Using Loyalty Coupons

Loyalty Coupons provide an additional way for you to increase sales and customer commitment. Coupons are set up to work with Promotion type selling price rules and are assigned a barcode for use at POS. In this course, we'll delve into adding a coupon promotion, adding a coupon and then redeeming it on a sales order.

A Promotion type rule is used to set the coupon details. In this example, Buy x products from a list and get product y free or for a price is selected. Set the dates and times that the promotion is valid.

A manual line type is used to display the coupon details on the sales order. Select it from the drop down list. Only Promotion type MOLTs are available to choose from. This needs to be added prior to setting up this promotion.

Click the box to indicate this is a Coupon promotion. The Promotion type determines the entries required on the Detail tab. Start by entering the number of products the customer needs to Buy from the list of products which will be specified in the next step. You can set the UOM as needed.

Enter a Limit on the quantity that is eligible for this offer. Leave blank when unlimited. Next choose the products for the coupon offer. The Add button provides three methods for selecting products including by Product, Product Group or Sell Price Group. By Product is chosen.

Select the products on this promotion. The products are shown in the main body of the window. You can continue to add or remove products from the list as needed. Now you need to set the second half of the promotion Detail by selecting the Get Products.

In this case, the list of items is the same as above. However, it could be different products such as a coupon that gives a discount on brushes bought with any Marathon paint product. Click the Get Product button.

Use the Quick entry dialog box to add the products. The products chosen are listed. Review the list and Delete any that may have been selected in error. When finished, Close the window.

Choose the deal from the drop down. For this coupon, customers save a percentage. Next enter the percentage. Click OK to save the coupon promotion. It is shown on the Selling Price Rules window. Close the window.

Once a promotion is added, the next step is to add the coupon. From the Customers view in System Manager, select Customer Loyalty Coupons. Any coupons previously added are displayed.

To add a new coupon right-click and select the New option. Enter a Code, Description and Barcode for the coupon. The barcode will be scanned or manually entered at POS. Choose the Promotion from the drop down list. All active coupon promotions are available to pick from. Click to Add the coupon. Enter the details for another or Close the window. The coupon is added to the list.

Customers can redeem loyalty coupons at any time during the entry of a sale. Here a sales order has been started. A customer has been selected and a product that is on a coupon promotion is already added. There are two ways coupons can be redeemed.

The quickest method is to simply scan or enter the coupon barcode. The order is immediately adjusted according to the coupon settings. For each product where it applies, the promotion details are listed below with the amount being discounted. An additional line displays the name of the coupon.

Adding another product on the same coupon promotion automatically applies the discount. The alternative method for applying a coupon is accessed from the Other Options menu. Select Redeem Coupon.

A window opens for you to enter the Coupon to redeem. Scan or enter the barcode or coupon code in the dialog box or search for it using the Coupon browser button. Any coupons already applied are shown. Once all coupons are

selected, click on Apply. The details of any coupons used are printed on the customer's sales invoice.

Coupons are another way you can increase sales and build customer loyalty. After watching this series of Training on Demand courses you should be able to set up a coupon promotion, then add a coupon and easily redeem it at POS.

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