



# Offers, Coupons & Pricelists

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# Introduction

## **Introduction**

This document outlines the features and configuration options of the offering and couponing system provided by Fimble.

# Offers

The offers within the system are calculated automatically to check if specific customer, order and availability rules are met in order to activate specific offers. This calculation is omni-channel and is triggered when a customer modifies the order and basket by adding, removing, changing quantity or modifying a product as well as when an order is submitted. Multiple offers can be applied at the same time. In case 2 or more offers overlap for a specific product or combination of products, the system decides which combination of offers will be activated always taking under consideration the best value for the customer.

## Information provided

- Title (multilingual)
- Subtitle (multilingual)
- Description (multilingual)
- Permalink
- Ordering
- Media

The screenshot displays the configuration page for an offer titled 'MIXED BUCKET'. The offer details are as follows:

- Title:** MIXED BUCKET
- Subtitle:** 4 COB + 4 Crispy Strips + 8 Nuggets
- Description:** 4 COB + 4 Crispy Strips + 8 Nuggets + medium fries + soft drink 330ml
- Permalink:** family-bucket-automatic-offer
- Offer type:** Automatic
- Offer:** Always
- Ordering:** After: KENTUCKY BUCKET MENU
- Audience:** Allow guests (checked), Public (checked)

## Types of offers

- **Automatic** - These offers are automatically activated on basket. Customer simply adds items to the cart and if conditions are met, the offers are activated. These conditions are also recalculated when removing an item, adjusting quantity or changing order preferences (delivery type, time, payment method etc.)
- **Coupon** - These offers are activated only upon using a coupon.
- **Guided** - These offers are activated only when a customer follows the guided wizard (stepper) to add items to the basket. For example, if the customer clicks on "With every burger 1 drink for free" offer, it will display an offer wizard allowing the customer to select the desired burger and the desired drink.
- **Guided & Automatic** - These offers are shown as guided but are also activated automatically.

- **Guided & Automatic (targeted)** - Same as the above but is only activating if the customer belongs to a specific segment.
- **Merged** - These offers are activated on top of other offers for the same item. For example, \$2 discount on top of every other offer.
- **Merged Coupon** - Same as the above but is only activated with a coupon.

## Availability rules

The following options define when an offer is available and therefore when will be activated.

- **Date range**
- **Specific days** - For example, Saturdays & Sundays or All days except weekends
- **Specific stores**
- **Specific channels** - For example, Website only

The screenshot shows the 'Availability' configuration screen in the MIXED BUCKET interface. It includes sections for 'Days availability', 'Stores availability', and 'Distribution channels availability'. The 'Days availability' section is set to 'Specific' and includes Saturday and Sunday from 10:00 to 12:00. The 'Stores availability' section is also set to 'Specific' and includes three store locations. The 'Distribution channels availability' section is set to 'Specific' and includes the 'Website' channel.

## Order Rules

The following rules define when an offer will be activated based on the order specifics.

- **Order type** - Delivery, Pick Up, Dine In, Catering, Drive-Thru or any combination of these.
- **Basket total** - For offers to be activated only when the basket total is from or up to a specific amount. This can also be used for scaled promotions For example, \$10-\$20 -> 10%, \$20-\$30 -> 20% etc.

The screenshot shows the 'Order rules' configuration screen in the MIXED BUCKET interface. It includes sections for 'Delivery' (checked), 'Pick up' (checked), 'Dine In' (checked), 'Catering' (unchecked), and 'Drive-thru' (unchecked). It also shows 'Applies to basket total' (From \$ to \$), 'Apply discount on total basket' (unchecked), 'Repetition' (Every), 'Discount type' (Percentage), 'Discount total' (19.55), and 'Number of customer orders' (1). The 'Items' section is also visible, showing three items with their respective quantities and discount types.

## Basket Rules

The following rules define the basket content requirements to meet in order to activate an offer.

- **Contents** - The customer needs to have a specific category, product of any size or product of a specific size in order to activate the offer. For example, 10% off Special Burger or -\$1 off all sides.
- **Quantity** - The customer needs to have a specific quantity of that category or product in the basket. For example, 30% off if you buy 3 burgers.

## Customer Rules

The following rules define what are the customer requirements to meet in order to activate an offer.

- **Allow guests** - This defines whether the offer is only activated for registered users.
- **Number of orders** - The number of orders of a registered customer. For example, Free drink on your third order.
- **Segments** - This option allows the targeting of customers belonging to specific segments.

## Time rules

- **Always** - Offer is always activated
- **Now** - Offer is activated only for orders for now
- **Timed orders** - Offer is activated only for orders later in the day
- **Post-date orders** - Offer is activated only for order for another day

## Offer application

The following rules define when an offer will be applied.

