



- *ISS45 V8 Fuel Option*
- *Promotion and Loyalty Setup*
- *for 8.1.2.0-050 / Fuel 10.16*
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ISS45 V8 Fuel Option, Promotions and Loyalty Setup

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Address comments and corrections to:

StoreNext Retail Technologies LLC
Software Program Director
6100 Tennyson Parkway
Suite 130
Plano, Texas 75024

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Fuel Promotions Overview

Chapter One provides an overview of the various chapters included in the ISS45 V8 Fuel Promotion Setup Guide.

In this chapter:

- Introduction, page 7
- Scope, page 7
- Pre-setup for ISS45 Fuel Promotions, page 7

Introduction

The *ISS45 Fuel Promotions Setup Guide* provides an overview of the various types of Fuel promotions and details the procedures for setting up fuel promotions on the ISS45 V8 Fuel System. This guide is divided into the following chapters:

- **Chapter 1, *Introduction***, provides an overview of the various chapters included in the ISS45 Version 8 Fuel Promotions Setup Guide.
- **Chapter 2, *Fuel Coupon Vouchers***, describes the fuel promotions that are available to the retailer for issuing fuel coupon vouchers, redeemable on future gas purchases. This chapter includes fuel promotion examples, along with sample receipts.
- **Chapter 3, *Fuel Loyalty Promotions with Member Cards***, describes the fuel promotions that are available with the use of a member card. This chapter provides fuel examples, along with setup procedures.

Scope

The *ISS45 Version Fuel Promotion Setup Guide* is intended for field technicians, dealers, and trained support personnel for the initial installation and configuration of an ISS45 V8 Fuel System. Once the system has been installed, corporate trainers and in-store trained personnel may reference this guide for future fuel promotion setup procedures.

This manual is written with the assumption that you are familiar with the ISS45 Version 8 Front Office application and have some basic understanding of ISS45 Member Promotions (Advanced Promotions).

Pre-Setup for ISS45 Fuel Promotions

The *ISS45 Fuel Application* supports both Fuel Vouchers and Loyalty Promotions. However, only one fuel promotion program (either Fuel Vouchers or Loyalty) may be active at one time.

In the process of setting up ISS45 V8 Fuel, you need to set the following registry setting according to the type of Fuel Program selected ((i.e., Fuel Vouchers or Loyalty).

ANDI Setup

1. ANDI firmware must be set at the appropriate version level. Please refer to the latest Allied Site Controller manual or contact Allied Electronics direct at (215) 785-6200.

Member Card Cents Off

1. If you are giving cents or dollars off at pump discounts using *Member Card ONLY*, please check and edit the following registry settings, as required:

- A. HKey_Local_Machine|Software|Pointofsale|MTXLinkserver|GeneralParameters|CheckForLoyaltyCard= 0x00000001(1).

This registry setting should be set to 1, as shown above.

- B. HKey_Local_Machine|Software|Pointofsale|MTXLinkserver|WorkingParameters|LoyaltyCardsActivated= 0x00000002 (2), where:

0 = None (will be able to key-enter card at the pump)

1 = Magstripe Reader at pump

2 = Bar CodeScanner/Swipe at pump (will be able to key-enter or scan card at the pump).

This registry setting depends on the hardware configuration at the fuel site. Please select the appropriate setting.

- C. HKey_Local_Machine|Software|Pointofsale|PumpSrv|Allied|PriceChangeOnDisc= 0x00000001 (1).

This registry setting controls changing the price at the pump after the member card has been scanned. If you want “Cents off per Gallon at the Pump”, enter a value of 1. If you want “Dollar Amount off Fuel Purchase”, enter a value of 0.

- D. HKey_Local_Machine|Software|Pointofsale|PumpSrv|Allied|Station_Sales_Display_Delay= 0x0000000A (Decimal 10).

This registry setting should be set to A (Decimal 10), as shown above.

- E. HKey_Local_Machine|Software|Pointofsale|PumpSrv|Allied|Station_Sales_Display_Mode= 0x00000002 (2).

This registry setting should be set to 2, as shown above.

Cents Off Vouchers

1. If you are giving cents off **vouchers** at the pump **ONLY**, please check and edit the following registry settings, as required:
 - A. HKey_Local_Machine|Software|Pointofsale|MTXLinkserver|GeneralParameters|CheckForLoyaltyCard= 0x00000000 (0).

This registry setting should be set to 0, as shown above.
 - B. HKey_Local_Machine|Software|Pointofsale|MTXLinkserver|WorkingParameters|LoyaltyCardsActivated= 0x00000000 (0), where:
 - 0 = None (will be able to key-enter voucher at the pump)
 - 1 = Magstripe Reader at pump
 - 2 = Bar CodeScanner/Swipe at pump (will be able to key-enter or scan voucher at the pump).

This registry setting depends on the hardware configuration at the fuel site. Please select the appropriate setting.
 - C. HKey_Local_Machine|Software|Pointofsale|MTXLinkserver|GParameters|CheckForDiscountCoupon= 0x00000001 (1).

This registry setting should be set to 1, as shown above.
 - D. HKey_Local_Machine|Software|Pointofsale|MTXLinkserver|GParameters|CheckForTenderDiscount= 0x00000000 (0).

This registry setting controls the prompt for discount Voucher at the pump after credit/debit swipe.
 - E. HKey_Local_Machine|Software|Pointofsale|PumpSrv|Allied|PriceChangeOnDisc= 0x00000001 (1).

This registry setting controls changing the price at the pump after a voucher has been scanned.

Dollars Off Vouchers

1. If you are giving dollar off **vouchers** at the pump **ONLY**, please check and edit the following registry settings, as required:
 - A. HKey_Local_Machine|Software|Pointofsale|MTXLinkserver|GeneralParameters|CheckForLoyaltyCard= 0x00000000 (0).
 - B. HKey_Local_Machine|Software|Pointofsale|MTXLinkserver|WorkingParameters|LoyaltyCardsActivated= 0x00000000 (0), where:

0 = None

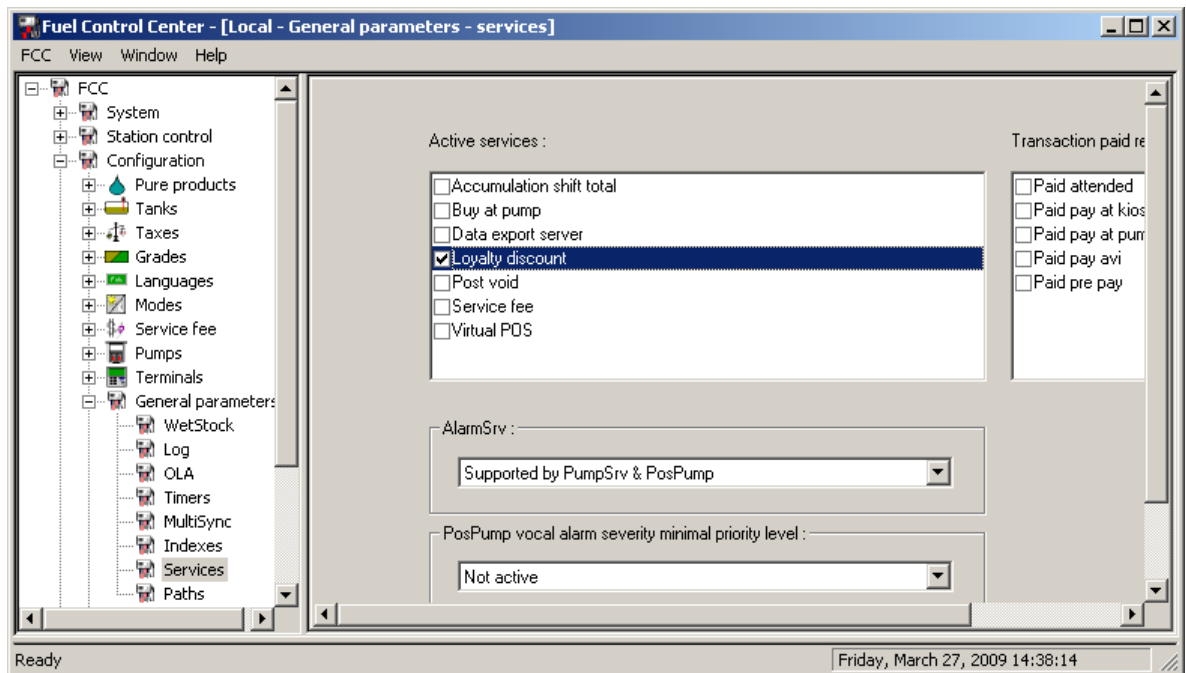
1 = Magstripe Reader at pump

2 = Bar CodeScanner/Swipe at pump.

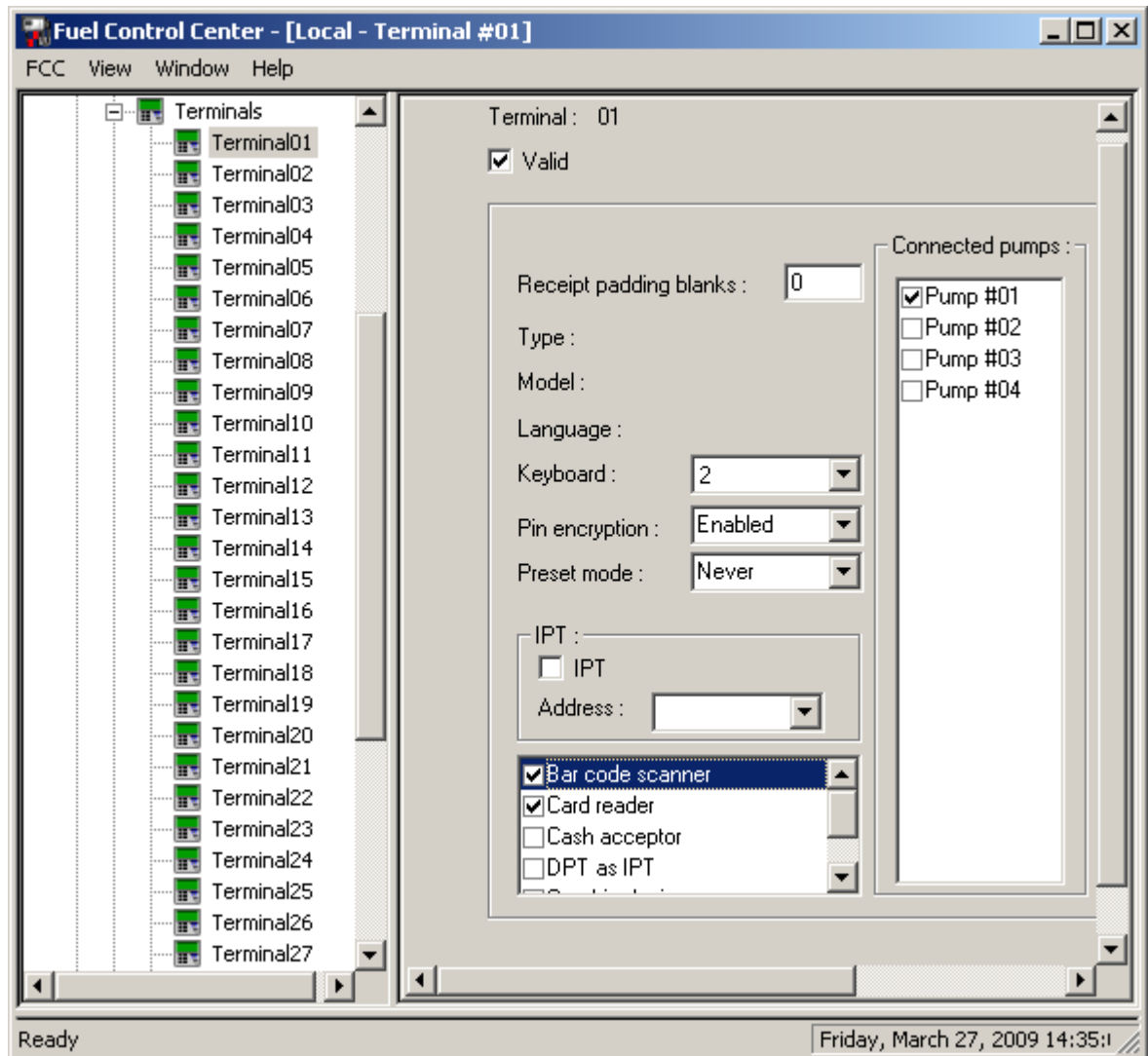
- C. HKey_Local_Machine|Software|Pointofsale|MTXLinkserver|GParameters|CheckForDiscountCoupon= 0x00000001 (1).
- D. HKey_Local_Machine|Software|Pointofsale|MTXLinkserver|GParameters|CheckForTenderDiscount= 0x00000000 (0). This registry setting controls prompt for discount Voucher at the pump after credit/debit swipe.
- E. HKey_Local_Machine|Software|Pointofsale|PumpSrv|Allied|PriceChangeOnDisc= 0x00000000 (0).

FCC

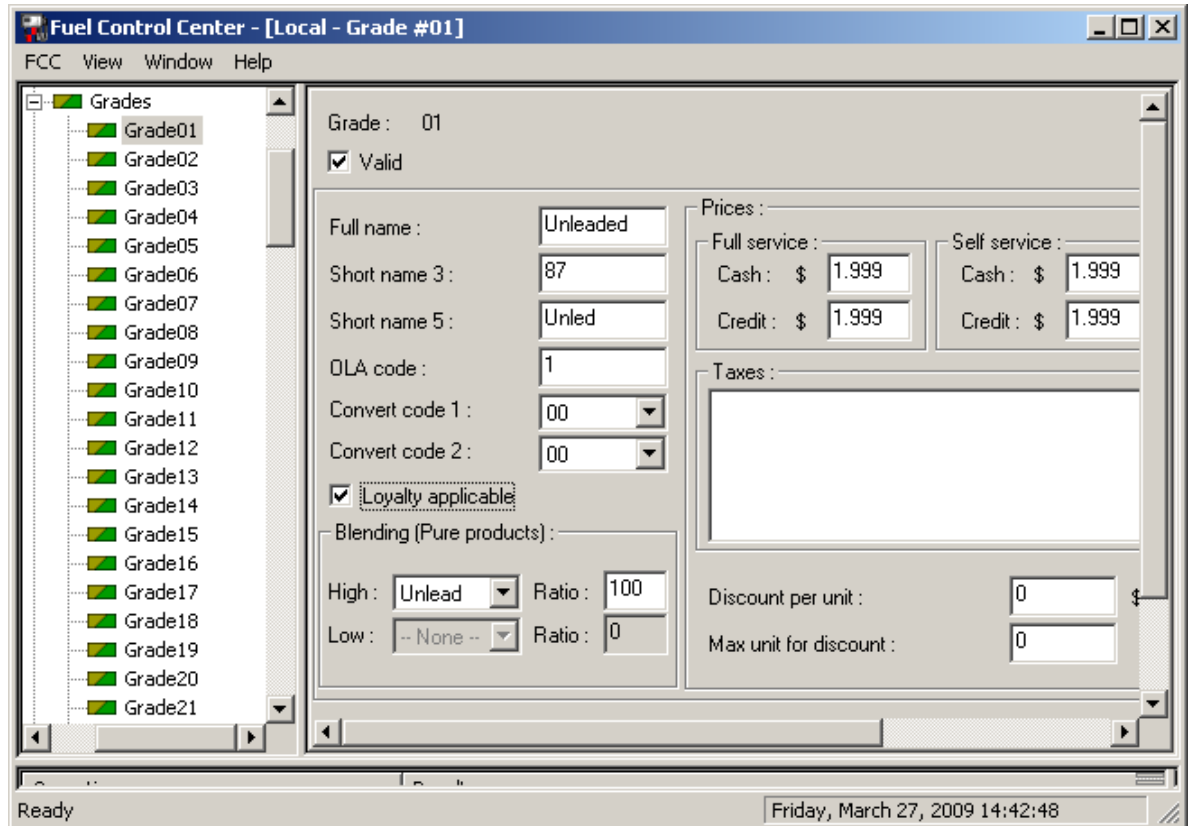
1. Configuration|GeneralParameters|Services: Set "Loyalty Discount: Active Parameter" under General Parameters:



2. Configuration|Terminals: For each terminal, set bar code parameter (if applicable):



3. Configuration|Grades: In each Grade and Terminal, set the “Loyalty applicable” parameter (if required):



2

Fuel Coupon Vouchers

Chapter Two provides an overview of the various fuel coupon voucher promotions that are available for retailers. These promotions trigger fuel coupon vouchers for customers that are redeemable on future gas purchases.

This chapter provides fuel coupon voucher promotion examples, sample receipts and setup procedures.

In this chapter:

- Fuel Coupon Vouchers Overview, page 11
- Fuel Voucher Promotion Examples, page 12
- \$ Amount Off Fuel Voucher (Points), page 13
- \$ Amount Off Fuel Based on Order Total (Points), page 39
- \$ Amount Off Bar-Coded Fuel Voucher, page 59
- Cents Off per Gallon Bar-Coded Fuel Voucher, page 93

Fuel Coupon Vouchers Overview

Fuel Coupon Vouchers are an accumulation of points earned for a single shopping experience and are not accumulated or saved in the system. They are printed on a multi-part receipt and given to the customer. A multi-part receipt with reward credits earned is printed after each transaction when qualifying items are purchased or minimum order value has been exceeded. Fuel coupon vouchers can be redeemed on future gas purchases. The points are redeemed inside by a cashier on ISS45 in several different ways by converting them to; store coupons, negative departments, or using a tender. The tender may be the preferable method as it can be made accountable for balancing issues and it could also be setup as a foreign currency allowing a flexible redemption rate.

Generating fuel coupon vouchers for item purchases or minimum order value are controlled by two unique promotion types; Credit and Enhanced promotions.

Credit Programs (promotions) control the printing of a multi-part receipt in each transaction with store specific logo and header information, total points earned for that transaction, expiration date and free form text. The multi-part receipt can be programmed using ISS45 templates.

Enhanced promotions control the number of points/rewards earned for qualifying items purchased or minimum order value exceeded. The Enhanced promotions are linked to the Credit promotion for printing purposes. Multiple Enhanced promotions with different point earning schemes can be linked to the same credit program.

Templates are used to print information on the customer and multi-part receipt; these templates are defined in the Credit Program Promotion. The templates can be programmed to contain customer specific rules, disclaimers and other information.

Four different templates are used:

- One to control the printing of rewards (credits/points) earned after each item on the customers receipt.
- One to print the total summed rewards (credits/points) earned on the customer receipt.

- One to generate a multi-part receipt header with store logo, store number, transaction number, cashier number, terminal number, date, time, etc.
- One to generate the multi-part receipt trailer that prints the total rewards earned for a future gas purchase, expiration date, and free-form text area.

Fuel Voucher Promotion Examples

This section provides the following examples of different types of fuel coupon voucher promotions, along with setup procedures:

- \$ Amount off Fuel Vouchers (for future gas purchase based on items purchased and fuel rewards/points earned).
- \$ Amount off Fuel Voucher (for future gas purchase based on order total for specific departments).
- \$ Amount off Bar-Coded Fuel Voucher (for future gas purchase based on items purchased).
- Cents Off per Gallon Bar-Coded Fuel Voucher (for future gas purchased on items purchased).

Each of the above examples uses a combination of Enhanced Promotions, Credit Programs and associated templates to issue fuel rewards or credits when qualifying items are purchased or minimum order value has been exceeded. Each promotion generates a fuel coupon voucher for a future gas purchase.

\$ Amount Off Fuel Voucher (Points)

In this “\$ Amount Off Pump Voucher” promotion example, one fuel reward is issued every time the customer purchases PLU # 4 (Blue Things) or PLU # 9 (Pencils). The savings earned will print under each item and a separate single multi-part receipt will print with the total savings earned for a future gas purchase.

To create this promotion, the follow functions need to be setup in the ISS45 Back Office application:

1. Create one new Credit Program.
2. Create one new Enhanced Promotion.
3. Edit/modify the following ISS45 templates:
 - A. AFUEL_PROM Template - controls the printing of the fuel rewards (credits/points) after each item on the customer receipt.
 - B. AFUEL_TTL Template – Controls the printing of the total gas rewards (credits/points) in an order on the customer receipt.
 - C. AFUEL_R_H Template – Contains the multi-part header for the fuel voucher receipt.
 - D. AFUEL_R_F Template – Contains the multi-part footer for the fuel voucher receipt.

Note: The templates, AFUEL_R_H (multi-part receipt header) and AFUEL_R_F (multi-part receipt trailer), above, are called in by template AFUEL_R_ in the Credit Program. Refer to Credit Program Setup, below, for details.

4. Create an ISS45 function for manual cashier redemption of the fuel coupon voucher (i.e., store coupon, negative department, or tender).
5. Edit Menusys.mac file on each fuel center terminal to include the fuel redemption method (e.g., new “Fuel Rewards” department, new “Fuel Rewards” tender) under the appropriate Cashier touch menus.

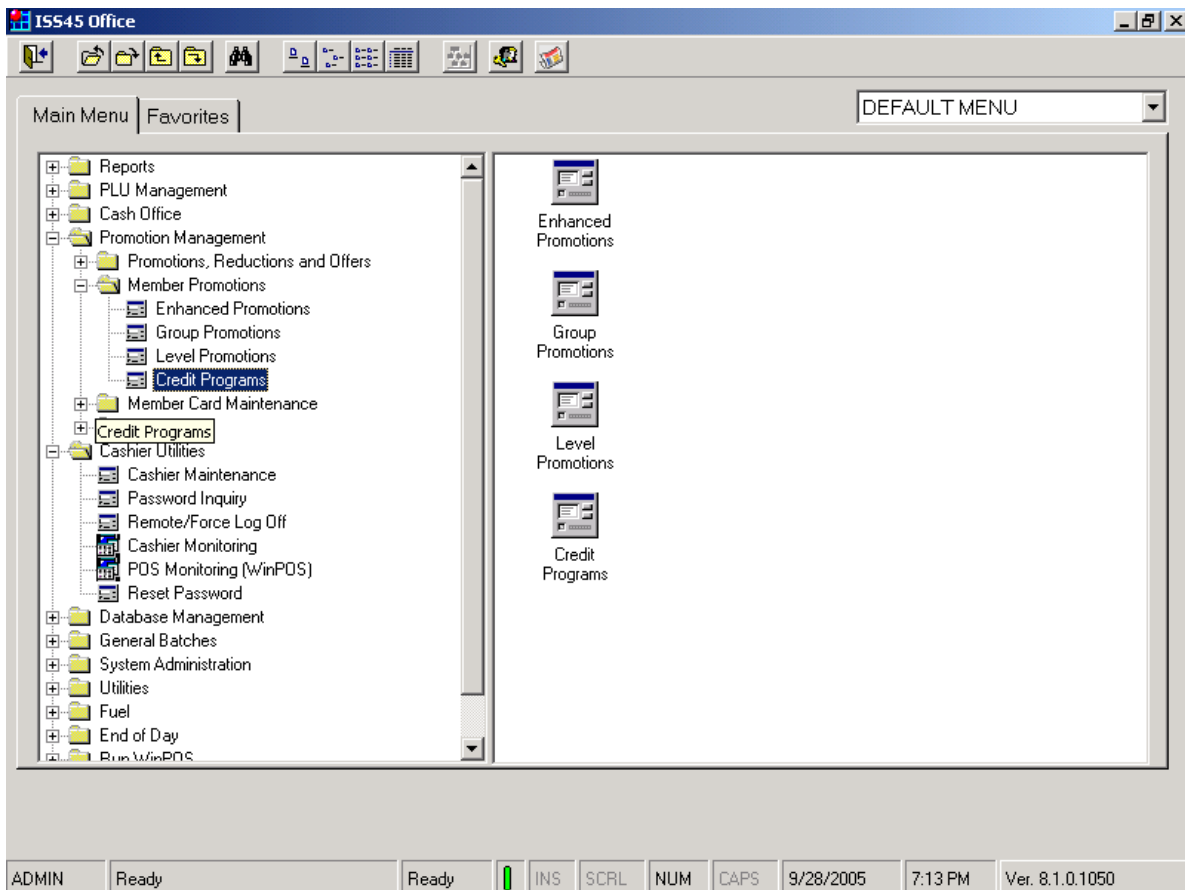
The following sections provide detailed setup procedures for the Credit Promotion, Enhance Promotion and ISS45 Templates. Refer to the *ISS45 Version 8 Office User Guide*, for details on creating PLUs, departments, tenders and keyboard functions.

Credit Program Setup

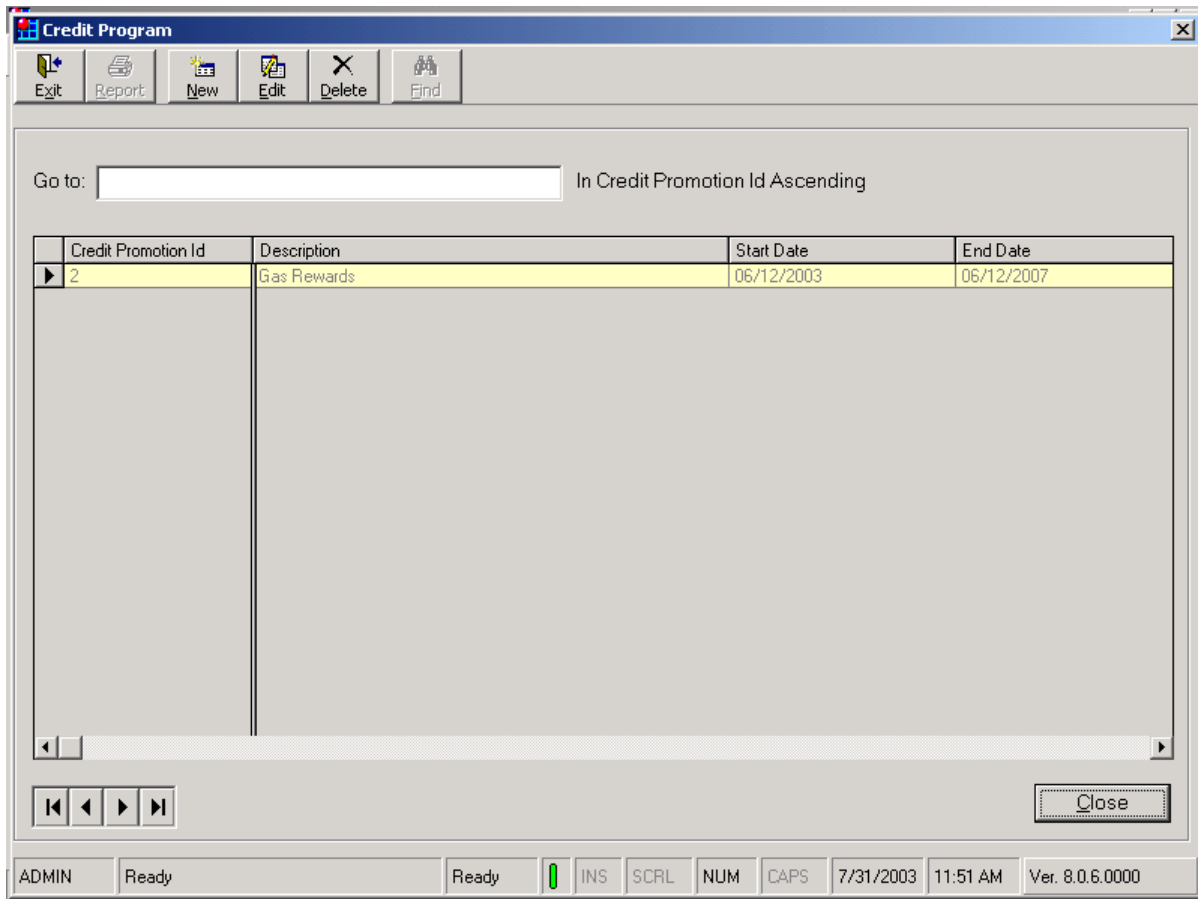
The Credit Program promotion controls the printing of the printing of the multi-part receipt voucher issuing the reward. The customer can redeem this voucher on their next fuel purchase.

➤ To add the Credit Program

- 1 From the ISS45 Main Menu, select the Promotion Management menu and then Member Promotions. The Credit Programs option appears.



- 2 Double-click on Credit Programs. The Credit Program list appears.



- 3 On the toolbar, select *New*. The Credit Program tabbed dialog box appears.

The screenshot shows the 'Credit Program' dialog box with the following details:

- Tabbed Interface:** General (selected), Settings, Printing settings, Member Card Settings, Visual Effects Settings.
- Fields:**
 - Credit Program ID: 2
 - Description: Gas Rewards
 - Start date: 06/12/2003
 - End date: 06/12/2007
 - Start time: 00:00
 - End time: 23:59
 - Credit Program Type: Normal
- Day Settings:**

| Day | From | To |
|---|-------|-------|
| <input checked="" type="checkbox"/> Monday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Tuesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Wednesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Thursday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Friday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Saturday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Sunday | 00:00 | 23:59 |
- Other Options:**
 - Report to loyalty promotion server
 - Buttons: All On, All Off
- Footer:** Define start and end time for each day of the week. Reward will be given during those hours only. Buttons: OK, Cancel, Apply.

- 4 Enter the appropriate program ID number in the *Credit Program ID* field (Credit Program # 2, in this example).
- 5 Type in the program description in the *Description* field.
- 6 On the *General* tab, set the following:
 - Start Date and Time / End Date and Time – Set the dates and time of day the promotion is valid.
 - Credit Program Type: Select Normal.
 - Report to Loyalty Promotion Server: Select the Checkbox.

Note: This option must be selected in order to use Credit Programs.

- 7 Click on the *Settings* tab.

The screenshot shows a 'Credit Program' dialog box with the 'Settings' tab selected. The 'Credit Program ID' is set to 2 and the 'Description' is 'Gas Rewards'. The 'Program Restrictions' section contains four input fields: 'Minimum order purchase' (0.00), 'Maximum credits program purchase' (0.00), 'Minimum credits program purchase' (0.00), and 'Minimum credits program purchase quantity' (0). The 'Convert credits' section has a 'Reward Tender Type' dropdown, two checkboxes for 'Event invisible on receipt' and 'Negative event', and two columns of input fields for 'Threshold' and 'Step size' with corresponding 'Reward' and 'Step Reward' values. The 'Convert price amount' section has two columns of input fields for 'Threshold' and 'Step size' with corresponding 'Reward' and 'Step Reward' values. The dialog box has 'OK', 'Cancel', and 'Apply' buttons at the bottom right.

| Program Restrictions | | | |
|--|--|--|------|
| Minimum order purchase: | | | 0.00 |
| Maximum credits program purchase: | | | 0.00 |
| Minimum credits program purchase: | | | 0.00 |
| Minimum credits program purchase quantity: | | | 0 |

| Convert credits | | | |
|---|---|--------------|-------------|
| Reward Tender Type: | [Dropdown] | | |
| <input type="checkbox"/> Event invisible on receipt | <input type="checkbox"/> Negative event | | |
| Threshold: | Quantity: 0 | Reward: | Price: 0.00 |
| Step size: | Quantity: 0 | Step Reward: | Price: 0.00 |

| Convert price amount | | | |
|----------------------|-------------|--------------|-------------|
| Threshold: | Price: 0.00 | Reward: | Quantity: 0 |
| Step size: | Price: 0.00 | Step Reward: | Quantity: 0 |

- 8 In this example, leave all the fields blank.

Note: This tab is used to define any program restrictions - minimum order purchases and credit program purchases. If the retailer requires some of these limits, please refer to *Chapter 8, Promotion Management*, in the *ISS45 Version 8 Office User's Guide*.

9 Click on the *Print Settings* tab.

The screenshot shows the 'Credit Program' dialog box with the 'Print Settings' tab selected. The 'Credit Program ID' is 2 and the 'Description' is 'Gas Rewards'. The 'Print on Receipt' section has the following settings: 'Print credit earning after every item' is checked, 'Item credit template name' is 'AFUEL_PROM', 'Print total credits earning on receipt' is checked, and 'Total credits on receipt template name' is 'AFUEL_TTL'. The 'Print on Voucher' section has: 'Print voucher' checked, 'Template name' is 'AFUEL_R_', 'Create/print voucher ID from' is 'None', 'Barcode for voucher ID' is unchecked, 'Earning details' is unchecked, and 'Redeem validation period (in days)' is 30. The dialog has 'OK', 'Cancel', and 'Apply' buttons at the bottom.

10 On the *Print Settings* tab, enter the following options as required:

- Select the *Print credit earning after every item* checkbox to print points earned after each item on customer receipt.
- Enter the appropriate item credit template name in the *Item credit template name* field, as set up in Database Management, POS Controls.
- Select the *Print total credits earning on receipt* checkbox to print total earnings on the receipt.
- Enter the appropriate total credit template name in *Total credits on receipt template name* field, as set up in Database Management, POS Controls.
- Select the *Print Voucher* checkbox to print a voucher.

