
- Transaction Type Codes identifying types of activity for a Tender account. All Transaction Type codes are selected by default. Optionally, select Search to work with the list of eligible Transaction Type Codes, search based on Transaction Type Code, or remove Transaction Type Codes from the list selected for the report. Possible Transaction Type Codes include:
 - Activate Card
 - Card Merge
 - Cash Out
 - Change Acct Expiration Date
 - Change Pin Authentication
 - Deactivate
 - Errors
 - Inquiry
 - Post Authorization
 - Pre Authorization Redemption
 - Release Authorization
 - Reload
 - Replace
 - Reset Expiration Date
 - Return
 - Reverse Transaction
 - Service Charge Unblock
 - Verify Pin Authentication
 - Void Transaction

- Card Prefix The prefix number defined for a Card Definition. All Prefixes are selected by default. Optionally, select Search to work with the list of eligible Prefixes, search based on Prefixes, or remove Prefixes from the list selected for the report.
- Card Series Sequence The Card Series Sequence defined for a Card Series. All Sequence numbers are selected by default. Optionally, select Search to work with the list of eligible Sequence numbers, search based on Sequence numbers, or remove Sequence numbers from the list selected for the report.
- Batch Number The Card Generation Batch Number defined for a batch. All
 Batch Numbers are selected by default. Optionally, select Search to work with the
 list of eligible Batch Numbers, search based on Batch Numbers, or remove Batch
 Numbers from the list selected for the report.
- **Void Flag** Optionally, select Yes or No to select Tender account activity based on whether the activity was voided.
- Activity Time Period Optionally, select a time period to include activities that
 occurred during this period on the report rather than entering an Activity Start
 Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of Transaction Types for any Program ID, Series, and Batch, for the entire report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.

- Program ID The unique numeric identifier for the Tender Program.
- Program Name The Name describing the Tender Program.
- **Card Prefix** The Prefix number defined for the Card.
- Card Series The number identifying the Card Series.
- **Card Batch** The number identifying the Card Batch.
- For each Transaction Type that occurred for the Program, Card Prefix, Series, and Batch:

Transaction Type - The type of Transaction performed. Possible Transaction Type Codes:

- Activate Card
- Card Merge
- Cash Out
- Change Acct Expiration Date
- Change Pin Authentication
- Deactivate
- Errors
- Inquiry
- Post Authorization
- Pre Authorization Redemption
- Release Authorization
- Reload
- Replace
- Reset Expiration Date Return
- Reverse Transaction
- Service Charge Unblock
- Verify Pin Authentication
- Void Transaction
- Transaction Count The total number of transactions for the Transaction Type.
- Activity Amount The total value of transactions for the Transaction Type.
- Average Amount The Activity Amount / the Transaction Count.
- Program Totals:
 - Transaction Count The total of the Transaction Counts for the Program.
 - Activity Amount The total value of Activity Amounts for the Program.
 - Average Amount The total Activity Amount / the total Transaction Count for the Program.
- Report Totals:
 - Transaction Count The total value of Transaction Counts on the report.
 - Activity Amount The total value of Activity Amounts on the report.

• Average Amount - The total Activity Amount / the total Transaction Count on the report.

Tender Activity Type Trend Report

This report displays tender summary information organized by Card Prefix, Series, and Batch, for Activity Types, by Program.

The totals for all Tender Programs with the same Activity Type, Void Flag setting, and Business Date are combined in the charts at the beginning of the report.

The report begins with three charts illustrating tender type activity. Each chart is described in the following sections.

Note: The charts on this report are useful only if you restrict the selection criteria to a single Transaction Type and Void Flag setting, so you can identify the totals for Transaction Type activity. Otherwise, it would be difficult to determine the different totals for the same date but a different Transaction Type or Void Flag setting. You can also restrict the report by Program ID.

- Program ID / Name The ID and Name identifying a Tender Program for a Card Definition. All Programs are selected by default. Optionally, select Search to work with the list of eligible Programs, search based on Program Name, or remove Programs from the list selected for the report.
- Transaction Type Codes identifying types of activity for a Tender account. All Transaction Type codes are selected by default. Optionally, select Search to work with the list of eligible Transaction Type Codes, search based on Transaction Type Code, or remove Transaction Type Codes from the list selected for the report. Possible Transaction Type Codes include:
 - Activate Card
 - Card Merge
 - Cash Out
 - Change Acct Expiration Date
 - Change Pin Authentication
 - Deactivate
 - Errors
 - Inquiry
 - Post Authorization
 - Pre Authorization
 - Redemption
 - Release Authorization
 - Reload
 - Replace
 - Reset Expiration Date Return

- Reverse Transaction
- Service Charge
- Unblock
- Verify Pin Authentication
- Void Transaction
- Void Flag Optionally, select Yes or No to select Tender account activity based on whether the activity was voided.
- Activity Time Period Optionally, select a time period to include activities that occurred during this period on the report rather than entering an Activity Start Date or Activity End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week
 - This Month
 - This Year

Note: If you select an Activity Time Period, the Activity Start Date and Activity End Date criteria are ignored.

- Activity Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Activity End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of Transaction Types, Void Flag settings, and activity dates for the entire report.

Report Contents

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- **Transaction Type** The transaction types selected when generating the report, or set to ALL if there was no restriction.
- **Program ID** The program IDs selected when generating the report, or set to ALL if there was no restriction.
- Void Flag The void flag setting selected for the report. Set to ALL if there was no restriction.

Transaction Count Chart - Displays the total Transaction Count for each Business
Date where the Transaction Type and Void Flag setting are the same.

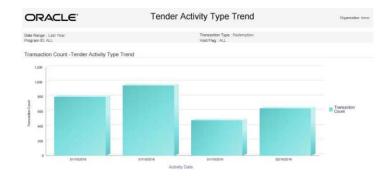
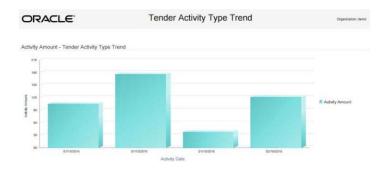


Figure 12–22 Transaction Count - Tender Activity Type Trend Chart

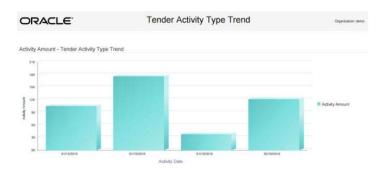
Activity Amount Chart - Displays the total Activity Amount for each Business
Date where the Transaction Type and Void Flag setting are the same

Figure 12–23 Activity Amount - Tender Activity Type Trend Chart



• Average Amount Chart - Displays the Average Amount for each Business Date where the Transaction Type and Void Flag setting are the same.

Figure 12–24 Average Amount - Tender Activity Type Trend Chart



The Report Contents detail information includes:

Program - The unique numeric identifier for the Tender Program, and the Name describing the Tender Program.

- Transaction Type The type of Transaction performed. Possible Transaction Type Codes:
 - Activate Card
 - Card Merge
 - Cash Out
 - Change Acct Expiration Date
 - Change Pin Authentication
 - Deactivate
 - Errors
 - Inquiry
 - Post Authorization
 - Pre Authorization Redemption
 - Release Authorization
 - Reload
 - Replace
 - Reset Expiration Date
 - Return
 - Reverse Transaction
 - Service Charge
 - Unblock
 - Verify Pin Authentication
 - Void Transaction
- Void Flag Indicates that a transaction has been voided.
- **Business Date** The Business Date when the activity occurred.
- Transaction Count The total number of transactions for the Transaction Type on the Business Date and the same Void Flag setting.
- Activity Amount The total value of transactions for the Transaction Type on the Business Date and the same Void Flag setting.
- Average Amount The Activity Amount / the Transaction Count.
- Totals for Transaction Type:
 - Transaction Count The total of the Transaction Counts for the Transaction Type.
 - Activity Amount The total value of Activity Amounts for the Transaction Type.
 - **Average Amount** The total Activity Amount / the total Transaction Count for the Transaction Type.
- Totals for Program:
 - **Transaction Count** The total of the Transaction Counts for the Program.
 - Activity Amount The total value of Activity Amounts for the Program.

- **Average Amount** The total Activity Amount / the total Transaction Count for the Program.
- Report Totals:
 - Transaction Count The total value of Transaction Counts on the report.
 - Activity Amount The total value of Activity Amounts on the report.
 - Average Amount The total Activity Amount / the total Transaction Count on the report.

Registry Management Reports

The Registry Management Reports include:

Registry Detail Report

Registry Detail Report

This report presents detailed information for Gift Registries or Wish Lists.

Selection Criteria

 Customer ID / Name - The ID and Name identifying a Customer. All Customers are selected by default. Optionally, select Search to work with the list of eligible Customers, search based on Customer Name, or remove Customers from the list selected for the report. Only Customers selected with a Gift Registry or Wish List are available for selection.

After you make a Customer ID / Name selection, clear the Registry ID that is automatically selected as a result and reset Program Level IDs as needed.

 Registry Type - The type of Registry: Gift Registry or Wish List. Both types are selected by default. Optionally, remove a type or Registry to exclude it from the report.

After you make a Registry Type selection, clear the Registry ID / Name that is automatically selected as a result and reset Registry IDs as needed.

- Registry ID / Name The ID and Name identifying a Gift Registry or Wish List. All Registries and Wish Lists are selected by default. Optionally, select Search to work with the list of Registries and Wish Lists, search based on Registry or Wish List Name, or remove Registries or Wish Lists from the list selected for the report.
- Registry Event Date Range Optionally, select a time period to include Gift Registries scheduled during this period or Wish Lists created during this period on the report rather than entering an Registry Event Start Date or Registry Event End Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week

- This Month
- This Year

Note: Gift Registries scheduled for future dates are not included in any of these time periods. To include Gift Registries for future dates, use the Registry Event Start Date and Registry Event End Date options to select a date range that includes the scheduled date for the future Gift Registry.

If you select a Registry Event Time Period, the Registry Event Start Date and Registry Event End Date criteria are ignored.

- Registry Event Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- **Registry Event End Date** The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. This limit applies to the total number of items for all Registries for the entire report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.
- **Customer ID** The numeric ID for the Customers selected when generating the report. Set to ALL if there was no restriction.
- **Registry ID** The numeric ID for the Registries or Wish Lists selected when generating the report. Set to ALL if there was no restriction.

The Report Contents detail information includes:

- **Primary Customer ID** The unique numeric identifier for a Customer.
- Registry ID Name The unique numeric identifier for a Registry or Wish List, and the Name describing the Registry or Wish List.
- Event Date The date for an Item Registry. Set to N/A for a Wish List. Repeated for each Item for the Registry.
- Venue Name and Venue Address The Venue Name and Address for an Item Registry. Set to N/A for a Wish List. Repeated for each Item for the Registry.
- First Name and Last Name The primary Customer's first and last name. Repeated for each Item for the Registry or Wish List.
- Email Address and Phone Number The primary Customer's email address and phone number, as specified for the Registry or Wish List. Not from the current primary email address and phone from the Customer record. Set to N/A if not specified.
- Address The primary Customer's address, as specified for the Registry or Wish List. Not from the current primary address from the Customer record. Set to N/A if not specified.

- Item ID Name The ID and Name of the Item on the Registry or Wish List.
- Desired Quantity The desired quantity of the Item.
- Purchased Quantity The purchased quantity of the Item.
- Totals for Registry:
 - **Desired Quantity** The total desired quantity of all Items on the Registry or Wish List that are included on the report.
 - Purchased Quantity The total purchased quantity of all Items on the Registry or Wish List that are included on the report.
- Report Totals:
 - Desired Quantity The total desired quantity of all Items included on the report.
 - Purchased Quantity The total purchased quantity of all Items included on the report.

Task Management Reports

The Task Management Reports include:

- Associate Task Details Report
- Associate Task Summary Report
- Task Status Summary Report

Associate Task Details Report

This report presents details on customer targeted tasks, by the associate assigned to them.

Selection Criteria

 Location ID / Name - The ID and Name identifying a retail Location where Tasks might be assigned. All Locations are selected by default. Optionally, select Search to work with the list of eligible Locations, search based on Location Name, or remove Locations from the list selected for the report.

If you select a Location ID, additional criteria may be selected automatically. If needed, set any remaining criteria to All to avoid restricting the report results to those that match the automatically selected criteria.

- Task Type Codes identifying types of Tasks. All Task Types are selected by default. Optionally, select Search to work with the list of eligible Task Types, search based on Task Type, or remove Task Types from the list selected for the report. Task Types include:
 - ADMIN
 - APPOINTMENT
 - EVENT
 - TASK
 - TODO
- Associate ID / Name The user ID and name of the Associate assigned to the Task. All Associates are selected by default. Optionally, select Search to work with the

list of eligible Associates, search based on Associate Name, or remove Associates from the list selected for the report.

- Task Time Period Optionally, select a time period to include Tasks scheduled for dates in this period on the report rather than entering a Start Segment Run Date or End Segment Run Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week (excludes future dates)
 - This Month (excludes future dates)
 - This Year (excludes future dates)

Note: If you select a Task Time Period, the Task Start Date and Task End Date criteria are ignored.

- Task Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Task End Date The last date to include on the report. Defaults to the current date (today).
- **Row Limit** Optionally, use this field to specify the maximum number of Tasks to include on the report.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.
- Location ID The Location IDs, if any, selected when generating the report. Set to ALL if there was no restriction.
- **Task Type** The Task Types, if any, selected when generating the report. Set to ALL if there was no restriction.
- **Associate ID** The Associate IDs, if any, selected when generating the report. Set to ALL if there was no restriction.

The Report Contents detail information includes:

- **Task ID** A unique numeric identifier for the Task.
- Task Status The current status of the Task. Possible statuses are:
 - Open

- In Progress
- Cancelled
- Closed
- Task Priority The priority of the Task. Possible priorities are:
 - Low
 - Medium
 - High
- **Task Loc ID** The unique numeric identifier for the Location, if any, associated with the Task. Otherwise, set to N/A.
- **Task Subject** The Subject entered to describe the Task.
- **Task Start Date** The Start Date specified for the Task.
- Task End Date The End Date specified for the Task.
- **Customer ID** The unique numeric identifier for the Customer. Set to N/A if there is no Customer associated with the Task.
- Create Date The date when the Task was created.
- Update Date The date when the Task was most recently updated. Set to N/A if the Task has not been updated.
- Create User The user ID of the User who created the Task.
- **Update User** The user ID of the User who most recently updated the Task. Set to N/A if the Task has not been updated.

Associate Task Summary Report

This report presents a summary of the types of Tasks assigned to each Associate, and their current statuses.

Selection Criteria

- Location ID / Name The ID and Name identifying a retail Location that might be associated with assigned Tasks. All Locations are selected by default. Optionally, select Search to work with the list of eligible Locations, search based on Location Name, or remove Locations from the list selected for the report.
- Task Type Codes identifying types of Tasks. All Task Types are selected by default. Optionally, select Search to work with the list of eligible Task Types, search based on Task Type, or remove Task Types from the list selected for the report. Task Types include:
 - ADMIN
 - APPOINTMENT
 - EVENT
 - TASK
 - TODO
- Associate ID / Name The user ID and name of the Associate assigned to the Task. All Associates are selected by default. Optionally, select Search to work with the list of eligible Associates, search based on Associate Name, or remove Associates from the list selected for the report.

- Task Time Period Optionally, select a time period to include Tasks scheduled for dates in this period on the report rather than entering a Start Segment Run Date or End Segment Run Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week
 - Last Month
 - Last Year
 - Last 30 Days
 - Last 60 Days
 - Last 90 Days
 - This Week (excludes future dates)
 - This Month (excludes future dates)
 - This Year (excludes future dates)

Note: If you select a Task Time Period, the Task Start Date and Task End Date criteria are ignored.

- **Task Start Date** The first date to include on the report. Defaults to the previous date (yesterday).
- **Task End Date** The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. Each row represents a unique combination of Task Type, Associate ID, and Task Status.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- Date Range The date range selected when generating the report.
- Location ID The Location IDs, if any, selected when generating the report. Set to ALL if there was no restriction.
- **Task Type** The Task Types, if any, selected when generating the report. Set to ALL if there was no restriction.
- **Associate ID** The Associate IDs, if any, selected when generating the report. Set to ALL if there was no restriction.

The Report Contents detail information includes:

- **Task Type -** The type of Task. Possible Types are:
 - Admin
 - Appointment
 - Event

- Task
- To do
- Associate ID The identifier of the Associate assigned to the Task. Set to N/A if no Associate is assigned.
- Associate Name The name of the Associate assigned to the Task. Set to N/A if no Associate is assigned.
- Task Status The current status of the Task. Possible statuses are:
 - Open
 - In Progress
 - Cancelled
 - Closed
- **Task Count** The total number of Tasks of this Type, assigned to this Associate (or unassigned), and in the same status, included on the report.
- Totals for Task Type The total number of Tasks of this Type included on the report.
- **Report Totals** The total number of Tasks included on the report.

Task Status Summary Report

This report presents a summary of types of Tasks by their current statuses.

Selection Criteria

- Location ID / Name The ID and Name identifying a retail Location that might be associated with assigned Tasks. All Locations are selected by default. Optionally, select Search to work with the list of eligible Locations, search based on Location Name, or remove Locations from the list selected for the report.
- Task Type Codes identifying types of Tasks. All Task Types are selected by default. Optionally, select Search to work with the list of eligible Task Types, search based on Task Type, or remove Task Types from the list selected for the report. Task Types include:
 - ADMIN
 - APPOINTMENT
 - EVENT
 - TASK
 - TODO
- Associate ID / Name The user ID and name of the Associate assigned to the Task. All Associates are selected by default. Optionally, select Search to work with the list of eligible Associates, search based on Associate Name, or remove Associates from the list selected for the report.
- Task Time Period Optionally, select a time period to include Tasks scheduled for dates in this period on the report rather than entering a Start Segment Run Date or End Segment Run Date. Set to None by default. Available time periods are:
 - Yesterday
 - Last Week

- Last Month
- Last Year
- Last 30 Days
- Last 60 Days
- Last 90 Days
- This Week (excludes future dates)
- This Month (excludes future dates)
- This Year (excludes future dates)

Note: If you select a Task Time Period, the Task Start Date and Task End Date criteria are ignored.

- Task Start Date The first date to include on the report. Defaults to the previous date (yesterday).
- Task End Date The last date to include on the report. Defaults to the current date (today).
- Row Limit Optionally, use this field to specify the maximum number of rows to include on the report. Each row represents a unique combination of Task Type and Task Status.

Click **Apply** to apply the selected criteria and generate the report.

Report Contents

The Report Contents header information includes:

- **Organization** The code identifying your organization.
- **Date Range** The date range selected when generating the report.
- Location ID The Location IDs, if any, selected when generating the report. Set to ALL if there was no restriction.
- Associate ID The Associate IDs, if any, selected when generating the report. Set to ALL if there was no restriction.
- **Task Type** The Task Types, if any, selected when generating the report. Set to ALL if there was no restriction.

The Report Contents detail information includes:

- **Task Type** The type of Task. Possible Types are:
 - Admin
 - Appointment
 - Event
 - Task
 - To do
- Task Status The current status of the Task. Possible statuses are:
 - Open
 - In Progress

- Cancelled
- Closed
- **Task Count** The total number of Tasks of this Type and status that are included on the report.
- **Totals for Task Type** The total number of Tasks of this Type included on the report.
- **Report Totals** The total number of Tasks included on the report.

13Administration

About this Chapter

The Administrative options available include the following:

- Associate Role Definition
 - Adding an Associate Role
 - Editing an Associate Role
- Attribute Management
 - Creating an Attribute
 - Editing an Attribute
 - Deleting an Attribute
- Batch Import Review
- Batch Process Tracking
- Exchange Rate
- File Review
- Franchisees
- Location Management
 - Adding a Location
 - Editing a Location
- Managing External Application Access
- Preference Types
 - Sorting Preference Types
 - Adding a Preference Type
 - Editing a Preference Type
 - Viewing a Preference Type
 - Delete a Preference Type
- Role Groups
- Security Groups

- System Configuration
- System Logs
- Task Management
 - Creating a Task
 - Editing a Task
 - Viewing a Task
 - Re-Assigning a Task
- Web Service Tracking
- Users

Associate Role Definition

Associate Roles are used to assign Associates to Customers. Only one Associate can be assigned to a Customer for each Associate Role, so the number of Associate Roles determines the number of Associates that can be assigned to a Customer.

Figure 13–1 Associate Role Definition

Associate Role Definition

Actions * + /	Sort By Primary	*		
Role ID	Role Name	Description	Active	Primary
1	WSDL1-Wedding Planner	Wedding Planner	Yes	~
2	WSDL2-Reception Coordinator	Wedding Reception Coordinator	No	
3	WSDL3-Bridal Dress Consultant	Wedding Bridal Dress Consultant	Yes	
4	WSDL4-Floral Designer	Wedding Floral Designer	Yes	
5	WSDL5-Cake Decorator	Wedding Cake Decorator	No	
6	WSDL6-Invitation Specialist	Wedding Invitation Designer	No	
7	WSDL7-Wedding Photographer	Wedding Photographer	Yes	

To access the Association Role Definition window:

- **1.** Click the **Tasks** icon.
- 2. Click the Admin Task.
- **3**. Click the **Associate Role Definition** Task.

The following information is displayed for each role:

- **Role ID** Unique ID for the Associate Role.
- Role Name Name of the Associate Role.
- Description Description of the Associate Role.
- Active Indicates whether the Associate Role is active.
- Primary Indicates whether the Associate Role is the primary role.

Sorting Associate Role Definitions

The user can sort the list to refine the results. The following sorting options include:

Figure 13–2 Sorting Options

Actions 💌	+ 2	/ X	Intended Use	All	*	Sort By	ID	•	Descending	۳	
-----------	-----	-----	--------------	-----	---	---------	----	---	------------	---	--

The following fields can be sorted Ascending or Descending:

- Active Indicates whether the Associate Role is active.
- Description Description of the Associate Role.
- Primary Indicates whether the Associate Role is the primary role.
- **Role ID** Unique ID for the Associate Role.
- Role Name Name of the Associate Role.

Adding an Associate Role

To add an Associate Role, do the following:

- 1. Click the Add (+) icon, or choose Add from the Actions menu. This displays a Create Associate Role window where you can enter the following information:
 - Role Name This field configures the name of the Associate Role.
 - Description This field configures a description of the Associate Role. This is a required field.
 - Active This check box determines whether the Associate Role is active. As a default, the check box is selected.
 - Primary This check box determines whether the Associate Role is the primary role.

Note: Customer Engagement only allows one Associate Role to be primary.

2. To add the new Associate Role to the list of definitions, click **OK**. To return to the original window without saving, click **Cancel**.

Editing an Associate Role

To edit an Associate Role, do the following:

- **1.** Highlight the desired **Associate Role** (Only one record can be selected at a time for editing).
- **2.** Click the **Edit** icon, or choose **Edit** from the **Actions** menu. This displays an Edit Associate Role window: This displays a window with details of the role:

Figure 13–3 Edit Associate Role

Created by ORCE-A	dmin on 9/4/19	
* Role ID	45	
* Role Name	Role 2	
* Description	role 3	
Active Flag		
Primary Flag		

- **3.** Make any necessary change to the fields.
- **4.** Click **OK** to accept the changes. The Associate Role is displayed with the new information. Click **Cancel** to return to the original window without saving.

Attribute Management

Use the Attribute Management window to create, edit, or delete attributes.

Figure 13–4 Attribute Management

Attribute Management

ID	Name	Unique	Description	Editable	Open Access	Data Type	Last Update	Intended Use	Attribute Group
B1	ADDITIONAL-SERVICES	No	Special Services Offered by Store	Yes	Yes	Character	5/21/15	Location	
82	GRAND-OPENING-DATE	Yes	Grand Opening Date for Location	Yes	Yes	Date	5/21/15	Location	
83	ADDITIONAL-DEPARTMENTS	No	Additional Store Departments	Yes	Yes	List	7/16/15	Location	
84	INTERNET-SALES?	Yes	Sells via Internet?	Yes	Yes	Logical	12/4/17	Location	
85	AVG-DAILY-SALES	Yes	Average Daily Sales	Yes	Yes	Currency	5/21/15	Location	
86	AVG-DAILY-CUSTOMER-COUNT	Yes	Average Daily Customer Count	Yes	Yes	Number	5/21/15	Location	
127	Region	No	Region	Yes	Yes	List	4/25/16	Location	
128	Chain	Yes	Chain	Yes	Yes	List	11/10/15	Location	
182	STORE-MANAGER	Yes	Name of store manager	Yes	Yes	Character	8/2/19	Location	Management
183	AREA-MANAGER	Yes	Name of Area Manager	Yes	Yes	Character	8/28/17	Location	Management

To access the Attribution Management window:

- 1. Click the **Tasks** icon.
- 2. Click the Admin Task.
- 3. Click the Attribute Management Task.

The following information is displayed for each attribute:

- **ID** The ID for the attribute.
- Name The name of the attribute.
- Unique Only one value can be added to the attribute when it is identified as unique.
- Description Description of the information provided by the attribute.
- Editable Identifies whether the associate is allowed to edit the value for the attribute once it is added.
- Open Access Indicates whether there is open access to this attribute.
- Data Type The type of data contained in the attribute value. Possible values include: Character, Number, Currency, Date, Logical, and List.
- Last Update The date last updated in the system.
- Intended Use The Customer Engagement element the attribute was created for. Possible uses include: Card, Card Series, Card Type, Customer, Gift Registry, Item Location, Offer, Promo Offer, Promotion, Segment, and Wish List.
- Attribute Group The group associated with the attribute.

Filtering and Sorting Attributes

The user can narrow down the list by selecting any of the Intended Use filters. The list can then be sorted by the fields as shown in Figure 13–5.

Figure 13–5 Filtering and Sorting Options

Actions • + / × Intended Use All • Sort By ID • Descending •

Intended Use filters include:

- All (Default)
- Card
- Card Series
- Card Type
- Customer
- Gift Registry
- Item Location
- Offer
- Promo Offer
- Promotion
- Segment
- Wish List

The following fields can be sorted Ascending or Descending:

- Attribute Group
- Data Type
- Description
- ID
- Intended Use
- Last Update
- Name

Creating an Attribute

To create an Attribute, do the following:

1. Click the Add (+) icon, or choose Add from the Actions menu. This displays a Create Attribute dialog, where you can enter the following information:

* Name	Ì		Editable	\checkmark	
*			Open Access		
* Description			Publish to Batch Ex	porter	
* Intended Use	Customer	*	Required		
Attribute Group	(Please select)	×	Unique		
* Data Type	Character	Ŧ			

Figure 13–6 Create Attribute

Attribute

Name – Name of the attribute (required field).

- **Description** Description of the attribute (required field).
- **Intended Use** The Customer Engagement element the attribute was created for (required field).
- Attribute Group The group associated with the attribute. Required for Gift Registry Intended Use, otherwise, optional.
- Data Type The type of data contained in the attribute value. Possible values include:
 - Character
 - Number
 - Currency
 - Date
 - Logical
 - List (required field
- 2. Depending on your previous selections the following fields are dynamic:
 - Editable Indicate whether the attribute isis editable.
 - Open Access Indicate whether the attribute has open access.
 - Publish to Batch Exporter A flag to indicate export to a marketing system.
 - Required Adds a flag to make the attribute required
 - **Unique** Indicates whether the attribute can be assigned to an element more than once.
- **3.** Click **OK**. This adds the new attribute to the list of attributes. Click **Cancel** to return to the original window without saving.

