

## Technical Bulletin

### Using Customer Survey in ISS45 V8 for Zip Code Capture and Reporting

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The customer survey feature within ISS45 V8 enables the retailer to collect a shopper's zip code information. This bulletin explains how to set up this type of customer survey and how to obtain the zip code information after each End-Of-Day has completed.

There are four primary steps: setting up the survey itself, configuring the end-of-day parameters, setting up SQL and finally data extraction and output. Each of these steps is detailed below.

#### SET UP CUSTOMER SURVEY

1. Go to System Administration\POS Setup\POS Configuration\Checkout Banks
2. Create an appropriate Checkout Bank; i.e. All Front End Terminals
3. Set the "Max percentage of tills to upgrade Simultaneously" parameter to 10
4. Place a check mark in the box next to "Front End Terminals"
5. All other parameters for the checkout bank can be left at the default settings
6. Go to System Administration\POS Setup\POS Configuration\POS Configuration, select a Post and on the General tab under "General Options" in the lower left corner add the Post to the proper Checkout Bank
7. Go to Database Management\Customer Survey
8. Create a new survey with the proper question; i.e. "Please ask the customer for their zip code"
9. Select the proper time to "Display at" for this question; i.e. "Start ticket"
10. Select the proper "Answer type"; i.e. "Zip Code"
11. Select the "When to display" tab and enter the "Start on" and "End on" dates plus the day of the week and the "Start Time" and "End Time" for each day. *Note:* The "End Time" must be something other than 00:00. If the "End Time" is left as 00:00 this option will not work.
12. Select the "Checkout Banks" tab and "Add" the proper checkout bank

#### END-OF-DAY PARAMETERS

1. Go to System Administration\General System Parameters\Store\Front Office\End Of Day\ASCII Transaction File

2. Select 'Yes' to convert the transaction file to ASCII
3. Leave the default file name and path; i.e. C:\PCMASTER\TMP\ASCIITR.TXT

## SQL SETUP

1. Go to Start\Programs\Microsoft SQL Server and click on SQL Query Analyzer
2. On the tool bar for SQL Query Analyzer insure that you have selected FRONTOFF as the database
3. Enter the following data in the Query box (Note - type *exactly* as listed below including both upper case and lower case characters):

INSERT INTO TransDescHeader VALUES (96, 94, 0, 0, 'Customer Survey')

INSERT INTO TransDesc VALUES (96, 94, 0, 1, 1, 2, 3, 'Opcode')

INSERT INTO TransDesc VALUES (96, 94, 0, 2, 1, 2, 2, 'Function')

INSERT INTO TransDesc VALUES (96, 94, 0, 3, 12, 7, 12, 'Not used')

INSERT INTO TransDesc VALUES (96, 94, 0, 15, 5, 5, 10, 'Zip Code')

INSERT INTO TransDesc VALUES (96, 94, 0, 20, 29, 7, 186, 'Not used')

4. In the middle of the tool bar is a green arrow pointing to the right. Click on it.
5. In the lower part of the Query screen you should see "(1 row(s) affected)" six (6) times; i.e. one for each line entered in step #3 above
6. Exit SQL Query Analyzer

## DATA EXTRACTION AND OUTPUT

After the End-Of-Day has completed with the proper customer survey set up check the C:\PCMASTER\TMP\ASCIITR.TXT file (this file will be written over during the next End-Of-Day). Within the ASCIITR.TXT file look for lines starting with **096, 94** and you will find the zip code information. For example:

If I entered the zip code 75024 for the survey question I will find a line that reads:

096, 94, , 3735303234

If I entered the zip code 98765 for the survey question I will find a line that reads -

096, 94, , 3938373635

An external program, not provided by StoreNext, can be used to extract this information and place it in a report that the grocer can use for analysis.

To Your Success,

  
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 ISS45 Technical Support