



- *ISS45 V8 Fuel Option*
- *Promotion and Loyalty Setup*
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ISS45 V8 Fuel Option, Promotions and Loyalty Setup

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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 3
- Scope, page 3

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).

2

In this chapter:

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.

- Fuel Coupon Vouchers Overview, page 5
- Fuel Voucher Promotion Examples, page 6
- \$ Amount Off Fuel Voucher (Points), page 7
- \$ Amount Off Fuel Based on Order Total (Points), page 33
- \$ Amount Off Bar-Coded Fuel Voucher, page 53
- Cents Off per Gallon Bar-Coded Fuel Voucher, page 84

Fuel Coupon Vouchers Overview

Fuel Coupon Vouchers are earned for a single shopping experience and are not accumulated or saved in the system, they are simply 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. They can be redeemed on ISS45 in several different ways; 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_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.

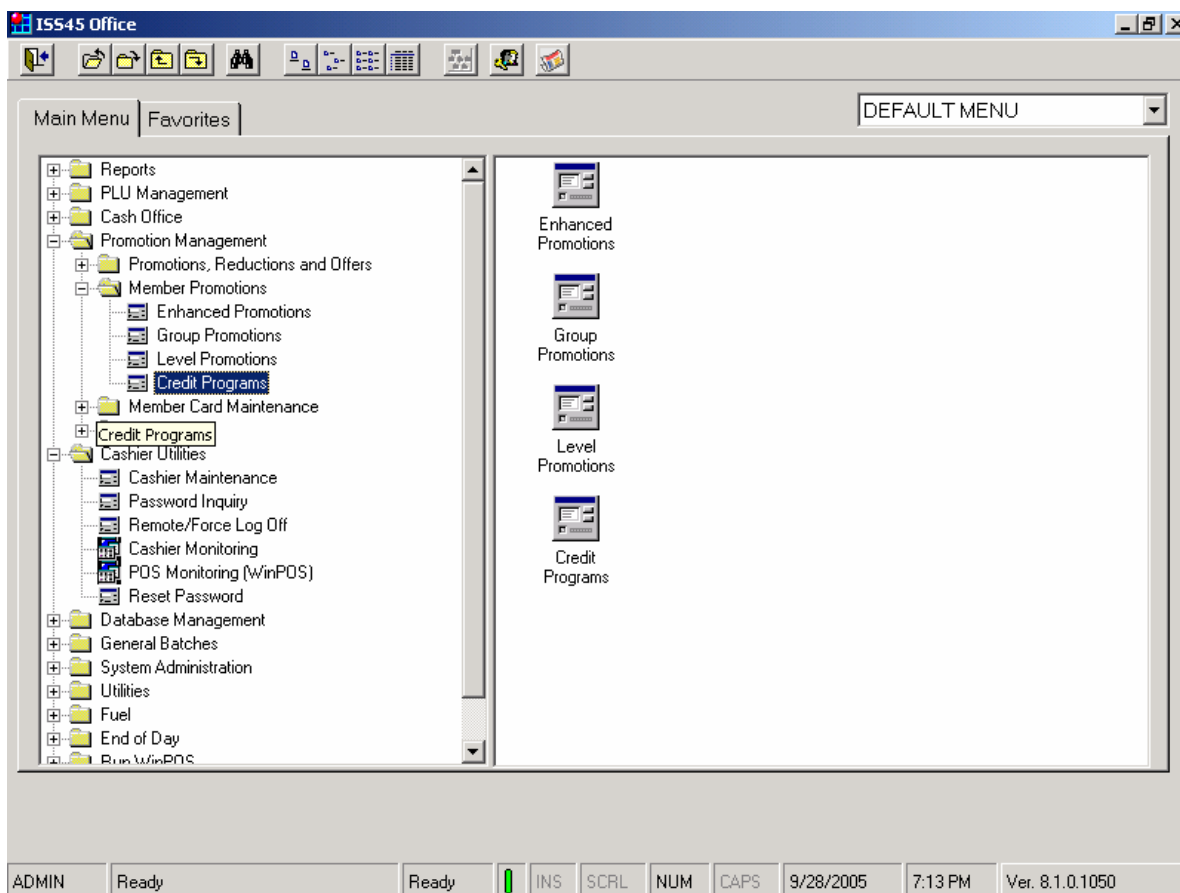
The following sections provide detailed setup procedures for the Credit Promotion, Enhance Promotion and ISS45 Templates. Refer to the *ISS45 Version 8 Office User Guide*, for details on creating PLUs, departments, tenders and keyboard functions.

Credit Program Setup

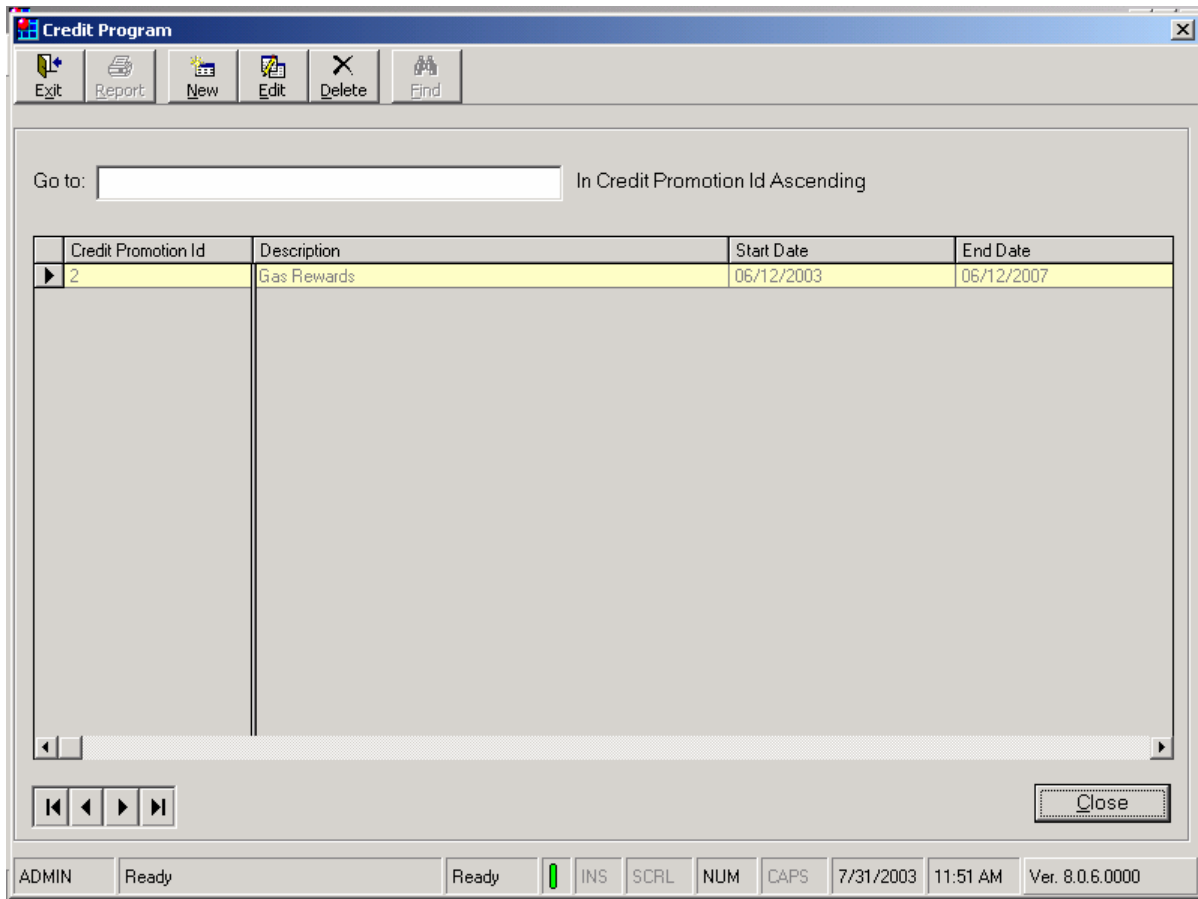
The Credit Program promotion controls the printing of the printing of the multi-part receipt voucher issuing the reward. The customer can redeem this voucher on their next fuel purchase.

➤ 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 'General' tab selected. The 'Credit Program ID' field contains the value '2'. The 'Description' field contains 'Gas Rewards'. The 'Start date' is '06/12/2003' and the 'End date' is '06/12/2007'. The 'Credit Program Type' is set to 'Normal'. The 'Day Settings' section shows a table with columns 'From' and 'To' for each day of the week, all set to '00:00' and '23:59'. The 'Report to loyalty promotion server' checkbox is checked. The dialog box has 'OK', 'Cancel', and 'Apply' buttons at the bottom.

Day	From	To
☒ Monday	00:00	23:59
☒ Tuesday	00:00	23:59
☒ Wednesday	00:00	23:59
☒ Thursday	00:00	23:59
☒ Friday	00:00	23:59
☒ Saturday	00:00	23:59
☒ Sunday	00:00	23:59

- 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 the '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 ('Event invisible on receipt' and 'Negative event'), and two columns of input fields: 'Quantity' (Threshold: 0, Step size: 0) and 'Price' (Reward: 0.00, Step Reward: 0.00). The 'Convert price amount' section has two columns of input fields: 'Price' (Threshold: 0.00, Step size: 0.00) and 'Quantity' (Reward: 0, Step Reward: 0). The dialog box has 'OK', 'Cancel', and 'Apply' buttons at the bottom right.

- 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 two checked checkboxes: 'Print credit earning after every item' and 'Print total credits earning on receipt'. The 'Item credit template name' is 'AFUEL_PROM' and the 'Total credits on receipt template name' is 'AFUEL_TTL'. The 'Print on Voucher' section has the 'Print voucher' checkbox checked. The '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 box has 'OK', 'Cancel', and 'Apply' buttons at the bottom right.

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.

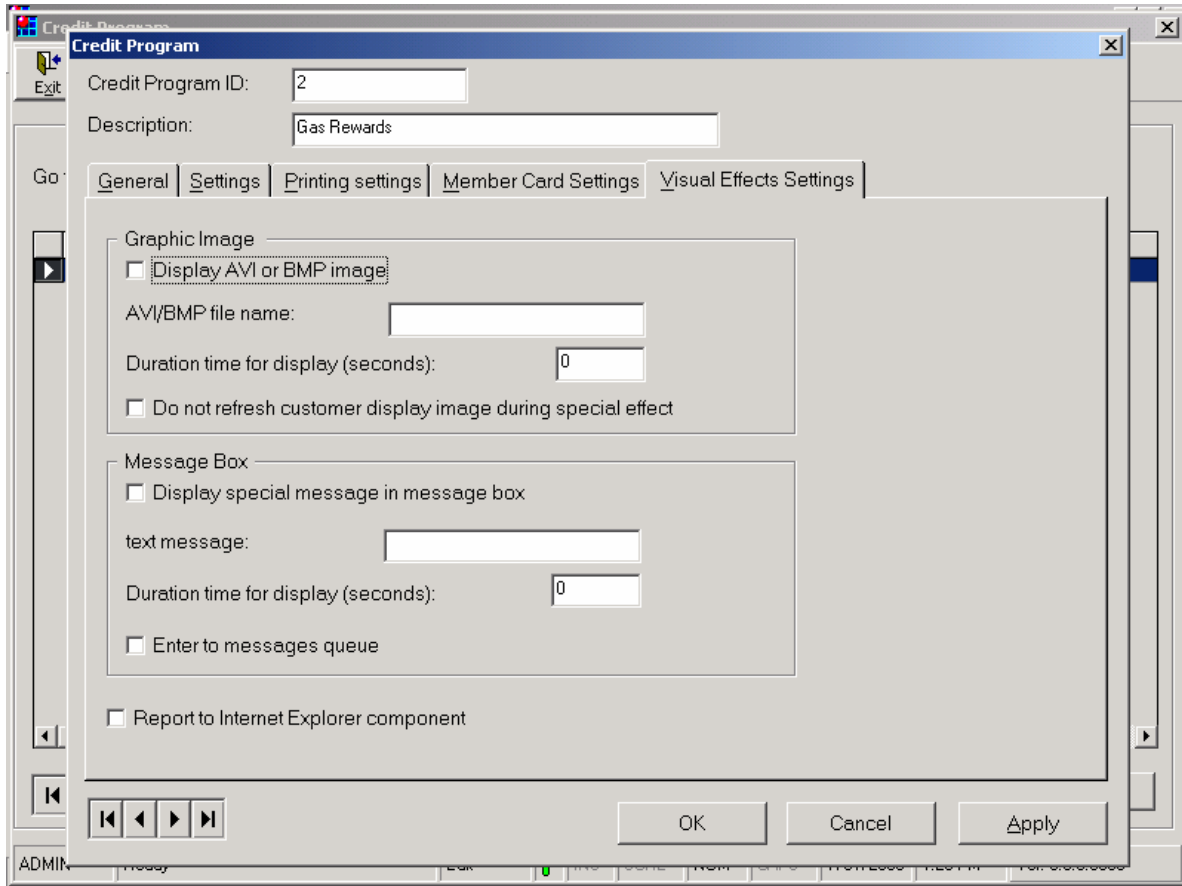
Note: The number of valid days prints on the multi-part receipt but does not validate unless Corema or a third party application (Fuel Links) is used that generates and tracks the credit program.

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 this, there is a section for 'Available Card Schemes' with a checkbox 'Available for all Card Schemes' which is also unchecked. There are ten dropdown menus arranged in two columns, numbered 1 through 10, all of which are currently blank. At the bottom of the dialog are 'OK', 'Cancel', and 'Apply' buttons. The background shows a window titled 'ADMIN' with various menu options like 'Menu', 'File', 'Edit', 'View', 'Tools', 'Window', 'Help', 'About', 'Exit', 'Print', 'F1', 'F2', 'F3', 'F4', 'F5', 'F6', 'F7', 'F8', 'F9', 'F10', 'F11', 'F12', 'F13', 'F14', 'F15', 'F16', 'F17', 'F18', 'F19', 'F20', 'F21', 'F22', 'F23', 'F24', 'F25', 'F26', 'F27', 'F28', 'F29', 'F30', 'F31', 'F32', 'F33', 'F34', 'F35', 'F36', 'F37', 'F38', 'F39', 'F40', 'F41', 'F42', 'F43', 'F44', 'F45', 'F46', 'F47', 'F48', 'F49', 'F50', 'F51', 'F52', 'F53', 'F54', 'F55', 'F56', 'F57', 'F58', 'F59', 'F60', 'F61', 'F62', 'F63', 'F64', 'F65', 'F66', 'F67', 'F68', 'F69', 'F70', 'F71', 'F72', 'F73', 'F74', 'F75', 'F76', 'F77', 'F78', 'F79', 'F80', 'F81', 'F82', 'F83', 'F84', 'F85', 'F86', 'F87', 'F88', 'F89', 'F90', 'F91', 'F92', 'F93', 'F94', 'F95', 'F96', 'F97', 'F98', 'F99', 'F100'.

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.



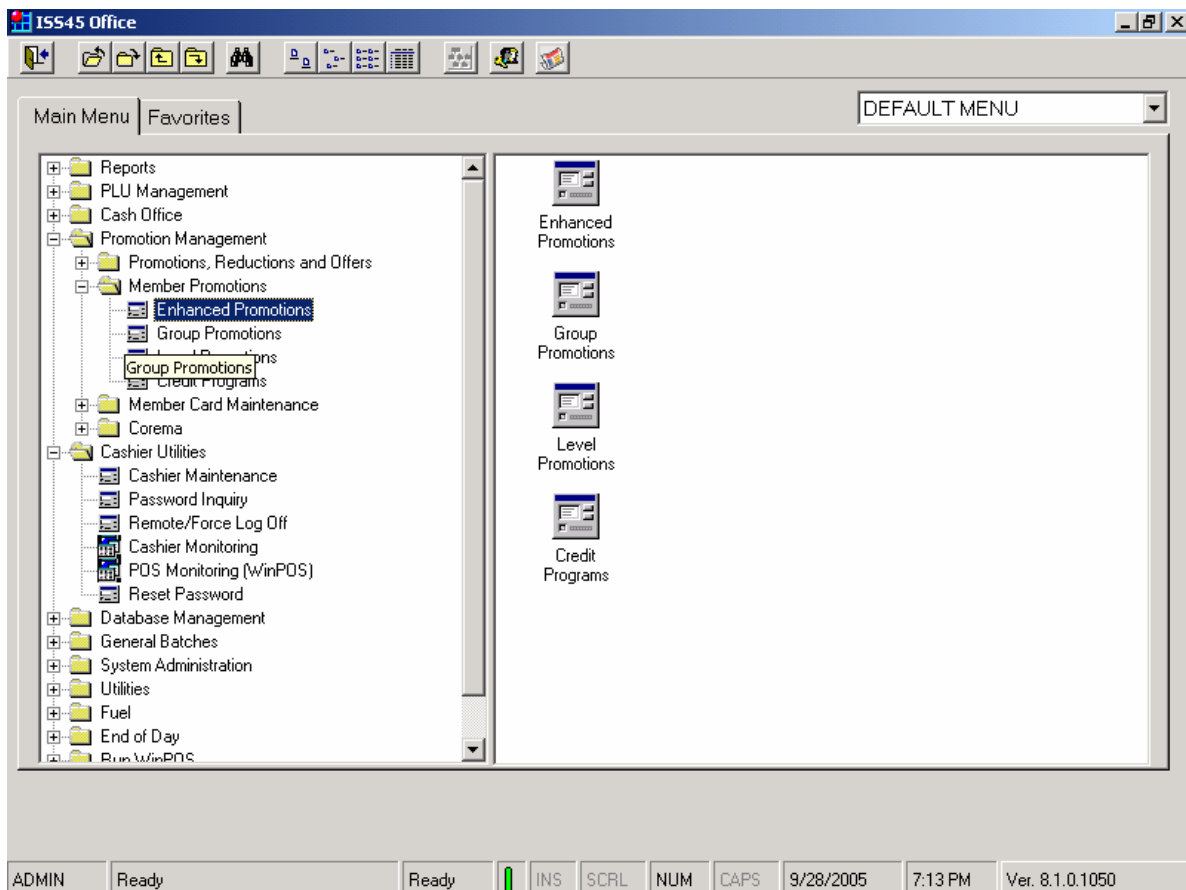
- 14 On the *Visual Effects Settings* tab, leave all the fields blanks. This option currently supports sound and video on selected promotions. It is not currently used with the ISS45 Fuel Application.
- 15 Click *OK* or *Apply* to save.

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.

The screenshot shows a window titled "Enhanced Promotions" with a toolbar containing icons for Exit, Report, New, Edit, Delete, and Find. Below the toolbar is a "Go to:" text box and a label "In Promotion Id Ascending". The main area contains a table with the following data:

Promotion Id	Description	Start Date	End Date
3	Gas Rewards Points	06/12/2003	06/12/2007
4	Cents Off / Gallon	07/30/2003	07/30/2007
6	CHEESE PROMOTION	02/17/2001	12/17/2003
125	PRODUCE BONANZA	10/09/2002	10/28/2005
600	Bronze message	02/19/2003	02/22/2008
601	Silver message	02/22/2003	02/22/2007
602	Gold message	02/22/2003	02/22/2007
650	Health Soup	02/23/2003	02/23/2007
900	randys promo	02/25/2003	02/25/2003

At the bottom of the window is a status bar with the following information: ADMIN, Ready, Read, a green bar, INS, SCRL, NUM, CAPS, 7/31/2003, 1:32 PM, and Ver. 8.0.6.0000.

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

Enhanced Promotion

Promotion ID:

Description:

Go:

Start date:

End date:

Day Settings

	From	To
☒ Monday	00:00	23:59
☒ Tuesday	00:00	23:59
☒ Wednesday	00:00	23:59
☒ Thursday	00:00	23:59
☒ Friday	00:00	23:59
☒ Saturday	00:00	23:59
☒ Sunday	00:00	23:59

Credit Program:

Linked Promotion:

Coupon Type:

Coupon Required:

☒ Delayed Promotion

☐ Non Netted Discount

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

- 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

- 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. 'Group Type' is 'Units' and 'Reward Type' is 'Credits'. The 'Reward' is 1, and 'Give reward on' is 'Highest Price'. There are checkboxes for 'Reward Entered By cashiers' and 'Points Redemption Approval'. 'Limit Quantity' is 0 and 'Minimum Purchase' is 0.00. Under the 'Quantity' section, '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). The dialog has 'OK', 'Cancel', and 'Apply' buttons at the bottom right.

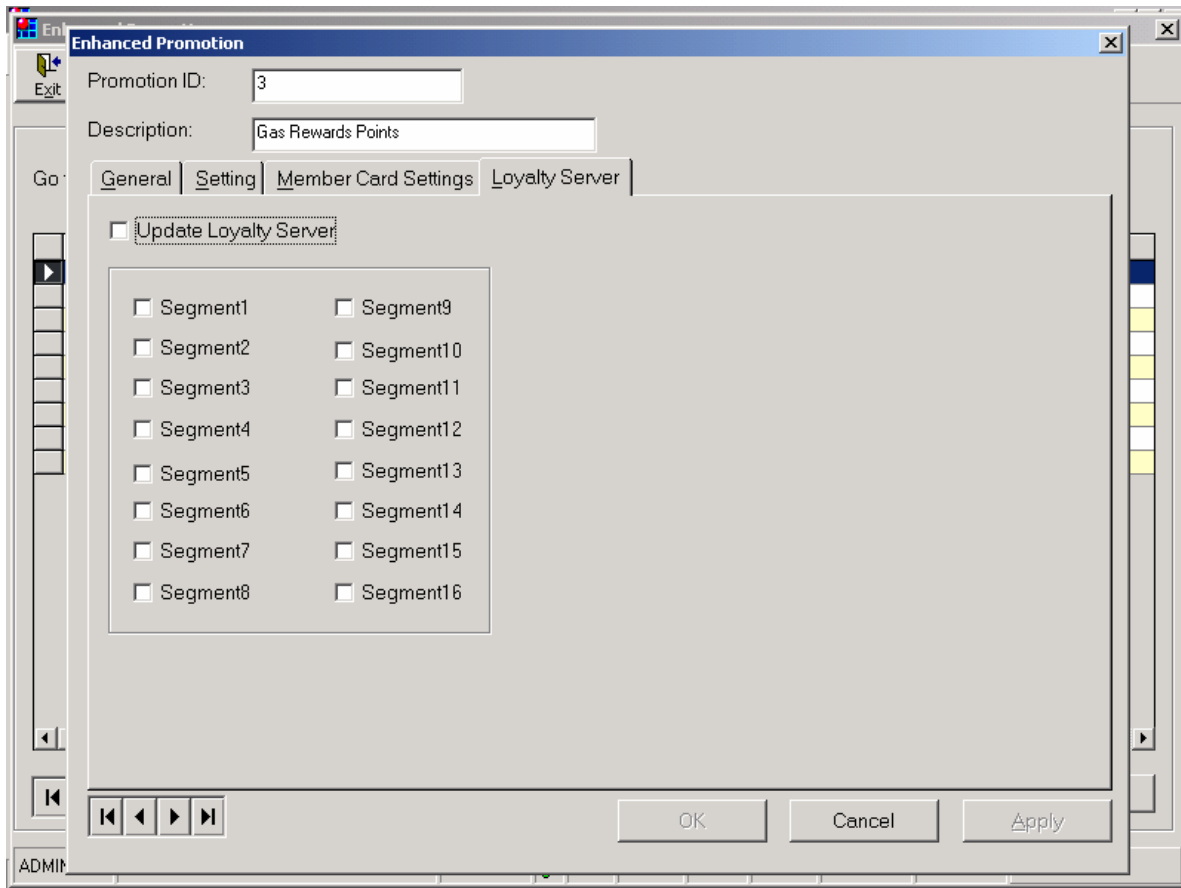
- 12 On the *Setting* tab, set the following:
 - Group Type: "Units"
 - Reward Type: "Credits"
 - Reward: Enter number of credits earned for each item purchased.
 - Limit Quantity: Enter number of times promotion can be given within the transaction.
 - Threshold: Enter the quantity a customer must purchase 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 a checkbox 'Available for all Card Schemes' which is also unchecked. Below this, there are ten numbered dropdown menus (1-10) for selecting card schemes. The dialog box has 'OK', 'Cancel', and 'Apply' buttons at the bottom right. The 'ADMIN' label is visible at the bottom left of the dialog box.