Editing an Attribute

To edit an Attribute, do the following:

- 1. Highlight the **row** of the desired attribute.
- **2.** Click the **Edit** icon, or choose **Edit** from the **Actions** menu. This displays an Edit Attribute dialog that displays a window with details of the attribute:

reated by user on 8	3/14/19				
* Attribute ID	265	Actively Used	\checkmark		
*	Deal Season	Editable	\checkmark		
Name	Deal Season	Open Access	\checkmark		
* Description	Deal Season	Publish to Batch Exporte			
* Intended Use	0.5	Required			
Intended Use	Offer	Unique	\checkmark		
Attribute Group	(Please select)				
* Data Type	List				
* Values	Spring × Summer × Fall ×				
	Winter ×				
				Cancel	0

Figure 13–7 Edit Attribute

Note: Attributes that are actively used (already associated to an element in Customer Engagement) are limited to what fields may be changed, such as Description.

- **3**. Make any necessary changes to the fields.
- **4.** Click **OK** to accept the changes. The attribute is displayed with the new information. Click **Cancel** to return to the original window without saving.

Deleting an Attribute

Use the following steps to delete an Attribute:

1. Highlight the row of the Attribute.

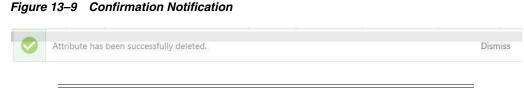
Note: Actively used attributes cannot be deleted, so highlighting such a row will not enable the delete action or the delete icon.

2. Click **Delete** from the **Actions** menu or the **Delete** icon. This opens the delete confirmation window.

Figure 13–8 Warning

🔺 Warning		×
Do you want to de	lete the selecte	ed item?
	Cancel	ОК

3. Click **OK** to delete the attribute or **Cancel** to close the window without deleting the row.



Note: A confirmation notification appears to confirm the attribute has been deleted.

Batch Import Review

You will have the ability to search, sort and view the details of the batch import file. Additionally, files currently being processed can also be viewed.

Searching for Batch Imports

- 1. Click Tasks.
- 2. Click Admin.
- 3. Click Batch Import Review. The Batch Import Review window opens.

Figure 13–10 Batch Import Review - Search

	Search Results
ile Name	Enter search parameters in the sidebar to search for Batch Imports.
Completed Date Range	
From 07/27/21	
To 09/27/21	
Successes Warnings Reposts Failures Examined	

- 4. Enter the following search parameters to search for Batch Imports.
 - Enter any or all of a File Name.
 - Enter the From and To Completed Date Ranges.
 - Select from the following Includes Files With Options:
 - Successes
 - Reposts
 - Examined

- Warnings
- Failures
- 5. Click Search to find the results, or click Reset the search parameters.

Figure 13–11 Search Results

Actions * ··· O	Sort By File N	ame 🔻	Ascending						All times are in	GM
File Name	Record Type	Repost Attempt	Successes	Warnings	Reposts	Failures	Examined	Start Time	End Time	
Points-Loyalty.xml	LoyaltyRequest	0	0	0	0	1	1	8/2/21 4:35 PM	8/2/21 4:35 PM	
Points-Loyalty.xml	LoyaltyRequest	0	0	t	0	1	1	8/17/21 4:15 PM	8/17/21 4:15 PM	
Points-Loyalty.xml	LoyaltyRequest	0	0	0	0	1	1	8/2/21 5:15 PM	8/2/21 5:15 PM	
wards.xml	AwardRequest	0	1	0	0	0	1	8/26/21 12:20 PM	8/26/21 12:20 PM	
awards.xml	AwardRequest	0	. 1	0	0	0	1	8/12/21 1:10 PM	8/12/21 1:10 PM	
wards.xml	AwardRequest	0	1	0	0	0	1	8/10/21 1:25 PM	8/10/21 1:25 PM	
wards.xml	AwardRequest	0	1	0	0	0	1	8/2/21 5:10 PM	8/2/21 5:10 PM	
wards.xml	AwardRequest	0	0	0	0	1	1	8/2/21 4:45 PM	8/2/21 4:45 PM	
d210224-200359-873806. xml	Customer	0	0	0	0	2	2	8/16/21 7:50 PM	8/16/21 7:50 PM	
d210224-200359-873806. xml		0	0	0	0	1	0	8/16/21 8:00 PM	8/16/21 8:00 PM	
cm210224-170409-80171 0.xml	Customer	0	0	0	0	1	1	8/18/21 4:10 PM	8/18/21 4:10 PM	
cm210224-170413-64353 4 xml	Customer	0	0	0	0	1	1	8/18/21 4:00 PM	8/18/21 4:00 PM	
cm210224-170413-64652 5.xml	Customer	0	0	0	0	1	1	8/18/21 4:05 PM	8/18/21 4:05 PM	
cm210224-170413-65051 6.xml	Customer	0	0	0	0	1	1	8/18/21 3:55 PM	8/18/21 3:55 PM	
cm210224-170413-65350 6.xml	Customer	0	0	0	0	1	1	8/18/21 3:45 PM	8/18/21 3:45 PM	
cm210224-170413-65649	Customer	0	0	0	n	1	1	8/18/21 3-50 PM	8/18/21 3-50 PM	

Note: The results display in batches of 25 records. When more than 25 records are available, click **Show More...** to view more results.

You can refresh the Search Results by clicking the **Refresh** icon or picking the **Refresh** option from the **Actions menu**.

Sorting Batch imports

You can sort by:

- End Time
- Examined
- Failures
- File Name (default)
- Record Type
- Repost Attempt
- Reposts
- Start Time
- Successes
- Warnings

Preference types can be sorted ascending or descending from the list.

Viewing a Batch Import

To view a Batch Import, do the following:

1. Highlight the **row** of the Batch Import you want to view.

2. Click the Actions menu or the View icon to open the View Report for window.

eport Detail	Failures		Warnings	Reposta	
File Name awards.xml	item Number	File Name	Item Detail	Line Number	
Record Type AwardRequest	No Failure Summary Items avail		NUMBER OF STREET	LINE HUMBLE	
Start Time 8/26/21 12:20 PM					
End Time 8/26/21 12:20 PM					
Processed Files awards.xml					
Failure Summary					
rocessing Result					
Total Records 1 Found					
Successes 1					
Warnings 0					
Reposts 0					
Failures 0					
Examined 1					

Figure 13–12 View Report For File Name Selected

3. View the details of the Report and click **Done** to close the window.

View Files Processing

Do the following to refresh the results at any time:

- **1**. Click the Actions menu.
- 2. Click View Files Processing. The View Process Files window opens.

Figure 13–13 View Files Processing

Name Start Time Exam	Examine
iles available to display	

3. Click **Refresh** to update the results, or click **Done** to close the window.

Batch Process Tracking

You have the ability to view statistics for successes, warnings, and failures by batch type on a daily, weekly, and monthly basis, so that you can monitor problems with batch jobs.

To track batch processes do the following:

- 1. Click Menu.
- 2. Click the Admin task.
- **3.** Click the **Batch Process Tracking** task. The Batch Process Tracking window displays.

	Daily Activity			Weekly Act	ivity	_	Monthly Activity	
Actions *	O 01/01/21	=					• All times are in GMT. Data is updated	periodically
Month	Batch Type	Batch Count	Record Count	Successes	Warnings	Failures	Average Time per 1000 (HH:MM:SS)	
January			+1	-		1		
	Customer	950	6.339	4.854	0	1,585	00:02:31	- 1
February	RetailLocation	1	1	1	0	0	00:00:00	
	Transaction	2	16	16	15	0	00:05:12	
	Customer.	124	201	75	0	126	00:01:05	
	Item	3	11	5	0	6	00:00:00	- 1
March	MerchandiseHierarchy	1	2	2	0	0	00:00:00	
	RetailLocation	1	5	5	0	0	00:00:00	
	Transaction	3	1,509	1,492	100	17	00:04:17	
April	Customer	16	50	30	0	20	00:06:24	
May	Customer	43	73	26	0	47	00:02:42	
June	-		-				-	
	Customer	8	25	20	ō	5	125:08:20	
	Item	2	10	10	0	0	00:01:40	
July	MerchandiseHierarchy	2	: 4	- 4	0	0	00:04:10	
	Ratalit neutinn		. 15	15		.0	00-00-00	-

Figure 13–14 Batch Process Tracking

Note: The results display in batches of 25 records. When more than 25 records are available, click **Show More...** to view more results.

You can refresh the list by clicking the **Refresh** icon or picking the **Refresh** option from the **Actions menu**.

- 4. View the Results by clicking one of the following options:
 - Daily Activity
 - Weekly Activity
 - Monthly Activity
- 5. To change the date range enter a date into the calendar field.

Figure 13–15 Date Selector

Actions *	0	01/01/2	21			<u>ini</u>		
Month	Batch Type	<	J	anua	ary	202	1	>
January	*	s	м	т	W	т		5
	Customer						0	2
February	RetailLocat	3	4	5	6	7	-	
	Transaction							ġ
	Customer	10	11	12	13	14	15	16
	Item	17	18	19	20	21	22	23
March	Merchandi	24	25	26	27	28	29	30
	RetailLocat	31						
	Transaction				Toda	y		
And	Customer							

Exchange Rate

You can use the Exchange Rate feature to review the most current exchange rates that have been set up for currency conversions for PosLog transactions. You can also review previous Exchange Rates, as well as create new Exchange Rates.

Note: This option is available only if the user has been assigned the SystemAdmin role. See the Oracle Retail Customer Engagement Cloud Service Implementation Guide for more information on assigning User Roles.

Accessing the Exchange Rate Feature

To access the Exchange Rate feature do the following:

- 1. Click Menu.
- 2. Click the Admin task.
- 3. Click the Exchange Rate task. The Exchange Rate window displays.

Figure 13–16 Exchange Rate Window

Exchange Rate					
Actions * + ···· O	Sort By Create Date 🔹	Descending 👻			
Base Currency	Exchange Currency	Exchange Rate	Effective Date	Create Date	Create User ID
Japan. Yen	Kuwait, Dinars	0.003218	11/8/16 12:00 PM		
United States of America, Dollars	Kuwait, Dinars	0.29005	11/8/16 12:00 PM		
United States of America, Dollars	Japan, Yen	91.149394	11/8/16 12:00 PM		
Mexico, Pesos	United States of America, Dollars	0.080254	11/8/16 12:00 PM		
Mexico, Pesos	Kuwait, Dinars	0.023284	11/8/16 12:00 PM		and the
Mexico, Pesos	Japan. Yen	7.234366	11/8/16 12:00 PM		
Japan, Yen	United States of America, Dollars	0.010971	11/8/16 12:00 PM		10.010
Kuwait, Dinars	Japan, Yen	310.692405	11/8/16 12:00 PM		11000
Kuwait, Dinars	Mexico. Pesos	42.946732	11/8/16 12:00 PM		
Kuwait, Dinars	United States of America, Dollars	3.44768	11/8/16 12:00 PM		regela

The Exchange Rate List displays the following information for each currency conversion that has a current Exchange Rate:

- Base Currency The name of the currency that is being converted (the from currency).
- Exchange Currency The name of the currency that is being converted to (the to currency).
- Exchange Rate The most current Exchange Rate that has been defined for the currency conversion. Up to 6 decimal positions. Any future Exchange Rates are not displayed.
- Effective Date The most current Exchange Rate that has been defined for the currency conversion, with the rate displaying up to 6 decimal positions. Any Exchange Rates with a future Effective Date are not displayed.
- Create Date The date and time when the Exchange Rate was created.
- Create User Id The user ID of the person who created the Exchange Rate.

Working with Exchange Rates

Sorting Results

Figure 13–17 Sort By Options

xchange Rate				
Actions * + O Son	By Create Date v Descending	Ŧ		
Base Currency	Exchange Currency	Exchange Rate	Effective Date	Create Date
Japan, Yen	United States of America, Dollars	0.010971	11/8/16 12:00 PM	
Mexico, Pesos	Kuwait, Dinars	0.023284	11/8/16 12:00 PM	

In the Exchange Rates window, the user can sort the list to refine the results. Results can be sorted Ascending or Descending using the following sorting options:

- Base Currency
- Create Date (Default)
- Create User ID
- Effective Date
- Exchange Currency
- Exchange Rate

Viewing Exchange Rate History

To view an Exchange Rate History do the following:

- 1. Highlight an Exchange Rate from the list of results.
- **2.** Click the **Actions Menu**, and then click **View**, or click the **View** icon. The Exchange Rate History window displays the history of that Exchange Rate in descending date order.

Figure 13–18 Exchange Rate History

Exchange Rate	Effective Date	Create Date	Create User ID	
91.149394	11/8/16 12:00 PM			
91.149394	11/3/16 12:00 PM			_
91.149394	10/27/16 12:00 PM			
1.149394	9/15/16 12:00 PM			
0.1	8/3/16 12:00 AM	8/3/16 1:18 PM	-marking	
1.149394	2/1/16 12:00 PM			
91.149394	1/29/16 12:00 PM			
91.149394	1/27/16 12:00 PM			
91.149394	1/26/16 12:00 PM			
91.149394	8/17/15 12:00 PM			
91.149394	7/29/15 12:00 PM			Ì
<				>

- **Exchange Rate** The Exchange Rates defined for the conversion of the Base Currency to the Exchange Currency.
- **Exchange Rate Date** The date and time when the Exchange Rate becomes effective.

- **Create Date -** The date and time when the Exchange Rate was created.
- Create User Id The user ID of the person who created the Exchange Rate.
- 3. Click Done to close the window and return to the Exchange Rate Window.

Creating a New Exchange Rate

To create a new Exchange Rate for a currency conversion do the following:

1. Click the Actions Menu, and then click Add, or Click the Add (+) icon. The Create Exchange Rate window displays.

Figure 13–19 Create Exchange Rate

Create Exchange Rate		×
Base Currency	Georgia, Lari 💌	
Exchange Currency	Czech Republic, Koruny	
* Exchange Rate	3.14159	
Effective Date	03/10/20 12:00 AM	
		Cancel OK

- **2.** Enter the following information:
 - Base Currency Select the basic currency from the list.
 - Exchange Currency Select the Exchange Currency from the list.
 - Exchange Rate Enter the Exchange Rate to use when converting the Base Currency to the Exchange Currency. The value entered can include up to 11 positions before the decimal and up to 6 after.
 - Effective Date and Time Use the Calendar picker to select the date and time which the rate is effective. The date/time can be in the past or in the future. If an existing Exchange Rate for the specified date and time currently exists, the page displays an error.
- **3.** Click **OK** to accept the changes or **Cancel** to close the task without saving. If you select **OK**, you will receive a confirmation at the bottom of the window confirming the new exchange rate was successfully added. You are returned to the Exchange Rate window where the new exchange rate you just created now displays at the top of the list.
- **4.** You can refresh the Exchange Rate list by clicking the **Refresh** icon or picking the **Refresh** option from the **Actions menu**.

File Review

As an Administrator, I want the ability to view files, so that I can manage downloading and transferring of files.

- 1. Click the **Tasks** icon.
- 2. Click Admin.
- 3. Click File Review.

4. Select either Available Files or Transfer Activity.

Searching for Available Files

In the File Review window select Available Files.

- Enter the following **search parameters** to search for Available Files.
 - Select a File Type.
 - Enter any or all of a **File Name**.
 - Enter the **From** and **To** Date Ranges.
 - Select whether or not to Exclude Zero Length Files.

Click Search.

Note: The results display in batches of 25 records. When more than 25 records are available, click **Show More...** to view more results.

You can refresh the Search Results by clicking the **Refresh** icon or picking the **Refresh** option from the **Actions menu**.

Sorting Available Files

The following fields can be sorted **Ascending** or **Descending**:

- Create Date
- File Length
- File Name
- File Type
- Job Run ID
- Record ID (default)

Viewing a Flle

To view a File, do the following:

- 1. Highlight the row of the File you want to view.
- 2. Click the Actions menu or the View icon to open the View File Details window.

File Type RETAIL_INSIGHTS_PACKAGE Create Date 9/27/21 8:10 AM	EXPORTER	Transferred Yes	
Create Date 9/27/21 8:10 AM			
		Transferred Date 9/27/21 8:25 AM	
Create User Id ORCE		Job Run ID 2994	
		Record ID 9928	
ssociated Transfers			
ansport	Location		
BJECT_STORAGE	exports/batch_ex	ports/RetailInsight	

Figure 13–20 View File Details

3. View the details of the file and click **Done** to close the window.

Downloading Files

To download a file do the following:

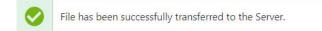
- 1. Highlight the **row** of the File you want to download.
- Click the Actions menu and select Download, or click the Download icon to download the file. The file is downloaded to a location based on your settings.

Transfer to Server

To transfer a file to the server do the following:

- 1. Highlight the row of the File you want to transfer to server.
- **2.** Click the **Actions** menu and select **Transfer to Server**. A notification appears to indicate the transfer is a success.

Figure 13–21 Notification



Searching for Transfer Activity

In the File Review window select Transfer Activity.

- Enter the following search parameters to search for Transfer Activity.
 - Select a Transfer Type.
 - Enter any or all of a File Name.
 - Select a Status. Options include:
 - * All (default)
 - * New Entry

- * Waiting
- * Transfer Started
- * Transfer Retry
- * Transfer Failed
- * Completed
- * Historical
- * Discard
- Select a **Transport** option.

Click Search.

Note: The results display in batches of 25 records. When more than 25 records are available, click **Show More...** to view more results.

You can refresh the Search Results by clicking the **Refresh** icon or picking the **Refresh** option from the **Actions menu**.

Sorting Transfer Activity

The following fields can be sorted Ascending or Descending:

- Attempt
- File Name
- Last Updated (default)
- Message
- Retry
- Status
- Transfer Type
- Transport

Viewing a Transfer Activity

To view a Transfer Activity, do the following:

- **1**. Highlight the **row** of the File you want to view.
- 2. Click the Actions menu or the View icon to open the View File Details window.

File Name RI_CE_DATA.zip)	File Length	426.6 MB	
File Type RETAIL_INSIGH	TS_PACKAGE_EXPORTER	Transferred	Yes	
Create Date 9/27/21 8:10 A	м	Transferred Date	9/27/21 8:25 AM	
Create User Id ORCE		Job Run ID	2994	
		Record ID	89928	
sociated Transfers				
ansport	Location			
BJECT_STORAGE	exports/batch_ex	ports/RetailInsight		

Figure 13–22 View File Details

3. View the details of the file and click **Done** to close the window.

Retry a Failed Transfer

Only files that have the status of Transfer Failed are eligible for a Retry. Do the following to Retry a Failed Transfer.

- 1. Highlight the **row** of the File you want to retry.
- **2.** Click the **Actions** menu and select **Retry**, or click the **Retry icon** to retry the transfer.

Franchisees

You have the ability to view, add, edit, and delete a franchisee to be used within the system. Additionally, users and locations can be added and deleted on a franchisee as well as viewing a list of customers that are currently assigned to a franchisee. A list of Franchisees can also be imported.

- 1. Click the Tasks icon.
- 2. Click Admin.
- 3. Click Franchisees.

Searching for Franchisees

Enter the following search parameters to search for Franchisees.

- Enter all or part of a **Franchisee ID**.
- Enter all or part of a **Name**.
- Enter all or part of a **Description**.
- Enter all or part of a **City**.
- Enter all or part of a **State**.

Click Search.

Note: The results display in batches of 25 records. When more than 25 records are available, click **Show More...** to view more results.

You can refresh the Search Results by clicking the **Refresh** icon or picking the **Refresh** option from the **Actions menu**.

Sorting Available Franchisees

The following fields can be sorted Ascending or Descending:

- City
- Description
- Franchisee ID (default)
- Name
- State

Viewing a Franchisee

To view a Franchisee, do the following:

- 1. Highlight the **row** of the Franchisee you want to view.
- 2. Click the Actions menu or the View icon to open the View Franchisee window.

Figure 13–23 View Franchisee

Franchisee Details				
Franchisee ID 19	Address Line 1	Address Line 4	Postal Code	
Name * FrancDelete	Address Line 2	City	Email	
Description	Address Line 3	State	Phone Number	
Assigned Users				
Actions 💌 🕂 兴				
Assigned Locations				
Actions \bullet + \times				

3. View the details of the Franchisee and click **Done** to close the window.

Adding Franchisees

Do the following to add a new Franchisee.

- 1. Click the Actions menu and select Add, or click the Add icon (+).
- 2. Enter the following information:
 - Franchisee ID (automatically assigned after save)
 - Name
 - Description

- Address Line 1
- Address Line 2
- Address Line 3
- Address Line 4
- City
- State
- Postal Code
- Email
- Phone Number
- **3.** Select **OK** to save or **Cancel** to exit. You do not at this time have to add users. If you wish to associate users to the new Franchisee at this time, then proceed to the Assign Users section.

Assign Users

4. In the Assign Users section of the Create Franchisee window, click the **Actions Menu**, and then click **Add**, or click the **Add (+)** icon. The Add Users window displays.

Figure 13–24 Add Users

Search for User						
Search by user ID or name	e or email address or	location	٩	Search	Partial O Exact	
Search Results						
User ID	Name	Email Address			Location ID	Select User
No users found using sea	rch criteria.					

- **5.** In the Search for User field, enter the **User ID**, **Name**, **Email Address**, or **Location** of the user you want to search for.
- **6.** Select **Partial**, if you want to results that match part of what you enter, or select **Exact** if you only want results that are an exact match.
- **7.** Click **Search**. A list of users matching the search text is displayed in the Search Results grid.

earch for User				
Search by user ID or name or email addre	ss or location	🔍 Search 💿 Partial 🔘 Exact		
earch Results				
User ID	Name	Email Address	Location ID	Select User
100	Xstore User 100			Select
EITUSER	EIT USER			Select
Real Britshill State	1.0000000000000000000000000000000000000	and the second second second	00004	Select
	10000			Select
ORCE-Auto	ORCE-Auto			Select
ORCE-GWT	ORCE-GWT			Select
ORCE-Roles	ORCE Roles		4	Select
			Show M	dore 1-25 of 72 items

Figure 13–25 Search Results Grid

- 8. For each user you wish to assign, click **Select**.
- 9. For each user you wish to unassign, click Unselect.
- 10. Click OK to accept the changes, or Cancel to close the window without saving.
- **11.** Select **OK** to save or **Cancel** to exit. You do not at this time have to add locations. If you wish to associate locations to the new franchisee at this time, then proceed to the Assign Locations section.

Assign Locations

 In the Assign Locations section of the Create Franchisee window, click the Actions Menu, and then click Add, or click the Add (+) icon. The Add Location window displays.

Figure 13–26 Add Location

0 Locations Selected		
Search by Location ID or Name × Search		
Location ID	Location Name	
00002	00002-Franchisee 2 Location	
00004	00004-Portland-OR	
4	00004-store-4	
00005	00005-Solon-OH	
79501	1.0 Store 79501	
79901	1.0 Store 79901	
79503	1.3 Store 79503	
79203	1.9 Store 79203	
63203	10 Jackson Lane	

13. Enter all or part of a Location ID or Name.

- 14. Click Search.
- **15.** Select the top **Location ID** check box to add all locations, or select each **individual Location ID** check box for each location to assign to the Franchisee.
- **16.** Click **OK** to accept the changes, or **Cancel** to close the window without saving.
- Click OK to create the new franchisee, or click Cancel to close without saving. A notification appears to indicate the successful creation of a Franchisee.

Figure 13–27 Notification

Franchisee Created Successfully.

Editing Franchisees

To edit a Franchisee do the following:

- 1. Highlight the **row** of the Franchisee.
- 2. Click the Actions menu and select Edit, or click the Edit (Pencil) icon.
- 3. Edit the Franchisee. See Adding Franchisees for more information.

Deleting a Franchisee

To delete a Franchisee do the following:

- 1. Highlight the row of the Franchisee.
- 2. Click the Actions menu and select Delete, or click the Delete (X) icon.

A notification appears confirming the successful deletion of the Franchisee.

Figure 13–28 Notification

Franchisee Deleted Successfully.

Note: The delete function will not process if the Franchisee is associated with one or more customers. A notification appears to indicate the process did not complete.

Viewing Assigned Customers to a Franchisee

To view the assigned customers to a franchisee do the following:

- 1. Highlight the row of the Franchisee.
- 2. Click the Actions menu and select View Customers, or click the View Customers icon.

The Customer Search window opens. The Search Results section lists the customers assigned to the franchisee.

learch	Search Results			Create Customer
ait Narie	Sustomers Found Sort By Last Name *			
inst Name	Customer Name and Address	Last Visit	Activity VTD	Average Spend LTI
lusiness Name	(ID-4)	6/8/21 Location 2160	\$424.39	\$168.19
sddress	57		\$0.00	\$0.00
71	(ID 8660793) Net Alaberts Analesie		\$0.00	\$0.00
Zate				
tistal Code				
imail Address				

Figure 13–29 Customer Search Results

3. Close the **Customer Search** tab to return to the Franchisees.

Import Franchisees using CSV File

You have the ability to import a csv file containing the franchisees for a client, so that they can be brought into Customer Engagement without creating them all manually.

To import by CSV do the following:

1. Click the Actions menu and select Import CSV file.

Figure 13–30 Import CSV File

nport CS	v File	^
Drop file	e here or click to	o upload

- **2.** To add a file either:
 - Drag and Drop a new file as shown in
 - Click anywhere in the Drop file here or click to upload box.
- **3.** After uploading the CSV file, it will scan for viruses and validate the uploaded file's name, size, and extension. After passing the validations, the name of the file will appear on the popup and the **OK** button is enabled
- 4. Click OK to import the file or click Cancel the close the window without saving.

Note: The Franchisees from the CSV file will be read, validated, and saved into the database and the appropriate response message will be displayed. Failure response will also be shown on the click of OK, in case of invalid CSV file. Click **Done** to close the window and refresh the base Franchisees screen.

Location Management

Use the Location Management window to add or edit a location.

- **1.** Click the **Tasks** icon.
- 2. Click the Admin Task.
- 3. Click the Location Management Task.

The following information is displayed for each location:

- **Location ID** Unique ID of the Location.
- Location Name Name of the Location.
- Address Address 1 of the Location.
- Franchisee Location Indicates whether the Location is a Franchisee.
- Active Indicates whether the Location is currently active.

The Location Management window shows the first 25 locations, displayed in Location ID ascending order. You can click the Show More... link to show the next 25 locations or filter the results by completing the following steps:

Filtering the Results

1. Enter the information in any available following fields:

Figure 13–31 Filter Options

Filters		
Attribute		
All		
Attribute Value		
Location ID		
Location Name		
Address		
City		
State		
Postal Code		
	Reset	Apply

- Attribute Additional, descriptive information about a Customer Engagement element.
- Attribute Value This is a dynamic field based on the attribute previously selected.
- Location ID Unique ID for the Location.
- Location Name Name of the Location.
- Address Address 1 of the Location.

- **City** City of the Location.
- **State** State or Province of the Location.
- **Postal Code** Postal Code or Zip Code of the Location.
- 2. Click **Apply** to filter the results, or click **Reset** to clear the fields.

