



# HungerRush Loyalty

Version 1

**USER GUIDE**



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## HungerRush Loyalty

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*HungerRush* Loyalty is a comprehensive loyalty program developed by *HungerRush*. It is a card-less solution that communicates seamlessly across all *HungerRush* ordering platforms in real time.

Customers become members by enrolling on any ordering platform, and they are awarded points and rewards based on rules and parameters you define.

### What is a Loyalty Program?

A loyalty program is designed to reward customers for repeat business and guide their spending habits based on company goals.

It can be a simple program that provides customers a discount after a certain number of visits, or a complex tiered system with multiple rewards based on rules that are constantly managed to condition or respond to customer habits.

### Rewards and Coupons

Rewards and coupons both apply discounts to orders by reducing the price of items or the order subtotal. However, rewards and coupons are two different types of discounts.

Coupons are configured and apply from within the POS menu, and available to all customers.

Rewards are configured through *HungerRush* Loyalty and are applied through a connection between the POS and *HungerRush* Loyalty, they are only available to customers who have qualified for them.

At this time, rewards and coupons are not mutually exclusive. They can both be applied to the same order. Future functionality will allow you to prohibit coupons and rewards being applied to the same order.

### How do Customers Enroll?

Enrolling in *HungerRush* Loyalty is simple and easy for consumers. They will have the option to enroll in the program by providing the following information whenever they place an order in-store: first name, last name, email, and phone number.

The guest services member will input the information into the POS and link the customer's store profile to *HungerRush* Loyalty as a rewards member. The guest services member can then look a customer up by any of these fields on return visits.

Customers may also enroll through *HungerRush*, Self-Service Kiosks, and Mobile Apps. To register themselves for the loyalty program, customers must register for *HungerRush*. During *HungerRush* registration or upon logging in, the customer will have the option to enroll in *HungerRush* Loyalty.

If the customer saves their profile or places an order with the enrollment option turned on, they will be enrolled in the program and accrue points and be eligible for *HungerRush* Loyalty Rewards. If a customer places an order as a guest on *HungerRush*, the order will not be applicable toward their loyalty account.

## How does HungerRush Loyalty Work?

HungerRush Loyalty uses two basic rule sets to provide rewards to your customers. The first set is Point Rules. Loyalty members participate in their normal ordering process, and if their order meets the requirements of a point rule, they are then awarded the number of points specified in the rule.

The second set is Reward Rules. Rewards can be configured in multiple ways:

- Rewards for special dates (Birthday and Membership anniversary)
- Rewards for reaching a point threshold (converting points into rewards)
- Rewards for Dollars spent on the last order or within a given timeframe (Last 30, 60, or 90 days) are some examples

Rewards are automatically applied to a member's account as soon as they meet the requirements for a reward. Customers can then redeem a reward in multiple ways.

If their next order is placed in-store, the guest Services member will be able apply the reward to the order by entering the reward code in the Point of Sale.

If the consumer places an order through *HungerRush*, the Mobile App, or Self Service Kiosk they can enter their reward code in the coupon code field or select the reward from the "My Rewards" list.

## What can I give my customers as rewards?

HungerRush Loyalty allows you to provide rewards in the form of flat or percent dollar amount discounts to a single order reduced prices on specified items. We recommend outlining your Loyalty Ratio and available rewards before creating any rules. For examples and ideas, please see the Best Practices section.

## How can I track and manage Loyalty Data?

All data related to HungerRush Loyalty is tracked and available in reports through the Analyze tab in R-Enterprise.

## Best Practices

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### Before You Start

Before you create any rules or start promoting your loyalty program there are several key questions to ask:

1. Which locations will participate, and do they meet the requirements for HungerRush Loyalty?
2. Who will manage reporting, create rules, and update the loyalty program?
3. Is this program maintained at the corporate level or will individual store operators have access to create rules and rewards for their stores?
4. Does my brand have groups of stores?  
HungerRush Loyalty can be configured to group and organize stores for easy rule application or exclusion as well as reporting. We recommend grouping stores during the HungerRush Loyalty Setup.
5. What is the focus of my loyalty program?  
Please see the next section, Designing Your Loyalty Program, for more information to help you answer this question.



### Who are my HungerRush Loyalty Administrators?

HungerRush Loyalty was designed to be managed by a corporate level team that has authority to authorize discounts at every store in your brand. You can create additional user profiles as needed. Additionally, each user can have securities customized for the functions you want to enable or disable for their account.

### Designing Your Loyalty Program

Once the locations have been setup, and accounts have been created for administrators, the next step is to determine the primary focus of your loyalty program. Some examples for focus would be:

- Increasing customer visits/order volume
- Increasing sales for specific items
- Increasing the average order amount

After you have defined the focus, it is time to set the ideal amount of money a customer spends to earn a reward and the value of the reward. These values are determined by a number of factors specific to your brand and may vary by location:

- Average item price
- Food Cost of reward items
- Average order amount
- Number of brand customers
- Number of loyalty members
- Brand profit margin
- Store profit margin

There are many additional factors that can contribute to your target reward value. It is important to select the right reward value for your brand and your target customer base. We strongly recommend reviewing the status and trends of your brand and individual stores to make this decision.

After determining the focus of your loyalty program and deciding the best reward value for your brand, the next step is to outline the relationship of dollars spent by a customer, to points earned, to reward value. We will call this relationship the loyalty ratio.

The loyalty ratio is the building block for all of your loyalty program rules. It is also the basic metric for determining cost and profit to your brand or individual stores.

We have four example loyalty programs below that highlight different loyalty ratios.

## Example Loyalty Programs

Example 1	Example 2	Example 3	Example 4
1 Visit (\$10 min) = 1 point 5 points = Reward	\$1 spent = 1 point 100 points = Reward	1 item (avg \$5) = 5 points (avg) 50 points = Reward	\$1 spent = 10 points 1000 points = Reward
\$50 Spent = Reward	\$100 spent = Reward	\$50 spent = Reward	\$100 spent = Reward

Example 1
1 Visit (\$10 min) = 1 point 5 points = Reward
\$50 Spent = Reward

**Example 1:** This loyalty ratio can be explained with the following promotion: After 5 visits get a reward to use on your 6<sup>th</sup> visit. This ratio appears to be very equitable with 1 order = 1 point, but a closer look shows the true value as \$10 spent = 1 point earned. The highlights of this loyalty ratio are:

- Customer ease of use
- Customers see progress easier
- The reward appears more attainable
- Low maintenance

The limitations of this ratio are:

- Little flexibility for points promotions / additional point rules
- Low point threshold only allows for one focus

This loyalty ratio may appeal to brands that want to focus on increasing store visits/order volume.

### Example 2

\$1 spent = 1 point  
100 points = Reward  
\$100 spent = Reward

**Example 2:** This loyalty ratio can be explained as the following promotion: Earn one (1) point for every dollar spent, earn 100 points and get a reward for your next order. This ratio has an equal relationship between dollars spent and points earned; however, because the reward threshold is so much larger than in Example 1, there is much greater flexibility. The highlights of this loyalty ratio are:

- High point threshold allows for multiple foci
- Moderate maintenance
- Customer ease of use

The limitations of this ratio are:

- Multiple rules needed to address multiple foci
- Customers may perceive progress towards rewards as slow

This loyalty ratio may appeal to brands that want to increase their average order size, or brands that want to appeal to several customer profiles.

### Example 3

1 item (avg \$5) = 5 points (avg)  
50 points = Reward  
\$50 spent = Reward

**Example 3:** This loyalty ratio can be explained as the following promotion: Earn points for ordering qualifying items, after 50 points earn a reward. This ratio is based on creating point rules with required items. In this ratio, the customer spends an average of one dollar for every point earned.

The highlights of this Loyalty Ratio are:

- Moderate point threshold
- Flexibility to respond to customer habits
- Ability to condition customer habits and promote specific item sales

The limitations of this ratio are:

- Item to point relationship only allows one focus
- High maintenance
- Customers must actively pay attention to available point rules
- Creating item rules requires advanced POS menu knowledge

This Loyalty Ratio may appeal to brands that want to increase sales of specific items, or brands with detail oriented customers.

#### Example 4

\$1 spent = 10 points

1000 points = Reward

\$100 spent = Reward

**Example 4:** This loyalty ratio is an inflated version of Example 2. The key difference is that the extremely high point threshold allows you to create multiple point rules for all three foci. The highlights of this Loyalty Ratio are:

- Ability to have many point rules
- Flexibility to respond to customer habits
- Flexibility to condition customer habits

The limitations of this ratio are:

- Very high maintenance
- Rewards may appear unattainable to customers
- Item Rules require advanced POS menu knowledge to create

This loyalty ratio may appeal to brands that want to actively engage customers through their loyalty program and provide options that appeal to all or most customer profiles.

# Point Rule Configuration

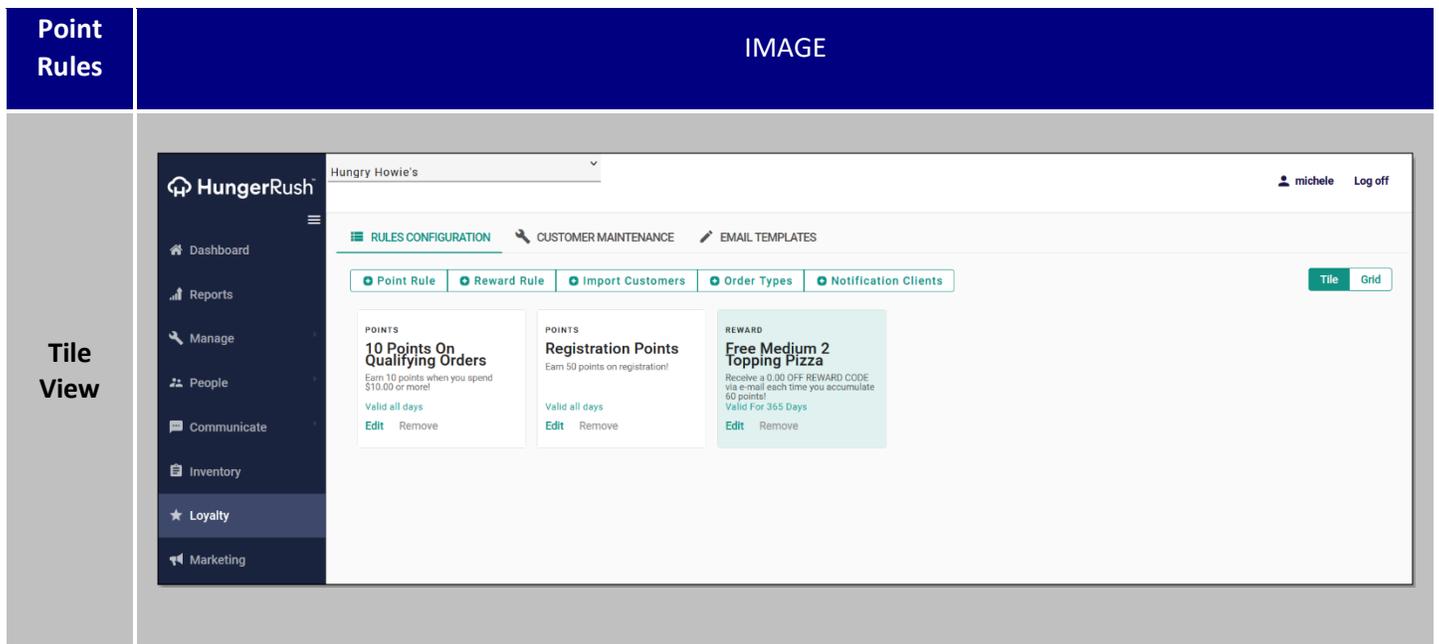
In this section, we will create examples of four point rule types in HungerRush Loyalty: registration, anniversary, birthday, and general. General rules are the primary way customers earn points.

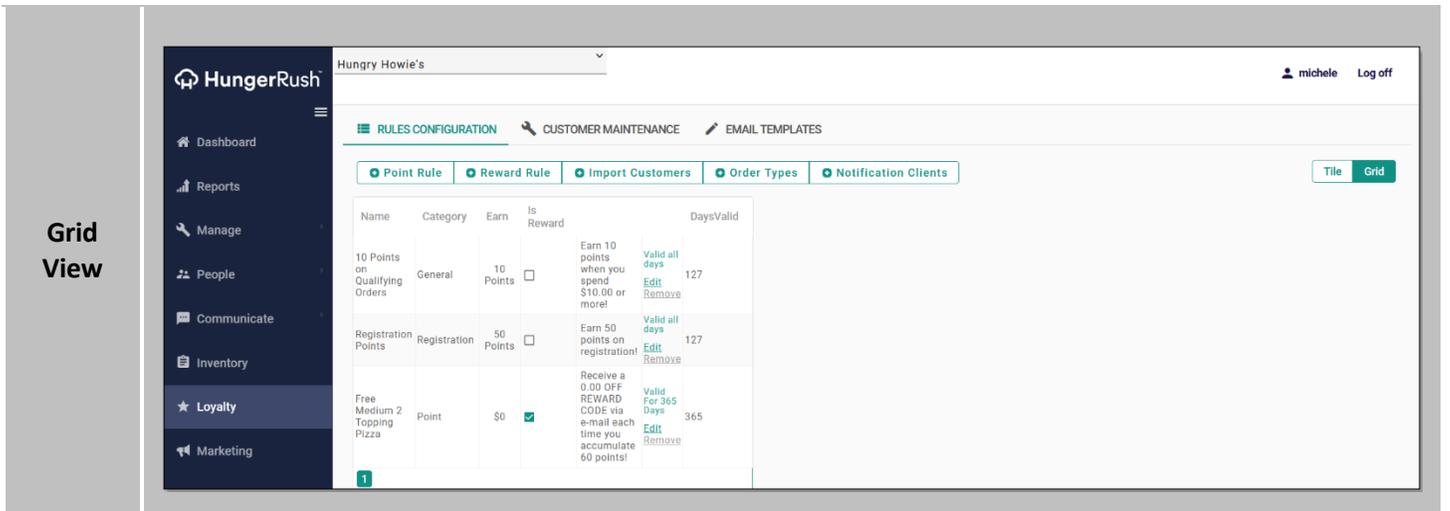
We will create two general point rules, one for dollars spent, and one for a specific item purchased.