- 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:

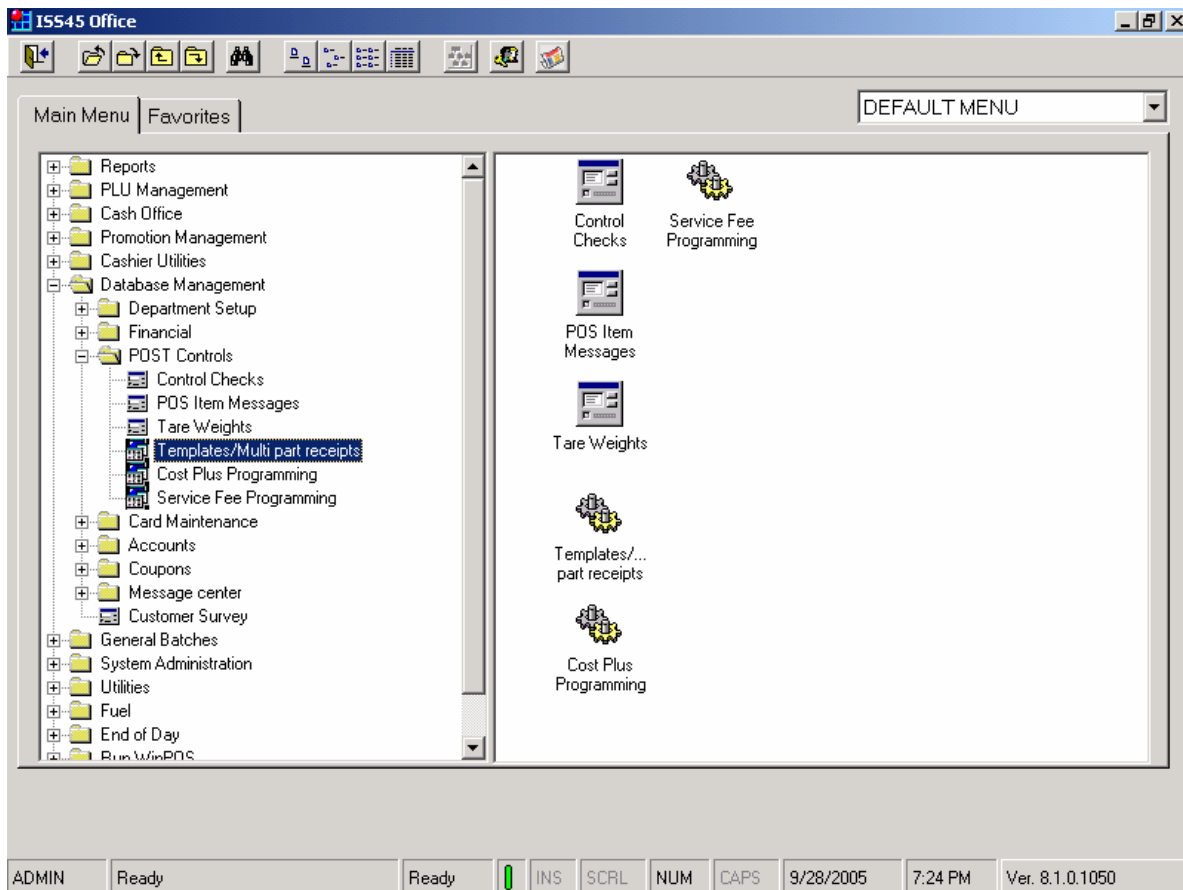
- AFUEL_R_H Template – This template contains the header portion of the multi-part receipt that is printed after the customer receipt.
- AFUEL_R_F Template – This template contains the footer portion of the multi-part receipt that is printed after the customer receipt.

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.

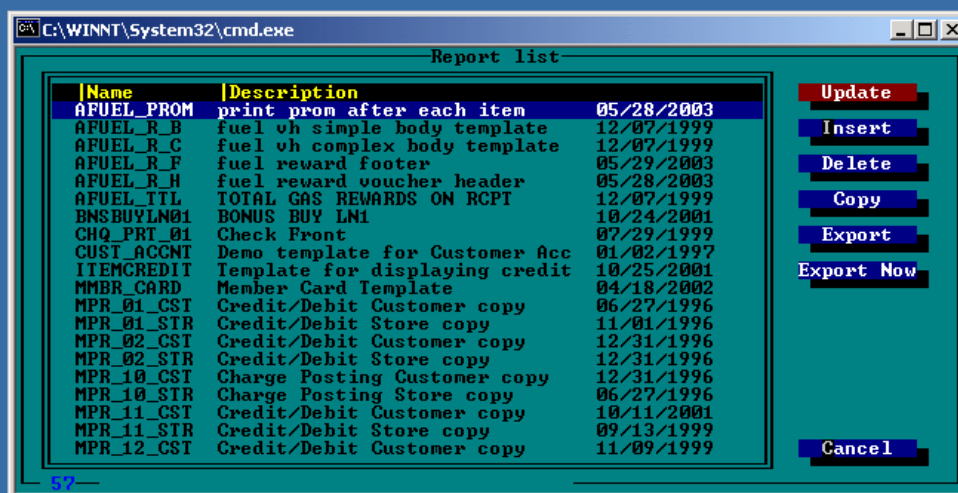
After modifying/editing the above templates, make sure to add the appropriate template names in the fields on the *Setting* tab, in the Credit Program record.

➤ **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:

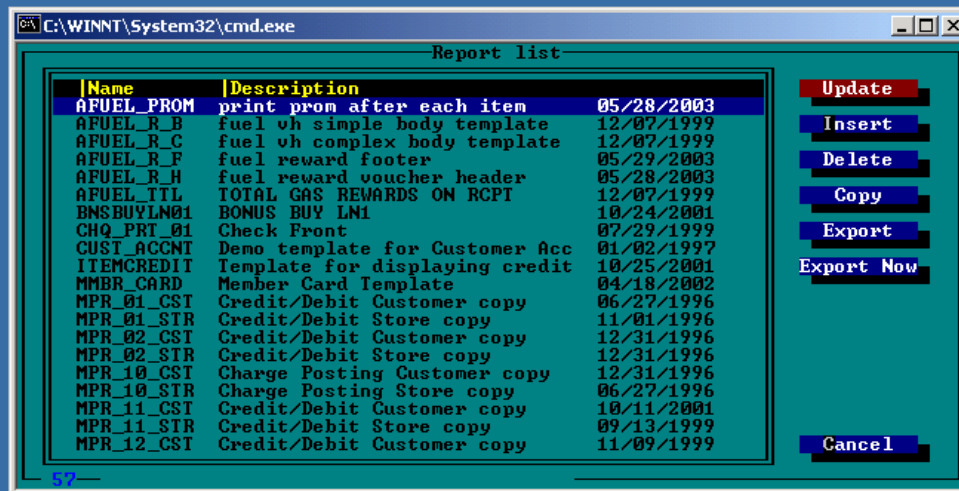
- AFUEL_PROM
- AFUEL_TTL
- AFUEL_R_H
- AFUEL_R_F

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.

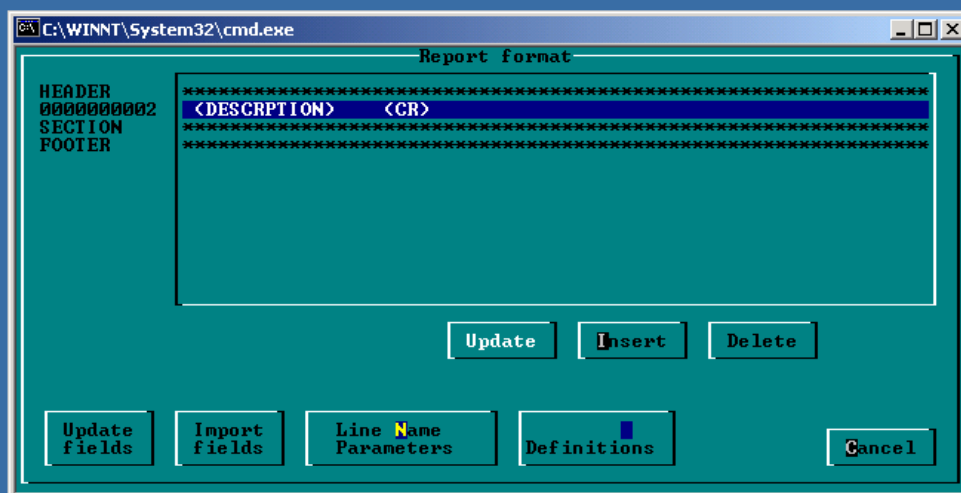
AFUEL_PROM Template:

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



AFUEL_PROM Template Contents:

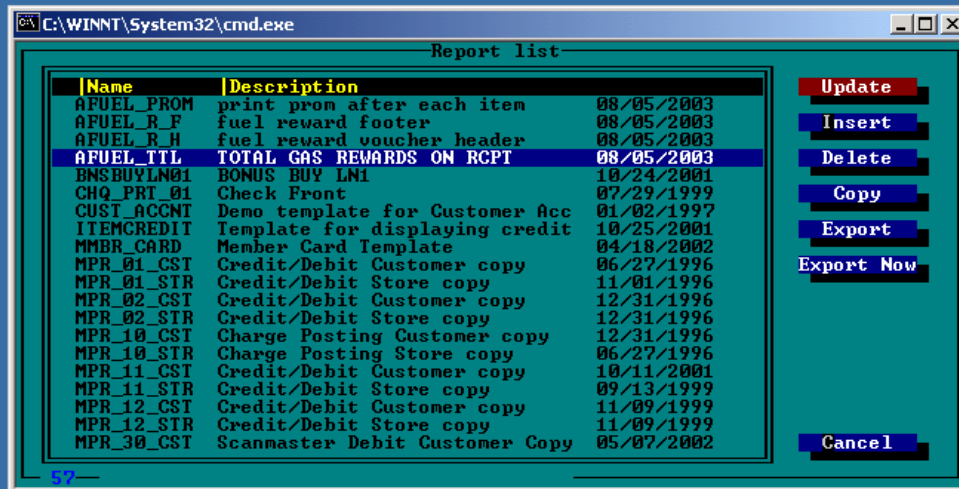
This screen shows the contents of the AFUEL_PROM template. It can be renamed and / or edited for contents per customer requirements.



- 5 Modify AFUEL_TTL template.

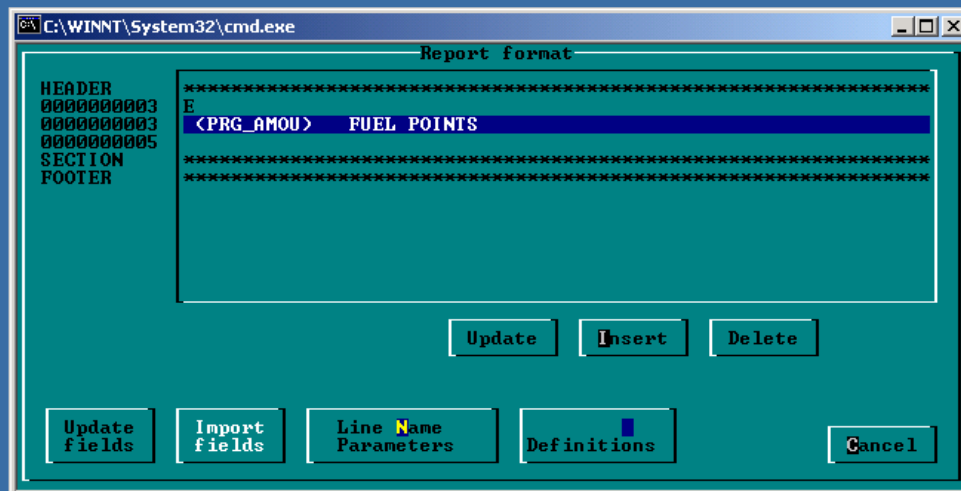
AFUEL_TTL Template:

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:

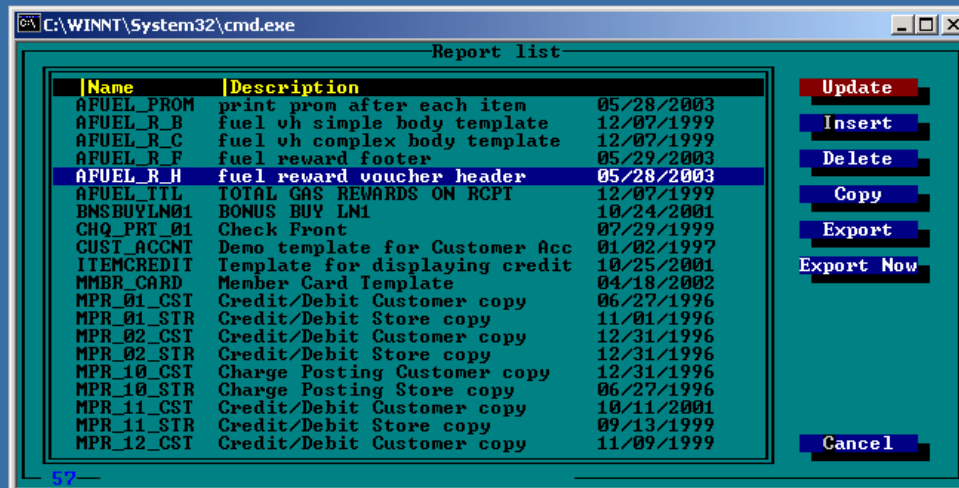
This screen shows the contents of the AFUEL_TTL template. It can be renamed and / or edited for contents per customer requirements.



6 Modify AFUEL_R_H template.

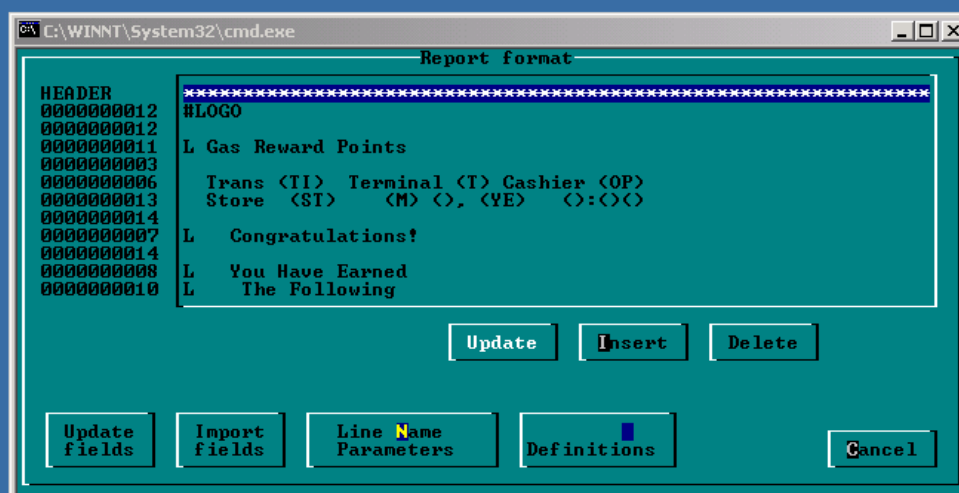
AFUEL_R_H Template:

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:

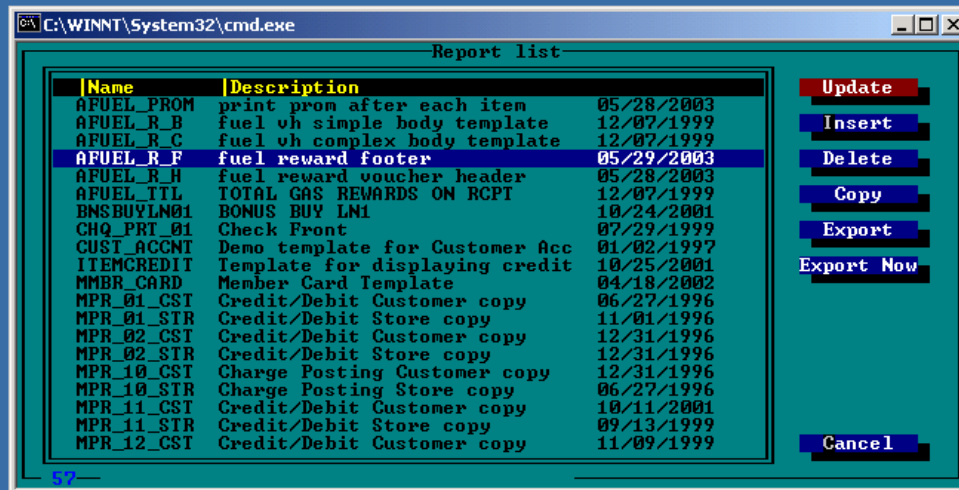
This screen shows the contents of the AFUEL_R_H template. It can be renamed and / or edited for contents per customer requirements. It contains the store logo, header information and text that can be customized for each customer or site.



7 Modify AFUEL_R_F template.

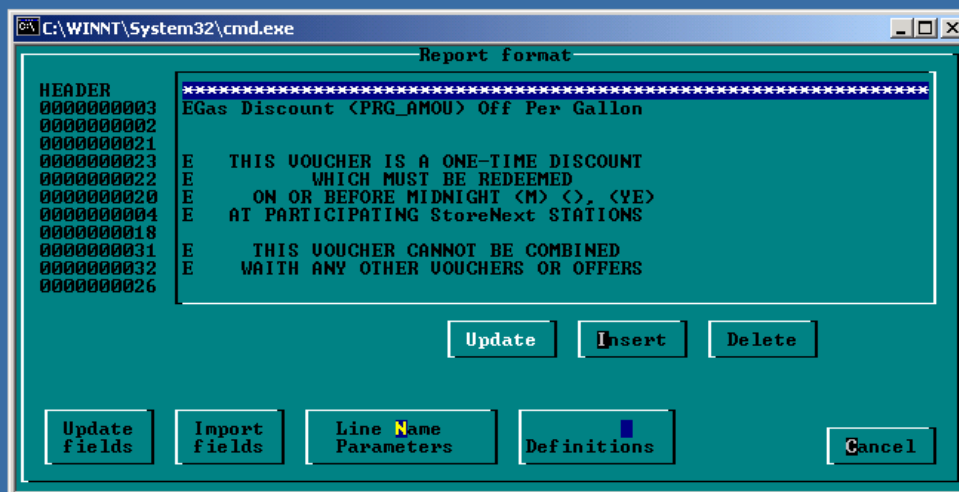
AFUEL_R_F Template:

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:

1. Create one new Credit Program.
2. Create one new “Enhanced Promotion”.
3. 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.

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.

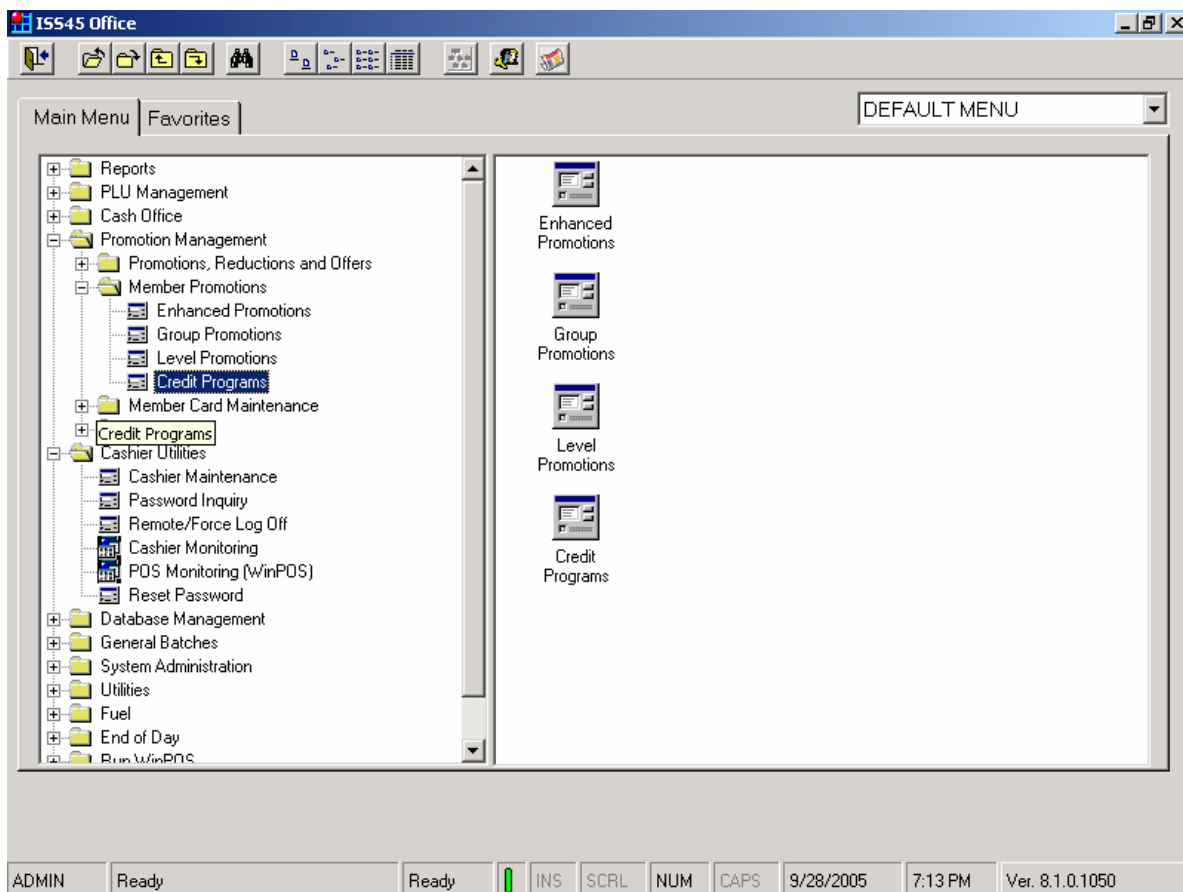
The following sections provide detailed setup procedures for the Credit Promotion, Enhance Promotion and ISS45 Templates. Refer to the *ISS45 Version 8 Office User Guide*, for details on creating PLUs, departments, tenders and keyboard functions.

Credit Program Setup

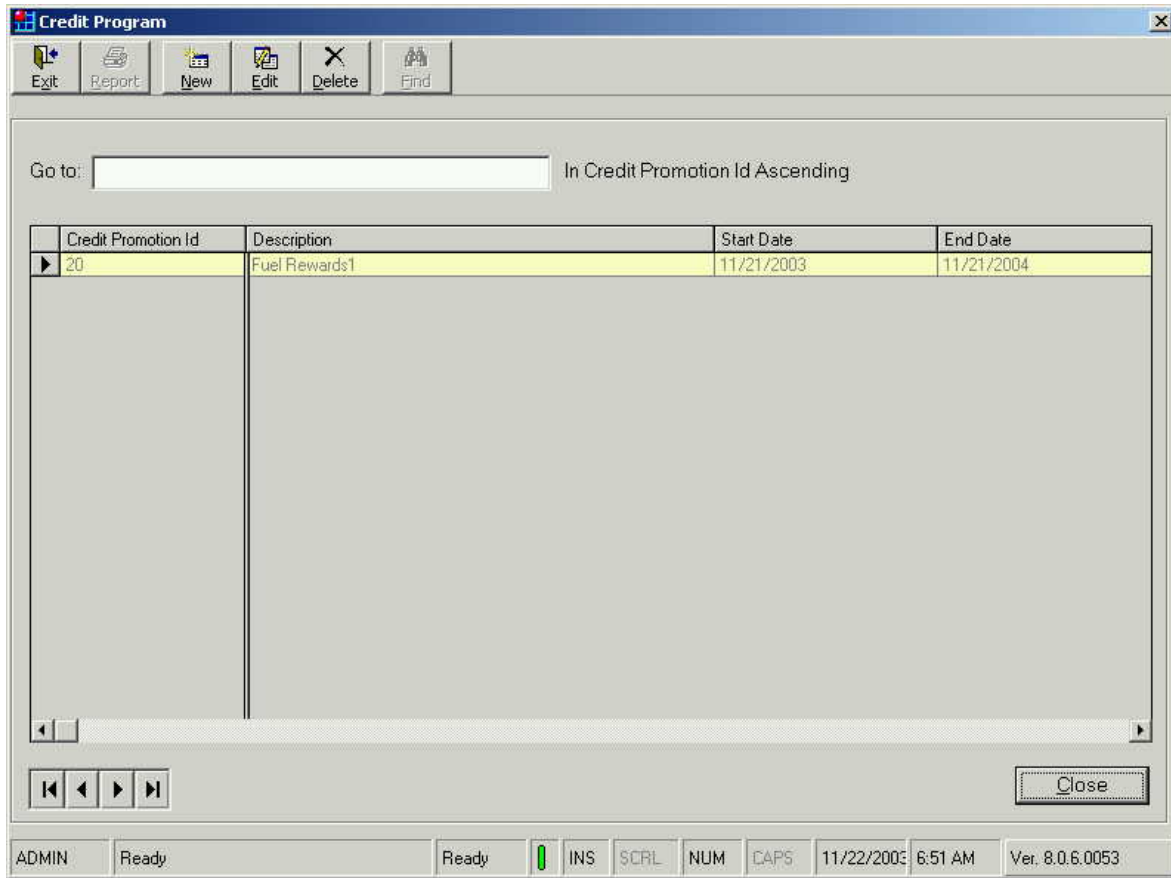
In this fuel coupon voucher promotion example, the Credit Program promotion will print a fuel coupon voucher, highlighting the total gas discounted rewarded, based on the sales order total for qualifying departments. This voucher can be redeemed by the customer on a future gas purchase.