Note: The results remain the same even if you click **Reset**. Reset only clears the previously entered filter criteria. The results will only refresh when another filter is configured.

Adding a Location

Use the following steps to add a location:

Location Information

1. Click the **Add** (+) icon, or choose **Add** from the **Action** menu. This displays a Create Location window where you can enter the following information:

Figure 13–32 Create Location

reate Location				
ocation Information				
Location ID				
* Location Name				
Location Number				
E-Mail Address				
Active 🗹				
Address Line 1	State			
Address Line 2	Postal Code			
Address Line 3	County			
Address Line 4	Country			
City	Franchisee	(Please select)	:(#)	
ocation Attributes				
Actions * + / ×				
No attributes assigned				
				Cancel OK

- **2.** Enter the values for the following fields:
 - Location ID Unique ID of the Location (Required field).
 - Location Name Name of the Location (Required field).
 - Active Indicates whether the Location is currently active. The default is checked.
 - Location Number Location Number of the Location.
 - Email Address Email address for the Location.
 - Address Line 1 Line 1 of the Location's address.
 - Address Line 2 Line 2 of the Location's address.

- Address Line 3 Line 3 of the Location's address.
- Address Line 4 Line 4 of the Location's address.
- City City of the Location.
- State State or Province of the Location.
- **Postal Code** Postal Code or ZIP Code of the Location.
- **County** County of the Location.
- Country Country of the Location.
- **Franchisee** Name of the Franchisee to which the Location is assigned (optional).
- **3.** Either continue to the Location Attributes section or, if no Location Attribute additions are required, Click **OK** to create the Location. Click **Cancel** to close the window without saving.

Location Attributes

If configured, the user can Add, Edit, or Delete Location Attributes.

Adding a Location Attribute

 To add a Location attribute, click the Action Menu and click Add or click the Add (+) icon. This displays a Create Attribute window where you can enter the following information:

Figure 13–33 Create Location Attribute

*	
•	
	v

- Click the Attribute Name list.
- The Value field is dynamic and is based off of the data type of the attribute. The user either enters a value or selects a value from the list.
- **2.** Click **OK**. This adds the new Location Attribute. Or select **Cancel** to close the window without adding the location attribute.

Editing a Location Attribute

1. To edit a Location attribute, highlight the Location Attribute and click the **Action Menu**, then click **Edit**, or click the **Edit icon**.

Figure 13–34 Edit Attribute

Edit Attribute		×
	AREA-MANAGER Name of Area Manager	
* Value	Area West Manager	
	Ca	ncel OK

- **2.** Edit the location attribute value.
- 3. Click Ok to accept the change or Cancel to close without saving.

Deleting a Location Attribute

1. To delete a Location Attribute, highlight the **row** of the location attribute and from the Action menu, click **Delete**, or click the **Delete X icon**.

Figure 13–35 Warning

🔺 Warning		×
Do you want to dele	te the selecte	ed item?
	Cancel	ОК

- **2.** Click **OK** to delete the Location Attribute, or **Cancel** to return to the list of Location Attributes.
- **3.** Once all Location Attributes are determined, click **OK** to create the location, or **Cancel** to close the window without saving.

Editing a Location

To edit the information in the Location Information, and/or Location Attribute sections for the Location, select the location from the Location Management window.

1. Click the **Edit** icon, or choose **Edit** from the **Actions** menu. This displays an Edit Location window which displays a window with details of the location:

		ated by titest on 8/22/19
		ation Information
		* Location ID 011
		* Location Name 011
		Location Number
		E-Mail Address
		Active 🔽
	State	Address Line 1
	Postal Code	Address Line 2
	County	Address Line 3
	Country	Address Line 4
e select)	Franchisee (Please select)	City
	Country	Address Line 4

Figure 13–36 Edit Location

- **2.** Make any necessary change to the Location Information fields, and/or the Location Attributes values.
- **3.** Click **OK** to accept the changes. The location is displayed with the new information. Click **Cancel** to close without saving.

Managing External Application Access

As a retailer with external applications, I want a consistent view of the product integration with various application clients from Customer Engagement, so that my experience is the same regardless of the application I am in.

To view the list of application clients do the following:

- 1. Click Tasks.
- 2. Click Admin.
- **3.** Click **Manage External Application Access**. The Manage External Application window displays.

Search by application		Sort By Appli	cation Description	*	Ascending	*		
							+ Generate Client	O Refresh Application
Application Description	Client ID						Date Generated	
External App 1	RGBU_CE (Enabled)	CS_ISEQIVIAR_A	PPID				8/3/21	:
Store_Test_XXX	RG8U_XT (Enabled)		IRONMENT_XOFFICE	APPID			8/17/21	
Store_dk_1111	RGBU_XT (Enabled)		VIRONMENT_XOFFICE	APPID			8/20/21	
Store_dk_XXXX	RGBU_XT (Enabled)		RONMENT_XOFFICE_F	PPID			8/20/21	
abc_test_123	RGBU_CE (Enabled)	CS_DMDTEBWZ	LAPPID				8/17/21	:
dgk_New1_ORCE	RGBU_CE (Enabled)	CS_LYAUPYUY_A	PPID				8/20/21	:
dgk_New2_ORCE	RG8U_CE (Disabled	CS_TYOWOYCC_)	APPID				8/20/21	:
dgk_New3_ORCE	RGBU_CE (Enabled)	CS_YFQPSSYY_A	PPID				8/24/21	:
dgk_retest_ORCE	RGBU_CE (Enabled)	CS_OYLNICLA_A	PPID				8/20/21	:

Figure 13–37 Manage External Application Access

Searching Application Clients

Enter part or all of an Application Description and press Enter.

Sorting Application Clients

You can Sort By the following options:

- Application Description (default)
- Client ID
- Date Generated

Applications can be sorted ascending or descending from the list.

Delete an Application Client

To delete an Application, do the following:

- 1. Click the Action menu of the Application you want to delete.
- 2. Click **Delete** which opens the delete confirmation window.
- **3.** Click **OK** to delete the Application or **Cancel** to close the window without deleting the application.

Note: A confirmation notification appears to confirm the Application is deleted.

Disable an Application Client

To disable an Application, do the following:

- 1. Click the **Action menu** of the Application you want to disable.
- 2. Click **Disable** which opens the disable confirmation window.
- **3.** Click **OK** to disable the Application or **Cancel** to close the window without disabling the application.

Note: A confirmation notification appears to confirm the Application is disabled.

Regenerate Secret

To regenerate secret, do the following:

- 1. Click the Action menu of the Application you want to regenerate secret.
- 2. Click the **Regenerate Secret** which opens the confirmation window.
- **3.** Click **OK** to continue the process, or **Cancel** to close the window without regenerating secret. The Regenerate Application Client Secret window opens.
- **4.** The window confirms a new secret will be generated. The Application Details display. Click Regenerate to regenerate secret or Cancel to close the window without saving. The Generated Credentials appear.

Figure 13–38 Generated Credentials



- 5. Click Copy to Clipboard to copy the Client ID.
- 6. Click **Copy to Clipboard** to copy the **Secret**.
- 7. Click Done to close the window.

Note: The secret will no longer be available to copy once the Done button is selected.

Generate Client

You have the ability to generate an application client for IDCS or OCI-IAM from Customer Engagement, so that my experience is the same regardless of the application I am in. To generate a client do the following:

1. Click + Generate Client. The Generate Application Client window opens.

Generate Application Client	,
Application Details	
A Client ID and Secret will be generated for the application details entered below.	
Application Type * 🔿 XOffice On Prem 💿 External	
Application Description * Enter application description	
Environment	
	Cancel Generate

Figure 13–39 Generate Application Client

- 2. Select an Application Type.
 - XOffice On Prem
 - External
- 3. Enter the Application Description.
- 4. Enter the Environment. (only available for XOffice On Prem)
- 5. Click Generate. The Generated Credentials appear.

Figure 13–40 Generated Credentials

Generated Credentials	
The secret will no longer be available to copy once the Done button is selected.	- 1
Client ID RGBU_CECS_ISEQJVJAR_APPID	- 1
Copy to Clipboard	- 1
Secret 77e14496-7d60-41bc-a265-be3d3f3ed77e	- 1
Copy to Clipboard	- 1
	*
	Done

6. Click **Copy to Clipboard** to copy the Client ID and Secret in order to paste into the configuration for linking applications. You will receive a notification: "Copied" for the Client ID. For Secret, a confirmation window appears if you have the Client ID still in memory. Click **OK** to copy the Client Secret or **Cancel** to close that confirmation without copying.

Note: You may also manually highlight the Client ID and Secret and use Copy/Paste.

Preference Types

Preference Types are methods in which a customer can receive promotional information from the retailer. In this section, you can sort, add, edit, view, and delete preference types, so that you can setup unlimited preference types to use with the Customer Preference Center. To access Preference Types:

- 1. Click the Tasks icon.
- 2. Click the Admin Task.
- 3. Click the Preference Types Task.

Figure 13–41 Preference Types

Preference Types

Actions 🔻 🕂 🖛 🗙 🖸	Sort By Preference Type ID V Ascending V	
Preference Type ID	Preference Type Name	Default Frequency
1	NEWSLETTER	WEEKLY
2	MONTHLY_SALES_FLYER	MONTHLY
3	CLEARANCE_ITEMS	MONTHLY
4	SPECIAL SALES	MONTHLY
5	BLACK FRIDAY DEALS	ANYTIME
3	WEEKLY_SALES_FLYER	WEEKLY

Sorting Preference Types

You can sort by:

- Default Frequency
- Preference Type ID
- Preference Type Name

Preference types can be sorted ascending or descending from the list.

Adding a Preference Type

To add a Preference Type do the following:

 To add a Preference Type, click the Action Menu and click Add, or click the Add (+) icon. This displays the Create Preference Type window where you can enter the following information:

Figure 13–42 Create Preference Type

eate Preference Ty	pe	
* Preference Type Name		
* Default Frequency	(Please select)	

- **2.** Type a Preference Type Name and choose one of the following default frequencies both fields are required (these frequencies are configurable).
 - Anytime

- Weekly
- Monthly
- Yearly
- Daily
- Quarterly
- 3. Click **OK** to add the new Preference Type. Click **Cancel** to close the window.

Editing a Preference Type

To edit a Preference Type, do the following:

1. Highlight the **row** of the Preference Type you want to edit and click the **Actions** menu or the **Edit icon** to open the Edit Preference Type window.

Figure 13–43 Edit Preference Type

Edit Preference Type		3
Created by user on 8/14/19		
* Preference Type ID	85	
* Preference Type Name	August offers	
* Default Frequency	WEEKLY	Ŧ
		Cancel OK

 Edit the Preference Type Name or select a different Default Frequency and click OK. Click Cancel to close the window and discard any changes.

Viewing a Preference Type

To view a Preference Type, do the following:

- 1. Highlight the **row** of the Preference Type you want to view.
- **2.** Click the **Actions** menu or the **View icon** to open the View Preference Type window.

Figure 13–44 View Preference Type

View Preference Type	9	×
Created by user on 8/14/19		
* Preference Type ID	85	
* Preference Type Name	August offers	
* Default Frequency	WEEKLY	
		Done

3. View the details of the Preference Type and click **Done** to close the window.

Delete a Preference Type

To delete a Preference Type, do the following:

- 1. Highlight the row of the Preference Type you want to delete.
- **2.** Click the **Actions** menu **Delete** option, or the **Delete** icon which opens the delete confirmation window.
- **3.** Click **OK** to delete the Preference Type or **Cancel** to close the window without deleting the row.

Note: A confirmation notification appears to confirm the Preference Type has been deleted.

Role Groups

You have the ability to view, add, edit, and delete role groups, so that you can define which permissions should be granted to a role group. To access Role Groups do the following:

- 1. Click Menu.
- 2. Click the Admin task.
- 3. Click Role Groups. The Role Groups window displays.

Sorting Role Groups

Roles Groups can be sorted ascending or descending using the following Sort By options:

Figure 13–45 Sorting Role Groups

ble Groups				
Actions * + / == × Sort	By Role Group Name	٣	Ascending	*
Role Group Name	Description			
GWTAutomation	GWTAutomation	1		
JETAutomation	JETAutomation			
RoleTestingGroup	Group to use for	r testing	roles	
STG	Security Testing	Group		
TemporaryTestingGroup	TemporaryTestin	gGroup		

- Role Group Name (default)
- Description

Adding Role Groups

To add a Role Group do the following:

- 1. Click the **Actions** menu **Add** option, or the **+ icon** which opens the Add Role Group window.
- 2. Enter a Role Group Name.
- **3.** Enter a Description.

- **4.** Use the **Select All** check box to select all Effective Roles or select **individual** Effective Roles using the check box **next** to the role.
- **5.** Click **OK** to add the role group, or click **Cancel** to close the window without saving.

Editing Role Groups

To edit a Role Group do the following:

- **1.** Highlight a **Role Group**.
- **2.** Click the **Actions** menu **Edit** option, or the **Pencil icon** which opens the Edit Role Group window.

Figure 13–46 Edit Role Group

Edit Role Group			×
Role Group Detail			
Role Group Name *			
JETAutomation			
Description *			
JETAutomation			
Effective Roles	D ₂		
Select All			
AccountAdmin			Î
AccountRedemption			
AccountReloads			
✓ AccountReverse			+
		Cancel	ок

- **3.** Edit the **Description**.
- 4. Edit the Effective Roles.
- 5. Click OK to save the changes, or click Cancel to close the window without saving.

View Role Group

To view a Role Group do the following:

- **1.** Highlight a **Role Group**.
- **2.** Click the **Actions** menu **View** option, or the **Eyeglasses icon**. The View Role Group window displays.

Figure 13–47 View Role Group

View Role Group	×
Role Group Detail	
Role Group Name *	
JETAutomation	
Description *	
JETAutomation	
Effective Roles ⊠ Select Al	
🧭 AccountAdmin	i.
AccountRedemption	
C AccountReloads	
AccountReverse	•
	Done

3. Click **Done** to close the window.

Delete Role Group

To delete a Role Group do the following:

- **1.** Highlight a **Role Group**.
- 2. Click the Actions menu Delete option, or the X icon.
- **3.** Click **Yes** to delete the Role Group, or click **No** to close the window without saving.

Security Groups

Security Groups determine whether Users can access and/or modify Customer information in that Security Group. Each Security Group is assigned a certain permission level for the Customers in that group. Each User assigned to a Security Group is assigned the permissions for that Security Group.

Note: This option is available only if the user has been assigned the SystemAdmin role. See the Oracle Retail Customer Engagement Cloud Service Implementation Guide for more information on assigning User Roles.

Accessing Security Groups

To access the Security Groups do the following:

- 1. Click Menu.
- 2. Click the Admin task.
- 3. Click the Security Groups task. The Security Groups window displays.

Security Gro	pups		
Actions 🔻	+ / 🚥 😔 Sort By Group ID 🔻	Ascending 🔻	
Group ID	Group Name	Default Privilege	Active
1	GROUP-Associates	Read/Write	× ^
2	GROUP-RO-Consultants	Read Only	~
3	GROUP-LR-Specialists	Limited Read	1
4	GROUP-NA-Designers	No Access	~
5	GROUP-NA-Inactive	No Access	
6	GROUP-RW-Coordinators	Read/Write	

Figure 13–48 Security Groups

The following fields are displayed:

The following fields are displayed:

Group ID – ID of the Security Group.

- **Group Name** Name of the Security Group.
- Default Privilege The access privileges given to Users in the Security Group. These access privileges are specific to the Customer. For a description of the Default Privilege Types, see on page 13-38, Default Privilege.
- Active Indicates whether the Security Group is Active or not.

Sorting Results

In the Security Groups window, the user can sort the list to refine the results (see Figure 13–48). Results can be sorted Ascending or Descending using the following sorting options:

- Active
- Default Privilege
 - Read/Write
 - Read Only
 - Limited Read
 - No Access
- Group ID (Default)
- Group Name

Working with the Security Groups

Creating a New Security Group

To create a new Security Group do the following:

1. Click the Actions Menu, and then click Add, or Click the Add (+) icon. The Create Security Group window displays.

Create Security Group			×
Group ID * Group Name Active Assign Users Actions * + × No Users available to display	Default Privilege Read/Write Read Only Limited Read No Access		
		Cancel	

Figure 13–49 Create Security Group

- **2.** Enter the following information:
 - Group ID (Read Only) Automatically assigned ID of the Security Group.
 - Group Name (Required) The name you want to give to the Security Group.
 - Active Indicates whether the Security Group is Active or not.
 - Default Privilege Security Groups have the following privilege types available, listed in order from most permissible to least.
 - Read/Write Users in the Security Group can read and update all data for Customers who have had the Security Group applied.
 - **Read Only** Users in the Security Group can read all data for Customers who have had the Security Group applied, but cannot make updates.
 - Limited Read Users in the Security Group can read some data for Customers who have had the Security Group applied, but cannot read sensitive Customer information (such as Address, Telephone Numbers, and Email Addresses) and cannot make updates.
 - No Access A User in the Security Group will not even see that the Customer exists in the system.
- **3.** Select **OK** to save or **Cancel** to exit. You do not at this time have to add users. If you wish to associate users to the new group at this time, then proceed to the Assign Users section.

Assign Users

 In the Assign Users section of the Create Security Group window, click the Actions Menu, and then click Add, or Click the Add (+) icon. The Assign Users window displays.

Assign Users					×
Search for User			🔍 Search 🖲 Partial	○ Exact	
			Search Partia	- Exect	
Search Results					
User Id	Name	Email Address	Location Id	Assign To Security Group	
No users found	using search crite	ria.			
				Cancel	ОК

Figure 13–50 Assign Users

- **5.** In the Search for User field, enter the **User ID**, **Name**, **Email Address**, or **Location** of the user you want to search for.
- **6.** Select **Partial**, if you want to results that match part of what you enter, or select **Exact** if you only want results that are an exact match.
- **7.** Click **Search**. A list of users matching the search text is displayed in the Search Results grid.

Figure 13–51 Search Results Grid

Assign Users				
Search for User				
ORCE	Q	Search Partial E	xact	
Search Results				
User Id	Name	Email Address	Location Id Assign	To Security Group
ORCE-AUTO	ORCE Automation	Jahor y kardenada ere		Assign
ORCE-Admin	ORCE- SystemAdmin	(adapt plantic sets one		Unassign
				Cancel OK

- 8. For each user you wish to assign, click Assign.
- **9**. For each user you wish to unassign, click **Unassign**.
- 10. Click OK to accept the changes, or Cancel to close the window without saving.
- **11.** Click **OK** to save the new Security Group, or **Cancel** to close the window without saving.
- **12**. Click the **Refresh** icon to update the Security Groups results.

Viewing Security Group Details

To view Security Group Details do the following:

- 1. Highlight a **Security Group** from the list of results.
- **2.** Click the **Actions Menu**, and then click **View**, or click the **View** icon. The View Security Group window displays.

/iew Security Group			,
reated by atlinem on 5/21/15	Last updated by on 6/14/19		
Group ID	3	Default Privilege 🔘 Read/Write	
* Group Name	GROUP-LR-Specialists	Read Only	
Active		Limited Read	
ssign Users			
Actions \star + \times			
No Users available to display			

Figure 13–52 View Security Group

The following information is displayed:

- **Group ID** ID of the Security Group.
- Group Name Name of the Security Group.
- Active Indicates whether the Security Group Privilege is active or not.
- **Privilege Type** Determine the access privileges given to Users in the Security Group.
- 3. Click **Done** to close the window and return to the Security Group window.

Edit an Existing Security Group

To edit the Security Group Details do the following:

- 1. In the Security Group window, highlight a **Security Group** you wish to edit.
- **2.** Click the **Actions Menu**, and then click **Edit**, or click the **Edit** icon. The Edit Security Group window displays.

Figure 13–53 Edit Security Group

Q Filter	Launchpad	Post Untitled Request	mast http://nsh00jvt.u + ••••			
History Collections APIs	Untitled Request					
Save Responses	POST +	http://nsh00jvt.us.oracle.com schedules/MERCH/execution	:8020/ProcessServices/services/private/exec			
You haven't sent any requests	Params Author	Authorization Headers Body Pre-request Script 1				
Any request you send in this workspace will appear here.	Query Params	ims				
	KEY		VALUE			
🐞 Show me how	Кеу		Value			
	Response					

- **3.** The following fields are editable:
 - Group Name
 - Active
 - Default Privilege

- **4.** You may edit the assigned users section to **Add** new, or **Remove**, any existing users.
- 5. Select **OK** to save or **Cancel** to exit.

System Configuration

You have the ability to view and edit system configurations, so that the system can be configured to work in the way the business operates.

Accessing System Configuration

To access System Configuration do the following:

- 1. Click Menu.
- **2.** Click the **Admin** task.
- 3. Click the System Configuration task. The System Configuration window displays.

Figure 13–54 System Configuration

Deploymen	t Details	Queued I	Deployment	Jobs				
Last Deploy D Deployed By	ate 8/26/21 6:25 AM	Job ID	Date	Time				
Ciebiolitica el	7-	No Jobs to	o display					
ories Configuration								
i for a Property Configurat	ian × Starth 🗌	Match Case	Whole W	ords 🗌 All W	ords			
Account I Managem ent	Award	1	Batch Exporter	•	Batch File Processing	BeanShell Filenames	•	Cards
Clienteling	Customer	•	Customer Merge	•	Customer Preference Center	Data Sync	•	File Transfer
Franchise	GiftRegistr y	•	Industry	•	Location	Loyalty	•	Merchandi se
:	Password			100	:	Promotion	-	

The System Configuration window consists of the following areas:

- Deployment Details
- Queued Deployment Jobs
- Categories Configuration
- **4.** To refresh the results at any time click the System Configuration **Action** menu and click **Refresh**.

Categories Configuration

The Categories Configuration displays the Property Configurations.

Account	:	-	Batch	Dan Batch File	. :	BeanShell	-
Managem ent		ward	Exporter	Processing		Filenames	Cards
Clienteling	: P= 0	istomer	Customer	Customer Preference		Data Sync	File
			Merge	Center			Transfer

Figure 13–55 Categories Configuration

Searching for Property Configurations

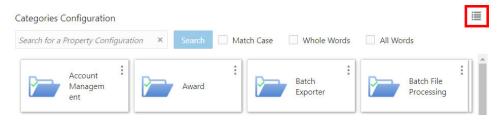
To search for a Property Configuration do the following:

- 1. Enter any or all of a **Property Configuration** name.
- 2. You may use search options that include:
 - Match Case
 - Whole Words
 - All Words
- 3. Click Search.
- **4.** To reset the search click the System Configurations **Action** menu and then click **Return to Categories**.

Categories Configuration Views

Click the Switch to List view icon to see the configurations in list form.

Figure 13–56 Switch to List



Click the Switch to Card view icon to see the configurations in list form.

Figure 13–57 Switch to Card

Categories Configuration					
Search for a Property Configuration ×	Search	Match Case	Whole Words	All Words	
Account Management					:

Viewing Property Configurations

To view a Property Configuration do the following:

1. Click a **Category Configuration** tile or click the **Action** menu for that tile and click **Edit**. The Property Configurations for that Category Configuration display.

Figure 13–58 Property Configuration

operties	Configuratio	n - Acc	ount Man	agement				
	Default Reason Code	:		Reason Code Required	:	Reason Codes	:	

- **2.** To Edit the Property Configuration click the **tile** or click the **Action** menu and click **Edit**.
- 3. Make any Value changes deemed necessary.
- **4.** Enter a **Justification**.
- 5. Click OK to save the changes, or click Cancel to close the window without saving.

Note: Saved property configurations need to be deployed. See *Deploy* for more information.

- **6.** At any time you can refresh the results by clicking the System Configurations **Action** menu and then click **Refresh**.
- **7.** To return to the Categories Configuration click the System Configurations **Action** menu and then click **Return to Categories**.

Working with System Configurations

The following Action Menu options include:

- Audit Log
- Cancel Deploy
- Deploy
- Export File
- Import File
- Refresh
- Rollback
- Upload File

Audit Log

To access the Audit Log do the following:

- 1. Click the Action menu.
- 2. Click Audit Log. The Audit Log window displays.

				kudit Log
			Descending ¥	ort By Update Date 💌
	Comment	Update Date	Update User ID	Audit Type
:		8/26/21 6:25 AM	vishal.bh.bhardwaj@oracle.com	DEPLOY
:	revert back	8/26/21 6:25 AM	vishal.bh.bhardwaj@oracle.com	ROLLBACK
1		8/26/21 6:19 AM	vishal.bh.bhardwaj@oracle.com	DEPLOY
1	test	8/26/21 6:18 AM	vishal.bh.bhardwaj@oracle.com	PROPERTY CHANGE
:	Successful	8/23/21 3:16 PM	sandra.them@oracle.com	EXPORTED FILE
:		8/20/21 4:40 PM	sandra.them@oracle.com	DEPLOY
E	longer delay	8/20/21 4:39 PM	sandra.them@oracle.com	PROPERTY CHANGE
1		8/18/21 2:46 PM	tom.a.lewis@oracle.com	DEPLOY

Figure 13–59 Audit Log

- **3.** The Audit Log is sorted ascending or descending using the following Sort By options:
 - Audit Type
 - Update Date (default)
 - Update User ID
- **4.** To view the Audit Log details, click the **Action** menu for the desired Audit Log and click **View**. The Audit Log appears.

Figure 13–60 Audit Log

Audit Type ROLLBACK Justification revert back Update Date 8/26/21 6:25 AM	Update User ID	·	
Key		Sequence	Answer
ClientelingCustomerSearch		0	true

- 5. Click Done to close the window.
- **6.** At any time you can refresh the results by clicking the System Configurations **Action** menu and then click **Refresh**.
- **7.** To close the Audit Log click the System Configurations **Action** menu and then click **Return to Categories**.

Cancel Deploy

You have the ability to cancel deploy configuration changes, so that you can control how changes are made to the system. To Cancel Deploy a job do the following:

1. Click the System Configuration Action menu and click Cancel Deploy. The Cancel Deploy Answers window displays.

- iou are at	bout to cancel a deploy. Do yo	u want to continue?				
Queued Deplo	yment Jobs		Deployment Details			
Job ID	Date	Time	Кеу	Sequence	Answer or Updated File	
1385	9/30/21	1:00 AM	TaskLookupLimit	0	50	
Cancel Dani	coment labs		TwitterMaxTotalResultSize	0	2000	
Deal	loyment Jobs		rwitten/saxrota/ResultSize	0	2000	

Figure 13–61 Cancel Deploy Answers

2. Click **Yes** to Cancel the job or **No** to close the window without saving. A notification appears indicating a successful cancel deployment is scheduled.