For the examples in this section, only the fields that need to be populated for each rule are explained. Please see the functionality section for a full description of all fields in the rule editor.

The example rules for this section are built using the Loyalty Ratio from Example 2.

Example 2
\$1 spent = 1 point
100 points = Reward
\$100 spent = Reward





## Creating a Registration Rule

Registration rules are a great option to encourage customers to sign up for your loyalty program. When a customer enrolls in your loyalty program, their account is automatically awarded the points from the registration rule. This rule will only apply once per membership ID.

Step	IMAGE	Instructions
1		Click the <b>Add Point Rule Button</b>
2		First we must name the rule. Type “10 Pts on Signup” in the <b>Rule Name</b> field.
3		Select <b>Registration</b> from the rule type drop down.
4		We want to award the customer 10 points, so use the up arrow to set the <b>Points</b> field to 10.

5

### Add Rule ✕

GENERAL DESCRIPTION **DATE & TIME** ITEMS STORES

APPS/ORD TYPES

Valid Days

Sun Mon Tue Wed Thu Fri Sat

Effective Date: 2/8/2023 Day Start: 12:00 AM

End Date: Day End: 12:00 AM

**ADD**

Now, we set up the dates that the rule will be active. Click the **Date & Time** tab.

The Rule will automatically populate with today's date.

Click **ADD** to save the rule.

POINTS

**10 Points On Sign Up**

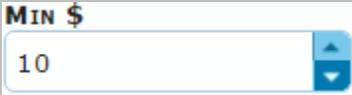
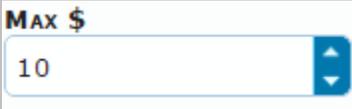
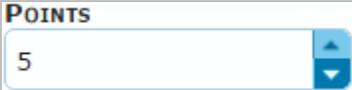
10 Points

[Edit](#) [Remove](#)

**Congratulations you have built a registration point rule!**

## Creating a Birthday Rule

Birthday point rules are a great way to encourage customers to order from your brand. The loyalty member must enter their date of birth into their loyalty member profile in *HungerRush*. If this information isn't provided, the customer will not be eligible for birthday point rules.

Step	IMAGE	Instructions
1		Click the <b>Add Point Rule Button</b>
2		First, we name the rule. Type "5 points on birthday" in the <b>Rule Name</b> field.
3		Select <b>Birthday</b> from the rule type drop down.
4		Use the up arrow to set the <b>Minimum Dollars Spent</b> field to 10.  This means the customer must spend at least \$10 dollars to earn the points.
5		Use the up arrow to set the <b>Maximum Dollars</b> the customer can earn points on.  If the customer spends \$15 dollars, the rule will only count \$10 when applying points for this rule.
6		Use the up arrow to set the <b>Points</b> field to 5.

7	<div data-bbox="483 233 699 296" style="background-color: #0070C0; color: white; padding: 5px; display: inline-block;">Date &amp; Time</div>	Now, we set up the dates that the rule will be active. Click the <b>Date &amp; Time</b> tab.
8		Click the <b>Effective Date</b> field, then select the date that you want the rule to start. The Rule will automatically populate with today's date highlighted in yellow.
9	<div data-bbox="532 877 646 947" style="background-color: #0070C0; color: white; padding: 5px; display: inline-block;">Add</div>	Click the <b>Add</b> button to save the rule.

**5 POINTS ON BIRTHDAY**

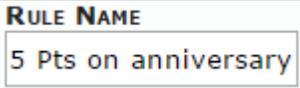
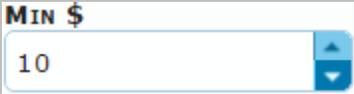
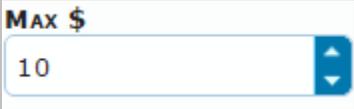
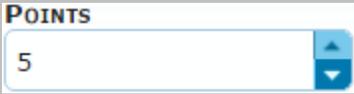
EARN 5 POINTS WHEN YOU SPEND \$10.00 OR MORE ON YOUR BIRTHDAY

Edit | Remove

Congratulations you have built a birthday point rule!

## Creating an Anniversary Rule

Membership Anniversary rules are a great way for you to show customers your appreciation and recognize their contribution to your business. The membership anniversary marks the date that the customer enrolled in the loyalty program, or it is the date that they placed their first order after their membership profile was imported into HungerRush Loyalty without a signup date.

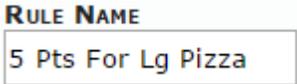
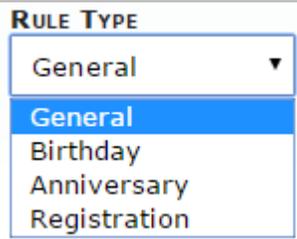
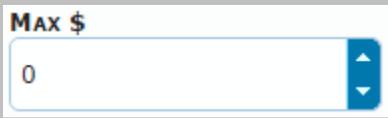
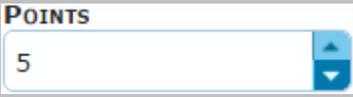
Step	IMAGE	Instructions
1		Click the <b>Add Point Rule Button</b>
2		First we name the rule. Type "5 Pts on anniversary" in the <b>Rule Name</b> field.
3		Select <b>Anniversary</b> from the rule type drop down.
4		Use the up arrow to set the <b>Minimum Dollars Spent</b> field to 10.  This means the customer must spend at least \$10 dollars to earn points with this rule.
5		Use the up arrow to set the <b>Maximum Dollars</b> the customer can earn points on.  If the customer spends \$15 dollars, the rule will only count \$10 when applying points for this rule.
6		Use the up arrow to set the <b>Points</b> field to 5.
7		Now, we set the date and time this rule will be active. Click the <b>Date &amp; Time</b> tab.

8		<p>Click the <b>Effective Date</b> field, then select the date that you want the rule to start. The Rule will automatically populate with today's date highlighted in yellow.</p>
9		<p>Click the <b>Add</b> button to save the rule.</p>

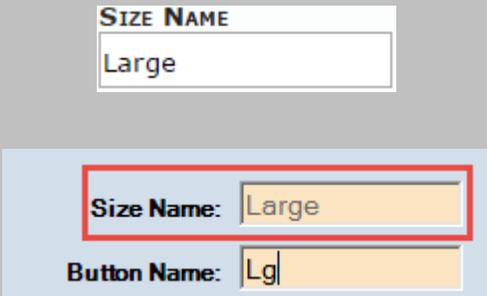
**Congratulations you have built a membership anniversary point rule!**

## Creating a General Item Rule

General rules can be configured in many ways depending on how you want customers to earn points. In this example we will create a rule for customers to earn points for ordering a specific item.

Step	IMAGE	Instructions
1		Click the <b>Add Point Rule Button</b>
2		Type "5 Pts for Lg Pizza" in the <b>Rule Name</b> field.
3		Select <b>General</b> from the rule type drop down.
4		Use the up arrow to set the <b>Minimum Dollars Spent</b> field to 0.
5		Use the up arrow to set the <b>Maximum Dollars</b> the customer can earn points on to 0.  We set this value to 0 so that a customer earns points for every large pizza ordered.
6		Use the up arrow to set the <b>Points</b> field to 5.

7	<div style="border: 1px solid black; padding: 5px; display: inline-block; background-color: #0070C0; color: white;">Date &amp; Time</div>	<p>Now we set the date the rule will be active. Click the <b>Date &amp; Time</b> tab.</p>
8		<p>Click the <b>Effective Date</b> field, then select the date that you want the rule to start. The Rule will automatically populate with today's date highlighted in yellow.</p>
9	<div style="border: 1px solid black; padding: 5px; display: inline-block; background-color: #0070C0; color: white;">Items</div>	<p>Click the <b>Items</b> tab.</p>
10	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p><b>GROUP NAME</b></p> <input type="text" value="Pizza"/> </div> <div style="border: 1px solid black; padding: 5px;"> <p><b>Group Name:</b> <input style="border: 1px solid red;" type="text" value="Pizza"/> <b>Image:</b> <input checked="" type="checkbox"/></p> <p><b>Button Name:</b> <input style="border: 1px solid red;" type="text" value="Pizza"/> <span style="background-color: #ccc; padding: 2px 5px;">...</span> <b>Filename.png</b></p> </div>	<p>In the <b>Group Name</b> field, type the menu group database name.</p> <p>The group database name is the greyed out section in the POS menu editor.</p>
11	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p><b>ITEM NAME</b></p> <input type="text" value="CheesePizza"/> </div> <div style="border: 1px solid black; padding: 5px;"> <p><b>Item Name:</b> <input style="border: 1px solid red;" type="text" value="CheesePizza"/> <b>Show Prese</b></p> <p><b>Button Name:</b> <input type="text" value="Build Your Own Piz"/> <b>Image:</b> <input type="checkbox"/></p> </div>	<p>In the Item Name field enter the menu Item Database Name.</p> <p>The item database name is the greyed out name in the POS menu editor.</p>

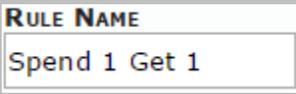
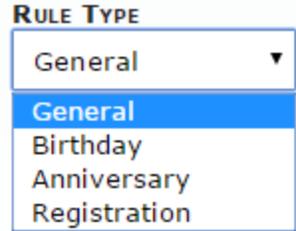
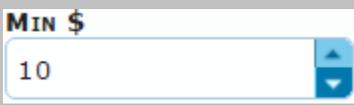
12		<p>In the Size Name field, type the menu size database name.</p> <p>The size database name is the greyed out name in the POS menu editor.</p>
13		<p>Click the <b>Add</b> button to save the rule.</p>



**Congratulations you have built a membership anniversary point rule!**

## Creating a General Dollars Spent Point Rule

General rules can be configured in many ways depending on how you want customers to earn points. In this example we will create a rule for customers to earn points for each dollar spent on a single order up to a maximum of \$20.

Step	IMAGE	Instructions
1		Click the <b>Add Point Rule Button</b>
2		Type "Spend 1 Get 1" in the <b>Rule Name</b> field.
3		Select <b>General</b> from the rule type drop down.
4		Use the up arrow to set the <b>Minimum Dollars Spent</b> field to 10.  Customers must spend at least 10 points for this rule to award them any points.
5		Use the up arrow to set the <b>Maximum Dollars</b> the customer can earn points on to 20.
6		Use the up arrow to set the <b>Points</b> field to 10.  The customer will earn 10 points for every increment of \$10 spent, but they cannot earn more than \$20 worth of points on a single order.

7		Click the <b>Date &amp; Time</b> tab.
8		Click the <b>Effective Date</b> field, then select the date that you want the rule to start. The Rule will automatically populate with today's date highlighted in yellow.
9		Click the <b>Add</b> button to save the rule.



**Congratulations you have built a general dollars spent point rule!**

## Recommended Point Rules

HungerRush Loyalty was designed for flexibility and customization. We want you to be able to implement a loyalty program that fits your business instead of adapting your business to your loyalty program. We recommend these rule types to start your loyalty program, and creating new rules based on your members' feedback and brand goals.

- 1 registration point rule
- 1 anniversary point rule
- 1 general point rule - the main way customers earn points

# Reward Rule Configuration

In this section, we will create example reward rules. There are 5 types of reward rules: point, dollar, registration, anniversary, and birthday. We will create examples of point, dollar, and birthday rules.

They will appear as green tiles in the HungerRush Loyalty Rules Configuration default tile view. Reward rules are the way you give your customers discounted or free items and orders. Rewards can be configured to apply to customer accounts based on many different triggers.

For the examples in this section, only the fields that need to be populated for each rule are covered. Please see the functionality section for a full description of each field.

As a reminder, the example rules for this section are built using the Loyalty Ratio from Example 2.

