



Backoffice Manual

Gift cards, Voucher, Discounts and Campaigns.

Last updated 2020-10-22

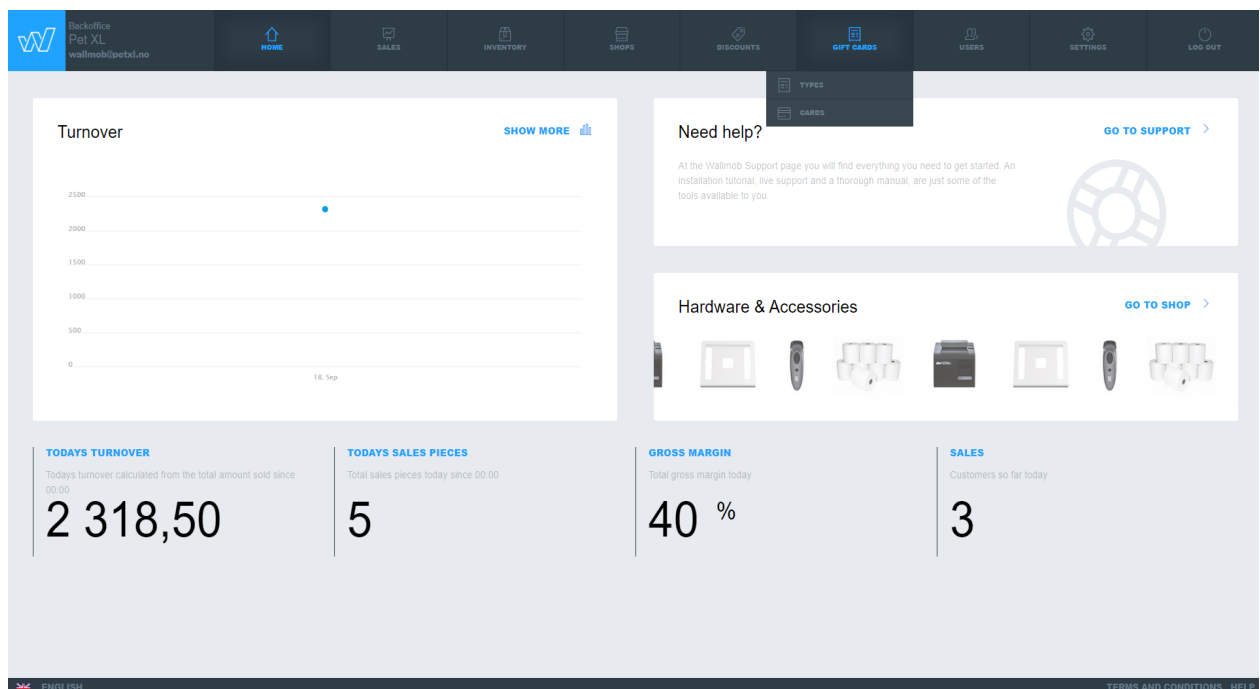


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1. Gift cards/ Voucher

Gift cards can be used with a discount on individual items or as a voucher where you sell x number of items or a combination of items at a specific price.

Ex: Coffee voucher - Buy 10 for the price of 9, or combination - Coffee and cookie voucher where you can get a coffee and a cookie X times at a specific price.

Overview of Gift Card/ Voucher window

Gift card type

Search [ADD NEW](#)

Gift cards

DETAILS ELIGIBLE SETS

IDENTIFIER
Identifier

1 NAME
Name

2 EXPIRE INTERVAL
Expire interval

3 UNITS
Units

4 CATEGORIES
Enter categories

5 PRICING
VAT RATE COST PRICE RETAIL PRICE
25% Default 0.00 0.00

6 IMAGE

7 INCLUDES ADDONS

8 APPLY THIS GIFT CARD TO ALL PRODUCTS (PURE GIFT CARD)

9 VARIABLE PRICE

10 REMOVE

11 INVALID

1. NAME

The name you want to give the gift card/ voucher.

2. EXPIRE INTERVAL

The number of days the gift card/ voucher is valid.

3. UNITS

Number of times you can use the voucher (used with voucher).

4. CATEGORIES

Under which buttons the gift card/ voucher is available.

5. PRICING

Set VAT-Rate, cost price and retail price. (0% VAT-Rate on gift card/ voucher).

6. IMAGE

Set an image for the gift card/ voucher.

7. INCLUDES ADDONS

Indicates whether addon's products are covered by the gift card/ voucher price.

8. APPLY GIFT CARD TO...

Apply this gift card to all products (pure gift card).

9. VARIABLE PRICE

Set variable price -Set so customers can choose the value of the gift card.

10. REMOVE

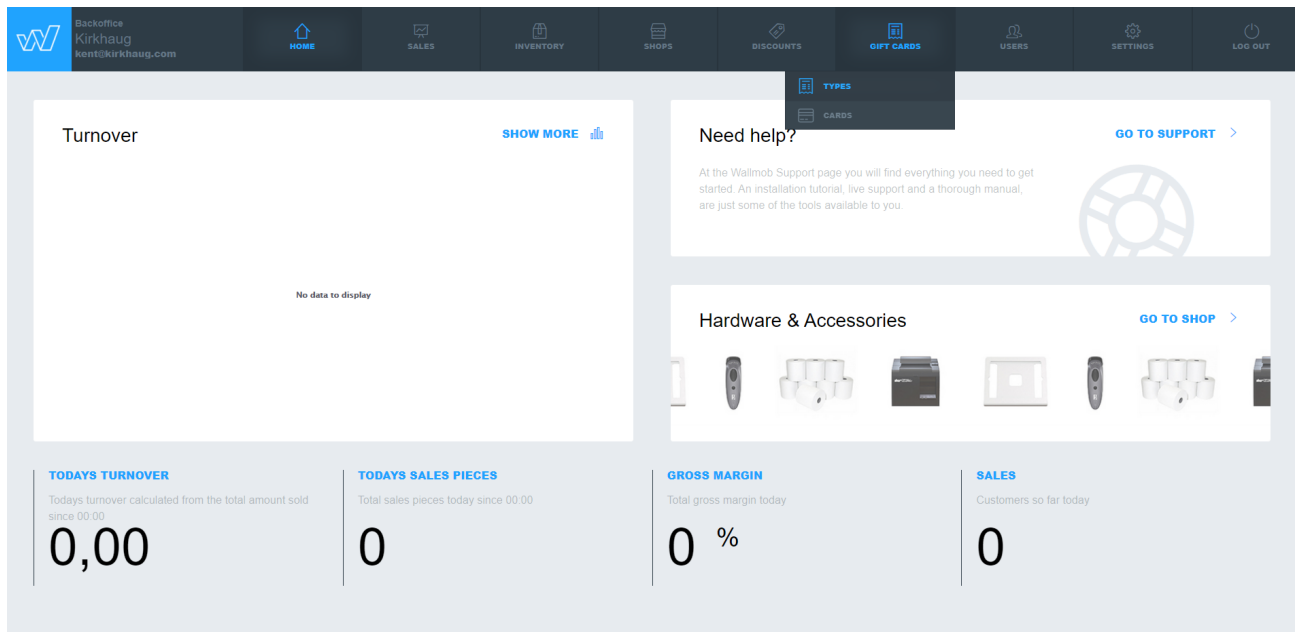
Remove an existing gift card/ voucher.

11. INVALID/ SAVE

Save created gift card/ voucher.

Add pure Gift Cards

1. Go to GIFT CARDS - TYPES in the Backoffice menu.



2. Press ADD NEW to add a Gift Card.

The screenshot shows the 'Gift card type' form in the Wallmob Backoffice. The form is divided into two main sections: 'Gift card type' on the left and 'Gift cards' on the right. The 'Gift card type' section has a search bar and an 'ADD NEW' button. The 'Gift cards' section has two tabs: 'DETAILS' (selected) and 'ELIGIBLE SETS'. The 'DETAILS' tab contains several input fields: 'IDENTIFIER' (with a sub-label 'Identifier'), 'NAME' (with a sub-label 'Name'), 'EXPIRE INTERVAL' (with a sub-label 'Expire interval'), 'UNITS' (with a sub-label 'Units'), and 'CATEGORIES' (with a sub-label 'Enter categories'). There is also a 'PRICING' section with fields for 'VAT RATE' (set to '25% Default'), 'COST PRICE' (set to '0.00'), 'RETAIL PRICE' (set to '0.00'), and a 'VARIABLE PRICE' checkbox. A 'REMOVE' button and an 'INVALID' button are at the bottom right. On the right side of the form, there is a placeholder for a card image and a checkbox for 'INCLUDES ADDONS' with a sub-label 'APPLY THIS GIFT CARD TO ALL PRODUCTS (PURE GIFT CARD?)' and radio buttons for 'NO' and 'YES'.

3. Fill in gift card information

- **NAME:** The name you want to give the gift card.
- **EXPIRE INTERVAL:** Set number of days the gift card is valid.
- **APPLY THIS GIFT CARD TO ALL PRODUCTS:** Set YES (for pure gift card)
- **PRICING:** Set VAT-rate (0% for gift card), and set VARIABLE PRICE for pure gift card.
- **IMAGE:** (optional) Choose an image for the gift card.
- **CATEGORY:** Select a category to see which buttons the Gift card is available in the POS.
- **SAVE** gift card.

The screenshot displays the 'Gift cards' management interface. On the left, a sidebar shows 'Gift card type' with a search bar and an 'ADD NEW' button. The main area is titled 'Gift cards' and contains a 'DETAILS' tab. The form fields are as follows:

- IDENTIFIER:** gift-card-8193x5
- NAME:** Gift Card
- EXPIRE INTERVAL:** 365
- CATEGORIES:** Gift Card (with a dropdown arrow and 'Enter categories' text)
- PRICING:**
 - VAT RATE:** 0% Zero Rate (dropdown)
 - COST PRICE:** 0.00
 - RETAIL PRICE:** 0.00
 - VARIABLE PRICE:** ☒
- APPLY THIS GIFT CARD TO ALL PRODUCTS (PURE GIFT CARD):** ☒ YES

On the right, there is a preview of a red gift card with the text 'gift card' and a small image of a gift box. At the bottom right, there are 'REMOVE' and 'SAVE' buttons.

Add Voucher

1. Fill in voucher information

- **NAME:** The name you want to give the voucher.
- **EXPIRE INTERVAL:** Set number of days the voucher is valid. (set 0 for no expiration date).
- **APPLY THIS GIFT CARD TO ALL PRODUCTS:** Set NO (Voucher only applies to a specific type of coffee).
- **PRICING:** Set VAT-rate (0% for voucher), and set price. In the example below, it is NOK 100 for 10 Regular Coffee.
- **IMAGE:** (optional) Choose an image for the gift card.
- **CATEGORY:** Select a category. To see which buttons the Voucher is available in the POS.
- **SAVE** voucher.

Backoffice
Kirkhaug
kent@kirkhaug.com

HOME SALES INVENTORY SHOPS DISCOUNTS **GIFT CARDS** USERS SETTINGS LOG OUT

Gift card type

Q Search [ADD NEW](#)

Gift Card

DETAILS **ELIGIBLE SETS**

IDENTIFIER
10-regular-coffee-pcf9cz

NAME
10 Regular Coffee

EXPIRE INTERVAL
365

UNITS
10

CATEGORIES
Regular Coffee [Enter categories](#)

☐ INCLUDES ADDONS

☒ NO ☐ YES

APPLY THIS GIFT CARD TO ALL PRODUCTS (PURE GIFT CARD?)

PRICING

VAT RATE
0% Zero Rate

COST PRICE
0.00

RETAIL PRICE
100.00

☐ VARIABLE PRICE

[REMOVE](#) [SAVE](#)

Voucher functions

In **ELIGIBLE SETS** you choose which items the voucher applies to. In our first voucher example above, there are items in the Regular coffee category, but here you could choose individual products. You can also add a combination, ex. Regular coffee and Cookies. There are basically no restrictions on the number of sets, but remember that the customer must also understand the offer in the voucher - so our tip is, keep it simple!.

1. Select items, press - ELIGIBLE SETS

The screenshot displays the 'Gift cards' management interface. On the left, a sidebar shows 'Gift card type' with a search bar and an 'ADD NEW' button. The main area is titled 'Gift cards' and has two tabs: 'DETAILS' and 'ELIGIBLE SETS'. The 'ELIGIBLE SETS' tab is selected, showing the following fields:

- IDENTIFIER: 10-regular-coffee-and-cookie-zxu4u1
- NAME: 10 Regular Coffee and Cookie
- EXPIRE INTERVAL: 0
- UNITS: 10
- CATEGORIES: Voucher (with a dropdown arrow and 'Enter categories' text)

Below these fields is the 'PRICING' section:

- VAT RATE: 0% Zero Rate (dropdown)
- COST PRICE: 0.00
- RETAIL PRICE: 100.00
- VARIABLE PRICE: ☐

On the right side of the 'ELIGIBLE SETS' tab, there is a preview image of a cup of coffee and cookies, and a checkbox labeled 'INCLUDES ADDONS'. Below this is a radio button selection for 'APPLY THIS GIFT CARD TO ALL PRODUCTS (PURE GIFT CARD)': ☒ NO, ☐ YES. At the bottom right, there are 'REMOVE' and 'SAVE' buttons.