Figure 13–62 Notification



Deploy

You have the ability to deploy configuration changes, so that you can control how changes are made to the system. To Deploy a job do the following:

1. Click the System Configuration **Action** menu and click **Deploy**. The Deploy Answers window displays.

Figure 13–63 Deploy Answers

Nou are about to deplay. Do you want to continue? Deployment Lob Schedule Sequence Conce. Invesdiarity Conce. Invesdiarity Conce. Invesdiarity<	×
Key Sequence Answer or Updated File Sten Date * 00/20/21 TablochapUnit 0 50 Job Securitor Time * 0100 AM O 100 200 Not Securitor Time * 0100 AM O 200 200 State Securitor Time * 0100 AM O 200 200 Notice Mandoral ResultSize 0 200 200 Security Mandora Result Size 0 200 Notady Mandora Result Size 0 200	
Stort Date * 00/70/1 TakLookupLinit 0 50 Job Securitor Time * 0160 AM O Twitter/MartictalResultSce 0 2000 Stort Date * 00/70/1 O Twitter/MartictalResultSce 0 2000 Stort Securitor Time * 0160 AM O Twitter/MartictalResultSce 0 2000 Stort Securitor Time * 0160 AM O Twitter/MartictalResultSce 0 2000 Monday Marking = 1000 34 flows Twitter/MartictalResultSce 0 2000	
Not Recently Window Soft Security Window O Not Recently Window O 2000 Soft Security Window 5 - 6 - 7 - 8 - 9 - 30 - 11 - 12 - 1 P - 2 - 9 - 4 - 5 - 6 - 7 - 8 - 5 Soft Security Window	
Job Fercution Time* 1100 AM Col Job Processing Window 5 6 7 8 9 1	
Jub Processing Window 5 - 6 - 7 - 8 - 9 - 10 - 11 - 12 - 1 P. 2 - 3 - 4 - 5 - 6 - 7 - 8 - Sanday Nanday Manday Manday Tenday Sanday is 100 124 from	
Thursday munile/1000.24 Novs.	
Friday History - 10000.24 f duvy	
Saturday 0000 24 bow	

- 2. Enter the Deployment Job Schedule, options include:
 - Once, Immediately
 - Once, Later
- **3.** View the **Job Processing Window** to see when Jobs are processed. Then decide if you need to select the **Override Job Processing Window** check box.

4. Click **Yes** to Deploy the job or **No** to close the window without saving. A notification appears indicating a successful deployment is scheduled.

Figure 13–64 Notification



Export File

To Export a configuration file do the following:

1. Click the System Configurations **Action** menu and then click **Export File**. The Export Configurations display.

Figure 13–65 Export Configuration

	SystemCon figAnswers aml	-	SystemCon figuration. xml	:	-	query- core- config.xml	:	-	customer- validation. xml	:		non_strata _segment_ batch_exp orter_csv.t emplate	:		RI_Loyalty AccountDa taBatchExp orter.bsh.j ava	
•	Rl_segmen t_category _batch_exp orter_datt emplate	3	promotion _deals_bat ch_exporte r_csv.templ ate	:	-	promotion _deals_attr s_batch_ex porter_csv. template	:	3	loyalty_lev el_movem ent_xml.te mplate.foo ter	:	-	Promotion DealsBatch Exporter.b sh.java	i	-	points_tra nsfer_notifi cation_bat ch_exporte r_csv.templ até	
	customer_ segment_e xport_emlt emplate.he ader	-	export_car d_series_x ml.templat e.footer	:		tender_acti vity_report _csv.templ ate.header	:		promotion _serialized _coupons_ batch_exp orter_csv.t emplate.he ader	1	-	e- award_exp ort_xml.te mplate.hea der	1	-	entitlemen t_coupon_ export_xml .template.f ooter	:

2. Click the tile to **Export**, or use the **Action** menu for that tile and click **Export**. A notification appears indicating the successful export.

Figure 13–66 Notification



- **3.** At any time you can refresh the results by clicking the System Configurations **Action** menu and then click **Refresh**.
- **4.** To close the Export Configuration click the System Configurations **Action** menu and then click **Return to Categories**.

Import File

To Import a configuration file do the following:

1. Click the System Configurations Action menu and then click Import File. The Import File list displays.

Figure 13–67 Import File

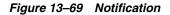
Import File						
Sort By Update Date	* Descending	*				
Update User ID	Update Date	File Name	Authorized By	Authorized Date	Status	
-	8/11/21 2:49 PM	RI_segment_category_batch_exporter_dat.template			Waiting Authorization	÷
thest	8/10/21 4:06 PM	RJ_LoyaltyAccountDataBatchExporter.bsh.java	11.1. (Inc. 11.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.	8/11/21 2:50 PM	Authorized	:
-	8/10/21 2:24 PM	RU_LoyaltyAccountDataBatchExporter.bsh.java	titest	8/10/21 3:01 PM	Processed	:
-	8/10/21 2:00 PM	points_transfer_notification_batch_exporter_csv.template			Waiting Authorization	:
-	7/20/21 4:02 PM	CustomerBatchExporter.bsh.java	titest	7/20/21 4:10 PM	Processed	:
and the second second	7/19/21 3:24 PM	XstoreDelete.bsh.java	titest	7/19/21 4:00 PM	Not Authorized	:
10.000	7/19/21 3:23 PM	customer_segment_export_xml.template.header	titest	7/19/21 4:44 PM	Processed	:
	7/19/21 10:50 AM	SystemConfigAnswers.xml	titest	7/26/21 3:19 PM	Authorized	: .

- **2.** The Import File list is sorted ascending or descending using the following Sort By options:
 - Authorized By
 - Authorized Date
 - File Name
 - Status
 - Update Date (default)
 - Update User ID
- **3.** Only files with the status of **Waiting Authorization** can be authorized. Click the **Action** menu for the file and click **Authorize**. The Authorize Import window displays.

Figure 13–68 Authorize Import

Authorize Import	×
Import requires authorization. Please review the Import Detail below and mark it appropriately.	×
Import Detail	
<pre>cdassign delimiter="["/) cda. CUSTSEQ_ID CUSTSEQ_ID CUSTSEQ_ID CUSTSEQ_IT CUSTSEQ_IT</pre>	

- 4. After reviewing the Import Details, either click:
 - Mark As Authorized to authorize the file, a notification appears.



File points_transfer_notification_batch_exporter_csv.template has been marked as Authorized.

- Mark as NOT Authorized to indicate the file is not authorized for import.
- **Cancel** to close the window and mark the status as Waiting Authorization.

Note: Using the Authorize action on any other file status will open the Import Details for viewing. Click **Cancel** to close the window.

- **5.** At any time you can refresh the results by clicking the System Configurations **Action** menu and then click **Refresh**.
- **6.** To close Import File click the System Configurations **Action** menu and then click **Return to Categories**.

Rollback

To Rollback a configuration do the following:

1. Click the System Configurations Action menu and then click **Rollback**. The Rollback Configurations display.

Figure 13–70 Rollback Configuration

8/26/21	8/26/21	8/20/21	8/18/21	8/16/21	8/12/21
10:25 AM	10:19 AM	8/40 PM	6:46 PM	6:45 PM	9:45 AM
8/12/21	8/10/21	8/6/21	8/6/21	B/6/21	8/6/21
8:55 AM	2:57 PM	7:32 PM	7:28 PM	4:26 PM	9:13 AM
8/5/21	8/4/21	8/4/21	B/2/21	B/2/21	7/30/21
8:50 AM	8/45 AM	8:15 AM	5:02 PM	5:00 PM	6:08 PM
7/30/21	7/30/21	7/30/21	7/30/21	7/29/21	7/29/21
2:55 PM		6:30 AM	5:40 AM	5:55 AM	5:35 AM

2. Click the tile to **Rollback**, or use the **Action** menu for that tile and click **Rollback**. The Rollback Answers window displays.

Figure 13–71 Rollback Answers

You are about to	rollback. Do you want to continue?		
Rollback Details	Кеу	Sequence	Answer or Updated File
	IDCSInactiveSessionTimeOutInMinutes	0	15
Justification *			

- **3.** Enter a **Justification**.
- 4. Click Yes to Rollback, or No to close the window without saving.

Figure 13–72 Notification

Export Configuration Job has been created successfully.

- **5.** At any time you can refresh the results by clicking the System Configurations **Action** menu and then click **Refresh**.
- **6.** To close the Rollback Configuration click the System Configurations **Action** menu and then click **Return to Categories**.

Upload File

To upload a file configuration do the following:

1. Click the System Configurations Action menu and then click Upload File. The Upload Configurations display.

Figure 13–73 Upload Configuration

SystemCo :	csx- : configurat	SystemCo :	QueryCor eResource	Configura i	BeanShell
Incen	ion.xml	Imca	_EN.prope rties	tion	-

2. Click the tile to **Upload**, or use the **Action** menu for that tile and click **Upload**. The Upload Configuration window displays.

Figure 13–74 Upload Configuration

Upload Configuration		×
Choose The SystemConfigAnswers.xml File To Upload.		
Drop a file here or click to upload		
	Cancel	Upload File

- **3.** To add a file to upload, either:
 - Drag and Drop a file as shown in Figure 13–74.
 - Click anywhere in the Drop a file here or click to upload box.
- **4.** Click **Upload File** to upload the file, or **Cancel** to close the window without saving.
- **5.** At any time you can refresh the results by clicking the System Configurations **Action** menu and then click **Refresh**.
- **6.** To close the Upload Configuration click the System Configurations **Action** menu and then click **Return to Categories**.

System Logs

Users who have the System admin role can view the log events. Log events include:

- Access
- Data Privacy Audit
- Duplicate Customer Merge
- File Reader
- File Transfer
- Loyalty Points
- Promote
- Promotions
- Quartz
- Services
- User Roles
- Web Services

Viewing System Logs

To access the System Logs do the following:

- 1. Click Menu.
- **2.** Click the **Admin** task.
- 3. Click the System Logs task. The System Logs window displays.

The following fields are displayed:

- Log ID ID of the log.
- **Context ID** Diagnostic context information to correlate messages coming from a specific request or application.
- Log Date The date and time the log event was generated.
- **Log Type** The particular log containing the log event.
- **Log Level** The level of the log event recorded.

Colors as well as text are used to indicate the severity. They include:

- Info Pale Green
- Warning Pale Yellow
- Error Pale Red
- Fatal Red
- Debug Cyan
- Trace Grey
- **Log Message** The error message and first line of the recorded log event.

Filters		Log ID	Context ID		Log Date	Log Type	Log Level	Log Message
Log ID		5578437	05762eb3-cfa2-4fea-900e-b5e5330c7891	Č.	2/11/21 10:45 AM	Services	F INFO	RelateProcessingException com.dtv.csx.services.RelateProcessi The specified points amount is inva
Context ID		5578418	e361c4e8-758f-410b-a363-88ddb1b4d651	ŝ	2/11/21 10:45 AM	Services	P INFO	RelateProcessingException com.dtv.csx.services.RelateProcessi The specified points amount is inva
Date Range From	-	5578399	eea2ab77-bdc9-48b7-821d-ef7306e9d76d	i.	2/11/21 10:45 AM	Services	P INFO	RelateProcessingException com.dtv.csv.services.RelateProcessi The specified points amount is inva
To Select Log Type	-	5578380	901d1c92-5a50-49eb-8a5e-46ed9f062d82 C	L.	2/11/21 10:45 AM	Services	INFO	RelateProcessingException com.dtv.csx.services.RelateProcessi The specified points amount is invi
All Log Level *		5578361	4e8b182f-4a3b-4d88-8caa-e51a636f69ed	ç	2/11/21 10:45 AM	Services	INFO	RelateProcessingException com.dtv.csx.services.RelateProcessi The specified points amount is inva
✓ Warning Error	- 1	5578341	34aa7d49-aa93-433b-9bc6-16acbc6d63b1	¢.	2/11/21 10:45 AM	Services	INFO	RelateProcessingException com.dtv.csx.services.RelateProcessi The specified points amount is invo
 Fatal Debug 		5578307	4ed5e433-fe08-4906-ba25-37eb9130e512 G	2	2/11/21 10:44 AM	Services	P INFO	RelateProcessingException com.dtv.csx.services.RelateProcessi The specified points amount is inva
F	Reset Apply	4						Show More 1-25 of 501 item

Figure 13–75 System Logs

Note: The log events display in batches of 25 records. When more than 25 records are available, click **Show More...** to view more events up to a maximum of 500 records.

- **4.** The Filters panel enables you to enter criteria to filter for a specific system log. Enter the desired filter criteria which includes the following fields:
 - Log ID The log event sequence number.
 - Context ID Diagnostic context information to correlate messages coming from a specific request or application.
 - Date Range From and To The date range covering the log event.
 - Select Log Type The particular log containing the log event. Default is All.
 - Access
 - Data Privacy Audit
 - Duplicate Customer Merge
 - File Reader
 - File Transfer
 - Loyalty Points
 - Promote
 - Promotions
 - Quartz
 - Services
 - User Roles
 - Web Services
 - Log Level The level of the log event recorded. Default is to show all.

Log levels include:

- INFO

- WARNING
- ERROR
- FATAL
- DEBUG
- TRACE
- Show Exceptions Only Whether to show log events where an exception has been recorded or to show all log events. Default is Exception Only.
- **5.** Click **Apply** to apply the filter criteria or, click **Reset** to clear any criteria changes back to the default filter criteria settings.

Exporting System Logs

Using the Export Log button creates an immediate job to export the log events to a downloadable file based on the filter criteria.

To export a system log perform the following actions:

- 1. Navigate to the **System Logs** window.
- 2. Enter the desired filter criteria for a specific system log or logs.
- **3.** Click **Apply** to apply the filter criteria or, click **Reset** to clear any criteria changes back to the default filter criteria settings.
- 4. Click Export Log.

Figure 13–76 Exporting Logs

Filters	Log ID	Context ID		Log Date	Log Type	Log Level	Log Message
Log ID	5578437	05762eb3-cfa2-4fea-900e-b5e5330c7891	1	2/11/21 10:45 AM	Services	F INFO	RelateProcessingException com.dtv.csx.services.RelateProcessin The specified points amount is inval
Context ID	5578418	e361c4e8-758/-410b-a363-88ddb1b4d651 C	ų.	2/11/21 10:45 AM	Services	INFO	RelateProcessingException com.dtv.csx.services.RelateProcessin The specified points amount is inval
Date Range From 02/11/21	5578399	eea2ab77-bdc9-48b7-821d-ef7306e9d76d c	2,	2/11/21 10:45 AM	Services	F INFO	RelateProcessingException com.dtv.csx.services.RelateProcessin The specified points amount is inval
To 02/11/21	5578380	901d1c92-5a50-49eb-8a5e-46ed9f062d82 c	2	2/11/21 10:45 AM	Services	INFO	RelateProcessingException com.dtv.csx.services.RelateProcessin The specified points amount is inval
All Log Level * Info	5578361	4e8b182f-4a3b-4d88-8caa-e51a636f69ed	ŝ	2/11/21 10:45 AM	Services	INFO	RelateProcessingException com.dtv.csx.services.RelateProcessin The specified points amount is inval
Warning	5578341	34aa7d49-aa93-433b-9bc6-16acbc6d63b1 0	N.	2/11/21 10:45 AM	Services	INFO	RelateProcessingException com.dtv.csx.services.RelateProcessin The specified points amount is inval
Fatal Debug	5578307	4ed5e433-fe08-4906-ba25-37eb9130e512 0	L.	2/11/21 10:44 AM	Services	F INFO	RelateProcessingException com.dtv.csx.services.RelateProcessin The specified points amount is inval
Reset Apply			-				Show More 1-25 of 501 items

Result: A message appears indicating success or failure.

Figure 13–77 Success Notification



The download link will be attached to the "Export System Logs" job in the task information panel found in the Job Management process queue.

The exported file will contain a file header:

>>>> Report Based On Criteria - , Log ID: Not specified From Date: Not specified, To Date: Not specified, Log Levels: [INFO, WARN, ERROR, FATAL, DEBUG, TRACE], Log Type: ALL, Context ID: Not specified <<<<

The header details the selection criteria used to generate the report.

The report detail contains the same information as displayed in the UI.

Task Management

Use the Task Management window to search for tasks, as well as to add, edit, and assign tasks. To access the Task Management window:

- 1. Click Menu.
- 2. Click the Admin task.
- 3. Click the Task Management task. The Task Management window displays.

Figure 13–78 Search Panel Options

Search			Task Search
Assigned User ID	+	^	Enter search parameters in the sidebar to search for task
Select assigned users to search by			
ssigned User Name			
fask Name		Į.	
Treator			
Start Date Range			
From			
То			
End Date Range		~	
<	>		

- **4.** The Search panel enables you to enter criteria to search for a specific task. Enter the desired search criteria which includes the following fields:
 - Assigned User ID ID of the assigned user
 - Assigned User Name Name of the assigned user
 - Task Name Name of the Task
 - Creator ID of the user who created the Task
 - Start Date Range From and To Dates on which the Range starts
 - End Date Range From and To Dates on which the Range ends
 - Task ID ID of the Task
 - Task Type Type of Task
 - Status Status of the task

- **Priority** The priority assigned to the task
- Location Location of the task
- **Event** The promotion assigned to the task
- Assigned Customer ID ID of the assigned customer
- First Name First name of the customer
- Last Name Last name of the customer
- 5. Click **Search** to see the results.

Note: The results will remain the same if the **Reset** button is clicked. The Reset button only clears the previously entered search criteria. The results will only refresh when another search is completed.

Figure 13–79 Results Pane

Actio	ns * + / 👓	Sc	ort By Start	Date 🔻	Ascending	- T		
Task ID	Task Name	Start Date	End Date	Task Type	Creator	Status	Assigned To	Customer
1508	WSDL- TestCase1.0-TaskGenerator	5/27/15	6/26/15	TASK	Relate	OPEN		
	Appointment about sale	4/30/19	4/30/19	APPOINTMENT		IN_PROGRESS		

Figure 13–80 Show More... Link

Show More... 1-25 of 5000 items

The following information is displayed for each task:

- Task ID The ID of the task.
- Task Name The name of the task.
- Start Date The date the task starts.
- End Date The date the task ends.
- Task Type The type of task.
- **Creator** User who created the task.
- **Status** The status of the task.
- Assigned To The associate to whom the task is assigned.
- Customer Name of the customer.

Sorting Results

Once the results appear the user can sort the list to refine the results. The following sorting options include:



Actions 🔻	+	/ 00	å	Sort By	Start Date	•	Ascending	٣
-----------	---	------	---	---------	------------	---	-----------	---

The following fields are sorted Ascending or Descending:

- **Assigned To** The associate to whom the task is assigned.
- **Creator** User who created the task.
- **Customer** Name of the customer.
- End Date The date the task ends.
- **Start Date** The date the task starts.
- **Status** The status of the task.
- **Task ID** The ID of the task.
- **Task Name** The name of the task.
- **Task Type** The type of task.

Creating a Task

Users with the appropriate access level can add a task. To Create a Task:

 Click the Add (+) icon, or choose Add from the Actions menu. This displays a Create Task window.

Figure 13–82 Create Task

reate Task										
ssign Custome	e.		+							
Fask Details										
* Task Type	APPOINTMENT	v	* Start	10/22/2019 3:12 PM	懿	Location	None	٣		
* Subject			Duration	(Please select)	*	* Priority	LOW	Ŧ		
* Status	OPEN	Ŧ	* End	10/22/2019 11:59 PM	蓜	Event Type	(Please select)	Ŧ		
coloned Llos										
Assigned Use	ers + ×									
Actions 🔻		Name						1	Email Address	
Actions 🔻		Name							Email Address	
Actions 🔻		Name						1	Email Address	
Assigned Use Actions V User ID		Name							Email Address	
Actions 🔻		Name							Email Address	
Actions 🔻		Name							Email Address	
Actions V User ID		Name						1	Email Address	

Assigning Customers

To assign Customers, do the following:

1. Click the Assign Customer + icon to assign a customer to the Task (optional).

Figure 13–83 Edit Assigned Customer

earch for	Customer					
			٩, :	Search	Partial 🔿 Exact	
arch Re	sults					
Name	Email Address	Phone Number	Custon	ner ID	Alternate Key	Assign To Task
lo custor	mers to display.					

- **2.** Enter some or all of a **customer's name** in the Search for Customer field. The user can search by any of the criteria shown in the search results including:
 - Name
 - Email Address
 - Phone Number
 - Customer ID
 - Alternate Key
- **3.** Select **Partial**, if you want to results that match part of what you enter, or select **Exact** if you only want results that are an exact match.
- 4. Click Search.
- 5. Click **Assign** to assign the customer to the task.
- **6.** Click **OK** to save the assignment or **Cancel** to return to the Task Details without saving any customer assignments.

Task Details

Enter the Task Details which include the following fields:

Figure 13–84 Task Details

Task Details								
* Task Type	APPOINTMENT		* Start	10/22/2019 3:12 PM	靤	Location	None	
* Subject			Duration	(Please select)	w	* Priority	LOW	
* Status	OPEN	¥	* End	10/22/2019 11:59 PM	睑	Event Type	(Please select)	Ŧ

- Task Type Type of task (required field)
- Subject The subject of the task (required field)
- **Status** The status of the task (required field)
- Start The date and time the task starts (required field)
- Duration The duration of the task
- End The date and time the task ends (required field)

- Location The location of the task
- **Priority** The priority assigned to the task (required field)
- Event Type Type of event (only used for Event Type tasks)

Assigning Users

To Assign Users, do the following:

1. Click the Actions menu and click Add or click the Add (+) icon.

Figure 13–85 Add User to Task

Search for	r User					~^
Search by	y user ID, na	me, email at 🔍	Search	Partial	O Exact	
Search Re	esults	Email Address	Location ID	Acci	gn To Task	

- **2.** Enter some or all of a **user's name** in the Search for User field. The user can search by any of the criteria shown in the search results including:
 - User ID
 - Name
 - Email Address
 - Location ID
- **3.** Select **Partial**, if you want to results that match part of what you enter, or select **Exact** if you only want results that are an exact match.
- 4. Click Search.
- 5. Click **Assign** to assign the user to the task.
- **6.** Click **OK** to save the assignment or **Cancel** to return to the Task Details without saving any user assignments.

Deleting Users

To delete users, do the following:

- 1. Highlight a **user** from the Assigned Users section.
- 2. Click **Remove** from the **Actions Menu** or click the **X** icon.

Note: To immediately remove the user, click **X**.

Task Notes

To add a Task Note, do the following:

1. Click Add from the Actions Menu or click the + icon.

Figure 13–86 Create Note for Task

Create Note for Tas	k	2
Type *		
COMMENT		
Note *		
		256 characters remaining
		Cancel OK

- 2. Select a note Type (required field).
- 3. Enter information in the Note field (required field)
- 4. Click OK.
- **5.** To edit a note, highlight a **note** in Task Notes section and click **Edit** from the **Actions Men**u or click the **Edit** icon.
- 6. Edit the note.
- 7. Click **OK** to accept the changes or **Cancel** to close without saving.
- **8.** To delete a note, highlight a **note** in Tasks Notes section and click **Delete** from the **Actions Menu** or click the **X** icon.

Note: To immediately remove the user, click **X**.

Task Confirmation

9. Click **OK** to create a task or **Cancel** to close the Create Task window without saving any changes.

Editing a Task

To edit a task use the following steps:

- **1.** Highlight a **Task** row.
- 2. Click the Action Menu, and then click Edit, or click the Edit icon.
- 3. Edit the Task.
- 4. Click **OK** to accept the changes or **Cancel** to close the task without saving.

Viewing a Task

To view a task use the following steps:

- **1.** Highlight a **Task** row.
- 2. Click the Action Menu, and then click View, or click the Eyeglasses icon.
- **3.** Click **Done** to close the window.

Re-Assigning a Task

Users with the appropriate permissions can reassign a task. To reassign a task:

- 1. Click Menu.
- 2. Click the Admin Task.
- 3. Click the Task Management task. The Task Management window displays.

Figure 13–87 Task Management Window

Actions	*	+	/ 00	0 60-	Sort By	Start 0	Date 💌	Ascendin	g 🔻		
Task ID	Task Nar	ne		Start Date	End D	ate	Task Type	Creator	Status	Assigned To	Customer
	Create N	lew Sal	es	10/1/19	10/1/	19	APPOINTMENT	user	OPEN	user	FirstName Surname

- 4. Highlight a task you wish to reassign.
- 5. Click the Actions menu and choose **Re-Assign**, or select the **Person** icon from the menu row tool bar. This opens the Re-AssignTask dialog window.

Figure 13–88 Re-Assign Task Window

Jser ID	Name	Email	Manager	Assign To Task
user	user	user	None	Assign

- **6.** Expand the list of users and from the list of available users, and click **Assign** to reassign the task.
- **7.** Click **OK** to assign the task. A Warning window displays notifying that a different user is assigned the task.
- 8. Click OK to accept ownership of the task. The task is reassigned to another user.

Web Service Tracking

You have the ability to view web service call activity statistics hourly, daily and monthly, so that you can monitor successful and failed messages. Additional operation details for the service will also be available to allow the Associate to troubleshoot problems.

- 1. Click the Tasks icon.
- 2. Click Admin.
- 3. Click Web Services Tracking.

Activity Views

You can view the activities by Hourly, Daily, or Monthly. Select the header for each view to view by that time period.

Figure 13–89 Hourly Activity

Veb Servio	e Trac	king								
-		Hou	ifly A	ctivity		Daily Activity		Me	onthly Activity	
Actions * 00 09/29/21					1			1 All times are	in GMT. Data is updated	periodically.
		1	Time	24 Hour Period Total	24 Hour Average	12:00 AM - 12:59 AM	1:00 AM - 1:59 AM	2:00 AM - 2:59 AM	3:00 AM - 3:59 AM	4:00 AM -

Figure 13–90 Daily Activity

Veb Servic	e nac	king									
Hourly Activity						Daily Activity			Monthly Activity		
Actions *	s * 00 09/12/21		曲				All times are	in GMT. Data is updated	periodically		
		D	ate Weekly Tota	al	Daily Average	9/12/21	9/13/21	9/14/21	9/15/21	9/16	

Figure 13–91 Monthly Activity

/eb Servio	e Trac	king								
		Hour	ly Activity				Daily Activity		Mor	thly Activity
Actions *	99	0	01/01/2	1	曲				All times are in	n GMT. Data is updated periodical
		14	onth	Yearly Total		Monthly Average	January	February	March	April

Viewing Operation Details

You have the ability to view operation details for a service to allow you to troubleshoot problems. To view operational details:

- 1. Use the **Date Picker** to enter a date.
- **2.** Select a **specific time period** with a value **greater than zero** within one of the Activity Views.

Note: The View Action Menu item is only available for specific time periods. The Total and Average section details of each view are unable to be viewed at that level.

3. Click the **Actions** menu **View** option, or the **Eyeglasses icon**. The service details displays.

Figure 13–92 Service Details

Operation	Version	Total Successful	Total Failed
addOrUpdateCustomer	3_0	1	2
addOrUpdateCustomer	3_1	6,602	c
addOrUpdatePreferenceCenter	3_0	0	1
getCustomerNotes	3_0	0	
getItemHistory	3_1	1	.0
searchCustomers	3_0	0	67

4. After viewing the details click **Done** to close the window.

5. You can refresh the list by clicking the **Refresh** icon or picking the **Refresh** option from the **Actions menu**.

Users

You have the ability to view, search and edit a list of users, so that you can update user details.

Searching for Users

To search for a user do the following:

- **1.** Click Tasks.
- **2.** Click Admin
- 3. Click User. The User Search window displays.

Figure 13–93 User Search

User Search	
Search	Search Results
User ID	Enter search parameters in the sidebar to search for users.
Name	
Email	
Reset	iearch

- 4. Enter the USER ID, Name, or Email of the user.
- 5. Click Search. The list of users matching the search criteria displays.