Example 2
\$1 spent = 1 point
100 points = Reward
\$100 spent = Reward

Point Rules

IMAGE

Tile View

HONEYCOMB RULES CONFIGURATION

Point Rule
Reward Rule

Tile
Grid

<p><b>10 PTS ON SIGNUP</b> EARN 10 POINTS ON REGISTRATION</p> <p style="font-size: 0.8em;">Edit   Remove</p>	<p><b>5 POINTS ON BIRTHDAY</b> EARN 5 POINTS WHEN YOU SPEND \$10.00 OR MORE ON YOUR BIRTHDAY</p> <p style="font-size: 0.8em;">Edit   Remove</p>	<p><b>5 PTS FOR LG PIZZA</b> EARN 5 POINTS ON QUALIFYING ITEMS</p> <p style="font-size: 0.8em;">Edit   Remove</p>	<p><b>5 PTS ON ANNIVERSARY</b> EARN 5 POINTS WHEN YOU SPEND \$10.00 OR MORE ON YOUR MEMBERSHIP ANNIVERSARY</p> <p style="font-size: 0.8em;">Edit   Remove</p>
<p><b>SPEND 1 GET 1</b> EARN 10 POINTS FOR EVERY \$10.00 SPENT UP TO \$50.00</p> <p style="font-size: 0.8em;">Edit   Remove</p>	<p><b>5 OFF NEXT ORDER AFTER ORDER OF 100 OR MORE</b> RECEIVE \$5.00 OFF GIFT CERTIFICATE WHEN YOU SPEND \$100.00</p> <p style="font-size: 0.8em;">Edit   Remove</p>	<p><b>FREE BIRTHDAY BROWNIE</b> RECEIVE \$4.00 OFF GIFT CERTIFICATE ON YOUR BIRTHDAY. OFFER VALID ON QUALIFYING ITEMS ONLY</p> <p style="font-size: 0.8em;">Edit   Remove</p>	<p><b>FREE LARGE PIZZA AT 100 PTS.</b> RECEIVE 100% OFF GIFT CERTIFICATE WHEN YOU REACH 100 POINTS. OFFER VALID ON QUALIFYING ITEMS ONLY</p> <p style="font-size: 0.8em;">Edit   Remove</p>

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## HONEYCOMB RULES CONFIGURATION

Point Rule		Reward Rule			
Name	Category	Earn	Is Reward		
10 Pts on signup	Registration	10 Points	<input type="checkbox"/>	Earn 10 points on registration	<a href="#">Edit</a>   <a href="#">Remove</a>
5 points on birthday	Birthday	5 Points	<input type="checkbox"/>	Earn 5 points when you spend \$10.00 or more on your birthday	<a href="#">Edit</a>   <a href="#">Remove</a>
5 Pts For Lg Pizza	General	5 Points	<input type="checkbox"/>	Earn 5 points on qualifying items	<a href="#">Edit</a>   <a href="#">Remove</a>
5 Pts on anniversary	Anniversary	5 Points	<input type="checkbox"/>	Earn 5 points when you spend \$10.00 or more on your membership anniversary	<a href="#">Edit</a>   <a href="#">Remove</a>
Spend 1 Get 1	General	10 Points	<input type="checkbox"/>	Earn 10 points for every \$10.00 spent upto \$50.00	<a href="#">Edit</a>   <a href="#">Remove</a>
5 off next order after order of 100 or more	Dollar	\$5	<input checked="" type="checkbox"/>	Receive \$5.00 off gift certificate when you spend \$100.00	<a href="#">Edit</a>   <a href="#">Remove</a>
Free Birthday Brownie	Birthday	\$4	<input checked="" type="checkbox"/>	Receive \$4.00 off gift certificate on your birthday. Offer valid on qualifying items only	<a href="#">Edit</a>   <a href="#">Remove</a>
Free Large Pizza at 100 pts.	Point	\$100	<input checked="" type="checkbox"/>	Receive 100% off gift certificate when you reach 100 points. Offer valid on qualifying items only	<a href="#">Edit</a>   <a href="#">Remove</a>

Grid View

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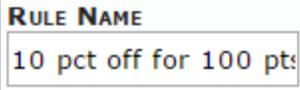
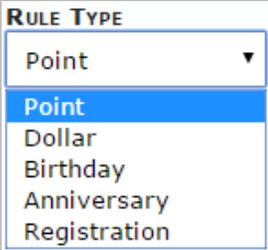
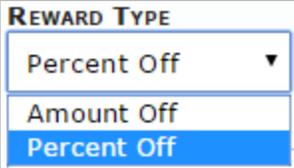
## Creating a Reward Rule for Points Earned

Reward rules based on a loyalty member's accumulated point total are the most common method for customers to earn rewards. If you are using point rules in your loyalty program, a point reward rule is required for members to be able to convert their points into a reward.

Reward rules function by monitoring all of your loyalty members' point totals. Once a point total reaches the threshold of the rule, the reward is automatically applied to their membership account and the point value of the rule is subtracted from their point total. We will use our point rules from the previous section for an example.

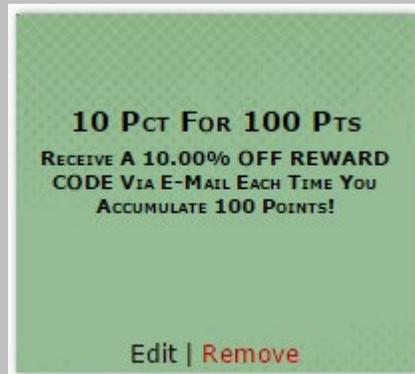
*John Doe is a loyalty member. He has 75 points on his account right now from previous orders. John places an order for 3 large pizzas through HungerRush for a total of \$25 dollars. Today is also his birthday. Based on our rules, John would earn 20 points for an order of \$20.00 or more, 15 points for ordering 3 large pizzas, and 5 points for placing an order of at least \$10.00 on his birthday. John has earned 40 points on this order. His point total is now 115 after placing this order. John doesn't receive a confirmation that he now has a total of 105 points. Instead, John is notified through email that he now has a reward for a 10% discount to use on his next order and he now has 15 total points.*

Let's build the reward rule for John to automatically receive this 10% discount reward.

Step	IMAGE	Instructions
1		Click the <b>Add Reward Rule</b> button.
2		The first step is to name the rule. Type “10 pct off for 100 pts” in the <b>Rule Name</b> field.
3		Select <b>Point</b> from the <b>Rule Type</b> drop down menu.
4		Select <b>Percent Off</b> in the <b>Reward Type</b> drop down menu.
5		<p>Use the up arrow to set the <b>Minimum Points</b> the customer must have for this reward to apply.</p> <p>This is also the amount of points deducted from the customer’s point total when the reward is applied to their account.</p>

Creating a Reward Point Rule continued...

6		<p>Use the up arrow to set the <b>Max Reward</b> field to 10.</p> <p>The reward will will apply a maximum discount of \$10.00.</p>
7		<p>Use the up arrow to set the <b>Reward Percent</b> to 10%.</p>
8		<p>Click the <b>Add</b> button to save the new rule.</p>



**Congratulations you have built a point based reward rule!**



## Multiple Reward Point Rules!

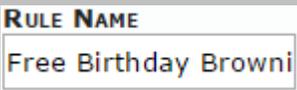
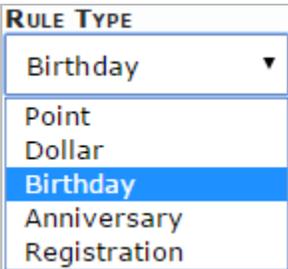
HungerRush Loyalty only supports one active reward point rule at a time per store. This is because the lowest reward point rule will always apply before higher point reward rules. Each time a point reward is redeemed, the point cost of the reward rule is subtracted from the member’s total points. Let’s use an example below:

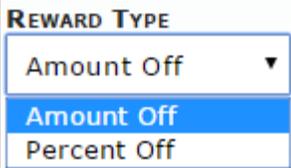
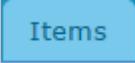
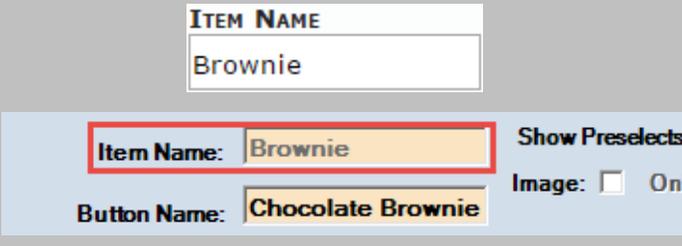
We have created two point rules, “10% off after earning 100 points”, and “25% off after earning 200 points.” When John Doe reaches 105 points, the point cost reward for a 10% discount is automatically applied. John’s point total is now 5 and he has a 10% off reward.

*John continues to place orders and his point total is 95. He places another order for \$25. This earns John 25 points. He now has 120 points. But, the reward rule for 10% off still applies. HungerRush Loyalty automatically subtracts 100 points from John’s total points, leaving him with 20 points and he has earned another 10% reward discount.*

## Creating a Birthday Reward Rule

Birthday reward rules are a great way to encourage customers to order from your brand. Especially in conjunction with birthday point rules. As a reminder, the loyalty member must enter their date of birth into their loyalty member account. If this information isn’t provided, the customer will not be eligible for birthday point rules or birthday reward rules. For this rule, we will give loyalty members a free dessert on their birthday.

Step	IMAGE	Instructions
1		Click the <b>Add Reward Rule</b> button.
2		First we name the rule. Type “Free Birthday Brownie” in the <b>Rule Name</b> field.
3		Select <b>Birthday</b> from the <b>Rule Type</b> drop down menu.

4		Select <b>Amount Off</b> in the <b>Reward Type</b> drop down menu.
5		Use the up arrow to set the <b>Reward Value</b> to \$4.00 – the value of a brownie.
6		Click on the <b>Items Tab</b> .
7		<p>In the <b>Group Name</b> field, type Desserts.</p> <p>The group database name is the greyed out section in the POS menu editor.</p>
8		<p>In the <b>Item Name</b> field enter the menu Item Database Name.</p> <p>The item database name is the greyed out name in the POS menu editor.</p>
9		Click the <b>Add</b> button to save the item to the rule.
10		Click the <b>Add</b> button to save the new rule.

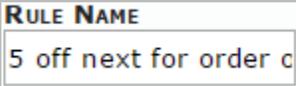
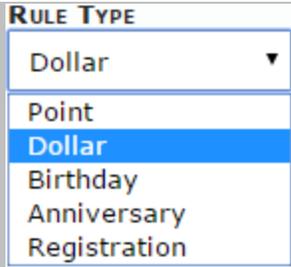
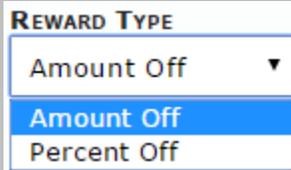
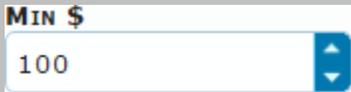


**Congratulations you have built a qualifying item birthday reward rule!**

## Creating a Reward Rule for Dollars Spent

Dollars spent reward rules are a great way to encourage customers to increase their order size, or as another way to recognize customers for their ordering habits. Dollar rewards can be configured to apply to the value of a single order, or the total amount a member has spent over the last 30, 60, or 90 days.

For our next example, we will create a rule that gives customers a \$5.00 discount on their next order if the current order subtotal is over \$100.00.

Step	IMAGE	Instructions
1		Click the <b>Add Reward Rule</b> button.
2		Type "5 Off Next for Order for 100" in the <b>Rule Name</b> field.
3		Select <b>Dollar</b> from the <b>Rule Type</b> drop down menu.
4		Select <b>Amount Off</b> in the <b>Reward Type</b> drop down menu.
5		Use the <b>Up Arrow</b> to set the <b>Minimum Dollars Spent</b> field to \$100.00.

Creating a Reward Rule for Dollars Spent continued...

6		<p>Select <b>None</b> in the <b>Minimum Amount Spent Over</b> date range.</p> <p>Setting this field to None means that this rule will only reference a single order to apply the reward.</p>
7		<p>Use the up arrow to set the <b>Reward Value</b> to \$5.00.</p>
8		<p>Click the <b>Add</b> button to save the new rule.</p>
<div style="text-align: center;">  <p><b>Congratulations you have built a dollar based reward rule!</b></p> </div>		

## Recommended Reward Rules

HungerRush Loyalty was designed for flexibility and customization. We want you to be able to implement a loyalty program that fits your business instead of adapting your business to your loyalty program. We recommend these rule types to start your loyalty program, and creating new rules based on your members' feedback or brand goals.

- 1 birthday reward rule
- 1 membership anniversary reward rule
- 1 point reward rule

## HungerRush Loyalty Functionality

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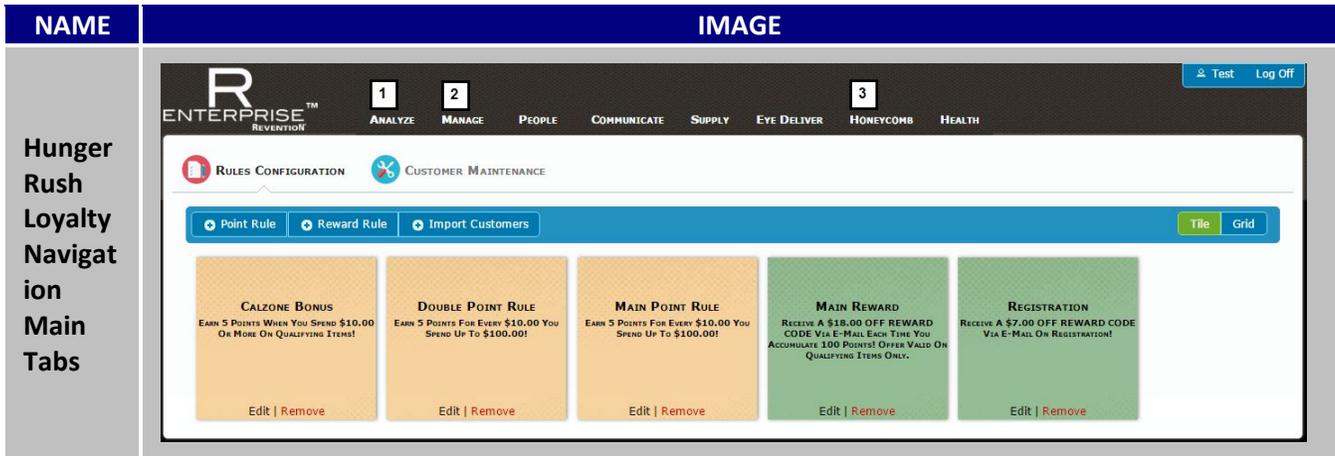
### System Specifications and Requirements:

Below are the requirements for HungerRush Loyalty to function on the POS ordering platform. Each store must have the following setups, program versions, services, and HungerRush Contracts listed here:

- Active internet connection
- An active HungerRush Loyalty Contract
- An active RSMA
- The company must be configured in R-Enterprise
- Each store must be configured in R-Enterprise

# HungerRush Loyalty Navigation

Navigating HungerRush Loyalty is like navigating any other web page, there are clickable buttons and links that will display new information. There are three main tabs that HungerRush Loyalty users can access: HungerRush Loyalty, Manage, and Analyze > Reports.