2. Search and select the category and/or product that applies to the voucher.

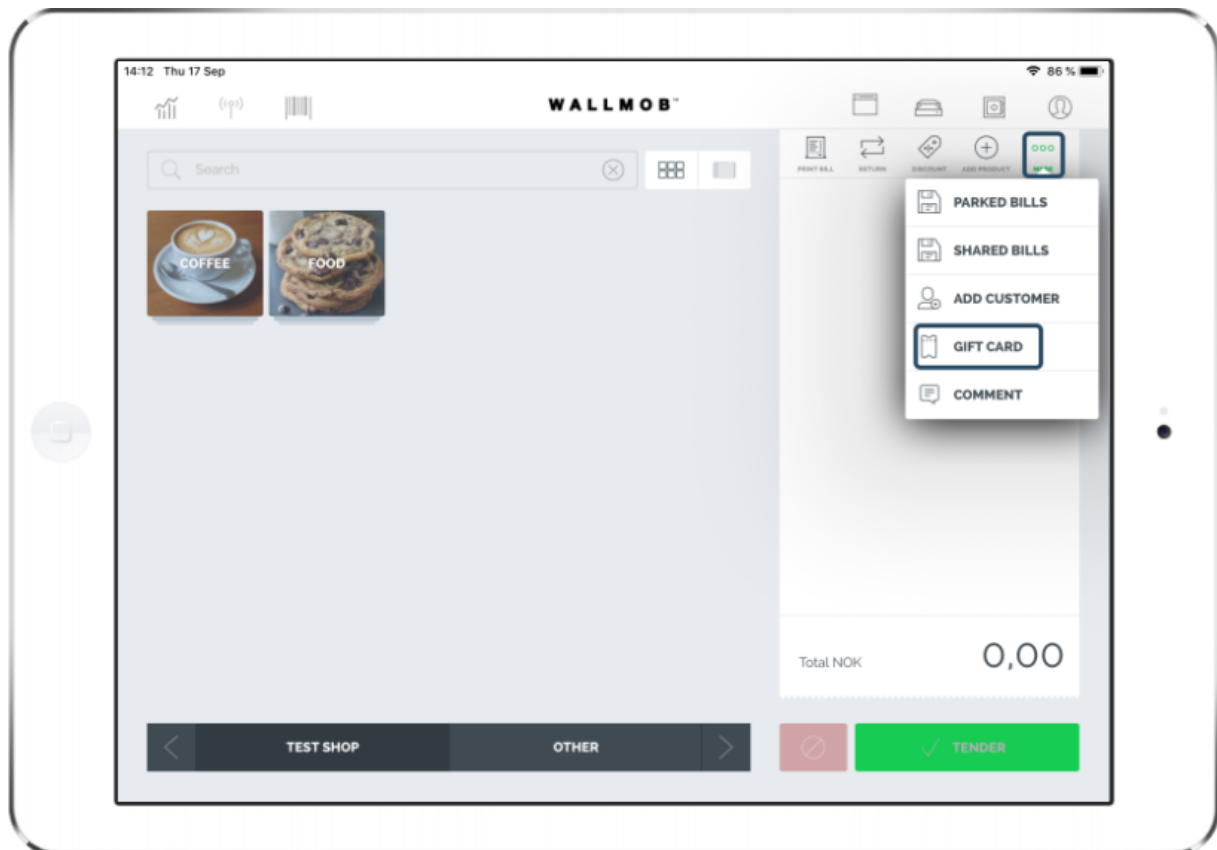
The screenshot displays the 'Gift cards' management interface. On the left, the 'Gift card type' sidebar includes a search bar and an 'ADD NEW' button. The main content area, titled 'Gift cards', has two tabs: 'DETAILS' and 'ELIGIBLE SETS'. The 'ELIGIBLE SETS' tab is selected, showing a search bar with the placeholder 'Find categories and products'. Below the search bar, there is an 'INVERSE' checkbox and two columns: 'CATEGORIES' and 'PRODUCTS'. Under 'CATEGORIES', 'REGULAR COFFEE' is selected with a blue checkmark. Under 'PRODUCTS', 'Cookie (2)' is selected with a blue checkmark. At the bottom right of the main area, there are 'REMOVE' and 'SAVE' buttons. The top navigation bar includes links for HOME, SALES, INVENTORY, SHOP, DISCOUNTS, GIFT CARDS (highlighted), USERS, SETTINGS, and LOG OUT.

When we have finished defining the Gift card/ Voucher, you can sell them from the POS/ register.

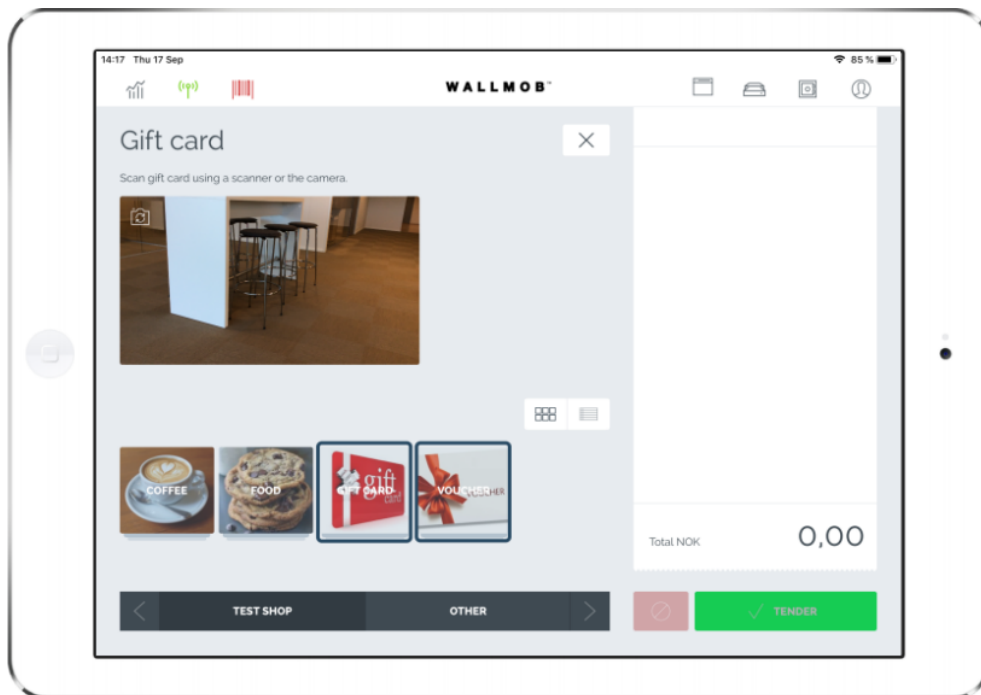
Sale of Gift card and Voucher in POS/ register

To sell a Gift card/ voucher from the POS/ register

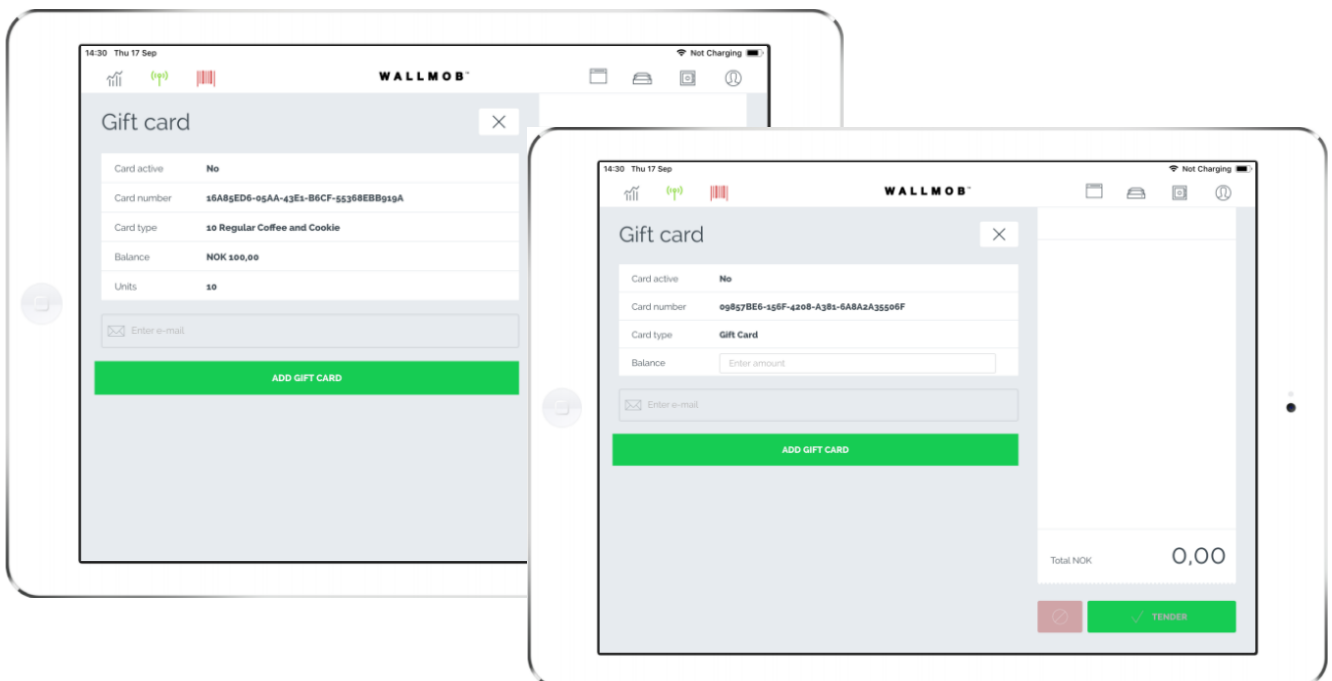
1. Select from the menu above the receipt - MORE - GIFT CARD.



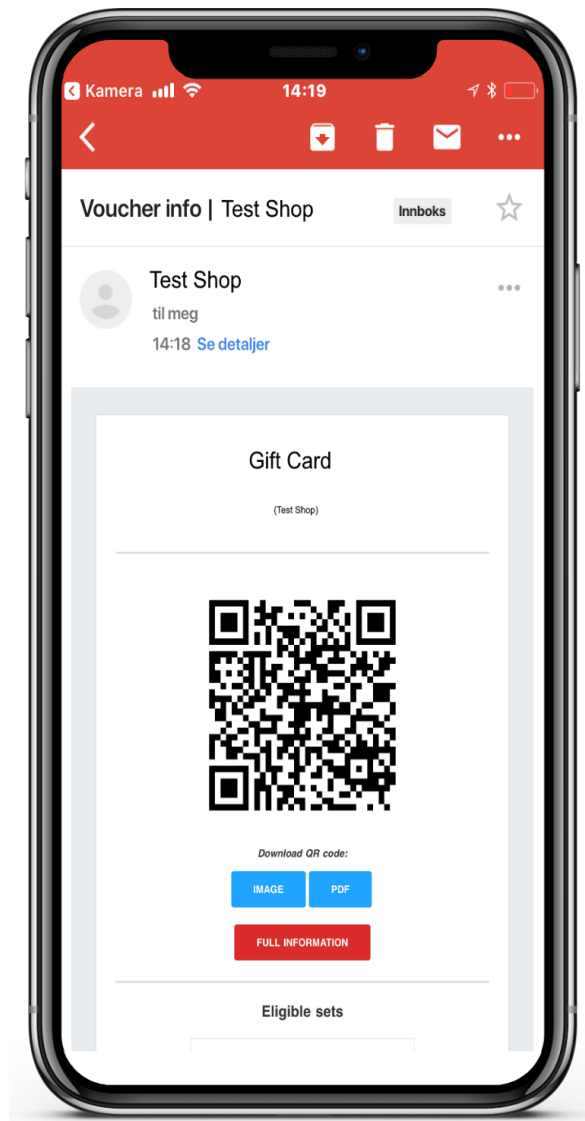
2. Select the Gift card or Voucher.



3. Select the Gift card or Voucher (by category set in the back office) or scanner if you have pre-printed cards (both 2D scanner and image via iPad can be used).



A coupon (QR code) is now printed out which the customer must take care of - this can also be sent to the customer's email so that it is available, for example, on the customer's phone.