➤ **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.



- 3 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
☒ Monday	00:00	23:59
☒ Tuesday	00:00	23:59
☒ Wednesday	00:00	23:59
☒ Thursday	00:00	23:59
☒ Friday	00:00	23:59
☒ Saturday	00:00	23:59
☒ 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:

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

- 4 Enter the appropriate Program ID number in the *Credit Program ID* field (Credit Program # 20 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 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 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 ('Event invisible on receipt' and 'Negative event'), and two columns of input fields for 'Threshold', 'Step size', 'Reward', and 'Step Reward'. The 'Convert price amount' section has two columns of input fields for 'Threshold', 'Step size', 'Reward', and 'Step Reward'. The bottom of the dialog has navigation buttons (back, forward, etc.), 'OK', 'Cancel', 'Apply', and 'Close' buttons. The status bar at the bottom shows 'ADMIN', 'Ready', 'Ready', 'INS', 'SCRL', 'NUM', 'CAPS', '11/22/2003', '6:51 AM', and 'Ver. 8.0.6.0053'.

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]			
☐ Event invisible on receipt ☐ Negative event			
Threshold:	Quantity: 0	Reward:	Price: 0.00
Step size:	0	Step Reward:	0.00

Convert price amount			
Price			
Threshold:	0.00	Reward:	Quantity: 0
Step size:	0.00	Step Reward:	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 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 two unchecked checkboxes: 'Print credit earning after every item' and 'Print total credits earning on receipt'. The 'Print on Voucher' section has a checked 'Print voucher' checkbox. The '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 14. Navigation buttons (back, forward, etc.) are at the bottom left, and 'OK', 'Cancel', and 'Apply' buttons are at the bottom right.

Credit Program

Credit Program ID: 20

Description: Fuel Rewards1

General Settings Printing settings Member Card Settings Visual Effects Settings

Print on Receipt

☐ Print credit earning after every item

Item credit template name:

☐ Print total credits earning on receipt

Total credits on receipt template name:

Print on Voucher

☒ Print voucher

Template name: AFUEL_R_

Create/print voucher ID from: None

☐ Barcode for voucher ID

☐ Earning details

Redeem validation period (in days): 14

OK Cancel Apply

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.

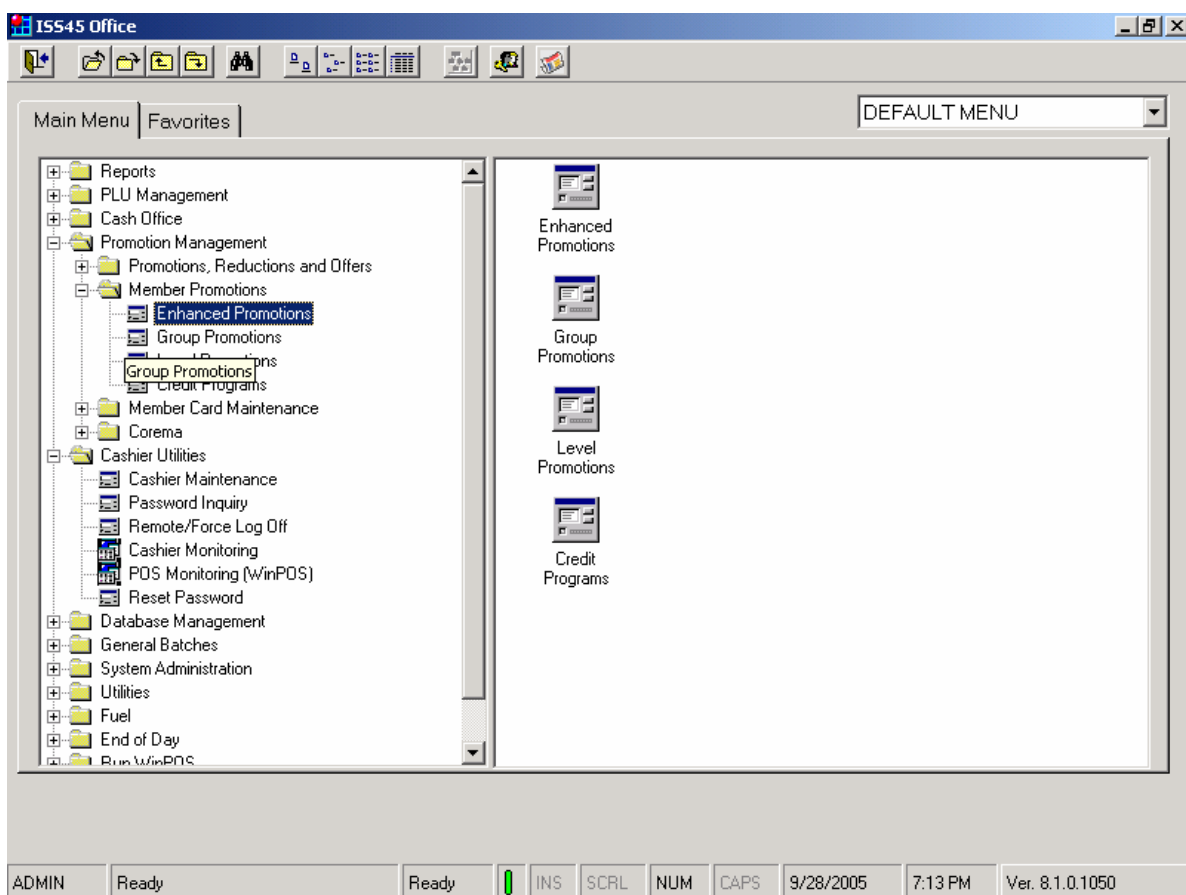
- 11 On the *Member Card Settings* tab, leave all the fields blank. This tab is not used in Credit Program Promotions.
- 12 On the *Visual Effects Setting* tab, leave all the fields blank. This option supports sound and video on selected promotions. It is not currently used with the ISS45 Fuel Application.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

Enhanced Promotion Setup

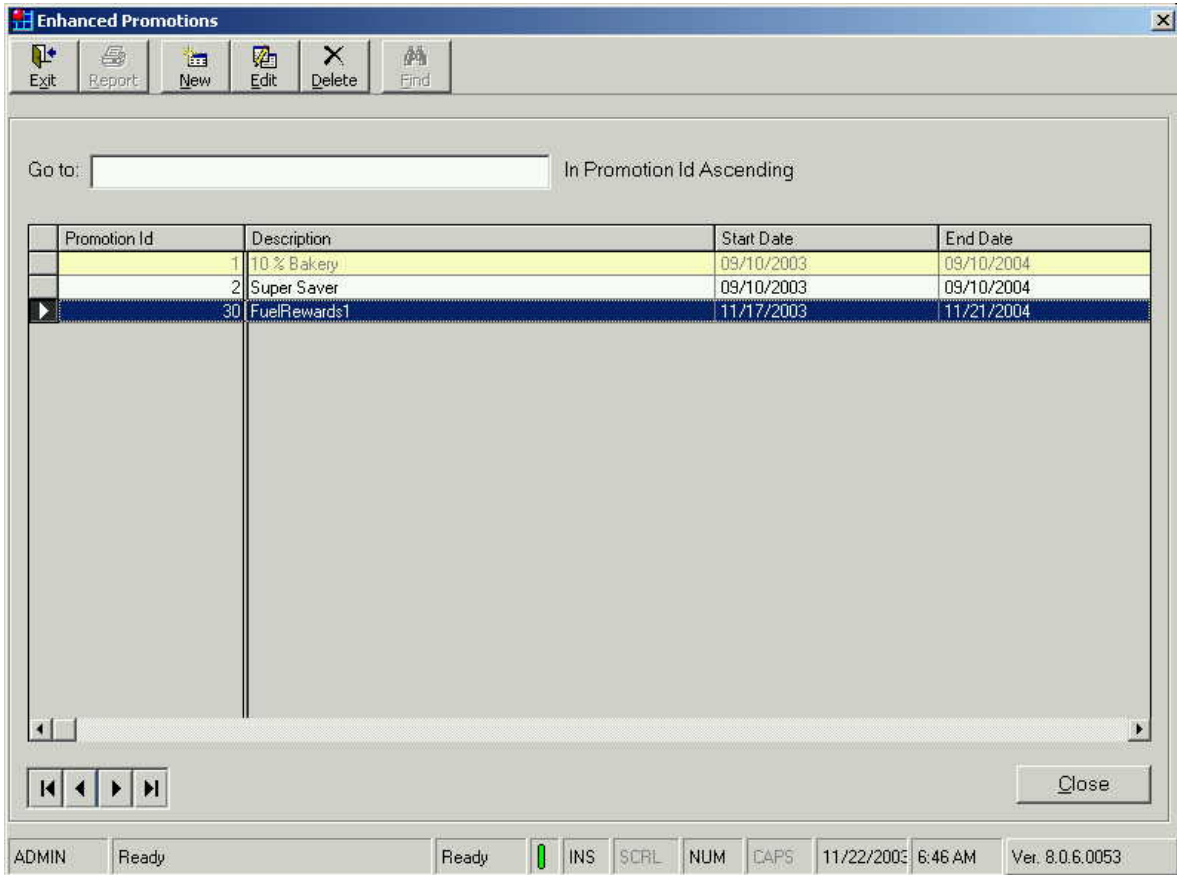
In this fuel promotion, the following Enhanced Promotion awards a fuel \$.50 fuel discount based on order total, for every \$10.00 spent in qualifying departments. The fuel voucher can be redeemed by the customer on a future gas purchase.

➤ **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.



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

- 4 Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 30, 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. 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:

Set Attachment

Promotion ID: 30

Description: FuelRewards1

Item ID	Type	Description
1	DEP	
2	DEP	
3	DEP	
5	DEP	

Set Attachment By: Link by Department

Filters: Link Type: All Links

Count: Plu: 0, Department: 4, Mix & Match: 0, Manufacture: 0, Price Group: 0, Segments: 0

Multi Selector: Select Department

Dep. No	Description
☐ 1	Grocery
☐ 2	Grocery Taxable
☐ 3	Produce
☐ 4	Meat
☐ 5	Bakery
☐ 90	Fuel T\$st
☐ 150	Fuel
☐ 151	Drive Off
☐ 152	Pump TEst
☐ 153	Pre-Pay Fuel

OK Cancel

Delete Close

- 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 'Promotion ID' is 30 and the 'Description' is 'FuelRewards1'. The 'Mark Down Department' is set to a dropdown menu. The 'Group Type' is 'Order value', 'Reward Type' is 'Credits', and 'Reward' is 50. The 'Give reward on' is 'Highest Price'. There are checkboxes for 'Reward Entered By cashiers' and 'Points Redemption Approval'. The 'Limit Quantity' is 0, and the 'Minimum Purchase' is 10.00. Under the 'Order value' section, there are fields for 'Threshold' (10.00), '2nd Threshold' (10.00), 'Minimum Item Value' (0.00), 'Minimum Item Weight' (0.000), and 'Maximum Item Weight' (0.000). There is a checkbox for 'Reward By Threshold'. The dialog has 'OK', 'Cancel', and 'Apply' buttons. The status bar at the bottom shows 'ADMIN', 'Ready', 'Ready', 'INS', 'SURL', 'NUM', 'LAPS', '11/22/2003', '6:46 AM', and '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:

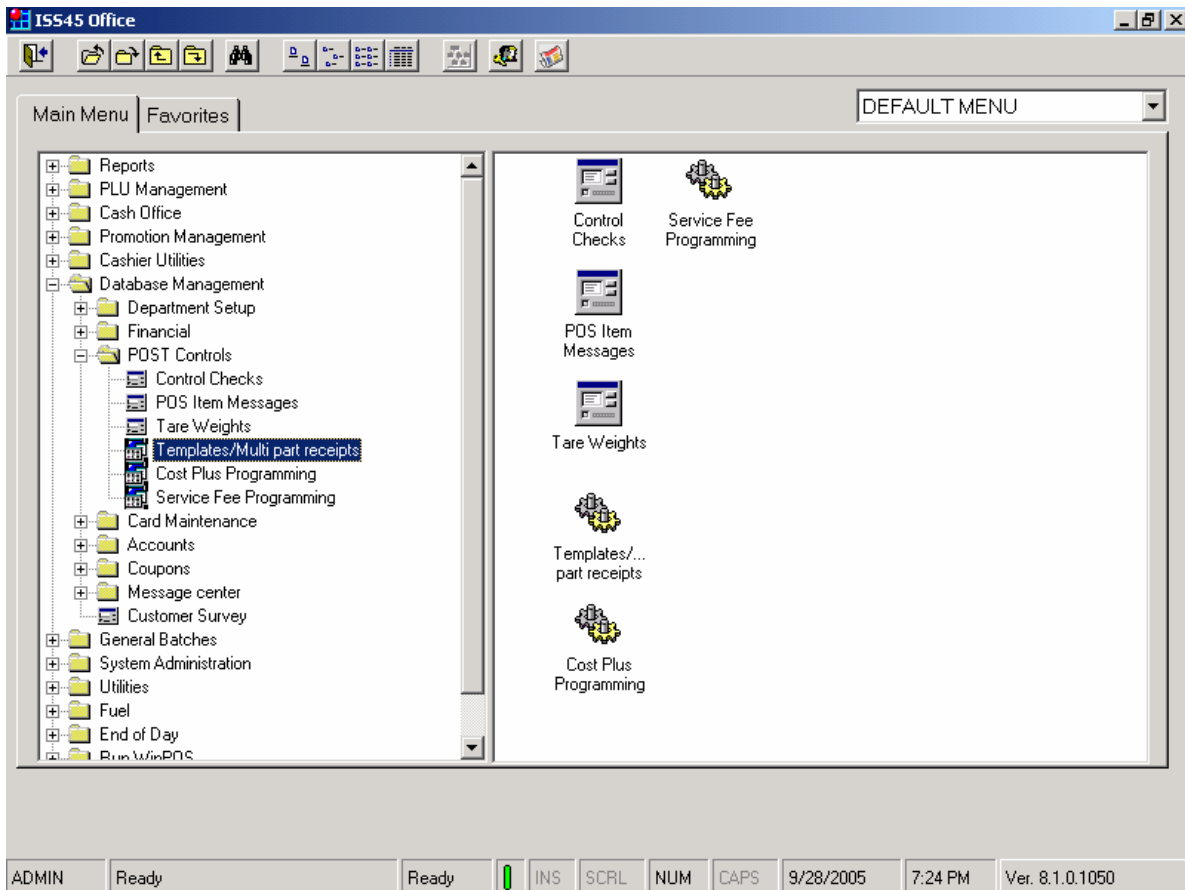
- AFUEL_R_H Template – This template contains the header portion of the multi-part receipt that is printed after the customer receipt.
- AFUEL_R_F Template – This template contains the footer portion of the multi-part receipt that is printed after the customer receipt.

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.

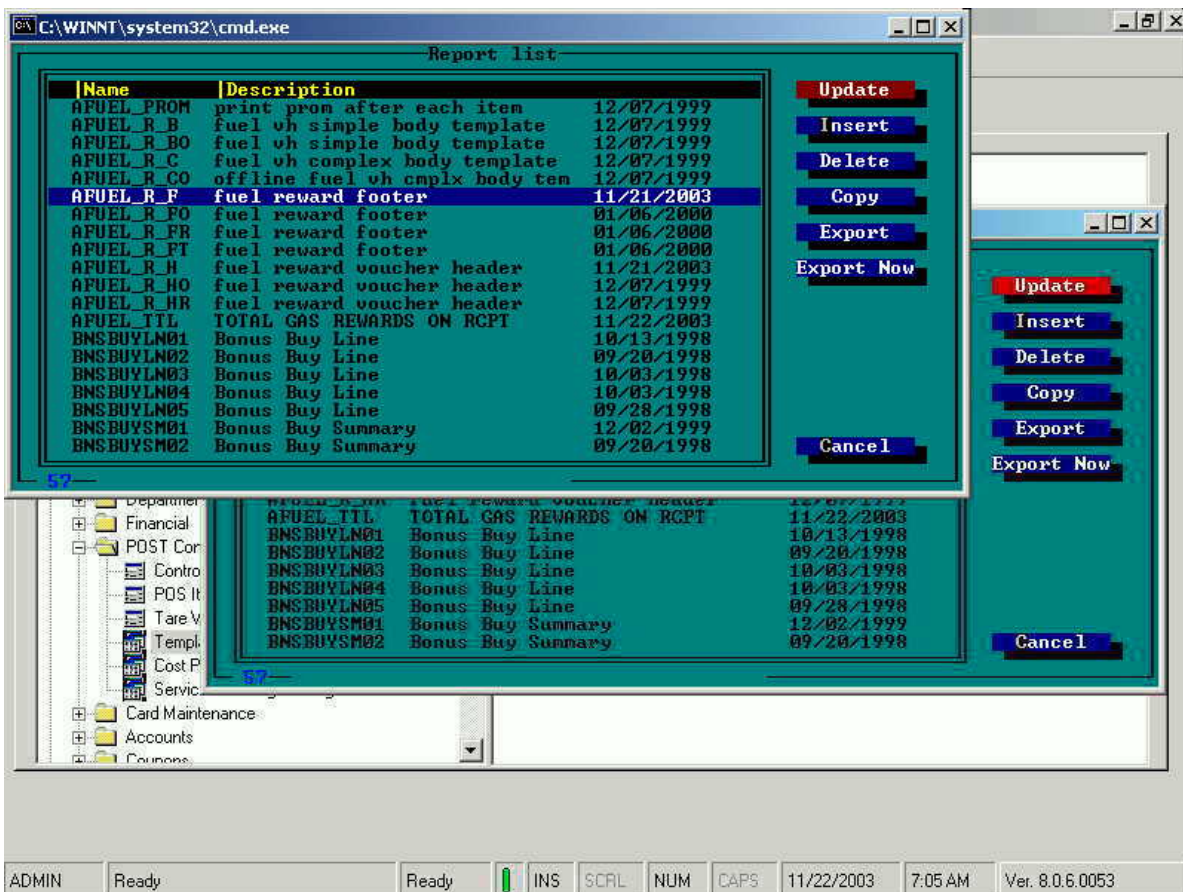
After modifying/editing the above templates (AFUEL_R_H and AFUEL_R_F) make sure that the AFUEL_R_ template is defined in the in the appropriate Credit Program record.

➤ **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:

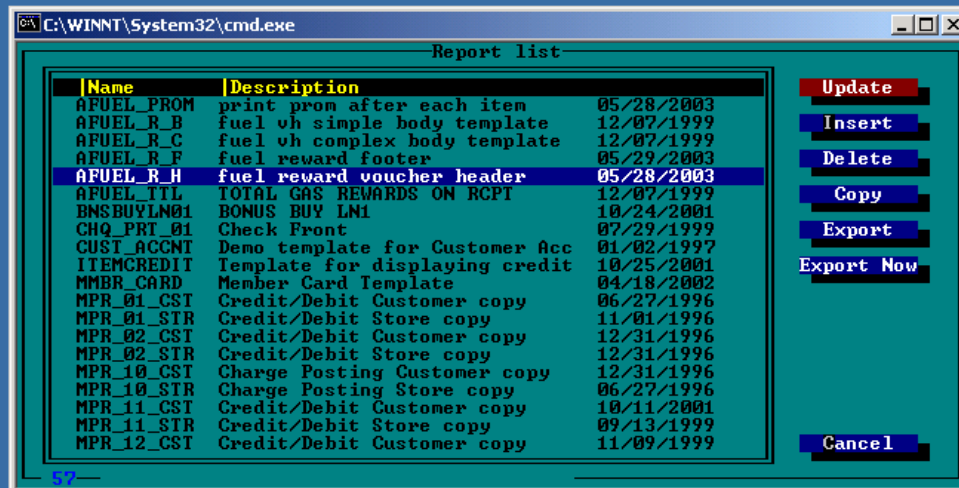
- AFUEL_R_H
- AFUEL_R_F

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.

The screenshot shows a Windows command prompt window titled "Report format" with the path "C:\WINNT\System32\cmd.exe". The window displays a report format template for AFUEL_R_H. The template is divided into two main sections: a left column for line numbers and a right column for the report content.

Left Column (Line Numbers):

- 0000000012
- 0000000012
- 0000000011
- 0000000003
- 0000000006
- 0000000013
- 0000000014
- 0000000007
- 0000000014
- 0000000008
- 0000000010

Right Column (Report Content):

- *****
- #LOGO
- L Gas Reward Points
- Trans <TI> Terminal <T> Cashier <OP>
- Store <ST> <M> <Y> <YE> <Y> <Y>
- L Congratulations!
- L You Have Earned
- L The Following

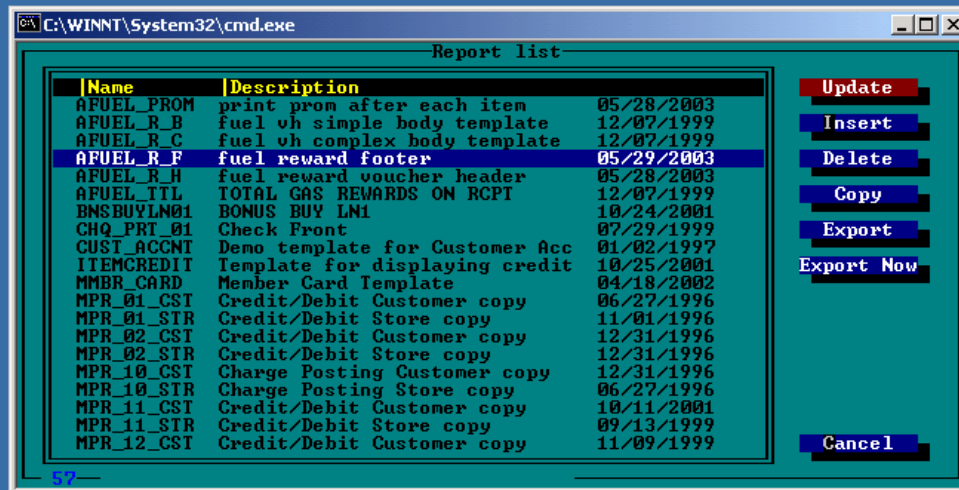
Buttons:

- Update
- Insert
- Delete
- Update fields
- Import fields
- Line Name Parameters
- Definitions
- Cancel

- 5 Modify AFUEL_R_F template.