- Enter the appropriate 8-digit Fuel Reward voucher template name in *Template name* field, as set up in Database Management, POS Controls. The name is alphanumeric and only capital letters are accepted.
- Enter number of days from issue date in the *Redeem validation period (in days)* box.

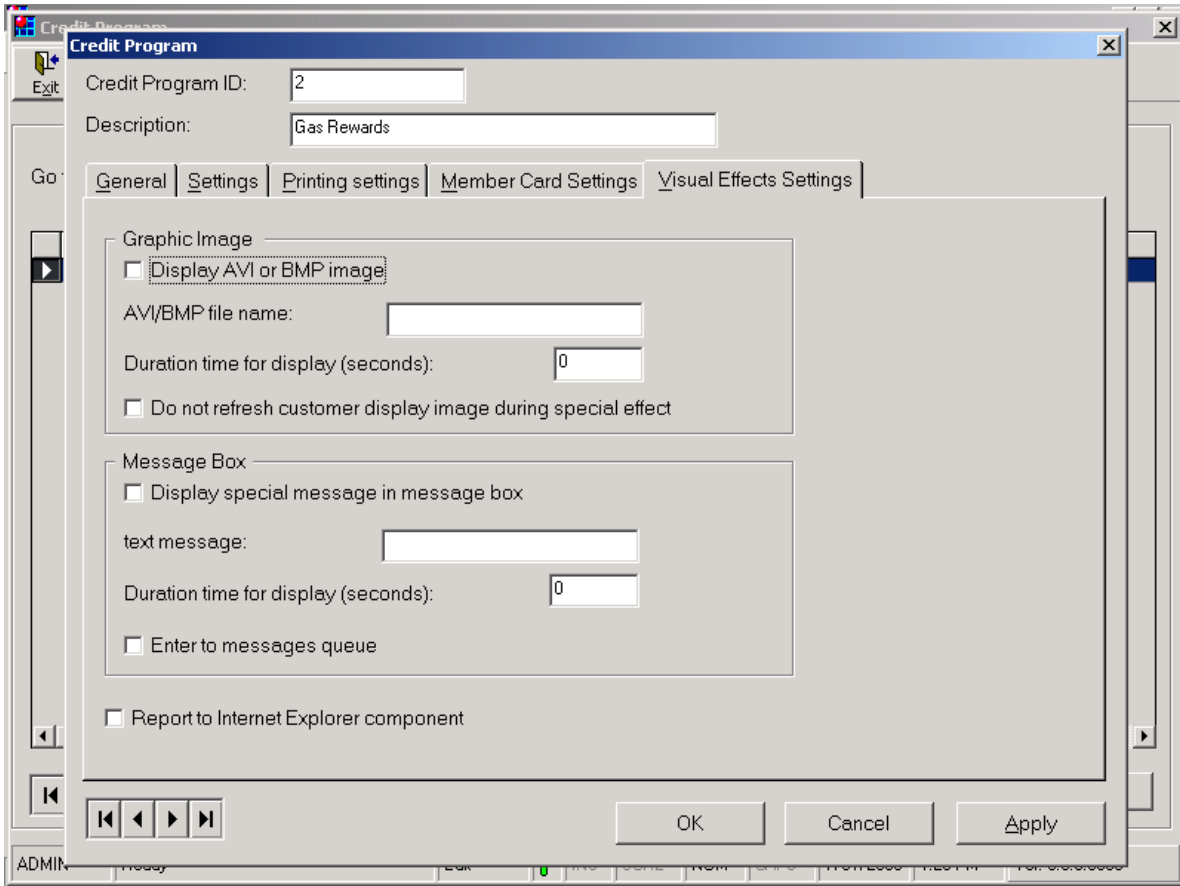
Note: The number of valid days prints on the multi-part receipt but does not validate unless Corema or a third party application (Fuel Links) is used that generates and tracks the credit program.

11 Click on *the Member Card Settings* tab.

The screenshot shows the 'Credit Program' dialog box with the 'Member Card Settings' tab selected. The 'Credit Program ID' is set to '2' and the 'Description' is 'Gas Rewards'. The 'Member Card Required' checkbox is unchecked. Below it, the 'Available Card Schemes' section has an unchecked checkbox for 'Available for all Card Schemes' and ten empty dropdown menus numbered 1 through 10. At the bottom are 'OK', 'Cancel', and 'Apply' buttons.

12 On the *Member Card Settings* tab, leave all of the fields blank. This tab is not used the Credit Program Promotions.

- 13 Click on the *Visual Effects Settings* tab.



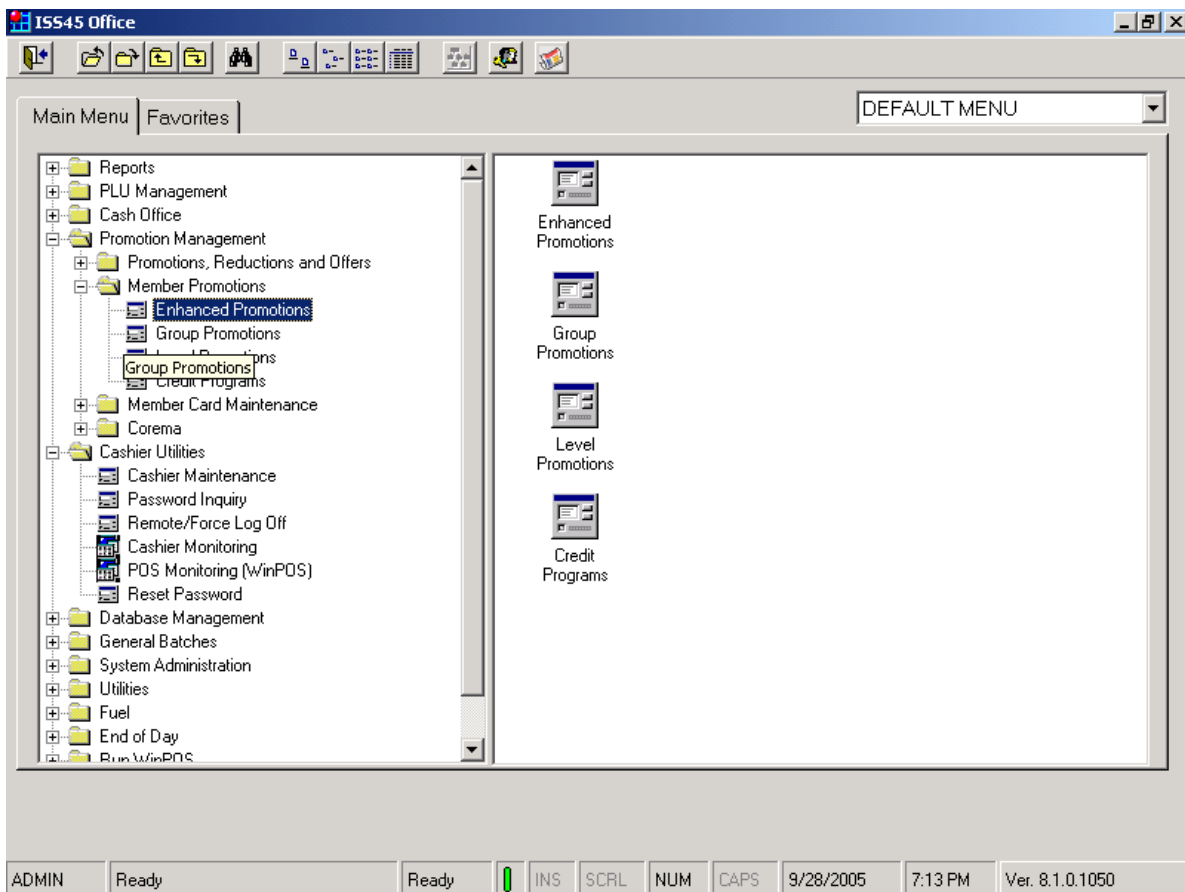
- 14 On the *Visual Effects Settings* tab, leave all the fields blanks. This option currently supports sound and video on selected promotions. It is not currently used with the ISS45 Fuel Application.
- 15 Click *OK* or *Apply* to save.

Enhanced Promotion Setup

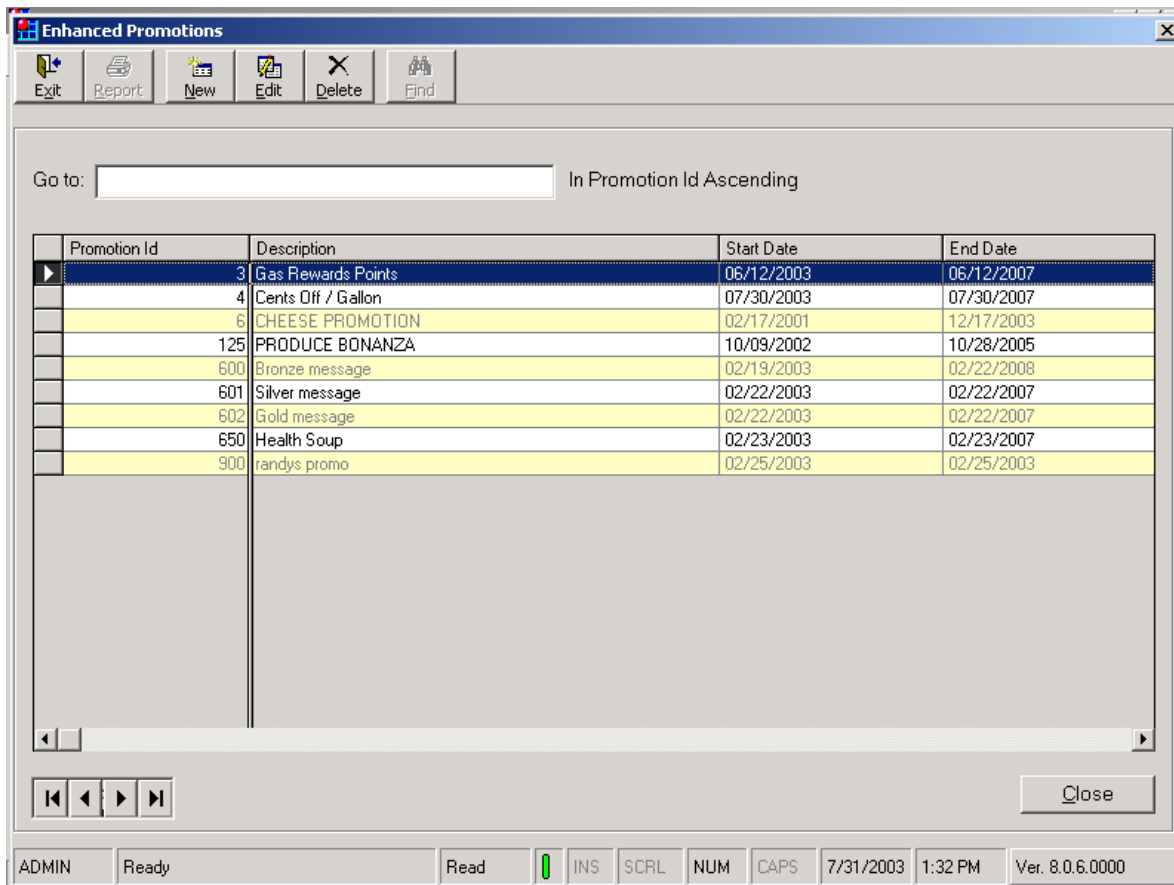
In this fuel promotion, the following Enhanced Promotion awards a fuel point/credit for each qualifying item that the customer purchases.

➤ **To create the Enhanced Promotion**

- 1 From the ISS45 Main Menu, select the Promotion Management menu and then Member Promotions. The Enhanced Promotion option appears.



- 2 Double-click on Enhanced Promotions and the Enhanced Promotions list appears.



- 3 On the toolbar, select *New*. The Enhanced Promotion tabbed dialog box appears.

The screenshot shows the 'Enhanced Promotion' dialog box with the following details:

- Promotion ID:** 3
- Description:** Gas Rewards Points
- Start date:** 06/12/2003 00:00
- End date:** 06/12/2007 23:59
- Day Settings:**

| Day | From | To |
|---|-------|-------|
| <input checked="" type="checkbox"/> Monday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Tuesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Wednesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Thursday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Friday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Saturday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Sunday | 00:00 | 23:59 |
- Credit Program:** 2 - Gas Rewards
- Linked Promotion:** (empty)
- Coupon Type:** Not Required
- Coupon Required:** 0
- Delayed Promotion
- Non Netted Discount

- 4 Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 3, in this example).
- 5 Type in the promotion description in the *Description* field.
- 6 On the *General* tab, set the following:
 - Start Date and Time / End Date and Time – Set the dates and time of day the promotion is valid.

Note: These dates may differ from the credit program dates; you can have multiple enhanced promotions with different point values or effective dates linked to a single Credit Program.

- Credit Program: Select appropriate Credit Promotion from the drop-down box (Credit Program # 2 – Gas Rewards, in this example). This will be the Credit Promotion for printing the multi-part receipt.
- Select the *Delayed Promotion* checkbox. (This option allows for accumulation of same product and provides a single line summary of quantity purchased and points earned.)
- *Non Netted Discount* can be checked if the promotional amount is not deducted from net sales. See *ISS45 Version 8 Office User's Guide (45001/031)*, Chapter 8.

7 Click on the *Set Attachment* button and the Set Attachment screen appears:

| Item ID | Type | Description |
|---------|------|-------------|
| 4 | PLU | BLUE THINGS |
| 9 | PLU | PENCILS |

Set Attachment By: Link by UPC

Filters
Link Type: All Links

Count
Plu: 2
Department: 0
Mix & Match: 0
Manufacture: 0
Price Group: 0
Segments: 0

- 8 Select *Link by UPC* from the dropdown box in the *Set Attachment by* field.
- 9 Click on the *Ellipsis [...]* button and select the products that you want to attach to this promotion (to issue points for each item purchased).

- 10 Click *OK* and *Close*.
- 11 Click on the *Setting* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Setting' tab selected. The 'Promotion ID' is 3 and the 'Description' is 'Gas Rewards Points'. The 'Mark Down Department' is set to a dropdown menu. The 'Group Type' is 'Units', 'Reward Type' is 'Credits', and 'Reward' is 1. The 'Give reward on' is 'Highest Price'. There are checkboxes for 'Reward Entered By cashiers' and 'Points Redemption Approval'. 'Limit Quantity' is 0, 'Minimum Purchase' is 0.00. Under 'Quantity', 'Threshold' and '2nd Threshold' are both 1. There are checkboxes for 'Reward By Threshold', 'Minimum Item Value' (0.00), 'Minimum Item Weight' (0.000), and 'Maximum Item Weight' (0.000). Buttons for 'OK', 'Cancel', and 'Apply' are at the bottom.

- 12 On the *Setting* tab, set the following:
 - Group Type: "Units"
 - Reward Type: "Credits"
 - Reward: Enter number of credits earned for each item purchased.
 - Limit Quantity: Enter number of times promotion can be given within the transaction.
 - Threshold: Enter the quantity a customer must purchase in order to receive the reward. Enter one in this example.
 - 2nd Threshold: Enter the additional quantity a customer must purchase in order to receive the reward again. Set to one to allow the reward to be given for each additional item purchased.

- 13 Click on the *Member Card Settings* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Member Card Settings' tab selected. The 'Promotion ID' is 3 and the 'Description' is 'Gas Rewards Points'. The 'Member Card Required' checkbox is unchecked, and the 'Points Required to Redeem' is 0. The 'Available Card Schemes' section has the 'Available for all Card Schemes' checkbox unchecked, and ten dropdown menus numbered 1 through 10 are empty.

Enhanced Promotion

Promotion ID: 3

Description: Gas Rewards Points

Go: General Setting **Member Card Settings** Loyalty Server

Member Card Required 0 Points Required to Redeem

Available Card Schemes

Available for all Card Schemes

1. [] 6. []

2. [] 7. []

3. [] 8. []

4. [] 9. []

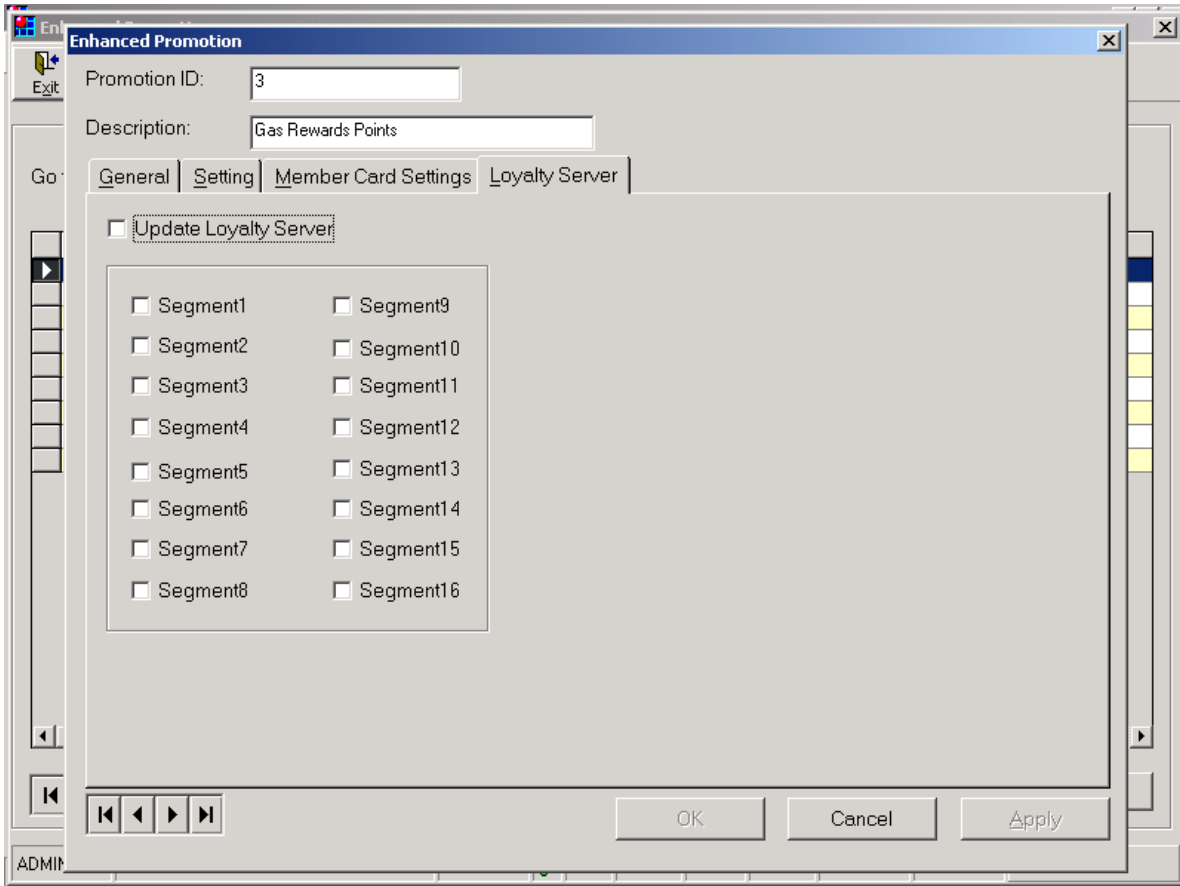
5. [] 10. []

OK Cancel Apply

ADMIN

- 14 On the *Member Card Settings* tab, leave blank if member cards are not required, otherwise set appropriate card schemes.

- 15 Click on the *Loyalty Server* tab.



- 16 On the *Loyalty Server* tab, leave blank unless member cards are used and a host loyalty application (like Corema) are being used.
- 17 Click *OK* or *Apply* to save.

Template Setup

The following fuel templates are linked to the above Credit Program # 2 for this promotion example:

- AFUEL_PROM Template - This template controls the printing of the rewards (credits/points) after each item on the customer receipt.
- AFUEL_TTL Template – This template controls the printing of the total rewards (credits/points) in an order on the customer receipt.
- AFUEL_R_ Template – This is the template name that is defined in the Credit Program, on the Setting tab, under “Print on Voucher”, in the “Template name:” field.

This template, AFUEL_R_, calls in the following two templates:

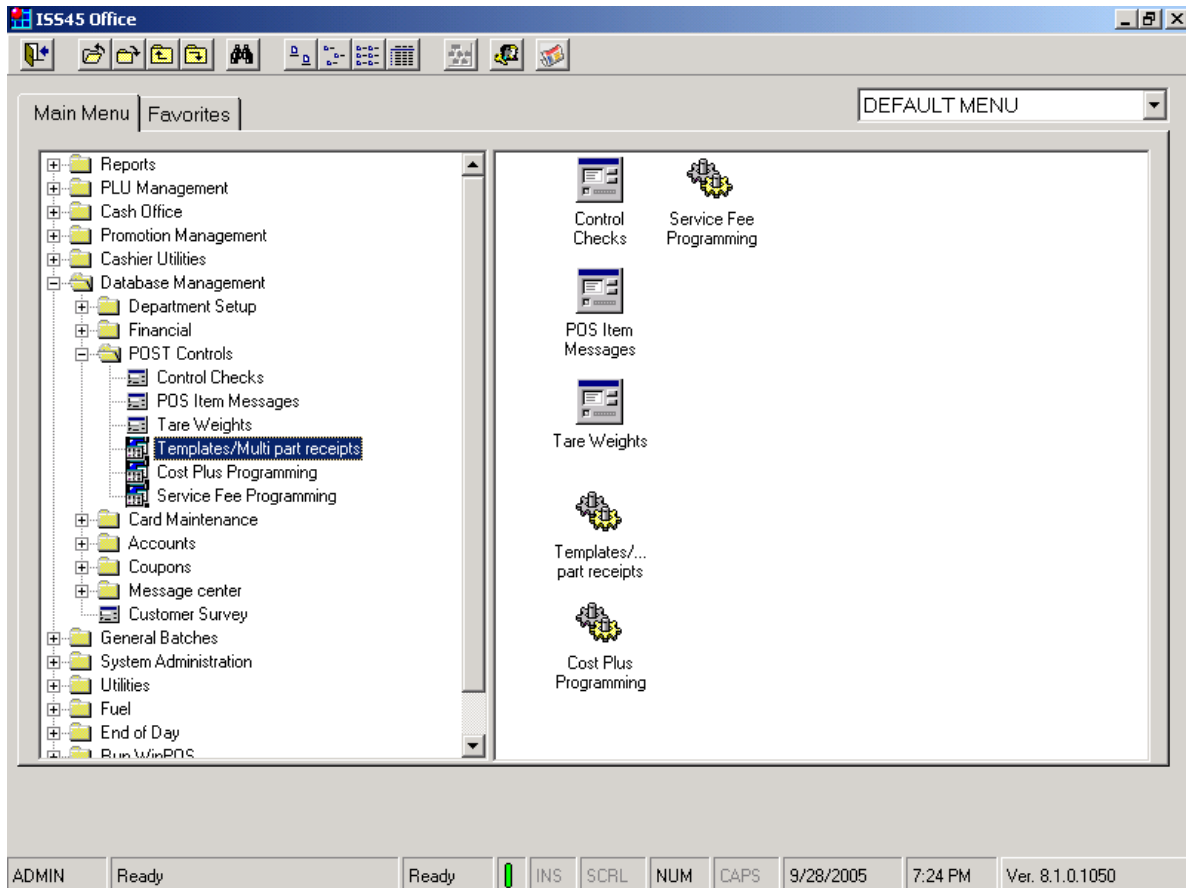
- AFUEL_R_H Template – This template contains the header portion of the multi-part receipt that is printed after the customer receipt.
- AFUEL_R_F Template – This template contains the footer portion of the multi-part receipt that is printed after the customer receipt.

The AFUEL_R_ Template prints the multi-part fuel coupon voucher after the customer receipt. The customer uses this voucher to redeem credits on a future gas purchase.

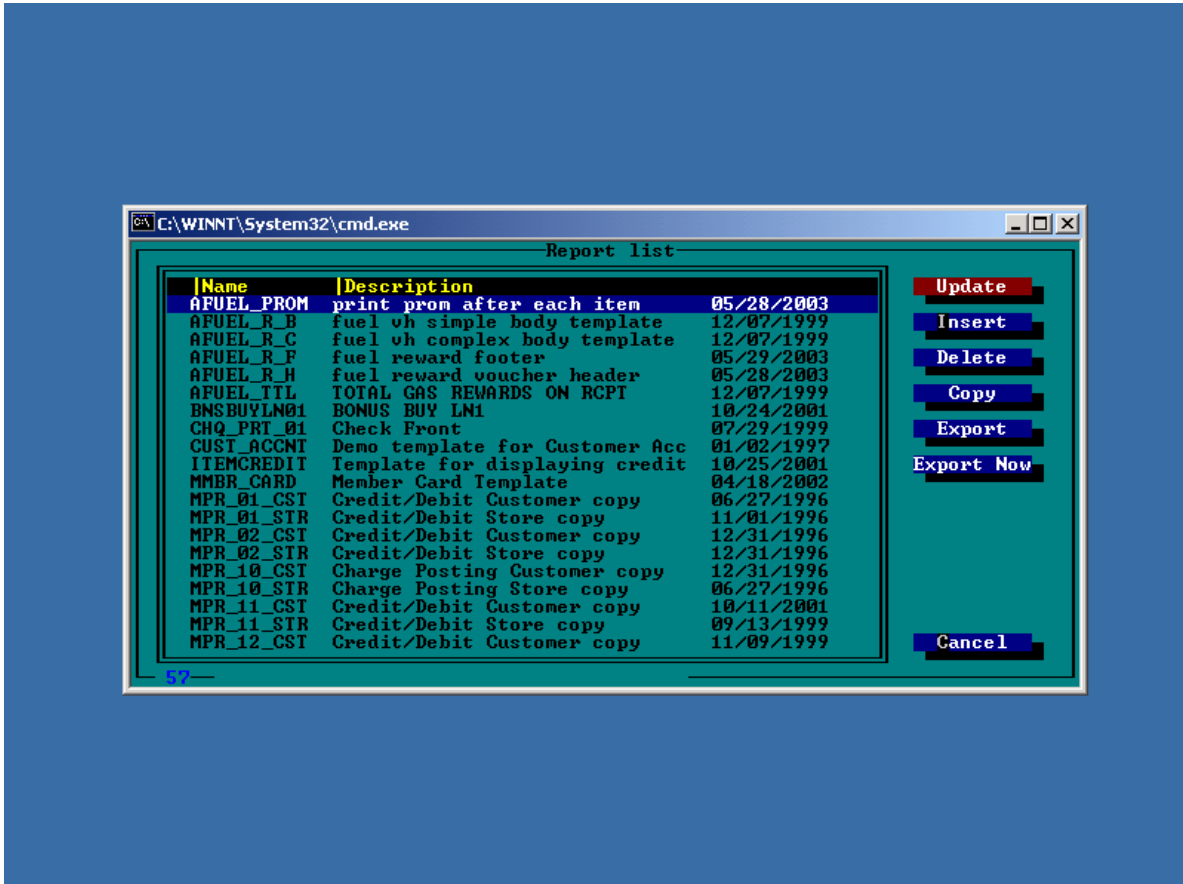
After modifying/editing the above templates, make sure to add the appropriate template names in the fields on the *Setting* tab, in the Credit Program record.

➤ **To set up the Fuel Templates**

- 1 From the Main Menu, select Database Management, and then POST Controls. The Templates/Multi-part Receipts option appears.



- 2 Double-click on Templates/Multi-part Receipts and a list of the templates appears.



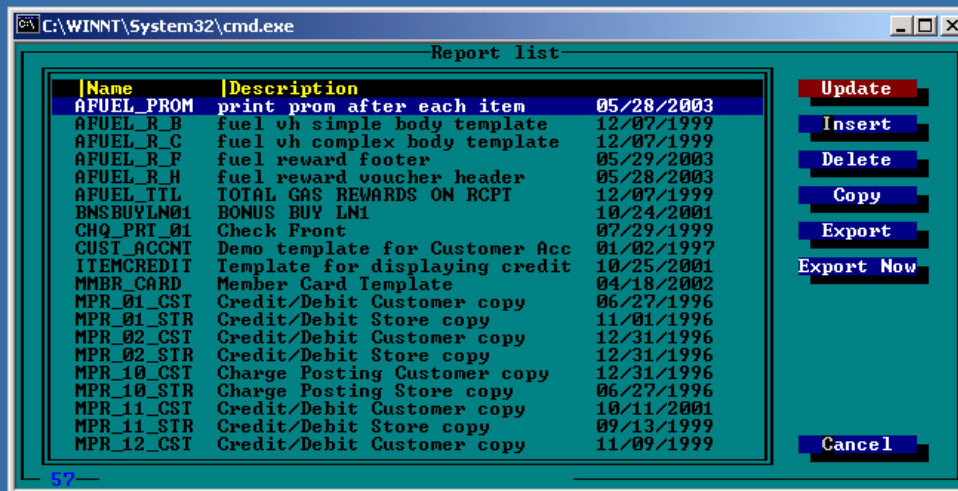
- 3 Locate and edit the following four templates:
 - AFUEL_PROM
 - AFUEL_TTL
 - AFUEL_R_H
 - AFUEL_R_F

Note: It is recommended that you save a copy of the original templates before editing. For additional information on designing/editing/coping ISS45 Templates, refer to *Chapter 5, Database Management*, in the *ISS45 Version 8 Office User Guide*.

- 4 Modify AFUEL_PROM template.

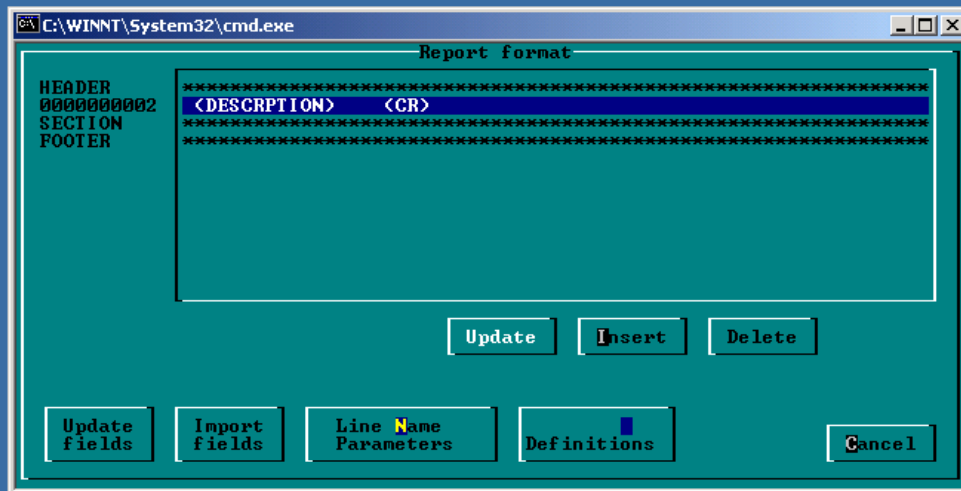
AFUEL_PROM Template:

This template controls the printing after each item on the customer receipt.



AFUEL_PROM Template Contents:

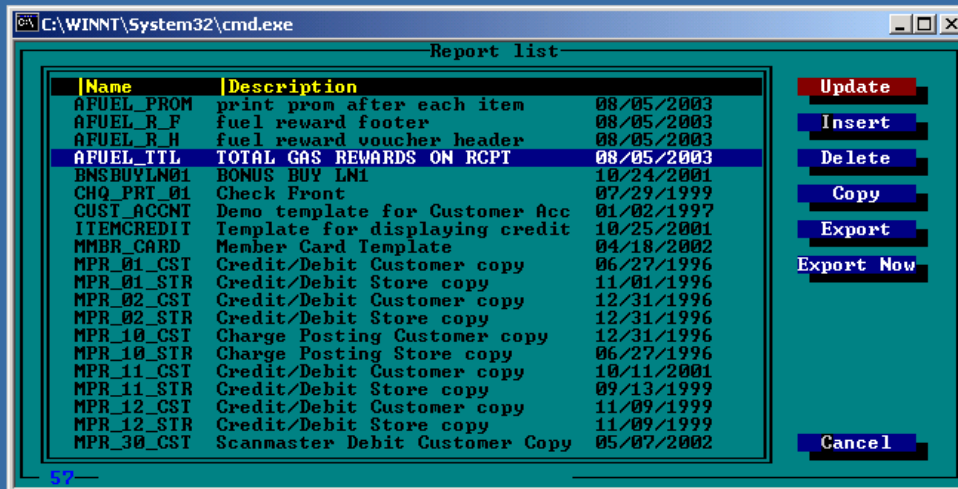
This screen shows the contents of the AFUEL_PROM template. It can be renamed and / or edited for contents per customer requirements.



- 5 Modify AFUEL_TTL template.

