

ISS45 “Reward Check” Promotions System

September 18, 2001

ISS45 provides a previously undocumented system that allows shoppers to accumulate points that automatically result in printed coupons that are redeemable at the shopper’s next visit. This capability is currently available in 7.7.1 as part of the standard product.¹

Using this feature, grocers can assemble fairly sophisticated shopper-specific promotions based upon “cumulative” purchases.

A new manual, **Reward Check Setup Notes**, has been assembled by the ISS45 Santa Clara staff to guide Dealers through the parameters and operation of the Reward Check system. This manual is available to Dealers on the ISS45 Web Site in the [Manuals](#) area.

In general, Reward Check operates as follows:

- The ISS45 system is set up using the Member Card/Advanced Promotions system for accumulating shopper points.
- A local member file must be maintained on the Back Office. Points are accumulated into the local Member File. Accumulation of points in the store is done in real time, not during EOD.
- After accumulation of a set number of points, the shopper is entitled to get a printed coupon (“Reward Check”) that is bar-coded. Therefore after finalization of a member ticket, one coupon is printed for each X points, and the remaining points are stored in the Member File for subsequent visits.
- The text on the Reward Checks is customizable and can contain the shopper’s name (member name) and account number.
- Shoppers can redeem the Reward Checks during the next purchase.
- The bar-coded Reward Check can be scanned at any time in a transaction. If there is no scanner, the barcode can also be entered manually.
- After the barcode is scanned an indication will be given on the screen and next scanned item will be sold at a frequent shopper price instead of the standard price. The system then returns to normal pricing for the next item. If a Reward Check is scanned and the next item does not have a frequent shopper price, an error message is displayed.
- If an item with a linked Reward Check is cancelled, the Reward Check is cancelled as well. A message is displayed for the cashier to return the Reward Check.
- An unlimited quantity of Reward Checks can be redeemed within one sale.

¹ Note that the Advanced Promotions/Member Card option is required.

- Beginning points, Points this visit, Rewards Check Issued and Ending Points Balance are printed on the receipt. If the Reorganized Receipt/Buffered Printing is set to ON, the 'Your savings today' section on the bottom of the receipt will show:

Promotions	X.XX
Rewards check redeemed	X.XX
Coupons	X.XX

As with most promotions and member card setups, you will need to cover the right bases in the ISS45 office and set several parameters to make all this happen. Again, the new manual, **Reward Check Setup Notes** has been created and is available in the Manuals section on the ISS45 Dealer Support Website.

To Your Success,

Tony

Tony van Severen
Director: Supermarket Systems