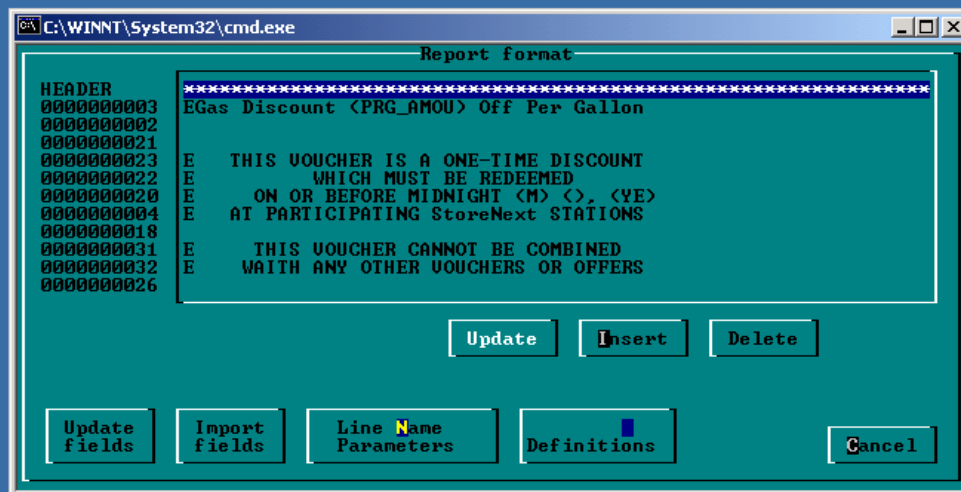
AFUEL_R_F Template:

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 82, 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.

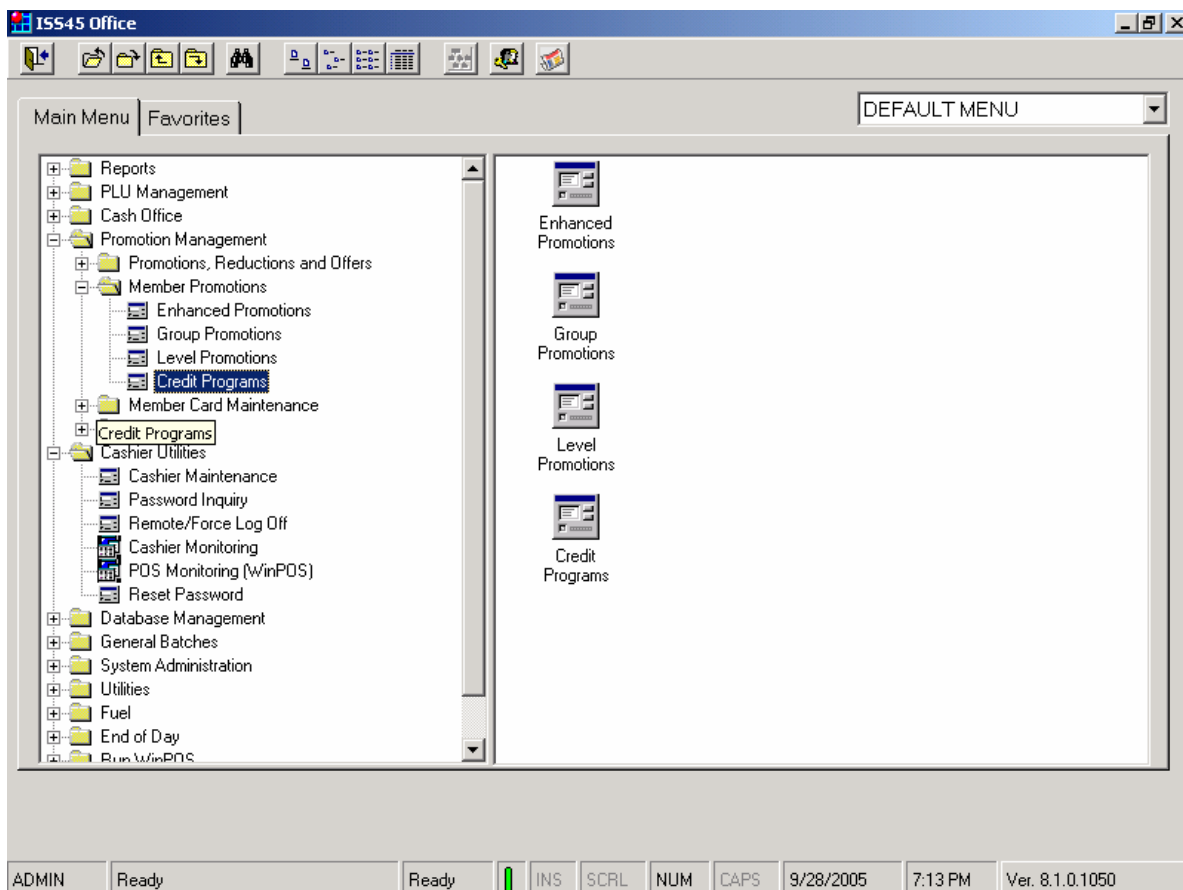
Credit Program Setup

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.

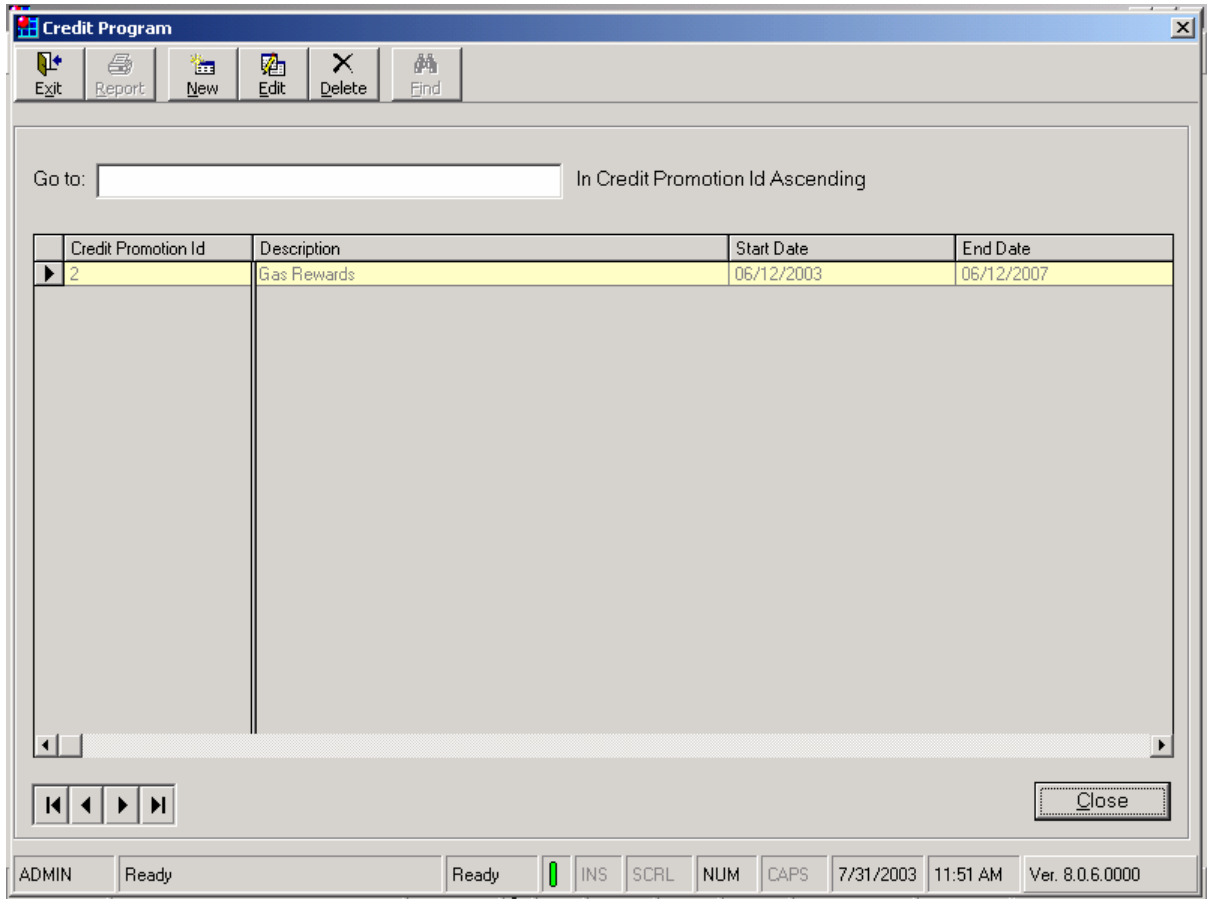
This Credit Program is linked to Enhancement Promotion # 30, which establishes the promotion criteria.

➤ 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.

The screenshot shows the 'Credit Program' dialog box with the 'General' tab selected. The 'Credit Program ID' field contains the number '3'. The 'Description' field contains '\$ Off Fuel Voucher'. The 'Start date' is '01/24/2005' and the 'End date' is '01/25/2006'. The 'Credit Program Type' is set to 'Gas Reward'. The 'Day Settings' section shows a table with columns 'From' and 'To' for each day of the week, all set to '00:00' and '23:59'. There are 'All On' and 'All Off' buttons. A checkbox 'Report to loyalty promotion server' is unchecked. At the bottom, there are 'OK', 'Cancel', and 'Apply' buttons.

Day	From	To
☒ Monday	00:00	23:59
☒ Tuesday	00:00	23:59
☒ Wednesday	00:00	23:59
☒ Thursday	00:00	23:59
☒ Friday	00:00	23:59
☒ Saturday	00:00	23:59
☒ Sunday	00:00	23:59

- 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 62.
- 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 3 and the 'Description' is '\$ Off Fuel Voucher'. The 'Program Restrictions' section contains the following values: Minimum order purchase: 1.00, Maximum credits program purchase: 1000.00, Minimum credits program purchase: 0.01, and Minimum credits program purchase quantity: 0. The 'Convert credits' section has 'Reward Tender Type' set to a dropdown menu, with checkboxes for 'Event invisible on receipt' and 'Negative event'. Below these are fields for 'Threshold' (0), 'Step size' (0), 'Reward' (0.00), and 'Step Reward' (0.00). The 'Convert price amount' section has fields for 'Threshold' (0.00), 'Step size' (0.00), 'Reward' (0), and 'Step Reward' (0). The dialog box has 'OK', 'Cancel', and 'Apply' buttons at the bottom right.

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 two checked options: 'Print credit earning after every item' and 'Print total credits earning on receipt'. The 'Item credit template name' is 'FUEL_O_PR' and the 'Total credits on receipt template name' is 'FUEL_O_TL'. The 'Print on Voucher' section has 'Print voucher' checked, 'Template name' is '_FUEL_O_', 'Create/print voucher ID from' is 'None', 'Barcode for voucher ID' is checked, 'Earning details' is unchecked, and 'Redeem validation period (in days)' is 30. Navigation buttons (back, forward, etc.) are at the bottom left, and 'OK', 'Cancel', and 'Apply' buttons are at the bottom right.

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.

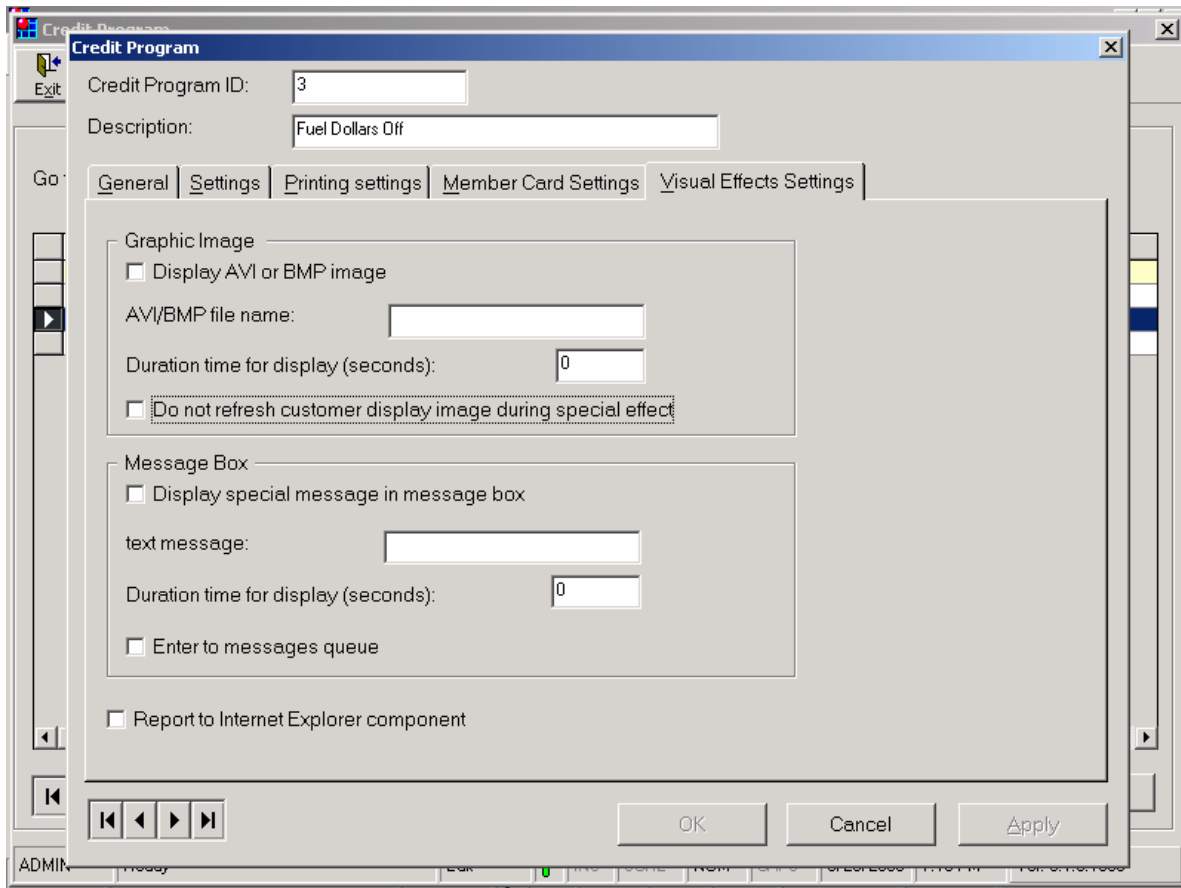
Note: The number of valid days prints on the multi-part receipt but does not validate unless Corema or a third party application (Fuel Links) is used that generates and tracks the credit program.

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 3 and the 'Description' is 'Fuel Dollars Off'. The 'Member Card Required' checkbox is unchecked. Below this, the 'Available Card Schemes' section contains a checkbox 'Available for all Card Schemes' which is also unchecked. There are ten numbered dropdown menus (1-10) for selecting card schemes, all of which are currently blank. At the bottom of the dialog are 'OK', 'Cancel', and 'Apply' buttons. The background shows a portion of the 'ADMIN' window.

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.



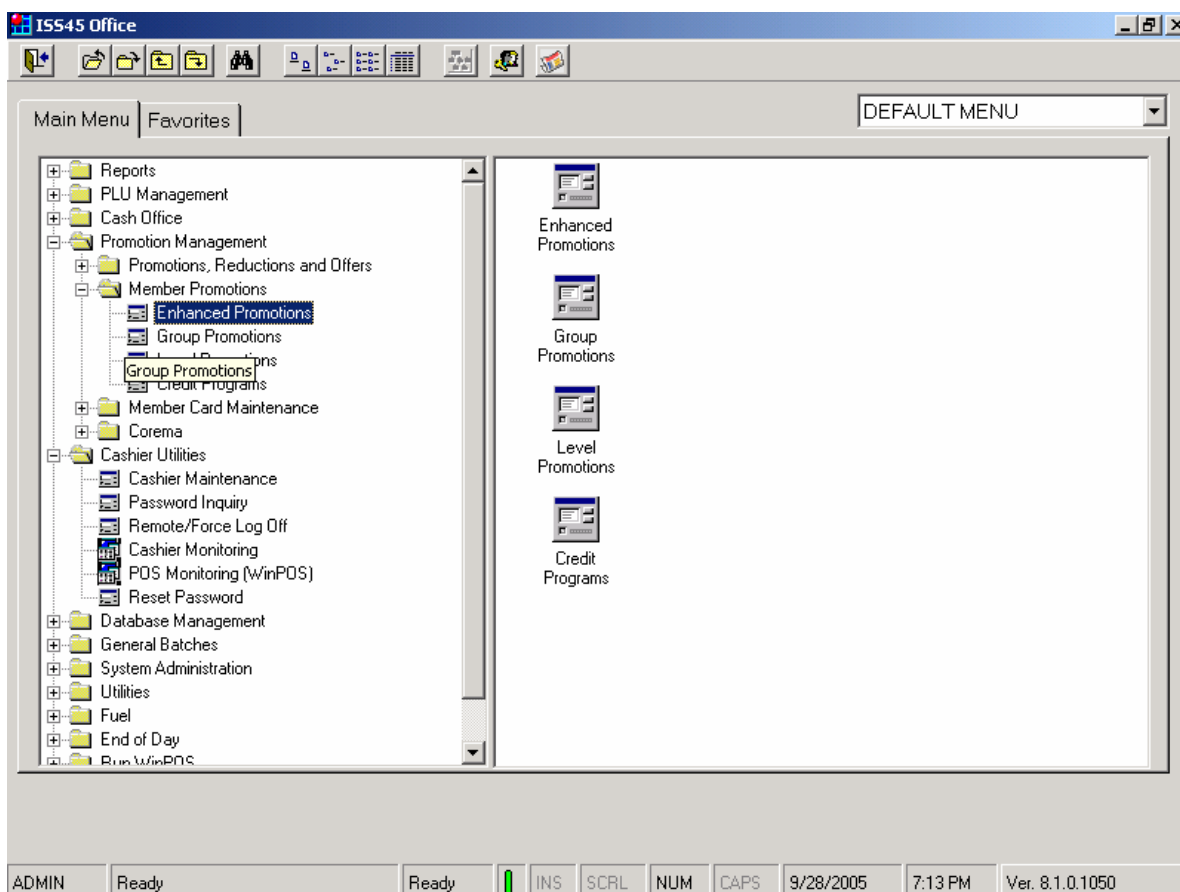
- 14 On the *Visual Effects Settings* tab, leave all the fields blanks. This option currently supports sound and video on selected promotions. It is not currently used with the ISS45 Fuel Application.
- 15 Click *OK* or *Apply* to save.

Enhanced Promotion # 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.

The screenshot shows a window titled "Enhanced Promotions" with a toolbar containing icons for Exit, Report, New, Edit, Delete, and Find. Below the toolbar is a "Go to:" text box and a label "In Promotion Id Ascending". The main area contains a table with the following data:

Promotion Id	Description	Start Date	End Date
30	\$ Off Fuel Voucher	01/24/2005	01/24/2006
31	Tot Discount2	01/24/2005	01/24/2006
32	Redeem at the pump	01/24/2005	01/24/2006
40	Cents Off1	01/24/2005	01/24/2006
41	Cents Off2	01/24/2005	01/24/2006
42	Redeem at Pump \$	01/24/2005	01/24/2006
70	\$0.10 Off @ Pump	01/19/2004	01/19/2006

At the bottom of the window is a status bar with the following information: ADMIN, Ready, Read, a green bar, INS, SCRL, NUM, CAPS, 9/28/2005, 8:16 PM, and Ver. 8.1.0.1050.

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

Enhanced Promotion

Promotion ID: 30

Description: \$ Off Fuel Voucher

General | Setting | Member Card Settings | Loyalty Server

Start date: 01/24/2005 00:00

End date: 01/24/2006 23:59

Set Attachment

Day Settings

	From	To
☒ Monday	00:00	23:59
☒ Tuesday	00:00	23:59
☒ Wednesday	00:00	23:59
☒ Thursday	00:00	23:59
☒ Friday	00:00	23:59
☒ Saturday	00:00	23:59
☒ Sunday	00:00	23:59

All On

All Off

Credit Program: 3 - Fuel Dollars Off

Linked Promotion:

Coupon Type: One Time Only

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.

OK Cancel Apply

- 4 Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 30, 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 # 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.

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Setting' tab selected. The 'Promotion ID' is 30 and the 'Description' is '\$ Off Fuel Voucher'. The 'Mark Down Department' is set to a dropdown menu. The 'Group Type' is 'Weighted/Decimal' and the 'Reward Type' is 'Credits'. The 'Reward' is 100 and the 'Give reward on' is 'Highest Price'. There are checkboxes for 'Reward Entered By cashiers' and 'Points Redemption Approval'. The 'Limit Quantity' is 0 and the 'Minimum Purchase' is 0.00. The 'Weight' section has 'Threshold' at 1.000, '2nd Threshold' at 0.000, and a checkbox for 'Reward By Threshold'. The 'Minimum Item Value' is 0.00, 'Minimum Item Weight' is 0.000, and 'Maximum Item Weight' is 0.000. The dialog box has 'OK', 'Cancel', and 'Apply' buttons at the bottom right.

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

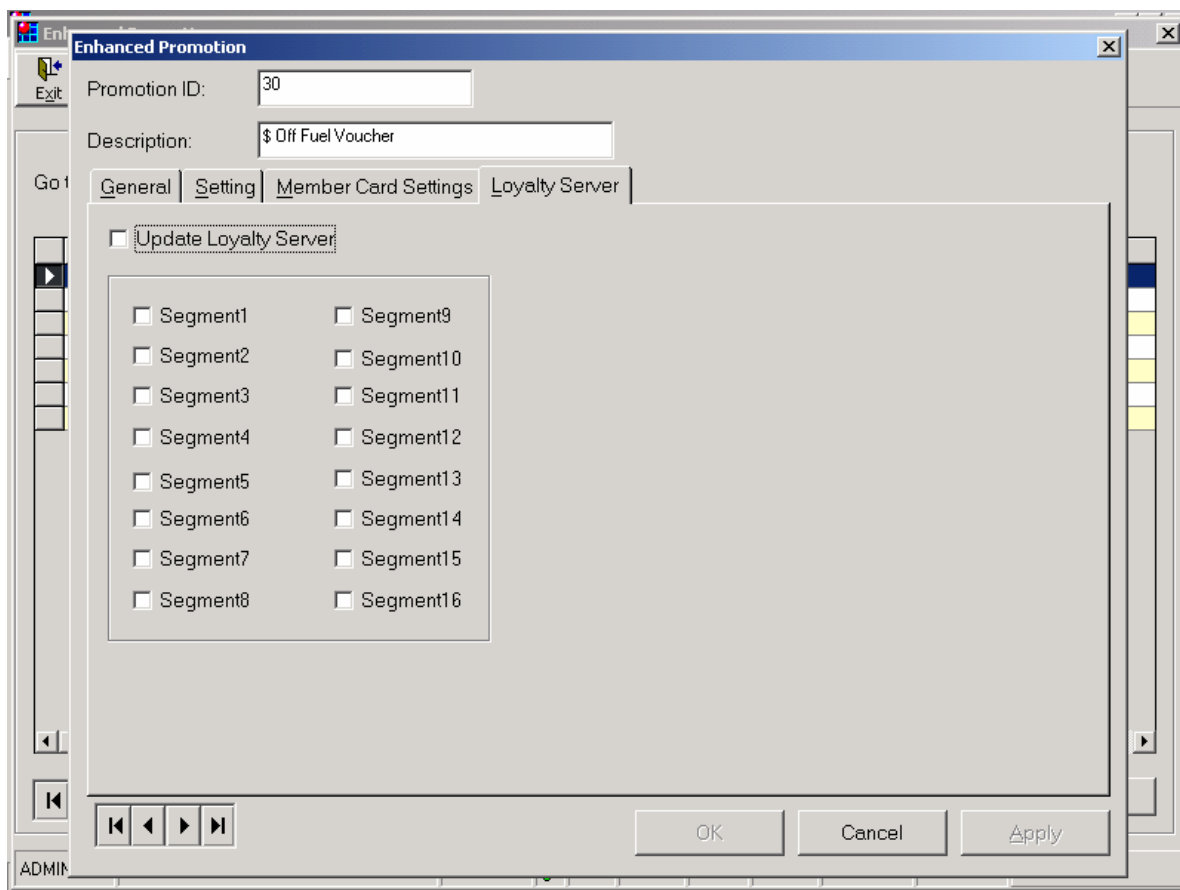
- Group Type: "Units"
- Reward Type: "Credits"
- Reward: Enter number of credits earned for each item purchased.
- Limit Quantity: Enter number of times promotion can be given within the transaction.
- Threshold: Enter the quantity a customer must purchase in order to receive the reward. Enter one in 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 set to 30 and the 'Description' is '\$ Off Fuel Voucher'. The 'Member Card Required' checkbox is unchecked, and the 'Points Required to Redeem' is set to 0. The 'Available Card Schemes' section contains a checkbox for 'Available for all Card Schemes' which is also unchecked. Below this, there are ten numbered dropdown menus (1-10) for selecting specific card schemes. The dialog box has standard 'OK', 'Cancel', and 'Apply' buttons at the bottom right. The 'ADMIN' label is visible in the bottom left corner of the window frame.