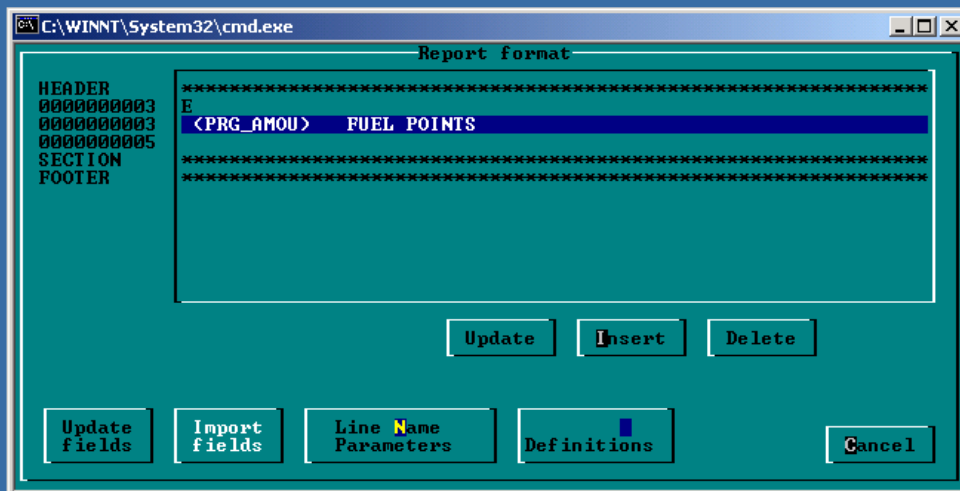
AFUEL_TTL Template:

This template controls the printing of the total reward points earned in an order on the bottom of the customer receipt.



AFUEL_TTL Template Contents:

This screen shows the contents of the AFUEL_TTL template. It can be renamed and / or edited for contents per customer requirements.



6 Modify AFUEL_R_H template.

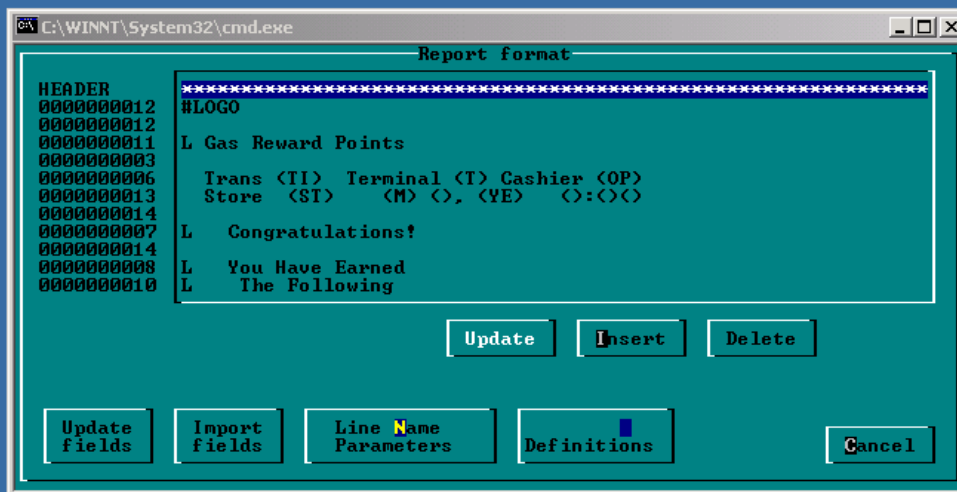
AFUEL_R_H Template:

This template contains the header portion of the multi-part receipt that is printed after the customer receipt on the POST.



AFUEL_R_H Template Contents:

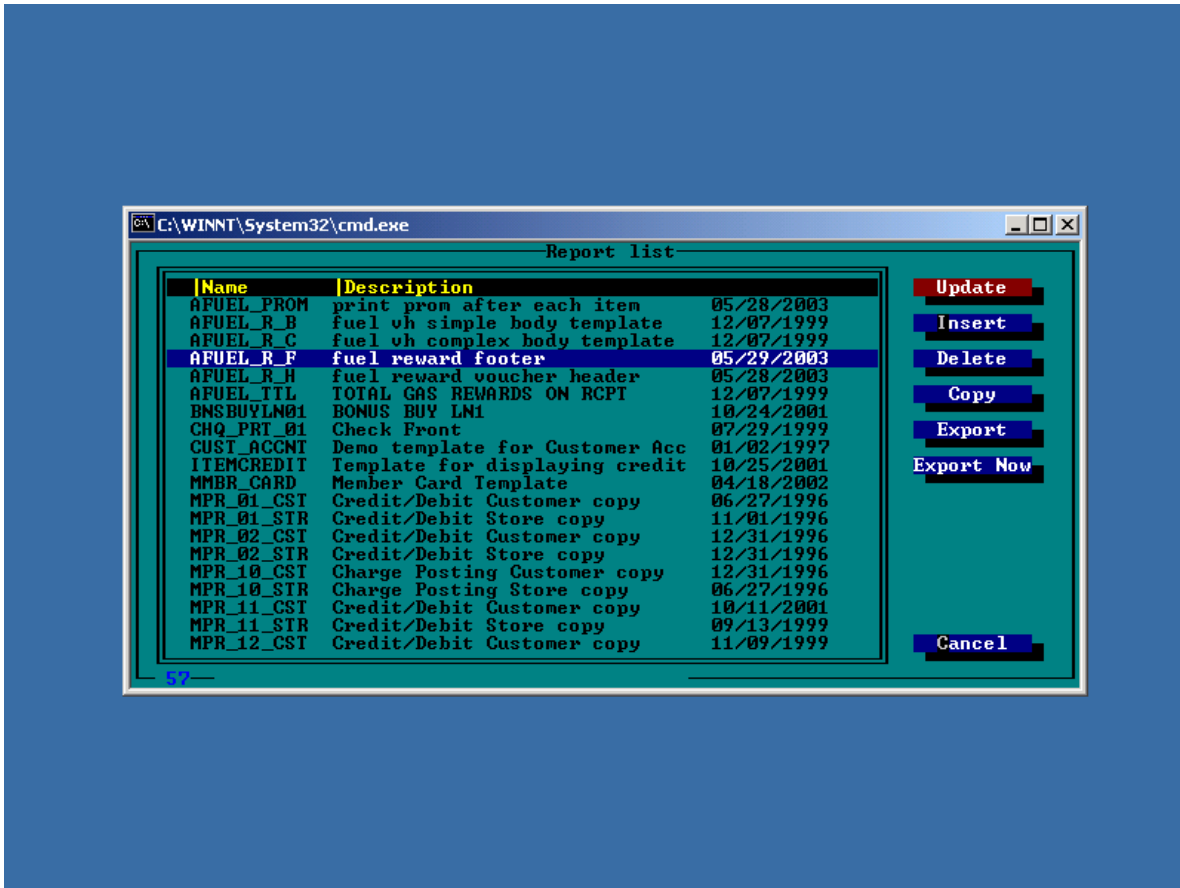
This screen shows the contents of the AFUEL_R_H template. It can be renamed and / or edited for contents per customer requirements. It contains the store logo, header information and text that can be customized for each customer or site.



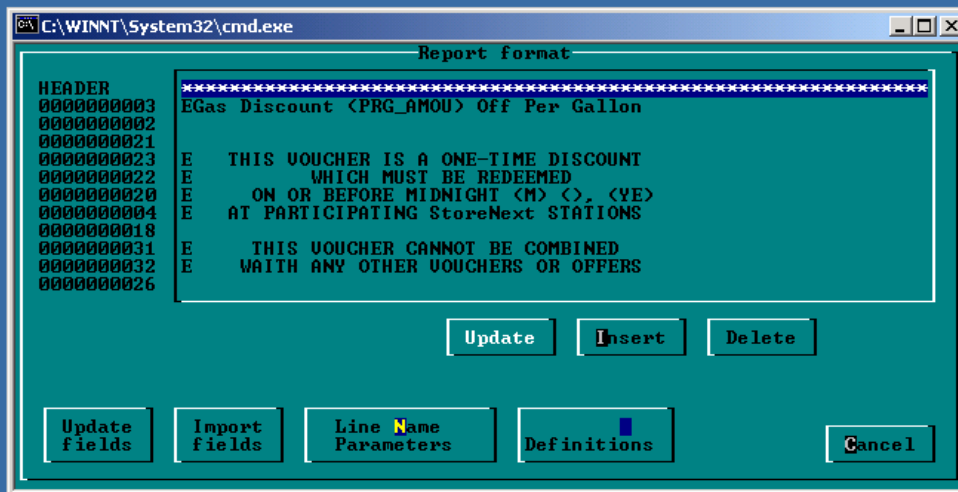
7 Modify AFUEL_R_F template.

AFUEL_R_F Template:

This template contains the footer portion of the multi-part receipt that is printed after the customer receipt on the POST.

**AFUEL_R_F Template Contents:**

This screen is showing the contents of the AFUEL_R_F template. It can be renamed and / or edited for contents per customer requirements. It contains the store logo, header information and text that can be customized for each customer or site.



- 8 Return to the Credit Program, under Promotion Management. Enter the fuel voucher template names in the appropriate fields on the *Setting* tab, in the Credit Program promotion record.
- 9 Create an ISS45 function for manual cashier redemption of the fuel coupon voucher (i.e., store coupon, negative department or tender).
- 10 Edit Menusys.mac on each fuel POS terminal to include the redemption method, located under the appropriate Cashier touch screen menus.

Customer and Multi-part Receipt Example

| StoreNext | |
|--|---------------|
| Welcome | |
| ISS45 Fuel Promotions | |
| <u>GROCERY</u> | |
| Blue Things 9 @ \$0.80 | \$7.20 |
| T | |
| Fuel Points 9 | |
| Pencil | \$0.80 |
| T | |
| Fuel Points 1 | |
| Total | \$8.40 |
| BALANCE DUE | \$8.40 |
| Cash | \$8.40 |
| Change | \$0.00 |
| Sub Total | \$8.00 |
| Total Tax | \$0.40 |
| Total | \$8.40 |
| <u>Total number of items sold = 11</u> | |
| CASHIER NAME: Ethel Gasolynski | |
| C0001 # 0128 12:38:01 JUNE 1, 2007 | |
| S0001 R002 | |
| THANK YOU FOR SHOPPING AT | |

| StoreNext | |
|---|--|
| Gas Rewards | |
| Trans 0128 Terminal 002 Cashier 0001 | |
| Store 0001 JUNE 1, 2007 12:38 pm | |
| You Have Earned | |
| The Following Number | |
| Of Fuel Points: | |
| Fuel Points \$0.10 | |
| This Voucher is a One-Time Discount which must be Redeemed on or Before Midnight July 1, 2007 at Participating StoreNext Fuel Stations | |
| This Voucher can not be Combined with Any Other Offers Discount Applies on Any Grade of Fuel and Not to Exceed the Total Purchase Price of the Fuel | |

\$ Amount Off Fuel Based on Order Total (Points)

In this promotion example, a fuel voucher for \$.50 is issued, for each incremental \$ 10.00 in sales rung inside the store, excluding specific departments such as liquor, tobacco and money orders. The savings earned will print on a single multi-part receipt will print with the total savings earned for a future gas purchase.

To create this promotion, the follow functions need to be setup in the ISS45 Back Office:

6. Create one new Credit Program.
7. Create one new “Enhanced Promotion”.
8. Edit/modify the following ISS45 templates:
 - A. AFUEL_R_H Template – Contains the multi-part header for the fuel voucher receipt.
 - B. AFUEL_R_F Template – Contains the multi-part footer for the fuel voucher receipt.

Note: The templates, AFUEL_R_H (multi-part receipt header) and AFUEL_R_F (multi-part receipt trailer), above, are called in by template AFUEL_R_R in the Credit Program. Refer to Credit Program Setup, below, for details.

9. Create an ISS45 function for manual cashier redemption of the fuel coupon voucher (i.e., store coupon, negative department, or tender).
10. Edit Menusys.mac file on each fuel center terminal to include the fuel redemption method (e.g., new “Fuel Rewards” department, new “Fuel Rewards” tender) under the appropriate Cashier touch menus.

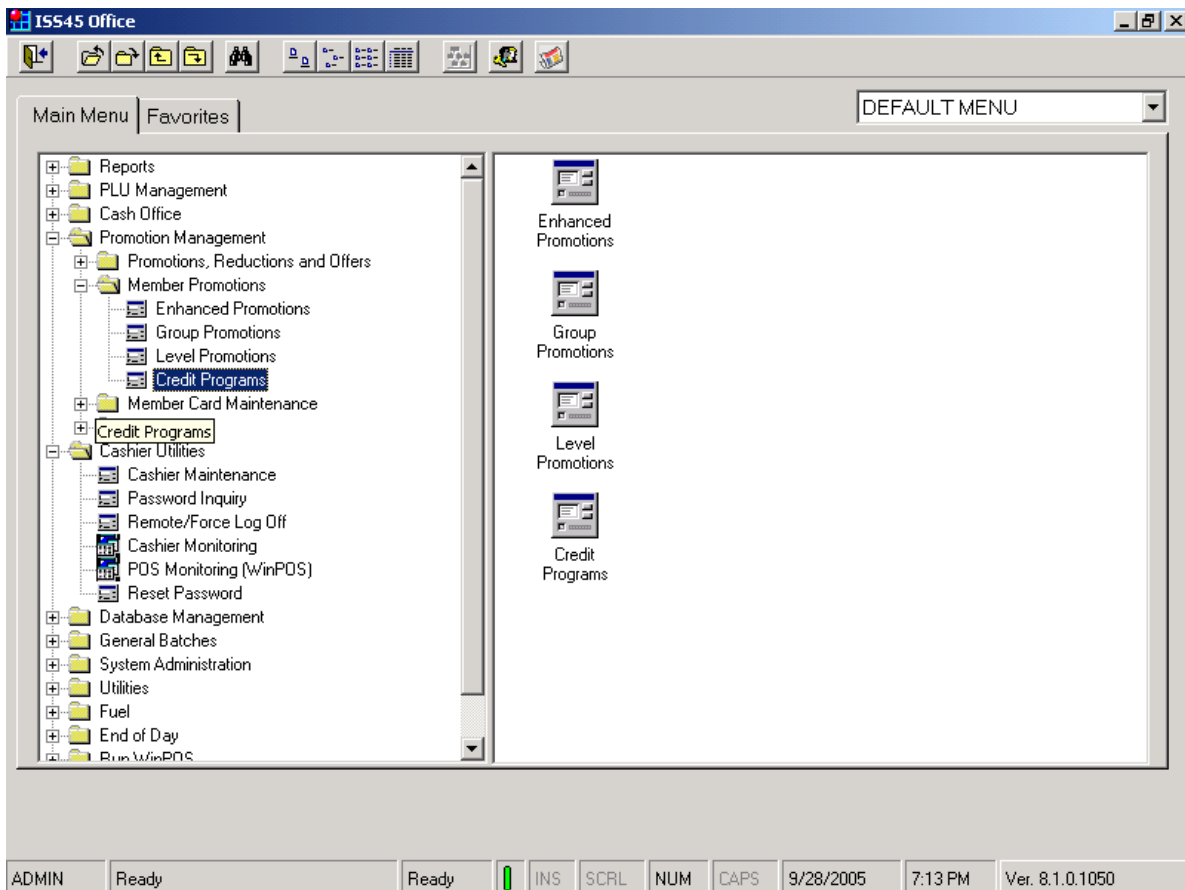
The following sections provide detailed setup procedures for the Credit Promotion, Enhance Promotion and ISS45 Templates. Refer to the *ISS45 Version 8 Office User Guide*, for details on creating PLUs, departments, tenders and keyboard functions.

Credit Program Setup

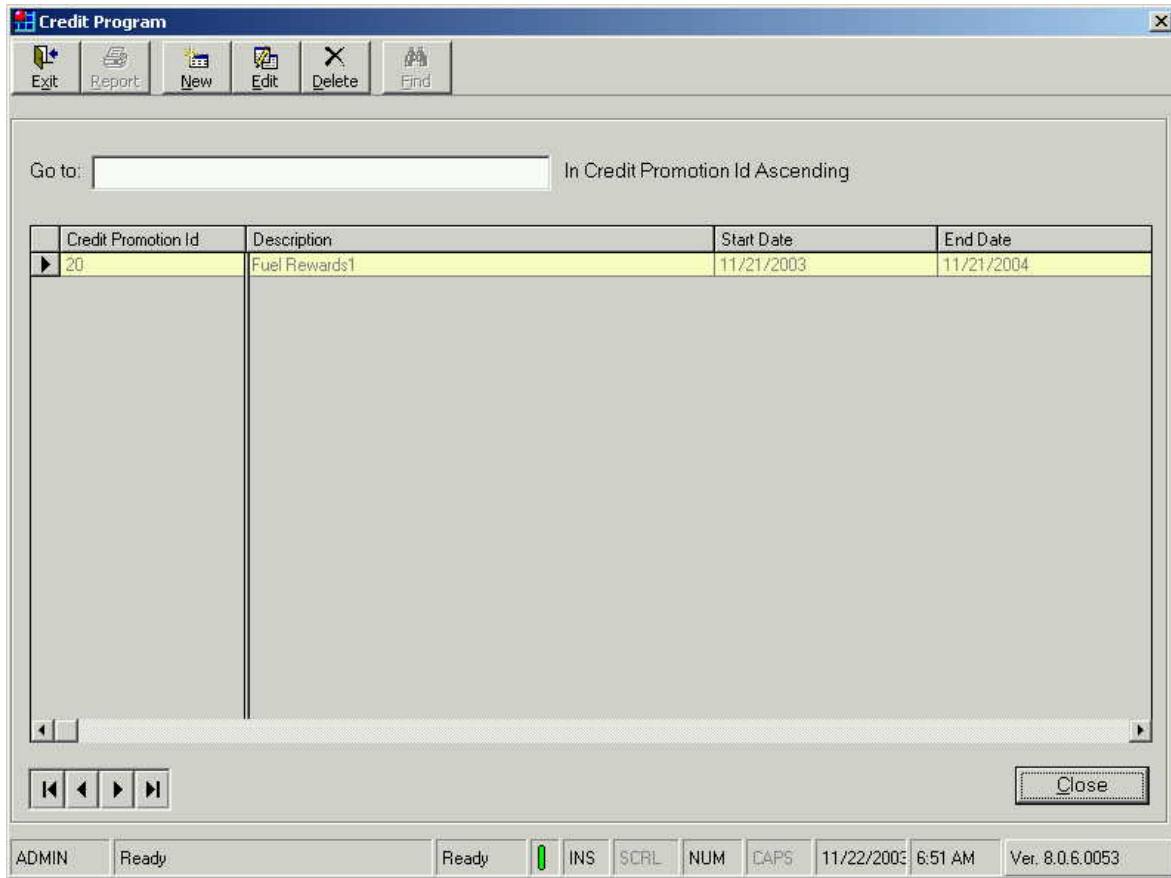
In this fuel coupon voucher promotion example, the Credit Program promotion will print a fuel coupon voucher, highlighting the total gas discounted rewarded, based on the sales order total for qualifying departments. This voucher can be redeemed by the customer on a future gas purchase.

➤ To add the Credit Program

- 1 From the ISS45 Main Menu, select the Promotion Management menu and then Member Promotions. The Credit Programs option appears.



- 2 Double-click on Credit Programs. The Credit Program list appears.



- On the toolbar, select *New*. The Credit Program tabbed dialog box appears.

Credit Program

Credit Program ID:

Description:

General | Settings | Printing settings | Member Card Settings | Visual Effects Settings

Start date: Credit Program Type:

End date:

Day Settings

| | From | To |
|---|------------------------------------|------------------------------------|
| <input checked="" type="checkbox"/> Monday | <input type="text" value="00:00"/> | <input type="text" value="23:59"/> |
| <input checked="" type="checkbox"/> Tuesday | <input type="text" value="00:00"/> | <input type="text" value="23:59"/> |
| <input checked="" type="checkbox"/> Wednesday | <input type="text" value="00:00"/> | <input type="text" value="23:59"/> |
| <input checked="" type="checkbox"/> Thursday | <input type="text" value="00:00"/> | <input type="text" value="23:59"/> |
| <input checked="" type="checkbox"/> Friday | <input type="text" value="00:00"/> | <input type="text" value="23:59"/> |
| <input checked="" type="checkbox"/> Saturday | <input type="text" value="00:00"/> | <input type="text" value="23:59"/> |
| <input checked="" type="checkbox"/> Sunday | <input type="text" value="00:00"/> | <input type="text" value="23:59"/> |

Report to loyalty promotion server

Define start and end time for each day of the week.
Reward will be given during those hours only.

Navigation: [Home] [Left] [Right] [End]

Buttons: OK, Cancel, Apply, Close

Status Bar: ADMIN Ready | Ready | INS | SCRL | NUM | CAPS | 11/22/2003 6:51 AM | Ver. 8.0.6.0053

- Enter the appropriate Program ID number in the *Credit Program ID* field (Credit Program # 20 in this example).
- Type in the program description in the *Description* field.
- On the *General* tab, set the following:
 - Start Date and Time / End Date and Time – Set the dates and time of day the promotion is valid.
 - Credit Program Type: Select Normal.
 - Report to Loyalty Promotion Server: Select the checkbox.

Note: This option must be selected in order to use Credit Programs.

7 Click on the *Settings* tab.

The screenshot shows the 'Credit Program' dialog box with the 'Settings' tab selected. The 'Credit Program ID' is 20 and the 'Description' is 'Fuel Rewards1'. The 'Program Restrictions' section contains the following fields:

| Field | Value |
|--|-------|
| Minimum order purchase: | 0.00 |
| Maximum credits program purchase: | 0.00 |
| Minimum credits program purchase: | 0.00 |
| Minimum credits program purchase quantity: | 0 |

The 'Convert credits' section includes a 'Reward Tender Type' dropdown menu, two checkboxes for 'Event invisible on receipt' and 'Negative event', and two tables of threshold and step values:

| Quantity | Reward | Price |
|--------------|-------------------|-------------|
| Threshold: 0 | Reward: 0.00 | Price: 0.00 |
| Step size: 0 | Step Reward: 0.00 | |

| Price | Reward | Quantity |
|-----------------|----------------|-------------|
| Threshold: 0.00 | Reward: 0 | Quantity: 0 |
| Step size: 0.00 | Step Reward: 0 | |

At the bottom of the dialog are navigation arrows, 'OK', 'Cancel', 'Apply', and 'Close' buttons. The status bar at the bottom shows 'ADMIN Ready' and system information: 'Ready | INS | SCRL | NUM | CAPS | 11/22/2008 | 6:51 AM | Ver. 8.0.6.0053'.

8 In this example, leave all the fields blank.

Note: This tab is used to define any program restrictions (minimum order purchases and credit program purchases). If the retailer requires some of these limits, please refer to the *ISS45 Version 8 Office User's Guide*.

9 Click on the *Print Settings* tab.

The screenshot shows the 'Credit Program' dialog box with the 'Print Settings' tab selected. The 'Credit Program ID' is 20 and the 'Description' is 'Fuel Rewards1'. The 'Print on Receipt' section has 'Print credit earning after every item' and 'Print total credits earning on receipt' unchecked. The 'Print on Voucher' section has 'Print voucher' checked, 'Template name' set to 'AFUEL_R_', 'Create/print voucher ID from' set to 'None', 'Barcode for voucher ID' and 'Earning details' unchecked, and 'Redeem validation period (in days)' set to 14. Navigation buttons and 'OK', 'Cancel', and 'Apply' buttons are at the bottom.

10 On the *Print Settings* tab, enter the following options as required:

- Select the *Print Voucher* checkbox to print a voucher.
- Enter the appropriate 8-digit Fuel Reward voucher template name in *Template name* field, as set up in Database Management, POS Controls. The name is alphanumeric and only capital letters are accepted. In this example, enter template name: AFUEL_R_ which calls AFUEL_R_ H and AFUEL_R_ F templates).
- Enter number of days from issue date in the *Redeem validation period (in days)* box.

Note: The number of valid days prints on the multi-part receipt but does not validate unless Corema or a third party application (Fuel Links) is used that generates and tracks the credit program.

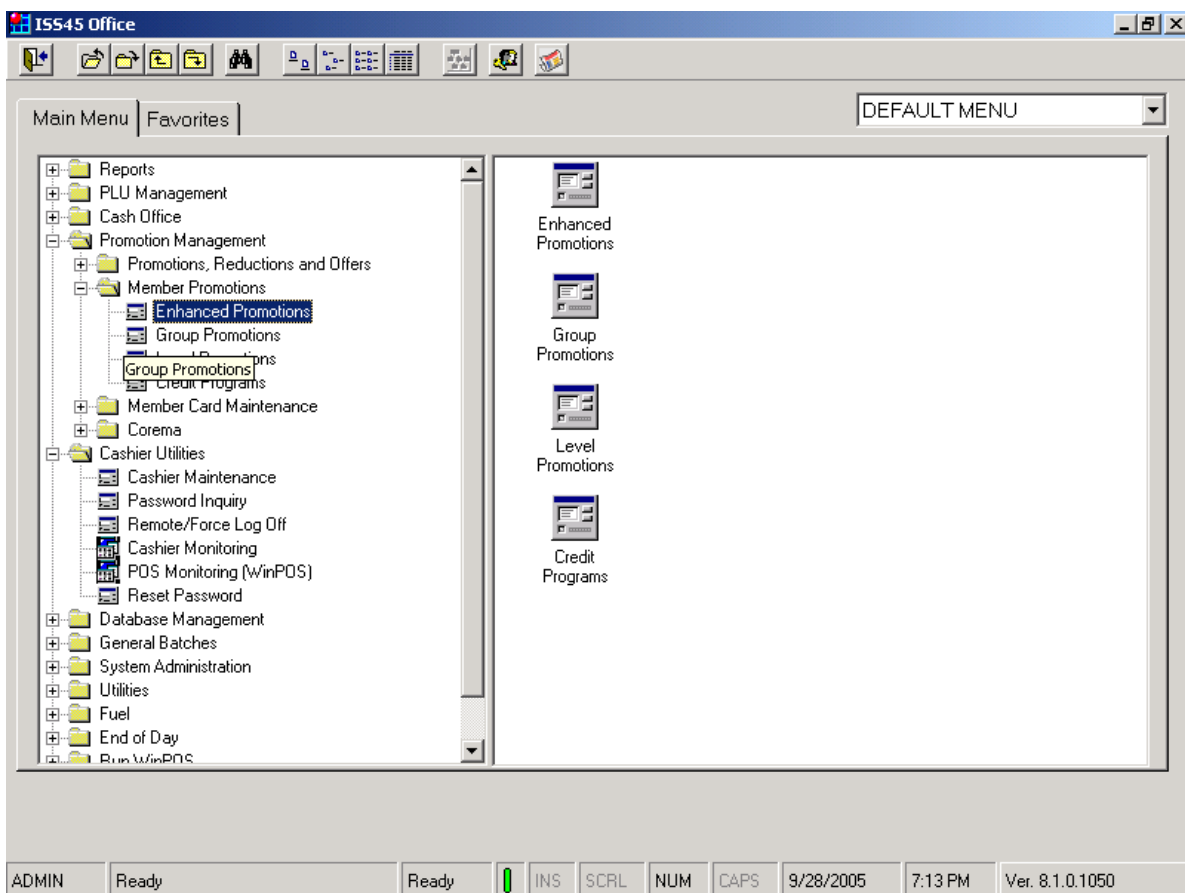
- 11 On the *Member Card Settings* tab, leave all the fields blank. This tab is not used in Credit Program Promotions.
- 12 On the *Visual Effects Setting* tab, leave all the fields blank. This option supports sound and video on selected promotions. It is not currently used with the ISS45 Fuel Application.
- 13 Click *OK* or *Apply* to save.

Enhanced Promotion Setup

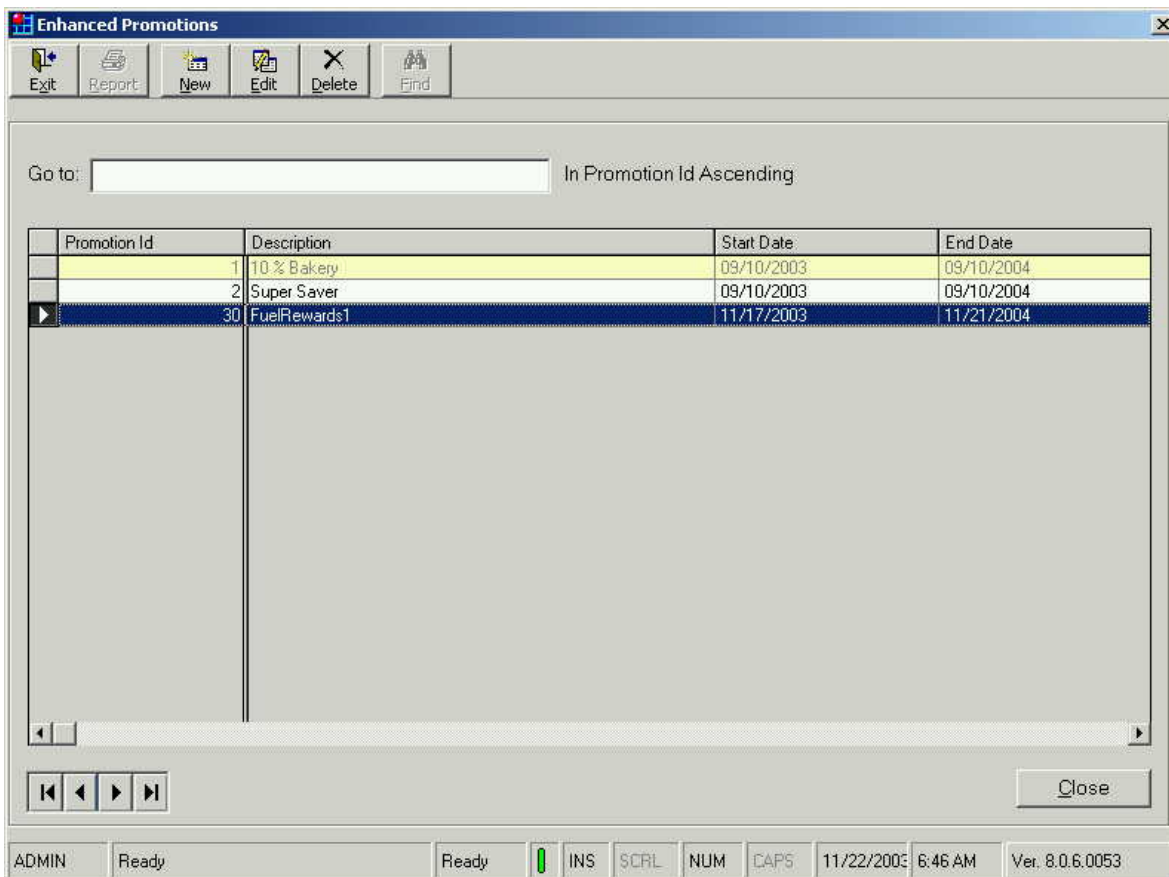
In this fuel promotion, the following Enhanced Promotion awards a fuel \$.50 fuel discount based on order total, for every \$10.00 spent in qualifying departments. The fuel voucher can be redeemed by the customer on a future gas purchase.

➤ To create the Enhanced Promotion

- 1 From the ISS45 Main Menu, select the Promotion Management menu and then Member Promotions. The Enhanced Promotion option appears.



- 2 Double-click on Enhanced Promotions and the Enhanced Promotions list appears.



- On the toolbar, select *New*. The Enhanced Promotion tabbed dialog box appears.

Enhanced Promotion

Promotion ID:

Description:

General | **Setting** | Member Card Settings | Loyalty Server

Start date:

End date:

Day Settings

| | From | To |
|---|-------|-------|
| <input checked="" type="checkbox"/> Monday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Tuesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Wednesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Thursday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Friday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Saturday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Sunday | 00:00 | 23:59 |

Define start and end time for each day of the week.
Reward will be given during these hours only.

Credit Program:

Linked Promotion:

Coupon Type:

Coupon Required:

Delayed Promotion

Non Netted Discount

Promotion Identifier:

ADMIN | Ready | Ready | | INS | SRL | NUM | LAPS | 11/22/2004 | 6:46 AM | Ver. 8.0.6.0053

- Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 30, in this example).
- Type in the promotion description in the *Description* field.
- On the *General* tab, set the following:
 - Start Date and Time / End Date and Time – Set the dates and time of day the promotion is valid.

Note: These dates may differ from the credit program dates; you can have multiple enhanced promotions with different point values or effective dates linked to a single Credit Program.

- Credit Program: Select appropriate Credit Promotion from the drop-down box. This will be the Credit Promotion for printing the multi-part fuel receipt.
- *Non Netted Discount* can be checked if the promotional amount is not deducted from net sales. See *ISS45 Version 8 Office User's Guide (45001/031)*, Chapter 8.
- Click on the *Set Attachment* box.