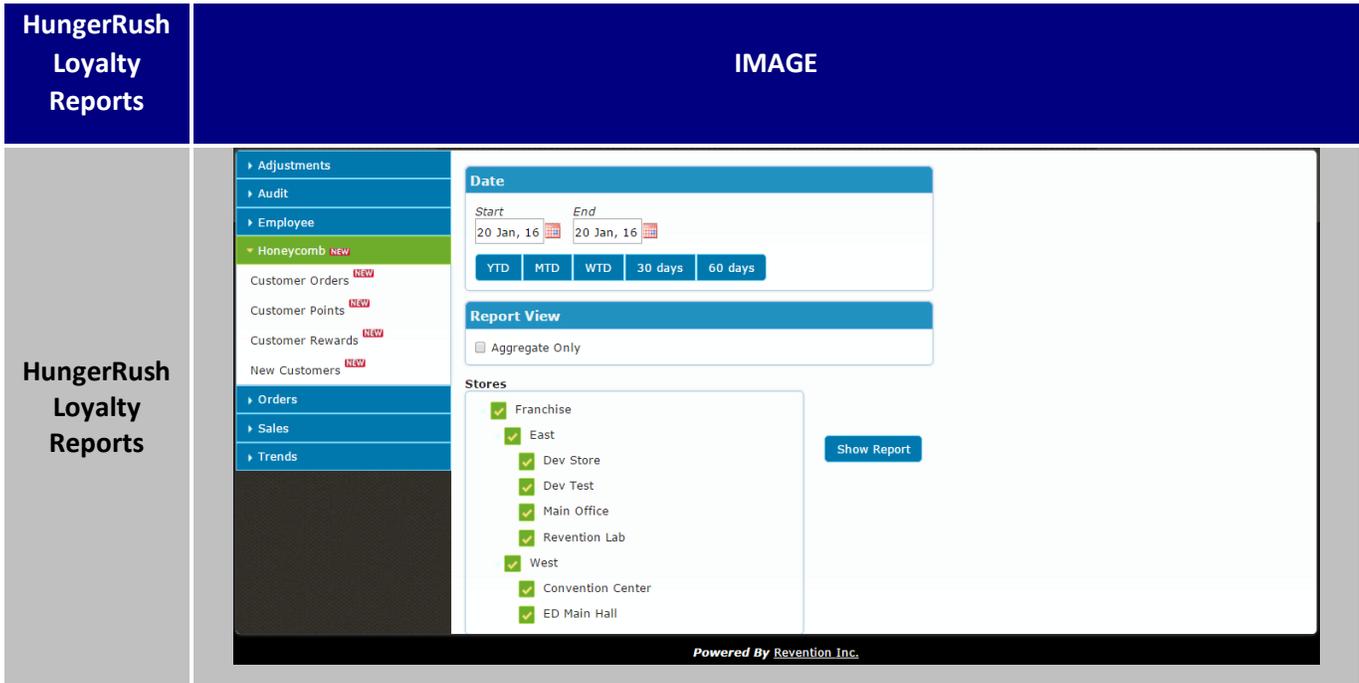


#	NAME	IMAGE	DESCRIPTION
1	Analyze		<p>The <b>Analyze Tab</b> has a dropdown menu with the option to access <b>Reports</b>. All reports related to HungerRush Loyalty will be accessed through this tab.</p>
2	Manage		<p>The <b>Manage Tab</b> is where you can create new users, update and manage store information, and create groups to organize stores. The manage functions are covered later in this section.</p>
3	HungerRush Loyalty		<p>The <b>HungerRush Loyalty Tab</b> is where you can create and manage rules for your store or maintain your customer database.</p>

# HungerRush Loyalty Reports

## Overview

HungerRush Loyalty also includes a series of reports that will allow you to review, audit, and evaluate your loyalty program. Additional reports may be added to this section.

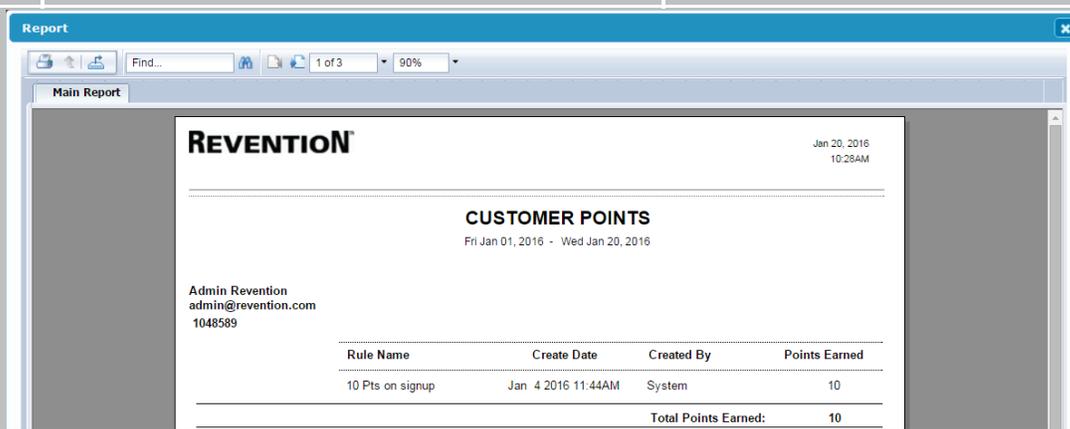


## How to Generate a Report

Step	IMAGE	Instructions
1		<p>Click the <b>Analyze</b> tab at the top left of the screen, and then click <b>Report</b> from the analyze drop down menu.</p>
2		<p>Select the report name from the available reports in the list on the left hand side. For this example we will run the <b>Customer Points Report</b>.</p>

### HungerRush Loyalty Generating Reports continued...

3		<p>Next, specify the date range parameters.</p> <p>You may manually specify the date by using the calendar dropdown that displays after clicking in the date field.</p> <p>The selected date is green and the current date is displayed in yellow.</p> <p>You may use one of the predefined date parameter buttons as well.</p>
4		<p>After selecting the dates, you will need to determine which stores you want to include in the report.</p> <p>By default, every store in your brand is selected.</p>
4a		<p>Click on a store or group to deselect it.</p> <p>Deselected stores and groups display blue squares to the left of the name.</p>
5		<p>Click the show report button to generate the report.</p>



# HungerRush Loyalty Reports

Report Name	IMAGE	Description
Customer Orders		The <b>Customer Orders</b> report shows all orders by loyalty member for the date range. It includes the sub total, applicable tax, and any points earned by the member.
Customer Points		The <b>Customer Points</b> report displays all customers that have ordered at the selected stores and earned points from an order. Information includes the point rule name, number of points, and date earned.
Customer Rewards		The <b>Customer Rewards</b> report provides detailed data on all rewards a customer has earned, and the redemption status of each reward.
New Customers		The <b>New Customers</b> report shows the account information for all customers that registered during the date parameters.

## Manage Users

This section is used to configure and create users for HungerRush Loyalty.

NAME	IMAGE
R-Enterprise Users	

#	NAME	IMAGE	DESCRIPTION
1	New User		Click <b>New User</b> to open a Tab with different options for creating an R-Enterprise user.
2	Email		Displays the <b>Email</b> address of the existing users. All users that have been created are listed here. Even if the user account is disabled and the person is prohibited from logging in, R-Enterprise keeps the email and R-Enterprise account stored as business records until the account is deleted.
3	Name		Displays the <b>Names</b> of the created and existing users.
4	Account Type		<p>Displays the <b>Account Type</b> of the existing users. Account types serve as a guideline to specify user account securities.</p> <p><b>Company Admin:</b> Users who can configure all stores and create New Users with permissions to see multiple stores.</p> <p><b>Store Admin:</b> The owner/franchisee of an individual store. Can create new accounts related to that store and update that store’s configurations.</p> <p><b>Company User:</b> A general system user who has access to reports either at the store or company level but cannot manage other accounts or store configurations.</p> <p><b>Driver:</b> Basic user account specifically for delivery drivers who will be set up and utilizing the EyeDeliver Mobile application.</p>
5	Configure User		Click the <b>Configure User</b> icon to launch a sub menu that allows changes to be made to the account. See creating and editing a user for further instructions to modify an existing user.
6	Delete User		If you wish to completely remove a record of a user, click the <b>Delete User</b> function.
7	User Page		If there are more users than can be displayed on one page, use the page numbers to view additional users. The active page number is displayed in green.



## HungerRush Loyalty Permissions and R-Enterprise:

If you have the R-Enterprise service as well as HungerRush Loyalty, all features and functions will be enabled for your account. You still can limit user permissions so someone can only access HungerRush Loyalty or R-Enterprise functionality or any combination of functions desired.

### Manage Users – Profile Tab

New users can be configured and their security permissions personalized to restrict their access to the information you want available. Some users can be configured to only access reports, others to add people but not edit stores and additional users can be created who can do all of the above.

NAME	IMAGE
New User Profile Tab	

#	NAME	IMAGE	DESCRIPTION
1	Add User/ Edit User		This area indicates whether you're adding a user or editing a user.
2	Profile		The <b>Profile Tab</b> contains general information for the user.
3	Email		The <b>Email</b> input here will act as both the username and the email that a password reset request is sent to.

4	Set Password	<input type="checkbox"/> SET PASSWORD? <input checked="" type="checkbox"/> SET PASSWORD? <input type="text" value="Password"/>	Once a check mark is placed in the <b>Set Password</b> box a field will display to input a password of the user's choice.
5	First Name	<input type="text" value="FIRST NAME"/>	Type the account holder's <b>First Name</b> in the field provided. This field is required.
6	Last Name	<input type="text" value="LAST NAME"/>	Type the account holder's <b>Last Name</b> in the field provided. This field is required.
7	Title	<input type="text" value="TITLE"/>	Type the account holder's <b>Title</b> in the field provided.
8	Phone	<input type="text" value="PHONE"/>	Type the account holder's <b>Phone</b> in the field provided. This field is required
9	Toll Free	<input type="text" value="TOLLFREE"/>	Type the account holder's <b>Toll Free</b> phone number in the field provided.
10	Fax	<input type="text" value="FAX"/>	Type the account holder's <b>Fax</b> number in the field provided.
11	Add	<input type="button" value="Add"/>	Once all the information is entered, proceed to the next tab, or click <b>Add</b> to complete the changes to the account.
12	Exit	<input type="button" value="✕"/>	Click the <b>Exit</b> symbol to close the window without saving changes.

## Manage Users – Store Tab

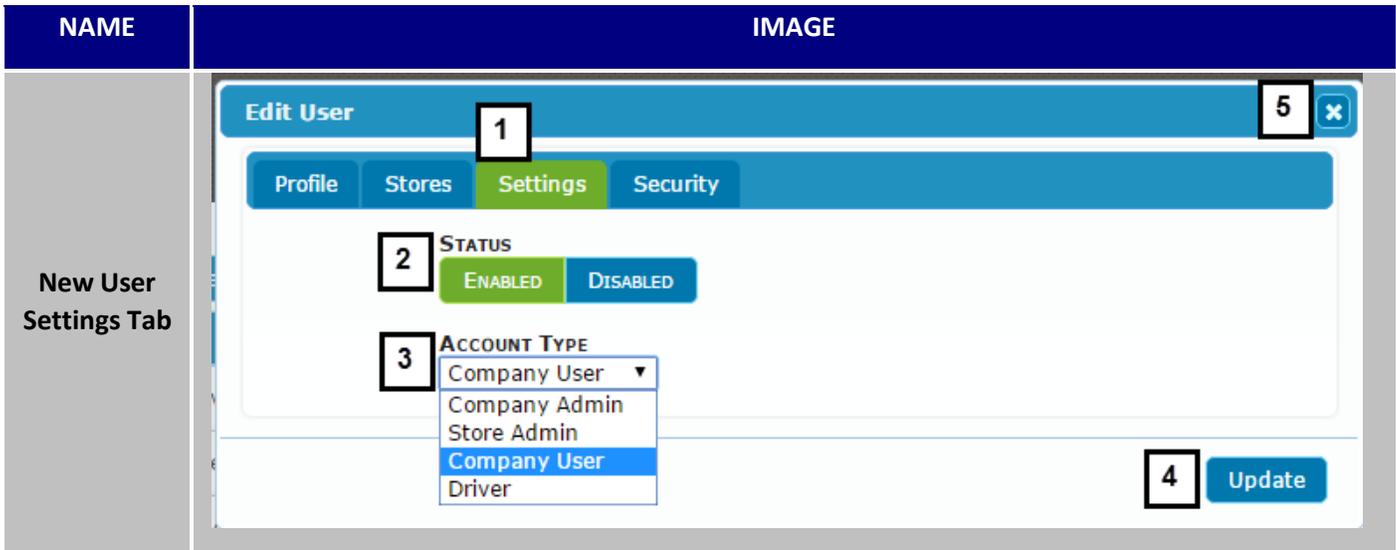
Each user profile can be configured to view all stores or limited to view specific stores.