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.

Enhanced Promotion # 2 Setup

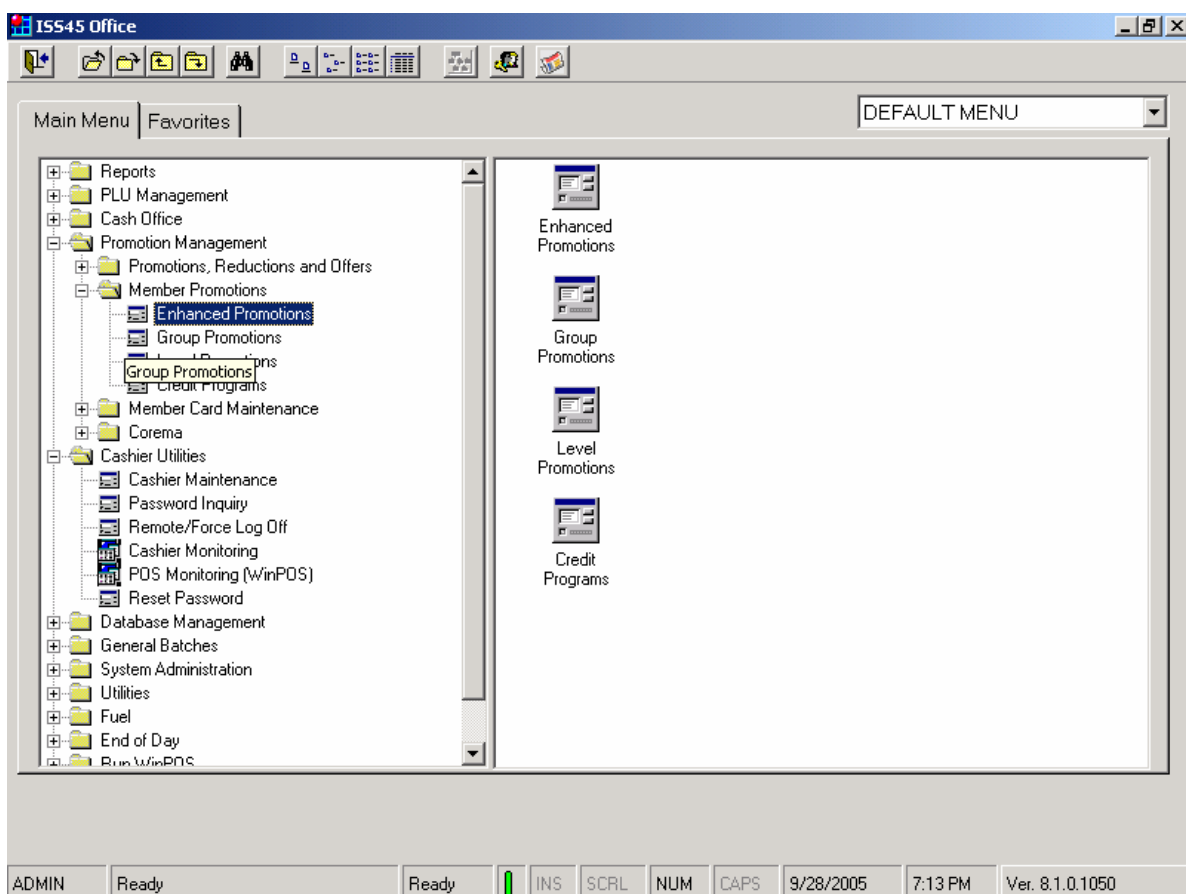
This Enhanced Promotion handles the redemption of the fuel voucher. When the customer scans the bar-coded voucher on a pay-at-pump

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 82, 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.

The screenshot shows a software window titled "Enhanced Promotions". It has a menu bar with "Exit", "Report", "New", "Edit", "Delete", and "Find". Below the menu bar is a "Go to:" text box and a label "In Promotion Id Ascending". The main area contains a table with the following data:

Promotion Id	Description	Start Date	End Date
30	\$ Off Fuel Voucher	01/24/2005	01/24/2006
31	Tot Discount2	01/24/2005	01/24/2006
32	Redeem \$ Off @ Pump	09/29/2005	09/29/2007
40	Cents Off Fuel Vouch	01/24/2005	01/24/2007
41	Cents Off2	01/24/2005	01/24/2006
42	Redeem Cent Off@Pump	01/24/2005	01/24/2007
70	\$0.10 Off @ Pump	01/19/2004	01/19/2006

Below the table are navigation buttons (First, Previous, Next, Last) and a "Close" button. The status bar at the bottom shows "ADMIN", "Ready", "Read", a green bar, "INS", "SCRL", "NUM", "CAPS", "9/29/2005", "2:47 PM", and "Ver. 8.1.0.1050".

- 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:** 32
- Description:** Redeem \$ Off @ Pump
- Start date:** 09/29/2005, **Time:** 00:00
- End date:** 09/29/2007, **Time:** 23:59
- Day Settings:**

	From	To
☒ Monday	00:00	23:59
☒ Tuesday	00:00	23:59
☒ Wednesday	00:00	23:59
☒ Thursday	00:00	23:59
☒ Friday	00:00	23:59
☒ Saturday	00:00	23:59
☒ Sunday	00:00	23:59
- Coupon Type:** One Time Per Reward
- Coupon Required:** 1234
- Non Netted Discount:** ☒

- 4 Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 32, 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 82, 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:

Item ID	Type	Description
2711	PLU	UNLEADED
2712	PLU	PLUS
2713	PLU	PREMIUM

- 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 32 and the 'Description' is 'Redeem \$ Off @ Pump'. The 'Mark Down Department' is set to '1 - GROCERY'. The 'Group Type' is 'By Value' and the 'Reward Type' is 'Amount off order'. The 'Reward' is 0.00 and the 'Give reward on' is 'Highest Price'. The 'Reward Entered By cashiers' checkbox is checked, and the 'Points Redemption Approval' checkbox is unchecked. The 'Limit Quantity' is 0 and the 'Minimum Purchase' is 0.00. The 'Threshold' is 0.00 and the '2nd Threshold' is 0.00. The 'Minimum Item Value' is 0.00, the 'Minimum Item Weight' is 0.000, and the 'Maximum Item Weight' is 0.000. The 'Reward By Threshold' checkbox is unchecked. The 'OK', 'Cancel', and 'Apply' buttons are at the bottom right.

Promotion ID:	32
Description:	Redeem \$ Off @ Pump
Mark Down Department:	1 - GROCERY
Group Type:	By Value
Reward Type:	Amount off order
Reward:	0.00
Give reward on:	Highest Price
☒ Reward Entered By cashiers	☐ Points Redemption Approval
Limit Quantity:	0
Minimum Purchase:	0.00
Threshold	0.00
2nd Threshold	0.00
☐ Reward By Threshold	
Minimum Item Value:	0.00
Minimum Item Weight:	0.000
Maximum Item Weight:	0.000

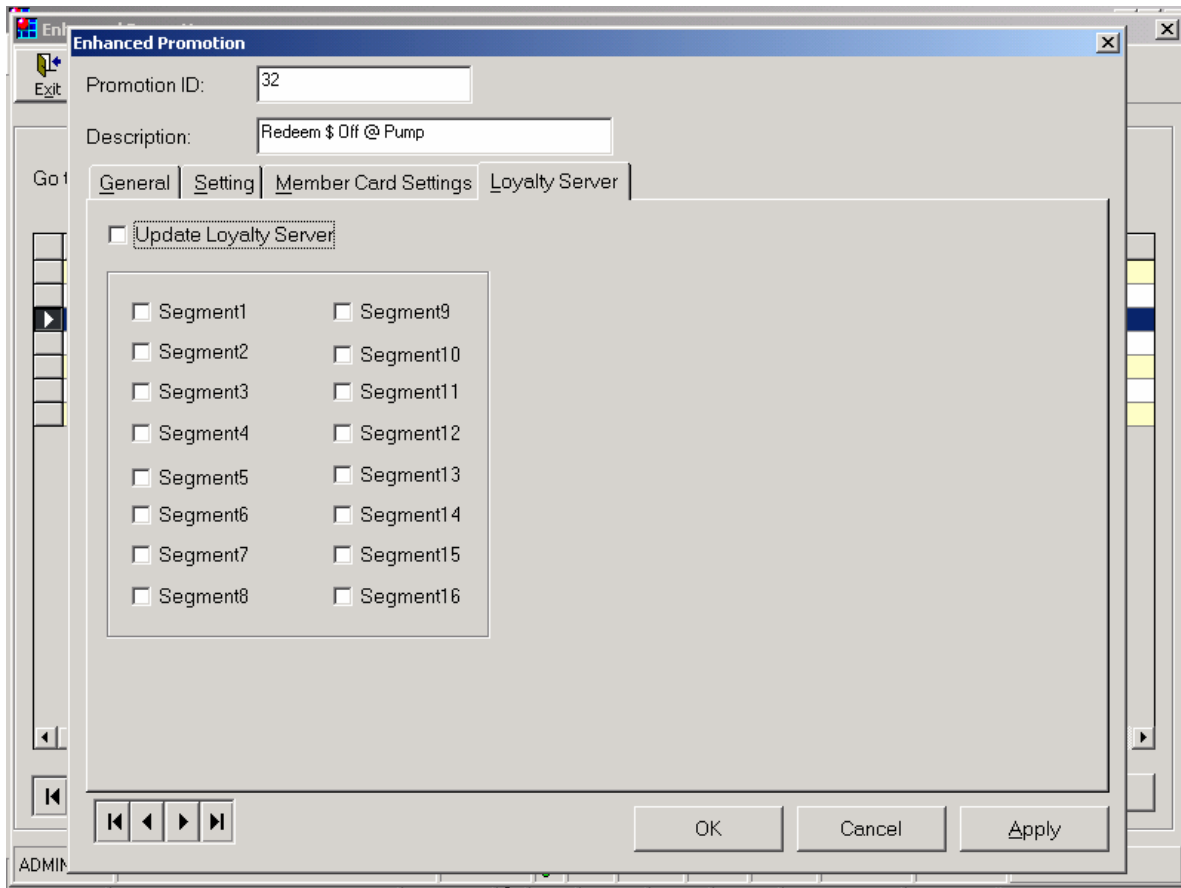
- 12 On the *Setting* tab, set the following:
 - Mark Down Department: Select appropriate markdown department (optional).
 - Group Type: "By Value"
 - Reward Type: "Amount off Order"
 - Reward: Leave Blank.
 - Reward Entered by Cashier: Select Checkbox

- 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 32 and the 'Description' is 'Redeem \$ Off @ Pump'. The 'Member Card Required' checkbox is unchecked, and the 'Points Required to Redeem' is 0. The 'Available Card Schemes' section contains a checkbox 'Available for all Card Schemes' which is also unchecked, followed by ten numbered dropdown menus (1-10) for selecting specific card schemes. The dialog has 'OK', 'Cancel', and 'Apply' buttons at the bottom right. A sidebar on the left contains various navigation icons, and a status bar at the bottom left shows '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 Sever* 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 # 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_ Template – This template controls the printing of the multi-part fuel voucher after the customer receipt. The customer uses this voucher to receive dollar savings on a future gas purchase.

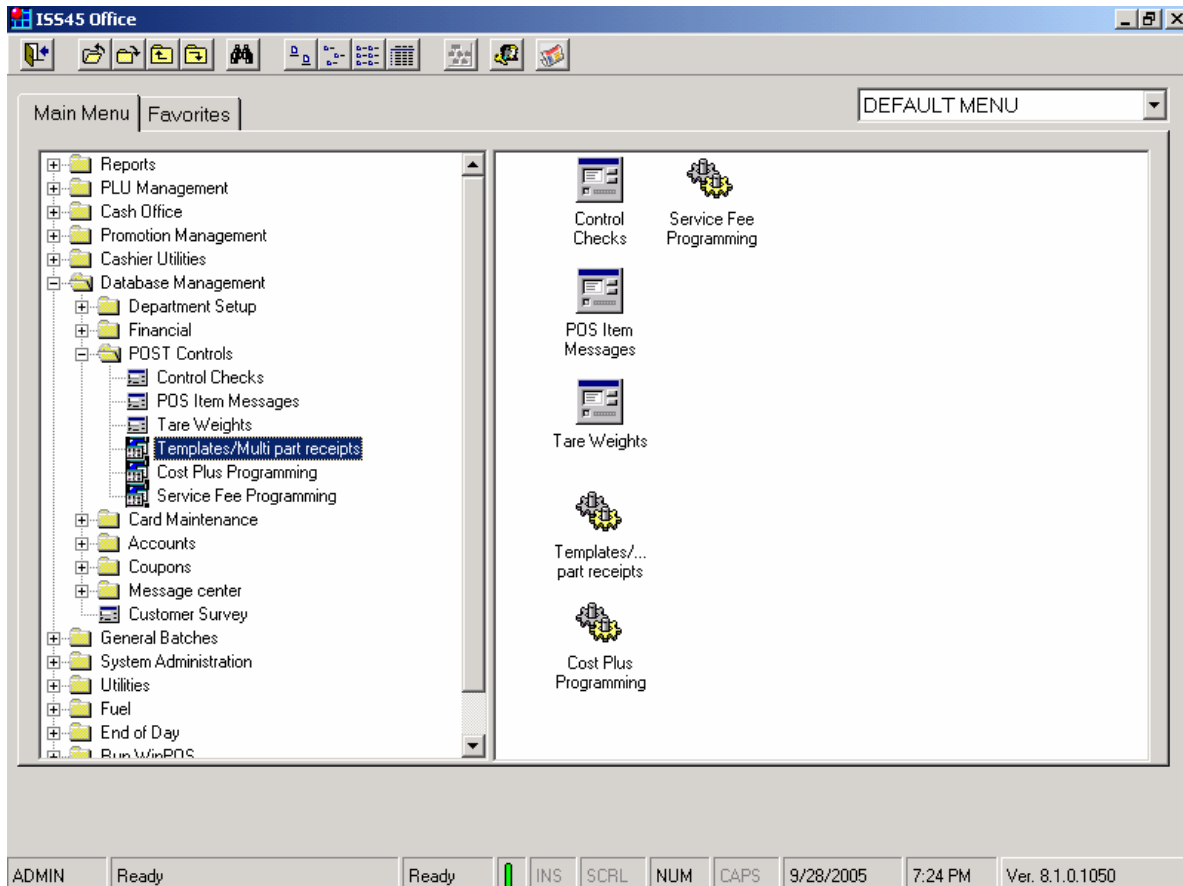
_FUEL_O_ is the template name that is defined in the Credit Program, on the *Setting* tab, under “Print on Voucher” section, in the “Template name:” field. This template calls in the following two templates:

- FUEL_O_H Template – 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. This template does not require editing and is not displayed in this section.
- FUEL_O_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 # 32, 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 Templates/Multi-part Receipts option appears.



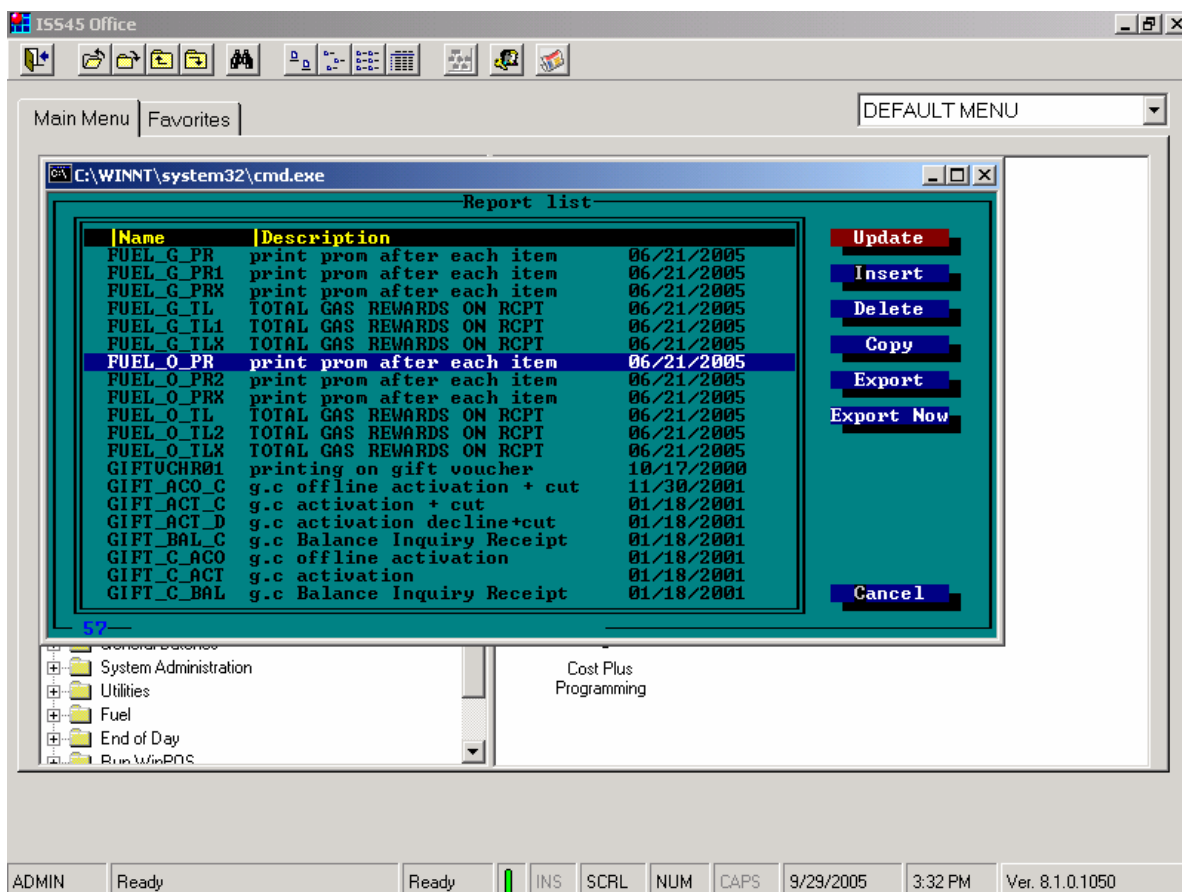
- 2 Double-click on Templates/Multi-part Receipts and a list of the templates appears.
- 3 Locate and edit the following three templates:
 - FUEL_O_PR
 - FUEL_O_TL
 - FUEL_O_F

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_O_PR template.

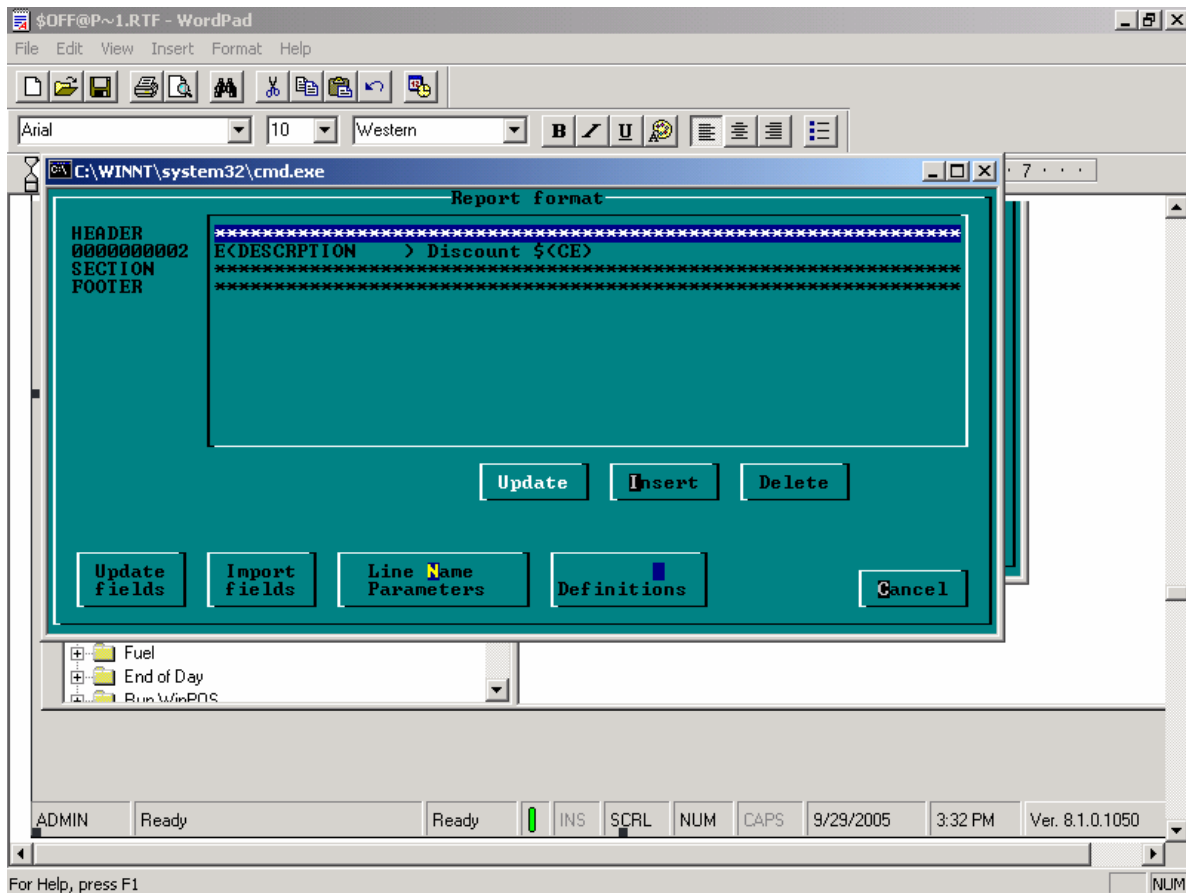
FUEL_O_PR Template

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:

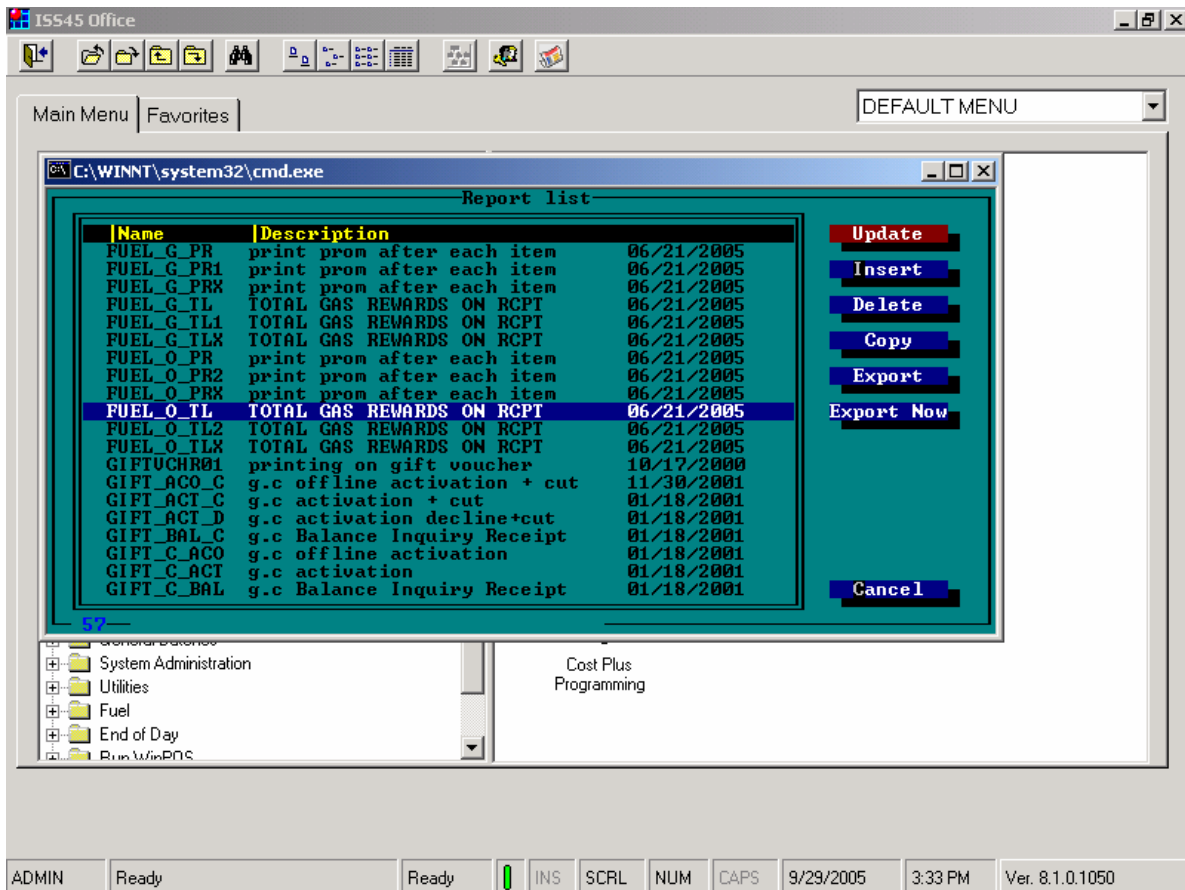
This screen is showing the contents of the FUEL_O_PR template. It can be renamed and / or edited for contents per customer requirements.