Figure 13–94 Search Results

User ID	Name	Email	Language Code	Service Account	Enabled
RGBU_CECS_CFS_QA2_APPID	RGBU_CECS_CF5_QA2		EN	Yes	Yes
RGBU_CECS_DMDTEBWZJ_APPID	abc_test_123		EN	Yes	Yes
RGBU_CECS_FOMNDBSAW_APPID	a			Yes	Yes
RGBU_CECS_ISEQJV/AR_APPID	External App 1		EN	Yes	Yes
RGBU_CECS_LSSKCUPD_APPID	Fall		EN	Yes	Yes
RGBU_CECS_LYAUPYUY_APPID	dgk_New1_ORCE		EN	Yes	Yes
RGBU_CECS_OAMLLEGI_APPID	ghh		EN	Yes	Yes
RGBU_CECS_OYLNJCLA_APPID	dgk_retest_ORCE		EN	Yes	Yes
RGBU_CECS_SHXJLGTO_APPID	Fasss		EN	Yes	Yes
RGBU_CECS_TYOWOYCC_APPID	dgk_New2_ORCE		EN	Yes	No
RGBU_CECS_UYSWKVKBY_APPID	Stuart Test		EN	Yes	Yes
RGBU_CECS_YFQPSSYY_APPID	dgk_New3_ORCE		EN	Yes	Ves
RGBU_OBCS_SVVQEJCZ_APPID	RGBU_OBCS_SYVQE/CZ		EN	Yes	Yes
RGBU_XTROFFCS_DEVDIRECT_XOF	RGBU_XTROFFCS_DEVDIRE		EN	Yes	Yes
RGBU_XTROFFCS_DEVTEST_RTLOG	RGBU_XTROFFCS_DEVTEST		EN	Yes	Yes

Viewing a User

To view a User, do the following:

- 1. Highlight the **row** of the User you want to view.
- 2. Click the Actions menu or the View icon to open the View Franchisee window.

er Details				
User ID Jasle	en.y.kaur@oracle.com	Pseudo User ID 4	Countr	ry Code * US - UNITED STATES *
Name Jasle	en Kaur	Language * EN - English	- Man	ager Flag
Email Jasle	en.y.kaur@oracle.com	Location 00004-00004-Portland-C	R + Assigned	Manager
Enabled				
		ment 🔘 Program 🔘 Job Management		
3 Assigned Rol		O Assigned Role Groups	۵ ۱/	Assigned Security Groups
tole Name CustomerHome PromotionHome	Assigned From Group (manually assigned) (manually assigned)		StoreOw	Assigned Security Groups Inter (ID 7) Privilege: Read Only
3 Assigned Rol Role Name CustomerHome PromotionHome SystemAdmin	Assigned From Group (manually assigned)	a 0 Assigned Role Groups	StoreOw	mer (ID 7)

Figure 13–95 View User

3. View the details of the User and click **Done** to close the window.

Editing Users

To edit a User do the following:

- **1.** Highlight the **row** of the User.
- **2.** Click the **Actions** menu and select **Edit**, or click the **Edit** (**Pencil**) icon. The Edit User window displays.

er Details						
User ID F	GBU_CECS_DMDTEBWZJ_APPID	Pseudo User ID	106		Country Code * US - UNITED STAT	TES 🔻
Name a	bc_test_123	Language *	EN - English	*	Manager Flag	
Email		Location	(Please select)	*	Assigned Manager	/
Enabled	2					
fault Home						
1 Assigned	Roles	🗥 0 Assigne	d Role Groups		0 Assigned Security Group	5
tole Name	Assigned From Group	No role groups as	signed		No security groups assigned	
piAccess	(manually assigned)					
igned Franchise	25					
	×					
ctions * +						

Figure 13–96 Edit User

3. The User Details editable regions for each user will vary based on privileges. Typically you can edit the Language, Country Code, Assigned Manager, and Default Home Page.

Assign a Manager

4. Click the **Assigned Manager Pencil** icon. The Add Manager to User window displays.

Figure 13–97 Add Manager To User

Search for User				
Add			🔍 Search 🖲 Partial 🔘 Exac	t
Search Results				
User ID	Name	Email Address	Location ID	Assign To User
No users found	using search criteria	i.		

- **5.** In the Search for User field, enter the **User ID**, **Name**, or **Email Address** of the user you want to search for.
- **6.** Select **Partial**, if you want to results that match part of what you enter, or select **Exact** if you only want results that are an exact match.
- **7.** Click **Search**. A list of users matching the search text is displayed in the Search Results grid.

Add Manager To User Search for User 🔍 Search 💌 Partial 🔘 Exact Search by user ID Search Results User ID Email Address Name Location ID Assign To Us Assign 100 Xstore User 100 EITUSER EIT USER Assign Jasleen.y.kaur@oracle.com and the second Assign 00004 Mendo.Veloff@oracle.com -Assign ORCE-Auto ORCE-Auto Assign ORCE-GWT ORCE-GWT Assign Assign ORCE-Roles ORCE Roles 1-25 of 72 items Cancel OK

Figure 13–98 Search Results Grid

Note: The results display in batches of 25 records. When more than 25 records are available, click **Show More...** to view more results.

- 8. For each user you wish to assign, click Assign.
- 9. For each user you wish to unassign, click Unassign.
- 10. Click OK to accept the changes, or Cancel to close the window without saving.

Assigned Franchisees

11. You can assign Franchisees to the User.

Click the **Add** (+) icon, or choose **Add** from the **Actions** menu. The Assigned Franchisees window displays.

Figure 13–99 Assigned Franchisees

ssigned Franchi	isees		
earch for Franchisee	Search by Franchisee ID or Name or Description × Search		
earch Results			
Franchisee Name	Franchisee Description	Locations	Unassign All
No Franchisees to disp	lay		

- **12.** Enter any or part of a **Franchisee ID**, **Name**, or **Description**.
- **13.** Click **Search**. The Search Results list appears.

Figure 13–100 Search Results

Assigned Franchisees				,
iearch for Franchisee Search by Franchisee ID or Name or I	Description × Search			
earch Results				
Franchisee Name	Franchisee Description	Locations	Assign All	
Ohio (ID 5)	- Ohio	0	Assign	•
D Penn (ID 6)	- PA	0	Assign	
Franchisee001 (ID 17)	Franch001	ĩ	Assign	1
F FrancDelete (ID 19)		0	Assign	
D Illinois (ID 20)	·Illinois	0	Assign	

- 14. For each Franchisee you wish to assign, click Assign.
- **15.** For each user you wish to unassign, click **Unassign**.
- 16. Click Assign All to assign all of the Franchisees that appear in the search results.
- 17. Click OK to accept the changes, or Cancel to close the window without saving.
- **18.** To delete a previously assigned Franchisee, highlight the row of the **Franchisee** and click the **X icon**, or click the **Action** menu and click **Delete**.
- **19.** After all edits are finished click **OK** save the changes, or click **Cancel** to close the window without saving.

Card Administration

The Card Administration page provides Users with access to Cards issued to Customers, and the Accounts associated with those Cards. Users can then view information about that Card or Account, or make any necessary changes to that Card or Account.

You can use this page to work with Tender Accounts, Award Accounts, and Loyalty Accounts.

Overview

This chapter contains the following:

- Overview
- Card Search
- Card and Account Details
 - Basic Card Information
- Actions Menu
 - Activate Card
 - Add Account
 - Card Attributes
 - Deactivate Card
 - Merge Card
 - Reset Card Expiration Date
 - Unblock Card
 - View Card Details
- Tender Account
- Award Account
- Loyalty Account

Card Search

The Card Search page uses Card-specific or Account-specific information to locate a Card to open in Card Administration.

To perform a Card search:

1. Either select Task>Program>Card Search or select the Card Search icon on the Menu Bar.

The Card Search page opens.

Figure 14–1 Card Search

ard Search	
Search By Card Search By Customer	
Search	
Match Type 🔘 Exact 🔹 🖲 Partial	
Search by Card Number or Serial Number 🗶	Search
Search Results	
Card Image Card Number Serial Number Card Holder Contact Information	
No cards to display.	

- **2.** In the Search for Card field, enter the **Card Number** or **Serial Number** of the Card you want to search for. Click **Partial** to search for Cards that partially match the search text, or click **Exact**, to search for an exact match.
 - Card Number Card Number for the Card.
 - Serial Number Serial Number for the Card.
 - Account Number Account Number for an Account associated with a Card.
- 3. Click the Search button, or press Enter. The Search Results window appears,.

Figure 14–2 Search Results

Card Image	Card Number	Serial Number	Card Holder	Contact Information	
	O 0025 5694 346 5 5047	4413901001512992			
	O 0051 91 55 047 3 5161	2222201001054496			
	O 0060 5342 0995 5047	4413902001338146			
	O 0064 3422 5504 7323	3445301001410985			
	O 0072 7831 9555 0477	2222203001571828			
_	O 0100 4244 9365 5047	4413902001123002			

Note: If more than 25 Programs match the search criteria, the first 25 Programs are displayed. Select **Show More...** at the bottom of the page to display more Programs.

- The search results display the following fields:
- Card Image
- Card Number
- Serial Number
- Card Holder
- Contact Information
- If no Card is found matching the entered criteria, an error message displays.

- **4.** Hover over any of the icons in the **Card Number** column (as shown in Figure 14–2) to see a tooltip listing the status of the Program.
 - Active Filled
 - Inactive Empty
- **5.** Click the **Card Number** which appears as a link to view the details. The Card and Account Details window appears.

Note: You can also arrive at this screen by clicking on the card number in the Customer Dashboard screen. See Cards and Programs for more information.

Figure 14–3 Card and Account Details

	0025 5694 3465 5047 • 4413901001512992	
lecounts	+ Select an Account	
Search for Account by Nar	No account has been selected.	
O Solon Tender (Accounts	t ID \$0.00	
C Loyalty Late Accoun ID 28100985)		
	00 points	
O Solon Loyalty (Accor 1552391)		
	00 points	
 Late Account Award ID 3259725) Award 	\$0.00	
Solon Award (Accou	t ID	
Award	\$0.00	

See Card and Account Details for more information.

Card and Account Details

The Card and Account Details page displays information about individual Cards and provides access to functions that can be performed on the Card and its associated Accounts, including:

- Activate Card
- Add Account
- Card Attributes
- Deactivate Card
- Merge Card
- Reset Card Expiration Date
- Unblock Card
- View Card Details

Basic Card Information

The upper portion of the Card Administration page displays basic information about the Card and the Accounts associated with the Card. This information is always displayed in Card Administration.

Figure 14–4 Basic Card Information

Serial Numb	er 0036 1548 7547 6981 ser 4442801001005007	(ID 8586834) 1 Card Holder(s)	
Accounts Search for Account by Na	+ me or Type or ID ×	Select an Account No account has been selected.	
JS-Housekeeping-A 21767752)	ccount (Account ID		
Loyalty	0.00 points		
JS-Housekeeping-A 21767751)	ccount (Account ID		

This area displays the following information:

- Card Information Basic information about the Card. This includes the following information:
 - Card Number Card Number for the Card.
 - Serial Number Serial Number for the Card.
 - Primary holder Name of Customer designated as the primary holder of the Card. Click the name to open Customer Record of the primary holder in the Customer Dashboard.
 - Card Status Current status of the Card.
 - Card Holders Total number of Customers assigned to this Card. This includes a link that will display all cardholders in a mini popup and will allow the user to click on a name which will open the customer dashboard for the selected customer.
- Accounts Panel Displays the Accounts associated with the Card.
 - Account Name Name of the Account.
 - Account Number Account Number for the Account.
 - Account Type Type of Account (Tender, Award, or Loyalty).
 - Value

Tender - Current balance in the tender account.

Award - Current E-Award balance for Award Accounts.

Loyalty - Current Points balance for Loyalty Accounts

- Select an Account Panel This section lists the accounts associated with the Card. Select an **Account** listed in the Accounts Panel to populate the Account Details and Activity.

The fields are based on the type of program selected.

- Filter By Options are based on the type of program selected.
- Sort By Options are based on the type of program selected.
- Account Activity List
 - Activity ID The ID of the Activity. Click the Activity ID to see the Activity Details. Click Done to close the Activity Details and return to the Activity List.
 - Voided Indicates whether or not the activity was voided.
 - Activity Type Type of activity performed.
 - Value

Tender - Displays the activity amount.

Award - Displays the e-award value or the entitlement offer name. A link will display for an entitlement offer that will open the View Offer screen.

Loyalty - Displays the points associated with the activity.

- Date and Time Date and Time of the activity.
- Location Location where the activity occurred. Click on the Location ID to view details.
- Coupon ID The ID of the Coupon (visible for Award Program only).

Actions Menu

The Actions Menu for the Card Administration page (without selecting a specific Account, such as an Award Account) has the following options:

- Activate Card Activate an inactive Card (only shown for inactive Cards). See Activate Card.
- Add Account Add a Loyalty Account to the Card. This option is available only if there is
 a Loyalty Account that has not been applied to the Card, when the Card was generated for
 a Program that has the Dynamically Create Accounts option selected. Also, the
 DynamicProgramAccountAdmin role controls access to this option. See Add Account.
- Card Attributes The details of the card attributes. See Card Attributes.
- Deactivate Card Deactivate an active Card (only shown for active Cards). See Deactivate Card.
- Merge Card Merge the Card with another Card. See Merge Card.
- Reset Card Expiration Date Set a new expiration date for the Card. See Reset Card Expiration Date.
- Unblock Card Enables you to unblock a card that has been blocked from deactivating or merging a card with a tender account. See Unblock Card.
- View Card Details Displays the details for the selected card. See View Card Details.

Open Customer Record

To open the Customer Record for the Customer associated with the Card, see Figure 14–4 and do one of the following:

 Click the name of the Primary holder. The Customer Record of the primary holder opens in the Customer Dashboard. Click the number of Card Holders to open a menu containing a menu of all of the Customers associated with the Card. Click the name in the menu to open the Customer Record in the Customer Dashboard.

Figure 14–5 Card Holders

Card Holders for Card 3888 7718 2594 3053	×
(ID 1290372) SOUTHFIELD, MI, 48034, US	
(ID 2223642) ALTONA, IL, 61414, US	
	Done

Activate Card

To activate a card do the following:

1. Click Activate Card in the Actions Menu. The Activate Card Window opens.

Figure 14–6 Activate Card Window

Activate Card			×
Reason Code *		*	
Location *	99999	Ŧ	
Comments			
			Cancel OK

- 2. Select the Reason Code.
- 3. Select the Location where the activation is being performed.
- 4. Enter **Comments** describing the reason for activating the Card.
- 5. Either click **OK** to close the Window and activate the Card or click **Cancel** to close the Window and keep the Card inactive.

Add Account

Use this window to add a Loyalty Account to an activated Card.

Note: This option is available only if there is Loyalty Account that has not been applied to the Card, when the Card was generated for a Program that has the Dynamically Create Accounts option selected. Also, the DynamicProgramAccountAdmin role controls access to this option.

1. Click Add Account in the Actions Menu, or click the + (Plus) icon in the Accounts panel. The Add Account Window opens.

Figure 14–7 Add Account

Programs *	(Please select)	•	
Program Description			
Loyalty Activation Points			
Reason Code *			
Location *	99999	*	
Comments			

2. Select the Loyalty Program to add an Account. Only Loyalty Programs that have the Dynamically Create Accounts option selected are available for selection. Also, if the Card is already associated with a Loyalty Account, it is not listed.

When you select a Loyalty Program, the associated Program Description is displayed.

- 3. Optionally, enter the Loyalty Activation Points to issue at Account activation.
- 4. Select the Reason Code that indicates why you are creating the Account.
- 5. Select the Location ID identifying the location associated with the Account creation.
- 6. Optionally, enter any Comments related to the Account creation.
- 7. Either click OK to create the Account or click Cancel to close without saving.

Note: If the card is not already activated, the window is different. You can select the Program, but there is no option to enter or select Loyalty Activation Points, Reason Code, Location ID, or Comments.

Card Attributes

Click **Card Attributes** to display Attributes for the Card, its Series, and its Type, and optionally to add or modify Attributes for the Card.

CARD-PROGRAMS Loya ard Attributes Actions * + × × 0 Group Name	bute Value Ity Points Descrip	Description CARD-PROGRAMS	Value	Card Series Att		te Value Editable	Desc	ription Publish to Batch Exporter
Actions * + / × O Group Name	Descrip	ntion	Value	Data Type	Unique	Editable	Open Access	Publish to Batch Exporter
	Descrip	rtion	Value	Data Type	Unique	Editable	Open Access	Publish to Batch Exporter
No attributes assigned								

Figure 14–8 Card Attributes

Card Type Attributes

Card Type Attributes include the following:

- Attribute Name
- Attribute Value
- Description

Card Series Attributes

Card Series Attributes include the following:

- Attribute Name
- Attribute Value
- Description

Card Attributes

Card Attributes - A List of Card Attributes currently assigned to the Card. Information displayed for each Card Attribute:

- Group- The group associated with the attribute.
- Name The Name of the Card Attribute.
- Description The Description of the Card Attribute
- Value The current Value of the Card Attribute
- Data Type The Card Attribute Data Type. Possible Data Types are:
 - Character A string of characters entered through a Text Field
 - Number A number value entered through a Text Field
 - Currency A currency amount entered through a Text Field.
 - Date A date entered through a Calendar Menu
 - Logical A true or false value entered through a Selection Menu
 - List One of a number of defined values selected through a Selection Menu
- Unique Indicates whether the Attribute can be assigned more than once:

- Yes The Attribute can only be assigned to a Card once
- No The Attribute can be assigned to a Card multiple times.
- Editable Indicates the permissions required for a user to edit this attribute value in a customer record.
 - Yes This attribute can edited by any user with permission to edit customer records.
 - No This attribute can only be edited by a user with system administration permissions.
- Open Access Indicates whether there is Open Access to this attribute.
 - Yes This Attribute has Open Access.
 - No This Attribute does not have Open Access.
- Publish to Batch Exporter Indicates whether each Attribute value can be included in batch export to a Marketing system.

Add Card Attribute

To add a Card Attribute to a Card:

1. Click the Actions Menu, then, click Add, or click the Add (+) icon. This opens Create Attribute.

Figure 14–9 Create Attribute

Create Attribute		×
Attribute Name *	(Please select)	Ŧ
Description		
		Cancel OK

- 2. Select the Attribute Name.
- 3. Enter or select the Value for the Attribute.
- 4. Either click **OK** to save the Attribute or **Cancel** to close without saving.

Figure 14–10 Confirmation Notification



Note: A confirmation notification appears to confirm the Attribute has been successfully created.

Editing Card Attributes

To edit an existing Card Attribute for a Card:

1. Click the Actions Menu, then, click Edit, or click the Pencil icon. This opens Edit Attribute.

Figure 14–11 Edit Attribute

Att	ribute Name	MIN BALANCE ON CARD	
	Description	Minimum Balance required on card	
	Value *	10	

2. To edit the Card Attribute value, select or enter the new values. Click **OK** to save the changes, or **Cancel** to close without saving.

Figure 14–12 Confirmation Notification



Note: A confirmation notification appears to confirm the Attribute has been successfully updated.

Deleting a Card Attribute

To delete an existing Card Attribute for a Card:

- 1. Click the Actions Menu, then, click Delete, or click the X icon.
- 2. Click OK to delete the Attribute, or Cancel to close without saving.

Figure 14–13 Confirmation Notification



Note: A confirmation notification appears to confirm the Attribute has been successfully deleted.

Deactivate Card

1. Click Deactivate Card in the Actions Menu. A Perform Action: Deactivate Card Window opens.

ranchisee *	(Please select)	*	
ison Code *		*	
Location *	99999		
Comments			
	son Code *	Location * 99999	son Code * Location * 99999

Figure 14–14 Deactivate Card Window

- 2. Select the Franchisee associated with the Card, if Franchises are enabled.
- 3. Select the Reason Code. Options include:
 - Client Request
 - Mgmt Decision
- 4. Select the Location where the deactivation is being performed.
- 5. Enter **Comments** describing the reason for deactivating the Card.
- 6. Either click **OK** to close the Window and deactivate the Card or click **Cancel** to close the Window and keep the Card active.

Merge Card

You can merge the Card with another Card as long as the Card Merge Permitted flag is not selected for a Program. To merge a Card with another Card:

1. Click the Actions Menu, then, click Merge Card. A Merge Card Window opens.

Figure 14–15 Merge Card

				+	ctions *
Name and Address	Accounts	Туре	Serial Number	Card Number	Target
	4	22222 - CFS Gift Cards	2222203001000100	0503 1656 5952 2314	
	4	22222 - CFS Gift Cards	2222203001000100	0503 1656 5952 2314	

2. Click the Actions Menu, then, click Add Card to Merge, or click the + (Plus) icon. An Add Card to Merge Window opens.

Search By Card Se	earch By Customer					Included Cards		
Search for Card Match Type • Exact						Card Number Serial Number Type	0503165659522314 2222203001000100 22222 - CFS Gift Cards	
Search by Card Numbe	er or Serial Number			×	Search	Active Accounts	Yes 4	
Search Results						Card Create Date	1/14/21	
Card Number	Serial Number	Туре	Name and Address	Created			No Card Selected	
No cards to display.							The card scheme	

Figure 14–16 Add Card to Merge

3. Use one of the following methods to search for a card to add to the merge.

To add a card using Search By Card

• In the Search for Card field, enter the **Card Number** or **Serial Number** of the Card you want to search for. Click **Partial** to search for Cards that partially match the search text, or click **Exact**, to search for an exact match.

To add a card using Search By Customer

- In the Search By Customer field, enter the Customer Name, ID, Email Address, or Serial Number of the Customer you want to search for. Click Partial to search for Customers that partially match the search text, or click Exact, to search for an exact match.
- 4. Click Search. The Search Results list displays the cards or customers matching the criteria.

Figure 14–17 Search Results: Add Card to Merge

Search By Card Search By	/ Customer						Included Cards		
Gearch for Card Autch Type () Exact () 4413901001550	Fortial				x Sea	nth	Card Number Serial Number Type Active	0206276530786396 4412901001550473 44139 - Solon Card Yes	
earch Results							Accounts Card Create Date	6 1/7/21	
Card Number	Serial Number	Type	Name and Address	Created				No Card Selected	
O 0002 3095 4367 9523	4413901001550555	44139 - Solon Card		1/7/21	Select	Ĩ		the card services	
0 0003 6978 5652 4121	4413901001550028	44139 - Solon Card		1/7/21	Select	1			
O 0008 1642 3784 5139	4413901001550429	44139 - Solon Card		1/7/21	Select				
O 0028 0361 4719 8345	4413901001550 744	44139 - Solon Card		1/7/21	Select				
O 0032 5770 7966 8670	4413901001550550	44139 - Solon Card		1/7/21	Select				
O 0041 3228 9356 6404	4413901001550717	44139 - Solon Card		1/7/21	Select				
				ihow More., 1	25 of 1000 ite	-			

- 5. Click Select to add the card to the merge.
- 6. Click OK. The Merge List appears.

Merge List	+						
Target	Card Number	Serial Number	Туре	Accounts	Name and Address	Created	
	0206 2765 3078 6396	4413901001550473	44139 - Solon Card	6		1/7/21	
۲	0008 1642 3784 5139	4413901001550429	44139 - Solon Card	5		1/7/21	Remove

Figure 14–18 Merge List

7. To complete the merge, select the **Target** card, then click **Merge**. The Cards are merged and the Window closes.

Note: If you flag Loyalty Programs to Dynamically Create Accounts, it is possible that two Cards you are merging do not share the same Accounts. For example, Card A has Accounts for Programs 1 and 2, and Card B has Accounts for Programs 2 and 3. The merge will dynamically create the Accounts that do not already exist for Card A. After the merge, Card A has Accounts for Programs 1, 2, and 3, and Card B has deactivated Accounts for Programs 2 and 3.

To exit the Window without merging the Cards, click Cancel.

Reset Card Expiration Date

Expiration dates can be set on individual Cards in Customer Engagement. To set a new expiration date for an individual Card:

1. Click Reset Card Expiration Date in the Actions Menu. A Reset Card Expiration Date Window opens.



Figure 14–19 Reset Card Expiration Date Window

- 2. Select a Franchisee, if Franchisees are available.
- **3.** Use the Reset Card Expiration Date Calendar Menu, select the **new expiration date** for the Card.
- **4.** Either click **OK** to change the Card Expiration Date to the new value and close the Window or click **Cancel** to close the Window without saving.

Unblock Card

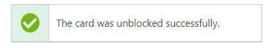
Typically a card will be blocked when the card has been deactivated and has a tender account on the card as shown inFigure 14–20. To unblock a card:

Figure 14–20 Blocked Card

	0503 1656 5952 2314 2222203001000100
Blocked	

- 1. Click Unblock Card in the Actions Menu.
- 2. Select a Reason Code.
- **3.** Select a Location.
- 4. Enter Comments.
- 5. Click OK to unblock a card, or click Cancel to close without saving.

Figure 14–21 Confirmation Notification



Note: A confirmation notification appears to confirm the card was unblocked successfully.

View Card Details

Click View Card Details to open the details for a card. Click Done to close the window.

Figure 14–22 Card Details

Card Numbe	0206 2765 3078 6396	Card Type	Solon Card	
Card Prefit	44139	Card Holders	0	
Serial Numbe	4413901001550473	Primary Card		
		Holder		
Serie Sequence		Activated	9/3/21	
Series Batch	001	Expiration	None	
Series Name	Solon Series 1	First Used	9/3/21	
Card Origin	Customer Engagement	Last Used	9/3/21	

Account Information

Click the Account Number Link to view information about a specific Account. The information displayed for each Account depends upon its Account type: Tender Account, Award Account, or Loyalty Account.

Tender Account

The following information is displayed for each Tender Account:

Accounts Solon Tender (Account ID 1664949) Balance Frozen Balance Program Activation Amount Currency Last Used Account Expiration Search for Account by Name or X \$50.00 \$0.00 \$50.00 USD 9/3/21 Account Activity Solon Tender (Account ID 1664949) Filter by * Sort By Date Tender \$50.00 Activity Type Date and Time Activity ID Value Location Loyalty Dynamic (Account ID 1156915 \$50.00 9/3/21 9:38 AM Activate 99999 29675801) 0 points Loyalty

Figure 14–23 Tender Account Information

- Tender Account Administration Displays information about the Tender Account. This area includes the following information:
 - Program Name Name of the Program to which the Account belongs.
 - Account ID ID number for the Account.
 - Balance Current tender balance of the Account.
 - Frozen Balance Balance of the Account that is currently frozen.
 - Program Activation Amount Amount the account will be activated for when there is no activation amount specified in the transaction. The original balance on the card could be different from this program activation amount.
 - Currency Base currency for the Program.
 - Last Used Date Date of the most recent activity on the Account.
 - Account Expiration Date when the Account expires

Note: Note that if the Tender Account was merged with another Account, Customer Engagement will display the message "Account has been merged" below the Tender Account Administration area.

Tender Account Activity - A List displaying each action performed on the Account.

The information in the List is determined by the Filter Activity Menu.

The following information is displayed for each Account action:

- Activity ID ID of the activity on the Account.
- Voided Indicates whether the activity was voided.
- Activity Type Type of activity performed.
- Value Value applied to the Account by the activity.
- Date and Time Date and time of the activity.
- Location ID of the location where the activity occurred.