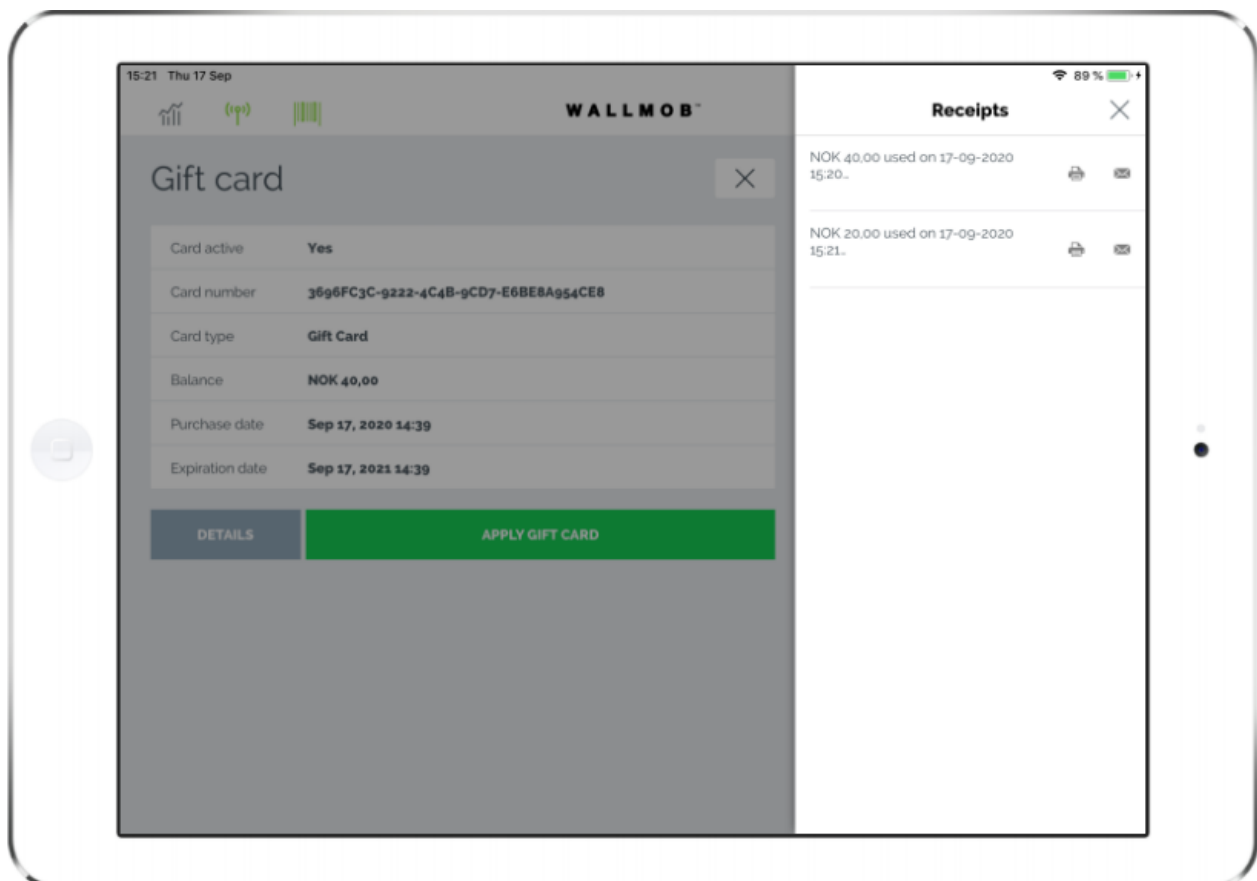
The customer's use of Gift Card/ Voucher

Sell items normally. The Gift card/ voucher is scanned with a 2D scanner or by holding a receipt in front of the camera on the iPad.

Check balance on Gift card/ Voucher

A common question from customers is if there is anything left on the card or what the balance is.

To be able to answer questions or avoid quarreling with customers, the checkout shows the complete history and balance of the coupon by scanning it. It shows how much is left on the Gift card/ voucher. By clicking on details, the cashier picks up all sales on the Gift card/ voucher.



Overview of all Gift cards/ Vouchers

1. Enter menu options GIFT CARDS - CARDS.

Information is displayed about all issued Gift cards/ Vouchers. Everyone has a unique ID that allows the cashier to count down usage. Normally this is done at checkout, but if there is something you are wondering about, this is a nice log and overview.

The screenshot shows the 'Gift cards' overview page. On the left, there is a search bar and a list of gift cards:

ID	Description	Type
F650AC		GIFT CARD
B1E52F	10 REGULAR COFFEE AND COOKIE	
3696FC		GIFT CARD
CC59FD		GIFT CARD

On the right, the 'Gift cards' section is active, showing 'ORDER HISTORY (1)'. The details for the selected card are as follows:

Information	
ID	F650AC37-F86D-4A8C-89B6-914C7EEDFE57
GIFT CARD TYPE	Gift Card
ACTIVE	Yes
BALANCE	100.00 NOK
AMOUNT PER UNIT	0.01 NOK
UNITS LEFT	10000
PURCHASE DATE	17 Sep, 2020 14:52:18
EXPIRE DATE	17 Sep, 2021 14:52:17
E-MAIL ADDRESS	kent@kirkhaug.com

Buttons at the bottom right include 'SAVE AND RESEND' and 'RESEND'.

2. By choosing Order history, you have a full overview of all movements.

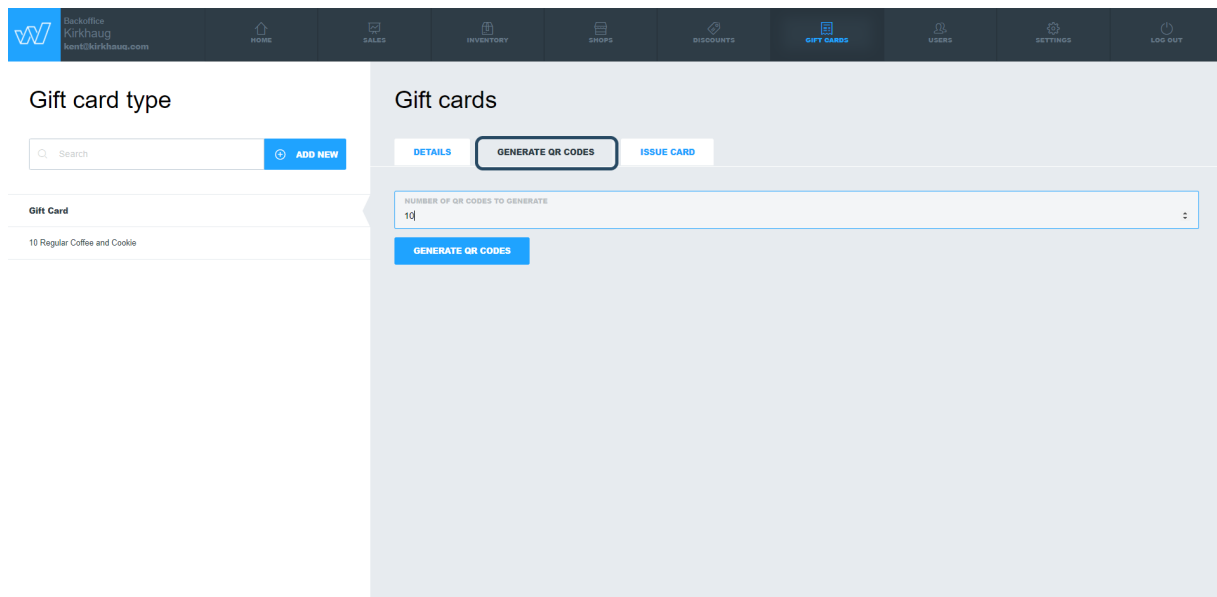
The screenshot shows the 'Gift cards' section with 'ORDER HISTORY (1)' selected. The table displays the following data:

SEQUENCE	TYPE	SHOP	AMOUNT	TIME	ORDER
#1	Bought	Test Shop	100.00 NOK	17 Sep, 2020 14:52:18	View order

Export of Gift card/ Vouchers for printing

It is possible to export predefined Gift cards/ Vouchers for printing. QR-Codes can be generated. This is only recommended for large users of this feature.

1. Press the GENERATE QR-CODES



The screenshot shows the 'Gift cards' management interface. On the left, there is a sidebar with 'Gift card type' and a search bar. The main area has tabs for 'DETAILS', 'GENERATE QR CODES' (which is highlighted), and 'ISSUE CARD'. Below the tabs, there is a text input field labeled 'NUMBER OF QR CODES TO GENERATE' with the value '10' entered. A blue button labeled 'GENERATE QR CODES' is positioned below the input field. The top navigation bar includes links for HOME, SALES, INVENTORY, SHOPS, DISCOUNTS, GIFT CARDS, USERS, SETTINGS, and LOG OUT.

2. A zip-file with generated QR-Codes will be downloaded.

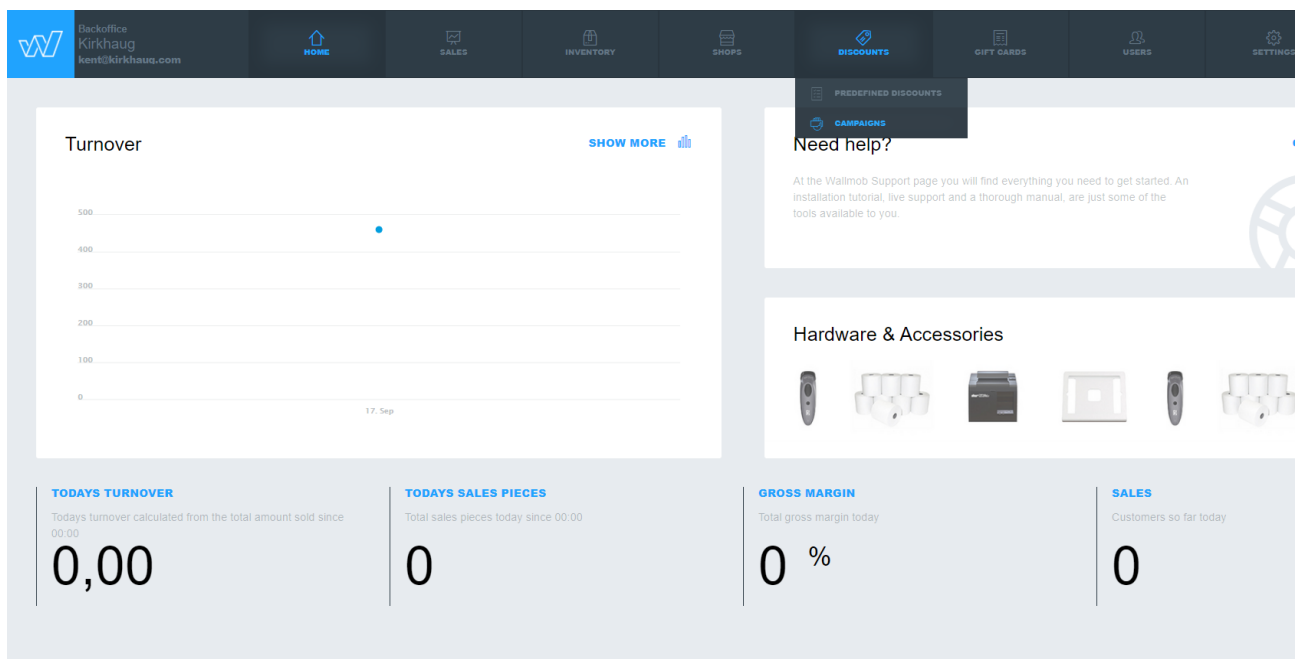
2. Campaigns

What campaigns are used for?

Our Campaigns feature is designed to give various types of discounts automatically when products are added to the bill. Nevertheless, in some cases Campaigns won't be eligible. For instance, Campaign discount won't apply to add-ons and products with variable price, also to the products in the bundle and products that have a voucher applied to.

Where to find the Campaigns?

You can find Campaigns in your Backoffice menu under Discounts.



What are the minimal requirements to create a campaign?

To create a campaign, you need to fill out the following fields. In the **DETAILS** tab you have to name your campaign, for example, “Buy 2, get 1 for free“. Also you need to choose a period for which this campaign will be valid, A rank (which is set 1 by default) is used to decide the priority of the campaign's benefit in relation to other campaigns “Active” box needs to be checked to have campaign activated in POS.

The screenshot shows the 'Campaign' creation interface. On the left is a 'Search campaigns' sidebar with a search bar and a 'NEW CAMPAIGN' button. The main area is titled 'Campaign' and has three tabs: 'DETAILS' (selected), 'QUALIFICATIONS', and 'BENEFITS'. The 'DETAILS' tab contains several input fields: 'NAME' (with the value 'Buy 2, get 1 for free'), 'VALID PERIOD' (with the value '18.09.2020 / 31.12.2020'), 'MAX DISCOUNT' (placeholder: 'Enter max discount'), 'MAX BENEFIT ITEMS' (placeholder: 'Enter max benefit items'), 'CUSTOMER GROUP' (value: 'No customer group'), and 'RANK' (value: '1'). Below these is a 'RESTRICT TO SHOPS' section with a placeholder 'Start typing to add shops'. At the bottom, there are three checkboxes: 'ACTIVE' (checked), 'ALLOW MULTIPLE CAMPAIGNS' (checked), and 'ASK FOR BENEFIT ACTIVATION' (unchecked). To the right of these checkboxes are 'REMOVE' and 'INVALID' buttons.