- 5 Modify FUEL_O_TL template.

FUEL_O_TL Template:

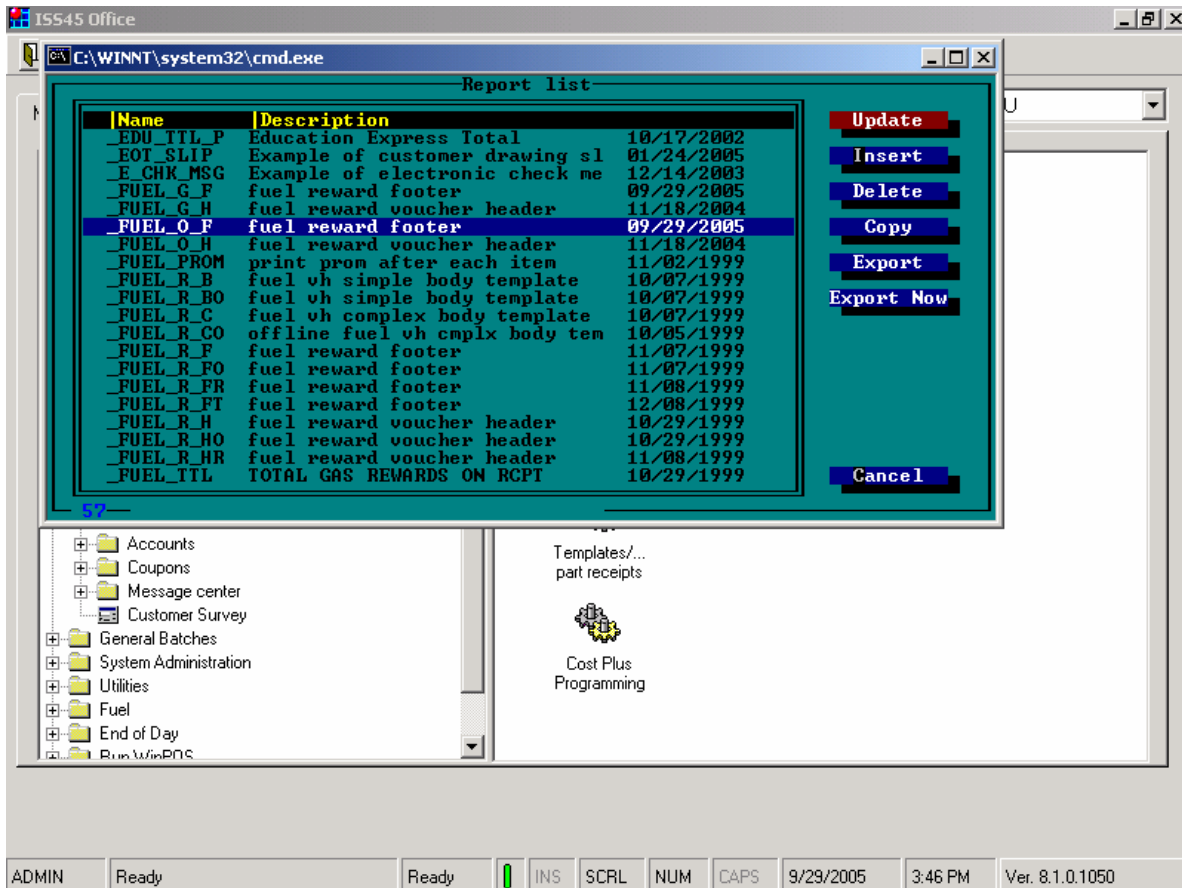
This template prints the total gas rewards (credits) on the customer receipt and is linked to Credit Program # 3.



6 Modify FUEL_O_ 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.



- 7 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.
- 8 Create an ISS45 function for manual cashier redemption of the fuel coupon voucher; in case, the customer is unable to scan the barcode.
- 9 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 *****
0000000003 E Total Gas Credit (PRG_AMOU)
0000000005
0000000006
0000000007 E Redeem on or Before (M) (), (YE)
0000000008 E At owner gas station
0000000009
0000000010 E Purchased and May Not Exceed Price Per
0000000011 E Gallon at Pump
0000000013
0000000014 E *****
0000000015 E Voucher # (VOUCHER_N)
0000000016 E *****
0000000017 E Cashier: Key in 1234
0000000018 #FP_0032 **Note: This must be in the template and is the
number of the promotion for redeeming at the pump**
0000000019
0000000020 #BAR_CODE
0000000021
0000000022 #CUT
SECTION *****
FOOTER *****
0000000192

Customer Receipt and Dollar Bar-coded Fuel Voucher Example

StoreNext
Welcome
ISS45 Fuel Promotions

GROCERY

Alhambra 24 – Bottles	\$5.99 T
\$ Off Fuel Vouch Discount	\$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

Total number of items sold = 1

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 1234



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 # # (Roasted Chicken). 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 roasted chicken, 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 93, 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.

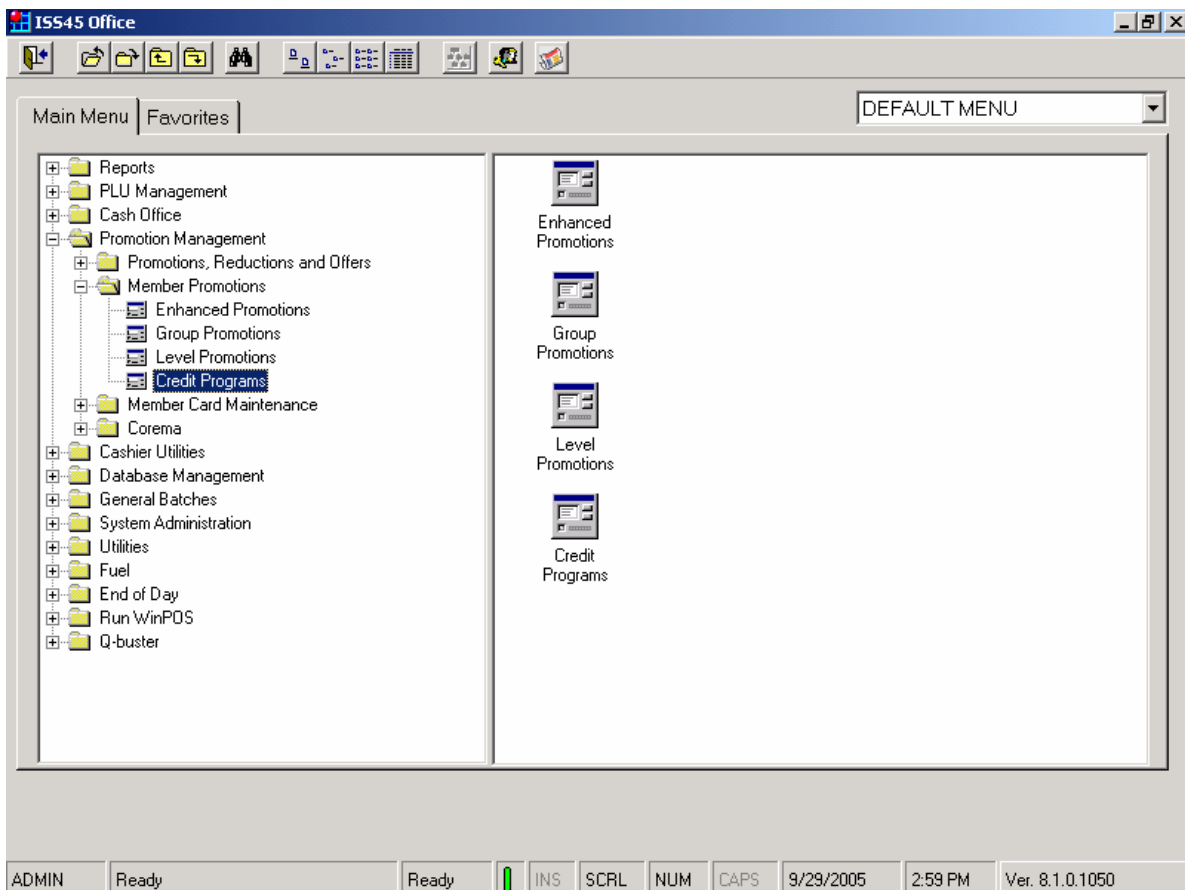
Credit Program Setup

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.

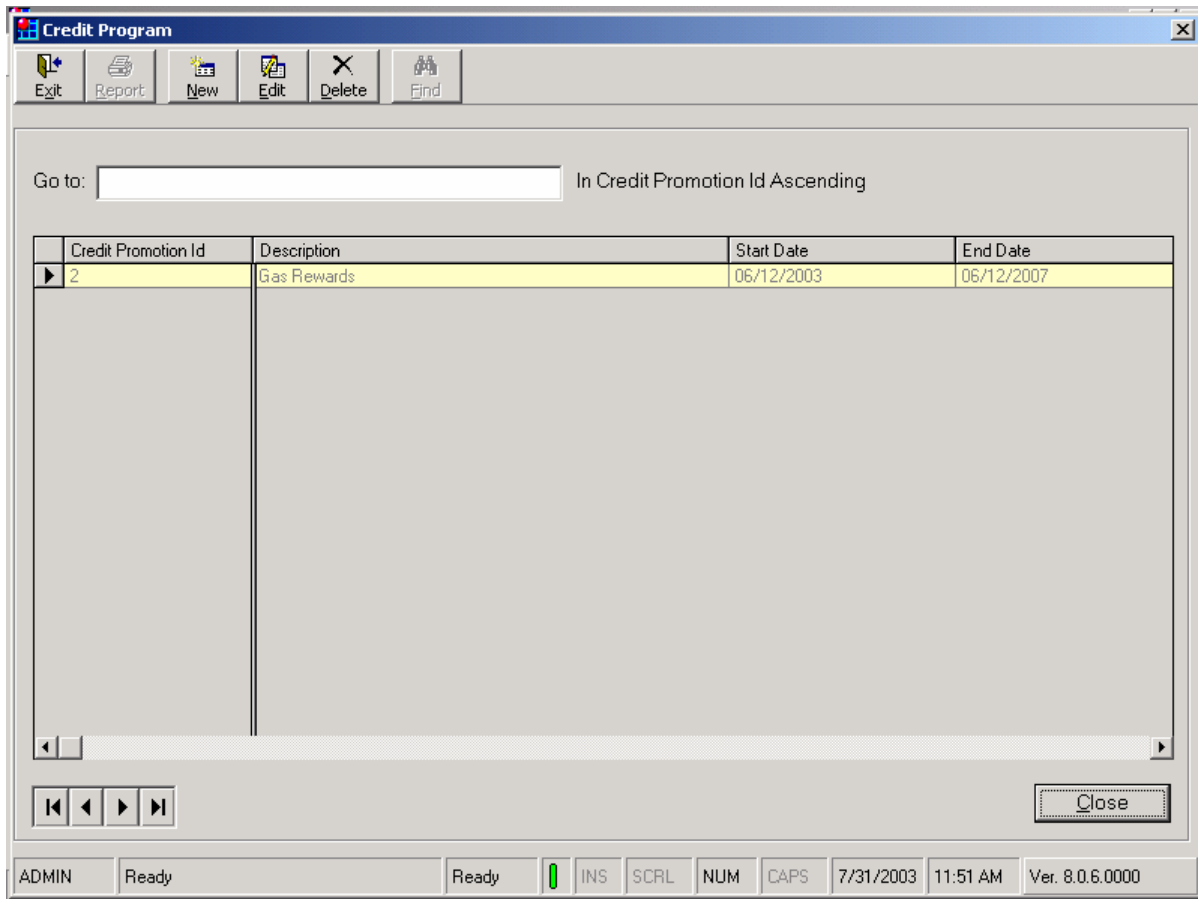
This Credit Program is linked to Enhancement Promotion # 40, which establishes the promotion criteria.

➤ 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

Go: [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
☒ Monday	00:00	23:59
☒ Tuesday	00:00	23:59
☒ Wednesday	00:00	23:59
☒ Thursday	00:00	23:59
☒ Friday	00:00	23:59
☒ Saturday	00:00	23:59
☒ 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.

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 # 40, see page 93.
- 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 contains the following values: Minimum order purchase: 1.00, Maximum credits program purchase: 100.00, Minimum credits program purchase: 0.01, and Minimum credits program purchase quantity: 0. The 'Convert credits' section has 'Reward Tender Type' set to a dropdown menu, with checkboxes for 'Event invisible on receipt' and 'Negative event'. Below this are fields for 'Threshold', 'Step size', 'Reward', and 'Step Reward'. The 'Convert price amount' section has similar fields for 'Threshold', 'Step size', 'Reward', and 'Step Reward'. The 'Apply' button is highlighted.

Program Restrictions			
Minimum order purchase:	1.00		
Maximum credits program purchase:	100.00		
Minimum credits program purchase:	0.01		
Minimum credits program purchase quantity:	0		

Convert credits			
Reward Tender Type: [dropdown]			
☐ Event invisible on receipt ☐ Negative event			
Threshold:	Quantity: 0	Reward:	Price: 0.00
Step size:	0	Step Reward:	0.00

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

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 on Voucher'. The 'Print on Voucher' section has 'Print voucher' checked, 'Template name' as '_FUEL_G_', 'Create/print voucher ID from' as 'None', 'Barcode for voucher ID' checked, 'Earning details' unchecked, and 'Redeem validation period (in days)' as 30. Navigation buttons (back, forward, etc.) are at the bottom left, and 'OK', 'Cancel', and 'Apply' buttons are at the bottom right.

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.

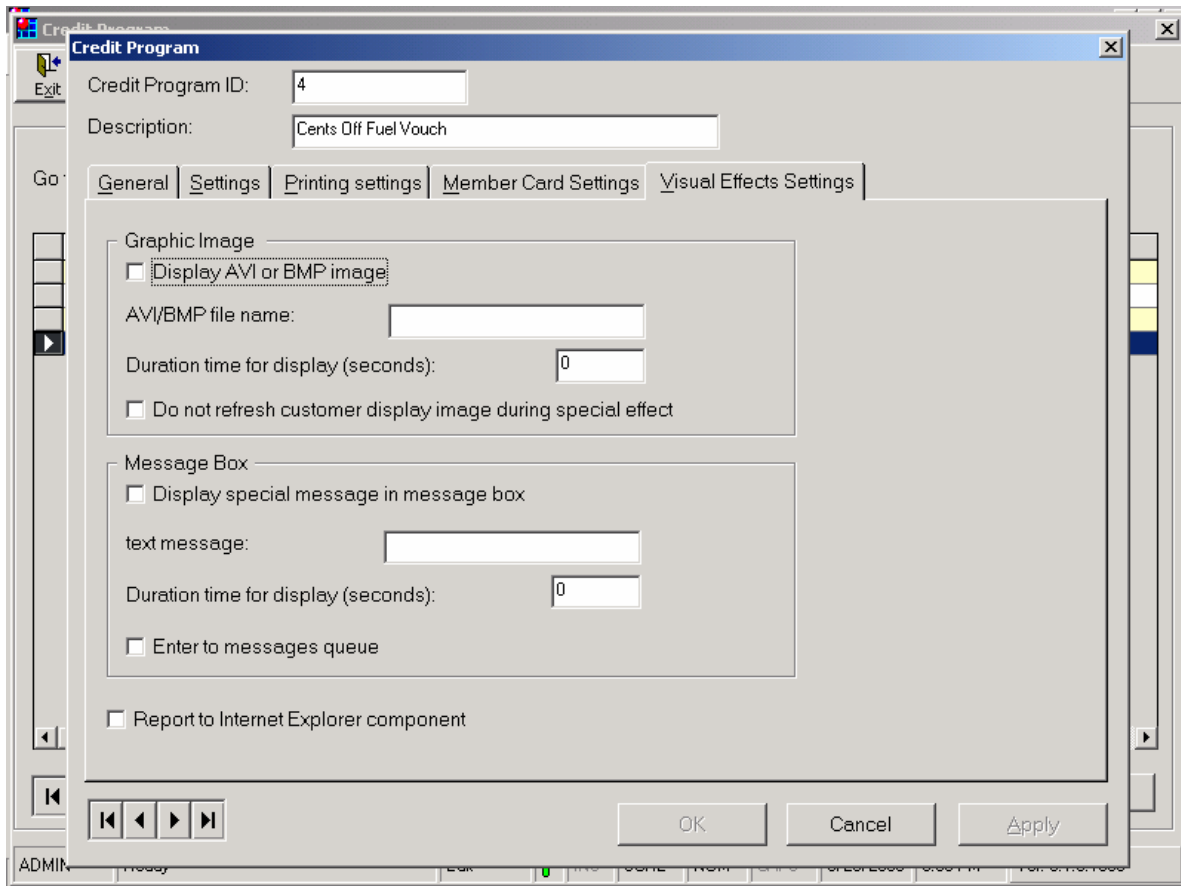
Note: The number of valid days prints on the multi-part receipt but does not validate unless Corema or a third party application (Fuel Links) is used that generates and tracks the credit program.

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, there is a section for 'Available Card Schemes' with a checkbox 'Available for all Card Schemes' which is also unchecked. This section contains ten numbered dropdown menus (1 through 10) for selecting card schemes. At the bottom of the dialog are 'OK', 'Cancel', and 'Apply' buttons. The background shows a portion of the software's main interface with various menu options like ADMIN, POS, and REPORTS.

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.



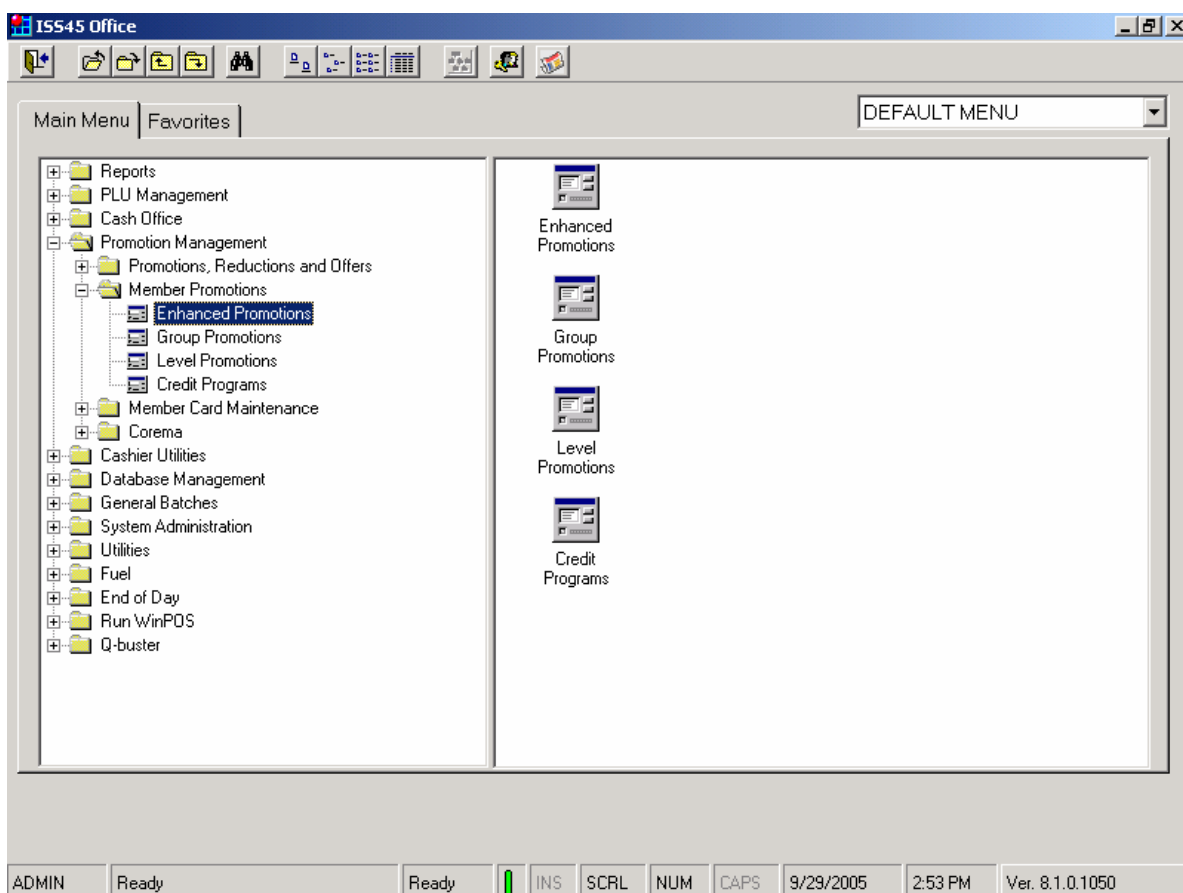
- 14 On the *Visual Effects Settings* tab, leave all the fields blanks. This option currently supports sound and video on selected promotions. It is not currently used with the ISS45 Fuel Application.
- 15 Click *OK* or *Apply* to save.