7 Click on the *Set Attachment* button and the Set Attachment screen appears:

The screenshot shows the 'Set Attachment' dialog box. The 'Promotion ID' is 30 and the 'Description' is 'FuelRewards1'. A table lists items with IDs 1, 2, 3, and 5, all of type 'DEP'. A 'Multi Selector' dialog is open, showing a list of departments with checkboxes: 1 Grocery, 2 Grocery Taxable, 3 Produce, 4 Meat, 5 Bakery, 90 Fuel T\$st, 150 Fuel, 151 Drive Off, 152 Pump TEst, and 153 Pre-Pay Fuel. The 'Set Attachment By' field is set to 'Link by Department'. Other fields include 'Link Type' (All Links), 'Count' (Plu: 0, Department: 4, Mix & Match: 0, Manufacture: 0, Price Group: 0, Segments: 0). Buttons for 'Delete', 'Close', 'OK', and 'Cancel' are visible.

- 8 Select the *Link by Department* from the dropdown box in the *Set Attachment by* field.
- 9 Click on the *Ellipsis [...]* button and select all the departments that apply to the rewards total.
- 10 Click *OK* and *Close*.

11 Click on the *Setting* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Setting' tab selected. The fields are as follows:

- Promotion ID: 30
- Description: FuelRewards1
- General | **Setting** | Member Card Settings | Loyalty Server
- Mark Down Department: [Dropdown]
- Group Type: Order value
- Reward Type: Credits
- Reward: 50
- Give reward on: Highest Price
- Reward Entered By cashiers
- Points Redemption Approval
- Limit Quantity: 0
- Minimum Purchase: 10.00
- Order value
- Threshold: 10.00
- 2nd Threshold: 10.00
- Minimum Item Value: 0.00
- Minimum Item Weight: 0.000
- Maximum Item Weight: 0.000
- Reward By Threshold

Buttons at the bottom: OK, Cancel, Apply, Close.

System tray: ADMIN Ready Ready INS SURL NUM LAPS 11/22/2003 6:46 AM Ver. 8.0.6.0053

12 On the *Setting* tab, set the following:

- Group Type: "Order Value"
- Reward Type: "Credits"
- Reward: Enter number credits earned for each qualifying purchase (enter 50, in this example).
- Minimum Purchase: Specify the minimum qualifying transaction purchase amount to allow the reward. Enter 10.00 in this example.
- Threshold: Enter the dollar amount a customer must purchase in order to receive the reward. Enter 10.00 in this example.
- 2nd Threshold: Enter the additional amount a customer must purchase in order to receive the reward again. Enter 10.00 in this example.

- 13 Click on the *Member Card Settings* tab. Leave blank if member cards are not required, otherwise set appropriate card schemes.
- 14 Click on the *Loyalty Server* tab and leave all fields blank.
- 15 Click *OK* or *Apply* to save.

Template Setup

The following fuel template is linked to the above Credit Program # 20:

- AFUEL_R_Template – This is the template name that is defined in the Credit Program, on the Setting tab, under “Print on Voucher”, in the “Template name:” field.

This template, AFUEL_R_, calls in the following two templates:

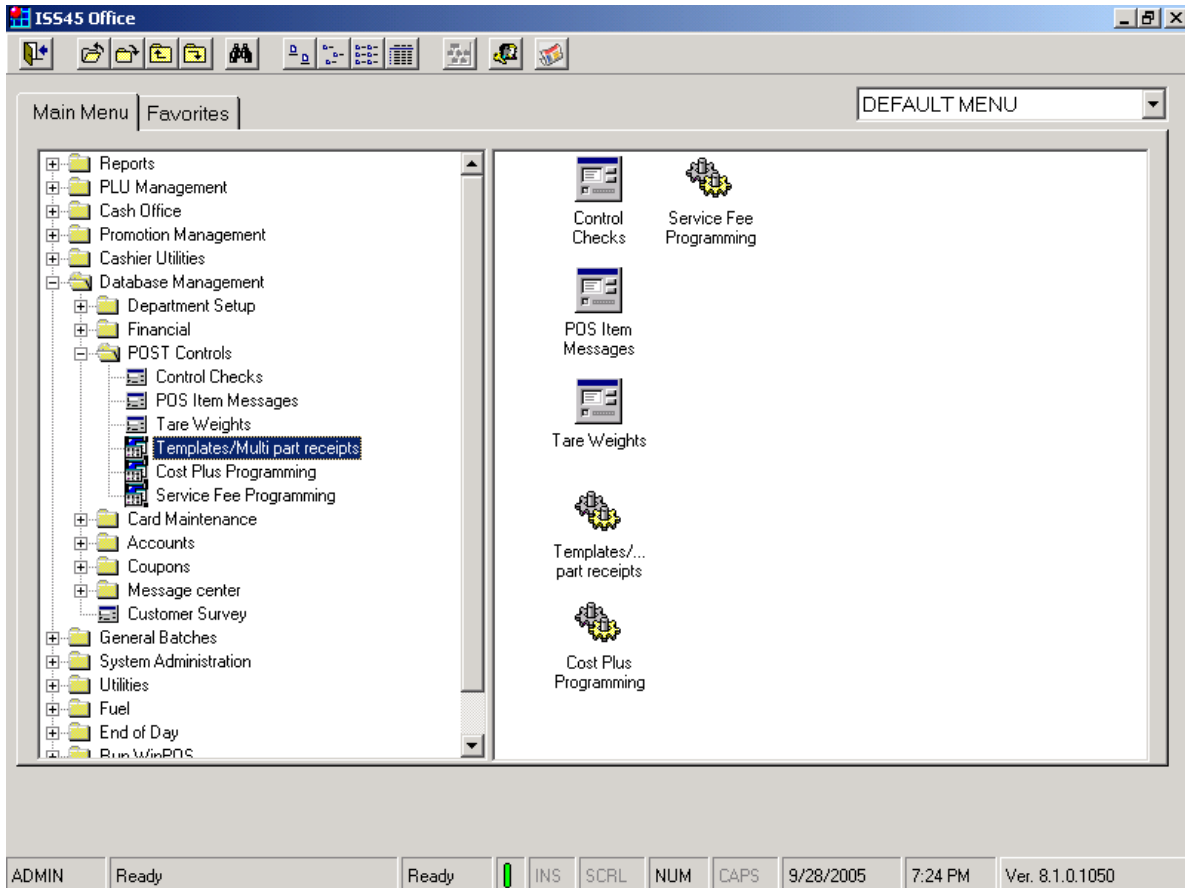
- AFUEL_R_H Template – This template contains the header portion of the multi-part receipt that is printed after the customer receipt.
- AFUEL_R_F Template – This template contains the footer portion of the multi-part receipt that is printed after the customer receipt.

The AFUEL_R_Template prints the multi-part fuel coupon voucher after the customer receipt. The customer uses this voucher to redeem credits on a future gas purchase.

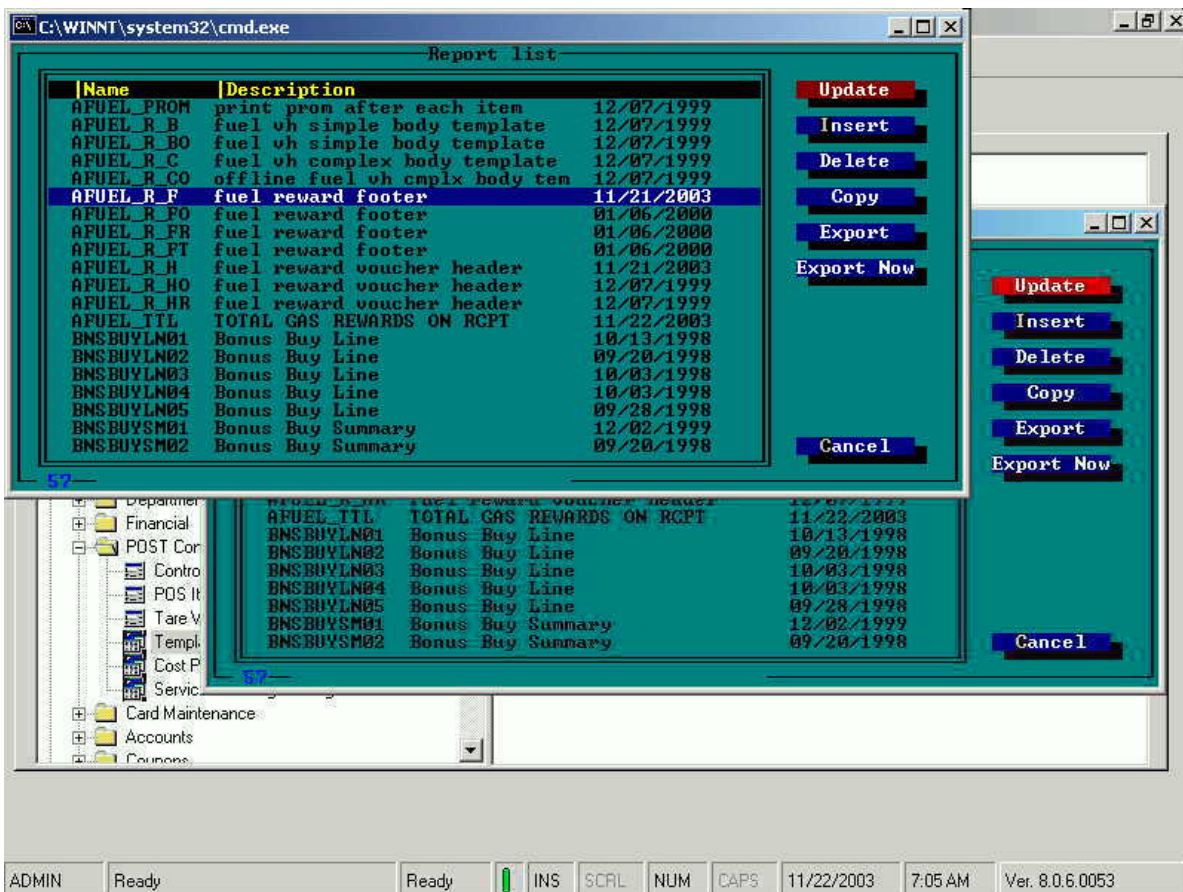
After modifying/editing the above templates (AFUEL_R_H and AFUEL_R_F) make sure that the AFUEL_R_ template is defined in the in the appropriate Credit Program record.

➤ **To set up the Fuel Templates**

- 1 From the ISS45 Main Menu, select Database Management, POST Controls and then Templates/Multi-part Receipts. The Templates/Multi-part Receipts option appears.



- 2 Double-click on Multi-part Receipts and a list of the templates appears.



3 Locate and edit the following two templates:

- AFUEL_R_H
- AFUEL_R_F

Note: It is recommended that you save a copy of the original templates before editing. For additional information on designing/editing/coping ISS45 Templates, refer to *Chapter 5, Database Management*, in the *ISS45 Version 8 Office User Guide*.

- 4 Modify AFUEL_R_H template.

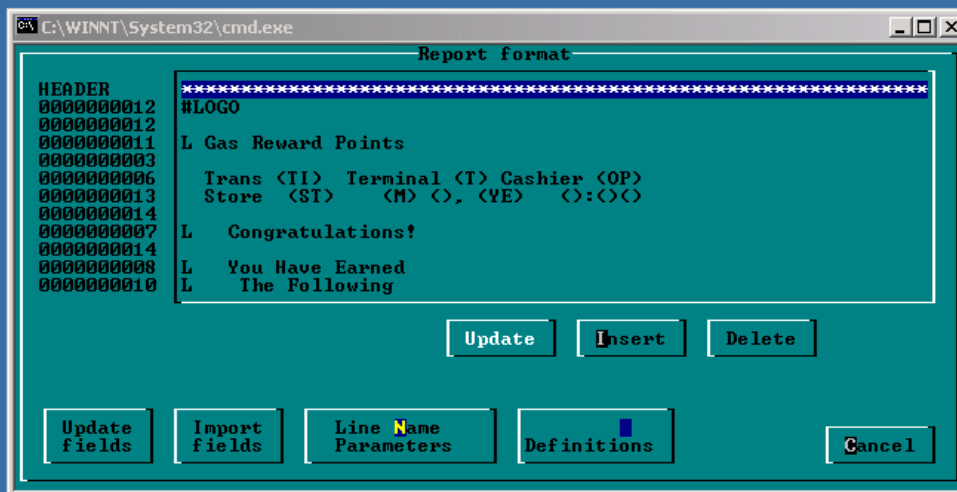
AFUEL_R_H Template:

This template contains the header portion of the multi-part receipt that is printed after the customer receipt on the POST.



AFUEL_R_H Template Contents:

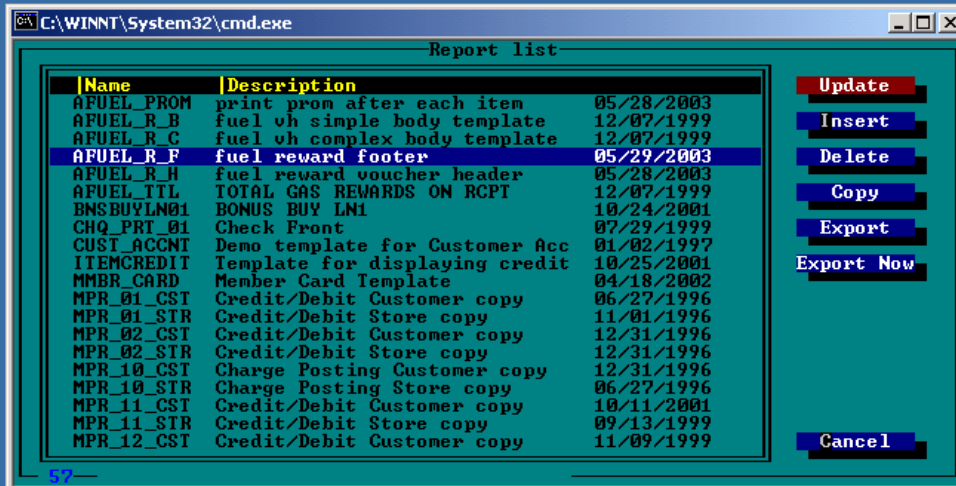
This screen shows the contents of the AFUEL_R_H template. It can be renamed and / or edited for contents per customer requirements. It contains the store logo, header information and text that can be customized for each customer or site.



- 5 Modify AFUEL_R_F template.

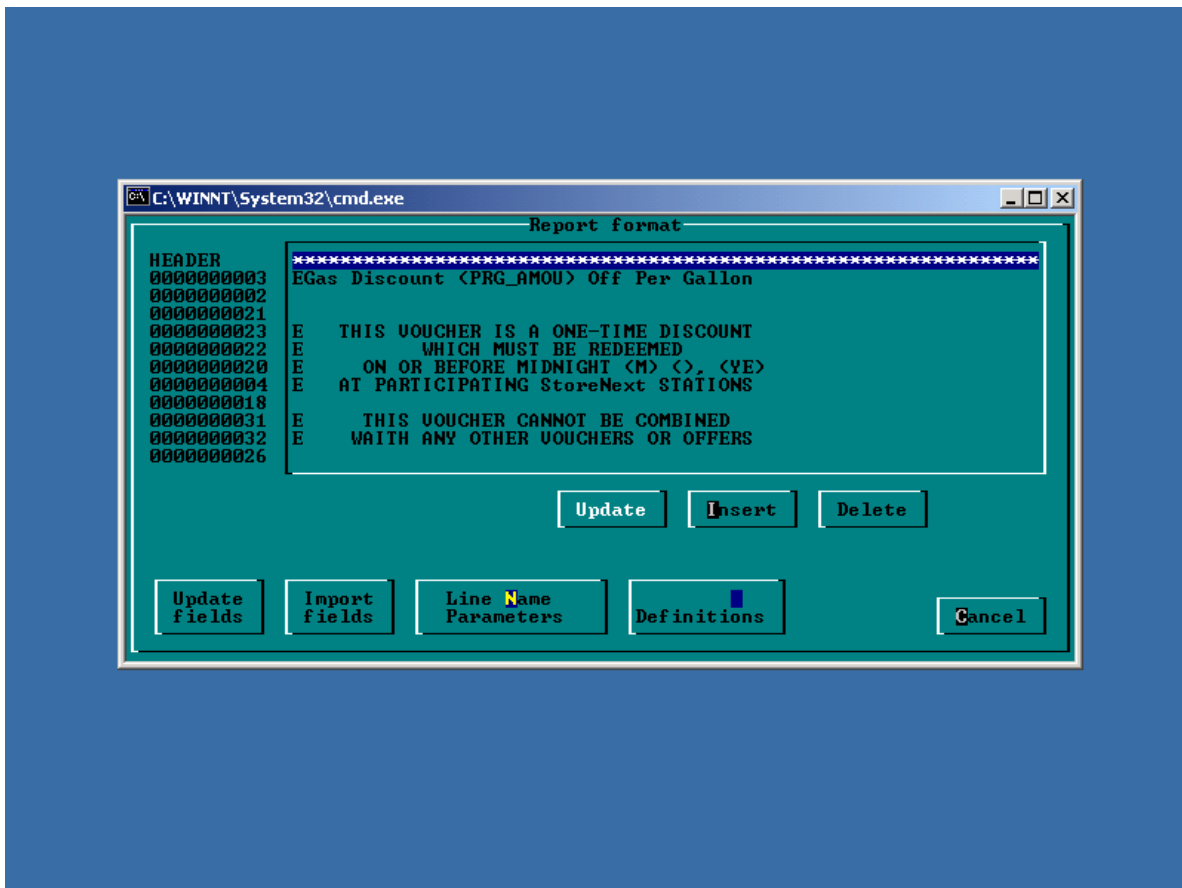
AFUEL_R_F Template:

This template contains the footer portion of the multi-part receipt that is printed after the customer receipt on the POST.



AFUEL_R_F Template Contents:

This screen is showing the contents of the AFUEL_R_F template. It can be renamed and / or edited for contents per customer requirements. It contains the store logo, header information and text that can be customized for each customer or site.



- 6 Return to the Credit Program, under Promotion Management and enter the template name (AFUEL_R_) in the appropriate field on the *Setting* tab.
- 7 Create an ISS45 function for manual cashier redemption of the fuel coupon voucher (i.e., store coupon, negative department or tender).
- 8 Edit Menusys.mac on each fuel POS terminal to include the redemption method, located under the appropriate Cashier touch screen menus.

\$ Amount Off Bar-coded Fuel Voucher

In this "\$ Amount Off Bar-coded Pump Voucher" promotion example, one fuel reward is issued every time the customer purchases PLU # 1 (Alhambra water). The savings earned will print under each item and a separate single multi-part receipt will print with the total savings earned for a future gas purchase. The multi-part voucher will contain a barcode (optional) that can be scanned at the pump for redemption.¹

To create this promotion, the follow functions need to be setup in the ISS45 Back Office application:

1. Create one new Credit Program.
2. Create two Enhancement Promotions:
 - A. Enhancement Promotion # 1 – This promotion defines the criteria for the reward (\$ 1.00 off next fuel purchased for purchasing Alhambra water, in this example).
 - B. Enhancement Promotion # 2 – This promotion handles the redemption of the fuel voucher. When the customer scans the barcode at the pump, this promotion calculates and issues the savings.

The "Promotion ID" for this Enhanced Promotion must be included in the fuel footer template (`_Fuel_O_F`) to enable the redemption of the fuel voucher. See "Sample of `_Fuel_O_F` Template", on page 2-91, below.

3. Edit/modify the following ISS45 templates:
 - A. `FUEL_O_PR` Template - controls the printing of the fuel rewards (credits/points) after each item on the customer receipt.
 - B. `FUEL_O_TL` Template – Controls the printing of the total gas rewards (credits/points) in an order on the customer receipt.
 - C. `_FUEL_O_H` Template – Contains the multi-part header for the fuel voucher receipt. This template contains header information (e.g., store name, transaction number, cashier number, terminal

¹ Bar-coded Fuel Vouchers can be scanned at the pump, on Pay-at-Pump fuel transactions, after the debit or credit card has been swiped. Only one fuel voucher allowed per transaction. These fuel vouchers can only be redeemed at issuing store.

name, etc.) and does not require editing for the fuel template to work.

- D. `_FUEL_O_F` Template – Contains the multi-part footer for the fuel voucher receipt, with scannable barcode.

Note: The templates, `FUEL_O_H` (multi-part receipt header) and `_FUEL_O_F` (multi-part receipt trailer), above, are called in by template `_FUEL_O_` in the Credit Program. Refer to Credit Program Setup, below, for details.

4. Create an ISS45 function for manual cashier redemption of the fuel coupon voucher (i.e., store coupon, negative department, or tender), in case, the customer is unable to scan the fuel voucher.
5. Edit `Menusys.mac` file on each fuel center terminal to include the fuel redemption method (e.g., new “Fuel Rewards” department, new “Fuel Rewards” tender) under the appropriate Cashier touch menus.

The following sections provide detailed setup procedures for the Credit Promotion, Enhance Promotion and ISS45 Templates. Refer to the *ISS45 Version 8 Office User Guide*, for details on creating PLUs, departments, tenders and keyboard functions.

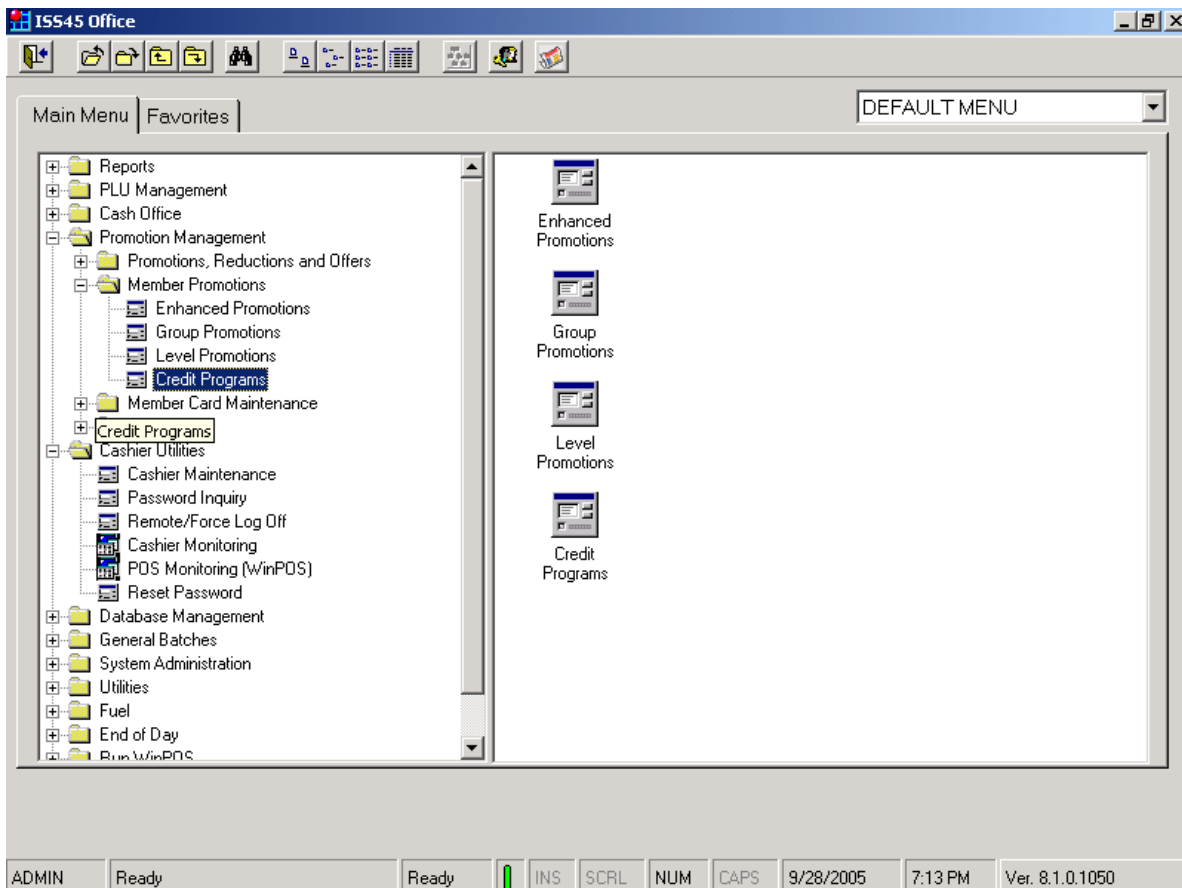
Credit Program Setup

In this fuel coupon voucher promotion, the Credit Program promotion (Credit Program # 3, in this example) will print a fuel coupon voucher with a scannable barcode that can be used for a future gas purchase. The bar-coded voucher can be scanned at the pump, allowing a customer to redeem their credits (Dollar Amount Off Fuel Voucher) on pay-at-pump fuel transactions.

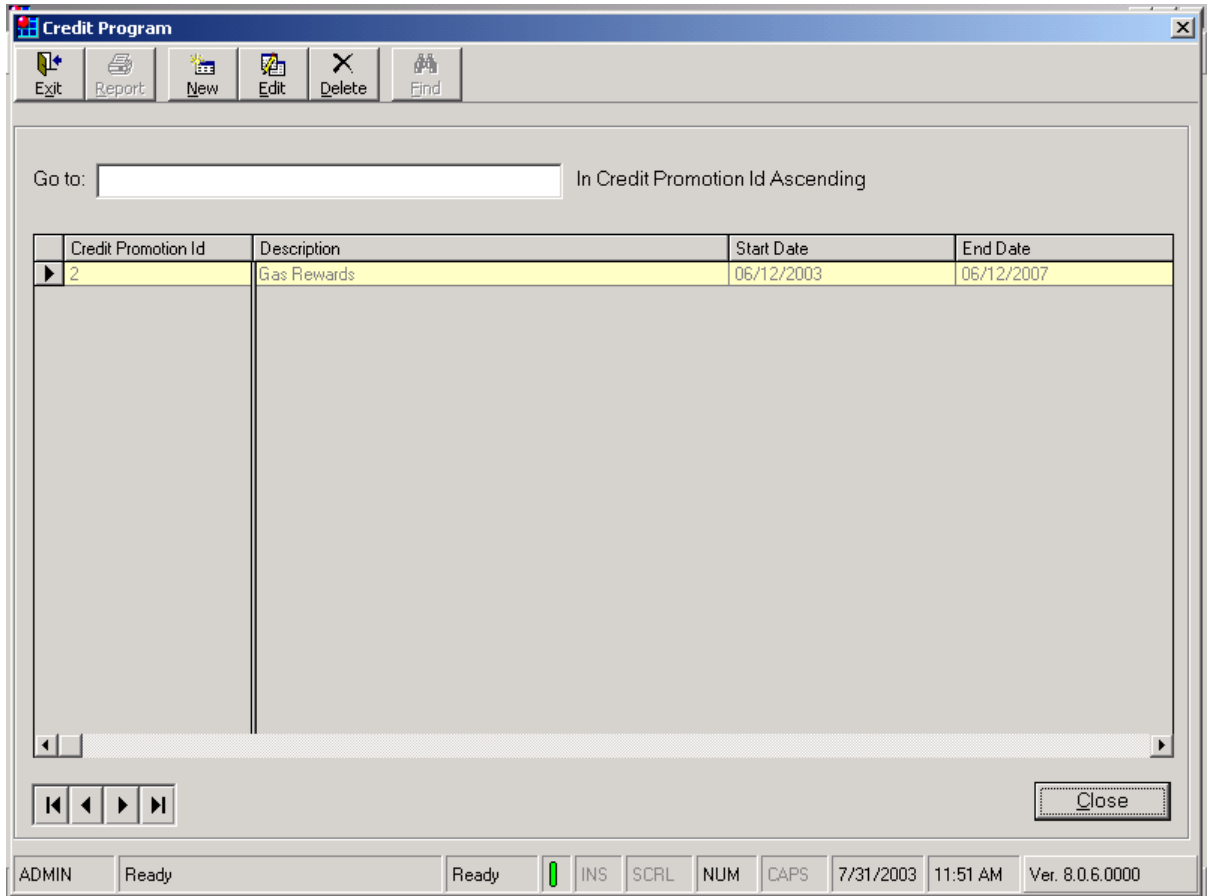
This Credit Program is linked to Enhancement Promotion # 30, which establishes the promotion criteria.

➤ To add the Credit Program

- 1 From the ISS45 Main Menu, select the Promotion Management menu and then Member Promotions. The Credit Programs option appears.



- 2 Double-click on Credit Programs. The Credit Program list appears.



- 3 On the toolbar, select *New*. The Credit Program tabbed dialog box appears.

Credit Program

Credit Program ID: 3

Description: \$ Off Fuel Voucher

General | Settings | Printing settings | Member Card Settings | Visual Effects Settings

Start date: 01/24/2005 00:00 Credit Program Type: Gas Reward

End date: 04/20/2010 23:59

Day Settings

| | From | To |
|---|-------|-------|
| <input checked="" type="checkbox"/> Monday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Tuesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Wednesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Thursday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Friday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Saturday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Sunday | 00:00 | 23:59 |

Report to loyalty promotion server

Define start and end time for each day of the week.
Reward will be given during those hours only.

Navigation: [Back] [Forward] [OK] [Cancel] [Apply]

- 4 Enter the appropriate program ID number in the *Credit Program ID* field (Credit Program # 3, in this example). This Credit Program will be linked to Enhancement Promotion # 30, see page 2-65.
- 5 Type in the program description in the *Description* field.
- 6 On the *General* tab, set the following:
- Start Date and Time / End Date and Time – Set the dates and time of day the promotion is valid.
 - Credit Program Type: Select Gas Reward.

7 Click on the *Settings* tab.

Credit Program

Credit Program ID: 3

Description: \$ Off Fuel Voucher

General Settings Printing settings Member Card Settings Visual Effects Settings

Program Restrictions

Minimum order purchase: 1.00

Maximum credits program purchase: 1000.00

Minimum credits program purchase: 0.01

Minimum credits program purchase quantity: 0

Convert credits

Reward Tender Type: [Dropdown]

Event invisible on receipt Negative event

| | Quantity | | Price |
|------------|----------|--------------|-------|
| Threshold: | 0 | Reward: | 0.00 |
| Step size: | 0 | Step Reward: | 0.00 |

Convert price amount

| | Price | | Quantity |
|------------|-------|--------------|----------|
| Threshold: | 0.00 | Reward: | 0 |
| Step size: | 0.00 | Step Reward: | 0 |

Navigation: [Back] [Forward] [OK] [Cancel] [Apply]

8 In this example, set the following (optional):

- Minimum Order Purchase: 1.00
- Maximum Credits Program Purchase: 1000.00
- Minimum Credits Program Purchase: .01

Note: This tab is used to define any program restrictions - minimum order purchases and credit program purchases. For more information on field definitions, please refer the *Chapter 8, Promotion Management*, in the *ISS45 Version 8 Office User's Guide*.

9 Click on the *Print Settings* tab.

The screenshot shows the 'Credit Program' dialog box with the 'Print Settings' tab selected. The 'Credit Program ID' is 3 and the 'Description' is '\$ Off Fuel Voucher'. The 'Print on Receipt' section has three checked options: 'Print credit earning after every item' (with template name 'FUEL_O_PR'), 'Print total credits earning on receipt' (with template name 'FUEL_O_TL'), and 'Print voucher'. The 'Print on Voucher' section has 'Print voucher' checked, 'Barcode for voucher ID' checked, and 'Earning details' unchecked. The 'Redeem validation period (in days)' is 30. Navigation buttons (back, forward, home, end) and 'OK', 'Cancel', and 'Apply' buttons are at the bottom.

10 On the *Print Settings* tab, enter the following options as required:

- Select the *Print credit earning after every item* checkbox to print points earned after each item on the customer receipt.
- Enter the appropriate item credit template name in the *Item credit template name* field, as set up in Database Management, POS Controls.
- Select the *Print total credits earning on receipt* checkbox print total earnings on the receipt.
- Enter the appropriate total credit template name in the *Total credits on receipt template name* field, as set up in Database Management, POS Controls.
- Select the *Print Voucher* checkbox to print a voucher.

- Enter the appropriate 8-digit Fuel Reward voucher template name in the *Template name* field, as set up in Database Management, POS Controls. The name is alphanumeric and only capital letters are accepted.
- Select the *Barcode in Voucher ID* checkbox to print a scannable bar-coded fuel voucher.
- Enter number of days from issue date in the *Redeem validation period (in days)* box.

Note: The number of valid days prints on the multi-part receipt but does not validate unless Corema or a third party application (Fuel Links) is used that generates and tracks the credit program.

- 11 Click on *the Member Card Settings* tab.

The screenshot shows a dialog box titled "Credit Program" with a close button (X) in the top right corner. The "Credit Program ID" field contains the number "3" and the "Description" field contains "\$ Off Fuel Voucher". Below these fields are five tabs: "General", "Settings", "Printing settings", "Member Card Settings", and "Visual Effects Settings". The "Member Card Settings" tab is selected. Inside this tab, there is a checkbox labeled "Member Card Required" which is unchecked. Below this is a section titled "Available Card Schemes" containing a checkbox "Available for all Card Schemes" which is also unchecked. Underneath are ten numbered dropdown menus (1 through 10), all of which are currently blank. At the bottom of the dialog box, there are four navigation buttons (Home, Back, Forward, End) and three action buttons: "OK", "Cancel", and "Apply".