In the **QUALIFICATIONS** tab you need to choose qualification type (qualification types will be discussed below OR which will be discussed below) and fill in the fields accordingly. Qualifications are a set of criteria that determines campaigns be applied.

The screenshot shows the 'Campaign' form in the 'QUALIFICATIONS' tab. The form has three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. The 'QUALIFICATIONS' tab is active. At the top right of the form is a button labeled 'ADD NEW QUALIFICATION'. Below this, there are four radio button options: 'SALES VALUE' (selected), 'VALUE SAME', 'QUANTITY SAME', and 'QUANTITY ANY'. Below these options are two input fields: 'MIN. VALUE' with the placeholder text 'Enter min. value' and 'MAX. VALUE' with the placeholder text 'Enter max. value'. At the bottom right of the form are two buttons: 'REMOVE' and 'INVALID'.

In the **BENEFITS** tab you are asked to choose a benefit that will be applied to the products in the bill after qualification's criteria is met.

The screenshot shows the 'Campaign' form in the 'BENEFITS' tab. The form has three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. The 'BENEFITS' tab is active. At the top right of the form is a button labeled 'ADD NEW QUALIFICATION'. Below this, there are three radio button options: 'PERCENTAGE OFF' (selected), 'AMOUNT OFF', and 'FREE ITEM(S)'. Below these options is an input field labeled 'PERCENTAGE' with the placeholder text 'Enter percentage off'. To the right of this input field is a radio button labeled 'SALE'. At the bottom right of the form are two buttons: 'REMOVE' and 'INVALID'.

What qualification types are and what are they used for?

SALES VALUE – this qualification type should be used to have a campaign applied if the total of the bill is at least ***min.value*** you have entered. For example, a campaign applies if a customer purchases goods for at least 100 euros. You can define max. value – if it's exceeded then campaign is no longer applied. For example, to have a campaign applied for all purchases that have a total worth at least 50 euros, min.value should be set as 50 and max.value should be left empty.

The screenshot shows a 'Campaign' configuration page with three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. The 'QUALIFICATIONS' tab is active. In the top right corner, there is a button labeled 'ADD NEW QUALIFICATION'. Below this, a blue bar contains four radio button options: 'SALES VALUE' (selected), 'VALUE SAME', 'QUANTITY SAME', and 'QUANTITY ANY'. Below the blue bar, there are two input fields: 'MIN. VALUE' with a red asterisk and placeholder text 'Enter min. value', and 'MAX. VALUE' with placeholder text 'Enter max. value'. At the bottom right, there are two buttons: 'REMOVE' and 'INVALID'.

QUANTITY ANY - this qualification type should be used to have campaign applied when a purchase contains a certain quantity of any eligible product. Eligible products must be specified by checking the checkbox near product. Min.quantity must be specified in order to have the campaign triggered. Max.quantity is not required, but if specified, campaign would no longer be applied after max.quantity is exceeded. For example, to have a campaign applied, a customer needs to buy at least 2 of each from the following products: „product 1“ or „product 2“, or two of the same selected products. In min. quantity field, number 2 should be entered and products **„product 1“** and **„product 2“** should be selected from the list.

The screenshot displays the 'Extendago' campaign configuration interface. On the left, there is a sidebar with a search bar and a 'NEW CAMPAIGN' button. The main area is divided into three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. The 'QUALIFICATIONS' tab is active, showing a form for configuring a campaign qualification. The form includes a 'QUANTITY ANY' radio button selected among other options like 'SALES VALUE', 'VALUE SAME', and 'QUANTITY SAME'. Below this, there are input fields for 'MIN. QUANTITY' (set to 2,000) and 'MAX. QUANTITY' (with a placeholder 'Enter max. quantity'). A 'SEARCH PRODUCTS' dropdown menu is open, showing 'Product 1' and 'Product 2'. Below the search results, an 'ELIGIBLE PRODUCTS' section shows a list of products with checkboxes. 'Product 1' and 'Product 2' are both checked. At the bottom right, there are 'REMOVE' and 'INVALID' buttons.

What are qualification's sets used for?

For more advanced campaigns, you can add a few qualifications. For example, to have a campaign applied only when a customer buys bananas worth 30 euros and 2 pineapples, two qualifications should be added for the campaign. One of the qualifications should be set as **“VALUE SAME”** with min. value 30.00 and the second should be added by clicking on the **“ADD NEW QUALIFICATION”** button. Second qualification should be set as **“QUANTITY SAME”** with min. value set as 2.00 and pineapple selected as an eligible item. This campaign will only be triggered when both qualifications are met. Campaign can have several qualifications added, which can be mixed however one would like to.

The screenshot displays a web application interface for managing campaigns. On the left, there is a sidebar with a search bar labeled 'Search campaigns' and a 'NEW CAMPAIGN' button. The main area is titled 'Campaign' and contains three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. The 'QUALIFICATIONS' tab is active, showing a form to add a new qualification. The form has a blue header with four radio buttons: 'SALES VALUE', 'VALUE SAME' (selected), 'QUANTITY SAME', and 'QUANTITY ANY'. Below the header, there are two input fields for 'MIN. VALUE' and 'MAX. VALUE', both with placeholder text 'Enter min. value' and 'Enter max. value' respectively. There are also two dropdown menus: 'SEARCH PRODUCTS' with placeholder text 'Start typing' and 'ADD ALL PRODUCTS FROM CATEGORY'. At the bottom right of the form, there are two buttons: 'REMOVE' and 'INVALID'. A blue button labeled 'ADD NEW QUALIFICATION' is located at the top right of the 'QUALIFICATIONS' tab.

What are the benefit types? - What are they used for?

PERCENTAGE OFF – this benefit type gives a certain discount in percentage. The percentage amount must be defined and can range between 1 and 100.

Qualified products benefit type applies campaign discount to all qualified items selected in Qualifications tab. For example, Quantity any qualification is set for the campaign with the min. quantity of 2.00 and the banana and oranges are selected as eligible products. Benefit is set as 10% off the qualified items. The price of each, one banana and oranges is 5.00 euros. When 2 bananas/2 oranges or 1 banana and one orange are bought, promotion is triggered. Both items added to the bill would get 10% off, total discount would be 1.00 euro. If 4 qualified items are bought, each item would get a 10% discount off and etc. Nevertheless, if 3 eligible items are added to the bill, only 2 of those items would get the discount and the third item would only get the discount if 4 eligible items are added to the bill. The reason for that is because, if 2.00 is set as min. quantity, the discount would get applied when the quantity of eligible items added to the bill matches the multiples of 2. For example, if min. quantity is set as 3.00, then discount would be triggered after 3 eligible items are added to the bill and all 3 items would get the discount. To have discounts applied for more eligible products, users would have to add 3 extra eligible products (total quantity would be 6 and each product would get the discount).

Backoffice
Kirkhaug
kent@kirkhaug.com

HOME SALES INVENTORY SHOPS **DISCOUNTS** GIFT CARDS USERS SETTINGS LOG OUT

Search campaigns

Search NEW CAMPAIGN

Campaign

DETAILS QUALIFICATIONS BENEFITS

☒ PERCENTAGE OFF ☐ AMOUNT OFF ☐ FREE ITEM(S) ☐ FIXED PRICE

PERCENTAGE *
Enter percentage off

SALE

REMOVE INVALID

AMOUNT OFF - this benefit type gives a certain amount of discount. The amount must be defined and can range between 0.01 and 100,000.00. Also you can choose if this amount discount is given to the whole bill or qualified products (available for value same, quantity same and quantity any qualification).

Qualified products example. Value same qualification is set for the campaign with the min. value of 2.00 euros and bananas are selected as an eligible product. Benefit is set as 1.00 euro off the qualified items. One banana's price is 5.00 euros. To have promotion applied, a customer needs to buy the same product worth at least 2.00 euros. When one banana is added to the bill, promotion will be triggered. The product will get 1.00 euro off. For quantity same and quantity any qualifications discounts are given to every n item (n – min.quantity set).

Backoffice
Kirkhaug
kent@kirkhaug.com

HOME SALES INVENTORY SHOPS DISCOUNTS GIFT CARDS USERS SETTINGS LOG OUT

Search campaigns

Search NEW CAMPAIGN

Campaign

DETAILS QUALIFICATIONS BENEFITS

☐ PERCENTAGE OFF ☒ AMOUNT OFF ☐ FREE ITEM(S) ☐ FIXED PRICE

AMOUNT
 Enter amount

SALE ☐ QUALIFIED PRODUCTS ☐

REMOVE INVALID

FREE ITEM(S) – this benefit type gives the customer a free item (eligible products) when this campaign is triggered. Often used in campaigns like “Buy 2, get 1 for free”. The benefit products that should be free must be specified. For quantity same and quantity any qualifications, free product is given to every n item (n – min.quantity set). For example, in the Qualifications tab, qualification is set as the same quantity with min. value 2,00 and banana is set as a qualified item. Pineapple is set as a **Free item** in the Benefits tab. Customers would have to buy at least 2 bananas to have the campaign triggered, which would make 1 pineapple free. To have 2 pineapples for free, customers would have to add 2 extra bananas to the bill.

The screenshot shows the 'Campaign' configuration page in the 'Backoffice' of 'Kirkhaug'. The interface includes a top navigation bar with icons for Home, Sales, Inventory, Shops, Discounts, Gift Cards, Users, Settings, and Log Out. On the left, there is a 'Search campaigns' section with a search bar and a 'NEW CAMPAIGN' button. The main 'Campaign' section has three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Under the 'BENEFITS' tab, there are four radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEM(S)', and 'FIXED PRICE'. The 'FREE ITEM(S)' option is selected and highlighted with a red box. Below these options is a checkbox for 'APPLY TO MOST EXPENSIVE ITEMS'. A 'SEARCH PRODUCTS' dropdown menu is open, showing 'Product 1' and 'Product 2'. Below that, an 'ELIGIBLE PRODUCTS' section shows 'Uncategorized' and 'Product 1' with a checked checkbox, also highlighted with a red box.

FIXED PRICE – this benefit type sets a new fixed price for the qualified products if the campaign is triggered. For e.g., buy 5 hotdogs for a fixed price of 5 euros, regardless of the normal price of the hotdogs. Available for value same, quantity same and quantity any qualifications.

The screenshot shows the 'Campaign' configuration page in the 'Backoffice' of 'Kirkhaug'. The interface is similar to the previous one, but the 'FIXED PRICE' radio button option is selected and highlighted with a red box. Below the radio buttons, there is a text input field for 'AMOUNT' with the value '5.00' entered, also highlighted with a red box. The 'SEARCH PRODUCTS' dropdown menu is not open in this view.

Are there any other perks?

1. You can set a maximum discount limit that you want to apply. For example, you have a campaign, where you give 10% off sale if customer purchase value is at least 100 euros, but you don't want that discount to get bigger than 50.00 euros, so you set max.discount as 50.00 euros. As a result, even if a customer's purchase is worth 1000.00 euros and after applying a 10% discount, the value of the discount would be 100 euros discount, but the customer would only get a maximum 50.00 euros discount.
2. You can also set the maximum benefit items which would define the maximum quantity of items that can benefit from the campaign. For example, there is a campaign that gives coffee for free when buying 2 cupcakes. But if you want to only give maximum 2 free coffees in one purchase, even if a customer buys more than 4 cupcakes max.benefit items would need to be set as 2.
3. Customer groups can be selected for the campaign. In this case a campaign will only be applied if a customer, that is added to the bill, belongs to the customer group selected for the campaign.
4. Campaign can be restricted to certain shops. This feature is handy if you'd like to have campaigns active in one shop only.
5. If checked, all qualifying items and benefiting items can be used as eligible items in other campaigns as well.
6. You can ask the customer/cashier if he wants the benefit to be activated when qualified. If the customer responds with YES, the benefit will be applied. If he responded NO, the benefit will not be applied even though you are technically qualified.
7. You can add a description of the campaign for your convenience.

Campaign

DETAILS

QUALIFICATIONS

BENEFITS

NAME *

Enter campaign name

VALID PERIOD *

Choose start and end date

1

MAX DISCOUNT

Enter max discount

2

MAX BENEFIT ITEMS

Enter max benefit items

3

CUSTOMER GROUP

No customer group

7

DESCRIPTION

Enter a description

RANK *

1

4

RESTRICT TO SHOPS

Start typing to add shops

5

☒ ACTIVE

6

☒ ALLOW MULTIPLE CAMPAIGNS

☐ ASK FOR BENEFIT ACTIVATION

REMOVE

INVALID

Examples of most common campaigns

Example 1

Qualification: Sales value, min. value 10.00. **Benefit** – 5 %, percentage off sale. **Extra** – max discount 30.00.

Customers have to buy goods worth at least 10.00 euros to get 5% off the whole bill. We need to enter 30.00 in max.discount field in Details Tab, also choose “Sales value” in Qualifications Tab and enter 10.00 in min.value field. Also in the Benefits Tab we need to choose Percentage Off and enter 5.00 in the percentage field and select “sale”. Now every time a customer buys goods worth 10 euros and more, he will get 5% off the sale. Nevertheless the discount will never be greater than 30,00 euros in total.