Enhanced Promotion # 1 Setup

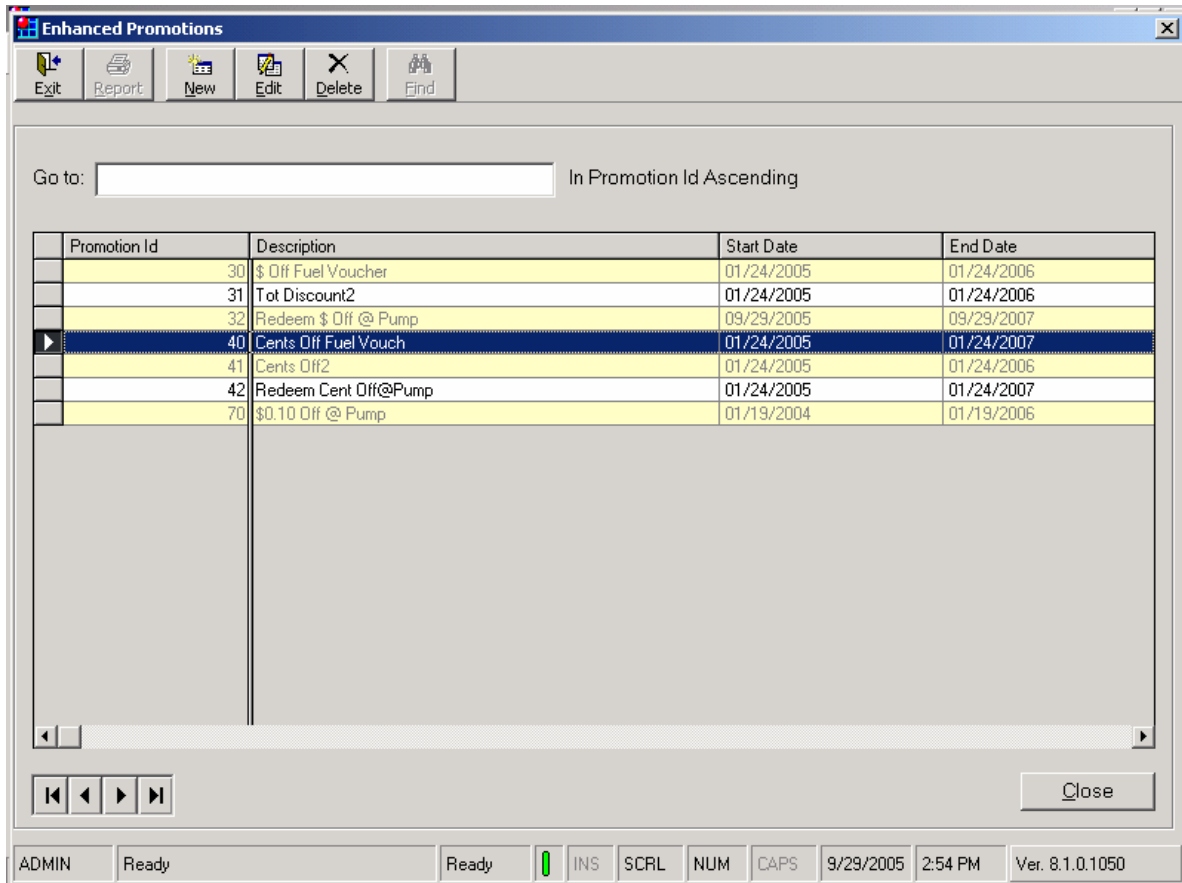
In this fuel promotion, the following Enhanced Promotion generates a bar-coded voucher for “Cents Off per Gallon” on future fuel purchase at the pump. The reward will be “\$.05 Off per Gallon” on next fuel purchase at the pump.

➤ **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.



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

Enhanced Promotion

Promotion ID: 40

Description: Cents Off Fuel Vouch

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

Start date: 01/24/2005 00:00

End date: 01/24/2007 23:59

Set Attachment

Day Settings

	From	To
☒ Monday	00:00	23:59
☒ Tuesday	00:00	23:59
☒ Wednesday	00:00	23:59
☒ Thursday	00:00	23:59
☒ Friday	00:00	23:59
☒ Saturday	00:00	23:59
☒ Sunday	00:00	23:59

All On

All Off

Credit Program: 4 - Cents Off Fuel Vou

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.

OK Cancel Apply

- 4 Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 40, 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 # 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:

Item ID	Type	Description
3	PLU	Rost Chicke

- 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 40 and the 'Description' is 'Cents Off Fuel Vouch'. The 'Mark Down Department' is set to a dropdown menu. The 'Group Type' is 'Units', 'Reward Type' is 'Credits', and 'Reward' is 5. The 'Give reward on' is 'Highest Price'. There are checkboxes for 'Reward Entered By cashiers' and 'Points Redemption Approval'. 'Limit Quantity' is 0, and 'Minimum Purchase' is 0.00. There are fields for 'Threshold' (0), '2nd Threshold' (0), 'Minimum Item Value' (0.00), 'Minimum Item Weight' (0.000), and 'Maximum Item Weight' (0.000). There is a checkbox for 'Reward By Threshold'. The dialog has 'OK', 'Cancel', and 'Apply' buttons at the bottom right.

Enhanced Promotion

Promotion ID: 40

Description: Cents Off Fuel Vouch

General Setting Member Card Settings Loyalty Server

Mark Down Department: [Dropdown]

Group Type: Units

Reward Type: Credits

Reward: 5 Give reward on: Highest Price

☐ Reward Entered By cashiers ☐ Points Redemption Approval

Limit Quantity: 0

Minimum Purchase: 0.00

Quantity

Threshold: 0 Minimum Item Value: 0.00

2nd Threshold: 0 Minimum Item Weight: 0.000

☐ Reward By Threshold Maximum Item Weight: 0.000

OK Cancel Apply

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

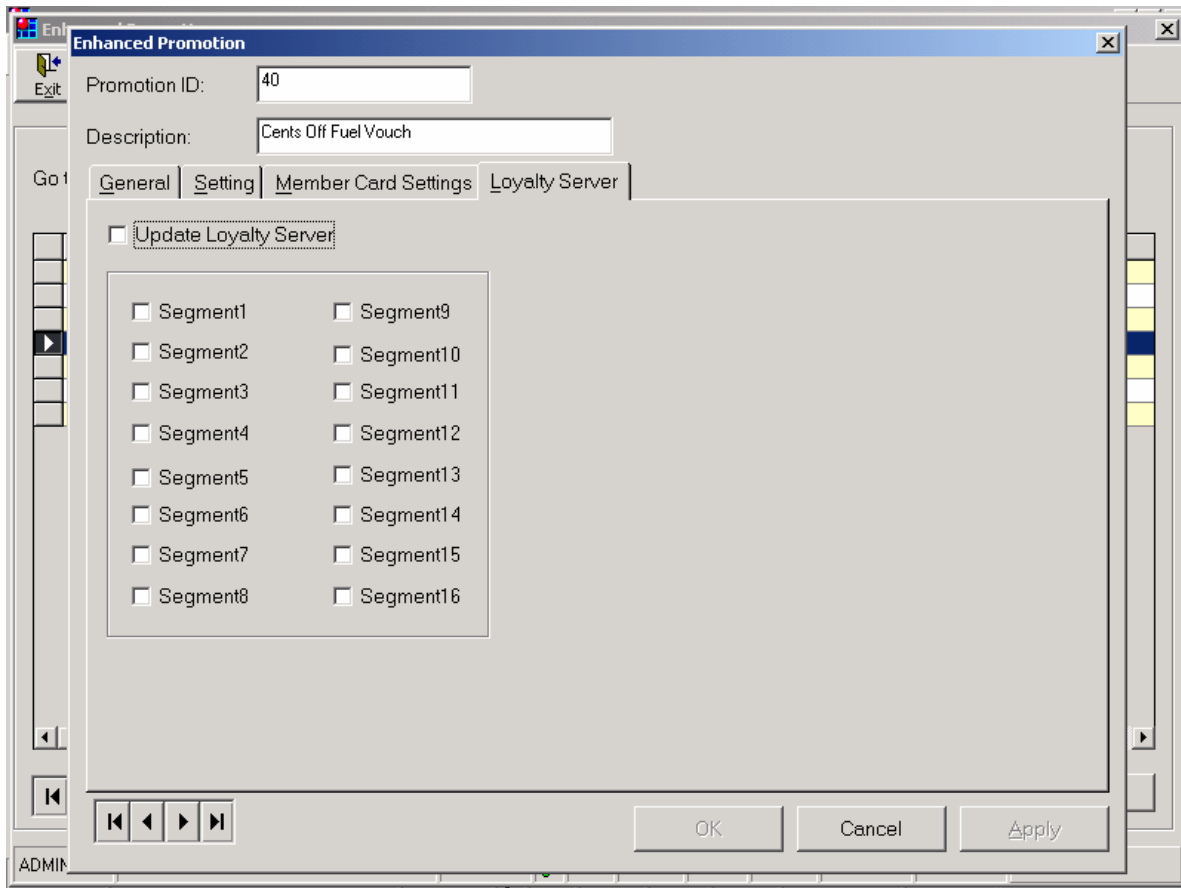
- Group Type: "Units"
- Reward Type: "Credits"
- Reward: Enter number of credits earned for each item purchased.
- Limit Quantity: Enter number of times promotion can be given within the transaction. Enter one in this example.
- Threshold: Enter the quantity a customer must purchase in order to receive 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 40 and the 'Description' is 'Cents Off Fuel Vouch'. The 'Member Card Required' checkbox is unchecked, and the 'Points Required to Redeem' is 0. The 'Available Card Schemes' section contains a checkbox 'Available for all Card Schemes' which is also unchecked, followed by ten numbered dropdown menus (1-10) for selecting specific card schemes. The dialog has 'OK', 'Cancel', and 'Apply' buttons at the bottom right, and a set of navigation buttons (back, forward, etc.) at the bottom left.

- 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.



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

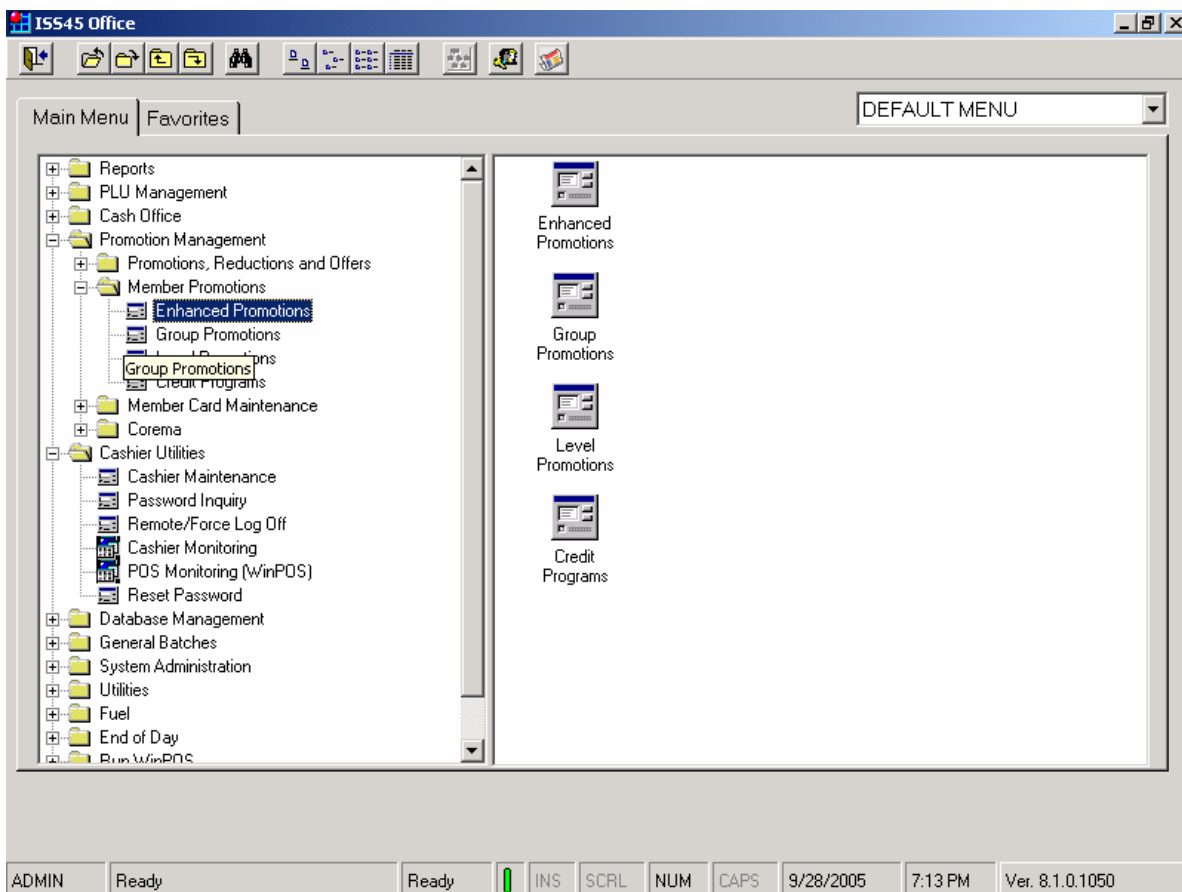
17 Click *OK* or *Apply* to save.

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

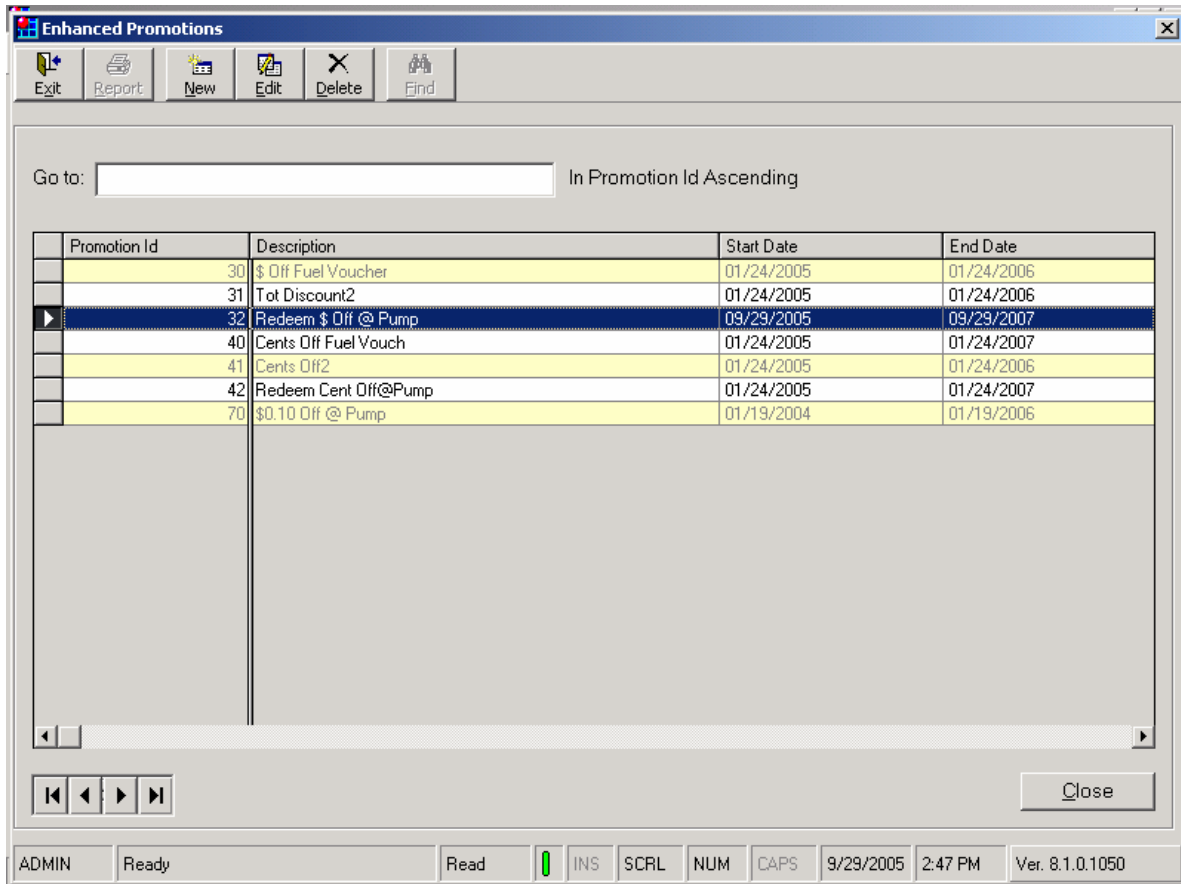
➤ **To create Enhanced Promotion # 2**

- 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: 32

Description: Redeem \$ Off @ Pump

Start date: 09/29/2005 00:00

End date: 09/29/2007 23:59

Day Settings

	From	To
☒ Monday	00:00	23:59
☒ Tuesday	00:00	23:59
☒ Wednesday	00:00	23:59
☒ Thursday	00:00	23:59
☒ Friday	00:00	23:59
☒ Saturday	00:00	23:59
☒ 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

Coupon Required: 1234

☐ Delayed Promotion

☒ Non Netted Discount

Promotion Identifier: [Text]

Set Attachment

OK Cancel Apply

- 4 Enter the appropriate Promotion ID number in the *Promotion ID* field (Promotion ID # 32, 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 93, 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.
 - 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 and 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
 - 12 Click on the *Member Card Settings* tab. Leave blank if member cards are not required, otherwise set appropriate card schemes.
 - 13 Click on the *Loyalty Sever* tab. Leave blank unless member cards are used and a host loyalty application (like Corema) are being used.
 - 14 Click *OK* or *Apply* to save.

Template Setup

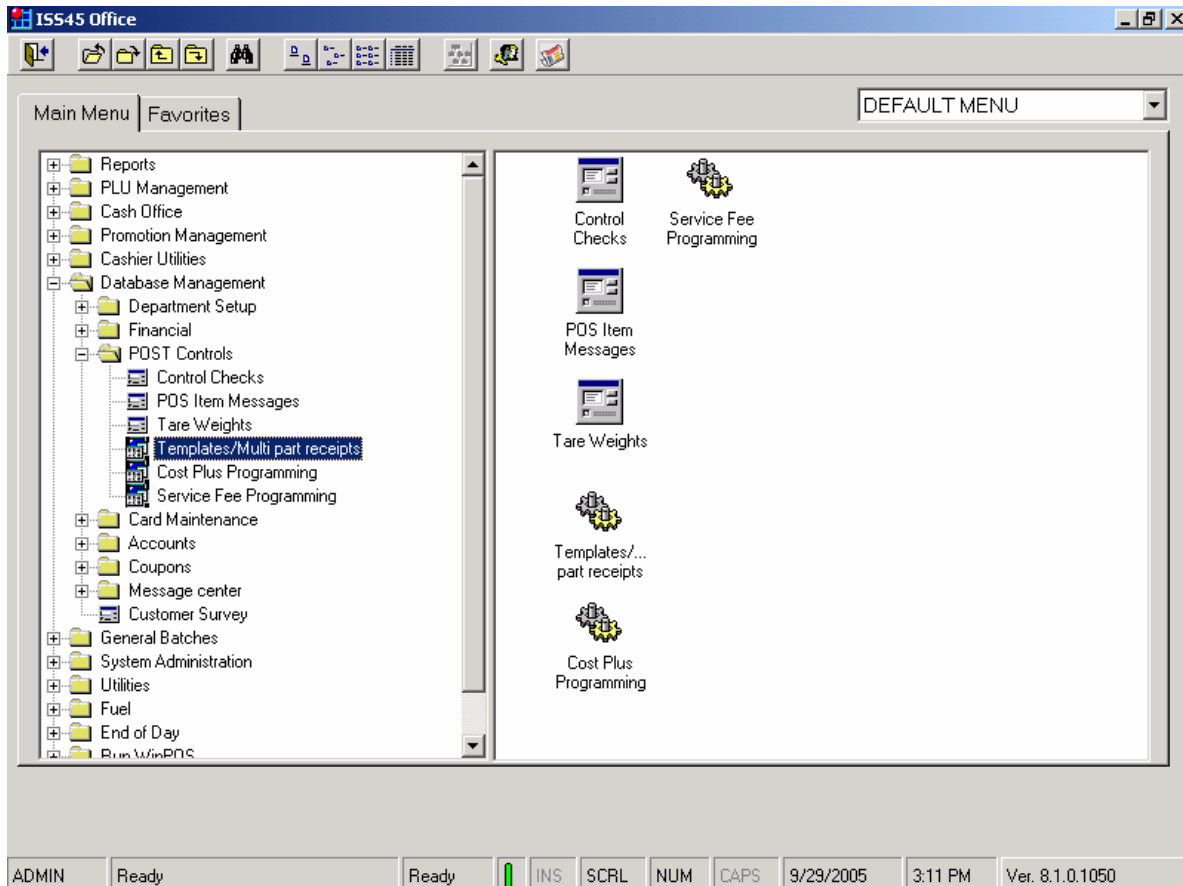
The following templates are linked to the above Credit Program # 4. There are three different templates associated to the Credit Program promotion.

- 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.



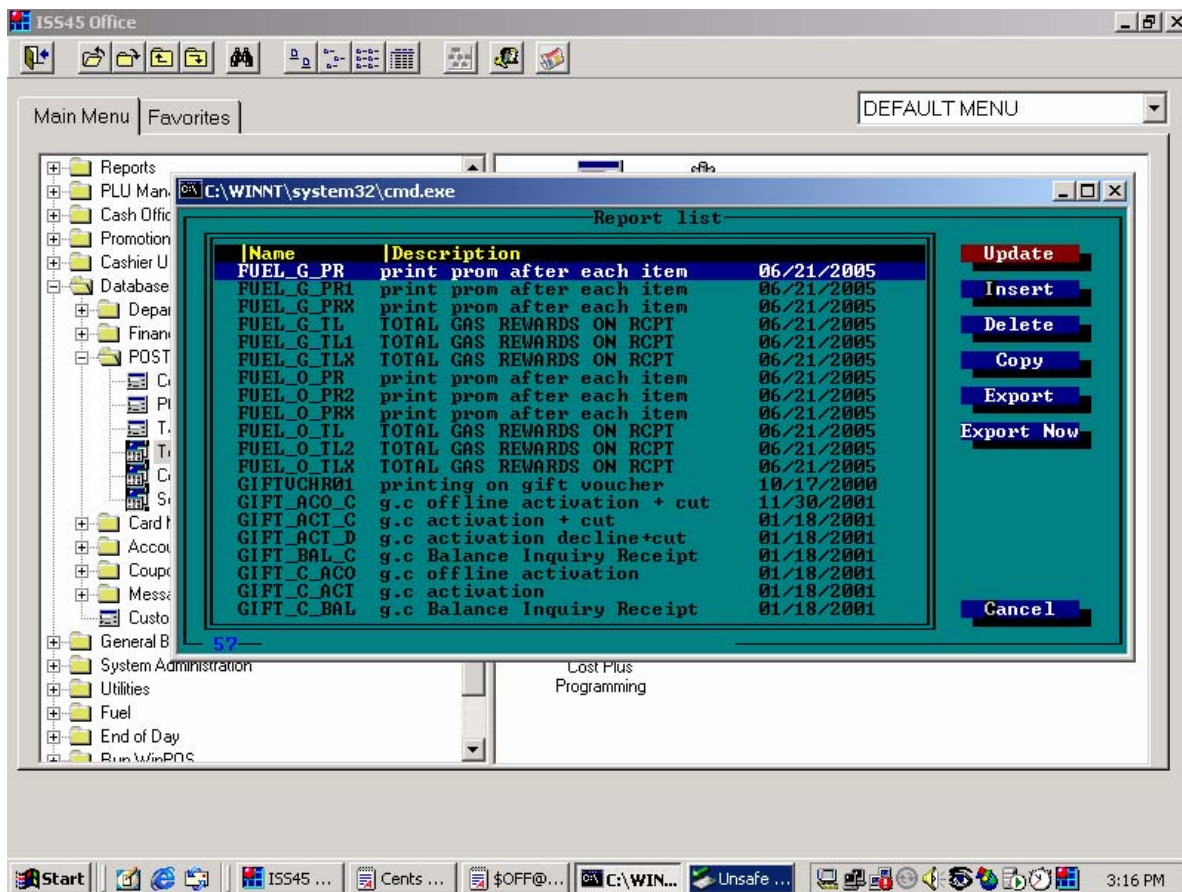
- 2 Double-click on Templates/Multi-part Receipts and a list of the templates appears.
- 3 Locate and edit the following the following three template:
 - FUEL_G_PR
 - FUEL_G_TL
 - FUEL_G_F

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.