Filter Activity Menu The Filter Activity menu is a Filter for the Tender Account Activity List. This Selection Menu filters the Tender Account Activity List by Activity Type, such as Deactivate. The default setting is All.

Tender Account Actions Menu The Actions Menu for Tender Accounts displays the following options:

Preauthorize - Preauthorize an amount on the Card. See Pre-Authorize an Amount.

- Redeem Redeem an existing amount from the balance on the Card. See Redeem an Amount.
- Reload Reload the Card with an additional amount. See Reload a Card.

Preauthorize an Amount To preauthorize an amount on a Card:

1. Click **Preauthorize** in the Tender Account Actions Menu for a Tender Account. A Perform Action: Preauthorize Window opens.

Figure 14–24 Preauthorize Window

Perform Action: Prea	uthorize	>
Amount *		
	(Select a reason)	
Location *	99999 V	
Comments		
Current User ID	and the second sec	
	Cancel	ок

- **2.** Enter the information for the pre-authorization:
 - Amount The amount to be pre-authorized for the Card.
 - Reason Code Use the Selection Menu to select the reason for the pre-authorization.
 - **Currency** Use the Selection Menu to select the currency in which to pre-authorize the amount, or select Use Program [default] to use the base currency for the Program. This option is only available for Tender Programs that allow foreign currencies.
 - Location Use the Selection Menu to select the location where the pre-authorization is being performed.
 - **Comments** Enter any comments describing the pre-authorization.
- **3.** Either click **OK** to perform the pre-authorization and close the Window or click **Cancel** to close the Window without pre-authorizing an amount.

Redeem an Amount To redeem an amount from a Card:

1. Click Redeem in the Tender Account Actions Menu for a Tender Account. A Perform Action: Redeem Window opens.

Amount *	
Reason Code *	(Select a reason)
Currency	Use Program 💌
Location *	99999
Comments	
Current User ID	

Figure 14–25 Perform Action: Redeem

- **2.** Enter the information for the redemption:
 - **Amount** The amount to be redeemed.
 - Reason Code Use the Selection Menu to select the reason for the redemption.
 - Currency Use the Selection Menu to select the currency in which to redeem the amount, or select Use Program [default] to use the base currency for the Program. This field can only be changed in Tender Programs that allow foreign currencies.
 - Location Use the Selection Menu to select the location where the redemption is being performed.
 - Comments Enter any comments describing the redemption.
- **3.** Either click **OK** to perform the redemption and close the Window or click **Cancel** to close the Window without redeeming an amount.

Reload a Card To reload a Card with an amount:

1. Click Reload in the Tender Account Actions Menu for a Tender Account. A Perform Action: Reload Window opens.

Amount *		
Reason Code *	(Select a reason)	
Currency	Use Program 🔻	
Location *	99999	
Comments		
Current User ID		

Figure 14–26 Perform Action: Reload

- 2. Enter the information for the reload:
 - Amount The amount to be loaded onto the Card.
 - **Reason Code** Use the Selection Menu to select the reason for the reload.
 - Currency Use the Selection Menu to select the currency in which to reload the amount, or select Use Program [default] to use the base currency for the Program. This option can only be changed in Tender Programs that allow foreign currencies.
 - Location Use the Selection Menu to select the location where the reload is being performed.
 - Comments Enter any comments describing the reload.
- **3.** Either click **OK** to perform the reload and close the Window or click **Cancel** to close the Window without reloading the Card.

Account Activity Actions Menu The Actions Menu for Tender Accounts Account Activity List displays the following options:

- Release Authorization Releases the Authorization so that you can resolve an issue with the card.
- Reverse Activity Reverses the selected activity
- Settle Authorization Settles a preauthorization for a card, so that you can resolve an issue with the card.
- View Activity Details Views the details of the selected activity.
- Void Activity Voids the selected activity

Release Authorization

To Release Authorization:

1. Select **Release Authorization** in the Actions Menu. A Release Authorization Window opens.

	Amount	75.00		
Re	ason Code *	(Please select)	Ψ.	
	Location *	99999	*	
	Comments			
Cu	rrent User ID			

Figure 14–27 Release Authorization

- 2. Select the Reason Code.
- 3. Select the Location.
- 4. Enter Comments.
- 5. Either click the **OK** button to release the authorization and close the Window or click the **Cancel** button to close the window without saving.

Reverse Activity

To Reverse Activity:

1. Select Reverse in the Actions Menu. A Reverse Activity Window opens.

Figure 14–28 Reverse Activity

Reverse Activity			×
Amount	25.00		
Reason Code *	(Please select)	~	
Currency	USD		
Location *	99999	▼.	
Comments			
Current User ID			
			Cancel OK

- 2. Select the Reason Code for the Reverse in the Selection Menu.
- 3. Select the Location to be used for the Reverse in the Selection Menu.
- 4. Enter **Comments** describing the reasons for the Reverse.
- **5.** Either click the **OK** button to reverse the activity and close the Window or click the **Cancel** button to close the Window without reversing the activity.

Settle Authorization

To Settle Authorization:

1. Select Settle Authorization in the Actions Menu. A Settle Authorization window opens.

Figure 14–29 Settle Authorization

Settle Authorization			×
Amount *	75		
Reason Code *	(Please select)	1 W .	
Currency	USD		
Location *	99999	Ŧ	
Comments			
Current User ID			
			_
		C	Cancel OK

- 2. Enter the Amount.
- 3. Select the **Reason Code** for the Reverse in the Selection Menu.
- 4. Select the Location.
- 5. Enter Comments.
- 6. Either click the **OK** button to settle the authorization and close the Window or click the **Cancel** button to close the window without saving.

View Activity Details Click an activity to view detailed information about an activity in the List of activities displayed for a Tender Account. The activity displays in the Activity Detail Window.

tivity Details		×
Account ID 1664949	Referenced 0	ì
	Activity ID	
Activity ID 1157101		
	Referenced	
Activity Type Reset Expiration Date	Authorization	
	Code	
Activity 9/10/21 1:11 PM	Merged From 0	
Date/Time	Account	
Authorization	Account	
Code	Location ID 99999	
Code		
Amount 0.00	Location Name	
Currency	Business Date 9/10/21	
schange Rate	Retail 0	
	Transaction	
Requested	Sequence	
Amount		
2210000	Workstation ID 0	
Requested	/ 12/10/07 01 0 10/12/07	
Currency	Operator ID	
Void Flag. No	Retail 999990000202109100000000	
	Transaction ID	
Error		
Description	Create Date 9/10/21 1:11 PM	
Franchisee	Create User ID	
		2
	C	_

Figure 14–30 Activity Details Window - Tender Account

The Activity Detail Window displays the following information for the selected activity:

- Account ID ID number for the Account associated with the activity.
- Activity ID ID of the activity on the Account.
- Activity Type Type of activity performed.
- Activity Date/Time Date and time of the activity.
- Authorization Code Authorization Code used by the activity.
- Amount Amount applied to the Card by the activity.
- Currency Currency used for the amount, if different from the base currency.
- Exchange Rate If the transaction was performed in a foreign currency, the exchange rate between the foreign currency and the Account's base currency.
- Requested Amount Requested currency amount.
- Requested Currency Currency used for the requested amount, if different from the base currency.
- Void Flag Indicates whether the activity was voided.
- Error Description If an error occurred during the activity, a description of the error.
- Franchisee Franchisee associated with the activity.
- Reason Code Reason for the activity.
- New Expiration Date The date the card expires.
- Referenced Activity ID ID of an activity to which this activity refers.
- Referenced Authorization Code Authorization Code used by the Referenced Activity.
- Merged From Account If the Account was moved from another Account by a Card Merge, the ID number of the Account previously associated with the activity.
- Location ID ID of the Location where the activity was performed.
- Location Name Name of the Location where the activity was performed.
- Business Date Business date of the activity.

- Retail Transaction ID ID number of the activity within a retail transaction.
- Workstation ID ID of the workstation (within the Location) where the activity was performed.
- Retail Tran ID ID of the retail transaction of the activity. This field provides a Link to the Transaction in the Customer's Transaction History.
- Create Date Date when the activity was created.
- Create User ID ID of the user who created the activity.
- Update Date Date when the activity was most recently updated.
- Update User ID ID of the last user to update the activity.
- Comments Additional comments entered about the activity.

Void Activity To void an activity on an Account:

- 1. Open the activity in the Activity Detail Window.
- 2. In the Activity Detail Window, select Void in the Actions Menu. A Perform Action: Void Window opens.

Figure 14–31 Void Activity

Void Activity			×
Reason Code *	(Please select)		
Location *	99999	•	
Activity Date/Time	9/3/21 9:38 AM		
Comments			
Current User ID			
			Cancel OK

- 3. Select the Reason Code for the Void in the Selection Menu.
- 4. Select the Location to be used for the Void in the Selection Menu.
- 5. Enter Comments describing the reasons for the Void.
- 6. Either click **OK** to void the activity and close the Window or click **Cancel** to close the window without voiding the activity.

Award Account

The following information is displayed for each Award Account.

Figure 14–32 Award Account Information

Balance	First Used	Last Used	Account Expir	ation				
50.00	9/3/21	9/3/21	10/7/27					
Account	Activity							
ilter by	All	▼ Sort B	y Date					
Activity I	D Voided	Activity	lype	Value	Date and Time	Location	Coupon ID	
			lype piration Date	Value	9/10/21 1:11 PM	99999	Coupon ID	:
Activity 1 \$254239 \$253636	7		piration Date	Value \$50.00			Coupon ID 000000000000000000000000000000000000	:

- Award Account Administration Displays information about the Award Account. This area includes the following information:
 - Program Name Name of the Program to which the Account belongs. Click the Program Name to open the View Program window.
 - Account ID ID number for the Account.
 - Balance Current award balance of the Account.
 - First Used Date of the first activity on the Account.
 - Last Used Date of the most recent activity on the Account.
 - Account Expiration Date when the Account expires.

Note: If the Award Account was merged with another Account, Customer Engagement displays the message "Account has been merged" below the Award Account Administration area.

Award Account Activity - A List displaying each action performed on the Account.

The information in the List is determined by the Filter Activity Menu.

The following information is displayed for each Account action:

- Activity ID ID number of the activity within the transaction.
- Voided Indicates whether the activity was voided.
- Activity Type Type of activity performed.
- Value Displays the E-award value or the entitlement offer name. A link will display for an entitlement offer that will open the View Offer screen.

Tender - Displays the activity amount.

Award - Displays the e-award value or the entitlement offer name. A link will display for an entitlement offer that will open the View Offer screen.

Loyalty - Displays the points associated with the activity.

- Date and Time Date and time of the activity.
- Location Location where the activity took place. Click the Location to view the Location Details.
- Coupon ID ID number for the coupon (if any) created or redeemed by the activity.

Filter Activity Menu The Filter Activity menu is a Filter for the Award Account Activity List. This Selection Menu filters the Award Account Activity List by Activity Type, such as Activate or Issue Coupon. The default setting is All.

Award Account Actions Menu The Actions Menu for the Award Account will display the following options.

- Award Transfer Transfer one or more E Awards or Award Certificate Coupons to another Award Account for the same Program. This option is available only if the Card is linked to an active Customer. See Transfer Award.
- Expire Coupon Expire an E-Award or Award Certificate Coupon so that it can no longer be redeemed. See Expire Coupon.
- Issue Coupon Issue a Coupon to the Customer. See Issue a Coupon.
- View Coupons View the Coupons that have been issued by the Award Account to the Customer. See View Coupons.

Award Transfer To transfer one or more E-Awards or Award Certificate Coupons to another Award Account for the same Program, select Award Transfer from the Award Account Actions Menu. The Award Transfer page opens.

Process

To add a card using Search By Card

 In the Search for Card with Award Account, enter the Card Number or Serial Number of the Card you want to search for. Click Partial to search for Cards that partially match the search text, or click Exact, to search for an exact match.

To add a card using Search By Customer

In the Search By Customer field, enter the Customer Name, ID, Email Address, or Phone Number of the Customer you want to search for. Click Partial to search for Customers that partially match the search text, or click Exact, to search for an exact match.

Figure 14–33 Award Transfer - Search Results

Award Transfer Initia	ted by	on 9/13/21			1 Awards Available to Transfe
Search By Card Search	ch By Customer				Transferring To
Search for Card wit	h Award Account				No Card Selected
Match Type Exact 5656291449768086	O Partial			× Search	Comments
Search Results					
ard Number	Serial Number	Card Holder	Contact Informatio	n	Awards to Transfer to Selected Account
5656 2914 4976 8086	5656501001000002	(ID 1024375)	286, US	Select	Select All
					E-Award, \$5.00 (Last Used 6/21/21) Coupen 000000000021000000000015147

1. Click Select to populate the Transferring To area of the window.

Award Transfer initia	ted by Manager	on 9/13/21					O 1 Awards Available	e to Transfe
Swarch by Catol Search for C and with Match Type & Dext S655201469760006 Search Results and Number \$ 5655 2014 4076 5006		Card Holder D 10243755 Kry, NY, NO, 10286, US	Contact Information	*	Search Remove	Seidel Number 59935 Himay California Seider Holder Current Balance 55.00 Comments Awards to Transfer to S Seiect All	2914-8926 6006 incorectoroza (PD 1024/375) (PD 1024/375) ielected Account	(x)

Figure 14–34 Transferring To

2. Select the Awards to Transfer to Selected Account.

Figure 14–35 Awards to Transfer to Selected Account

Award Transfer initiate	ed by International	on 9/13/2	21			0 1 Awards Available	e to Transfer
Search By Card Search	By Customer				Transferring To		
Search for Card with Match Type • Exact					Program Name Card Number	Awards (Account ID 28999982) 5656 2914 4976 8086	×
5656291449768086 Search Results ard Number	Serial Number	Card Holder	Contact Informatic	Search	Holder	(ID 1024375)	
5656 2914 4976 8086 5656501001000002		4 (ID 10243 NY, N	375) Y, 10296, US	Remove	Comments	2200	
					Awards to Transf	er to Selected Account	_
•					E-Award, \$5 Coupon 0000	.00 (Last Used 6/21/21) 00000006210000000000705147	

The Account must be within the same Program, and the Customer must be the primary card holder.

The Transferring To area includes the following information:

- Program Name Name of the Program
- Card Number Card Number for the Card selected for award transfer.
- Serial Number Serial Number for the Card selected for award transfer.
- Primary Card Holder Customer number and name of the primary account holder.
- Selected Card Holder Indicates the Customer associated with the Card.
- Current Balance Current award balance of the Account.
- Comments

The Awards to Transfer to Selected Account includes the following information:

- Coupon Type E-Award or Award Certificate Coupon.
- Balance The value of the E-Award.

- Last Used Date The date and time of the most recent activity for the Coupon.
- Coupon ID Unique identifier for the Award Coupon.
- 3. Click **OK** to transfer the award, or click **Cancel** to close the window without saving.

The E-Award or Award Certificate Coupon is transferred to the Destination Account. A Transfer In Activity Detail record is created for the Destination Account, and a Transfer Out Activity Detail record is created for the Source Account.

Expire Coupon To expire an E-Award or Award Certificate Coupon for a Customer that was issued through an Award Account:

1. Click Expire Coupon in the Award Account Actions Menu. A Perform Action: Expire Coupon Window opens.

Figure 14–36 Perform Action: Expire Coupon

Perform Action: Expire Co	upon		×
Certificate Type *	(Please select)	-	
Reason Code *	(Please select)	*	
Location *	99999	-	
Activity Date/Time	09/13/21 08:38 AM		
Comments			
Current User ID	and a second second		
		Cancel	ОК

- **2.** Enter the information for the Coupon:
 - Certificate Type Use the Selection Menu to select either E-Award or Award Certificate Coupon.
 - Reason Code Use the Selection Menu to select the reason for expiring the Coupon.
 - Location Use the Selection Menu to select the location where the Coupon is being issued.
 - Comments Enter any comments describing the Coupon expiration.

Either click **OK** to expire the Coupon and close the Window or click **Cancel** to close the Window without expiring the Coupon.

Issue a Coupon To issue a Coupon to a Customer through an Award Account:

 Click Issue Coupon in the Award Account Actions Menu. A Perform Action: Issue Coupon Window opens.

Certificate Type	* (Please select)	Ŧ
Reason Code	* (Please select)	*
Location	* 99999	*
Activity Date/Tim	e 09/13/21 08:52 AM	
Expiration Type	* (Please select)	*
Commen	15	
Current User I		

Figure 14–37 Perform Action: Issue Coupon

- **2.** Enter the information for the Coupon:
 - Certificate Type Use the Selection Menu to select either E-Award or Award Certificate Coupon.
 - Reason Code Use the Selection Menu to select the reason for issuing the Coupon.
 - Location Use the Selection Menu to select the location where the Coupon is being issued.
 - Expiration Type Use the Selection Menu to select the type of expiration of the Coupon. This has the following options:
 - Use Program Coupon expires when the Program expires.
 - Specify Select a specific date when the Coupon expires.
 - None No expiration date,.
 - Expiration Date Use the Calendar Menu to select the date when the Coupon will expire (only visible if the Expiration Date is Specify).
 - Comments Enter any comments describing the Coupon issue.
- **3.** Either click **OK** to issue the Coupon and close the Window or click **Cancel** to close the Window without issuing a Coupon.

View Coupons To view all of the Coupons issued to a Customer, select View Coupons in the Award Account Actions Menu to open a Coupons Window displaying a List of E-Award and Award Certificate Coupons issued through the Account.

Coupon ID Amount Expiration Date Create Date 000000000000000000000000000000000000	-Award Coupons				
ntitlement Coupons	Coupon ID		Amount	Expiration Date	Create Date
	000000000009030	00000000728137	\$50.00	None	9/3/21
Coupon ID Offer Name Expiration Date Create Date	intitlement Coupo	ns			
	Coupon ID	Offer Name	Expiration Dat	e	Create Date
No Entitlement Coupons	No Entitlement Cou	pons			

Figure 14–38 View Coupon

E-Award Coupons: The following information is displayed for each E-Award Coupon issued and not expired:

- Coupon ID The ID number for the Coupon.
- Amount The amount of the Coupon (in the base currency of the Program).
- Expiration Date The expiration date of the Coupon.
- Create Date Date the Coupon was created.

Award Certificate Coupons: The following information is displayed for each Award Certificate Coupon issued and not expired:

- Coupon ID The ID number for the Coupon.
- Offer Name The name of the Offer associated with the Coupon.
- Expiration Date The expiration date of the Coupon.
- Create Date Date the Coupon was created.

Account Activity Actions Menu The Actions Menu in the Award Account Activity Detail Window for the issue of an e-award or entitlement coupon has the following options.

- View Activity Details Displays the Activity Details.
- Void Activity Voids the open activity.

View Activity Details

Click an activity to view detailed information about an activity in the List of activities displayed for an Award Account. The activity will be displayed in the Activity Detail Window.

- Account ID ID number for the Account associated with the activity.
- Activity ID ID of the activity on the Account.
- Activity Sequence Sequence number of the activity within a transaction.
- Coupon ID ID number for the coupon (if any) created or redeemed by the activity.
- Activity Type Type of activity performed.
- Activity Date/Time Date and time of the activity.

- Amount Amount applied to the Account by the activity, or removed from the Account in the case of a Transfer Out.
- Exchange Rate If the transaction was performed in a foreign currency, the exchange rate between the foreign currency and the Account's base currency.
- Requested Amount Requested currency amount.
- Requested Currency Currency used for the requested amount, if different from the base currency.
- Void Flag Indicates whether the activity was voided.
- Error Description If an error occurred during the activity, a description of the error.
- Franchisee Name of the Franchisee.
- Reason Code Reason for the activity.
- Referenced Activity ID ID of an activity to which this activity refers.
- Merged From Account If the Account was moved from another Account by a Card Merge, the ID number of the Account previously associated with the activity.
- Location ID ID of the Location where the activity was performed.
- Location Name Name of the Location.
- Business Date Business date of the activity.
- Retail Transaction Sequence Sequence number of the activity within a retail transaction.
- Workstation ID ID of the workstation (within the Location) where the activity was performed.
- Retail Tran ID ID of the retail transaction where the activity was performed.
- Operator ID ID of the employee who performed the transaction.
- Create Date Date and time when the activity took place.
- Create User ID ID of the user who created the activity.
- Update Date Date when the activity was most recently updated.
- Update User ID ID of the last user to update the activity.
- Coupon Effective Date The date when the coupon becomes effective.
- Coupon Expiration Date The date when the coupon expires.
- Comments Additional comments entered about the activity.

Activity Details				×
Account ID 28		Referenced Activity ID		Ĩ
Activity ID 52	183351	Merged From Account		
Activity Sequence 0		Location ID		
	000000006210000000000705147	Location Name		
Activity Type Iss	ue Coupon			- 1
Issue Type Aw	ard	Business Date		
Activity Date/Time 6/2	1/21 5:25 PM	Retail Transaction Sequence		- 1
Amount 5.0	9	Workstation (D	0	
Exchange Rate 1		Operator ID		- 1
Requested Amount 5.0	0		99999000002021062100000000	
lequested Currency US	D	ID		
Void Flag No			6/21/21 5:25 PM	
Error Description		Create User ID		
Franchisee		Update Date		
Reason Code SY	ITEM	Update User ID		
		Coupon Effective	6/21/21	

Figure 14–39 Activity Details - Award Account

Click **Done** to close the window.

Void Activity

To void an activity on an Account:

- 1. Open the activity in the Activity Detail Window.
- **2.** In the Activity Detail Window, select Void in the Actions Menu. A Perform Action: Void Window opens.

Figure 14–40 Void Activity

oid Activity			L
Reason Code *	(Please select)	*	
Location *	99999	*	
Activity Date/Time	9/3/21 9:38 AM		
Comments			
Current User ID	h		
current user iD			
			Cancel OK

- 3. Select the Reason Code for the Void in the Selection Menu.
- 4. Select the Location to be used for the Void in the Selection Menu.
- 5. Enter Comments describing the reasons for the Void.
- 6. Either click **OK** to void the activity and close the Window or click **Cancel** to close the Window without voiding the activity.

Loyalty Account

The following information is displayed for each Loyalty Account:

Card Number 0206 Serial Number 4413										
Accounts	+	Solon Loyalty (Acco	Balance	948) Escrow	YTD	LTD	Star Hand		Residentian'	
loyalty	ж	Solon Points- Level 1		0.00 points		0.00 points		Last Used Account 9/10/21 10/7/27	Expiration	
 Loyalty Dynamic Account (# ID 29675801) Loyalty 	0 points	Account Activity Filter by All Activity ID	• Sort	By Date Activity Type	•		Value	Date and Time	Location	
 Loyalty Late Account (Account ID 28140054) 		1377090		Reset Expira	tion Date		0.00 points	9/10/21 1:11 PM	99999	:
 Solon Loyalty (Account ID 1 	0 points 664948) 10 points	1373544		Activate			0.00 points	9/3/21 9:38 AM	99999	:

Figure 14–41 Loyalty Account Card and Account Details

- Loyalty Account Administration. Displays information about the Loyalty Account. This area includes the following information.
 - Program Name Name of the Program to which the Account belongs. Click the Program Name to view the View Program window.
 - Account ID ID number for the Account.
 - Level Name of the Loyalty Level to which the Account currently belongs.
 - Balance Current points balance of the Account.
 - Escrow Number of points currently escrowed in the Account.
 - YTD Number of points earned by the Account in the current year to date.
 - LTD Number of points earned by the Account during the lifetime of the Account.
 - First Used Date of the first activity on the Account.
 - Last Used Date of the most recent activity on the Account.
 - Account Expiration Date when the Account expires.
- Loyalty Account Activity
 - A List displaying each action performed on the Account.
 - The information in the List is determined by the Filter Activity Menu.

This List uses Page Navigation to organize the actions.

The following information is displayed for each Account action:

- Activity ID ID of the activity on the Account.
- Voided Indicates whether the activity was voided.
- Activity Type Type of activity performed.
- Value Number of Points applied to the Account by the activity.
- Date and Time Date and time of the activity.
- Location Location of the activity. Click the Location ID to view the location details.

Filter Activity Menu The Filter Activity menu is a Filter for the Loyalty Account Activity List. This Selection Menu filters the Loyalty Account Activity List by Activity Type, such as Change Level or Award. The default setting is All.

Loyalty Account Actions Menu The Actions Menu for a Loyalty Account displays the following options.

- Change Level Change the Loyalty Level of the Loyalty Account. See Change Level.
- Delete Account Delete a Loyalty Account that has been added to the Card. This option is available only for a Loyalty Account that was applied to the Card, because the Card was generated for a Program that has the Dynamically Create Accounts option selected. Also, the DynamicProgramAccountAdmin role controls access to this option. See Delete Account.
- Issue Award Issue an award to a Customer. See Issue Award.
- Issue Points Issue points to a Loyalty Account. See Issue Points.
- Point Recovery Issue points that were not issued to a Customer in a previous transaction. See Recover Points.
- Points Transfer Transfer points to another Loyalty Account for the same Program. This
 option is available only if the Card is linked to an active Customer. See Points Transfer.

Change Level To change the Loyalty Level for a Customer:

1. Click Change Level in the Loyalty Account Actions Menu for a Loyalty Account. A Perform Action: Change Level Window opens.

Figure 14–42 Perform Action: Change Level

Loyalty Program Level	Solon Points- Level 1	
New Level *	(Please select)	
Points Cost *		
Reason Code *	(Select a reason)	
Location *	99999	
Comments		
Current User ID	NAMES OF BRIDE	

- 2. Enter the information for changing the Loyalty Level.
 - New Level Use the Selection Menu to select the new Loyalty Level for the Account. The menu includes the Levels in the Loyalty Program.
 - Points Cost The number of points to remove from the Loyalty Account for changing the Loyalty Level.
 - Reason Code Use the Selection Menu to select the reason for changing the level.
 - Location Use the Selection Menu to select the location where the Loyalty Level change is being performed.
 - Comments Enter any comments describing the change in Loyalty Level.
- **3.** Click **OK** to change the Loyalty Level and close the Window, or click **Cancel** to close the Window without change the Loyalty Level of the Account.

Delete Account Select this option to delete a Loyalty Account that has been added to the Card. This option is available only for a Loyalty Account that was applied to the Card, because the Card was generated for a Program that has the Dynamically Create Accounts option selected. Also, the DynamicProgramAccountAdmin role controls access to this option.

Click **Delete Account** in the Loyalty Account Actions Menu for a Loyalty Account. The Delete Account window opens.

Figure 14–43 Delete Account

Delete Account	
Account ID 29686702	
Program Name Loyalty Dynamic Account	Loyalty Program Level Starting Level
Program Currency USD	
Escrow Points 0.00	Earned Points 0.00
Year to Date Points 0.00	Lifetime To Date Points 0.00
First Activity Date 9/28/21	Last Used Date 9/28/21
Expiration Date	
Warning: Deleting an account will immediately and irrev	ersibly purge account detail and history. Continue with Dynamic Account deletion?
Select to Confirm	
	Cancel

This window displays the following information about the Loyalty Account.