- **Repetition** - This option defines whether the discount will be applied From, Every or Exact set of conditions met. For example, "From 3 burgers, 1 drink free", "Every 3 burgers, 1 drink free" or "With exactly 3 burgers, 1 drink free".
- **Discount type** - This can be either flat amount, percentage or discount value. For example, \$3 offer, 10% off or -\$1. The discount can be applied on either the basket total or a specific item.

## Other Options

- **Apply discount on basket total** - This option defines whether total discount value should be applied to basket total (analogically spread between items) or split individually between items.
- **Public** - This option defines whether an offer is currently active. This helps in seasonal offers where activation dates are not known in advance.

# Coupons

Coupons are linked with multiple coupon-type offers. Therefore any rules and discounts are inherited from the equivalent offer. Coupons can be redeemed across all channels or as defined. When a customer applies a coupon and the offer is of lower value than an existing offer the coupon will not be used. Also, coupons can be used with complaints, rewards and contests. For example, get a free burger if your order was late or if you redeem 100 loyalty points or if you are declared a contest winner.

## Information provided

- Title (multilingual)
- Media

## Types of coupons

- **One-off** - Coupons that have unique coupon codes and can be used only once. When one-off coupon codes are applied automatically, the system will pick a random coupon code that has not already been assigned (reserved) or used.
- **Recurring** - Coupons that are repetitive and can be used by multiple customers multiple times (up to once per order).

## Coupon Generation

One-off coupons can be generated from within the system with one of the following options:

- **Type of generation** - This option can be Random, Stepper or Import depending on whether the user needs to generate coupons randomly, with a stepper (e.g. every 5) or import coupon codes from an external source.
- **Prefix** - This is the prefix string of the

The screenshot displays the configuration page for a 'Welcome coupon'. At the top, there are tabs for 'General information' and 'Media'. Below the tabs, there are language selection buttons for EN, EL, FR, and DE. The 'Title' field contains 'Welcome coupon'. The 'Purpose' section has radio buttons for 'Promotion' (selected), 'Complaint', and 'Validity', along with a calendar icon. The 'Offers' field contains 'MRGC' and '-20% Discount'. The 'Type' dropdown is set to 'One-off (Generate codes)'. The 'Prefix' field contains 'PROMO' and 'Max characters' is set to '5'. The 'Generate code with' dropdown is set to 'Numbers'. The 'Quantity' field contains '10000000' and there is a 'Total' field. The 'Registration coupon' checkbox is checked, and 'Expiration days' is set to '30'. The 'Public' checkbox is checked, and the 'Auto coupon' checkbox is unchecked. Navigation arrows are visible at the bottom left and right.

coupon code. For example, PROMO.

- **Maximum characters** - This is the number of maximum characters of the coupon code. For example 10 with the previous prefix will generate PROMOXXXXX.
- **Strings** - This option can be Numbers, Characters or Alphanumeric. For example, numbers will generate PROMO12345.
- **Quantity** - This is the quantity of the coupon codes that will be generated and cannot exceed the maximum allowed. For example, on the previous scenario it can reach up to 100,000.

## Purpose

- **Promotion** - These coupons are used for promotion. For example, Enter coupon XXXXXX to get 10% discount on our new burger lineup.
- **Complaint** - These coupons are used for complaints (sorry coupons). For example, When a new complaint of type "Late order" is added to the system, the agent can add this preassigned coupon to the customer with one click. That customer will then receive an email and find that coupon on the checkout for the next order, under his/her account and will also be shown to call center agents.
- **Referral** - These coupons are only available to customers that are linked with a specific referral.

## Other options

- **Registration coupon** - If a coupon is a registration coupon then it will automatically be assigned to new customers after their registration. An expiry date can also be defined. For example, Signup today and get a free drink if you order within the first 30 days.
- **Validity** - Start and end date of coupon validity.
- **Auto coupon** - This option defines whether a product will be added to the basket (if not already) automatically when a customer applies a coupon.
- **Usage limit** - This limits the number a recurring coupon can be used. For example, the first 100 customers who will use code SUMMERSALES will have 50% off their order.
- **Public** - Defines whether a coupon campaign is available for use.

## Coupon Assignment

Fimble provides a list of available, assigned and unassigned coupons. In addition, coupons can be assigned to customers either manually or automatically depending on the action performed.

- Manual coupon assignment
- Semi-automatic coupon assignment from complaints
- Automatic coupon assignment from registration
- Automatic coupon assignment from rewards

# Special Pricelists

On top of offers and coupons, Fimble provides special pricelists. These are list of items with prices available in specific stores.

## Examples of pricelists

- Different price catalog per order type - For example, different pricing for Delivery orders.
- Different price catalog per store - Used when there are many exceptions.
- Conference catering - Each conference is applied a specific pricelist.

# Reports

Related reports that display offer data are available. More specifically:

## Reports

- Orders with a specific offer or coupon
- Revenue from orders with a specific offer or coupon
- Total discount given to customers with a specific offer or coupon
- Assigned & Unassigned coupon codes
- Types of offers & discounts
- Summary of offers provided