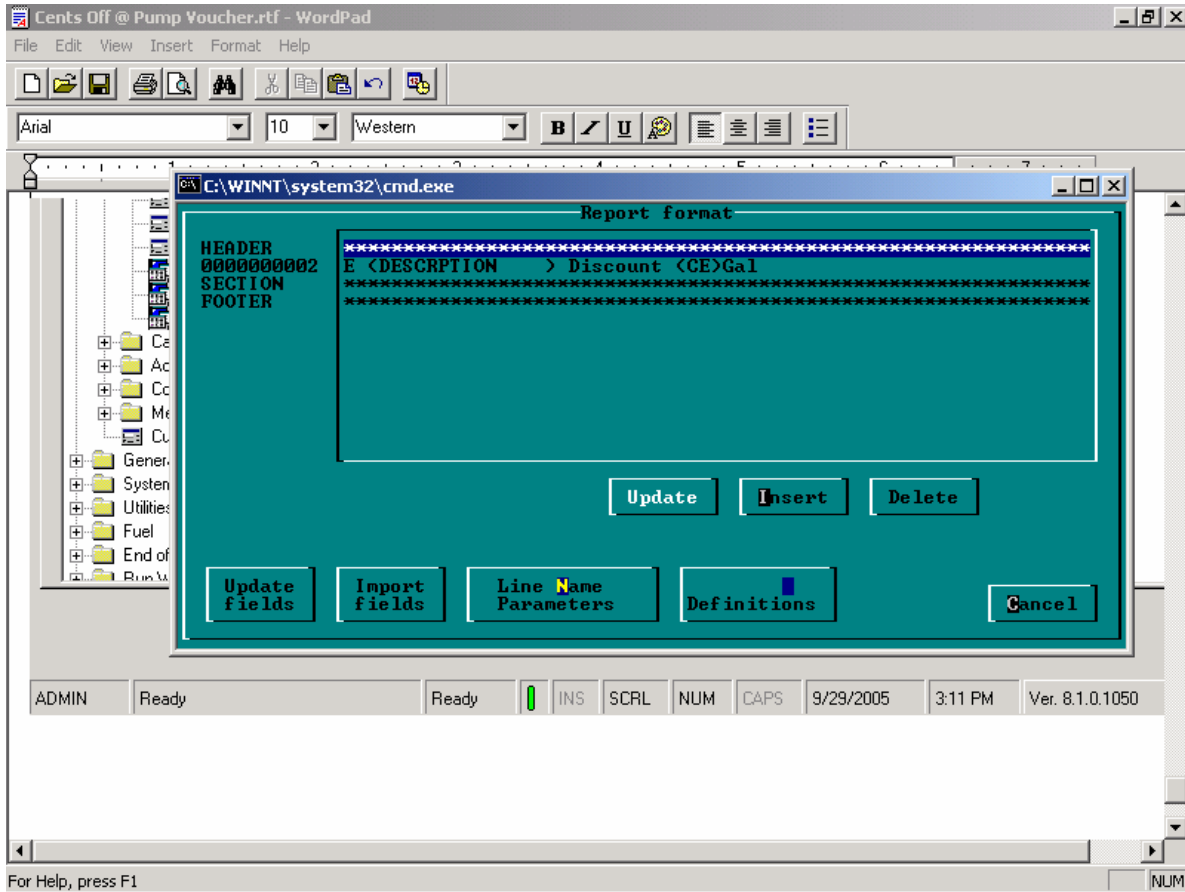
FUEL_G_PR Template

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:

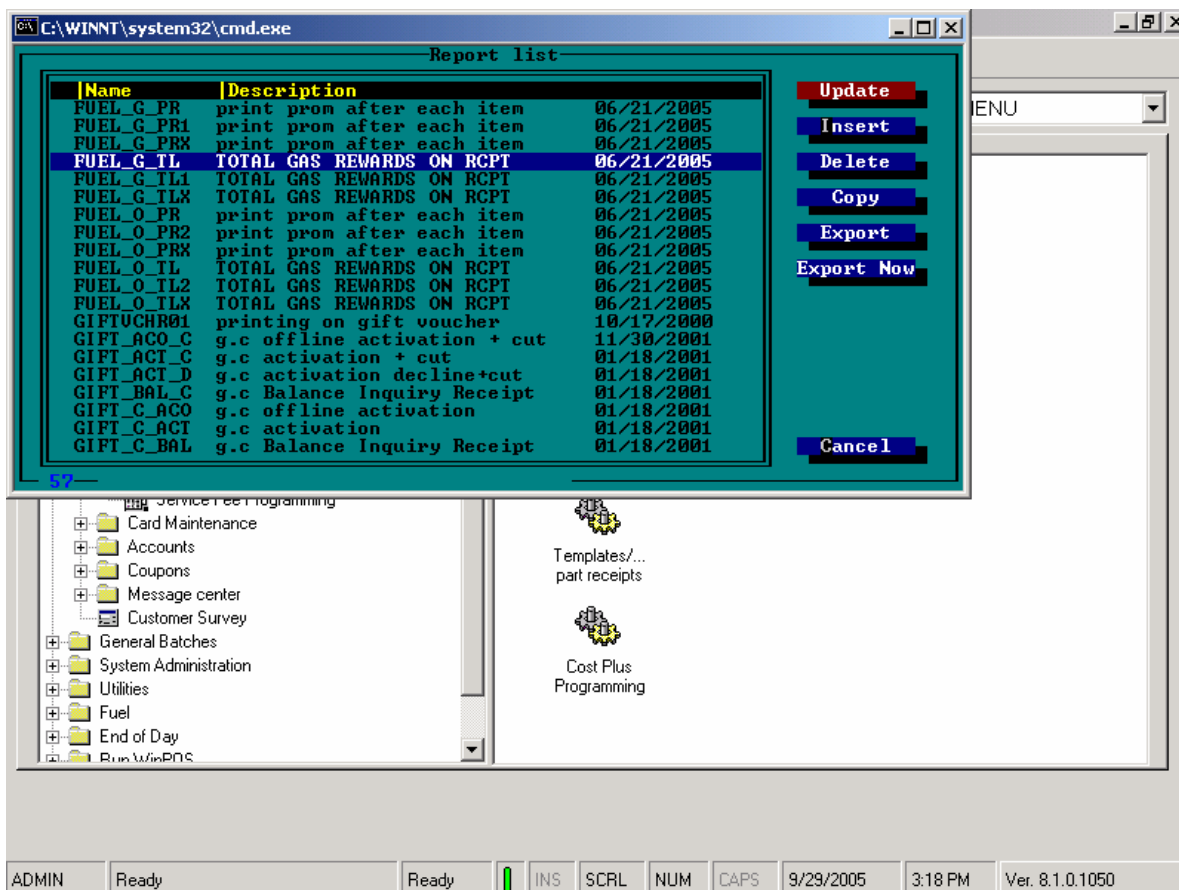
This screen is showing the contents of the FUEL_G_PR template. It can be renamed and / or edited for contents per customer requirements.



- 5 Modify FUEL_G_TL template.

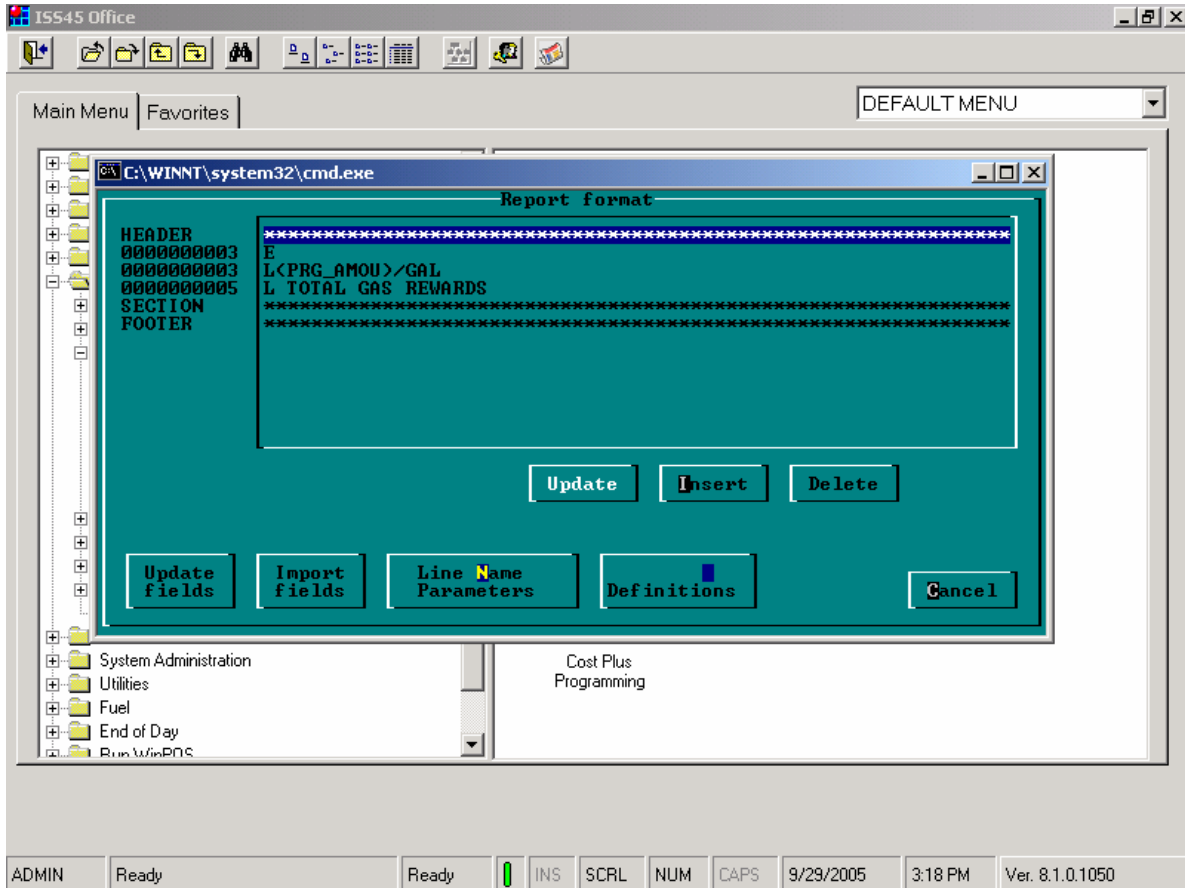
FUEL_G_TL Template:

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.

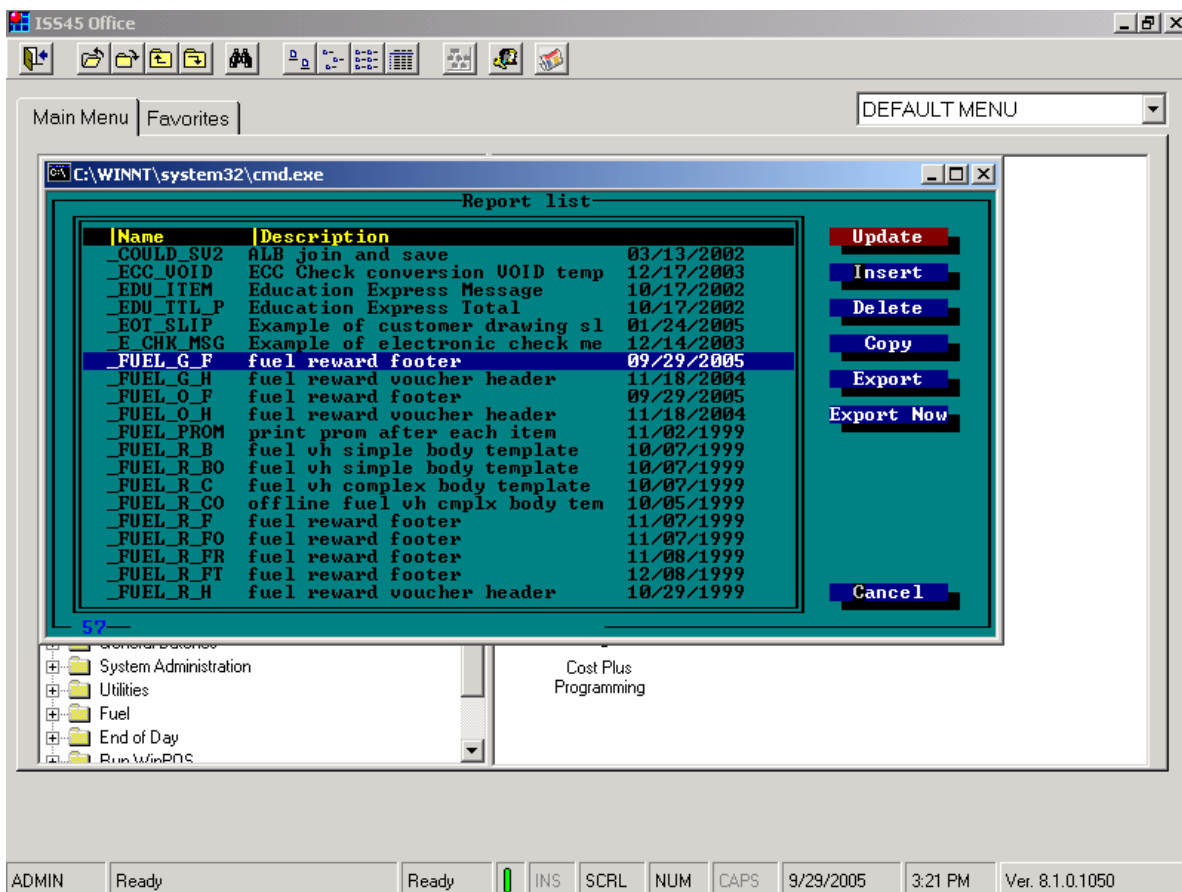


6 Modify FUEL_G_F template.

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.



7 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.

- 8** Create an ISS45 function for manual cashier redemption of the fuel coupon voucher; in case, the customer is unable to scan the barcode.
- 9** 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 *****
0000000003 ETotal Gas Credit      (PRG_AMOU)/GAL
0000000005
0000000006
0000000007 E   Redeem on or Before (M) (), (YE)
0000000008 E       At owner gas station
0000000009
0000000010 E Purchased and May Not Exceed Price Per
0000000011 E       Gallon at Pump
0000000013
0000000014 E*****
0000000015 E       Voucher # (VOUCHER_N)
0000000016 E*****
0000000017 E   Cashier: key in 1234
0000000018 #FP_0042  Note: This must be in the template and is the
number of the promotion for redeeming at the pump
0000000019
0000000020 #BAR_CODE
0000000021
0000000022 #CUT
SECTION *****
FOOTER *****
0000000192

```

Customer Receipt & Cent Off per Gallon Fuel Voucher Example

StoreNext	
Welcome	
ISS45 Fuel Promotions	
<u>MEAT</u>	
Roasted Chicken	\$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
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 115
- Fuel Loyalty Promotion Examples, page 115
- \$ Off at Pump with Member Card, page 115

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.

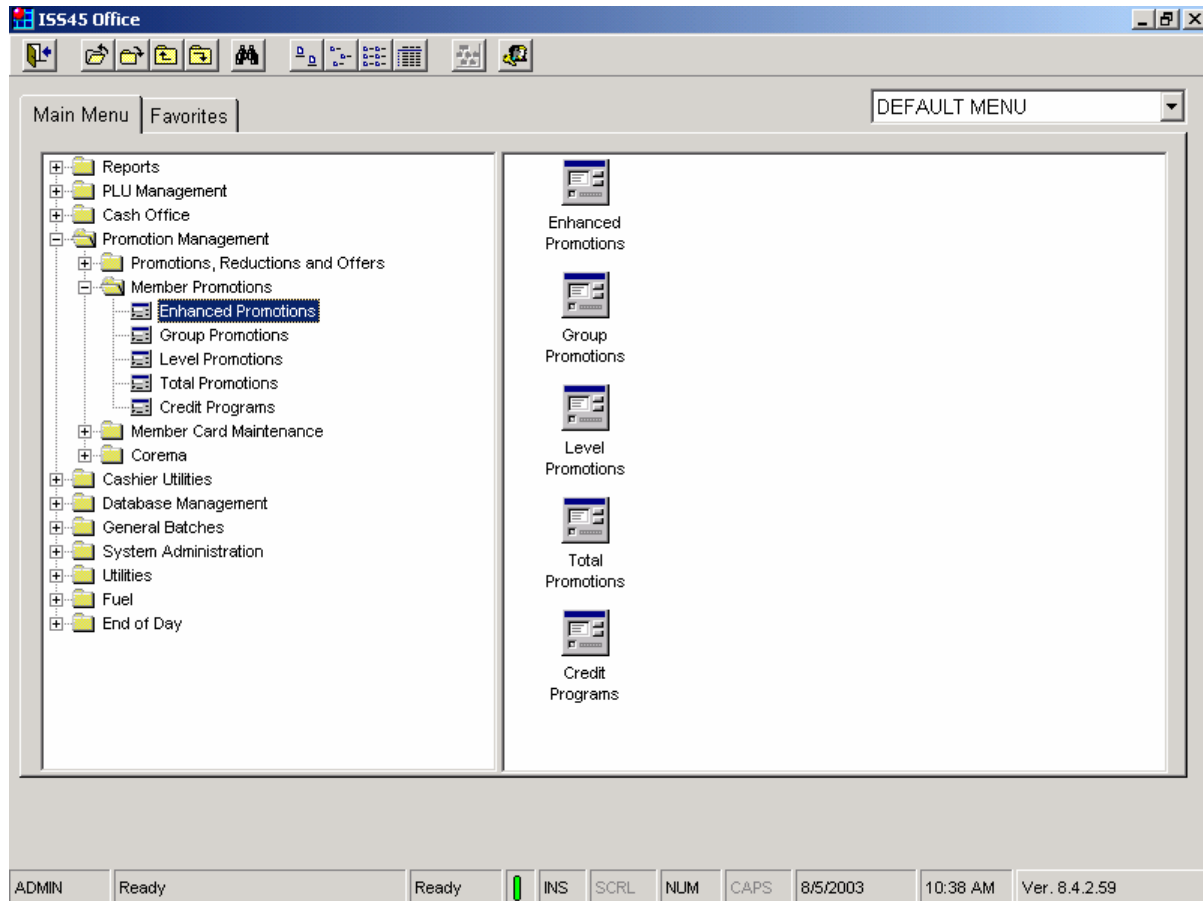
¹ Fuel Coupon Vouchers and Fuel Loyalty Promotions are mutually exclusive. The Fuel Controller can only be configured for one type of fuel promotions; either Fuel Coupon Vouchers or Fuel Loyalty Promotions.

Enhanced Promotion Setup

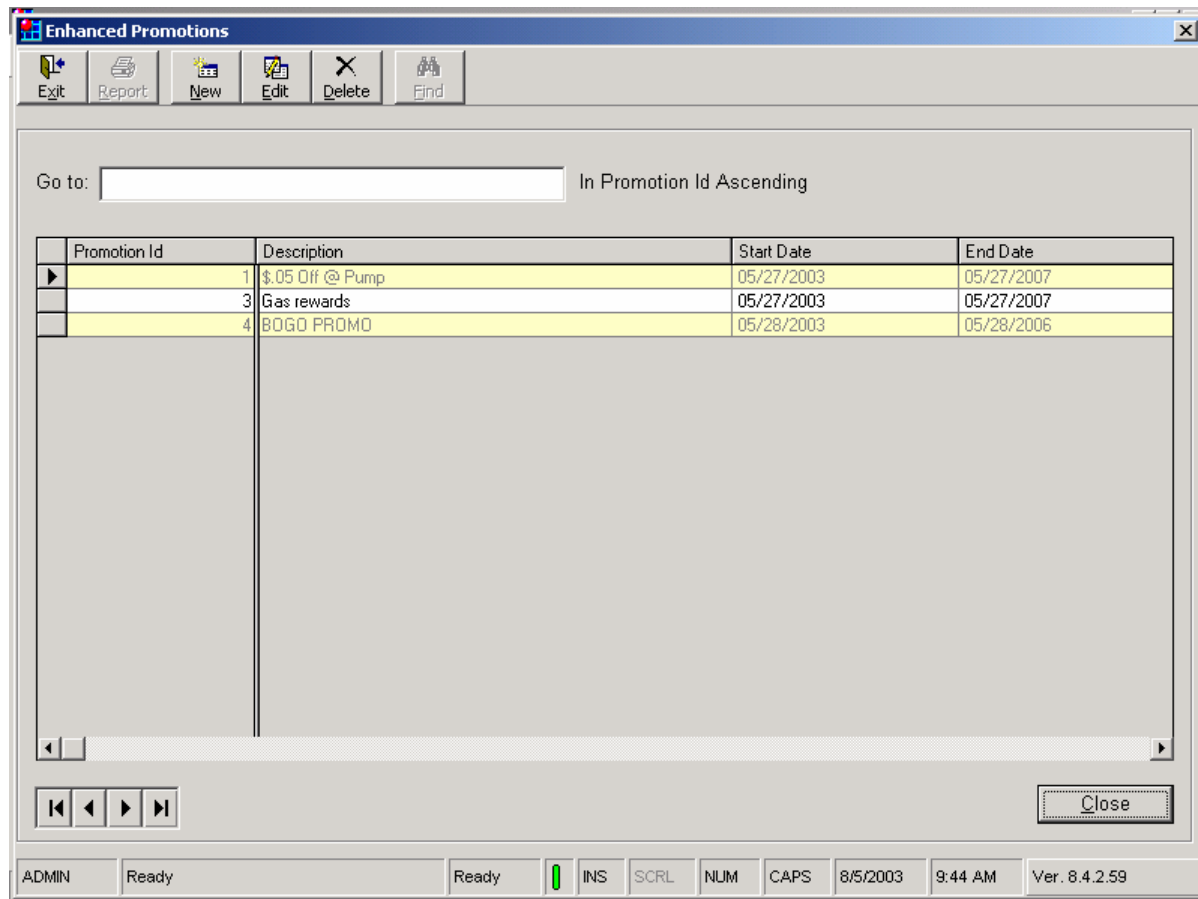
The following screens explain how to set up this promotion.

➤ **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.

Enhanced Promotion

Promotion ID:

Description:

General | Setting | Member Card Settings | Loyalty Server

Start date:

End date:

Day Settings

	From	To
☒ Monday	00:00	23:59
☒ Tuesday	00:00	23:59
☒ Wednesday	00:00	23:59
☒ Thursday	00:00	23:59
☒ Friday	00:00	23:59
☒ Saturday	00:00	23:59
☒ Sunday	00:00	23:59

Credit Program:

Linked Promotion:

Coupon Type:

Coupon Required:

☐ Delayed Promotion

☐ Non Netted Discount

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

- 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:

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

- 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' and the 'Reward Type' is 'New price per pound'. The 'Reward' is 0.05 and 'Give reward on' is 'Highest Price'. There is an unchecked checkbox for 'Reward Entered By cashiers'. The 'Limit Quantity' is 0. The 'Minimum Purchase' is 0.00. Under the 'Weight' section, 'Minimum Weight' is 0.000, 'Maximum Weight' is 0.000, 'Minimum Item Value' is 0.00, 'Minimum Item Weight' is 0.000, and 'Maximum Item Weight' is 0.000. The dialog has 'OK', 'Cancel', and 'Apply' buttons at the bottom right, and a 'Go' button on the left.

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 set to 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 the 10 dropdown boxes are empty. The dialog has 'OK', 'Cancel', and 'Apply' buttons at the bottom right.

Enhanced Promotion

Promotion ID: 1

Description: \$.05 Off @ Pump

Go: General Setting Member Card Settings Loyalty Server

☒ Member Card Required

Available Card Schemes

☒ Available for all Card Schemes

1. 2. 3. 4. 5. 6. 7. 8. 9. 10.

OK Cancel Apply

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

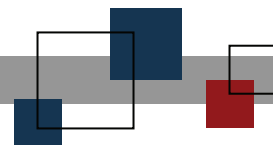
- Member Card Required: Select checkbox.
- Available for all Card Schemes: Select "Available for all Card Schemes" or select the applicable Member Card Schemes in the dropdown boxes 1-10.

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

The screenshot shows the 'Enhanced Promotion' dialog box with the 'Loyalty Server' tab selected. The 'Promotion ID' field contains the value '1' and the 'Description' field contains '\$.05 Off @ Pump'. The 'Update Loyalty Server' checkbox is unchecked. Below it, a list of 16 segments (Segment1 through Segment16) is displayed, each with an unchecked checkbox. The dialog box has standard 'OK', 'Cancel', and 'Apply' buttons at the bottom right. The 'ADMIN' label is visible in the bottom left corner of the window.

Segment	Segment
☐ Segment1	☐ Segment9
☐ Segment2	☐ Segment10
☐ Segment3	☐ Segment11
☐ Segment4	☐ Segment12
☐ Segment5	☐ Segment13
☐ Segment6	☐ Segment14
☐ Segment7	☐ Segment15
☐ Segment8	☐ Segment16

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



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