NAME	IMAGE
New User Stores Tab	

#	NAME	IMAGE	DESCRIPTION
1	Stores Tab		Click on the <b>Stores Tab</b> to configure the accessible stores for the selected user.
2	Stores		This is the title used to display all the <b>Stores</b> that are viewable via R-Enterprise.
3	Group		Click on the <b>Group</b> to expand the stores that fall underneath each option. These are controlled through the Group settings.
4	Stores		Place a checkmark next to each <b>Store</b> you would like to grant this user access to.
5	Update		Proceed to the next tab for a new user, or click <b>Add/Update</b> to finish and save the changes.
6	Exit		Click the <b>Exit</b> symbol to close the window without saving changes.

## Manage Users – Settings Tab

The settings tab and Tab allows configuration of account types and determines whether or not the user account can actively log into R-Enterprise.



#	NAME	IMAGE	DESCRIPTION
1	Settings		Click on the <b>Settings Tab</b> to configure account type and account status.
2	Status		The <b>Status</b> toggle allows you to control activity state of the account. The default is set to <b>Enabled</b> . Choose <b>Disabled</b> to make the user account inactive and prevent the user from logging in.
3	Account Type		<p>The <b>Account Type</b> is used to stipulate what type of abilities the account has.</p> <ul style="list-style-type: none"> <li>• <b>Company Admin:</b> Has access to all stores and ability to control Store Admin and Company User accounts</li> <li>• <b>Store Admin:</b> Has access to stores that are assigned to user account and ability to control company User accounts</li> <li>• <b>Company User:</b> Has access to stores that are assigned to user account and the ability to control Driver accounts</li> <li>• <b>Driver:</b> Flags the account as a user who will be using the EyeDeliver delivery management service</li> </ul>
4	Add/Update		Proceed to the next tab for a new user, or click <b>Add/Update</b> to finish and save the changes.
5	Exit		Click the <b>Exit</b> symbol to close the window without saving changes.

## Manage Users – Security Tab Admin

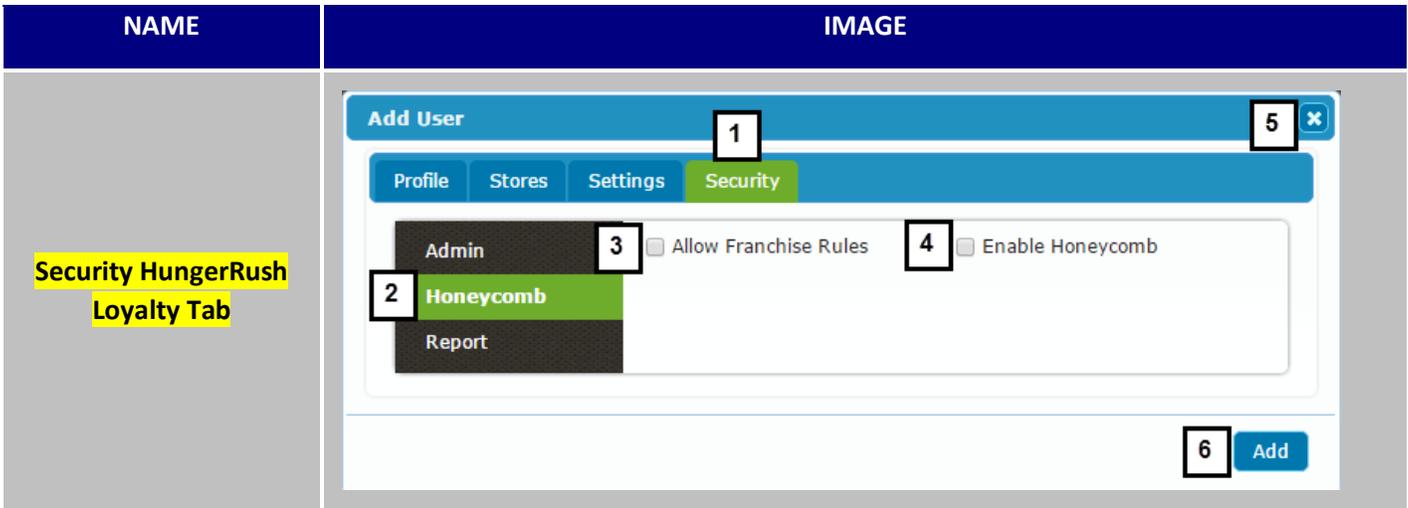
The security tab has fields for administrative functions to manage stores and other users, allow or remove permissions to broadcast menus, grant access to company setups, as well as control which reports are visible.



#	NAME	IMAGE	DESCRIPTION
1	Security Tab		Click on the <b>Security Tab</b> to display options allowing you to configure permissions for the account.
2	Admin Tab		Click on the <b>Admin Tab</b> to display options for the account to create, delete, and modify other stores, users, and groups.
3	Add Group	<input type="checkbox"/> Add Group	<b>Add Group</b> allows user to add groups to the store settings.
4	Delete Group	<input type="checkbox"/> Delete Group	<b>Delete Group</b> allows user delete groups for store sorting.
5	Edit Group	<input type="checkbox"/> Edit Group	<b>Edit Group</b> allows user to adjust group settings.
6	Edit User	<input type="checkbox"/> Edit User	<b>Edit User</b> will allow this user to adjust individual account settings for other users depending on their account type.
7	Add User	<input type="checkbox"/> Add User	<b>Add User</b> allows user to create new accounts within their security permissions.
8	Delete User	<input type="checkbox"/> Delete User	<b>Delete User</b> allows user to delete records of other users they can view.
9	Edit Store	<input type="checkbox"/> Edit Store	<b>Edit Store</b> allows user to adjust individual settings for each store.
10	Exit		Click the <b>Exit</b> symbol to close the window without saving changes.
11	Add	<input type="button" value="Add"/>	Click <b>Add</b> to complete the changes or additions.

## Manage Users – Security Tab HungerRush Loyalty

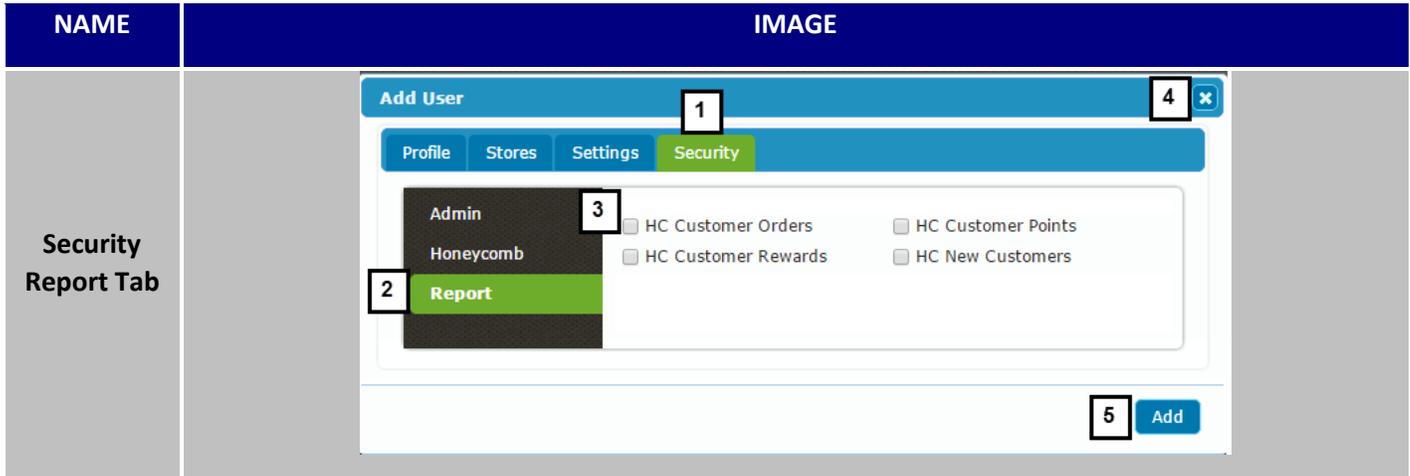
The security sub menu has fields for administrative functions to manage stores and other users, allow or remove permissions to broadcast menus, grant access to company setups, update dashboard views, as well as visible reports.

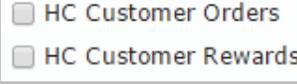


#	NAME	IMAGE	DESCRIPTION
1	Security Tab		Click on the <b>Security Tab</b> to open a tab with options allowing you to configure permissions for the account.
2	HungerRush Loyalty Tab		Click on the <b>HungerRush Loyalty Tab</b> to open a tab with options for the account to utilize HungerRush Loyalty functions.
3	Allow Franchise Rules	<input data-bbox="430 1312 451 1339" type="checkbox"/> Allow Franchise Rules	Check the <b>Allow Franchise Rules</b> to enable Company User or Store Admin accounts to create rules that will only apply to their stores.
4	Enable HungerRush Loyalty	<input data-bbox="430 1438 451 1465" type="checkbox"/> Enable Honeycomb	Check the <b>Enable HungerRush Loyalty</b> flag to enable the user to view, create, modify, and delete HungerRush Loyalty rules.
5	Exit		Click <b>Exit</b> to close the window without saving.
6	Add		Click <b>Add</b> to complete the changes or additions.

## Manage Users – Security Tab Report

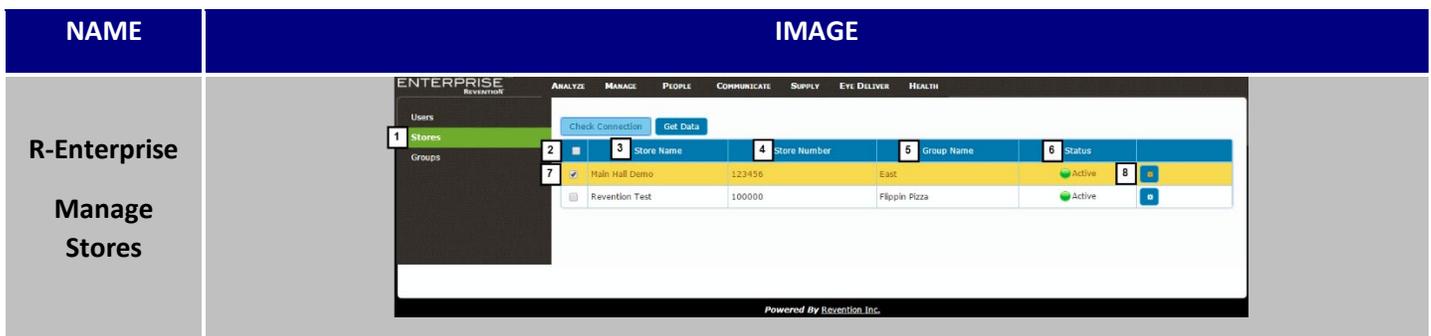
The Report Tab in User security allows you to control which reports the account user can access.



#	NAME	IMAGE	DESCRIPTION
1	Security Tab		Click on the <b>Security Tab</b> to open a Tab with options to configure user permissions.
2	Report Tab		Click the <b>Report Tab</b> to open a Tab with options to allow or restrict visible reports located in the Report Tab.
3	Report Enabled		Place checkmarks next to a report to <b>Enable</b> that Report.
4	Exit		Click <b>Exit</b> to close the window without saving.
5	Add		Click <b>Add</b> to save the changes or additions.

## Managing Stores

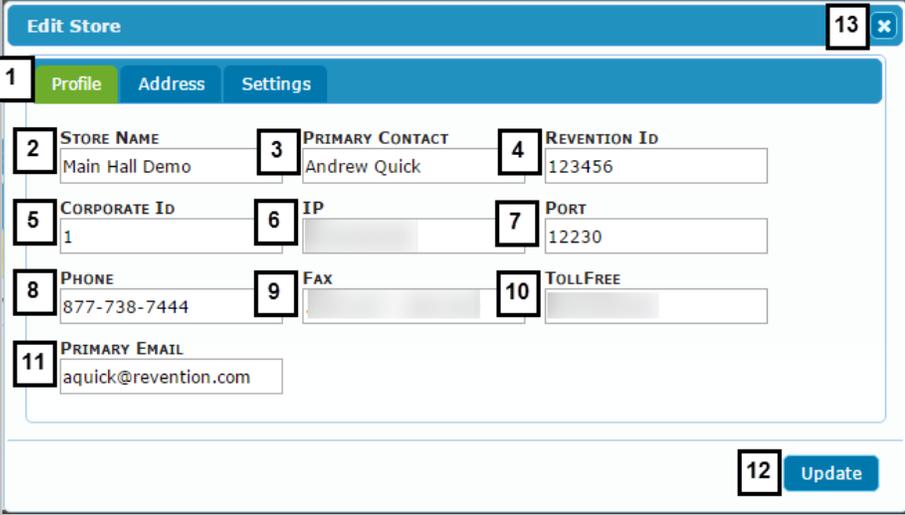
This section is used to configure each store, check its status, and configure the connection between the POS and R-enterprise.