Please see the images below.

The screenshot shows the 'Campaign' configuration interface with three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. The 'DETAILS' tab is active. The form contains the following fields:

- NAME ***: 1. Sales value %off sale
- VALID PERIOD ***: 22.09.2020 / 22.10.2020
- MAX DISCOUNT**: 30.00 (highlighted with a red box)
- MAX BENEFIT ITEMS**: Enter max benefit items
- CUSTOMER GROUP**: No customer group
- RANK ***: 1
- RESTRICT TO SHOPS**: Start typing to add shops
- DESCRIPTION**: Enter a description

Campaign

DETAILS

QUALIFICATIONS

BENEFITS

+ ADD NEW QUALIFICATION

☒ SALES VALUE ☐ VALUE SAME ☐ QUANTITY SAME ☐ QUANTITY ANY

MIN. VALUE *

10.00

MAX. VALUE

Enter max. value

Campaign

DETAILS

QUALIFICATIONS

BENEFITS

☒ PERCENTAGE OFF ☐ AMOUNT OFF ☐ FREE ITEM(S)

PERCENTAGE *

5%

☒ SALE

REMOVE

SAVE

Example 2

Qualification: Sales value. **Benefit** – amount off sale.

Customers have to buy goods worth at least 100,00 euros, to get 10,00 euros off the whole bill. We need to choose “Sales value” in Qualifications Tab and enter 100,00 in min.value field. In Benefits Tab we need to choose “Amount Off”, enter 10,00 in the amount field and select “sale”. Now every time a customer buys goods worth of 100,00 euros and more, he gets 10 euros off the sale.

Please see the images below.

Campaign

DETAILS QUALIFICATIONS BENEFITS

ADD NEW QUALIFICATION

☒ SALES VALUE ☐ VALUE SAME ☐ QUANTITY SAME ☐ QUANTITY ANY

MIN. VALUE *
100.00

MAX. VALUE
Enter max. value

REMOVE SAVE

Campaign

DETAILS QUALIFICATIONS BENEFITS

☐ PERCENTAGE OFF ☒ AMOUNT OFF ☐ FREE ITEM(S)

AMOUNT *
10.00

☒ SALE

REMOVE SAVE

Example 3

Qualification: *Sales value. Benefit - free item.*

Customers have to buy goods worth at least 5.00 euros, to get “Coffee” for free. We need to choose “Sales value” in Qualifications Tab and enter 5.00 in min.value field. In Benefits Tab we need to choose “Free item” and in “Eligible products” select “Coffee” product. As a result, every time a customer buys for goods worth 5,00 euros and more, he gets free “Coffee”.

Please see the images below.

The screenshot shows the 'Campaign' interface with the 'QUALIFICATIONS' tab selected. The 'SALES VALUE' radio button is chosen. The 'MIN. VALUE' field is set to '5.00'. The 'MAX. VALUE' field is empty with the placeholder text 'Enter max. value'. The 'ADD NEW QUALIFICATION' button is visible in the top right. At the bottom right, there are 'REMOVE' and 'SAVE' buttons.

The screenshot shows the 'Campaign' interface with the 'BENEFITS' tab selected. The 'FREE ITEM(S)' radio button is chosen. The 'APPLY TO MOST EXPENSIVE ITEMS' checkbox is unchecked. The 'SEARCH PRODUCTS' field contains 'coff' and 'Coffee' is listed below it. The 'ELIGIBLE PRODUCTS' list shows 'Uncategorized' and 'Coffee' with a checkmark next to it.

Example 4

Qualification: *Value same.* **Benefit** - *percentage off sale.* **Extra** – *max.value.*

Customers have to buy “Cookies” for at least 10 euros, to get 50% off sale. But if he buys for more than 100 euros, the discount is no longer given. We need to choose “Value same” in Qualifications Tab and enter 10 in min.value field, and 100 in max.value field. In the Benefits Tab we need to choose “Percentage off”, enter 50 in “Percentage” field and select “Sale”. So now every time a customer buys “Cookies” for 10 to 100 euros, he gets 50% off the whole bill.

Please see the images below.

Campaign

DETAILS QUALIFICATIONS BENEFITS

ADD NEW QUALIFICATION

☐ SALES VALUE ☒ VALUE SAME ☐ QUANTITY SAME ☐ QUANTITY ANY

MIN. VALUE * 10.00 MAX. VALUE 100.00

SEARCH PRODUCTS
Cool
Cookie

ELIGIBLE PRODUCTS

Cookie

☒ Cookie (2)

☒ BLUEBERRY COOKIE

☒ CHOCOLATE COOKIE

Campaign

DETAILS QUALIFICATIONS BENEFITS

☒ PERCENTAGE OFF ☐ AMOUNT OFF ☐ FREE ITEM(S) ☐ FIXED PRICE

PERCENTAGE * 50%

SALE

Example 5

Qualification: *Value same. Benefit - amount off sale.*

Customers have to spend at least 10.00 euros on “Cookies”, to get 5.00 euros off sale. We need to choose “Value same” in Qualifications Tab and enter 10.00 in min.value field. In the Benefits Tab we need to choose “Amount off”, enter 5.00 in the “Amount” field and select “Sale”. As a result, every time a customer spends at least 10.00 euros on “Cookies”, he gets 5.00 euros off the whole bill.

Please see the images below.

The screenshot shows the 'Campaign' interface with the 'QUALIFICATIONS' tab selected. At the top right, there is a button labeled 'ADD NEW QUALIFICATION'. Below this, a blue bar contains four radio button options: 'SALES VALUE', 'VALUE SAME' (which is selected and highlighted with a red box), 'QUANTITY SAME', and 'QUANTITY ANY'. Below the blue bar, there are two input fields: 'MIN. VALUE' with the value '10.00' (highlighted with a red box) and 'MAX. VALUE' with the placeholder text 'Enter max. value'. Below these fields are two dropdown menus: 'SEARCH PRODUCTS' with the value 'Coo' and 'ADD ALL PRODUCTS FROM CATEGORY'. At the bottom, there is a section titled 'ELIGIBLE PRODUCTS' which contains a list of products: 'Cookie' (checked), 'Cookie (2)' (checked), 'BLUEBERRY COOKIE' (checked), and 'CHOCOLATE COOKIE' (checked). The 'Cookie' item is highlighted with a red box.

The screenshot shows the 'Campaign' interface with the 'BENEFITS' tab selected. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there are four radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF' (which is selected and highlighted with a red box), 'FREE ITEM(S)', and 'FIXED PRICE'. Below these options, there are two input fields: 'AMOUNT' with the value '5.00' (highlighted with a red box) and 'SALE' (highlighted with a red box). To the right of the 'SALE' field is a radio button labeled 'QUALIFIED PRODUCTS'. At the bottom right, there are two buttons: 'REMOVE' (red) and 'SAVE' (green).

Example 6

Qualification: *Value same. Benefit - amount off qualified items.*

Customers have to spend at least 15.00 euros on “Cookies”, to get 2.00 euros each for qualified products. We need to choose “Value same” in Qualifications Tab and enter 15.00 in min.value field. In the Benefits Tab we need to choose “Amount off”, enter 2.00 in the “Amount” field and select “Qualified products”. As a result, every time a customer spends at least 15.00 euros on “Cookies”, he gets 2.00 euros off each “Cookies”.

Please see the images below.

Campaign

DETAILS QUALIFICATIONS BENEFITS

ADD NEW QUALIFICATION

☐ SALES VALUE ☒ VALUE SAME ☐ QUANTITY SAME ☐ QUANTITY ANY

MIN. VALUE *
15.00

MAX. VALUE
Enter max. value

SEARCH PRODUCTS
Start typing

ADD ALL PRODUCTS FROM CATEGORY

ELIGIBLE PRODUCTS

Cookie

☒ Cookie (2)

☒ BLUEBERRY COOKIE

☒ CHOCOLATE COOKIE

Campaign

DETAILS QUALIFICATIONS BENEFITS

☐ PERCENTAGE OFF ☒ AMOUNT OFF ☐ FREE ITEM(S) ☐ FIXED PRICE

AMOUNT *
2.00

☐ SALE ☒ QUALIFIED PRODUCTS

REMOVE SAVE

Example 7

Qualification: *Value same. Benefit - free item.*

Customers have to spend at least 15.00 euros on “Cookies”, to get free “Coffee”. We need to choose “Value same” in Qualifications Tab and enter 5.00 in min.value field. In the Benefits Tab we need to choose “Free item”, select “Eligible products” and select “Coffee” as an eligible product. As a result, every time a customer spends at least 5.00 euros on “Cookies”, he gets free “Coffee”. Please see the images below.

The screenshot shows the 'Campaign' interface with the 'QUALIFICATIONS' tab selected. A blue bar at the top contains four radio buttons: 'SALES VALUE', 'VALUE SAME' (which is selected and highlighted with a blue border), 'QUANTITY SAME', and 'QUANTITY ANY'. Below this bar, there are two input fields: 'MIN. VALUE' with '5.00' entered and 'MAX. VALUE' with the placeholder 'Enter max. value'. Below these fields are two search bars: 'SEARCH PRODUCTS' with the placeholder 'Start typing' and 'ADD ALL PRODUCTS FROM CATEGORY'. At the bottom, the 'ELIGIBLE PRODUCTS' section shows a list with 'Cookie' selected, indicated by a blue checkmark and a blue bar.

The screenshot shows the 'Campaign' interface with the 'BENEFITS' tab selected. A blue bar at the top contains four radio buttons: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEM(S)' (which is selected and highlighted with a blue border), and 'FIXED PRICE'. Below this bar, there is a checkbox labeled 'APPLY TO MOST EXPENSIVE ITEMS'. Below the checkbox are two search bars: 'SEARCH PRODUCTS' with 'cof' entered and 'ADD ALL PRODUCTS FROM CATEGORY'. At the bottom, the 'ELIGIBLE PRODUCTS' section shows a list with 'Uncategorized' selected, indicated by a blue checkmark and a blue bar. Below 'Uncategorized', 'Coffee' is listed with a blue checkmark.

Example 8

Qualification: *Value same. Benefit - fixed price. Extra – max.value.*

Customers have to spend 15.00 euros on “Coffee” (not more or less) and then “Coffee” will cost 10,00 euros after the campaign is applied. We need to choose “Value same” in Qualifications Tab, enter 15.00 in min.value field and 15.00 in max.value field. In the Benefits Tab we need to choose “Fixed price”, and enter 10.00 in “Amount” field. As a result, every time a customer spends 15.00 euros on “Coffee”, it will cost him 10.00 euros instead.

Please see the images below.

The screenshot shows the 'Campaign' interface with the 'QUALIFICATIONS' tab selected. At the top right is a button 'ADD NEW QUALIFICATION'. Below it, a blue bar contains four radio buttons: 'SALES VALUE', 'VALUE SAME' (which is selected and highlighted with a black box), 'QUANTITY SAME', and 'QUANTITY ANY'. Below this bar, there are two input fields: 'MIN. VALUE' with '15.00' entered (highlighted with a black box) and 'MAX. VALUE' with the placeholder 'Enter max. value'. Below these are two dropdown menus: 'SEARCH PRODUCTS' with the placeholder 'Start typing' and 'ADD ALL PRODUCTS FROM CATEGORY'. At the bottom, an 'ELIGIBLE PRODUCTS' list shows 'Uncategorized' and 'Coffee' (which is checked with a blue box).

The screenshot shows the 'Campaign' interface with the 'BENEFITS' tab selected. At the top are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below them are four radio buttons: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEM(S)', and 'FIXED PRICE' (which is selected and highlighted with a black box). Below this is an 'AMOUNT' input field with '10.00' entered (highlighted with a black box). At the bottom right are two buttons: 'REMOVE' (red) and 'SAVE' (green).

Example 9

Qualification: *Quantity same. Benefit - percentage off sale.*

Customers have to buy at least 2 “Cookies” to get 10% off the whole bill. We need to choose “Quantity same” in Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies” as an eligible product. In the Benefits Tab we need to choose “Percentage off”, enter 10.00 in the “Percentage” field and select “Sale”. As a result, every time a customer will buy at least 2 “Cookies” he will get 10% of the whole bill.

Please see the images below.