- 12 On the *Member Card Settings* tab, leave all of the fields blank. This tab is not used the Credit Program Promotions.

- 13 Click on the *Visual Effects Settings* tab.

The screenshot shows the 'Credit Program' dialog box with the 'Visual Effects Settings' tab selected. The 'Credit Program ID' is set to 3 and the 'Description' is '\$ Off Fuel Voucher'. The 'Visual Effects Settings' tab contains the following options:

- Display AVI or BMP image
- AVI/BMP file name: []
- Duration time for display (seconds): [0]
- Do not refresh customer display image during special effect
- Display special message in message box
- text message: []
- Duration time for display (seconds): [0]
- Enter to messages queue
- Report to Internet Explorer component

At the bottom of the dialog box, there are navigation buttons (Home, Back, Forward, End) and 'OK', 'Cancel', and 'Apply' buttons.

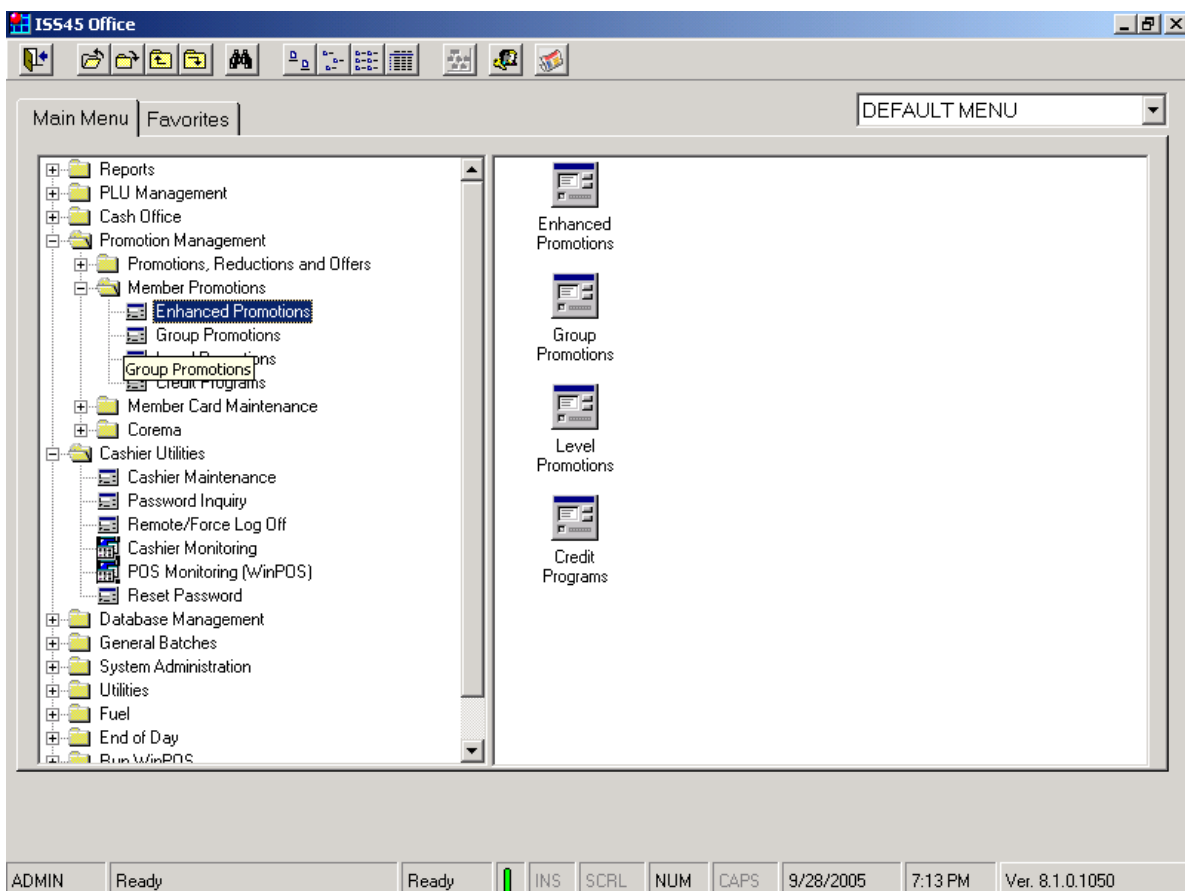
- 14 On the *Visual Effects Settings* tab, leave all the fields blanks. This option currently supports sound and video on selected promotions. It is not currently used with the ISS45 Fuel Application.
- 15 Click *OK* or *Apply* to save.

Enhanced Promotion # 1 Setup

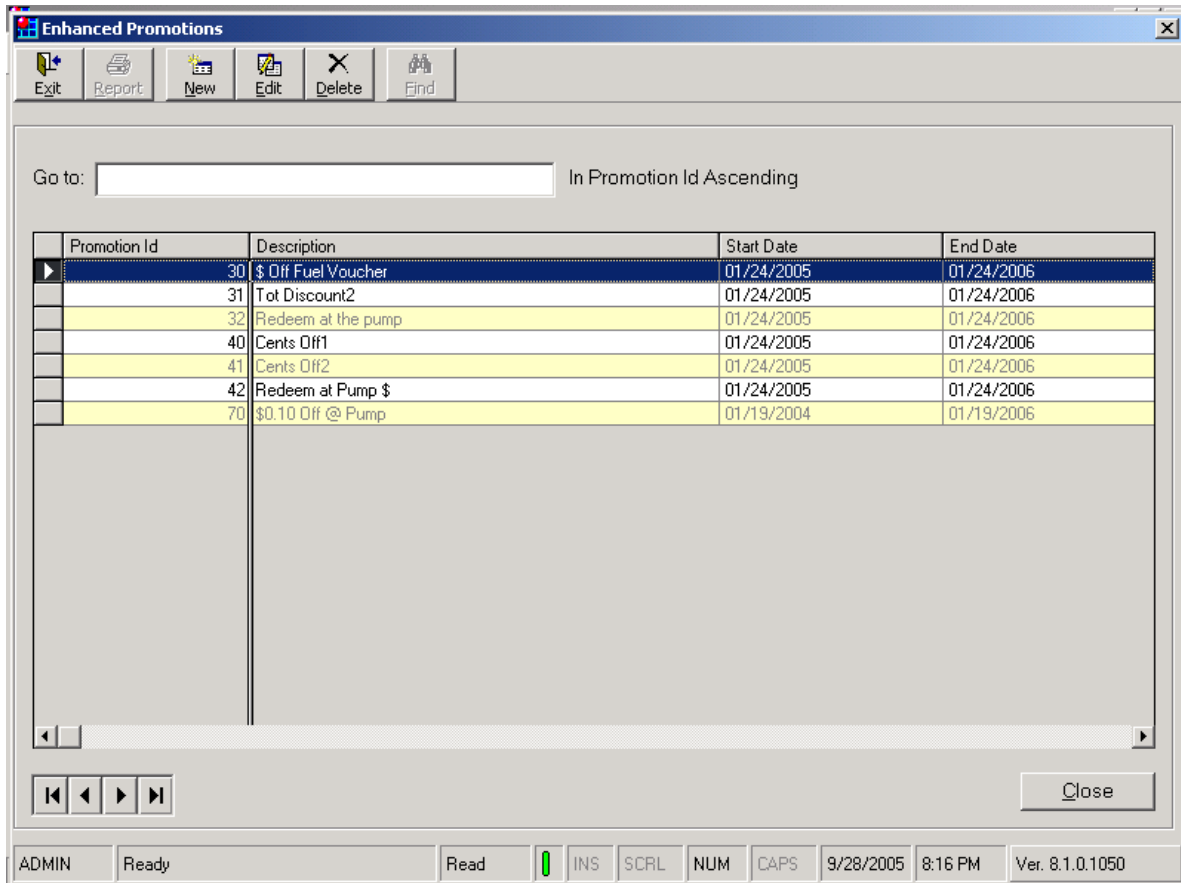
In this fuel promotion, the following Enhanced Promotion generates a bar-coded voucher for DOLLAR OFF future fuel purchase at the pump. The reward will be \$ 1.00 off next fuel purchase for every case of Alhambra water sold.

➤ **To create Enhanced Promotion # 1**

- 1 From the ISS45 Main Menu, select the Promotion Management menu and then Member Promotions. The Enhanced Promotion option appears.



- 2 Double-click on Enhanced Promotions and the Enhanced Promotions list appears.



- On the toolbar, select *New*. The Enhanced Promotion tabbed dialog box appears.

Enhanced Promotion

Promotion ID:

Description:

General | Setting | Member Card Settings | Loyalty Server

Start date:

End date:

Day Settings

| | From | To | |
|---|-------|-------|---|
| <input checked="" type="checkbox"/> Monday | 00:00 | 23:59 | <input type="button" value="All On"/> <input type="button" value="All Off"/> |
| <input checked="" type="checkbox"/> Tuesday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Wednesday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Thursday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Friday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Saturday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Sunday | 00:00 | 23:59 | |

Define start and end time for each day of the week.
Reward will be given during these hours only.

Credit Program:

Linked Promotion:

Coupon Type:

Coupon Required:

Delayed Promotion

Non Netted Discount

Promotion Identifier:

- Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 30, in this example).
- Type in the promotion description in the *Description* field.
- On the *General* tab, set the following:
 - Start Date and Time / End Date and Time – Set the dates and time of day the promotion is valid.

Note: These dates may differ from the credit program dates; you can have multiple enhanced promotions with different point values or effective dates linked to a single Credit Program.

- Credit Program: Select appropriate Credit Promotion from the drop-down box (Credit Program # 3, in this example). This will be the Credit Promotion responsible for printing the multi-part receipt.
- *Non Netted Discount* can be checked if the promotional amount is not deducted from net sales. See *ISS45 Version 8 Office User's Guide (45001/031)*, Chapter 8.

7 Click on the *Set Attachment* button and the Set Attachment screen appears:

| Item ID | Type | Description |
|---------|------|-------------|
| 1 | PLU | Alhambra |

- 8 Select *Link by UPC* from the dropdown box in the *Set Attachment by* field.
- 9 Click on the *Ellipsis* [...] button and select the products that you want to attach to this promotion. The purchase of these item(s) will trigger the printing of a bar-coded voucher for future fuel purchase.
- 10 Click *OK* and *Close*.
- 11 Click on the *Setting* tab.

Enhanced Promotion

Promotion ID: 30

Description: GEN \$ Off Voucher

General | **Setting** | Member Card Settings | Loyalty Server

Mark Down Department: [Dropdown]

Group Type: Weighted/Decimal

Reward Type: Credits

Reward: 100 Give reward on: Highest Price

Reward Entered By cashiers Points Redemption Approval

Limit Quantity: 0

Minimum Purchase: 0.00

Weight

Threshold: 1.000 Minimum Item Value: 0.00

2nd Threshold: 0.000 Minimum Item Weight: 0.000

Reward By Threshold Maximum Item Weight: 0.000

[Navigation Buttons] [OK] [Cancel] [Apply]

12 On the *Setting* tab, set the following:

- Group Type: "Weighted/Decimal"
- Reward Type: "Credits"
- Reward: Enter number of credits earned for each item purchased.
- Limit Quantity: Enter number of times promotion can be given within the transaction.
- Threshold: Enter the quantity a customer must purchase in order to receive the reward. Enter one in this example.
- 2nd Threshold: Enter the additional quantity a customer must purchase in order to receive the reward again. Set to one to allow the reward to be given for each additional item purchased.

- 13 Click on the *Member Card Settings* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Member Card Settings' tab selected. The 'Promotion ID' is 30 and the 'Description' is 'GEN \$ Off Voucher'. The 'Member Card Required' checkbox is unchecked, and the 'Points Required to Redeem' is 0. The 'Available Card Schemes' section contains a checkbox for 'Available for all Card Schemes' which is also unchecked, and ten numbered dropdown menus (1-10) for selecting specific card schemes. The dialog has navigation arrows at the bottom left and 'OK', 'Cancel', and 'Apply' buttons at the bottom right.

- 14 On the *Member Card Settings* tab, leave blank if member cards are not required, otherwise set appropriate card schemes.

- 15 Click on the *Loyalty Server* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Loyalty Server' tab selected. The 'Promotion ID' field contains '30' and the 'Description' field contains 'GEN \$ Off Voucher'. The 'Loyalty Server' tab is active, showing a checkbox for 'Update Loyalty Server' and a list of 16 segments (Segment1 through Segment16), each with an unchecked checkbox. At the bottom, there are navigation arrows and buttons for 'OK', 'Cancel', and 'Apply'.

- 16 On the *Loyalty Server* tab, leave blank unless member cards are used and a host loyalty application (like Corema) are being used.
- 17 Click *OK* or *Apply* to save.

Enhanced Promotion # 2 Setup

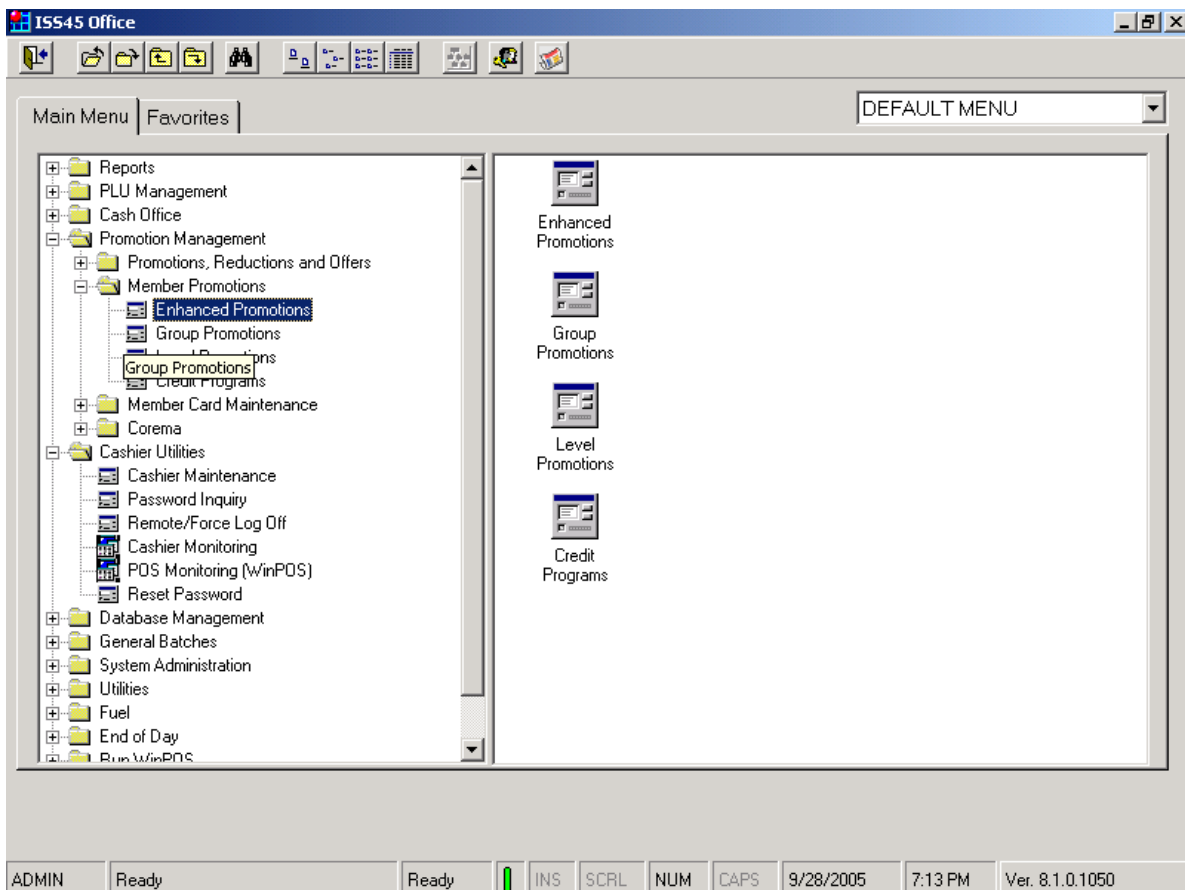
This Enhanced Promotion handles the redemption of the fuel voucher. When the customer scans the bar-coded voucher on a pay-at-pump

transaction, this promotion calculates and issues the savings to the customer.²

The “Promotion ID” for this Enhanced Promotion must be included in the fuel footer template (_Fuel_O_F) to enable the redemption of the fuel voucher. See “Sample of _Fuel_O_F, on page 91, below.

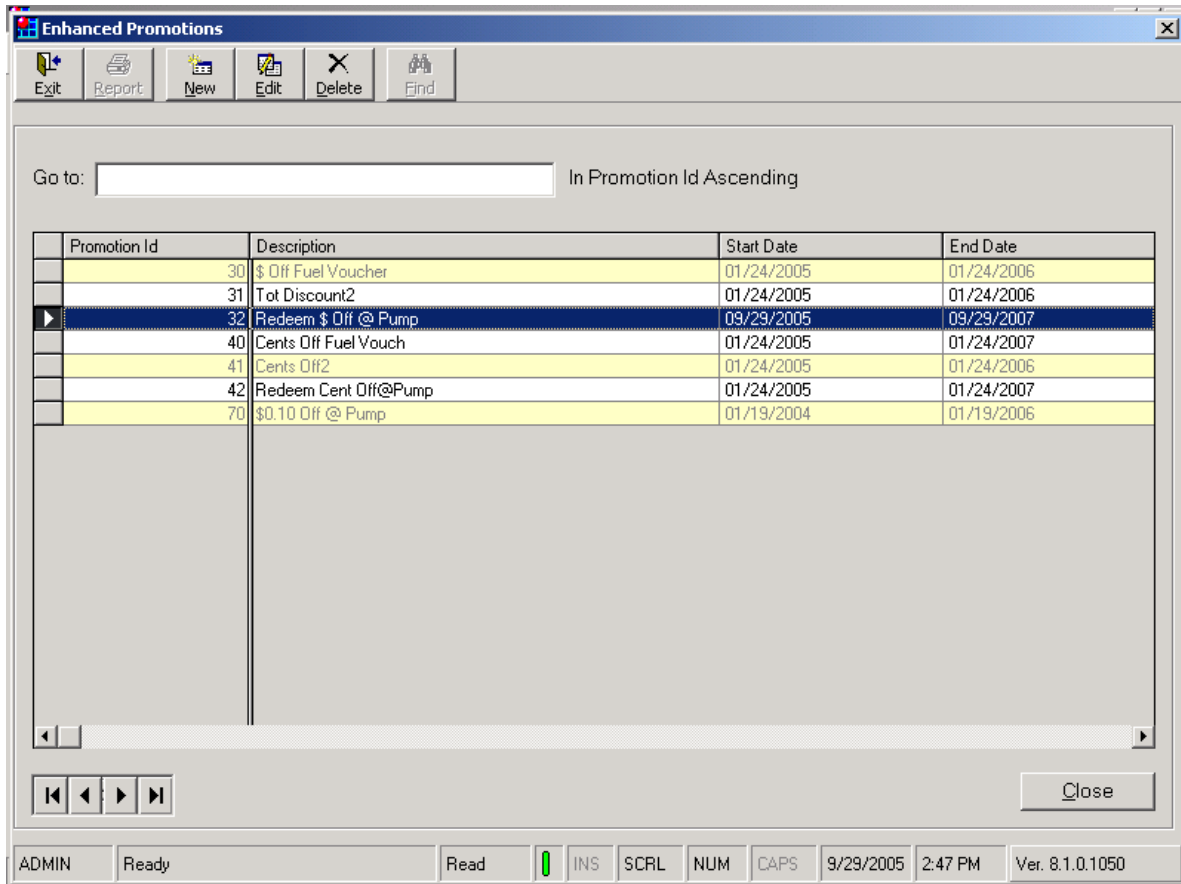
➤ **To create Enhanced Promotion # 2**

- 1 From the ISS45 Main Menu, select the Promotion Management menu and then Member Promotions. The Enhanced Promotion option appears.



² Bar-coded fuel vouchers must be scanned after the debit / credit card has been swiped at the pump, in order to receive the savings.

- 2 Double-click on Enhanced Promotions and the Enhanced Promotions list appears.



- On the toolbar, select *New*. The Enhanced Promotion tabbed dialog box appears.

Enhanced Promotion

Promotion ID: 42

Description: Redeem \$V Off @Pump

General | Setting | Member Card Settings | Loyalty Server

Start date: 01/24/2005 00:00

End date: 12/31/2008 23:59

Day Settings

| | From | To | |
|---|-------|-------|-------------------|
| <input checked="" type="checkbox"/> Monday | 00:00 | 23:59 | All On All Off |
| <input checked="" type="checkbox"/> Tuesday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Wednesday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Thursday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Friday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Saturday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Sunday | 00:00 | 23:59 | |

Define start and end time for each day of the week.
Reward will be given during these hours only.

Credit Program: [Dropdown]

Linked Promotion: [Dropdown]

Coupon Type: One Time Per Reward [Dropdown]

Coupon Required: 4321

Delayed Promotion

Non Netted Discount

Promotion Identifier: [Text]

Set Attachment

Navigation: [Back] [Forward] [OK] [Cancel] [Apply]

- Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 42, in this example).
- Type in the promotion description in the *Description* field.
- On the *General* tab, set the following:
 - Start Date and Time / End Date and Time – Set the dates and time of day the promotion is valid.

Note: These dates may differ from the credit program dates; you can have multiple enhanced promotions with different point values or effective dates linked to a single Credit Program.

- Credit Program: Normal or Blank.

- Coupon Type: Select “One Time Per Reward”
- Coupon Required: Enter the number that the cashier can use to key-enter the redeemable fuel coupon voucher (if it is not scanned at the pump). This number should also be included in template `_Fuel_O_F`, see “Sample of `_Fuel_O_F`” on page 91, below.
- *Non Netted Discount* can be checked if the promotional amount is not deducted from net sales. See *ISS45 Version 8 Office User’s Guide (45001/031)*, Chapter 8.

7 Click on the *Set Attachment* button and the Set Attachment screen appears:

Set Attachment

Promotion ID: 42

Description: Redeem \$V Off @Pump

| Item ID | Type | Description |
|---------|------|--------------|
| 150 | PLU | REGULAR FUEL |
| 160 | PLU | PLUS FUEL |
| 170 | PLU | PREMIUM FUEL |

Set Attachment By: Link by UPC

Filters
Link Type: All Links

Count
Plu: 3
Department: 0
Mix & Match: 0
Manufacture: 0
Price Group: 0
Segments: 0

Navigation: [Back] [Forward] [Delete] [Close]

- 8 Select *Link by UPC* from the dropdown box in the *Set Attachment by* field.
- 9 Click on the *Ellipsis [...]* button and select the fuel PLU items that qualify for the redemption of the fuel voucher.
- 10 Click *OK* and *Close*.

11 Click on the *Setting* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Setting' tab selected. The 'Promotion ID' is 42 and the 'Description' is 'Redeem \$V Off @Pump'. The 'Setting' tab contains the following fields and options:

- Mark Down Department: [Dropdown menu]
- Group Type: [Weighted/Decimal]
- Reward Type: [Amount off order]
- Reward: [1.00] Give reward on: [Highest Price]
- Reward Entered By cashiers Points Redemption Approval
- Limit Quantity: [0]
- Minimum Purchase: [0.00]
- Weight section:
 - Threshold: [0.001] Minimum Item Value: [0.00]
 - 2nd Threshold: [0.000] Minimum Item Weight: [0.000]
 - Maximum Item Weight: [0.000]
 - Reward By Threshold

Navigation buttons (back, forward, etc.) and 'OK', 'Cancel', 'Apply' buttons are at the bottom.

12 On the *Setting* tab, set the following:

- Mark Down Department: Select appropriate markdown department (optional).
- Group Type: "By Value"
- Reward Type: "Amount off Order"
- Reward: Leave Blank.
- Reward Entered by Cashier: Select Checkbox

- 13 Click on the *Member Card Settings* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Member Card Settings' tab selected. The 'Promotion ID' is 42 and the 'Description' is 'Redeem \$V Off @Pump'. The 'Member Card Required' checkbox is unchecked, and the 'Points Required to Redeem' is 0. The 'Available Card Schemes' section has the 'Available for all Card Schemes' checkbox unchecked, and ten dropdown menus numbered 1 through 10 are visible.

Enhanced Promotion

Promotion ID: 42

Description: Redeem \$V Off @Pump

General Setting Member Card Settings Loyalty Server

Member Card Required 0 Points Required to Redeem

Available Card Schemes

Available for all Card Schemes

1. [Dropdown] 6. [Dropdown]

2. [Dropdown] 7. [Dropdown]

3. [Dropdown] 8. [Dropdown]

4. [Dropdown] 9. [Dropdown]

5. [Dropdown] 10. [Dropdown]

Navigation buttons: [Home] [Back] [Forward] [End]

OK Cancel Apply

- 14 On the *Member Card Settings* tab, leave blank if member cards are not required, otherwise set appropriate card schemes.

15 Click on the *Loyalty Server* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Loyalty Server' tab selected. The 'Promotion ID' field contains '42' and the 'Description' field contains 'Redeem \$V Off @Pump'. The 'Loyalty Server' tab is active, showing a checkbox for 'Update Loyalty Server' and a list of 16 segments (Segment1 through Segment16), each with an unchecked checkbox. At the bottom, there are navigation arrows and buttons for 'OK', 'Cancel', and 'Apply'.

16 On the *Loyalty Server* tab, leave blank unless member cards are used and a host loyalty application (like Corema) are being used.

17 Click *OK* or *Apply* to save.

Template Setup

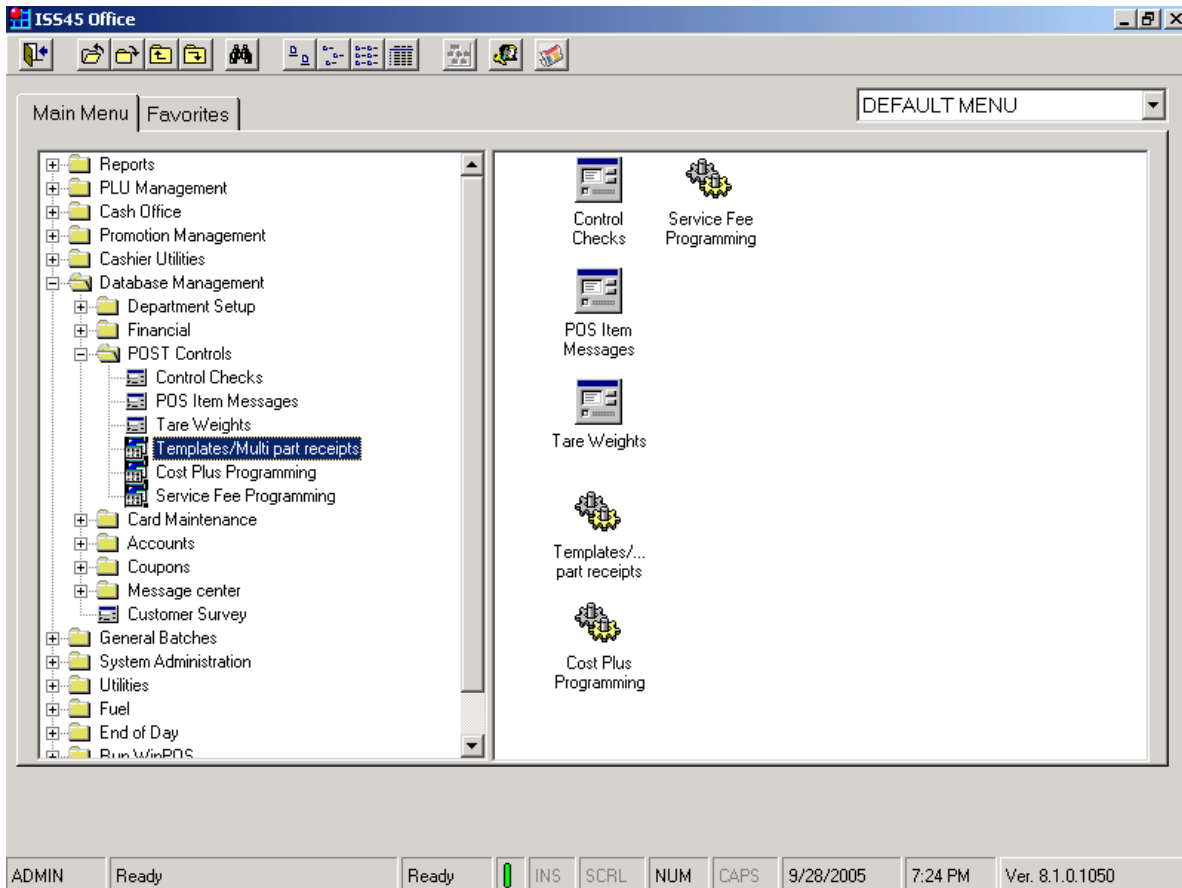
The following fuel templates are linked to the above Credit Program # 3:

- FUEL_O_PR Template - This template controls the printing of the promotion rewards (credits/points) after each item on the customer receipt.
- FUEL_O_TL Template – This template controls the printing of the total gas rewards (credits/points) on the customer receipt.
- _FUEL_O_H Template – This template contains the header portion of the multi-part fuel voucher. It contains header information like store name, transaction number, cashier number, terminal number, date, time, etc.
- _FUEL_O_F Template – This template contains the scannable barcode and must include the Enhanced Promotion ID for redeeming the voucher at the pump (Enhanced Promotion # 42, in this example).
- _FUEL_O_ is the template name that is defined in the Credit Program, on the Setting tab, under “Print on Voucher” section, in the “Template name:” field. This template calls in the following two templates:
 - _FUEL_O_H Template
 - _FUEL_O_F Template –

After modifying/editing the above templates, make sure to add the appropriate template names in the fields on the *Setting* tab, in the Credit Program record.

➤ **To set up the Fuel Templates**

- 1 From the ISS45 Main Menu, select Database Management and then POST Controls. The Templates/Multi-part Receipts option appears.



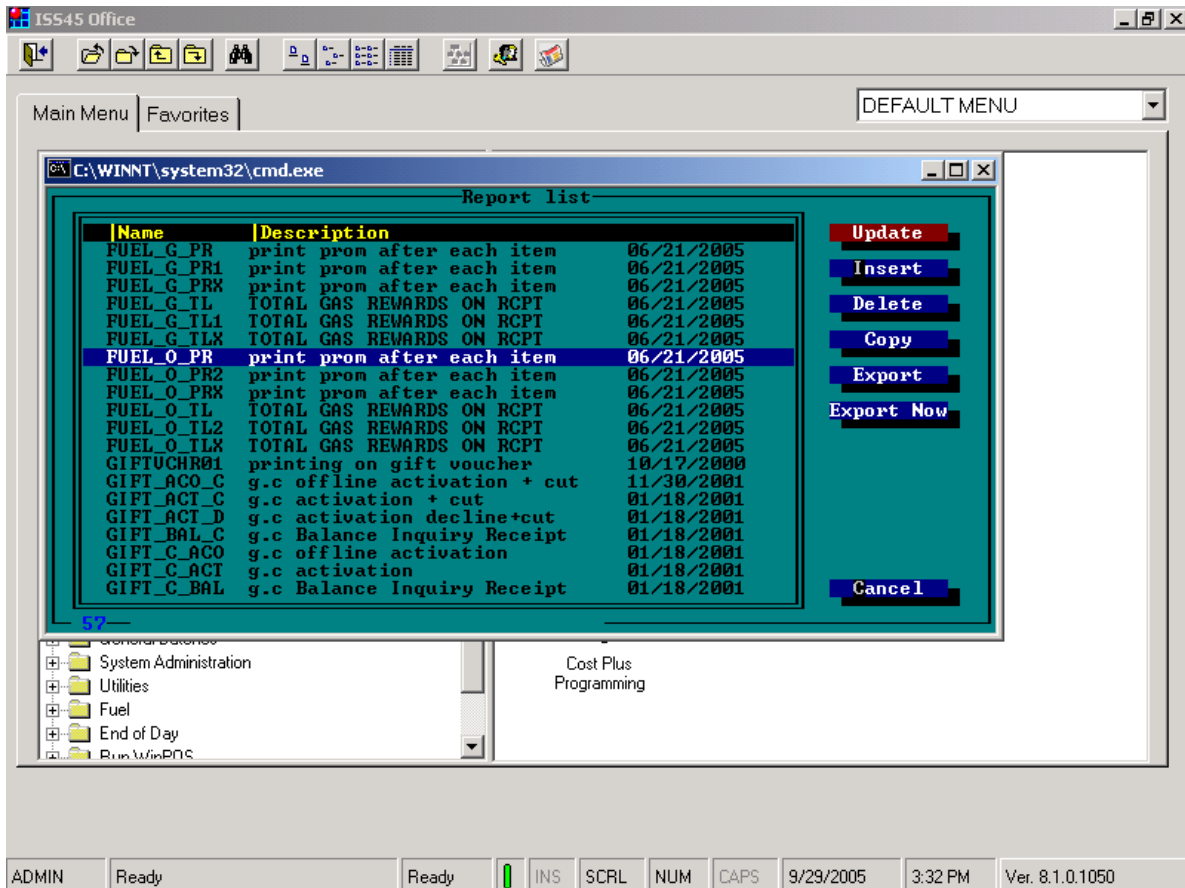
- 2 Double-click on Templates/Multi-part Receipts and a list of the templates appears.
- 3 Locate and edit the following templates:
 - FUEL_O_PR
 - FUEL_O_TL
 - _FUEL_O_F
 - _FUEL_O_H

Note: It is recommended that you save a copy of the original templates before editing. For additional information on designing/editing/coping ISS45 Templates, refer to *Chapter 5, Database Management*, in the *ISS45 Version 8 Office User Guide*.