- Account ID ID number for the Account associated with the activity.
- Program Name Name of the Program to which the Account belongs.
- Program Currency ID of the currency used for the Loyalty Program.
- Escrow Points Number of points currently escrowed in the Account.
- Year to Date Points Number of points earned by the Account in the current year to date.
- First Activity Date Date of the first activity on the Account.
- Expiration Date Date when the Account expires.
- Loyalty Program Level Name of the Loyalty Level to which the Account currently belongs.
- Earned Points Current points balance of the Account.
- Lifetime To Date Points Number of points earned by the Account during the lifetime of the Account.
- Last Used Date Date of the most recent activity on the Account.

Click Select to Confirm and then click OK to delete the Loyalty Account.

Note that when you delete a Loyalty Account, this information is not included in the Batch Export.

Issue Award To issue an Award to an Account:

1. Click Award in the Loyalty Account Actions Menu for a Loyalty Account. A Perform Action: Issue Award Window opens.

Award Rule *	(Please select)
Points Cost *	
Reason Code *	(Select a reason)
Location *	99999
Comments	
Current User ID	

Figure 14–44 Perform Action: Issue Award

- **2.** Enter the information for issuing the award.
 - Award Rule Use the Selection Menu to select the Award Rule to use for issuing the Coupon for the Loyalty Account. The menu includes those Award Rules that belong to the Loyalty Program and Level the account is currently assigned to.

Note: Only the award rules for the 'paper' coupons will be listed. The rules created for e-awards and award certificates will not be displayed

- Points Cost The number of points to remove from the Loyalty Account as part of issuing the Coupon.
- Reason Code Use the Selection Menu to select the reason for awarding the points.
- Location Use the Selection Menu to select the location where the Award is being issued.
- Comments Enter any comments describing the issuance of the Award.
- **3.** Click **OK** to issue the Award and close the Window, or click **Cancel** to close the Window without issuing an Award.

Issue Points To issue points to a Loyalty Account:

1. Click Issue in the Loyalty Account Actions Menu for a Loyalty Account. A Perform Action: Issue Window opens.

Issue Rule *	(Please select)	•
	(Select a reason)	*
Location *	99999	Y
Comments		
Current User ID		

Figure 14–45 Perform Action: Issue Points

- 2. Enter the information for issuing points:
 - Issue Rule Use the Selection Menu to select the Loyalty Level Issue Rule to use for issuing the points. The menu includes those rules that belong to the Loyalty Program and Level the account is assigned to.
 - Number of Points The number of points to issue. For an Issue Rule whose Calculation Type is set to The number of marketing engagements, the Number of Points defaults from the Fixed Amount defined for the rule, but it can be overridden. See Issue Rule of the Programs chapter for background.
 - Reason Code Use the Selection Menu to select the reason for issuing the points.
 - Location Use the Selection Menu to select the location where the points are being issued.
 - Comments Enter any comments describing the points issued.
- **3.** Click **OK** to issue the points and close the Window, or click **Cancel** to close the Window without issuing points.

This window does not prevent you from issuing points more often than specified for the Issue Rule when the Calculation Type is set to The number of marketing engagements. See Issue Rule of the Programs chapter for background.

Recover Points To issue loyalty points that were earned, but not issued to a Customer for a specific transaction:

1. Click **Point Recovery** in the Loyalty Account Actions Menu for a Loyalty Account. A Perform Action: Search for Retail Transaction Window opens.

Location Number *	Retail Transaction ID		
Register ID *	Reason Code "	(Select a reason)	*
	Comments		
Business Date *			
	Current User ID		tion in the second
Sequence Number *			
Reset Search			

Figure 14–46 Perform Action: Points Recovery

- 2. Enter the transaction search information.
 - Location Number ID number for the location where the transaction was performed.
 - Register ID ID number for the register where the transaction was performed.
 - Business Date Use the Calendar Menu to select business date when the transaction was performed.
 - Sequence Number The purchase number for the transaction.

Note: Refer to Figure 14–55 to see the 'Purchase' number that should be used for this field. In a future release, we will likely rename this field to match so there will be no confusion.

3. Click **OK** to search for the transaction and close the window, or click **Cancel** to close the window without searching for the transaction.

If the transaction is found and the loyalty points have not been processed for that line item, a Perform Action: Point Recovery Window opens.

Figure 14–47 Perform Action: Point Recovery Search Result

Location Number *			12004005722021020040000	26	
12004		Retail Transaction ID	12004005722021020840000	126	
Register ID *		Reason Code *	(Select a reason)		
572		Comments			
Business Date *					
02/08/21	***	Current User ID			
Sequence Number *					
40000126					
Reset Se	arch				

If the transaction is not found, or if the transaction was found, but the loyalty points have already been processed for the transaction, the window will close and an error message will be displayed.

- 4. Enter the Point Recovery information:
 - Reason Code Use the Selection Menu to select the reason for performing the point recovery.
 - Comments Enter any comments describing the point recovery.
- 5. Click **OK** to recover the points and close the Window, or click **Cancel** to close the Window without recovering the points.

Points Transfer To transfer points to another Loyalty Account for the same Program, select **Points Transfer** from the Loyalty Account Actions Menu. The Points Transfer page opens.

Figure 14–48 Points Transfer

Its transfer initiated by on 9/27/21	Co.o. Points Available to Transferring To No Card Selected
rch for Card with Loyalty Account	
	No Card Selected
h Turpe 🔍 Exact 🔅 Partial	
rch by Card Number or Serial Number	× Search Transfer Points *
irch Results	(0.00 Points Available)
rd Number Serial Number Card Holder Contac	ermation Comments
cards to display.	
	Cancel

The information on the Points Transfer page includes.

- Transfer Source Account:
 - Card Number Card Number for the Card selected for points transfer.
 - Serial Number Serial Number for the Card selected for points transfer.
 - Card Holder Customer number and name of the a secondary card holder can also be displayed when searching by customer. If the primary cardholder is displayed, a primary cardholder icon will display next to the name. Click the name to open Customer Record of the card holder in the Customer Dashboard.
 - Card Status Indicates whether the Card is currently active.
 - Card Holders Indicates the number of Customers associated with the Card. Click the number of Card Holders to open a menu containing a menu of all of the Customers associated with the Card. Click the name in the menu to open the Customer Record in the Customer Dashboard.
- Loyalty Account Administration
 - Account id ID number for the Account.
 - Program Name Name of the Program to which the Account belongs.
 - Loyalty Program Level The current level of the Loyalty Account.

- Escrow Points Number of points currently escrowed in the Account.
- Earned Points Current points balance of the Account.
- Program Currency Base currency for the Program.
- Year To Date Points Number of points earned by the Account in the current year to date.
- Lifetime Points Number of points earned by the Account during the lifetime of the Account.
- First Used Date Date of the first activity for the Loyalty Account.
- Last Activity Date Date of the most recent activity for the Loyalty Account.
- Expiration Date Date, if any, when the Loyalty Account is scheduled to expire.
- Customer Contact Permissions: The originating Customer can be notified of the transfer by an email or SMS message generated by an integrated marketing system, such as Responsys, if the Customer's contact permissions allow email or phone contact and if the marketing system supports it. See Points/Awards Transfer Notification Export for background.
 - Contact Preference Indicates the preferred means for contact for the Customer, such as Email or Phone.
 - Email The Customer's primary email address. Included if email is a preferred means of contact.
 - Phone The Customer's primary phone number. Included if phone is a preferred means of contact.
 - The Email or Phone listed is None if the contact information is not available, indicating that no email or SMS message can be generated. Also, even when the Customer has provided the email address or phone number, the Email Address or Phone is listed as None if the Contact Permission is set to No.

Process

- **1.** To add a card do the following:
 - Using Search by Card
 - In the Search for Card with Loyalty Account, enter the Card Number or Serial Number of the Card you want to search for. Click Partial to search for Cards that partially match the search text, or click Exact, to search for an exact match.
 - Using Search By Customer
 - In the Search By Customer field, enter the Customer Name, ID, Email Address, or Phone Number of the Customer you want to search for. Click Partial to search for Customers that partially match the search text, or click Exact, to search for an exact match.
- 2. Click Search. The Search Results appear.

oints transfer initiated	f by	on 9/27/21				0 50.00 Points Av	railable to Transfe
Search By Card Search	By Customer				Transferring To		
earch for Card with etch Type • Exact						No Card Selected	
413902001000001			×	Search	Transfer Points *		× •
earch Results						(50.00 Points Available)	
Card Number	Serial Number	Card Holder	Contact Information		Comments		
7300 2683 8106 1311	4413902001000001	(ID 193)		Select			
6				- F			

Figure 14–49 Search Results

The Account must be within the same Program, and the Customer must be the primary card holder. Only active Cards can receive points.

3. Click Select to populate the Transferring To section.

Figure 14–50 Transferring To

Card Serial Number Expiration Date Primary Card Holde	7300268381061311 4413902001000001	×
Selected Card Holder		
Loyalty Level Current Balance	Solon Points- Level 1 0.00	
Transfer Points	•	¥ 1
	(50.00 Points Available)	
Commen	3	

- Card Card Number for the Card. If the selected Customer has more than one Card in the Program, the most recently used Card is selected and displayed.
- Serial Number Serial Number for the Card.
- Primary Card Holder Customer name of the primary account holder.
- Selected Card Holder Customer name of the selected card holder.
- Loyalty Level The current loyalty level.
- Current Balance Current balance on the card.

- **4.** Enter the Number of points to transfer. Your entry cannot exceed the Earned Points balance for the Transfer Source Account.
- 5. Enter any Comments.
- 6. Click OK to transfer the points, or click Cancel to close the window without saving.

The Points are transferred to the Destination Account. A Transfer In Activity Detail record is created for the Destination Account, and a Transfer Out Activity Detail record is created for the Source Account.

Loyalty Account Activity Actions Menu The Actions Menu for Loyalty Accounts Account Activity List displays the following options:

- Change Earn Date Changes the date the escrowed points will be moved to earned.
- View Activity Details Views the details of the selected activity.
- View Customer Details Views the details of the selected customer.
- View Transaction Details Views the details of the selected transaction.
- Void Activity Voids the selected activity

Change Earn Date Perform the following actions to change the date the escrowed points will be moved to earned.

- 1. In the Account Activity area, click the Action menu for the desired activity.
- 2. Click Change Earn Date. The Change Earn Date window displays.

Figure 14–51 Change Earn Date

Change Earn Date			×
Earn Date *	08/19/21	1	
Reason Code *	(Please select)	Ψ.	
Location *	99999	Ψ.	
Comments			
Current User ID			
			Cancel OK

- **3.** Enter the following information:
 - Earn Date
 - Reason Code
 - Location
 - Comments
- 4. Click OK to change the earn date, or click Cancel to close the window without saving.

Note: A notification appears indicating the request was a success.

Figure 14–52 Notification

Request processed successfully, ID = 1386759.

View Activity Details Do the following to view detailed information about an activity in the list of activities displayed for a Loyalty Account:

- 1. In the Account Activity area, click the Action menu for the desired activity.
- 2. Click View Activity Details. The Activity Details display.

Figure 14–53 Activity Details - Loyalty Account

Account ID 29630084	Referenced Account 0	
	ID	
Activity ID 1386759	Merged From Account 0	
Activity Type Change Earn Date	Merged From Account 0	
Activity type Change cam Date	Location ID 99999	
Activity Date/Time 9/28/21 2:06 PM		
N N C S	Location Name	
Number of Points 0.00		
	Business Date 9/28/21	
Issue Type	Retail Transaction 0	
Exchange Rate	Sequence	
Exchange Hate	sednence	
Requested Amount	Workstation ID 0	
Requested Currency	Retail Transaction ID	
Converted Amount	Create Date	
Earn Date 9/29/21	Create User ID	
Pending Points 301.50	Update Date	
Balance	Update User ID	
armed Points Balance 7.370.37	optimite costs to	
	Error Description	
Void Flag No		
	Franchisee	
leferenced Activity ID 1348004	201700-000-00 104-04-000-00-00-00-00-00-00-00-00-00-00-	
	Reason Code Client Reques	it .

- 3. The Activity Detail Window displays the following information for the selected activity:
 - Account ID ID number for the Account associated with the activity.
 - Activity ID ID of the activity on the Account.
 - Activity Type Type of activity performed.
 - Activity Date/Time Date and time of the activity.
 - Number of Points Number of points applied to the points balance, or subtracted in the case of an activity such as Change Level or Transfer Out.
 - Issue Type The issue type of the tender,.
 - Exchange Rate If the transaction was performed in a foreign currency, the exchange
 rate between the foreign currency and the Account's base currency.
 - Requested Amount Requested currency amount.
 - Requested Currency Currency used for the requested amount, if different from the base currency.
 - Converted Amount Amount of the request in the system's base currency
 - Earn Date Date a pending activity will complete.
 - Pending Points Balance Number of points pending at the time of the activity.
 - Earned Points Balance Earned points balance at the time of the activity
 - Void Flag Indicates whether the activity was voided.

- Referenced Activity ID ID of an activity to which this activity refers.
- Referenced Account ID ID of the Loyalty Account used by the Referenced Activity
- Merge From Account If two cards have been merged, the originating source account is displayed.
- Location ID ID of the Location where the activity was performed.
- Location Name Name of the Location where the activity was performed.
- Business Date Business date of the activity.
- Retail Transaction Sequence Sequence number of the activity on the retail transaction
- Workstation ID ID of the workstation (within the Location) where the activity was performed.
- Retail Transaction ID ID number of the activity within a retail transaction.
- Create Date Date when the activity was created.
- Create User ID ID of the user who created the activity.
- Update Date Date when the activity was most recently updated.
- Update User ID ID of the last user to update the activity.
- Error Description If an error occurred during the activity, a description of the error.
- Franchisee Franchisee associated with the activity.
- Reason Code Reason for the activity.
- Comments Additional comments entered about the activity.
- 4. Click **Done** to close the window.

View Customer Details Do the following to view the customer details.

- 1. In the Account Activity area, click the Action menu for the desired activity.
- **2.** Click View Customer Details. The Customer Dashboard displays in a new tab. See Customer Dashboard to see more information.
- 3. Click x to close the Customer Dashboard.

View Transaction Details Do the following to view the transaction details.

- 1. In the Account Activity area, click the Action menu for the desired activity.
- 2. Click View Transaction Details. The Item Purchase History for the transaction displays.

Note: This is in the Customer Feature as well and can be accessed from the Customer Dashboard. See Item Purchase History for more information.

Filters	Item Purchase History	
tem Keyword	Womens Plus Cardigan Sweater (210089638) Purchased on 12/21/20 at 659 AM Transaction ID 12002005662020122110000226	Purchased 2 at \$60.65 each
fransaction ID	SKU: 210089638	Clothing Department, Womens Clothing, Sweaters - Women
Ladozadoska2do122110000226 Junit Price Max Max DEPT	Boys Clearance Turtleneck Sweater (210048749) Purchande on U20102 at 653 AM Transattion 10 12002005662020122110000226 Stul: 210048749	Purchased 1 at \$3.95 each Clothing Department, Mens Clothing, Sweaters - Mens

Figure 14–54 Item Purchase History

- 3. The Item Purchase History can be filtered using the following options:
 - Item Keyword Enter any part of the Item name.
 - Unit Price Min Enter the Min Unit Price
 - Unit Price Max Enter the Max Unit Price
 - Department Enter any part of a department name. The list updates automatically with the matching departments.
- 4. Click the Item Name to view the Item Details.
- 5. Click Done to close the Item Details window.
- 6. Click the Transaction ID to view the Purchase Details as shown in Figure 14–55, "Purchase Information", Figure 14–56, "Line Items", and Figure 14–57, "Line Item Modifiers".

Figure 14–55 Purchase Information

Item Modifiers			
	Purchase Propert	ies	
Exchange Rate 1	Code	Value	
Net Amount \$125.25	Daily Sales	ReadyAPI Scripts	
Status DELIVERED			
Start Time 12/21/20 1:59 AM			
End Time 12/21/20 1:59 AM			
Tax Amount \$7.52			
Points Earned 0			
Linked Purchase N/A			
	Exchange Rate 1 Net Amount \$125.25 Status DELIVERED Start Time 12/21/20 1:59 AM End Time 12/21/20 1:59 AM Tax Amount \$7.52 Points Earned 0	Exchange Rate 1 Exchange Rate 1 Net Amount \$125.25 Status DELIVERED Start Time 12/21/20 1:59 AM End Time 12/21/20 1:59 AM Tax Amount \$7.52 Points Earned 0	Exchange Rate 1 Code Value Net Amount \$125.25 Status DELIVERED Statut Time 12/21/20 1:59 AM End Time 12/21/20 1:59 AM Tax Amount \$7.52 Points Earned 0

Figure 14–56 Line Items

	information	Line It	ems Line	Item Modifie	15										
	Void Flag	Sequence	Item ID	Actual Price	Quantity	Extended Amount	Regular Price	Unit Cost	item Type	Scan ID	DEPT	SUB_DEPT	CLASS	SUB_CLASS	STYLEJD
0	No	1	210089638	\$60.65	2	\$121.30	\$67.38	\$7.45	Stock	210089638	900	900-W	900-W-S	900-W-SC	SWEATERS
Purch	vise Detail for TND	Transaction ID	<12002005662 210048749	320122110000224 \$3.93	1	\$3.95	\$4.38	\$4.31	Stock	210048749	900	900-M	900-M-5	900-M-SE	SWEATERS
ax Line	e Items													_	,
Void Flag	Seque	nce	Tax Amount	Taxable /	Impunt	Exempt Amount	Exempt ID	Over	ide Amount	Override FI	8g	Overr	ide Percenta	ge Override	Reason
No	4		\$7.52	4	\$125.25					No					
	Line Iten	10													

Figure 14–57 Line Item Modifiers

urchase Inform	ation Line Items Line Item	n Modifiers			
Price Line Ite	em Modifiers				
Void Flag	Sequence	Price Change Amount	Price Modifier Type	Price Change Reason	Promotion ID
No	1	-\$13.46	Subtract		
No	2	-\$0.43	Subtract		

- 7. Click **Done** to close the Transaction ID views.
- **8.** Click **x** to close the Customer Dashboard.

Void Activity To void an activity do the following:

- 1. In the Account Activity area, click the Action menu for the desired activity.
- 2. Click Void Activity. The Void Activity window displays.

Reason Code	(Please select)		
Location *	99999	w	
Activity Date/Time	1/8/21 5:39 PM		
Comments			
Current User ID		100000000	

Figure 14–58 Void Activity

- **3.** Enter the following information:
 - Reason Code
 - Location
 - Comments
- 4. Click OK to void the activity, or click Cancel to close the window without saving.

Segment Queries

When creating an Unstratified or a Stratified Segment, it is important to know what you need to enter/select in each field, whether there is a particular format for the data entered, and what the query is going to return. If you are not sure what Customer Engagement is doing, you may get an error on the query or the results may not be what you expect.

This appendix explains what is required for each query template.

The following conventions apply to data entry when creating a segment:

- Dates must be in the MM/DD/YYYY format.
- When entering numbers, do not use commas, dollar signs, or decimal places unless specifically instructed to do so.
- When entering text, do not use any punctuation unless instructed otherwise.

Overview

This chapter addresses the following;

- Overview
- Segment Query Categories
- Segment Queries
- Strata Queries

Segment Query Categories

The following is a list of the Segment Query categories:

- Customer Demographics
- Customer Contact
- Customer Attributes
- Purchase Activity
- Basic Programs
- Segment Elements
- Promotion Activity
- Strategic Segments
- Loyalty Segments

These categories are available at the Segment Query step of the Create Segment wizard, and control the customers selected for the Stratified or Unstratified Segment.

The following is a list of the Stratified Query categories:

- Loyalty Summary
- Transaction Criteria
- Line Item Detail

These categories control how the customers are broken out into strata for a Stratified Segment, and are available at the Strata Query step of the Create Segment Wizard if a Strata Type of Loyalty or Transaction was selected at the Strata Field step.

The Strata Query step is not available when a Strata Type of Customer was selected at the Strata Field step. Also, this step is not available for an Unstratified Segment.

Segment Queries

The following categories are available at the Segment Query step of the Create Segment wizard, and control the customers to select for the Stratified or Unstratified Segment.

Customer Demographics

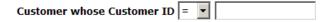
This category is available at the Segment Query step of the Create Segment wizard, and controls the customers to select for the Stratified or Unstratified Segment

Customer ID

This query returns active and valid Customers whose Customer ID matches your input.

Figure 15–1 Customer ID

🛛 Customer ID 🗸



Customer City

This query returns active and valid Customers whose primary and active address is in the city you have specified.

Figure 15–2 Customer City

□ Customer City ▼

Customer city of residence	=	•		
----------------------------	---	---	--	--

Customer State

This query returns active and valid Customers whose primary and active address is in the state you have specified.

Customer State 🔻	
Customer State = 💌	

Postal Code

Θ

This query returns active and valid Customers whose primary and active address is in the postal code (zip code) you have specified. Use only five digits for US zip codes.

Figure 15–4 Postal Code

Postal Code •

Postal Code	=	-	
Pustal Code	-	<u> </u>	I

Postal Code Vicinity

This query returns active and valid Customers whose addresses are within a radius of a specified number of miles of a specified location.

Figure 15–5 Postal Code Vicinity

POSTAL CODE VICINITY •		
Customer living within	miles of store id	

Customer Birthdate

This query returns Customers whose birthday matches the parameters you input. The date you input must be a valid date ([default] = current date).

Figure 15–6 Customer Birthdate

□ Customer Birthdate ▼

Birthday = 💌

Customer Birth Month

This query returns active and valid Customers whose birth month matches your selection ([default] = ,ÄúJanuary,Äù).

Figure 15–7 Customer Birth Month

Customer Birth Month 🗸

Customer birth month	=	•		January	•	
----------------------	---	---	--	---------	---	--

Home Location

This query returns active and valid Customers whose Home Location matches your entry. The Home Location you enter must be a valid location for your organization.

Figure 15–8 Home Store

Home Store -	
Customers with home store = 💌	

Signup Location

This query returns all Customers whose signup location matches the one you specify. The location you enter must be a valid location for your organization.

Figure 15–9 Signup Location

Θ	Signup Location 🔻				
	Signup location	=	•		

Customer Last Update Date

This query returns active and valid Customers whose last update date matches what you have entered. The date must be a valid date.

Figure 15–10 Customer Last Update Date

Customer Last Update Date 🔻	
Customer Last Update Date = 💌	

Signup Date

This query returns active and valid Customers whose signup date matches what you have entered. The date must be a valid date.

Figure 15–11 Signup Date

Signup Date 🗸

Customer sign-up date	=	•	

Create Date

Θ

This query returns active and valid Customers whose create date matches what you have entered. The date must be a valid date.

Figure 15–12 Create Date

Create Date •

Active Customers

This query returns all active and valid Customers. This query has no parameters to configure

Figure 15–13 Active Customers

Active Customers •

Active Customers

Customer Contact

This section

Mail Contact Permission

This query returns all Customers who have given permission to be contacted by mail.

Fiaure	15–14	Mail Contact Permission
iguic	10 14	

■ Mail Contact Permission ▼

Mail contact	Allowed	•
--------------	---------	---

Address Type Code

This query returns all Customers whose address type matches what you entered.



Ξ	Address Type Code 🔻	
---	---------------------	--

Address type = 💌

Phone Contact Permission

This query returns all Customers who have given permission to be contacted by telephone.

Figure 15–16 Phone Contact Permission

Phone Contact Permission •

Phone contact Allowed -

Phone Type

This query returns all Customers whose phone type matches your selection.

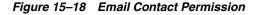
Figure 15–17 Phone Type

Phone Type •

	_		
Phone type	=	-	

Email Contact Permission

This query returns all Customers who have given permission to be contacted by email.



Θ	Email Contact P	ermission 🔻

Email contact Allowed

Valid Email Addresses

This query returns all Customers whose email address has been validated or not validated.

Θ			
	Valid	Email	Addresses 🔻

Email address that is True

Email Address Type

This query returns all Customers whose email type matches your selection.

Figure 15–2	20 Email	Address	Туре
-------------	----------	---------	------

Email Address Type 🔻

Email type	=	•	
------------	---	---	--

Customer Attributes

Ξ

This category is available at the Segment Query step of the Create Segment wizard, and controls the customers to select for the Stratified or Unstratified Segment.

String Attribute Values

This query returns all Customers with a string attribute whose value matches your entry.

Figure 15–21	String Attribute	Values
--------------	------------------	--------

String Attribute Values 🗸
Customers with attribute name
having a string value = 🔻

Logical Attribute Values

This query returns all Customers with a logical attribute that has been assigned the selected value.

Figure 15–22	Logical Attribute	Values
--------------	-------------------	--------

Logical Attribute Values	
Customers with attribute name	
having value True 💌	

Date Attribute Values

This query returns all Customers with a date attribute that has been assigned a date between the entered values.

Figure 15–23 Date Attribute Values

Date Attribute Values 🗸	
Customers with attribute nam	e
having dates between	and

Purchase Activity

This category is available at the Segment Query step of the Create Segment wizard, and controls the customers to select for the Stratified or Unstratified Segment.

Lifetime Sales

This query returns all Customers whose lifetime sales amount matches what you have entered.

Figure 15–24 Lifetime Sales

Lifetime Sales •

Total sales = 💌

Lifetime Returns

This query returns all Customers whose lifetime returns amount matches what you have entered.

Figure 15–25 Lifetime Returns

Lifetime returns •



Year-To-Date Sales

This query returns all Customers whose year-to-date sales amount matches what you have entered.

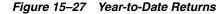
Figure 15–26 Year-to-Date Sales

Year-To-Date Sales •



Year-To-Date Returns

This query returns all Customers whose year-to-date returns amount matches what you have entered.



Year-To-Date Returns YTD returns =

Customer First Purchase Date

This query returns active and valid Customers whose first use date matches the date criteria entered. The date must be a valid date.

Figure 15–28 Customer first Purchase Date

Customer First Purchase Date 🔻

Customer first purchase date = 💌

Customer Last Purchase Date

This query returns active and valid Customers whose last use date matches the date criteria entered. The date must be a valid date.

Figure 15–29 Customer Last Purchase Date

Customer Last Purchase Date •	
Customer last purchase date =	•

Number of Visits Between Dates

This query returns all active Customers who made x visits between the dates specified. Both dates must be filled in and valid.

Figure 15–30 Number of Visits Between Dates

Ξ	Number	of Visits	Between	Dates 🗸
---	--------	-----------	---------	---------

Number of visits =	•	
between the dates o	f	and

Value of Spending in the Last X Days

This query returns all the Customers who have spent a designated amount or more within the last X number of days.

Figure 15–31 Value of Spending in last X Days

Ξ	[™] Value of Spending in the Last X Days ▼		
	Customers spending	at least	
	in the last	days	

Value of Spending Between Dates

This query returns all the Customers who have spent a designated amount or more within a designated range of dates.

Figure 15–32	Value c	of Spending	Between	Dates
--------------	---------	-------------	---------	-------

Value of Spending Between Dates 🔻	
Sum of transactions = 💌	
between the dates of	and

Fixed Period Activity

Ξ

Ξ

This query returns active and valid Customers who have completed transactions between the business dates you have specified. Both dates must be filled in and valid.

Figure 15–33 Fixed Period Activity

Fixed Period Activity 🔻		
Purchases between the	dates	of
	AND	

Purchase in the Last X Months

This query returns all Customers who have made a purchase within the number of months you specify.

Figure 15–34 Purchase in the Last X Months

Purchase in the Last X Months •

Purchases in the last months.