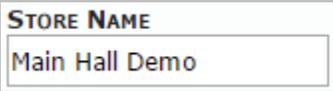
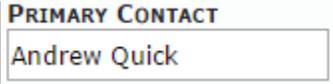
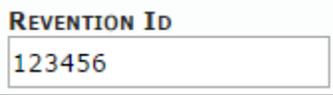
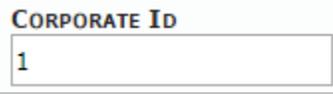


#	NAME	IMAGE	DESCRIPTION
1	Stores Tab		Click on the <b>Stores Tab</b> to display a Tab with each individual store's information, status, and configurations.
2	Select all		Check this option to select all of your stores.
3	Store Name		Click on the <b>Store Name</b> column to organize the list alphabetically via the store names.
4	Store Number		Click on the <b>Store Number</b> column to organize the list numerically by the store's <i>HungerRush</i> Account number.
5	Group Name		Click on the <b>Group Name</b> column to organize the list alphabetically by the store's Group Name.
6	Status		The <b>Status</b> tab will show whether or not the store is active and can connect to R-Enterprise.
7	Selected Store		Place a checkmark here to select the store for configuration.
8	Configure		Click on the <b>Configure</b> widget to open the store settings sub menu.

## Store Profile Tab

The store profile Tab will allow you to update and configure settings and primary contact information.

NAME	IMAGE
Store Profile Tab	

#	NAME	IMAGE	DESCRIPTION
1	Profile Tab		Click on the <b>Profile Tab</b> to display a Tab that allows you to configure individual stores.
2	Store Name		<b>Store Name</b> a field that allows you to enter the store name as your company refers to it. The store name will display in all R-Enterprise and HungerRush Loyalty reports.
3	Primary Contact		<b>Primary Contact</b> a field to record the primary contact for R-Enterprise at this store.
4	<i>HungerRush</i> ID		<b>HungerRush ID</b> is the field where the <i>HungerRush</i> ID or <i>HungerRush</i> Account Number is entered. If this number does not match the store's account number, data will not display correctly.
5	Corporate ID		<b>Corporate ID</b> a numerical field for you to input the identifier that your corporation uses to identify that store.

6	IP	<input type="text" value="IP"/> <input type="text" value="0.0.0.0"/>	<p><b>IP</b> is a required field for R-Enterprise to collect data from your store. This number is the Public IP Address provided by your ISP and must be a static number.</p> <p>If this number doesn't match the IP address in <i>HungerRush</i> &gt; utilities &gt; Check IP, R-Enterprise will not connect to the store.</p>
7	Port	<input type="text" value="PORT"/> <input type="text" value="12230"/>	<p><b>Port</b> is a required field that <b>MUST</b> be set to 12230. R-Enterprise reporting won't connect to the store if this port is not entered. This port is not required for HungerRush Loyalty.</p>
8	Phone	<input type="text" value="PHONE"/> <input type="text" value="877-738-7444"/>	<p><b>Phone</b> an optional field to record the store's phone number.</p>
9	Fax	<input type="text" value="FAX"/> <input type="text"/>	<p><b>Fax</b> is an optional field provided for you to record the fax machine number for the store.</p>
10	Toll Free	<input type="text" value="TOLLFREE"/> <input type="text"/>	<p><b>Toll Free</b> an optional field to record the Toll Free number associated with the store.</p>
11	Primary Email	<input type="text" value="PRIMARY EMAIL"/> <input type="text" value="aquick@revention.com"/>	<p><b>Primary Email</b> is an optional field to record the primary contact's phone number.</p>
12	Update	<input type="button" value="Update"/>	<p>Click <b>Update</b> to complete the changes or additions.</p>
13	Close	<input type="button" value="✕"/>	<p>Click the <b>Close</b> button to close the Tab without saving.</p>

## Store Address Tab

The store's address settings are recorded here. If the store changes location this data should be updated.

NAME	IMAGE
Manage Store Address	

#	NAME	IMAGE	DESCRIPTION
1	Address Tab		Click on the <b>Address Tab</b> to display a tab with the store's physical address.
2	Address		<b>Address</b> the field is provided for you to input the street address of the select store.
3	Address 2		<b>Address 2</b> is the field provided for additional address information such as an apartment or suite number.
4	City		<b>City</b> is a free form field provided for you to input the city that the store is located in.
5	State		<b>State</b> is a drop down menu for the store's state abbreviation.
6	Zip		<b>Zip</b> a field is provided for you to input the zip code that the store is located in.
7	Update		Click <b>Update</b> to complete the changes or additions.
8	Close		Click the <b>Close</b> button to close the Tab without saving changes.

## Store Settings Tab

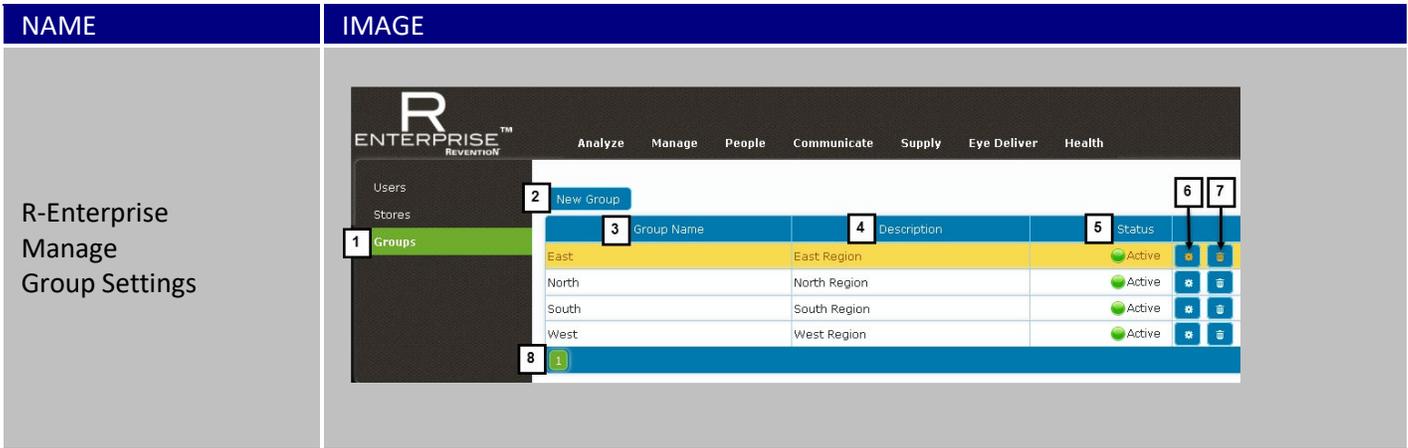
The settings field allows you to specify which group the store belongs to, time zones, daylight savings time, and set the store labor budget goal as a percent of net sales.

NAME	IMAGE
Manage Store Settings	

#	NAME	IMAGE	DESCRIPTION
1	Settings		Click on the <b>Settings Tab</b> to control how the store is displayed and categorized in reports.
2	Group		<b>Group</b> contains a drop down menu with different categories that the store can be labeled with.
3	Time Zone		The store's <b>Time Zone</b> can be changed with this drop down menu.
4	Allow DST		<b>Allow DST</b> is related to controlling whether or not a store participates in Daylight Savings Time. This field must match the settings on Revent1 in the store.
5	Budget		<b>Budget</b> is percentile benchmark for labor. This percentage is reflected on several labor reports for R-enterprise subscribers.
6	Update		Click <b>Update</b> to complete the changes or additions.
7	Close		Click the <b>Close</b> button to close the Tab without saving.

## Manage Group Settings

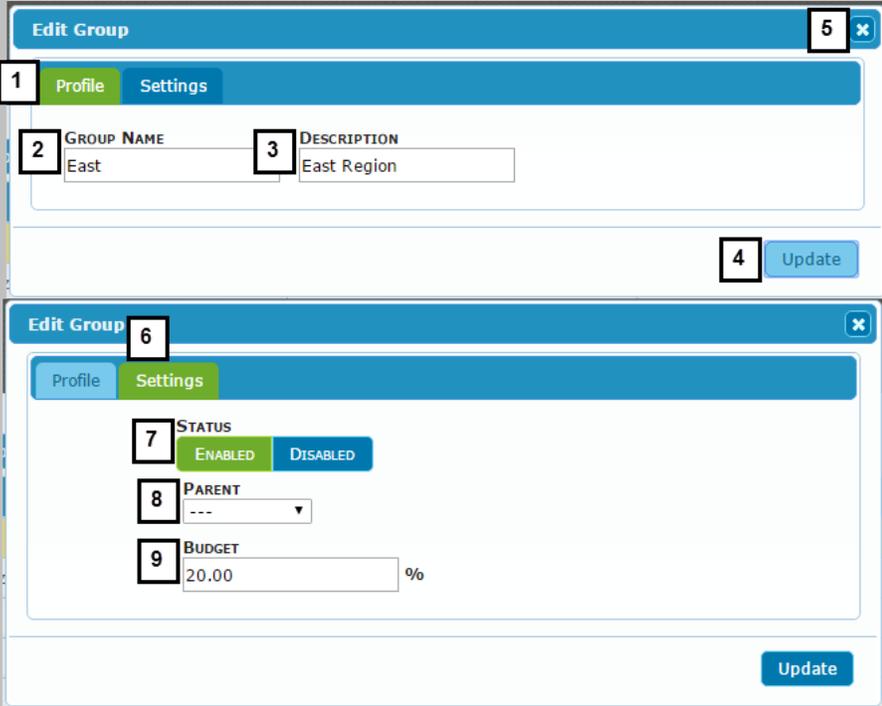
The manage group settings Tab allows you to create groups of stores for easy reporting and permissions assignment. These groups are customizable based on your business model. Many users organize by district, owner, or geographical region, but there are many other parameters you can use.

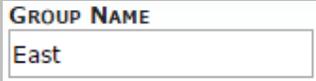


#	NAME	IMAGE	DESCRIPTION
1	Groups Tab		Click on the <b>Groups Tab</b> to display a Tab with options to configure Group Names to organize your stores. Groups provide you with an alternative way to organize your stores.
2	New Group		To create a new filter to group your organization by, click on <b>New Group</b> . It will bring up a Tab with additional options to create a new group.
3	Group Name		Click on the <b>Group Name</b> column to organize the list alphabetically via the group name.
4	Description		Click on <b>Description</b> column to organize the list alphabetically via the Group's description.
5	Status		The <b>Status</b> tab will show the whether or not the Group is active and can be used to filter stores.
6	Configuration Widget		Click on the <b>Configure</b> widget to open a separate menu.
7	Delete Group		Click <b>Delete Group</b> to remove the group from R-Enterprise.
8	Page Navigation		Use the page numbers to navigate to additional pages with more groups.

## Creating and Managing Groups

Groups are used to organize stores for targeted reporting. Groups can be nested in a parent/child configuration based on your business hierarchy, or region or a combination of factors. The configure button will allow you to manage existing Groups and launches windows with the same fields as the Create Group function.

NAME	IMAGE
<p>R-Enterprise Manage New Group Tabs</p>	

#	NAME	IMAGE	DESCRIPTION
1	Profile Tab		Click on the <b>Profile Tab</b> to display a Tab with settings to manage or create groups.
2	Group Name		<b>Group Name</b> is a required free form text field for you to input a name for the group.

Creating and Managing Groups Tab continued...

3	Description		<p><b>Description</b> is an optional field provided for you to add additional text to categorize and organize your groups.</p>
4	Add		<p>Click <b>Add</b> to complete the changes or additions.</p>
5	Close		<p>Click the <b>Close</b> button to close the Tab without saving changes.</p>
6	Settings Tab		<p>Click on the <b>Settings Tab</b> to display a Tab with settings to control how the store is displayed and categorized in reports.</p>
7	Status		<p>Here you can control the <b>Status</b> of the group. The default is set to “enabled”. Choose “disabled” to make the group inactive without deleting it.</p>
8	Parent		<p>If this Group is to be used as subcategory to further separate stores, use the <b>Parent</b> pull down menu to choose which group the current group will be listed under.</p>
9	Budget		<p><b>Budget</b> is a field to place the goal or expected labor costs for operating the group. This field is a benchmark that displays in labor and store summary reports as a point of comparison to determine performance.</p>

# HungerRush Loyalty Rules Configuration

## Point Rules

Point rules appear as yellow tiles in the HungerRush Loyalty Rules Configuration tile view. In the grid view, point rules have a blank box in the Is Reward column. In both views, rules can be edited or removed. Once the Add New Point Rule or Edit Point Rule buttons are clicked, the Rule editor will pop up in a submenu. The window will always display the general tab by default.