Campaign

DETAILS QUALIFICATIONS BENEFITS

ADD NEW QUALIFICATION

☐ SALES VALUE ☐ VALUE SAME ☒ QUANTITY SAME ☐ QUANTITY ANY

MIN. QUANTITY
2.000

MAX. QUANTITY
Enter max. quantity

SEARCH PRODUCTS
coo
Cookie

ELIGIBLE PRODUCTS

Cookie

☒ Cookie (2)
☒ BLUEBERRY COOKIE
☒ CHOCOLATE COOKIE

Campaign

DETAILS QUALIFICATIONS BENEFITS

☒ PERCENTAGE OFF ☐ AMOUNT OFF ☐ FREE ITEM(S) ☐ FIXED PRICE

PERCENTAGE
10%

☒ SALE ☐ ONE OF THE QUALIFIED PRODUCTS

REMOVE SAVE

Example 10

Qualification: *Quantity same. Benefit - percentage off one of the qualified products.*

Customers have to buy at least 3 “Cookies” in order to get 50% off the third “Cookies” product. For example, if he buys 2 “Cookies” he will get 50% off the next “Cookie” he buys. It is an iterative campaign, meaning, every 3rd “Cookies” will get 50% off. We need to choose “Quantity same” in Qualifications Tab, enter 3.00 in the min.quantity field and select “Cookies” as an eligible product. In the Benefits Tab we need to choose “Percentage off”, enter 50.00 in the “Percentage” field and select “One of the qualified products”. As a result, if three “Cookies” will be added to the bill, one of the “Cookies” will get a 50% discount. **Please see the images below.**

Campaign

DETAILS QUALIFICATIONS BENEFITS

ADD NEW QUALIFICATION

☐ SALES VALUE ☐ VALUE SAME ☒ QUANTITY SAME ☐ QUANTITY ANY

MIN. QUANTITY
3.000

MAX. QUANTITY
Enter max. quantity

SEARCH PRODUCTS
COO

ADD ALL PRODUCTS FROM CATEGORY

ELIGIBLE PRODUCTS

Cookie

☒ Cookie (2)

☒ BLUEBERRY COOKIE

☒ CHOCOLATE COOKIE

Campaign

DETAILS QUALIFICATIONS BENEFITS

☒ PERCENTAGE OFF ☐ AMOUNT OFF ☐ FREE ITEM(S) ☐ FIXED PRICE

PERCENTAGE
50%

SALE ☒ ONE OF THE QUALIFIED PRODUCTS

REMOVE SAVE

Example 11

Qualification: *Quantity same. Benefit - amount off sale.*

Customers have to buy at least 2 “Cookies” in order to get 5.00 euros off the whole bill. It is an iterative campaign, meaning, after every second “Cookies” is added to the bill, 5.00 euros will be subtracted off the bill. We need to choose “Quantity same” in Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies” as an eligible product. In the Benefits Tab we need to choose “Amount off”, enter 5.00 in the “Amount” field and select “Sale”. As a result, every second “Cookies” added to the bill will subtract 5.00 euros off the bill.

Please see the images below.

The screenshot shows the 'Campaign' configuration page with the 'QUALIFICATIONS' tab selected. At the top right is a button 'ADD NEW QUALIFICATION'. Below it is a blue bar with four radio buttons: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME' (which is selected), and 'QUANTITY ANY'. Below this bar are three input fields: 'MIN. QUANTITY' with the value '2,000', 'MAX. QUANTITY' with the placeholder 'Enter max. quantity', and 'SEARCH PRODUCTS' with the value 'COO'. Below these is a checkbox 'ADD ALL PRODUCTS FROM CATEGORY'. Under the 'ELIGIBLE PRODUCTS' section, a list shows 'Cookie' with a checkmark and '(2)' next to it.

The screenshot shows the 'Campaign' configuration page with the 'BENEFITS' tab selected. At the top are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below them are four radio buttons: 'PERCENTAGE OFF', 'AMOUNT OFF' (which is selected), 'FREE ITEM(S)', and 'FIXED PRICE'. Below these is an 'AMOUNT' input field with the value '5.00'. To the right of this field are two radio buttons: 'SALE' (which is selected) and 'QUALIFIED PRODUCTS'. At the bottom right are two buttons: 'REMOVE' (red) and 'SAVE' (green).

Example 12

Qualification: *Quantity same.* **Benefit** - *amount off qualified products.* **Extra – max.benefit items.**

Customers have to buy at least 3 “Cookies” in order to get 2.00 euros off each “Cookies” product. It is an iterative campaign, meaning, every 3rd “Cookies” campaign will give 2.00 euros off for each “Cookies”. But let's say you only want to give this discount to 5 items maximum. In Details Tab 5 needs to be entered in max.benefit items fields. We need to choose “Quantity same” in Qualifications Tab, enter 3.00 in the min.quantity field and select “Cookies” as an eligible product. In the Benefits Tab we need to choose “Amount off”, enter 2.00 in the “Amount” field and select “qualified products”. As a result, when a customer buys 3 “Cookies” in total he'll get 6 euros off, if he'll buy 6 “Cookies”, he'll get no more than 10 euros off (2.00 euros per 5 benefit items).

Please see the images below.

The screenshot shows a 'Campaign' configuration form with three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. The 'QUALIFICATIONS' tab is active. The form contains several input fields: 'NAME' (12. Quantity same amount of qualified products), 'VALID PERIOD' (22.09.2020 / 22.10.2020), 'MAX DISCOUNT' (Enter max discount), 'MAX BENEFIT ITEMS' (5.000), 'CUSTOMER GROUP' (No customer group), 'RANK' (1), and 'RESTRICT TO SHOPS' (Start typing to add shops). The 'MAX BENEFIT ITEMS' field is highlighted with a blue border.

Campaign

DETAILS

QUALIFICATIONS

BENEFITS

ADD NEW QUALIFICATION



SALES VALUE



VALUE SAME



QUANTITY SAME



QUANTITY ANY



MIN. QUANTITY
3.000

MAX. QUANTITY
Enter max. quantity

SEARCH PRODUCTS

Start typing



ADD ALL PRODUCTS FROM CATEGORY



ELIGIBLE PRODUCTS

Cookie



Cookie (2)

Campaign

DETAILS

QUALIFICATIONS

BENEFITS



PERCENTAGE OFF



AMOUNT OFF



FREE ITEM(S)



FIXED PRICE

AMOUNT *
2.00



SALE



QUALIFIED PRODUCTS

Example 13

Qualification: *Quantity same. Benefit - free item.*

Customers have to buy at least 2 “Cookies” in order to get “Coffee” for free. It is an iterative campaign, meaning, after every second “Cookies” is added to the bill “Coffee” will be free. We need to choose “Quantity same” in Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies” in Products. In the Benefits Tab we need to choose “Free item”, select “Eligible products” and select “Coffee” as eligible products. As a result, every second “Cookies” customer buys he will get free “Coffee”.

Please see the images below.

This screenshot shows the 'QUALIFICATIONS' tab of a campaign configuration interface. At the top, there are four radio button options: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME' (which is selected and highlighted with a red box), and 'QUANTITY ANY'. Below these, there are two input fields: 'MIN. QUANTITY' with the value '2.000' (highlighted with a red box) and 'MAX. QUANTITY' with the placeholder 'Enter max. quantity'. There are also two dropdown menus: 'SEARCH PRODUCTS' with the placeholder 'Start typing' and 'ADD ALL PRODUCTS FROM CATEGORY'. At the bottom, the 'ELIGIBLE PRODUCTS' list shows 'Cookie' selected with a blue checkmark and a red box around it, with a count of '(2)' next to it.

This screenshot shows the 'BENEFITS' tab of the same campaign configuration interface. At the top, there are four radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEM(S)' (which is selected and highlighted with a red box), and 'FIXED PRICE'. Below these, there is a checkbox labeled 'APPLY TO MOST EXPENSIVE ITEMS'. There are two dropdown menus: 'SEARCH PRODUCTS' with the placeholder 'Co|' and a list of 'Coffee' and 'Cookie', and 'ELIGIBLE PRODUCTS' with 'Uncategorized' selected and a red box around it, and 'Coffee' listed below it with a blue checkmark.

Example 14

Qualification: *Quantity same. Benefit - fixed price.*

Customers have to buy at least 5 “Cookies” in order to have a fixed price of 6.00 euros total. It is an iterative campaign, meaning, every 5th “Cookies” is added to the bill, the total price of all “Cookies” will be 6.00 euros. We need to choose “Quantity same” in Qualifications Tab, enter 5.00 in the min.quantity field and select “Cookies” as an eligible product. In the Benefits Tab we need to choose “Fixed price”, and enter 6.00 in the “Amount” field.

Please see the images below.

Campaign

DETAILS QUALIFICATIONS BENEFITS

ADD NEW QUALIFICATION

☐ SALES VALUE ☐ VALUE SAME ☒ QUANTITY SAME ☐ QUANTITY ANY

MIN. QUANTITY
3.000

MAX. QUANTITY
Enter max. quantity

SEARCH PRODUCTS
coo
Cookie

ELIGIBLE PRODUCTS
Cookie
Cookie (2)

Campaign

DETAILS QUALIFICATIONS BENEFITS

☐ PERCENTAGE OFF ☐ AMOUNT OFF ☐ FREE ITEM(S) ☒ FIXED PRICE

AMOUNT
6.00

REMOVE SAVE

Example 15

Qualification: *Quantity any. Benefit - percentage off sale.*

Customers have to buy at least 2 of either “Cookies” or “Cupcakes”, or two of the same eligible product to get 10% off the whole bill. We need to choose “Quantity any” in Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies”, “Cupcakes” as eligible products. In the Benefits Tab we need to choose “Percentage off”, enter 10.00 in the “Percentage” field and select “Sale”. So now every time a customer buys at least 2 “Cookies” or “Cupcakes” or 1 “Cookies” and 1 “Cupcakes” he will get 10% of the whole bill.

Please see the images below.

Campaign

DETAILS QUALIFICATIONS BENEFITS

ADD NEW QUALIFICATION

☐ SALES VALUE ☐ VALUE SAME ☐ QUANTITY SAME ☒ QUANTITY ANY

MIN. QUANTITY
2.000

MAX. QUANTITY
Enter max. quantity

SEARCH PRODUCTS
Start typing

ADD ALL PRODUCTS FROM CATEGORY

ELIGIBLE PRODUCTS

<input checked="" type="checkbox"/> Cookie (2)	<input checked="" type="checkbox"/> Uncategorized
<input checked="" type="checkbox"/> Cupcakes	

Campaign

DETAILS QUALIFICATIONS BENEFITS

☒ PERCENTAGE OFF ☐ AMOUNT OFF ☐ FREE ITEM(S) ☐ FIXED PRICE

PERCENTAGE *
10%

☒ SALE ☐ QUALIFIED PRODUCTS

REMOVE SAVE

Example 16

Qualification: *Quantity any. Benefit - percentage off the qualified products.*

Customers have to buy at least 2 of either “Cookies” or “Cupcakes”, or two of the same eligible products to get 50% off qualified products. It is an iterative campaign, meaning, buying 3 “Cookies” or 3 “Cupcakes” or a mix of 3 eligible products will give 50% off for all qualified products bought. We need to choose “Quantity any” in Qualifications Tab, enter 3.00 in the min.quantity field and select “Cookies” in Products. In the Benefits Tab we need to choose “Percentage off”, enter 50.00 in the “Percentage” field and select “qualified products”. So now every third “Cookies”/“Cupcakes” customer buys, it will give him 50% off for all three eligible items.

Please see the images below.

Campaign

DETAILS QUALIFICATIONS BENEFITS

ADD NEW QUALIFICATION

☐ SALES VALUE ☐ VALUE SAME ☐ QUANTITY SAME ☒ QUANTITY ANY

MIN. QUANTITY
3.000

MAX. QUANTITY
Enter max. quantity

SEARCH PRODUCTS
Start typing

ADD ALL PRODUCTS FROM CATEGORY

ELIGIBLE PRODUCTS

<input checked="" type="checkbox"/> Cookie	<input checked="" type="checkbox"/> Uncategorized
<input checked="" type="checkbox"/> Cookie (2)	<input checked="" type="checkbox"/> Cupcakes

Campaign

DETAILS QUALIFICATIONS BENEFITS

☒ PERCENTAGE OFF ☐ AMOUNT OFF ☐ FREE ITEM(S) ☐ FIXED PRICE

PERCENTAGE
50%

☐ SALE ☒ QUALIFIED PRODUCTS

REMOVE SAVE

Example 17

Qualification: *Quantity any. Benefit - amount off sale.*

Customers have to buy at least 2 of either “Cookies” or “Cupcakes”, or two of the same eligible product to get 5 euros off the whole bill. It is an iterative campaign, meaning, every 2 “Cookies”/”Cupcakes”/Mix of these 2 customer buys, he gets 5.00 euros off the bill. We need to choose “Quantity any” in Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies” and “Cupcakes” in Products. In the Benefits Tab we need to choose “Amount off”, enter 5.00 in the “Amount” field and select “Sale”. So now every second “Cookies”/”Cupcakes”/Mix of these customer buys he will get 5.00 euros of the bill. **Please see the images below.**

Campaign

DETAILS QUALIFICATIONS BENEFITS

ADD NEW QUALIFICATION

☐ SALES VALUE ☐ VALUE SAME ☐ QUANTITY SAME ☒ QUANTITY ANY

MIN. QUANTITY
2|000

MAX. QUANTITY
Enter max. quantity

SEARCH PRODUCTS
Start typing

ADD ALL PRODUCTS FROM CATEGORY

ELIGIBLE PRODUCTS

Cookie	Uncategorized
<input checked="" type="checkbox"/> Cookie (2)	<input checked="" type="checkbox"/> Cupcakes

Campaign

DETAILS QUALIFICATIONS BENEFITS

☐ PERCENTAGE OFF ☒ AMOUNT OFF ☐ FREE ITEM(S) ☐ FIXED PRICE

AMOUNT
5.00

☒ SALE ☐ QUALIFIED PRODUCTS

REMOVE SAVE

Example 18

Qualification: *Quantity any. Benefit - amount off qualified products. Extra – max.benefit items.*

Customers have to buy at least 3 “Cookies”/”Cupcakes”/a mix of eligible products in order to get 2.00 euros off each “Cookies”/”Cupcakes” product added to the bill. It is an iterative campaign, meaning, every 3rd “Cookies”/”Cupcakes”/mix of those products are added to the bill campaign will give 2.00 euros off for all 3 items. But let's say you only want to give this discount to 5 items maximum. In Details Tab 5.00 needs to be entered in max.benefit items. We need to choose “Quantity any” in Qualifications Tab, enter 3.00 in the min.quantity field and select “Cookies” and “Cupcakes” in Products. In the Benefits Tab we need to choose “Amount off”, enter 2.00 in the “Amount” field and select “qualified products”. So when a customer buys 3 “Cookies”/”Cupcakes”/mix of eligible products he'll 6.00 euros off. Nonetheless, if a customer adds 3 more eligible items, the discount will only be applied to 5 products. Please see the images below.