4 Modify FUEL_O_PR template.

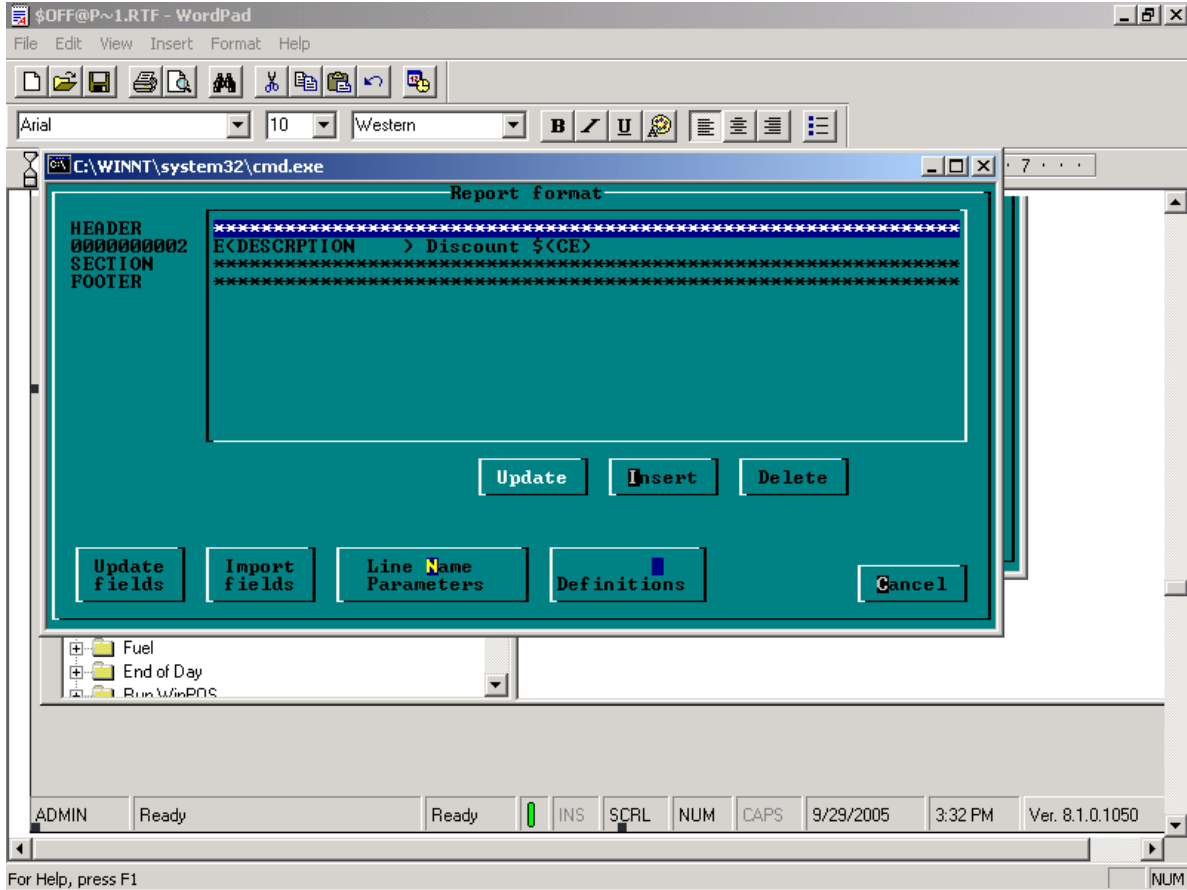
FUEL_O_PR Template

This template controls the printing of the promotion after each item on the customer receipt and is linked to Credit Program # 3.



FUEL_O_PR Template Contents:

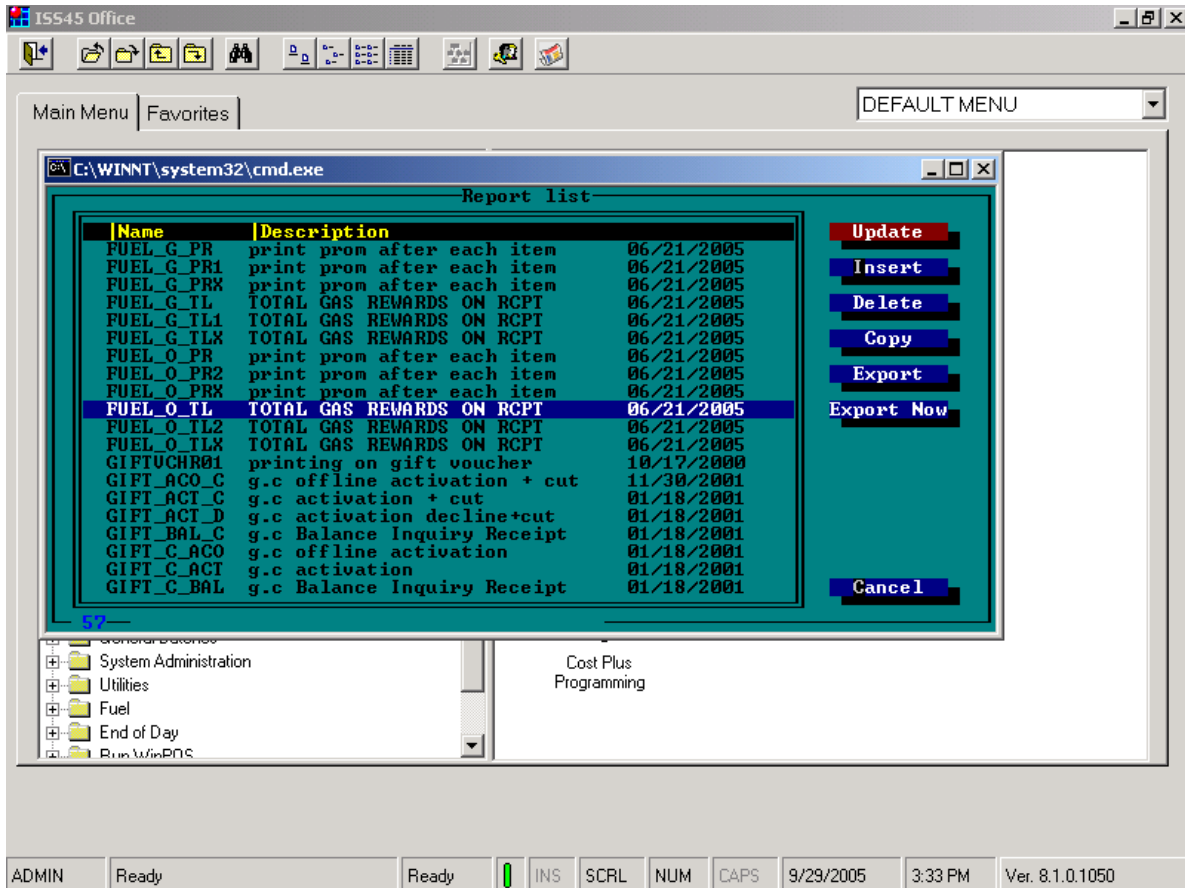
This screen is showing the contents of the FUEL_O_PR template. It can be renamed and / or edited for contents per customer requirements.



5 Modify FUEL_O_TL template.

FUEL_O_TL Template:

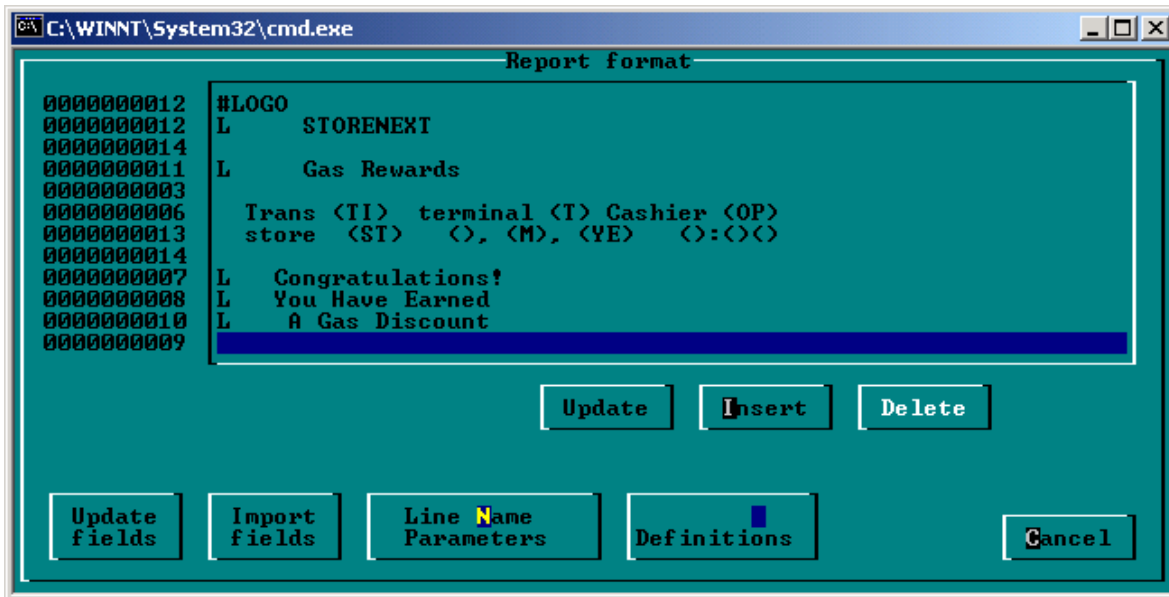
This template prints the total gas rewards (credits) on the customer receipt and is linked to Credit Program # 3.



6 Modify _FUEL_O_H

_FUEL_O_H Template

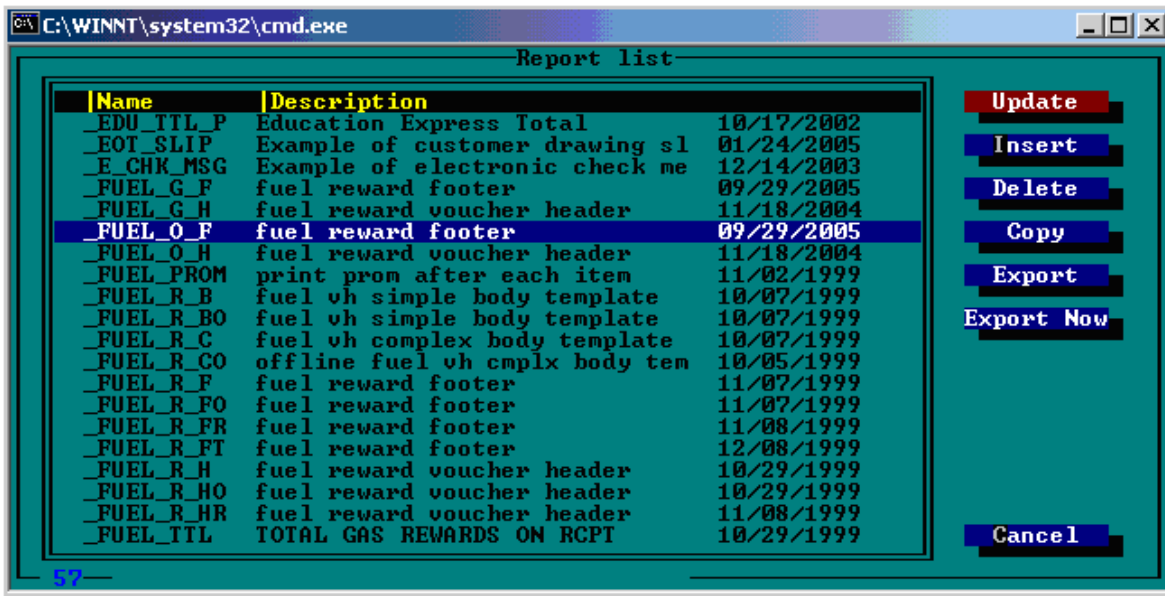
This template contains the multi-part header for the fuel voucher receipt. This template contains header information (e.g., store name, transaction number, cashier number, terminal name, etc.) and does not require editing for the fuel template to work.



- 7 Modify _FUEL_O_ F template.

FUEL_O_F Template

This template prints the scannable barcode voucher on the customer receipt. The customer uses this bar-coded voucher to redeem credits at the fuel pump on a future gas purchase.



- 8 Return to the Credit Program, under Promotion Management. Enter the Fuel Voucher template names in the appropriate fields on the *Setting* tab, in the Credit Program promotion record.
- 9 Create an ISS45 function for manual cashier redemption of the fuel coupon voucher; in case, the customer is unable to scan the barcode.
- 10 Edit Menusys.mac on each fuel POS terminal to include the redemption method.

Sample of _Fuel_O_F Template


The following is a sample of the contents of this template. It can be renamed and / or edited for contents per customer requirements.

————Sample of _Fuel_O_F Template Contents————

```
HEADER *****
000000003 E Total Gas Credit      (PRG_AMOU)
000000005
000000006
000000007 E   Redeem on or Before (M) (), (YE)
000000008 E     At owner gas station
000000009
000000010 E Purchased and May Not Exceed Price Per
000000011 E     Gallon at Pump
000000013
000000014 E *****
000000015 E     Voucher # (VOUCHER_N)
000000016 E *****
000000017 E   Cashier: Key in 4321
000000018 #FP_0042 Note: This must be in the template and is the
number of the promotion for redeeming at the pump!
000000019
000000020 #BAR_CODE
000000021
000000022 #CUT
SECTION *****
FOOTER *****
0000000192
```

Customer Receipt and Dollar Bar-coded Fuel Voucher Example

| | |
|--|---------------|
| StoreNext | |
| Welcome | |
| ISS45 Fuel Promotions | |
| | |
| <u>GROCERY</u> | |
| Alhambra 24 – Bottles | \$5.99T |
| \$ Off Fuel Voucher | \$1.00 |
| | |
| Total | \$6.29 |
| | |
| BALANCE DUE | \$6.29 |
| Cash | \$7.00 |
| | |
| Change | \$0.61 |
| | |
| Sub Total | \$5.99 |
| Total Tax | \$0.30 |
| Total | \$6.29 |
| | |
| <u> Total number of items sold = 1</u> | |
| CASHIER NAME: Ethel Gasolynski | |
| C0001 # 0128 12:38:01 JUN 2, 2007 | |
| S0001 R002 | |
| | |
| THANK YOU FOR SHOPPING AT | |
| STORENEXT | |

| | |
|--|------|
| StoreNext | |
| Gas Rewards | |
| Trans 0129 Terminal 002 Cashier 0001 | |
| Store 0001 JUN 2, 2007 12:54 pm | |
| | |
| Congratulations! | |
| | |
| You Have Earned | |
| A Gas Discount | |
| | |
| Total Gas Credit | 1.00 |
| | |
| Redeem on or Before JULY 1, 2007 at the StoreNext Fuel Simulator, in Plano, Texas. | |
| Please Scan the Voucher at the Pump after Swiping Your Debit or Credit Card. | |
| Discount Applies on Any Grade of Fuel and Not to Exceed the Total Purchase Price of the Fuel | |
| Voucher # 73718215 | |
| Cashier: Key in 4321 | |
| | |
|  | |

Cents Off per Gallon Bar-coded Fuel Voucher

In this “Cents Off per Gallon Bar-coded Fuel Voucher” promotion example, a \$.05/Gallon Off fuel voucher is issued whenever a customer purchases PLU # 3 (Yellow Things). The reward earned will print under each item and a separate single multi-part receipt will print with the credit earned for a future gas purchase. The multi-part voucher will contain a barcode (optional) that can be scanned at the fuel pump for redemption.

This type of promotion is designed for pay-at-pump transactions. After the customer swipes their debit / credit card, they can scan their bar-coded voucher. The fuel grade prices (per gallon) will be lowered on the pumps, based on the promotion criteria established in an ISS45 Enhanced Promotion. The pump display will reflect the new prices for all grades. The customer can select a grade and the fuel will be dispensed at the new reduced price per gallon.³

To create this promotion, the following functions need to be setup in the ISS45 Back Office application:

1. Create one new Credit Program.
2. Create two Enhancement Promotions:
 - A. Enhancement Promotion # 1 – This promotion defines the criteria for the reward (\$.05/gallon off next purchase of fuel, when purchasing a Yellow Thing, in this example).
 - B. Enhancement Promotion # 2 – This promotion handles the redemption of the fuel voucher. When the customer scans the barcode at the pump, this promotion calculates the new reduced price per gallon for all fuel grades. The new grade prices (per gallon) are reflected on the pump display.

The “Promotion ID” for this Enhanced Promotion must be included in the fuel footer template (`_FUEL_G_F`) to enable the redemption of the fuel voucher. See “Sample of `_FUEL_G_F` Template”, on page 2-121, below.

3. Edit/modify the following ISS45 templates:

³With this type of fuel promotion, only one fuel voucher is allowed per transaction. The fuel voucher can only be redeemed at issuing store.

- C. FUEL_G_PR Template - controls the printing of the fuel rewards (credits/points) after each item on the customer receipt.
- D. FUEL_G_TL Template – Controls the printing of the total gas rewards (credits/points) in an order on the customer receipt.
- E. _FUEL_G_H Template – Contains the multi-part header for the fuel voucher receipt. This template contains header information (e.g., store name, transaction number, cashier number, terminal name, etc.) and does not require editing for the fuel template to work.
- F. _FUEL_G_F Template – Contains the multi-part footer for the fuel voucher receipt, with scannable barcode.

Note: The templates, _FUEL_G_H (multi-part receipt header) and _FUEL_G_F (multi-part receipt trailer), above, are called in by template _FUEL_G_ in the Credit Program. Refer to Credit Program Setup, below, for details.

- 4. Create an ISS45 function for manual cashier redemption of the fuel coupon voucher (i.e., store coupon, negative department, or tender), in case, the customer is unable to scan the barcode.
- 5. Edit Menusys.mac file on each fuel center terminal to include the fuel redemption method (e.g., new “Fuel Rewards” department, new “Fuel Rewards” tender) under the appropriate Cashier touch menus.

The following sections provide detailed setup procedures for the Credit Promotion, Enhance Promotion and ISS45 Templates. Refer to the *ISS45 Version 8 Office User Guide*, for details on creating PLUs, departments, tenders and keyboard functions.

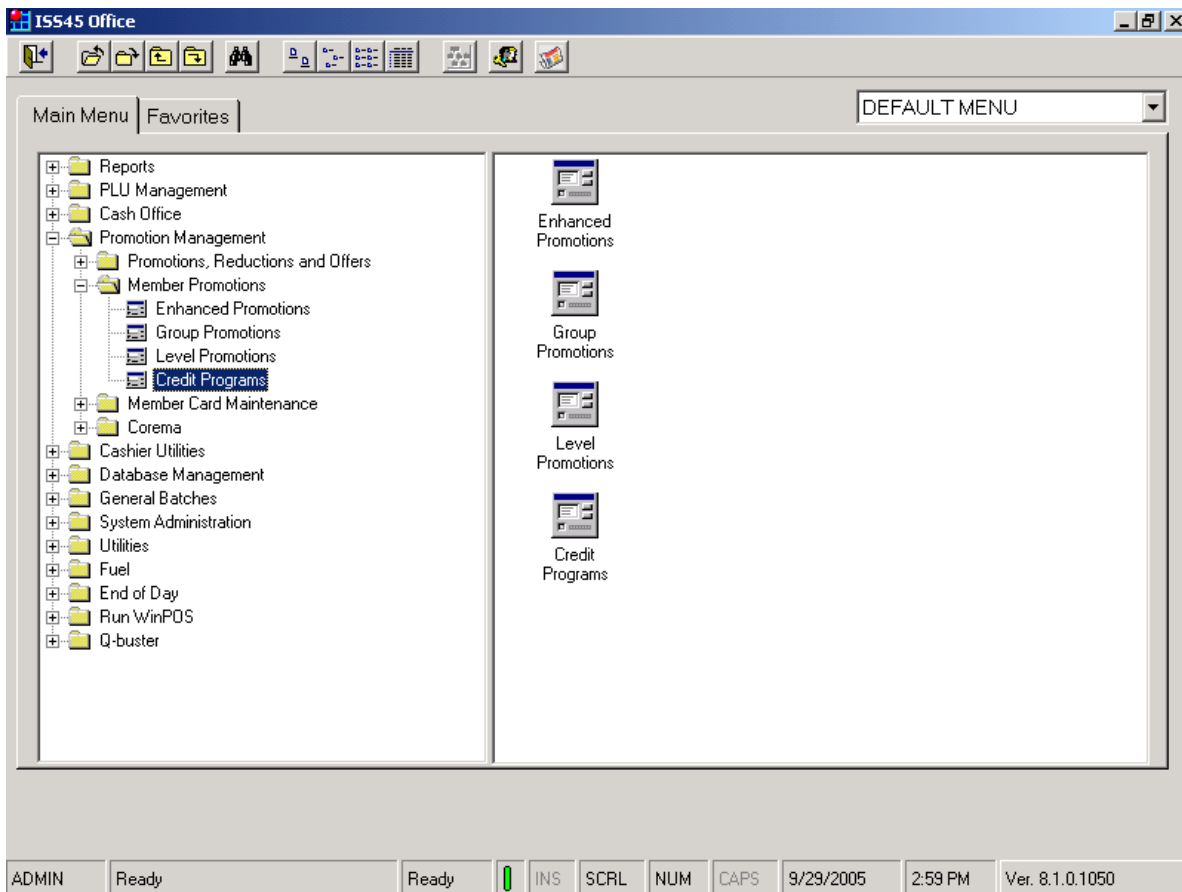
Credit Program Setup

In this fuel coupon voucher promotion, the Credit Program promotion (Credit Program # 4, in this example) controls what is printed on the bar-coded voucher receipt that the customer scans at the fuel pump for the “Cents off per Gallon” fuel promotion.

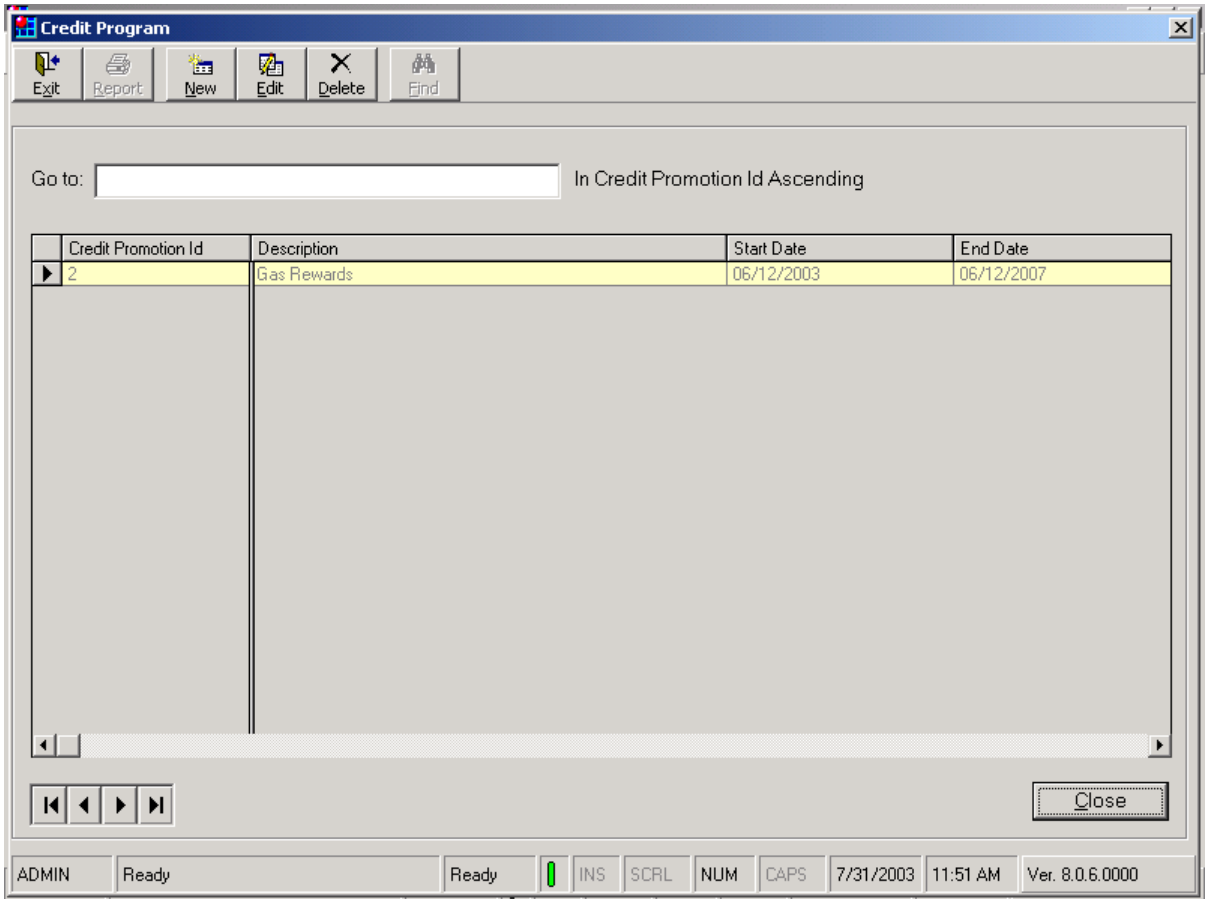
This Credit Program is linked to Enhancement Promotion # 40, which establishes the promotion criteria.

➤ To add the Credit Program

- 1 From the ISS45 Main Menu, select the Promotion Management menu and then Member Promotions. The Credit Programs option appears.



- 2 Double-click on Credit Programs. The Credit Program list appears.



- 3 On the toolbar, select *New*. The Credit Program tabbed dialog box appears.

Credit Program

Credit Program ID: 4

Description: Cents Off Fuel Vouch

General Settings Printing settings Member Card Settings Visual Effects Settings

Start date: 01/24/2005 00:00 Credit Program Type: Gas Reward

End date: 01/24/2006 23:59

Day Settings

| | From | To |
|---|-------|-------|
| <input checked="" type="checkbox"/> Monday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Tuesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Wednesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Thursday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Friday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Saturday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Sunday | 00:00 | 23:59 |

Report to loyalty promotion server

All On

All Off

Define start and end time for each day of the week.
Reward will be given during those hours only.

OK Cancel Apply

- 4 Enter the appropriate program ID number in the *Credit Program ID* field (Credit Program # 4, in this example). This Credit Program will be linked to Enhancement Promotion # 32, see page 2-100
- 5 Type in the program description in the *Description* field.
- 6 On the *General* tab, set the following:
 - Start Date and Time / End Date and Time – Set the dates and time of day the promotion is valid.
 - Credit Program Type: Select Gas Reward.

7 Click on the *Settings* tab.

The screenshot shows the 'Credit Program' dialog box with the 'Settings' tab selected. The 'Credit Program ID' is 4 and the 'Description' is 'Cents Off Fuel Vouch'. The 'Program Restrictions' section includes:

| | |
|--|--------|
| Minimum order purchase: | 1.00 |
| Maximum credits program purchase: | 100.00 |
| Minimum credits program purchase: | 0.01 |
| Minimum credits program purchase quantity: | 0 |

The 'Convert credits' section has a 'Reward Tender Type' dropdown menu, and two checkboxes: 'Event invisible on receipt' and 'Negative event'. Below these are two tables for threshold and step settings:

| | Quantity | Reward: | Price |
|------------|----------|--------------|-------|
| Threshold: | 0 | | 0.00 |
| Step size: | 0 | Step Reward: | 0.00 |

| | Price | Reward: | Quantity |
|------------|-------|--------------|----------|
| Threshold: | 0.00 | | 0 |
| Step size: | 0.00 | Step Reward: | 0 |

At the bottom of the dialog are 'OK', 'Cancel', and 'Apply' buttons, along with navigation arrows.

8 In this example, set the following (optional):

- Minimum Order Purchase: 1.00
- Maximum Credits Program Purchase: 1000.00
- Minimum Credits Program Purchase: .01

Note: This tab is used to define any program restrictions - minimum order purchases and credit program purchases. For more information on field definitions, please refer the *Chapter 8, Promotion Management*, in the *ISS45 Version 8 Office User's Guide*.

9 Click on the *Print Settings* tab.

The screenshot shows the 'Credit Program' dialog box with the 'Print Settings' tab selected. The 'Credit Program ID' is 4 and the 'Description' is 'Cents Off Fuel Vouch'. The 'Print on Receipt' section has three checked options: 'Print credit earning after every item' (with template name 'FUEL_G_PR'), 'Print total credits earning on receipt' (with template name 'FUEL_G_TL'), and 'Print voucher' (with template name '_FUEL_G_'). The 'Create/print voucher ID from' dropdown is set to 'None'. The 'Barcode for voucher ID' checkbox is checked, and 'Earning details' is unchecked. The 'Redeem validation period (in days)' is 30. The dialog has 'OK', 'Cancel', and 'Apply' buttons at the bottom.

10 On the *Print Settings* tab, enter the following options as required:

- Select the *Print credit earning after every item* checkbox to print points earned after each item on the customer receipt.
- Enter the appropriate item credit template name in the *Item credit template name* field, as set up in Database Management, POS Controls.
- Select the *Print total credits earning on receipt* checkbox print total earnings on the receipt.
- Enter the appropriate total credit template name in the *Total credits on receipt template name* field, as set up in Database Management, POS Controls.
- Select the *Print Voucher* checkbox to print a voucher.
- Enter the appropriate 8-digit Fuel Reward voucher template name in the *Template name* field, as set up in Database Management, POS Controls. The name is alphanumeric and only capital letters are accepted.

- Select the *Barcode in Voucher ID* checkbox to print a scannable bar-coded fuel voucher.
- Enter number of days from issue date in the *Redeem validation period (in days)* box.

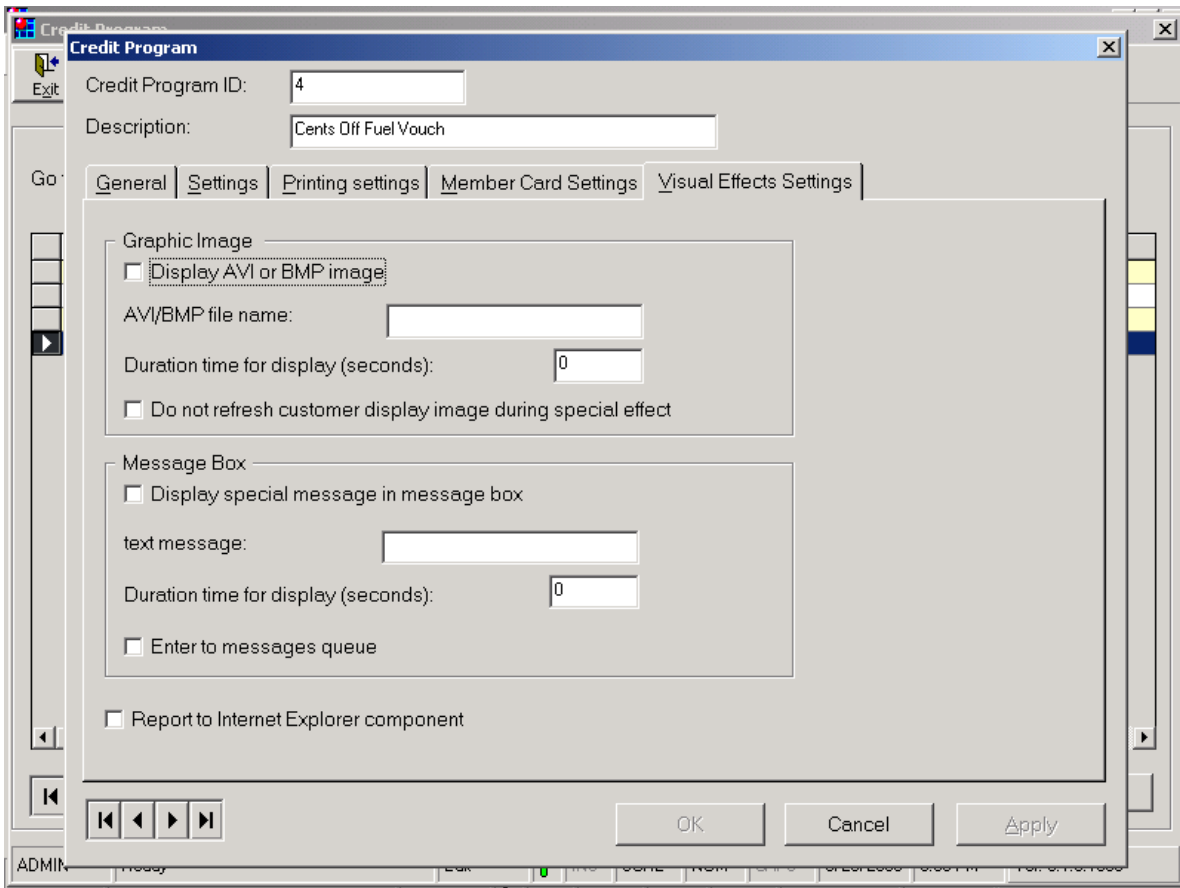
Note: The number of valid days prints on the multi-part receipt but does not validate unless Corema or a third party application (Fuel Links) is used that generates and tracks the credit program.