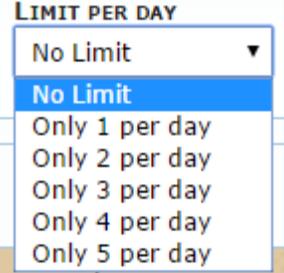
Point Rules	IMAGE																																																						
<div style="background-color: yellow; padding: 5px; display: inline-block;"><b>Tile View</b></div>																																																							
<div style="background-color: yellow; padding: 5px; display: inline-block;"><b>Grid View</b></div>	<table border="1"> <thead> <tr> <th>Name</th> <th>Category</th> <th>Earn</th> <th>Is Reward</th> <th>Description</th> <th>Actions</th> </tr> </thead> <tbody> <tr> <td>10 Pts on signup</td> <td>Registration</td> <td>10 Points</td> <td><input type="checkbox"/></td> <td>Earn 10 points on registration</td> <td><a href="#">Edit</a>   <a href="#">Remove</a></td> </tr> <tr> <td>5 points on birthday</td> <td>Birthday</td> <td>5 Points</td> <td><input type="checkbox"/></td> <td>Earn 5 points when you spend \$10.00 or more on your birthday</td> <td><a href="#">Edit</a>   <a href="#">Remove</a></td> </tr> <tr> <td>5 Pts For Lg Pizza</td> <td>General</td> <td>5 Points</td> <td><input type="checkbox"/></td> <td>Earn 5 points on qualifying items</td> <td><a href="#">Edit</a>   <a href="#">Remove</a></td> </tr> <tr> <td>5 Pts on anniversary</td> <td>Anniversary</td> <td>5 Points</td> <td><input type="checkbox"/></td> <td>Earn 5 points when you spend \$10.00 or more on your membership anniversary</td> <td><a href="#">Edit</a>   <a href="#">Remove</a></td> </tr> <tr> <td>Spend 1 Get 1</td> <td>General</td> <td>10 Points</td> <td><input type="checkbox"/></td> <td>Earn 10 points for every \$10.00 spent upto \$50.00</td> <td><a href="#">Edit</a>   <a href="#">Remove</a></td> </tr> <tr> <td>5 off next order after order of 100 or more</td> <td>Dollar</td> <td>\$5</td> <td><input checked="" type="checkbox"/></td> <td>Receive \$5.00 off gift certificate when you spend \$100.00</td> <td><a href="#">Edit</a>   <a href="#">Remove</a></td> </tr> <tr> <td>Free Birthday Brownie</td> <td>Birthday</td> <td>\$4</td> <td><input checked="" type="checkbox"/></td> <td>Receive \$4.00 off gift certificate on your birthday. Offer valid on qualifying items only</td> <td><a href="#">Edit</a>   <a href="#">Remove</a></td> </tr> <tr> <td>Free Large Pizza at 100 pts.</td> <td>Point</td> <td>\$100</td> <td><input checked="" type="checkbox"/></td> <td>Receive 100% off gift certificate when you reach 100 points. Offer valid on qualifying items only</td> <td><a href="#">Edit</a>   <a href="#">Remove</a></td> </tr> </tbody> </table>	Name	Category	Earn	Is Reward	Description	Actions	10 Pts on signup	Registration	10 Points	<input type="checkbox"/>	Earn 10 points on registration	<a href="#">Edit</a>   <a href="#">Remove</a>	5 points on birthday	Birthday	5 Points	<input type="checkbox"/>	Earn 5 points when you spend \$10.00 or more on your birthday	<a href="#">Edit</a>   <a href="#">Remove</a>	5 Pts For Lg Pizza	General	5 Points	<input type="checkbox"/>	Earn 5 points on qualifying items	<a href="#">Edit</a>   <a href="#">Remove</a>	5 Pts on anniversary	Anniversary	5 Points	<input type="checkbox"/>	Earn 5 points when you spend \$10.00 or more on your membership anniversary	<a href="#">Edit</a>   <a href="#">Remove</a>	Spend 1 Get 1	General	10 Points	<input type="checkbox"/>	Earn 10 points for every \$10.00 spent upto \$50.00	<a href="#">Edit</a>   <a href="#">Remove</a>	5 off next order after order of 100 or more	Dollar	\$5	<input checked="" type="checkbox"/>	Receive \$5.00 off gift certificate when you spend \$100.00	<a href="#">Edit</a>   <a href="#">Remove</a>	Free Birthday Brownie	Birthday	\$4	<input checked="" type="checkbox"/>	Receive \$4.00 off gift certificate on your birthday. Offer valid on qualifying items only	<a href="#">Edit</a>   <a href="#">Remove</a>	Free Large Pizza at 100 pts.	Point	\$100	<input checked="" type="checkbox"/>	Receive 100% off gift certificate when you reach 100 points. Offer valid on qualifying items only	<a href="#">Edit</a>   <a href="#">Remove</a>
Name	Category	Earn	Is Reward	Description	Actions																																																		
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Free Large Pizza at 100 pts.	Point	\$100	<input checked="" type="checkbox"/>	Receive 100% off gift certificate when you reach 100 points. Offer valid on qualifying items only	<a href="#">Edit</a>   <a href="#">Remove</a>																																																		

## Point Rule - General Tab

NAME	IMAGE
<p>Rule Editor General Tab</p>	

#	NAME	IMAGE	DESCRIPTION
1	General Tab		<p>The <b>General Tab</b> is the default tab that displays when you edit or create a new Point Rule.</p> <p>This tab determines Rule Type and points earned. The active tab always displays in green.</p>
2	Description Tab		<p>The <b>Description Tab</b> allows you to configure custom rule descriptions that will override generic system text.</p>
3	Date & Time Tab		<p>The <b>Date and Time Tab</b> has information for setting start and end dates as well as specific days of the week or times that a rule is active.</p>
4	Items Tab		<p>The <b>Items Tab</b> has setups to allow rules to apply to specific items from the <i>HungerRush</i> POS menu.</p>
5	Stores		<p>The <b>Stores Tab</b> allows you to specify whether or not the rule will apply at a store.</p>

6	Rule Name	<div data-bbox="480 197 777 283"> <p><b>RULE NAME</b></p> <input type="text"/></div> <div data-bbox="418 310 837 422"> <p><b>RULE NAME</b></p> <input type="text" value="Calzone Bonus!@"/>  <span style="background-color: #e67e22; color: white; padding: 2px;">Invalid characters in rule name</span></div>	<p>The <b>Rule Name</b> field allows you to enter in a custom name for your rule. This is a required field. Letters and Numbers are valid characters. Special characters such as !@#\$%^&amp;*() are not valid and the rule will not save if a special character is entered.</p>
7	Rule Type	<div data-bbox="483 653 771 884"> <p><b>RULE TYPE</b></p> <div style="border: 1px solid #ccc; padding: 2px;"> <p>General ▾</p> <p style="background-color: #007bff; color: white;">General</p> <p>Birthday</p> <p>Anniversary</p> <p>Registration</p> </div> </div>	<p>The <b>Rule Type</b> determines how the customer will earn points for the rule. There are 4 types of point rules:</p> <p><b>General Rules</b> – apply all the time and are not date dependent. They can be configured by day and time i.e. Tuesdays between 5:00 and 7:00 p.m.</p> <p><b>Birthday Rules</b>—only applies on a member’s birthday. This rule will only work if the member provides their birthday.</p> <p><b>Anniversary</b>—only applies on the calendar date that the member enrolled in the loyalty program.</p> <p><b>Registration</b>—only applies when a customer enrolls in your loyalty program. The rule will only apply once per loyalty member.</p>
8	Is Exclusive	<div data-bbox="526 1255 732 1285"> <input type="checkbox"/> <b>IS EXCLUSIVE</b></div> <div data-bbox="526 1314 732 1344"> <input checked="" type="checkbox"/> <b>IS EXCLUSIVE</b></div>	<p>The <b>Is Exclusive</b> flag determines if the member can earn points from multiple point rules at the same time.</p> <p>If this flag is checked on a rule, and a member’s order meets requirements for that rule and another rule, HungerRush Loyalty will only apply one rule.</p> <p>HungerRush Loyalty will automatically select the rule that awards the most points to the member.</p>
9	Store Admin Access	<div data-bbox="407 1520 849 1598"> <p><b>STORE ADMIN ACCESS</b></p> <input type="text" value="Allow"/></div> <div data-bbox="407 1623 849 1696"> <p><b>STORE ADMIN ACCESS</b></p> <input type="text" value="Disallow"/></div>	<p>The <b>Store Admin Access</b> option allows corporate teams to disable Store Admins and Company users from editing the rule. If this is set to allow, the <b>Edit</b> and <b>Remove</b> buttons will not display on the rule tile.</p>

10	Limit Per Day		<p>The <b>Limit Per Day</b> field allows you to control how many times the rule will apply to the same customer on the same business day. Values are No Limit, or 1 through 5.</p>
11	Min \$		<p>The <b>Minimum Dollars</b> field is used to specify the lowest subtotal that can earn points for the rule.</p>
12	Max \$		<p>The <b>Maximum Dollar</b> field is used to specify the highest subtotal that can earn points for the rule.</p>
13	Points		<p>The <b>Points</b> field specifies the number of points a customer earns for the rule.</p>
14	Add		<p>Click <b>Add</b> to save the new rule and return to the Rules Configuration screen. Click this button only after entering data as needed for all tabs.</p> <p>When editing a rule, <b>Add</b> is replaced with <b>Update</b>.</p>
15	Exit		<p>The <b>Exit</b> button will close the Rule Editor without saving any progress or changes.</p>

## Description Tab

NAME	IMAGE
Rule Editor Description Tab	

#	NAME	IMAGE	DESCRIPTION
1	Description Tab		The <b>Description Tab</b> allows you to configure custom rule descriptions that will override generic system text.
2	Header		The <b>Header</b> field defaults to the Rule Name manually entered into the general tab.  Update this text field to change what a customer will see in <i>HungerRush</i> and the <i>HungerRush</i> mobile apps.
3	Description		The <b>Description</b> field defaults to the logic text of the rule generated by all parameters and rule settings.  Update this field to change what a customer will see. This field provides additional details regarding the rule.

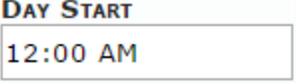
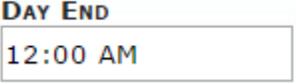
Rule Editor Description Tab continued

4	Notes	<div data-bbox="407 264 841 338"> <p>NOTES</p> <input type="text" value="Notes"/> </div> <div data-bbox="407 365 846 596"> <p><b>1 POINT PER ORDER (HEADER)</b></p> <p>1 POINT PER ORDER (DESCRIPTION)</p> <div data-bbox="583 506 672 543">NOTES</div> </div>	<p>The <b>Notes</b> field does not have any default values. We recommend listing limitations and fine print here such as qualifying items or rule availability.</p>
5	Add	<div data-bbox="565 678 675 741">Add</div> <div data-bbox="545 764 695 825">Update</div>	<p>Click <b>Add</b> to save the new Rule and return to the Rules Configuration screen. Click this button only after entering data as needed for all tabs.</p> <p>When editing a rule, Add is replaced with <b>Update</b>.</p>
6	Exit	<div data-bbox="597 900 643 947">✕</div>	<p>The Exit button will close the Rule Editor without saving any progress or changes.</p>

## Date & Time Tab

NAME	IMAGE
Rule Editor Date and Time Tab	

#	NAME	IMAGE	DESCRIPTION
1	Date & Time Tab		The <b>Date and Time</b> tab contains fields and settings to configure when a rule is valid so that a customer can earn points from the rule.
2	Effective Date		The <b>Effective Date</b> is the first day that the rule will start generating points for customers. This field is required for a general rule, and will populate to today's date when the rule is created.
3	End Date		The <b>End Date</b> is the last date that a point rule is active to generate points for customers.  This field is not required. If it is blank, the rule will stay active and customers can always use it to earn points.
4	Valid Days		The <b>Valid Days</b> options allow you to make a rule active or inactive on specific weekdays. By default, all days are active.  The rule is active on checked days and inactive on unchecked days.

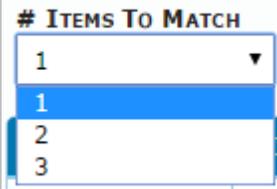
5	Day Start		<p>The <b>Day Start</b> field is used to specify when your business day starts. This field defaults to 12:00 a.m. The main reason to change this value is if the rule is for happy hour or timed rules.</p> <p>If your business is 24/7 then you will want to specify the time that your next business day starts and make sure that the location closes day in POS at this time.</p>
6	Day End		<p>The <b>Day End</b> field is used to specify when your business day ends. This field defaults to 12:00 a.m. The main reason to change this value is if the rule is for happy hour or timed rules.</p>
7	Add		<p>Click <b>Add</b> to save the new Rule and return to the Rules Configuration screen. Click this button only after entering data as needed for all tabs.</p> <p>When editing a rule, <b>Add</b> is replaced with <b>Update</b>.</p>
8	Exit		<p>The <b>Exit</b> button will close the Rule Editor without saving any progress or changes.</p>

