

Newsletter #19

March 2017

We continue to add functionality to e-retailer as our customers embrace the rapidly emerging technologies.

In this issue the highlight is the ability to sell and redeem gift vouchers both on-line and instore. Thanks to our development team for delivering such a fully functional module.

Read in this newsletter about:

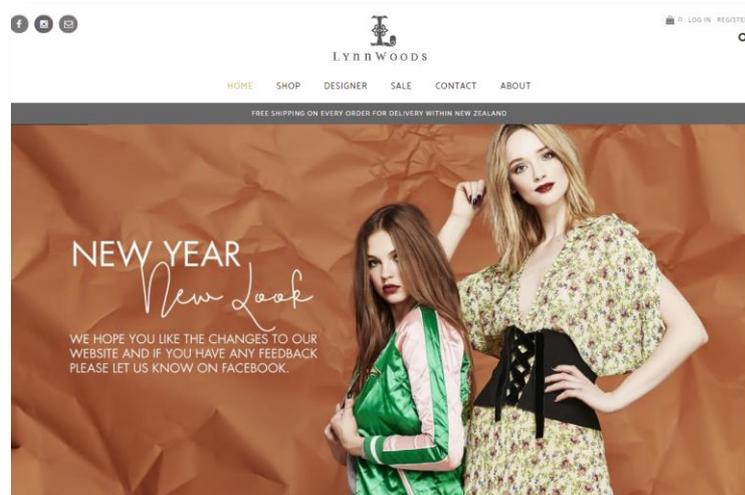
- **New Sites**
- **Gift Cards**
- **Customer Add/Change dates**
- **Multiple Branches**
- **Codes extended**
- **Primary Colour Search**
- **Product Search**
- **Google Tag Manager**
- **Default Salesperson**
- **Zero Priced Items**
- **Customer Loyalty Fields**
- **V11 Counter Intelligence**

New e-retailer sites launched:

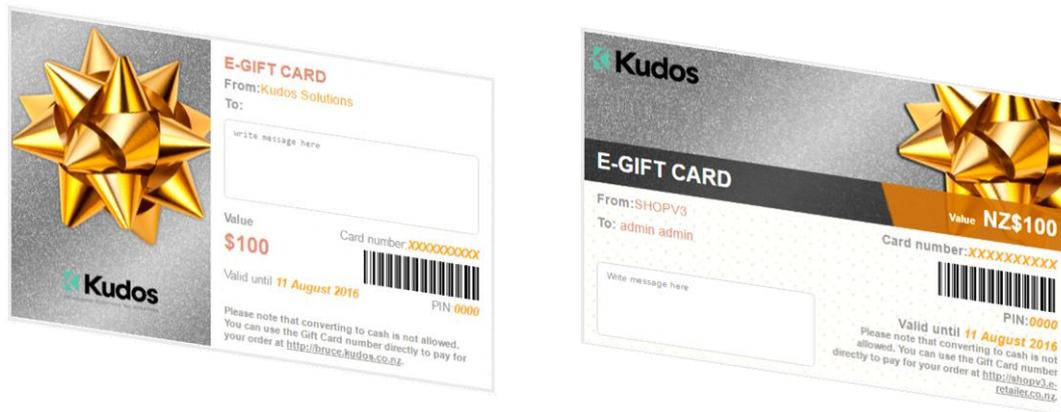


We welcome the following new e-retailer sites which launched recently:

www.lynnwoods.co.nz



Gift Vouchers



Gift Cards – on-line – in-store – redeemable at all locations.

The release of the gift voucher module for e-retailer means you can now make a gift voucher offer that is available for sale and redemption both on-line or in-store. It even goes further and allows for the redemption of physical gift cards online. Because of the close links between Counter Intelligence and e-retailer omni-channel sales and redemption is possible.

Features:

- Purchase Physical Cards instore - redeem instore or online
- Purchase Physical Cards online – despatched from Head Office – redeem instore or on-line
- Purchase virtual Vouchers on-line
- Select from multiple e-voucher designs

Specify the recipients:

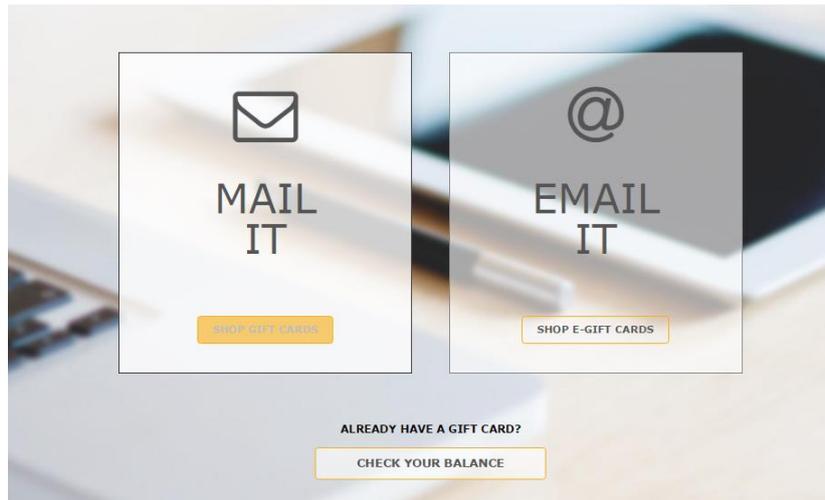
- Email
- Message
- Delivery Date and Time
- Redeem on-line or instore.

Barcodes and PIN numbers for added security on e-vouchers

How it works

Selling a gift Voucher

The customer selects Gift Voucher:



Mail It – a physical card

1. CHOOSE A GIFT CARD:



2. PERSONALISE YOUR CARD:

Popular Amounts:

NZ\$25	NZ\$50	NZ\$75
NZ\$100	NZ\$150	NZ\$200

Add to cart

Select from a number of designs.

Email an e-voucher.

Select from a number of designs and fill in the personalised information.

1. CHOOSE A GIFT CARD:



2. PERSONALISE YOUR CARD:

Popular Amounts:

NZ\$25	NZ\$50	NZ\$75
NZ\$100	NZ\$150	NZ\$200

Custom Amount: *
NZ\$.00
NZ\$25 to NZ\$500

Recipient's Name: *

Recipient's Email: *

Message: 21 Characters Left

Your Name: *

Schedule sending on:
 

3. REVIEW YOUR CARD:

Make sure your message is good to go.

I have read and I agree to the Gift Card [Terms and Conditions](#).

Preview the Card - the purchaser is able to preview the Card before sending.



Through to the shopping cart

Shopping Cart

[Update Qtys](#)

Qty	Items	Price	Amount	
1	 SHOPV3 e-Gift Card NZ\$200.00 To: Julie juliedavidson@gmail.com	NZ\$200.00	NZ\$200.00	Remove
Subtotal:			NZ\$200.00	

ENTER COUPON CODE

Activate

Redeem and use your Gift Card now

Activate

[Checkout](#)

The e-voucher will be emailed to the target recipient on the nominated day at the specified time.

This is a typical email received by the recipient:



Dear Julie,

We are pleased to inform that Felicity Chen has kindly sent you a e-Gift Card from SuperStore. You can use the e-Gift Card to purchase products at www.superstore.co.nz. Or if it's more convenient you may use the e-Gift Card in one of our stores.

Value: NZ\$200

Card number: 90000016

PIN: 9B85

Valid until 11 September 2016



To redeem your e-Gift Card

- 1. Go to <http://superstore.co.nz>
- 2. Place items in your Shopping Cart and proceed to our checkout.
- 3. At checkout, you will be asked to give the card number and PIN as they appear on your e-Gift Card. You must have this information to complete your transaction, so please keep it handy.
- 4. Your e-Gift Card can be redeemed online or in one of our stores at any time.

If you have any questions about redeeming your e-Gift Card, please visit www.superstore.co or feel free to contact us at support@kudos.co.nz.



Customer add or change date – this is now recorded and sent back to Counter Intelligence. We now have synchronization tools that will automatically push these additions and change through to MailChimp via Kudos Cloud Services.



Multiple Branches – with the introduction of branch sensing product distribution it was necessary to allow stock to be picked from multiple locations. With the introduction of order processing into Counter Intelligence POS this means that the orders can be recalled and despatched from your POS units.