11 Click on *the Member Card Settings* tab.

The screenshot shows the 'Credit Program' dialog box with the 'Member Card Settings' tab selected. The 'Credit Program ID' is set to 4 and the 'Description' is 'Cents Off Fuel Vouch'. The 'Member Card Required' checkbox is unchecked. Below this is a section for 'Available Card Schemes' with an unchecked checkbox 'Available for all Card Schemes' and ten numbered dropdown menus (1-10) that are currently blank. The dialog has 'OK', 'Cancel', and 'Apply' buttons at the bottom right.

12 On the *Member Card Settings* tab, leave all of the fields blank. This tab is not used the Credit Program Promotions.

- 13 Click on the *Visual Effects Settings* tab.



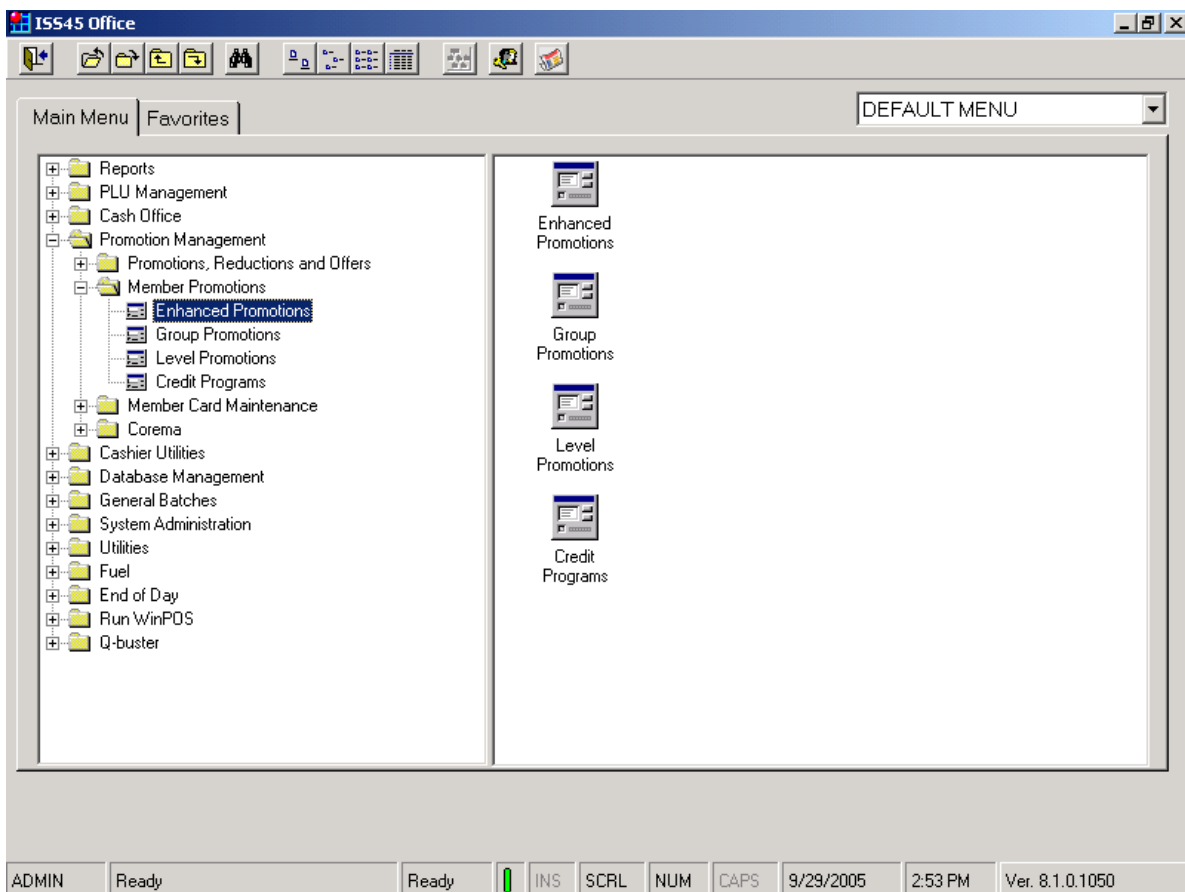
- 14 On the *Visual Effects Settings* tab, leave all the fields blank. This option currently supports sound and video on selected promotions. It is not currently used with the ISS45 Fuel Application.
- 15 Click *OK* or *Apply* to save.

Enhanced Promotion # 1 Setup

In this fuel promotion, the following Enhanced Promotion generates a bar-coded voucher for “Cents Off per Gallon” on future fuel purchase at the pump. The reward will be “\$.05 Off per Gallon” on next fuel purchase at the pump.

➤ To create Enhanced Promotion # 1

- 1 From the ISS45 Main Menu, select the Promotion Management menu and then Member Promotions. The Enhanced Promotion option appears.



- 2 Double-click on Enhanced Promotions and the Enhanced Promotions list appears.

The screenshot shows a software window titled "Enhanced Promotions". At the top, there is a menu bar with icons for Exit, Report, New, Edit, Delete, and Find. Below the menu bar is a search area with a "Go to:" label and a text input field, followed by the text "In Promotion Id Ascending". The main area contains a table with the following data:

| Promotion Id | Description | Start Date | End Date |
|--------------|----------------------|------------|------------|
| 10 | MILK Discount | 12/10/2006 | 12/10/2007 |
| 12 | Fuel member | 03/08/2008 | 03/08/2008 |
| 15 | \$20 minimum | 01/10/2006 | 01/10/2009 |
| 17 | TARGET REWARD | 11/03/2007 | 11/03/2008 |
| 20 | peanuts . \$20 off | 10/19/2004 | 10/19/2007 |
| 21 | \$.30 off | 05/05/2004 | 05/05/2007 |
| 22 | \$.40 off | 05/05/2004 | 05/05/2007 |
| 23 | Free Things | 11/03/2003 | 11/03/2008 |
| 30 | GEN \$ Off Voucher | 12/24/2006 | 04/20/2010 |
| 32 | GEN Cents Off Vouch | 01/24/2005 | 12/31/2008 |
| 42 | Redeem \$V Off @Pump | 01/24/2005 | 12/31/2008 |
| 50 | test | 10/19/2004 | 10/19/2006 |
| 70 | Redeem Cents Off @ P | 01/19/2004 | 12/31/2008 |
| 100 | % OFF | 12/13/2005 | 12/13/2005 |
| 101 | peanut points | 10/19/2004 | 10/19/2007 |
| 300 | \$50 Fuel .05/gal | 11/21/2005 | 11/21/2006 |
| 301 | Fuel bucks Item | 11/21/2005 | 11/21/2009 |
| 400 | \$100 Fuel .05/gal | 12/07/2005 | 12/07/2005 |
| 401 | \$150 Fuel .05/gal | 12/07/2005 | 12/07/2005 |

At the bottom of the window, there is a status bar with the following information: ADMIN, Ready, Ready, a green vertical bar, INS, SCRL, NUM, CAPS, 4/21/2008, 8:32 PM, and Ver. 8.1.2.1050. A "Close" button is located in the bottom right corner of the window.

- On the toolbar, select *New*. The Enhanced Promotion tabbed dialog box appears.

Enhanced Promotion

Promotion ID: 32

Description: GEN Cents Off Vouch

General | Setting | Member Card Settings | Loyalty Server

Start date: 01/24/2005 00:00 Set Attachment

End date: 12/31/2008 23:59

Day Settings

| | From | To | |
|---|-------|-------|-------------------|
| <input checked="" type="checkbox"/> Monday | 00:00 | 23:59 | All On All Off |
| <input checked="" type="checkbox"/> Tuesday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Wednesday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Thursday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Friday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Saturday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Sunday | 00:00 | 23:59 | |

Credit Program: 4 - Cents Off Fuel You

Linked Promotion:

Coupon Type: Not Required

Coupon Required: 0

Delayed Promotion

Non Netted Discount

Promotion Identifier:

Define start and end time for each day of the week.
Reward will be given during these hours only.

Navigation: [Previous] [Next] [OK] [Cancel] [Apply]

- Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 32, in this example).
- Type in the promotion description in the *Description* field.
- On the *General* tab, set the following:
 - Start Date and Time / End Date and Time – Set the dates and time of day the promotion is valid.

Note: These dates may differ from the credit program dates; you can have multiple enhanced promotions with different point values or effective dates linked to a single Credit Program.

- Credit Program: Select appropriate Credit Promotion from the drop-down box (Credit Program # 4, in this example). This will be the Credit Promotion responsible for printing the multi-part receipt.
- *Non Netted Discount* can be checked if the promotional amount is not deducted from net sales. See *ISS45 Version 8 Office User's Guide (45001/031)*, Chapter 8.

7 Click on the *Set Attachment* button and the Set Attachment screen appears:

Set Attachment

Promotion ID: 32

Description: GEN Cents Off Vouch

| Item ID | Type | Description |
|---------|------|---------------|
| 3 | PLU | YELLOW THINGS |

Set Attachment By: Link by UPC

Filters
Link Type: All Links

Count
Plu: 1
Department: 0
Mix & Match: 0
Manufacture: 0
Price Group: 0
Segments: 0

Navigation: [Back] [Forward] [Delete] [Close]

ADMIN Ready Ready | INS SCRL NUM CAPS 4/21/2008 8:32 PM Ver. 8.1.2.1050

- 8 Select *Link by UPC* from the dropdown box in the *Set Attachment by* field.
- 9 Click on the *Ellipsis [...]* button and select the products that you want to attach to this promotion. The purchase of these items will trigger the printing of a bar-coded voucher for future fuel purchase.
- 10 Click *OK* and *Close*.

11 Click on the *Setting* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Setting' tab selected. The 'Promotion ID' is 32 and the 'Description' is 'GEN Cents Off Vouch'. The 'Setting' tab is active, showing fields for 'Mark Down Department', 'Group Type' (Weighted/Decimal), 'Reward Type' (Credits), 'Reward' (10), 'Give reward on' (Highest Price), 'Limit Quantity' (0), 'Minimum Purchase' (0.00), 'Threshold' (1.000), '2nd Threshold' (0.000), 'Minimum Item Value' (0.00), 'Minimum Item Weight' (0.000), and 'Maximum Item Weight' (0.000). There are also checkboxes for 'Reward Entered By cashiers', 'Points Redemption Approval', and 'Reward By Threshold'.

| | | | |
|--------------------------|----------------------------|--------------------------|----------------------------|
| Promotion ID: | 32 | | |
| Description: | GEN Cents Off Vouch | | |
| General | Setting | Member Card Settings | Loyalty Server |
| Mark Down Department: | [Dropdown] | | |
| Group Type: | Weighted/Decimal | | |
| Reward Type: | Credits | | |
| Reward: | 10 | Give reward on: | Highest Price |
| <input type="checkbox"/> | Reward Entered By cashiers | <input type="checkbox"/> | Points Redemption Approval |
| Limit Quantity: | 0 | | |
| Minimum Purchase: | 0.00 | | |
| Weight | | | |
| Threshold | 1.000 | Minimum Item Value: | 0.00 |
| 2nd Threshold | 0.000 | Minimum Item Weight: | 0.000 |
| <input type="checkbox"/> | Reward By Threshold | Maximum Item Weight: | 0.000 |

12 On the *Setting* tab, set the following:

- Group Type: "Weighted/Decimal"
- Reward Type: "Credits"
- Reward: Enter number of credits earned for each item purchased.
- Limit Quantity: Enter number of times promotion can be given within the transaction. Enter one in this example.
- Threshold: Enter the quantity a customer must purchase in order to receive the reward. Enter one in this example.

- 2nd Threshold: Enter the additional quantity a customer must purchase in order to receive the reward again. Set to zero in this example.

13 Click on the *Member Card Settings* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Member Card Settings' tab selected. The 'Promotion ID' is 32 and the 'Description' is 'GEN Cents Off Vouch'. The 'Member Card Required' checkbox is unchecked, and the 'Points Required to Redeem' is 0. The 'Available Card Schemes' section has the 'Available for all Card Schemes' checkbox unchecked, and ten dropdown menus numbered 1 through 10 are empty.

Enhanced Promotion

Promotion ID: 32

Description: GEN Cents Off Vouch

General | Setting | Member Card Settings | Loyalty Server

Member Card Required 0 Points Required to Redeem

Available Card Schemes

Available for all Card Schemes

1. [Dropdown] 6. [Dropdown]
2. [Dropdown] 7. [Dropdown]
3. [Dropdown] 8. [Dropdown]
4. [Dropdown] 9. [Dropdown]
5. [Dropdown] 10. [Dropdown]

Navigation: [Home] [Back] [Forward] [End]

Buttons: OK, Cancel, Apply

Footer: ADMIN | Ready | Ready | [Green Bar] | INS | SCRL | NUM | CAPS | 4/21/2008 | 8:32 PM | Ver.

14 On the *Member Card Settings* tab, leave blank if member cards are not required, otherwise set appropriate card schemes.

15 Click on the *Loyalty Sever* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Loyalty Server' tab selected. The 'Promotion ID' field contains '32' and the 'Description' field contains 'GEN Cents Off Vouch'. The 'Loyalty Server' tab is active, showing a checkbox for 'Update Loyalty Server' which is unchecked. Below this, there is a grid of 16 checkboxes labeled 'Segment1' through 'Segment16', all of which are also unchecked. At the bottom of the dialog, there are navigation arrows and buttons for 'OK', 'Cancel', and 'Apply'.

16 On the *Loyalty Server* tab, leave blank unless member cards are used and a host loyalty application (like Corema) are being used.

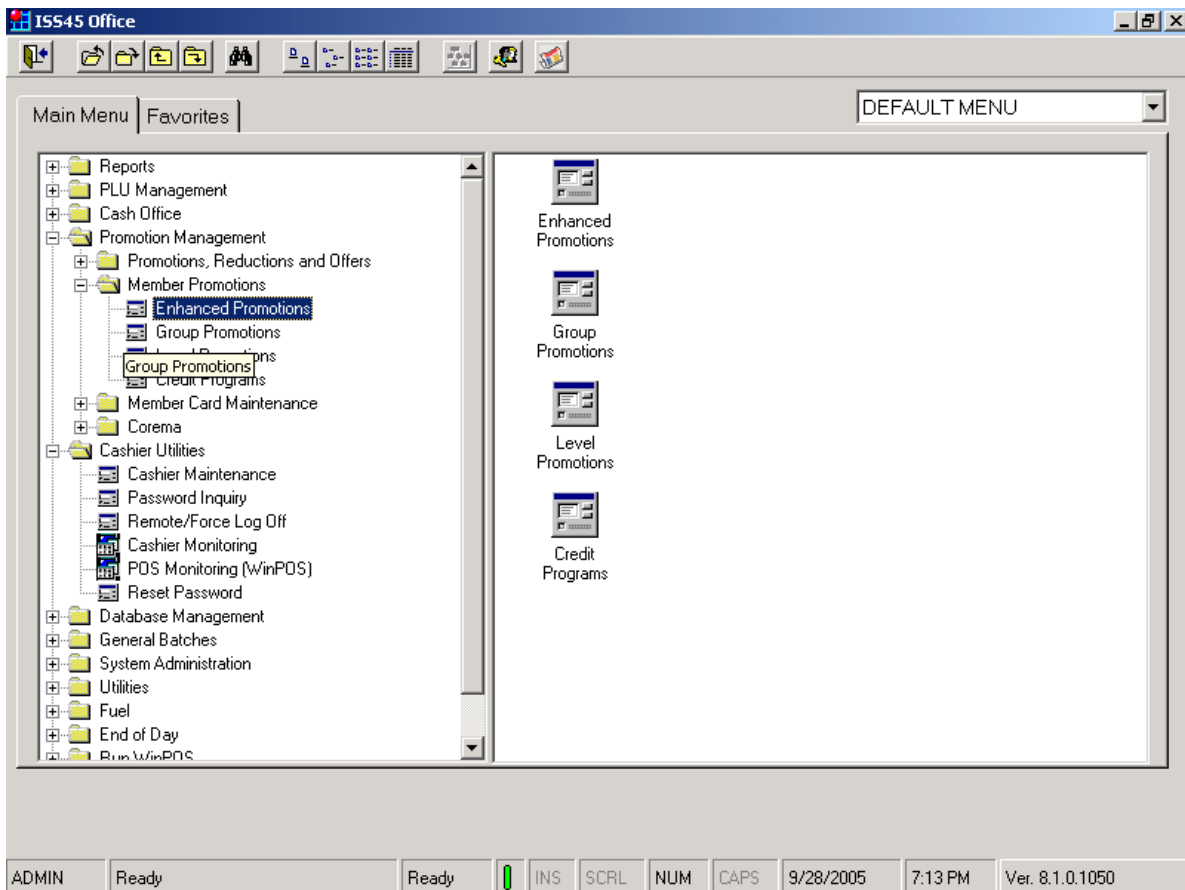
17 Click *OK* or *Apply* to save.

Enhanced Promotion # 2 Setup

This Enhanced Promotion handles the redemption of the fuel voucher. When the customer scans the bar-coded voucher on a pay-at-pump transaction, this promotion reduces the price per gallon on all grades of fuel. The new reduced prices are reflected on the fuel pump display.⁴

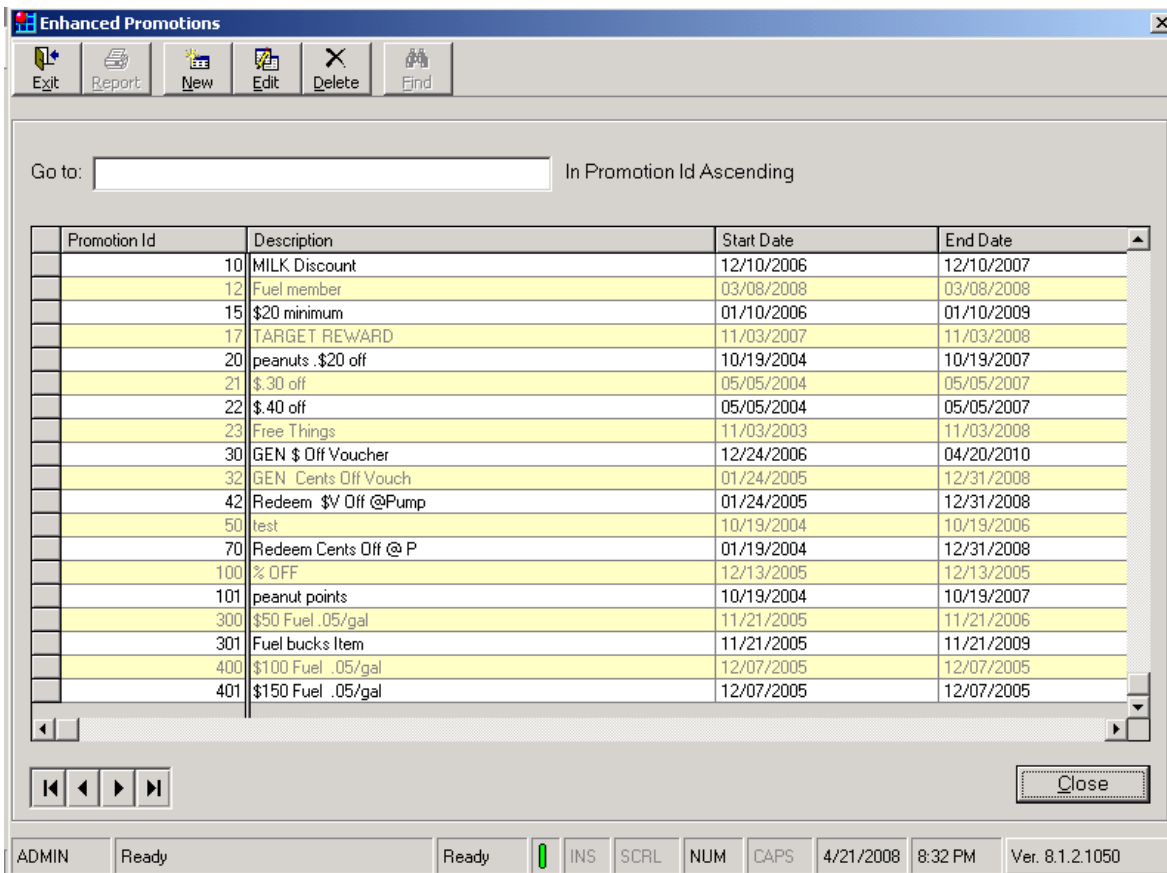
➤ **To create Enhanced Promotion # 2**

- 1 From the ISS45 Main Menu, select the Promotion Management menu and then Member Promotions. The Enhanced Promotion option appears.



⁴ This bar-coded fuel voucher must be scanned after the debit / credit card has been swiped at the pump, in order to receive the new reduced price per gallon.

- 2 Double-click on Enhanced Promotions and the Enhanced Promotions list appears.



- 3 On the toolbar, select *New*. The Enhanced Promotion tabbed dialog box appears.

Enhanced Promotion

Promotion ID: 70

Description: Redeem Cents Off @ P

General | Setting | Member Card Settings | Loyalty Server

Start date: 01/19/2004 00:00 Set Attachment

End date: 12/31/2008 23:59

Day Settings

| | From | To | |
|---|-------|-------|-------------------|
| <input checked="" type="checkbox"/> Monday | 00:00 | 23:59 | All On All Off |
| <input checked="" type="checkbox"/> Tuesday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Wednesday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Thursday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Friday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Saturday | 00:00 | 23:59 | |
| <input checked="" type="checkbox"/> Sunday | 00:00 | 23:59 | |

Credit Program:

Linked Promotion:

Coupon Type: One Time Only

Coupon Required: 1234

Delayed Promotion

Non Netted Discount

Promotion Identifier:

Define start and end time for each day of the week.
Reward will be given during these hours only.

Navigation: [Back] [Forward] [OK] [Cancel] [Apply]

- 4 Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 70, in this example).
- 5 Type in the promotion description in the *Description* field.
- 6 On the *General* tab, set the following:
- Start Date and Time / End Date and Time – Set the dates and time of day the promotion is valid.

Note: These dates may differ from the credit program dates; you can have multiple enhanced promotions with different point values or effective dates linked to a single Credit Program.

- Credit Program: Normal or Blank.

- Coupon Type: Select “One Time Per Reward”
- Coupon Required: Enter the number that the cashier can use to key-enter the redeemable fuel coupon voucher (if it is not scanned at the pump). This number should also be included in template `_Fuel_O_F`, see “Sample of `_Fuel_O_F`” on page 102, below.
- *Non Netted Discount* can be checked if the promotional amount is not deducted from net sales. See *ISS45 Version 8 Office User’s Guide (45001/031)*, Chapter 8.

7 Click on the *Set Attachment* button and the Set Attachment screen appears.

Promotion ID: 70

Description: Redeem Cents Off @ P

| Item ID | Type | Description |
|---------|------|--------------|
| 150 | PLU | REGULAR FUEL |
| 160 | PLU | PLUS FUEL |
| 170 | PLU | PREMIUM FUEL |

Set Attachment By: Link by UPC

Filters
Link Type : All Links

Count
Plu: 3
Department: 0
Mix & Match: 0
Manufacture: 0
Price Group: 0
Segments: 0

Navigation: [Back] [Forward] [Home] [End]

Buttons: Delete, Close

- 8 Select *Link by UPC* from the dropdown box in the *Set Attachment by* field.
- 9 Click on the *Ellipsis [...]* button and select the fuel PLU items that qualify for the redemption of the fuel voucher.
- 10 Click *OK* and *Close*.

11 Click on the *Setting* tab:

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Setting' tab selected. The 'Promotion ID' is 70 and the 'Description' is 'Redeem Cents Off @ P'. The 'Setting' tab is active, showing various configuration options:

- Mark Down Department: [Dropdown menu]
- Group Type: Weighted/Decimal
- Reward Type: Amount Off Per Pound
- Reward: 0.10
- Give reward on: Highest Price
- Reward Entered By cashiers
- Points Redemption Approval
- Limit Quantity: 0
- Minimum Purchase: 0.00
- Weight section:
 - Minimum Weight: 0.001
 - Maximum Weight: 20.000
 - Reward By Threshold
- Minimum Item Value: 0.00
- Minimum Item Weight: 0.000
- Maximum Item Weight: 0.000

Navigation buttons (back, forward, etc.) and OK, Cancel, and Apply buttons are visible at the bottom.

12 On the *Setting* tab, set the following

- Mark Down Department: Select appropriate markdown department (optional).
- Group Type: "Weighted/Decimal"
- Reward Type: "Amount Off Per Pound"
- Reward: 0.10 (In this example it will give \$.10 off per gallon)
- Minimum Weight 0.001 (Threshold to begin discount @ .001 gallons)
- Maximum Weight 20.00 (Threshold to end discount @ 20 gallons)

- 13 Click on the *Member Card Settings* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Member Card Settings' tab selected. The 'Promotion ID' is 70 and the 'Description' is 'Redeem Cents Off @ P'. The 'Member Card Required' checkbox is unchecked, and the 'Points Required to Redeem' is 0. The 'Available Card Schemes' section contains a checkbox for 'Available for all Card Schemes' (unchecked) and ten dropdown menus numbered 1 through 10, all of which are currently blank.

Enhanced Promotion

Promotion ID: 70

Description: Redeem Cents Off @ P

General Setting **Member Card Settings** Loyalty Server

Member Card Required 0 Points Required to Redeem

Available Card Schemes

Available for all Card Schemes

1. [] 6. []

2. [] 7. []

3. [] 8. []

4. [] 9. []

5. [] 10. []

Navigation: [Back] [Previous] [Next] [Forward]

Buttons: OK Cancel Apply

- 14 Leave blank if member cards are not required, otherwise set appropriate card schemes.

15 Click on the *Loyalty Server* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Loyalty Server' tab selected. The 'Promotion ID' field contains '70' and the 'Description' field contains 'Redeem Cents Off @ P'. The 'Loyalty Server' tab is active, showing a checkbox for 'Update Loyalty Server' which is unchecked. Below this, there is a grid of 16 checkboxes labeled 'Segment1' through 'Segment16', all of which are also unchecked. At the bottom of the dialog, there are navigation arrows and buttons for 'OK', 'Cancel', and 'Apply'.

16 Leave blank unless member cards are used and a host loyalty application (like Corema) are being used.

17 Click *OK* or *Apply* to save.

Template Setup

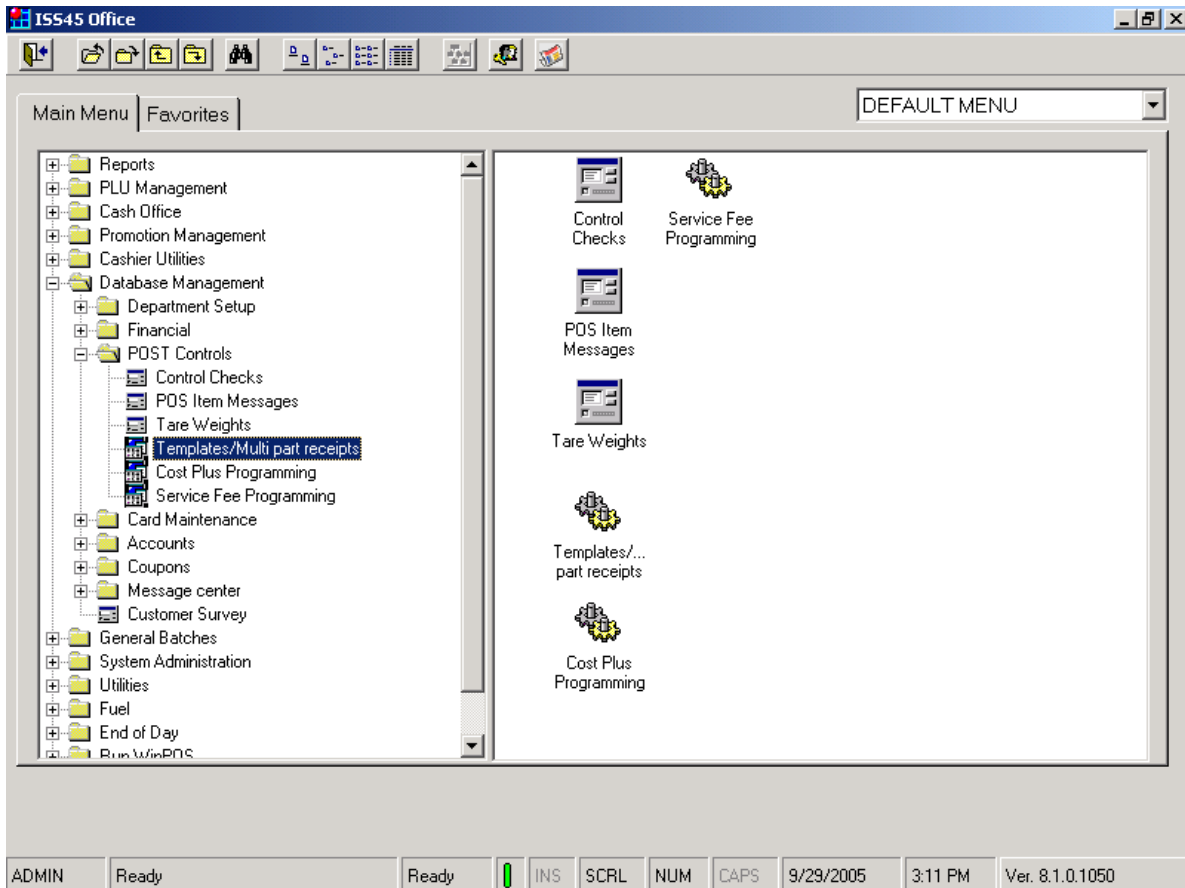
The following templates are linked to the above Credit Program # 4. There are three different templates associated to the Credit Program promotion.

- FUEL_G_PR Template - This template controls the printing of the promotion rewards (credits/points) after each item on the customer receipt.
- FUEL_G_TL Template – This template controls the printing of the total gas rewards on the customer receipt.
- _FUEL_G_ Template – This template prints the scannable bar-coded voucher after the customer receipt. The customer uses this bar-coded voucher to “cents off per gallon” at the fuel pump on a future gas purchase. This template calls in the following two templates:
 - _FUEL_G_H Template – This template contains the header portion of the multi-part fuel voucher. It contains header information like store name, transaction number, cashier number, terminal number, date, time, etc. Editing this template is optional. It is not included in this section.
 - _FUEL_G_F Template – This template prints the footer portion of the scannable bar-coded voucher after the customer receipt. This template contains the scannable barcode and must include the Enhanced Promotion ID for redeeming the voucher at the pump (Enhanced Promotion # 42, in this example).

After modifying/editing the above templates, make sure to add the appropriate template names in the fields on the *Setting* tab, in the Credit Program record.

➤ **To set up the Fuel Templates**

- 1 From the ISS45 Main Menu, select Database Management and then POST Controls. The Template/Multi-part Receipts option appears.



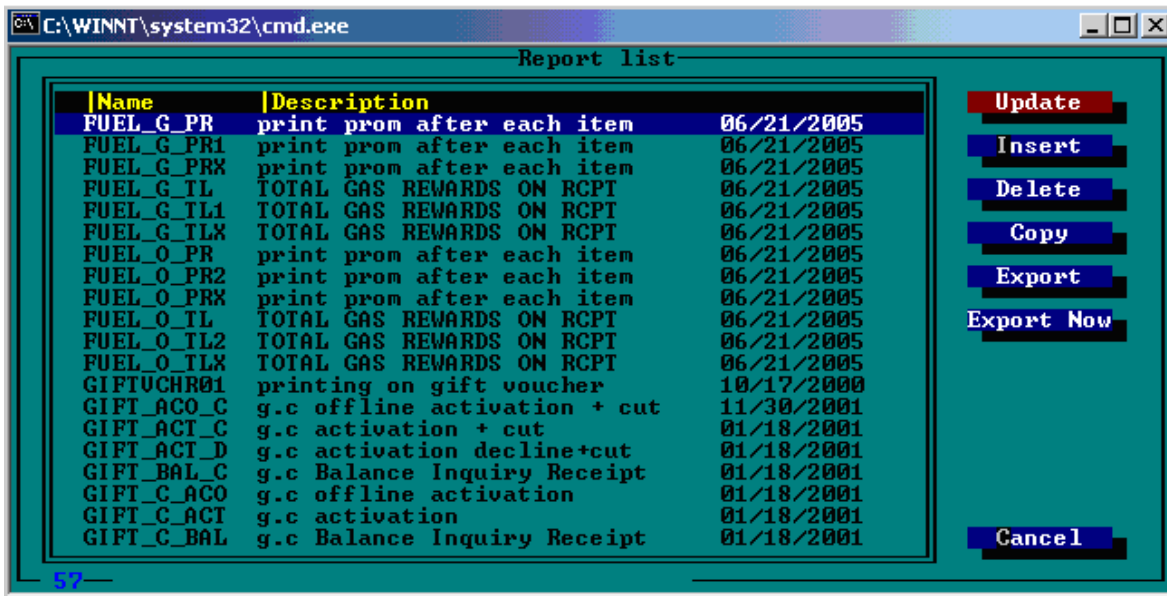
- 2 Double-click on Templates/Multi-part Receipts and a list of the templates appears.
- 3 Locate and edit the following the following templates:
 - FUEL_G_PR
 - FUEL_G_TL
 - _FUEL_G_H
 - _FUEL_G_F

Note: It is recommended that you save a copy of the original templates before editing. For additional information on designing/editing/coping ISS45 Templates, refer to *Chapter 5, Database Management*, in the *ISS45 Version 8 Office User Guide*.