NAME * 18. Quantity any amount off qualified products	VALID PERIOD * 22.09.2020 / 30.10.2020
MAX DISCOUNT Enter max discount	DESCRIPTION Enter a description
MAX BENEFIT ITEMS 5.000	
CUSTOMER GROUP No customer group	
RANK * 1	
RESTRICT TO SHOPS Start typing to add shops	

☐ SALES VALUE
 ☐ VALUE SAME
 ☐ QUANTITY SAME
 ☒ QUANTITY ANY

MIN. QUANTITY
3.000

MAX. QUANTITY
Enter max. quantity

SEARCH PRODUCTS
Start typing

ADD ALL PRODUCTS FROM CATEGORY

ELIGIBLE PRODUCTS

Cookie

☒
 Cookie (2)

Uncategorized

☒
 Cupcakes

Campaign

DETAILS
 QUALIFICATIONS
 BENEFITS

☐ PERCENTAGE OFF
 ☒ AMOUNT OFF
 ☐ FREE ITEM(S)
 ☐ FIXED PRICE

AMOUNT
2.00

☐ SALE
 ☒ QUALIFIED PRODUCTS

REMOVE
 SAVE

Example 19

Qualification: *Quantity any. Benefit - free item.*

Customers have to buy 2 “Cookies”/”Cupcakes”/mix of these eligible products and in order to get “Coffee” for free. It is an iterative campaign, meaning, every second “Cookies”/”Cupcakes”/mix of these products is added to the bill, “Coffee” will be free. We need to choose “Quantity any” in the Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies” and “Cupcakes” as eligible products. In Benefits Tab we need to choose “Free item”, select “Benefit products” and select “Coffee” as an eligible product. So now every second “Cookies”/”Cupcakes”/mix of those eligible products the customer buys he will get “Coffee” for free.

Please see the images below.

The screenshot shows the 'QUALIFICATIONS' tab. At the top, there are four radio buttons: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME', and 'QUANTITY ANY' (which is selected and highlighted with a red box). Below these, there are two input fields: 'MIN. QUANTITY' with the value '2.000' (highlighted with a red box) and 'MAX. QUANTITY' with the placeholder 'Enter max. quantity'. There are also two search bars: 'SEARCH PRODUCTS' with the placeholder 'Start typing' and 'ADD ALL PRODUCTS FROM CATEGORY'. At the bottom, there is a section titled 'ELIGIBLE PRODUCTS' containing two lists. The first list, under the 'Cookie' category, has a checked checkbox next to 'Cookie (2)'. The second list, under the 'Uncategorized' category, has a checked checkbox next to 'Cupcakes'.

The screenshot shows the 'BENEFITS' tab. At the top, there are four radio buttons: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEM(S)' (which is selected and highlighted with a red box), and 'FIXED PRICE'. Below these, there is a checkbox labeled 'APPLY TO MOST EXPENSIVE ITEMS'. There is a search bar titled 'SEARCH PRODUCTS' with the text 'coff' entered, showing 'Coffee' as a result. At the bottom, there is a section titled 'ELIGIBLE PRODUCTS' containing one list under the 'Uncategorized' category with a checked checkbox next to 'Coffee'.

Example 20

Qualification: *Quantity any.* **Benefit - fixed price.**

Customers have to buy 5 “Cookies”/”Cupcakes”/mix of these products in order to have a fixed price of 6.00 euros total. It is an iterative campaign, meaning, every fifth “Cookies”/”Cupcakes”/mix of these products is added to the bill, the total will be 6 euros. We need to choose “Quantity any” in the Qualifications Tab, enter 5.00 in the min.quantity field and select “Cookies” and “Cupcakes” as an eligible product. In the Benefits Tab we need to choose “Fixed price”, and enter 6.00 in the “Amount” field. So now every 5th “Cookies”/”Cupcakes”/mix of these products a customer buys, the total will be 6.00 euros. Please see the images below.

The image shows two screenshots of a campaign configuration interface. The top screenshot is the 'QUALIFICATIONS' tab, and the bottom screenshot is the 'BENEFITS' tab.

Qualifications Tab:

- At the top, there are four radio buttons: ☐ SALES VALUE, ☐ VALUE SAME, ☐ QUANTITY SAME, and ☒ QUANTITY ANY. The 'QUANTITY ANY' option is selected and highlighted with a red box.
- Below the radio buttons, there are two input fields: 'MIN. QUANTITY' with the value '5.000' and 'MAX. QUANTITY' with the placeholder 'Enter max. quantity'.
- There are two search bars: 'SEARCH PRODUCTS' with the placeholder 'Start typing' and 'ADD ALL PRODUCTS FROM CATEGORY'.
- Below the search bars, there is a section titled 'ELIGIBLE PRODUCTS'.
- Under 'ELIGIBLE PRODUCTS', there are two product categories: 'Cookie' and 'Uncategorized'. Each category has a red box around it and a checkbox that is checked.
- Under 'Cookie', there is a sub-item 'Cookie (2)' with a red box around it.
- Under 'Uncategorized', there is a sub-item 'Cupcakes' with a red box around it.

Benefits Tab:

- At the top, there are four radio buttons: ☐ PERCENTAGE OFF, ☐ AMOUNT OFF, ☐ FREE ITEM(S), and ☒ FIXED PRICE. The 'FIXED PRICE' option is selected and highlighted with a red box.
- Below the radio buttons, there is an input field labeled 'AMOUNT' with the value '6.00' and a red box around it.
- At the bottom right, there are two buttons: 'REMOVE' and 'SAVE'.

3. Predefined discounts

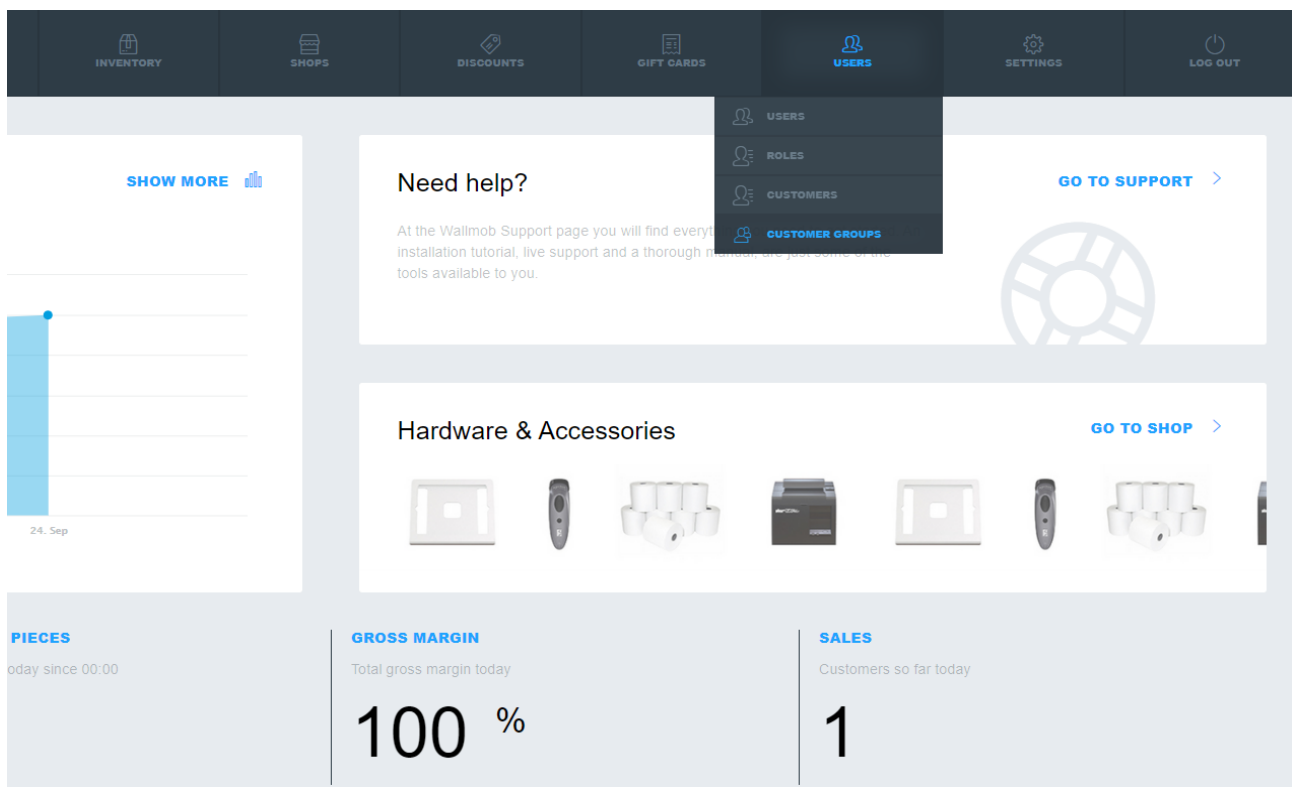
What Predefined discounts used for?

Predefined discounts are used when you have different customer groups in the store. For example, customers who are gold, silver or bronze customers receive a predefined discount on the entire sale, specific categories or products.

Add a predefined discount

1. First you have to create customer groups in Backoffice (most common use for predefined discount)

Go to **USERS** - **CUSTOMER GROUPS**.



2. Create new customer group/ groups

The screenshot shows the 'Create new customer group' form in the Backoffice. The form has a header bar with navigation icons: HOME, SALES, INVENTORY, SHOPS, DISCOUNTS, GIFT CARDS, USERS, SETTINGS, and LOG OUT. The main content area is titled 'Create new customer group'. It features a search bar with the text 'Search' and an 'ADD NEW' button. Below the search bar, there is a table with one row containing the text 'Gold'. To the right of the table, there is a form field labeled 'NAME' with a red asterisk, containing the text 'Silver'. A green 'SAVE' button is located at the bottom right of the form.

3. Go to **DISCOUNTS** - **PREDEFINED DISCOUNTS** i Backoffice.

The screenshot shows the Backoffice dashboard with the 'DISCOUNTS' section selected. The dashboard has a header bar with navigation icons: SALES, INVENTORY, SHOPS, DISCOUNTS, GIFT CARDS, USERS, SETTINGS, and LOG OUT. The main content area is divided into several sections. On the left, there is a 'SHOW MORE' button and a chart showing sales data for '24. Sep'. In the center, there is a 'Need help?' section with a link to 'GO TO SUPPORT' and a description of the support page. Below this, there is a 'Hardware & Accessories' section with a link to 'GO TO SHOP' and a row of product images. At the bottom, there are three summary cards: 'DAYS SALES PIECES' (sales pieces today since 00:00), 'GROSS MARGIN' (Total gross margin today, 100 %), and 'SALES' (Customers so far today, 1).

4. Go to **DETAILS** Tab and fill in information about the predefined discount.
 1. Set name for predefined discount. (required)
 2. Enable/ disable discount.
 3. Choose if only specific customer groups should be granted this discount.
Leave blank if you want to give a predefined discount to the customer or not.
e.g. to give a discount to an employee.
 4. Fill in description.
 5. Specify when the discount should be available from.

The screenshot shows the 'Predefined discounts' form in the 'DETAILS' tab. The form has the following fields and values:

- 1 NAME ***: 20% Customer discount
- 2**: ☒ **ENABLED** (with a tooltip: 'Choose if only specific customers should be granted this discount')
- 3 CUSTOMER GROUP**: A dropdown menu showing options: '- No customer group needed -', 'Bronze', 'Gold', and 'Silver'.
- 4 DESCRIPTION**: 20% Customer discount
- 5**: ☒ **VALID FOREVER**
- VALID FROM ***: 25.09.2020

5. Go to the **DISCOUNT** Tab and choose the type of discount.

The screenshot shows the 'Predefined discounts' form in the 'DISCOUNT' tab. The 'DISCOUNT TYPE' section has four radio button options:

- ☐ **% OFF PRODUCTS**
- ☐ **% OFF SALE**
- ☐ **FREE ITEM**
- ☐ **FIXED PRICE**

At the bottom right of the form, there are two buttons: **REMOVE** and **INVALID**.