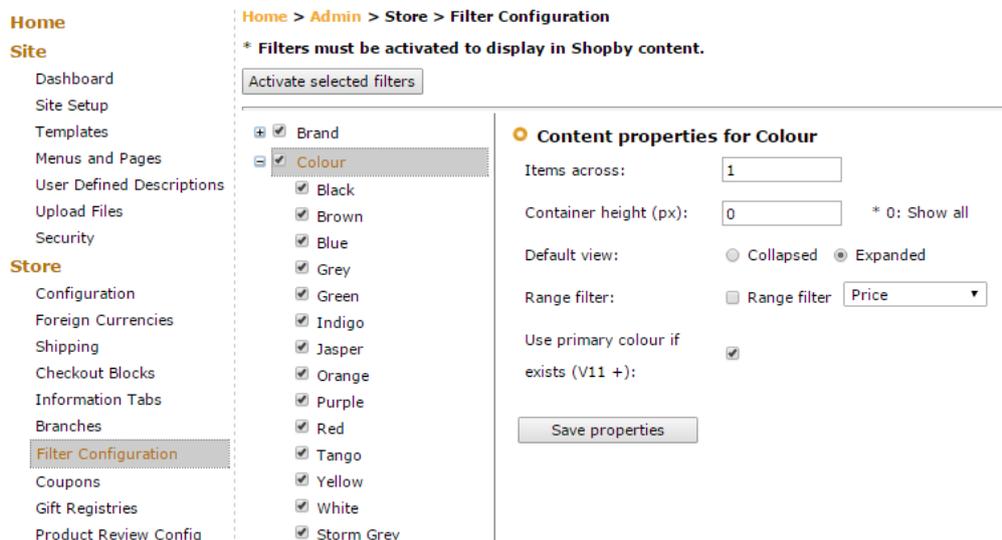
XXXXXX XXXX Product Code extended from 15 to 20 characters.
 Product Description extended from 40 to 80 characters
 These parameter changes are to map those made within Counter Intelligence



Introduce a primary colour so that users can search for preferred colour(s). In Counter Intelligence within the stock attributes screen a new field has been introduced called e-retailer colour filter. This field will accept up to 40 characters of text.



Then in e-retailer you can check on the colour filter:



And here it is showing on a website:

SHOP BY

▼ Colour

- BROWN
- BLUE
- METALLIC
- WHITE
- BLACK
- NEUTRAL
- GREY
- PINK
- GREEN
- RED
- METALLIC LIZARD

▼ Size

clear

Sort by

New Arrivals



Product Search You can change the behaviour of the product search by selecting "Match All Words" or "Match Any".

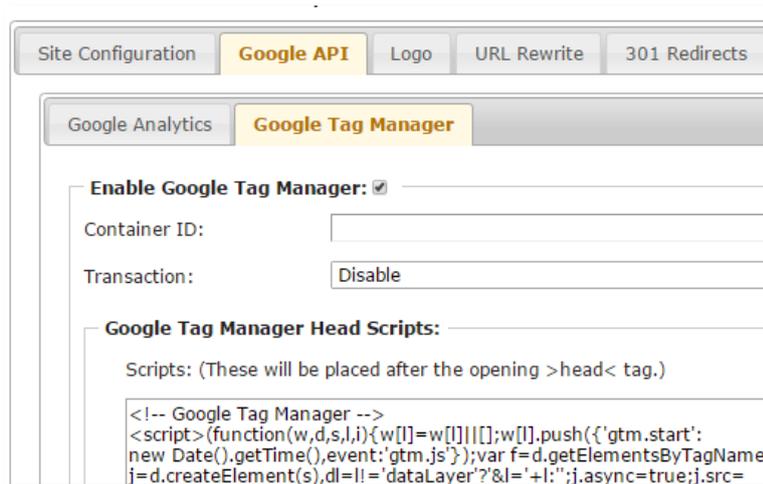
Products Search

Search method:

Match all words



Google Tag Manager is a free tool that makes it easy for marketers to add and update website tags -- including conversion tracking, site analytics, remarketing, and more—with just a few clicks, and without needing to edit your website code. Google Tags has been implemented in e-retailer:





Default Salesperson – previously e-retailer only had one default salesperson but with a number of customers wishing to run their wholesale business off e-retailer we introduced the ability for the system to recognize and attribute the sale to the default employee/salesperson for the customer.



Identify Zero Priced Products – A double check that you don't have any embarrassing zero prices lurking on your site – use Catalogue – zero priced products.



Customer Loyalty fields – the 10 customer loyalty fields may now be used in e-retailer to capture additional fields.

Marketing field 1 description	Which Rugby Team do you follow?
Marketing field 2 description	

Plus you can preconfigure valid responses:

Marketing field 10 description	
Marketing field required message ({0}:marketing field description)	{1} is a required field.
Marketing field range selection message ({0}:marketing field description)	[Select {1}]Blues,Lions,Chiefs,Crusaders]

Counter Intelligence – a number of the features released will require that your site is running Counter Intelligence V11. Our support staff have scheduled the upgrades from Version 2009 to occur over the next 5 months. If you are waiting for an upgrade then please phone the Support Team and they will confirm the likely date.