4 Modify FUEL_G_PR template.

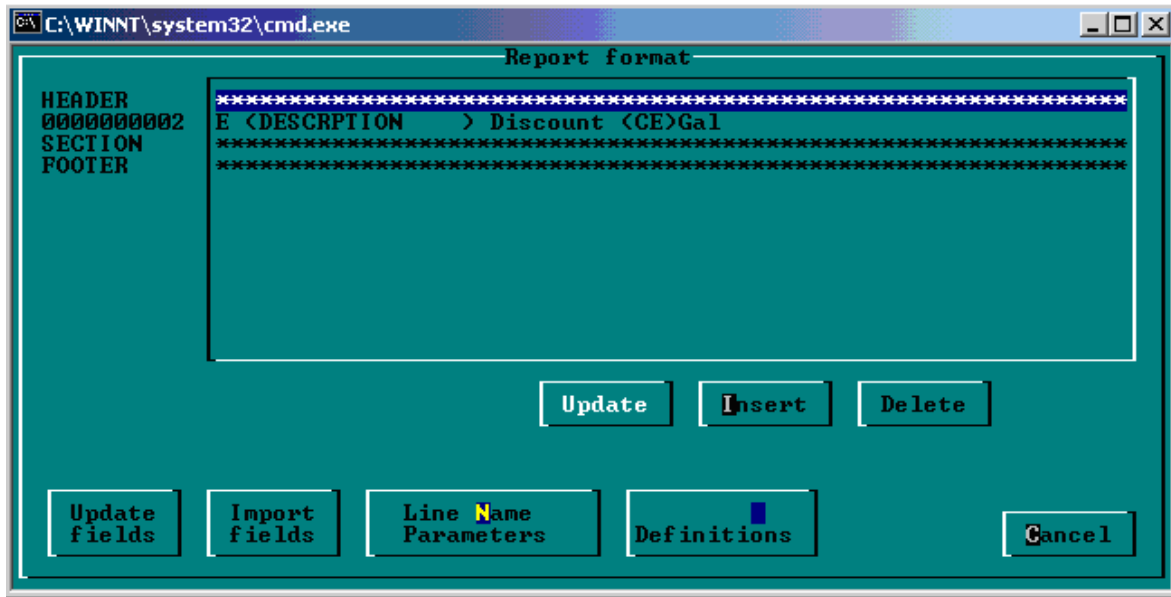
FUEL_G_PR Template

This template controls the printing of the promotion after each item on the customer receipt and is linked to Credit Program # 4.



FUEL_G_PR Template Contents:

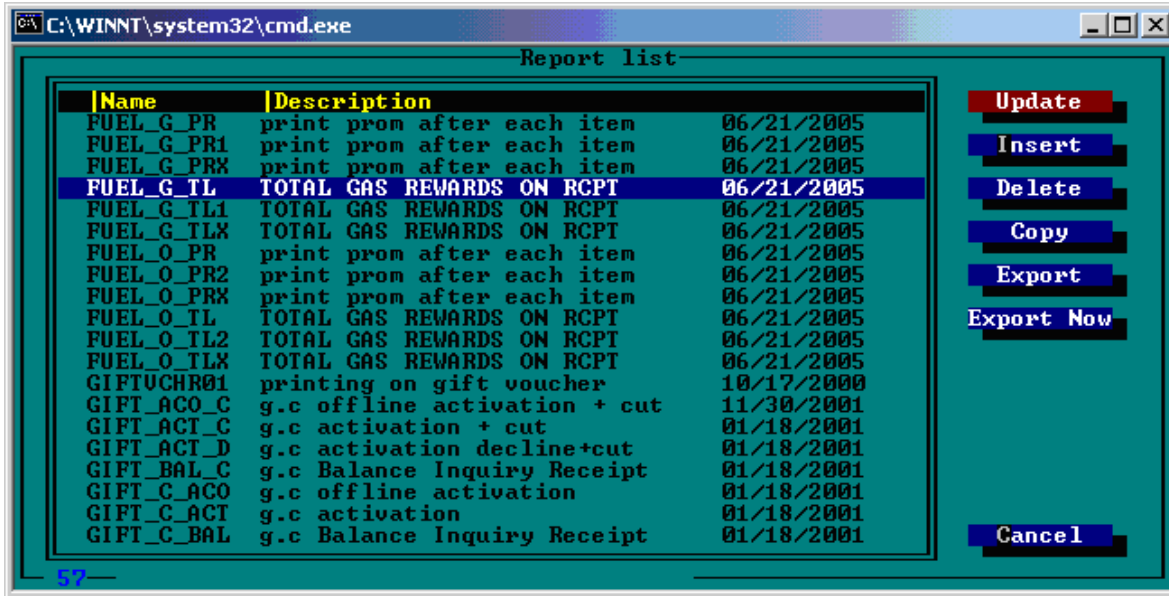
This screen is showing the contents of the FUEL_G_PR template. It can be renamed and / or edited for contents per customer requirements.



- 5 Modify FUEL_G_TL template.

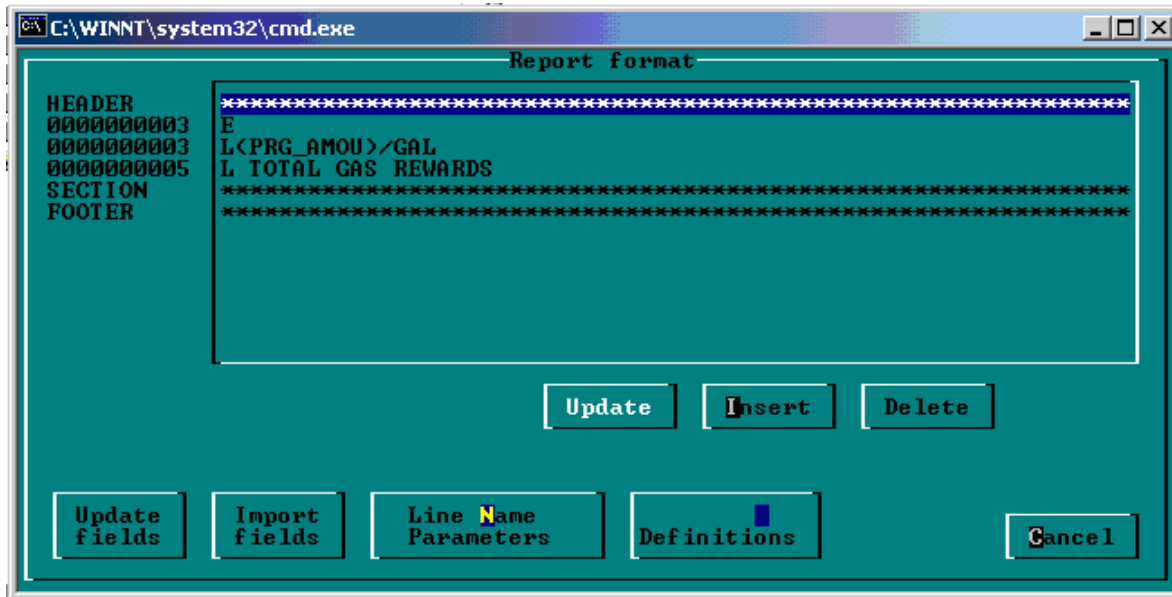
FUEL_G_TL Template:

This template prints the total gas rewards (credits) on the customer receipt and is linked to Credit Program # 4.



FUEL_G_TL Template Contents:

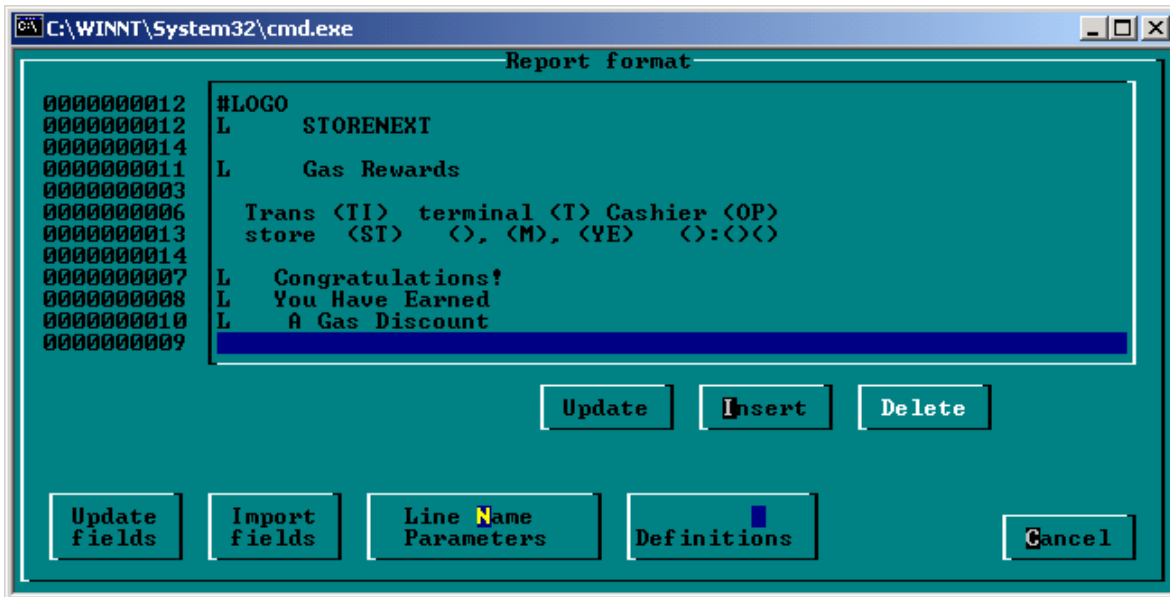
This is showing the contents of the FUEL_G_TL template. It can be renamed and / or edited for contents per customer requirements.



6 Modify _FUEL_G_H

FUEL_G_H Template

This template contains the multi-part header for the fuel voucher receipt. This template contains header information (e.g., store name, transaction number, cashier number, terminal name, etc.) and does not require editing for the fuel template to work.

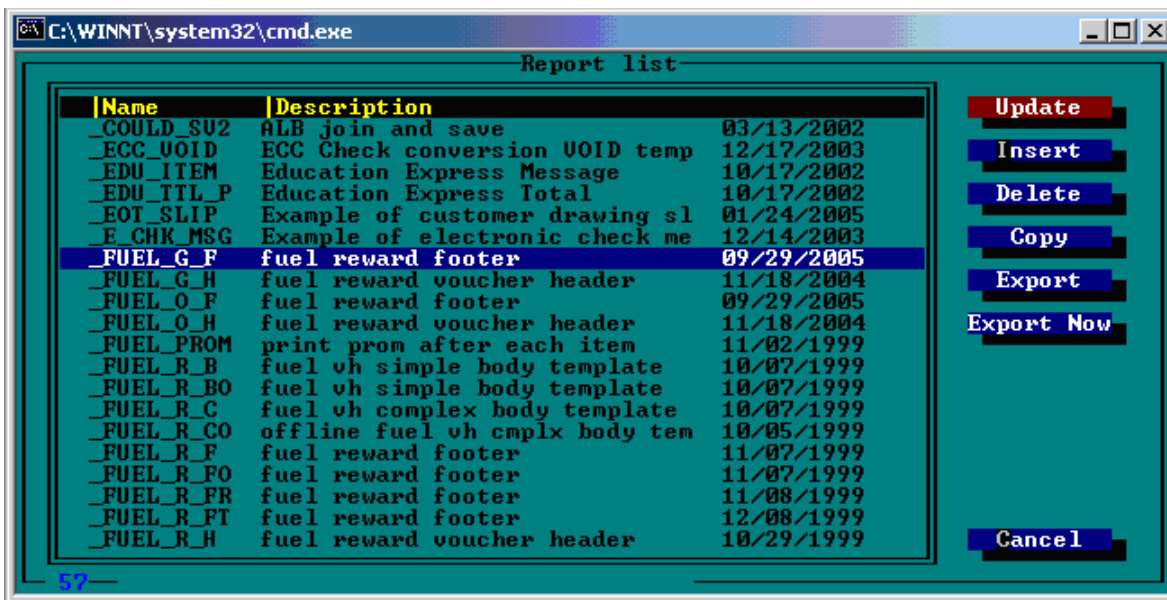


7 Modify _FUEL_G_F template.

FUEL_G_F Template

This template prints the scannable barcode voucher on the customer receipt. The customer uses this bar-coded voucher to redeem credits at the fuel pump on a future gas purchase.

This template contains the footer portion of the multi-part receipt that is printed after the customer receipt on the POS terminal.



- 8 Return to the Credit Program, under Promotion Management. Enter the Fuel Voucher template names in the appropriate fields on the *Setting* tab, in the Credit Program promotion record.
- 9 Create an ISS45 function for manual cashier redemption of the fuel coupon voucher; in case, the customer is unable to scan the barcode.
- 10 Edit Menusys.mac on each fuel POS terminal to include the redemption method on the appropriate cashier touch menus.

Sample of _FUEL_G_F Template


The following is a sample of the contents of this _FUEL_G_F template. It can be renamed and / or edited for contents per customer requirements.

————Sample of _FUEL_G_F Template Contents————

```
HEADER *****
000000003 E Total Gas Credit      (PRG_AMOU)/GAL
000000005
000000006
000000007 E Redeem on or Before (M) (), (YE)
000000008 E At owner gas station
000000009
000000010 E Purchased and May Not Exceed Price Per
000000011 E Gallon at Pump
000000013
000000014 E *****
000000015 E Voucher # (VOUCHER_N)
000000016 E *****
000000017 E Cashier: key in 1234
000000018 #FP_0070 Note: This must be in the template and is the
number of the promotion for redeeming at the pump!
000000019
000000020 #BAR_CODE
000000021
000000022 #CUT
SECTION *****
FOOTER *****
0000000192
```

Customer Receipt & Cent Off per Gallon Fuel Voucher Example

| | |
|-----------------------------------|---------------|
| StoreNext | |
| Welcome | |
| ISS45 Fuel Promotions | |
| | |
| <u>MEAT</u> | |
| Yellow Things | \$6.99 T |
| Cents Off Fuel Discount | .05/Gal |
| | |
| Total | \$7.34 |
| | |
| BALANCE DUE | \$7.34 |
| Cash | \$7.50 |
| | |
| Change | \$0.16 |
| | |
| Sub Total | \$6.99 |
| Total Tax | \$0.35 |
| Total | \$7.34 |
| | |
| <hr/> | |
| Total number of items sold = 1 | |
| CASHIER NAME: Ethel Gasolynski | |
| C0001 # 0128 12:38:01 JUN 3, 2007 | |
| S0001 R002 | |
| | |
| THANK YOU FOR SHOPPING AT | |
| STORENEXT | |

| | |
|--|-------------|
| StoreNext | |
| Gas Rewards | |
| Trans 0129 Terminal 002 Cashier 0001 | |
| Store 0001 JUN 3, 2007 12:54 pm | |
| | |
| Congratulations! | |
| | |
| You Have Earned | |
| A Gas Discount | |
| | |
| Total Gas Credit | 0.05/Gallon |
| | |
| Redeem on or Before JULY 1, 2007 at the StoreNext Fuel Simulator, in Plano, Texas. | |
| Please Scan the Voucher at the Pump after Swiping Your Debit or Credit Card. | |
| Discount Applies on Any Grade of Fuel and Not to Exceed the Total Price per Gallon Price of the Fuel | |
| Voucher # 92596546 | |
| Cashier: Key-Enter 1234 | |
| | |
|  | |

3

Fuel Loyalty Promotions with Member Cards

Chapter Two provides an overview of Fuel Loyalty Promotions available to retailers. In addition, this chapter provides fuel loyalty promotion examples and setup procedures.

In this chapter:

- Loyalty Promotions, page 129
- Fuel Loyalty Promotion Examples, page 129
- \$ Off at Pump with Member Card, page 129

Loyalty Promotions Overview

Enhanced Promotions can be used to reward member shoppers with immediate fuel discounts at the pump. Promotions can be “cents per gallon off” or “dollar off” per fuel transactions. These promotions can be applied to “selected” or “all” grades of fuel.

These promotions are available on Pre-Pay, Pay Inside and Pay-at-Pump fuel transactions.

Most Loyalty Fuel promotions are easy to configure, requiring only a single Enhanced Promotion.¹

\$ Off at Pump with Member Card

This “Dollar Off at Pump with Member Card” promotion can be used to reward shoppers with a discount per gallon at the pump. The price per gallon is adjusted prior to dispensing fuel after the shopper’s card is entered. This can be a purchase initiated by Paying at the Pump, Pre-paying, or Pay Inside. As long as the shopper’s card has been entered the price will be reduced at the pump prior to dispensing fuel for all grades listed in the enhanced promotion.

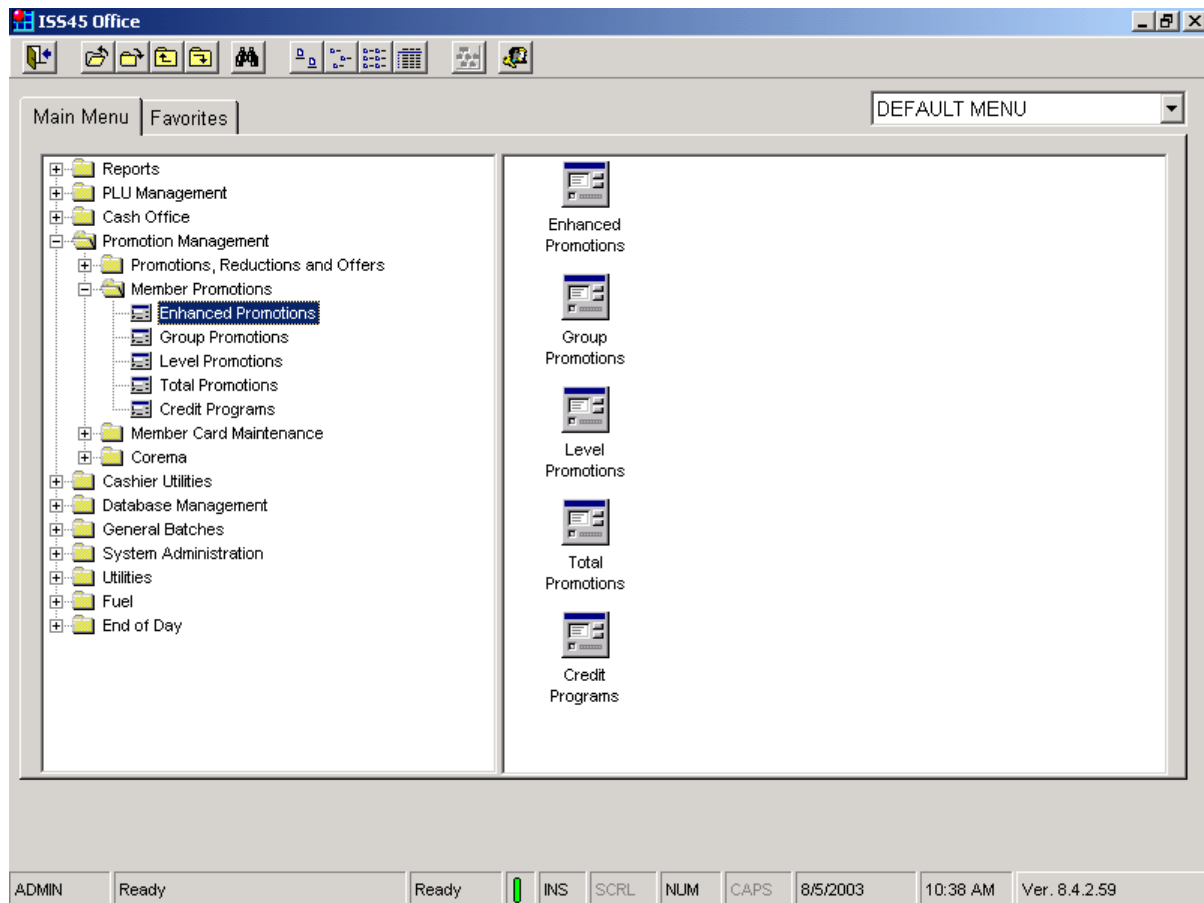
¹ Fuel Coupon Vouchers and Fuel Loyalty Promotions are mutually exclusive. The Fuel Controller can only be configured for one type of fuel promotions; either Fuel Coupon Vouchers or Fuel Loyalty Promotions.

Enhanced Promotion Setup

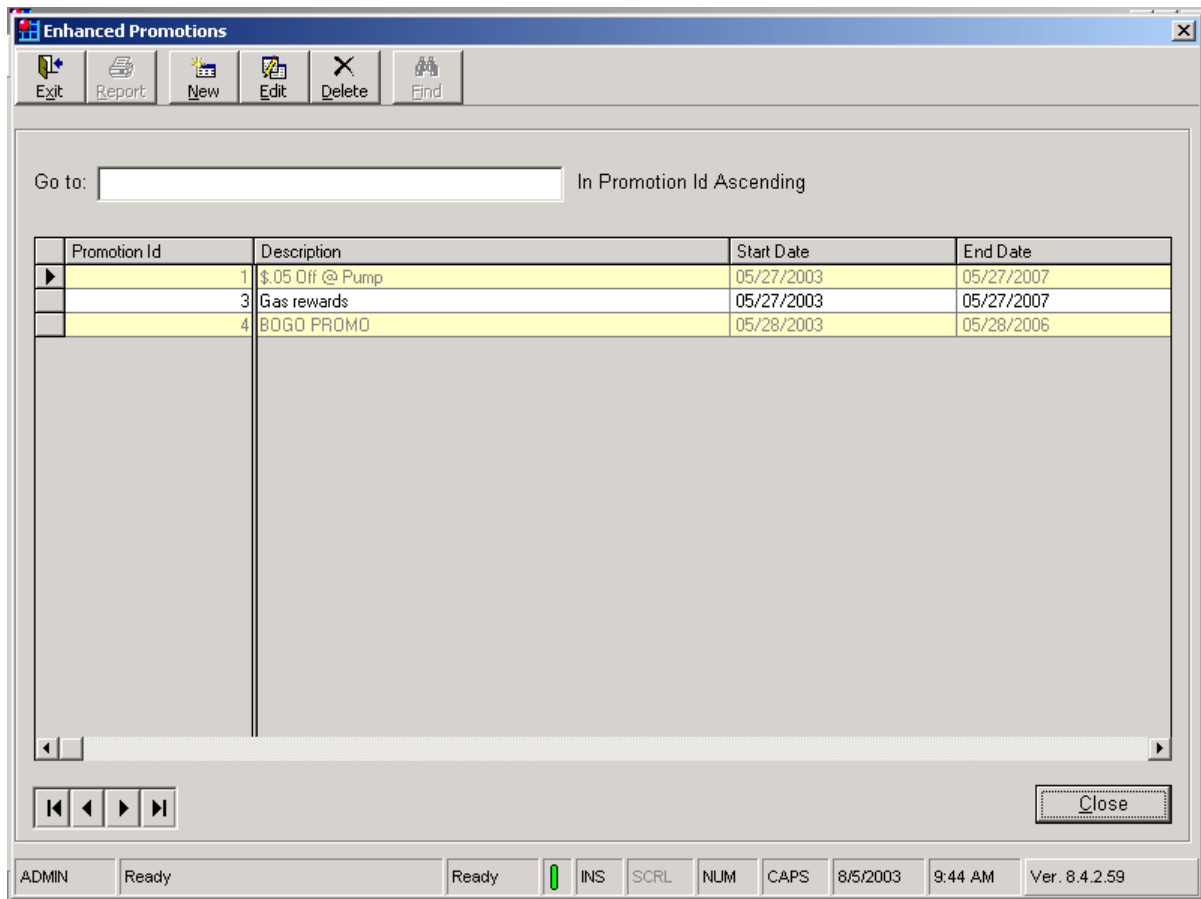
The following screens explain how to set up this promotion.

➤ To create the Enhanced Promotion

- 1 From the ISS45 Main Menu, select the Promotion Management menu and then Member Promotions. The Enhanced Promotion option appears.



- 2 Double-click on Enhanced Promotions and the Enhanced Promotions list appears.



- 3 On the toolbar, select *New*. The Enhanced Promotion tabbed dialog box appears.

The screenshot shows the 'Enhanced Promotion' dialog box with the following details:

- Promotion ID:** 1
- Description:** \$.05 Off @ Pump
- Start date:** 05/27/2003 00:00
- End date:** 05/27/2007 23:59
- Day Settings:**

| Day | From | To |
|---|-------|-------|
| <input checked="" type="checkbox"/> Monday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Tuesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Wednesday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Thursday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Friday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Saturday | 00:00 | 23:59 |
| <input checked="" type="checkbox"/> Sunday | 00:00 | 23:59 |
- Coupon Type:** Not Required
- Coupon Required:** 0
- Delayed Promotion:**
- Non Netted Discount:**

- 4 Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 1, in this example).
- 5 Type in the promotion description in the *Description* field.
- 6 On the *General* tab, set the following:
- Start Date and Time / End Date and Time – Set the dates and time of day the promotion is valid.
 - *Non Netted Discount* can be checked if the promotional amount is not deducted from net sales. See *ISS45 Version 8 Office User's Guide* (45001/031), Chapter 8.

- 7 Click on the *Set Attachment* button and the Set Attachment screen appears:

The screenshot shows a 'Set Attachment' dialog box with the following details:

- Promotion ID: 1
- Description: \$.05 Off @ Pump
- Table of items to be attached:

| Item ID | Type | Description |
|---------|------|--------------|
| 150 | PLU | REGULAR FUEL |
| 160 | PLU | PLUS FUEL |
| 170 | PLU | PREMIUM FUEL |

- Set Attachment By: Link by UPC
- Filters: Link Type: All Links
- Count:
 - Plu: 3
 - Department: 0
 - Mix & Match: 0
 - Manufacture: 0
 - Price Group: 0
 - Segments: 0

- 8 Select *Link by UPC* from the dropdown box in the *Set Attachment by* field.
- 9 Click on the *Ellipsis [...]* button and select the fuel PLU items that are to be discounted at the pump with a member card.
- 10 Click *OK* and *Close*.

11 Click on the *Setting* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Setting' tab selected. The 'Promotion ID' is 1 and the 'Description' is '\$.05 Off @ Pump'. The 'Mark Down Department' is set to a dropdown menu. The 'Group Type' is 'Weighted/Decimal', 'Reward Type' is 'New price per pound', and 'Reward' is 0.05. The 'Give reward on' is 'Highest Price'. There is an unchecked checkbox for 'Reward Entered By cashiers'. The 'Limit Quantity' is 0, and 'Minimum Purchase' is 0.00. Under the 'Weight' section, 'Minimum Weight', 'Maximum Weight', 'Minimum Item Value', 'Minimum Item Weight', and 'Maximum Item Weight' are all set to 0.000. The dialog has 'OK', 'Cancel', and 'Apply' buttons at the bottom right, and a status bar at the bottom left showing 'ADMIN'.

12 On the *Setting* tab, set the following:

- Group Type: "Weighted/Decimal"
- Reward Type: "New price per pound"
- Reward: "Enter the amount off per gallon"
- Limit Quantity: "0"
- Minimum Purchased: "0"
- Minimum Weight: "0"
- Maximum Weight: "0"
- Minimum Item Value: "0"
- Minimum Item Weight: "0"
- Maximum Item Weight: "0"

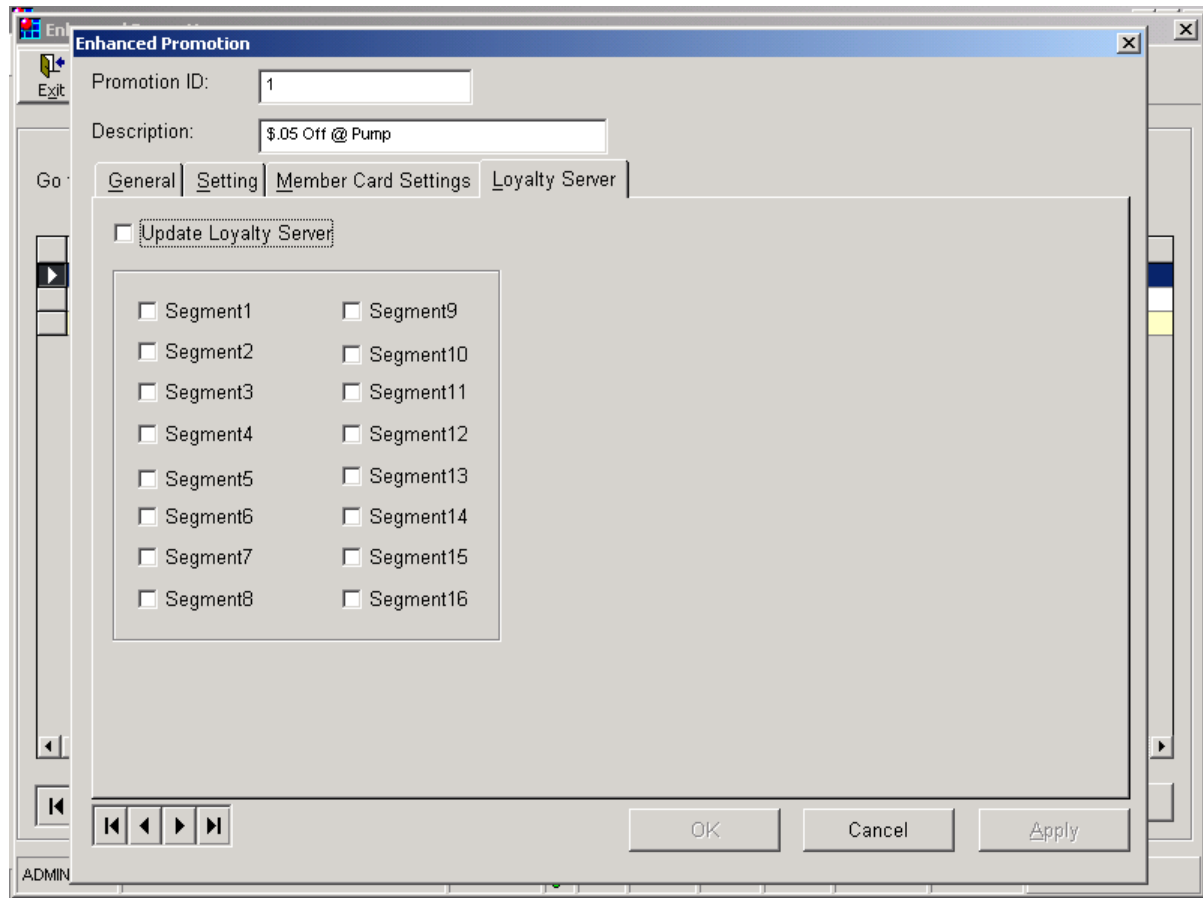
13 Click on the *Member Card Settings* tab.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Member Card Settings' tab selected. The 'Promotion ID' is 1 and the 'Description' is '\$.05 Off @ Pump'. The 'Member Card Required' checkbox is checked. Under 'Available Card Schemes', the 'Available for all Card Schemes' checkbox is checked, and ten dropdown boxes (numbered 1-10) are visible. The dialog has 'OK', 'Cancel', and 'Apply' buttons at the bottom right.

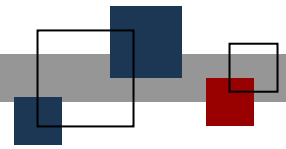
14 On the *Member Card Settings* tab, set the following:

- Member Card Required: Select checkbox.
- Available for all Card Schemes: Select "Available for all Card Schemes" or select the applicable Member Card Schemes in the dropdown boxes 1-10.

15 Click on the *Loyalty Server* tab and leave all fields blank.



16 Click *OK* or *Apply* to save.



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