- **% Off product:** Percentages off specific product(s), or entire product category.
- **% Off sale:** Set percent off total sales.
- **Free item:** Products that should be free of charge with this discount.
- **Fixed price:** A fixed price on selected products.

6. Go to the **RESTRICTIONS** tab to restrict predefined discounts to selected stores

Backoffice
Kirkhaug
kent@kirkhaug.com

HOME

SALES

INVENTORY

SHOPS

DISCOUNTS

GIFT CARDS

USERS

SETTINGS

LOG OUT

Predefined discounts

Q Search

ADD NEW

20% Customer discount

Predefined discounts

DETAILS

DISCOUNT

RESTRICTIONS

SUMMARY

RESTRICT TO SHOPS

Start typing

Start typing to begin search

RESTRICT

UNRESTRICT

7. Go to the **SUMMARY** tab to see details for your predefined discount.

ADD NEW

Predefined discounts

DETAILS

DISCOUNT

RESTRICTIONS

SUMMARY

NAME	
ENABLED	No
CUSTOMER GROUP	No customer group needed
PERIOD	Valid forever
TYPE	benefitType
VALID IN	All shops

BENEFIT PRODUCTS

No products

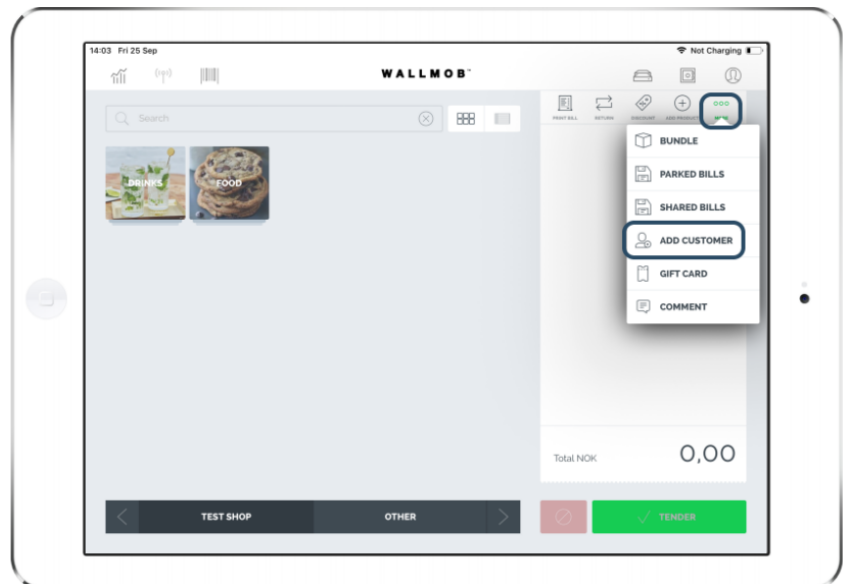
Add customers to customer groups.

This can be done in two ways, from POS/ register or in Backoffice.

1. Add customers from POS/ register.

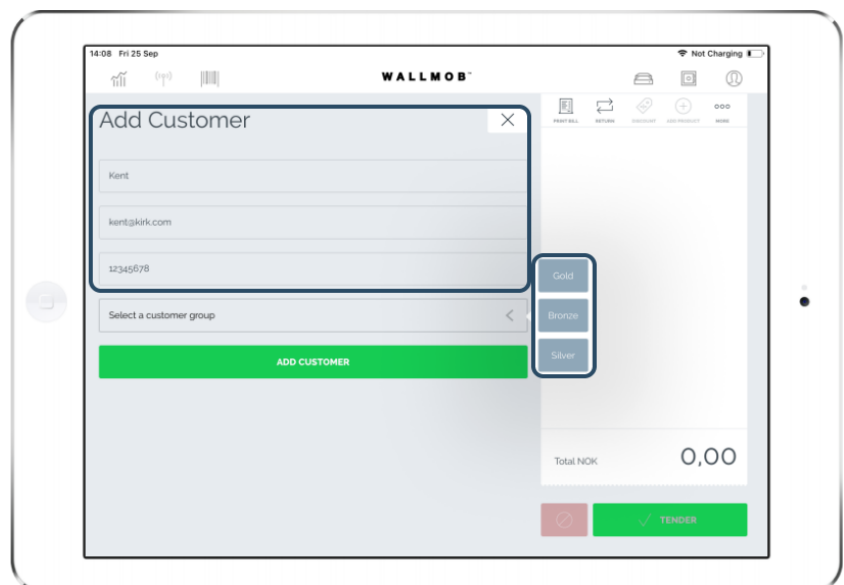
Press the **“MORE”** button in the right hand corner in the receipt window.

Select **“ADD CUSTOMER”**



Add customer information and select the customer group.

When finished, Press the green **“ADD CUSTOMER”** button.



2. Add customers from Backoffice.

In Backoffice, go to
USERS - CUSTOMERS, in
the top menu.

Fill in detail for customers.

In the bottom, set which
customer groups the
customer belongs to.
See the images below.

The screenshot shows the 'Create new customer' form in the Backoffice system. The top navigation bar includes links for INVENTORY, SHOPS, DISCOUNTS, GIFT CARDS, USERS, SETTINGS, and LOG OUT. The 'USERS' menu is expanded, showing options for USERS, ROLES, CUSTOMERS (highlighted), and CUSTOMER GROUPS. The form itself has a 'DETAILS' tab and contains the following fields:

CUSTOMER ID Customer id	CUSTOMER NAME Jonas
MOBILE PHONE Mobile phone	CUSTOMER E-MAIL jonas@test.no
WORK PHONE Work phone	PASSWORD Password
OTHER PHONE Other phone	CONTACT Contact
ADDRESS Address	OFFLINE CUSTOMER No
CITY	ZIP CODE

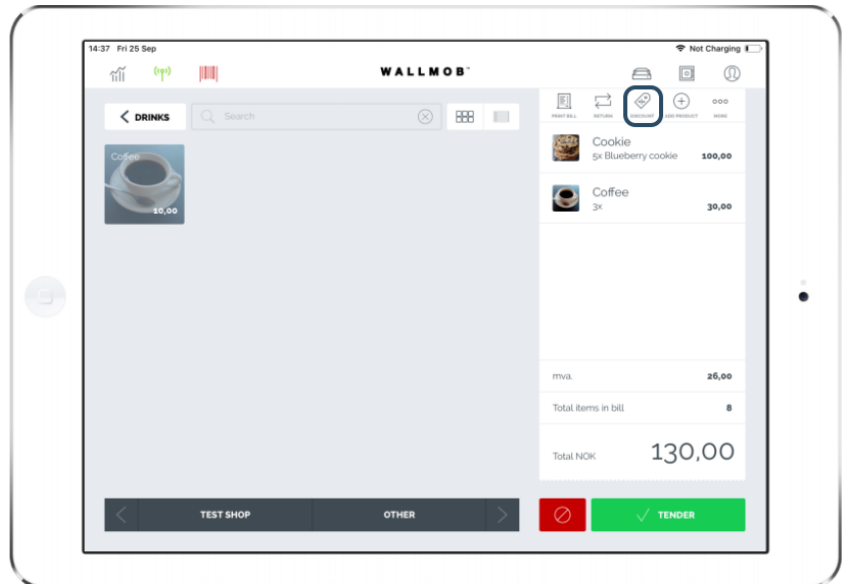
This screenshot shows a close-up of the 'CUSTOMER GROUPS' dropdown menu. The dropdown is open, showing two options: 'Silver' and 'Silver' (highlighted). The form fields visible in the background include:

Card number	No
COMPANY CVR Company CVR	COMPANY NAME Company name
CONTACT PERSON Contact person	CREDIT LIMIT Credit limit

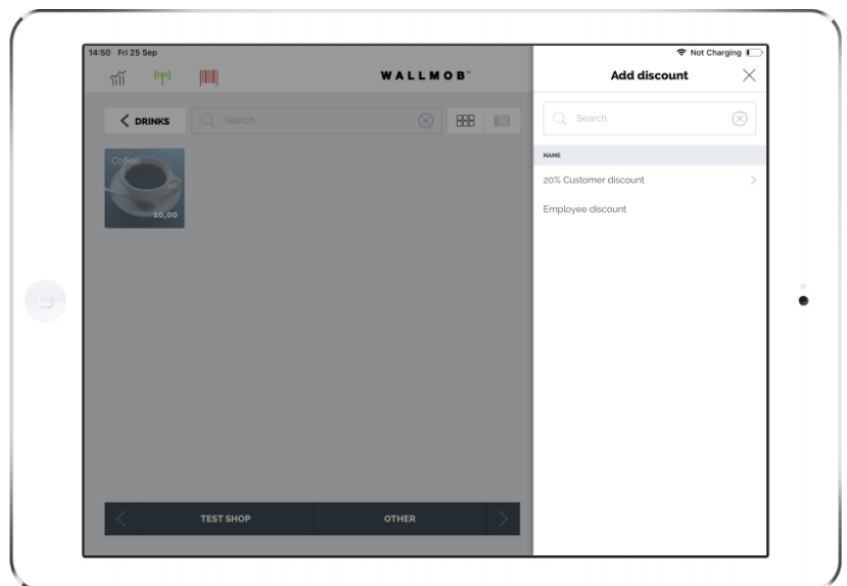
At the bottom right of the form, there are 'REMOVE' and 'SAVE' buttons.

Use of predefined discount in POS/ register

After products had been added, press the **"DISCOUNT"** button.

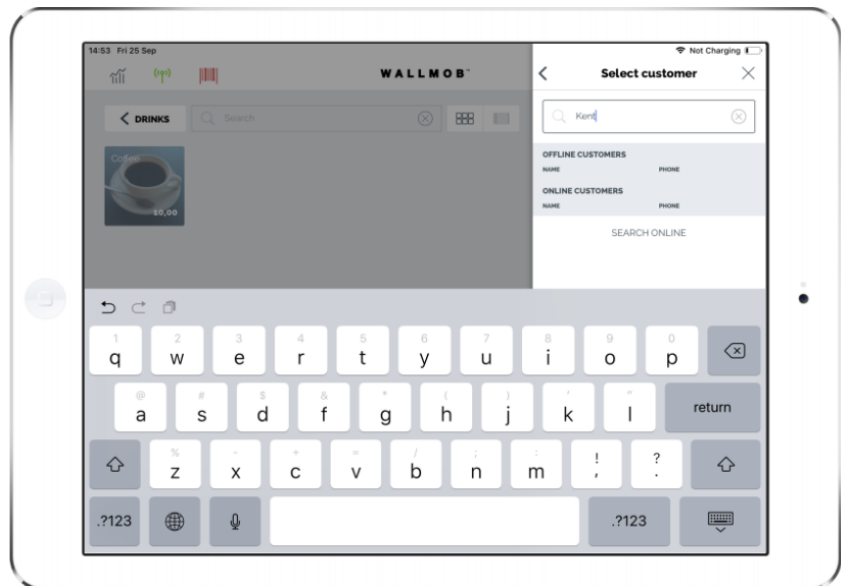


Add a discount in the right part of the screen.

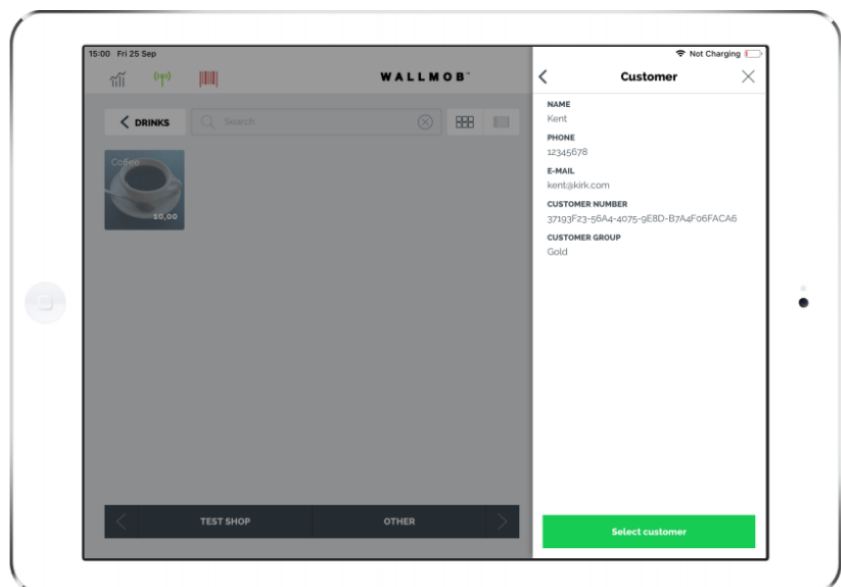


Select customer/ search for customer.

If the customer does not show up, hit the SEARCH ONLINE.



Select customer, and hit the green "Select customer" button.



Now you have given the customer the predefined discount.