Purchase Within X Days

This query returns all Customers who have made a purchase within the number of days you specify.

Figure 15–35 Purchase Within X Days

Purchase Within X Days •

Purchase in last days

Department in X Months

This query returns all Customers who have made a purchase from Department X within Y months.

Figure 15–36 Department in X Months

Department in X Months •

Department in months

Class in X Months

This query returns all Customers who have purchased an item in the class you specified in the last X months.

Figure 15–37 Class in X Months

Class in X Months ▼
Class in Class in months

Returns in X Days

This query returns active and valid Customers who have made one or more returns in the number of days you have specified.

Figure 15–38 Returns in X Days

Returns In X Days 🔹

Transactions from Location Group in Last X Days

This query returns the list of Customers who have performed a transaction at a location within a configured location group in the last X days.

Figure 15–39 Transactions from Location Group in Last X Days

Transactions from S	Store Group in Last X Days 🔻
Transactions from	n Location Attribute Name
Attribute Value	
in last	days

Purchased Item from Location Group in Last X Days

This query returns Customers who have purchased one or more items from a location within a location group in the last X days.

Figure 15–40 Purchase Item from Location Group in Last X Days

Purchased Item from Store Group in Last X Days •		
Have purchased item level Department		
Item Value		
From Location attribute Name		
Location attribute Value		
in last days		

Purchased Item with String Type Attribute in Last X Days

This query returns Customers who have purchased, within the last X days, an Item assigned a certain string-type Item Attribute with an indicated value.

Figure 15–41 Purchase Item with String Type Attribute in Last X Days

PURCHASE IT	EM WITH STRING TYPE AT	ITRIBUTE IN LAST	X DAYS
Purchase f	rom Item Attribute Name	Item Test 2	•
Attribute Va	alue		
in last	days		

Purchased Item with Date Type Attribute in Last X Days

This query returns Customers who have purchased, within the last X days, an Item assigned a certain date-type Item Attribute with an indicated value.

Figure 15–42 Purchased Item with Date Type Attribute in Last X Days

PURCHAS	E ITEM W	ITH DATE TYPE ATTR	RIBUTE IN LAST X D)AYS
Purcha	se from l	tem Attribute Name	Item6TestDATE	•
Attribut	e Value			
in last		days		

Purchased Item with Logical Type Attribute in Last X Days

This query returns Customers who have purchased, within the last X days, an Item assigned a certain logical-type Item Attribute with an indicated value.

Figure 15–43 Purchased Item with Logical Type Attribute in Last X Days

```
    PURCHASE ITEM WITH LOGICAL TYPE ATTRIBUTE IN LAST X DAYS
    Purchase from Item Attribute Name Item logical unique
    Attribute Value True
    in last days
```

Purchased Item with Numeric Type Attribute in Last X Days

This query returns Customers who have purchased, within the last X days, an Item assigned a certain numeric-type Item Attribute with an indicated value.

Figure 15–44 Purchased Item with Numeric Type Attribute in Last X Days

PURCHASE ITEM WITH NUMERIC TYPE ATTRIBUTE IN LAST X DAYS

Purchase from It	tem Attribute Name	Item4Test -
Attribute Value	= •	
in last	days	

Basic Programs

This category is available at the Segment Query step of the Create Segment wizard, and controls the customers to select for the Stratified or Unstratified Segment.

Big Spenders

This query returns all active Customers who have spent at least X dollars in at least Y visits. The amount spent must be a number between 0 and 1,000,000. The number of visits must be a number between 0 and 999.

Figure 15–45 Big Spenders

Big Spenders

Customers who spent at least visits

Reactivation Program

This query returns active and valid Customers who have shopped X times but not in the last Y months. The number of times shopped must be a number between 0 and 1000 and the number of months must be a number between 0 and 120

Figure 15–46 Reactivation Program

Reactivation Program •		
Customers who've shopped but not in the last	i months	times

Happy Birthday

This query returns all active Customers who have a valid address, have given permission to be contacted by mail, and whose birthday is in the month you selected ([default] = January)

Figure 15–47 Happy Birthday

Happy Birthday 🔻

Birthday Month is January

Happy Anniversary

This query returns all active Customers who have a valid address, have given permission to be contacted by mail, and whose signup date is in the month you selected ([default] = January.

Figure 15–48 Happy Anniversary

Happy Anniversary •	
Sign-up Month January	•

Thank You!

This query returns active and valid Customers who have spent at least X dollars in the last Y days. The amount spent must be a number between 1 and 1,000,000 and the number of days must be a number between 1 and 1000 (i.e. 100 dollars in the last 30 days)

Figure	15–49	Thank	You
--------	-------	-------	-----

Thank You! 🗸		
Customers spen	ding at least	1
in the last	days	

Cross Sell Program

This query returns active and valid Customers who have purchased item X in the last Y days. The number of days must be a number between 1 and 1000

Figure 15–50 Cross Sell Program

⊂ Cross Sell Program v		
Purchased Item		
in last	days	

Big Spender - Location

This query returns active Customers who have spent at least X dollars in location Y. The amount spent must be a number between 0 and 1,000,000. The location can be any valid location in your organization. You can only specify one (1) location

Figure 15–51 Big Spender Store

Big Spender - Store 🗸	
Spent at lea in stores	ist

Anniversary Program

This query returns active Customers who have purchased item X between Y and Z days ago. The Purchased Item can be any valid item in your organization. The first number of days (Y) must be an integer between 0 and 1000 and the second number of days (Z) must be an integer between 1 and 1000.

Figure 15–52 Anniversary Program

Anniversary Program 🔻		
Purchased Iter	n	
between	AND	days ago.

Segment Elements

This section

Customers in Segment

This query returns all Customer who are in the Segment ID specified.

Figure 15–53 Customers in Segment

Customers in Segment

Customers in segment Equals

Customers in Segment Strata Level

This query returns all Customers in a specified strata level within a Segment.

Figure 15–54 Customers in Segment Strata Level

🖥 Customers in Segment Strata Level 🔻

Customers in Segment ID	
with Strata Level = 💌	

Promotion Activity

This category is available at the Segment Query step of the Create Segment wizard, and controls the customers to select for the Stratified or Unstratified Segment

Promotion Responders

This query returns all active Customers who have responded to the promotion specified (if Yes is selected in the dropdown selection) or not responded to the promotion (if No is selected). The promotion can be any valid promotion in your organization

Figure 15–55 Promotion Responders

Promotion Responders •	
Customers responding to promotion ID	Yes 🔻

Campaign Responders

This query returns all active Customers who have responded to the campaign specified (if Yes is selected in the dropdown selection) or not responded to the campaign (if No is selected). The campaign can be any valid campaign in your organization.

Figure 15–56 Campaign Responders

Campaign Responders 🖡

Customers responding to campaign ID		Yes	Ŧ	
-------------------------------------	--	-----	---	--

Strategic Segments

This category is available at the Segment Query step of the Create Segment wizard, and controls the customers to select for the Stratified or Unstratified Segment

Customer Status

This query returns valid Customers whose status matches the one you have selected. Your options are ,ÄúActive,Äù [default] and ,ÄúInactive,Äù.

Figure 15–57 Customer Status

Customer Status •

Customer Status: Active

Mail File

This query returns all active Customers who have given permission to be contacted by mail and have a valid address.

Figure 15–58 Mail File

😑 Mail File 🖣

Active customers in mail file

Mail File By Home Location

This query returns all active Customers whose home location is or is not the one you have specified, have given permission to be contacted by mail, and have a valid address.

```
Figure 15–59 Mail File by Home Location
```

Mail File By Home Store 🔻	
Mail File By Home Store	=

Phone File

This query returns all active Customers who have given permission to be contacted by telephone and have a valid telephone number that is not their Fax number.

Figure 15–60 Phone File

Phone File •

Active customers in phone file.

Phone File By Home Location

This query returns all active Customers whose home location is or is not the one you have specified, have given permission to be contacted by phone, and have a valid telephone number that is not their Fax number.

Figure 15–61 Phone File by Home Location

🏾 Phone File By Home Store 🔻

Phone File By Home Store = 💌

Email File

This query returns all active Customers who have given permission to be contacted by email and have a valid email address

Figure 15–62 Email File

😑 Email File 🗸

Active customers in email file.

Email File By Home Location

This query returns all active Customers whose home location is or is not the one you have specified, have given permission to be contacted by email, and have a valid email address.

Figure 15–63 Email File by Home Location

Email File By Home Store

Email File By Home Store = 💌

Loyalty Segments

In the following queries, you can find the Program IDs by selecting Account -> Card Definition from the Application Menu. The resulting list page will list the Programs.

Within the Card Definition, select the Card Prefix associated with the Program; Customer Engagement will then display the associated Programs and Program IDs.

You can find the Level ID by selecting a Loyalty Program from the Program List page (see previous paragraph) and clicking Edit-Level. The resulting page will list the levels along with their Level IDs for the selected program.

This category is available at the Segment Query step of the Create Segment wizard, and controls the customers to select for the Stratified or Unstratified Segment

Program X, Program Level Y, based on First Use Date

This query returns all active Customers who participate in Program X at Level Y and who first used their Loyalty Account within the last Z Days [default], Weeks, or Months

Figure 15–64 Program X, Program Y, Based on First Use Date

Program X, Program Level Y, based o	n first use date 🔻
All members of program	
Program Level	
where first use date in the last	Days 💌

Program X, Program Level Y, based on Last Use Date

This query returns all active Customers who participate in Program X at Level Y and who last used their Loyalty Account within the last Z Days [default], Weeks, or Months

Figure 15–65 Program X, Program Y, Based on Last Date

Program X, Program Level Y, based on last use date ▼		
All members of program		
where last use date in the last	Days 💌	

Loyalty Points Earned YTD

This query returns all Customers whose year-to-date earned points balance matches the entered data.

Figure 15–66 Loyalty Points Earned YTD

Θ	Loyalty Points Earned YTD 🔻
	Program members with a YTD earned point balance

Loyalty Points Earned LTD

This query returns all Customers whose lifetime-to-date earned points balance matches the entered data.

Figure 15–67 Loyalty Points Earned LTD

Loyalty Points Earned LTD •

Program members with a LTD earned point balance

Any Program, Member/Non-Member

This query returns all Customers who have Cards/accounts that are or are not part of any Loyalty Program.

Figure 15–68 Any Program, Member/Non-Member

Any Program, Loyalty Activity by Store In Last X Days •

All members of any program
having activity of type All
Location Attribute Name
Location Attribute Value
Business Date in Last X Days
Accumulated point value = 💌

Program X, Program Level Y, Member/Non-Member

This query returns all Customers who have Cards/accounts that are part of Program X and Program Level Y. Program Level Y must be an integer between 0 and 99999.

Figure 15–69	Program X,	Program Level	Y, Member/Nor	n-Member

Program X, Program Level Y, Member/Non-Member	•
All Members	
of Program	
Program Level	

Ξ

Program X, Program Level Y, Loyalty Activity by Location in Last Z Days

This query returns all active Customers who have Cards/accounts that are part of Program X and Program Level Y and who have a loyalty transaction of the type indicated from the location indicated (Location Attribute Name and Value) within the last number of days indicated and whose Loyalty Point total matches your selection.

Figure 15–70 Program X, Program Level Y, Loyalty Activity by Location in Last Z Days

Program X, Program Level Y, Loyalty Activity by Store In Last Z Days -

All members of program
Program Level
having activity of type All
Location Attribute Name
Location Attribute Value
Business Date in Last Z Days
Accumulated point value = 💌

Any Program, Loyalty Activity by Location in Last X Days

This query returns all Customers who have Cards/accounts that are part of any Program and who have a loyalty transaction of the type indicated from the location indicated (Location Attribute Name and Value) within the last number of days indicated, and whose Loyalty Point total matches your selection.

Figure 15–71 Any Program, Loyalty Activity by Location in Last X Days

Any Program, Loyalty Activity by Store In Last X Days
All members of any program
having activity of type All
Location Attribute Name
Location Attribute Value
Business Date in Last X Days
Accumulated point value = 💌

Strata Queries

These categories control how the customers are broken out into strata for a Stratified Segment, and are available at the Strata Query step of the Create Segment Wizard if a Strata Type of Loyalty or Transaction was selected at the Strata Field step.

The Strata Query step is not available when a Strata Type of Customer was selected at the Strata Field step. Also, this step is not available for an Unstratified Segment.

Loyalty Summary

These options are available at the Strata Query step if you select Strata Type = Loyalty at the Strata Field step.

Program Id X Program Level Y Active/Inactive

This query returns all the Customers who are members of a Program at a certain Program Level who are either Active or Inactive.

Figure 15–72 Program Id X Program Level Y Active/Inactive

Program Id X Program Level Y Active/Inactive
All members of program Program Level
having an account status of Active

Loyalty Activity Type by Date Range

This query returns all the Customers who are members of a Program at a certain Program Level who have performed a certain account activity within a specified date range.

Figure 15–73 Loyalty Activity Type by Date Range

Loyalty Activity Type by Date Range •

All members of program			
program level			
activity type All			
with activities between the dates of			
AND			

Loyalty Activity Type in Last X Days

This query returns all the Customers who are members of a Program at a certain Program Level who have performed a certain account activity within a certain number of days in the past.

Figure 15–74 Loyalty Activity Type in Last X Days

Loyalty Activity Type in Last X Days 🗸	
All members of program	1
program level	
activity type All	
with activities in the last days	

Loyalty Activity Type YTD

This query returns all the Customers who are members of a Program at a certain Program Level who have performed a certain account activity within the year to date.

Figure 15–75 Loyalty Activity Type YTD

Loyalty Activity Type YTD		
All members of program		
Program Level		
Activity Type All	•	

Loyalty Activity Type LTD

This query returns all the Customers who are members of a Program at a certain Program Level who have performed a certain account activity within the lifetime to date of the account.

Figure 15–76 Loyalty Activity Type LTD

■ Loyalty Activity Type LTD ▼	
All members of program	
Program Level	
Activity Type All	•

Transaction Criteria

These options are available at the Strata Query step if you select Strata Type = Transaction and Based on = Header at the Strata Field step

Location

This query returns the list of Customers who performed a transaction at a certain location.

Figure 15–77 Location

Location -	
Customers Location:	

Transactions in last X Months

This query returns the list of Customers who performed a transaction within a certain number of days in the past.

Figure 15–78 Transactions in last X Months

Transactions in last X months 🗸	
Transactions in last	months

Transaction Date Range

This query returns the list of Customers who performed a transaction within a certain date range.

Figure 15–79 Transaction Date Range

Transaction Date Range •	
From Date:	
TO DATE:	

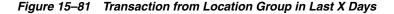
Subtotal Amount

This query returns the list of Customers who have had a subtotal of a certain, defined value.

Subtotal Amount	
	Subtotal = 💌

Transaction from Location Group in Last X Days

This query returns the list of Customers who have performed a transaction at a location within a configured location group in the last X days.



□ Transactions from Store Group in Last X Days ▼		
Transactions fro	m Location Attribut	e Name
Attribute Value		
in last	days	

Line Item Detail

These options are available at the Strata Query step if you select Strata Type = Transaction and Based on = Detail at the Strata Field step.

Location

Θ

This query returns the list of Customers who performed a transaction at a certain location.

Figure 15–82 Location

LOCATION 🔻	
Customers Location:	

Transactions in last X Months

This query returns the list of Customers who performed a transaction within a certain number of days in the past.

Figure 15–83 Transactions in Last X Months

Transactions in last X months -

Transactions in last months

Transaction Date Range

This query returns the list of Customers who performed a transaction within a certain date range.

Figure 15–84 Transaction Date Range

Transaction Date Range •

From Date	:
TO DATE:	

Item Department

This query returns the list of Customers who performed a transactions containing an item belonging to a certain item department.

Figure 15–85 Item Department

Item Department 🔻	
Department Id 😑 💌	

Item Class

Θ

This query returns the list of Customers who performed a transaction containing an item belonging to a certain item class.

Figure 15–86 Item Class

Item Class •	
Item class 😑 💌 🗌	

Item Style

This query returns the list of Customers who performed a transaction containing an item belonging to a certain item style.

Figure 15–87 Item Style

□ Item Style ▼

Style Id = 💌

Returned Item

This query returns the list of Customers who have either returned or not returned items in a transaction.

Figure 15–88 Returned Item

Returned Items -

Item Price

This query returns the list of Customers with a transaction containing an item of a certain price.

Figure 15–89 Item Price

□ Item Price ▼

Item Price: = 💌

Item Quantity

This query returns the list of Customers with a transaction containing a certain quantity of any item.

Figure 15–90 Item Quantity

Item Quantity •

Item Quantity: = 💌

Item ID

This query returns the list of Customers who performed a transaction containing a certain item.

Figure 15–91 Item ID

□ Item Id •	
Item Id = 💌	

Purchased Item from Location Group in Last Y Days

This query returns the list of Customers who purchased an item within a certain set of items, from a certain set of locations, within a certain number of days in the past.

Figure 15–92 Purchased Item from Location Group in Last Y Days

■ Purchased Item from Store Group in Last X Days ▼			
Have purchased item level	Department 💌		
Item Value			
From Location attribute Na	me		
Location attribute Value			
in last days			

Calculations

This appendix provides additional information on a few of the core retail calculations to help aid your understanding. It is important to understand that a particular measure can be calculated in many ways because it is impacted by many different input measures. When a value is changed that impacts the other editable values, the impacted measures that then need to be recalculated are protected so that you cannot also update the values. This prevents deadlock or circular calculation in which you do not know where to start recalculating.

Calculations on Scorecards

The following table lists the calculations used in Scorecards.

ORCE JET Feature	Location	Tile/Data Field	Calculation
Promotion Scorecard	revenue LY (tile)	promotion performance	SUM(CMP_PROMO_DEAL_RESULT.DIRECT_REVENUE)
	average transaction (tile)		
	average units (tile)		TABLE: CMP_PROMO_TRAN_RESULT
		direct revenue	SUM(TRAN_TOTAL - INDIRECT_REVENUE)
		indirect revenue	SUM(INDIRECT_REVENUE)
		total revenue	SUM(TRAN_TOTAL)
		Cost of goods sold	SUM(COST_OF_GOODS_TOTAL)
		markdowns	SUM(MARKDOWN_TOTAL)
		awards	Number of Award accounts (AWD_AWARD_ACCT.ACCOUNT_ ID) multiplied by the award certificate amount (CMP_PROMO_ AWARD_CERTIFICATE.AMOUNT)
		gross profit	SUM(TRAN_TOTAL) -SUM(COST_OF_GOODS_TOTAL)
		margin %	gross profit / SUM(TRAN_TOTAL) * 100)
		promotion cost	SUM(CMP_OFFER.FIXED_OFFER_COST) + SUM(COST_PER_ THOUSAND) + (Sum of all associated CMP_PROMO_ COST.AMOUNT)
		net profits	gross profit - promotion cost
		Promotion Cost per Customer per audience	promotion cost / total number of customers in target audience (CMP_CUST_PROMO_TARGET)
		Promotion Cost per responded	promotion cost / total number of customers in target audience that have responded (CMP_CUST_PROMO_TARGET where CUST_ RESPONDED_FLAG = 1)
		customer	Note : If Target name is null or "Unidentified", the response will include a count of the distinct transactions from the CMP_PROMO_TRAN_RESULT table for the promotion.
		Revenue per customer in audience	direct revenue / total number of customers in target audience (CMP_CUST_PROMO_TARGET) (For Points promotions this will be always be 0)
		Revenue per Responded Customer	direct revenue / total number of customers in target audience that have responded (CMP_CUST_PROMO_TARGET where CUST_ RESPONDED_FLAG = 1)
			Note : If Target name is null or "Unidentified", the response will include a count of the distinct transactions from the CMP_PROMO_TRAN_RESULT table for the promotion.
			(For Points promotions the INDIRECT_REVENUE is used in the calculation)

ORCE JET Feature	Location	Tile/Data Field	Calculation
	average units (tile) continued	Net Profit per customer in audience	net profits / total number of customers in target audience (CMP_ CUST_PROMO_TARGET)
		Net Profit per responded customer	net profits / total number of customers in target audience that have responded (CMP_CUST_PROMO_TARGET where CUST_ RESPONDED_FLAG = 1)
			Note : If Target name is null or "Unidentified", the response will include a count of the distinct transactions from the CMP_PROMO_TRAN_RESULT table for the promotion.
	average transaction (tile) coupon promotion	value of discount	SUM(CMP_PROMO_DEAL_RESULT.TOTAL_DISCOUNT) for the coupon code, Promotion and target
		average sales by coupon	SUM(CMP_PROMO_DEAL_RESULT.DIRECT_REVENUE) / Count of distinct RTL_TRAN_ID (Transaction Ids) in CMP_ PROMO_DEAL_RESULT for the Coupon Code, Promotion and Offer.
		coupon revenue	SUM(CMP_PROMO_DEAL_RESULT.DIRECT_REVENUE) for the Coupon Code, Promotion and Offer.
		Estimated distribution	CMP_PROMODEAL_COUPONCODE.ESTIMATED_ DISTRIBUTION (If CMP_PROMO.COUPON_SERIALIZED_ FLAG is set, then CMP_PROMODEAL_ COUPONCODE.COUPON_GEN_COUNT is used instead)
		response %	(Count of distinct customers in CMP_PROMO_DEAL_RESULT for the coupon code, promotion, offer and target / Estimated distribution) * 100
	points for purchase	loyalty points tile	SUM(NUM_PTS) from LYL_LOYALTY_ACCT_ACT for the promotion
		average points per transaction	SUM(CMP_PROMO_DEAL_RESULT.LOYALTY_POINTS) / Count of distinct CMP_PROMO_DEAL_RESULT.RTL_TRAN_ID (Transaction Ids)
	response rate (tile)	total	COUNT of distinct Customer Ids in CMP_CUST_PROMO_ TARGET for the promotion and target.
		sent	COUNT of CMP_CUST_PROMO_TARGET records where the EMAIL_DELIVERED_FLAG is set for the promotion and target.
		opened	COUNT of CMP_CUST_PROMO_TARGET records where the EMAIL_OPENED_FLAG is set for the promotion and target.
		clicked	COUNT of CMP_CUST_PROMO_TARGET records where the EMAIL_CLICKED_THROUGH_FLAG is set for the promotion and target.
		undeliverable	COUNT of CMP_CUST_PROMO_TARGET records where the EMAIL_UNDELIVERED_FLAG is set for the promotion and target.
		Net targeted	total - undeliverable
		net delivery	sent - undeliverable
		respondents	COUNT of distinct Customer Ids in CMP_CUST_PROMO_ TARGET where the CUST_RESPONDED_FLAG = 1 for the promotion and target.

ORCE JET Feature	Location	Tile/Data Field	Calculation
Promotion Scorecard continued	response rate (tile) continued	non- respondents	total - respondents
		net response rate	respondents / net delivery
		Response rate	respondents / total
		award value	"For points promotions - Sum of the number of points (NUM_PTS) from Loyalty Account Activity (LYL_LOYALTY_ACCT_ACT) for the promotion and target.
			For other promotions: Award Certificate amount multiplied by the number of accounts linked to the promotion and target."
		redeemed award value	award value - remaining value (which is the sum of awd_award_ coupons.amount for the award accounts linked to the promotion and target)
Offer Scorecard	Revenue LTD (tile	direct revenue	"SUM(CMP_PROMO_DEAL_RESULT.DIRECT_REVENUE) for the offer
			For Points Promotions, this value is always 0."
		last month revenue	This value is the total direct revenue as calculated above for the duration selected on the scorecard.
		response rate	respondents / Count of distinct customers from CMP_CUST_ PROMO_TARGET for the promotion and offer
		respondents	Count of distinct customers from CMP_PROMO_DEAL_RESULT for the offer.
Average Unit Retail (tile)	Direct	"SUM(CMP_PROMODEAL.DIRECT_REVENUE)	
	Revenue	For Points Promotions - Total Points = SUM(CMP_ PROMODEAL.LOYALTY_POINTS) "	
		total cost of goods sold	SUM(TRN_LINE_ITEM.ITEM_UNIT_COST) where VOID_ FLAG=0 AND LINEITM_TYPCODE = Sale AND CMP_PROMO_ DEAL_RESULT record exists for the transaction and offer
	total discounts	SUM(CMP_PROMO_DEAL_RESULT.TOTAL_DISCOUNT) for the offer	
		average units sold	SUM(TRN_LINE_ITEM.ITEM_QUANTITY) where VOID_ FLAG=0 AND LINEITM_TYPCODE = Sale AND CMP_PROMO_ DEAL_RESULT record exists for the transaction and offer / Count of distinct RTL_TRAN_ID (Transaction Ids) from the CMP_ PROMO_DEAL_RESULT table for the offer.
		margin %	(net profit / direct revenue) * 100
		net profits	direct revenue - total cost of goods sold
Segment Scorecard	stratified, unstratified, personal list	customer in segment	Count of CUST_ID from CST_CUSTOMER joined to QRY_USER_ QUERY and QRY_CUSTOMER_SEGMENT tables for the segment
		average value	AVG(TOTAL_SALES_AMT) from CST_CUSTOMER joined to QRY_USER_QUERY and QRY_CUSTOMER_SEGMENT tables for the segment
		average days since purchase	AVG(Current date - CST_CUSTOMER.LAST_TRANS_DATE) joined to QRY_USER_QUERY and QRY_CUSTOMER_SEGMENT tables for the segment

ORCE JET Feature	Location	Tile/Data Field	Calculation
Segment Scorecard continued	stratified, unstratified, personal list continued	average purchases LTD	AVG(CST_CUSTOMER.TOTAL_TRANS_COUNT) joined to QRY_ USER_QUERY and QRY_CUSTOMER_SEGMENT tables for the segment
		LTD Spend	AVG(CST_CUSTOMER.TOTAL_SALES_AMT) joined to QRY_ USER_QUERY and QRY_CUSTOMER_SEGMENT tables for the segment
		YTD Spend	AVG(CST_CUSTOMER.YTD_SALES_AMT) joined to QRY_USER_ QUERY and QRY_CUSTOMER_SEGMENT tables for the segment
Program Home	all active program		Count of total programs in ACT_PROGRAM where the ACTIVE_ FLAG = 1
	active tender outstanding balance		SUM(SVC_TENDER_ACCT.BALANCE * EXCHANGE_RATE obtained from DRV_CURRENCY_EXCHANGE_RATES) for all SVC_TENDER_PROGRAM records
	active award certrificates/val ue		SUM(AWD_AWARD_COUPONS.AWARD_AMOUNT * EXCHANGE_RATE obtained from DTV_CURRENCY_ EXCHANGE_RATES) from AWD_AWARD_ACCT (Award accounts) where the EXPIRATION_DATE is null or greater than/equal to the current date.
	active loyalty oustanding points		SUM(EARNED_PTS_BALANCE) from LYL_LOYALTY_ACCT (Loyalty accounts)
Promotion Home	promotion revenue LTD		SUM(CMP_PROMO_TRAN_RESULT.TRAN_TOTAL) for all promotions that are active on the current date and not terminated.
	offer revenue LTD		SUM(CMP_PROMO_DEAL_RESULT.DIRECT_REVENUE) for all active promotions on the current date.
Segment Home	total active		Count of QRY_USER_QUERY (segment) records where there is a Job associated (job_job_def) that has the enabled_flag set.