## Items Tab

NAME	IMAGE
Rule Editor Items Tab	<div style="border: 1px solid #ccc; padding: 5px;"> <div style="background-color: #0070C0; color: white; padding: 2px; display: flex; justify-content: space-between;"> <span>Add Rule</span> <span style="border: 1px solid black; padding: 2px;">10</span> <span style="font-size: 12px;">✕</span> </div> <div style="background-color: #0070C0; color: white; padding: 2px; display: flex; justify-content: space-around; margin-top: 5px;"> <span>General</span> <span>Description</span> <span>Date &amp; Time</span> <span style="background-color: #70AD47; color: white;">Items</span> <span>Stores</span> </div> <div style="margin-top: 10px;"> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <div style="border: 1px solid #ccc; padding: 2px; display: flex; align-items: center;"> <span style="border: 1px solid black; padding: 2px; margin-right: 5px;">2</span> <span style="font-size: 10px;">GROUP NAME</span> <input style="width: 100px; height: 20px;" type="text"/> </div> <div style="border: 1px solid #ccc; padding: 2px; display: flex; align-items: center;"> <span style="border: 1px solid black; padding: 2px; margin-right: 5px;">6</span> <span style="font-size: 10px;"># ITEMS TO MATCH</span> <input style="width: 100px; height: 20px;" type="text"/> </div> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <div style="border: 1px solid #ccc; padding: 2px; display: flex; align-items: center;"> <span style="border: 1px solid black; padding: 2px; margin-right: 5px;">3</span> <span style="font-size: 10px;">ITEM NAME</span> <input style="width: 100px; height: 20px;" type="text"/> </div> <div style="border: 1px solid #ccc; padding: 2px; display: flex; align-items: center;"> <span style="border: 1px solid black; padding: 2px; margin-right: 5px;">8</span> <span style="font-size: 10px;">Group Name</span> <span style="font-size: 10px;">Item Name</span> <span style="font-size: 10px;">Style Name</span> <span style="font-size: 10px;">Size Name</span> </div> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <div style="border: 1px solid #ccc; padding: 2px; display: flex; align-items: center;"> <span style="border: 1px solid black; padding: 2px; margin-right: 5px;">4</span> <span style="font-size: 10px;">STYLE NAME</span> <input style="width: 100px; height: 20px;" type="text"/> </div> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <div style="border: 1px solid #ccc; padding: 2px; display: flex; align-items: center;"> <span style="border: 1px solid black; padding: 2px; margin-right: 5px;">5</span> <span style="font-size: 10px;">SIZE NAME</span> <input style="width: 100px; height: 20px;" type="text"/> </div> </div> <div style="text-align: center; margin-top: 10px;"> <span style="border: 1px solid black; padding: 2px; margin-right: 5px;">7</span> <span style="background-color: #0070C0; color: white; padding: 2px 5px; border-radius: 3px;">Add</span> </div> </div> </div>
	<span style="border: 1px solid black; padding: 2px;">9</span> <span style="background-color: #0070C0; color: white; padding: 2px 5px; border-radius: 3px;">Add</span>

#	NAME	IMAGE	DESCRIPTION
1	Items Tab	<span style="background-color: #70AD47; color: white; padding: 2px 5px; border-radius: 3px;">Items</span>	The <b>Items</b> tab contains fields that allow you to specify item(s) that are required for the customer to order for the point rule to apply.
2	Group Name	<span style="font-size: 10px; color: #003366;">GROUP NAME</span> <input style="width: 100px; height: 20px;" type="text"/>	The <b>Group Name</b> field is free form text. However, if the group name is not spelled the same as the group database name in the POS menu, the rule will not apply.
3	Item Name	<span style="font-size: 10px; color: #003366;">ITEM NAME</span> <input style="width: 100px; height: 20px;" type="text"/>	The <b>Item Name</b> field is free form text. However, if the item name is not spelled the same as the group database name in the POS menu, the rule will not apply.
4	Style Name	<span style="font-size: 10px; color: #003366;">STYLE NAME</span> <input style="width: 100px; height: 20px;" type="text"/>	The <b>Style Name</b> field is free form text. However, if the item name is not spelled the same as the style database name in the POS menu, the rule will not apply.

HungerRush Loyalty Point Rule Item Tab continued...

5	Size Name		<p>The <b>Size Name</b> field is free form text. However, if the item name is not spelled the same as the size database name in the POS menu, the rule will not apply.</p>																
6	Items To Match		<p>The <b>Items to Match</b> drop down list allows you to provide a list of items, and allows the loyalty member to earn points if the items on the order matches the quantity and specifications of the items in the rule.</p>																
7	Add Item		<p>The <b>Add Item</b> button will save the names you have entered in the saved item values section.</p>																
8	Saved Items	<table border="1" data-bbox="399 789 841 821"> <thead> <tr> <th>Group Name</th> <th>Item Name</th> <th>Style Name</th> <th>Size Name</th> </tr> </thead> <tbody> <tr> <td>Pizza</td> <td>CheesePizza</td> <td></td> <td>Large</td> </tr> </tbody> </table>	Group Name	Item Name	Style Name	Size Name	Pizza	CheesePizza		Large	<p>The <b>Saved Items</b> section shows all items that are required to be placed on an order for the point rule to apply to that order.</p>								
Group Name	Item Name	Style Name	Size Name																
Pizza	CheesePizza		Large																
8a	Saved Items	<table border="1" data-bbox="399 892 841 953"> <thead> <tr> <th>Group Name</th> <th>Item Name</th> <th>Style Name</th> <th>Size Name</th> </tr> </thead> <tbody> <tr> <td>Pizza</td> <td>CheesePizza</td> <td></td> <td>Large</td> </tr> </tbody> </table> <table border="1" data-bbox="399 982 841 1043"> <thead> <tr> <th>Group Name</th> <th>Item Name</th> <th>Style Name</th> <th>Size Name</th> </tr> </thead> <tbody> <tr> <td>Pizza</td> <td>CheesePizza</td> <td></td> <td>Large</td> </tr> </tbody> </table>	Group Name	Item Name	Style Name	Size Name	Pizza	CheesePizza		Large	Group Name	Item Name	Style Name	Size Name	Pizza	CheesePizza		Large	<p>Click an existing <b>Saved Item</b> in a rule to edit the values or delete the item.</p> <p>A selected item will be highlighted in yellow.</p>
Group Name	Item Name	Style Name	Size Name																
Pizza	CheesePizza		Large																
Group Name	Item Name	Style Name	Size Name																
Pizza	CheesePizza		Large																
8b	Edit Item Buttons		<p>The <b>Add Item</b> button is replaced with <b>Edit Item</b> buttons when an item is selected.</p> <p><b>Update</b> will save changes.</p> <p><b>Delete</b> will remove the record of the item.</p> <p><b>Cancel</b> will deselect the item and not save any changes.</p>																
9	Add		<p>Click <b>Add</b> to save the new Rule and return to the Rules Configuration screen. Click this button only after entering data as needed for all tabs.</p> <p>When editing a rule, <b>Add</b> is replaced with <b>Update</b>.</p>																
10	Exit		<p>The <b>Exit</b> button will close the Rule Editor without saving any progress or changes.</p>																

## Stores Tab

NAME
IMAGE

Rule Editor  
Stores Tab

Add Rule
1
9
✕

General
Description
Date & Time
Items
Stores

**STORES**

- 2
■ Franchise
  - East 5
    - Dev Store 6
    - ✓ Dev Test
    - Main Office
    - Revention Lab
  - 3
✓ West 7
    - ✓ Convention Center
    - 4
✓ ED Main Hall

8 Add

#	NAME	IMAGE	DESCRIPTION
1	Stores Tab		The <b>Stores Tab</b> displays all stores that have been configured to use HungerRush Loyalty. Stores can be arranged by user defined groups. Each group, sub group, and set of stores is then organized alphabetically.
2	Company		The first option that is also the farthest left is the <b>Company</b> .
3	Group		The second level underneath the company contains <b>Groups</b> and stores that report directly to the company level.
4	Store		Each group can contain sub groups and stores as well. Typically there are 3 levels: Corporate> Groups> <b>Stores</b> . You can organize your stores and groups as you need to represent your brand's organization.

5	Partially Selected Group	 East	<p>Green squares with a yellow square inside indicate a <b>Partially Selected Group</b>. A partially selected group has some stores selected for the rule and some stores deselected.</p>
6	Deselected Store/Group	 Dev Store	<p>Stores flagged with a blue square are <b>Deselected</b> for a rule to apply at that store.</p> <p><b>Important:</b> When a rule is created <u><b>all stores and groups are deselected by default</b></u>. This indicates that the rule is configured as a company-wide rule and will apply to all groups and stores.</p>
7	Selected store/Group	 West	<p>Green squares with a yellow checkmark indicate that the store is <b>Selected</b> or that all members of a group are selected.</p>
8	Add/Update	 	<p>Click <b>Add</b> to save the new Rule and return to the Rules Configuration screen. Click this button only after entering data as needed for all tabs.</p> <p>When editing a rule, <b>Add</b> is replaced with <b>Update</b>.</p>
9	Exit		<p>The <b>Exit</b> button will close the Rule Editor without saving any progress or changes.</p>

## Reward Rules

Reward rules appear as green tiles in the HungerRush Loyalty Rules Configuration tile view. In the grid view, reward rules have a checked box in the Is Reward column. In both views, rules can be edited or removed. Once the Add New Reward Rule or Edit Reward Rule buttons are clicked, the Rule editor will pop up in an application window. The window will always display the General tab by default.

Point Rules

IMAGE

Tile View

HONEYCOMB RULES CONFIGURATION

Point Rule
Reward Rule
Tile Grid

10 Pts ON SIGNUP

EARN 10 POINTS ON REGISTRATION

Edit | Remove

5 POINTS ON BIRTHDAY

EARN 5 POINTS WHEN YOU SPEND \$10.00 OR MORE ON YOUR BIRTHDAY

Edit | Remove

5 Pts For Lg PIZZA

EARN 5 POINTS ON QUALIFYING ITEMS

Edit | Remove

5 Pts ON ANNIVERSARY

EARN 5 POINTS WHEN YOU SPEND \$10.00 OR MORE ON YOUR MEMBERSHIP ANNIVERSARY

Edit | Remove

SPEND 1 GET 1

EARN 10 POINTS FOR EVERY \$10.00 SPENT UP TO \$50.00

Edit | Remove

5 OFF NEXT ORDER AFTER ORDER OF 100 OR MORE

RECEIVE \$5.00 OFF GIFT CERTIFICATE WHEN YOU SPEND \$100.00

Edit | Remove

FREE BIRTHDAY BROWNIE

RECEIVE \$4.00 OFF GIFT CERTIFICATE ON YOUR BIRTHDAY. OFFER VALID ON QUALIFYING ITEMS ONLY

Edit | Remove

FREE LARGE PIZZA AT 100 Pts.

RECEIVE 100% OFF GIFT CERTIFICATE WHEN YOU REACH 100 POINTS. OFFER VALID ON QUALIFYING ITEMS ONLY

Edit | Remove

Powered By Revention Inc.

Grid View

HONEYCOMB RULES CONFIGURATION

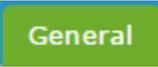
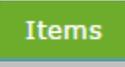
Point Rule
Reward Rule
Tile Grid

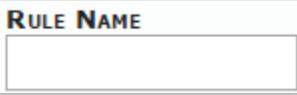
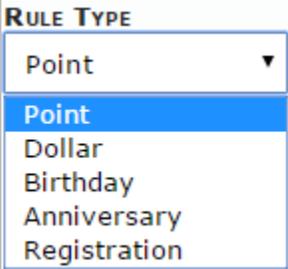
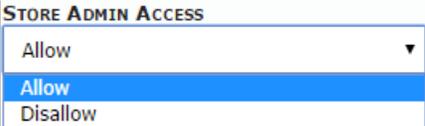
Name	Category	Earn	Is Reward		
10 Pts on signup	Registration	10 Points	<input type="checkbox"/>	Earn 10 points on registration	<a href="#">Edit</a>   <a href="#">Remove</a>
5 points on birthday	Birthday	5 Points	<input type="checkbox"/>	Earn 5 points when you spend \$10.00 or more on your birthday	<a href="#">Edit</a>   <a href="#">Remove</a>
5 Pts For Lg Pizza	General	5 Points	<input type="checkbox"/>	Earn 5 points on qualifying items	<a href="#">Edit</a>   <a href="#">Remove</a>
5 Pts on anniversary	Anniversary	5 Points	<input type="checkbox"/>	Earn 5 points when you spend \$10.00 or more on your membership anniversary	<a href="#">Edit</a>   <a href="#">Remove</a>
Spend 1 Get 1	General	10 Points	<input type="checkbox"/>	Earn 10 points for every \$10.00 spent upto \$50.00	<a href="#">Edit</a>   <a href="#">Remove</a>
5 off next order after order of 100 or more	Dollar	\$5	<input checked="" type="checkbox"/>	Receive \$5.00 off gift certificate when you spend \$100.00	<a href="#">Edit</a>   <a href="#">Remove</a>
Free Birthday Brownie	Birthday	\$4	<input checked="" type="checkbox"/>	Receive \$4.00 off gift certificate on your birthday. Offer valid on qualifying items only	<a href="#">Edit</a>   <a href="#">Remove</a>
Free Large Pizza at 100 pts.	Point	\$100	<input checked="" type="checkbox"/>	Receive 100% off gift certificate when you reach 100 points. Offer valid on qualifying items only	<a href="#">Edit</a>   <a href="#">Remove</a>

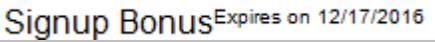
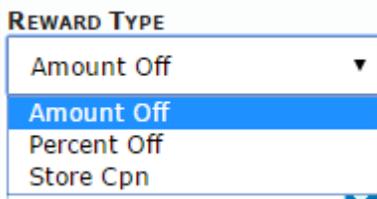
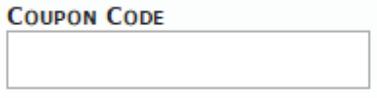
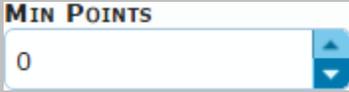
Powered By Revention Inc.

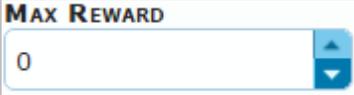
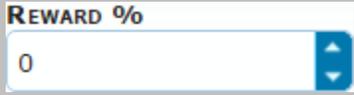
## General Tab

NAME	IMAGE
Rule Editor General Tab	

#	NAME	IMAGE	DESCRIPTION
1	General Tab		<p>The <b>General Tab</b> is the default tab that displays when you edit or create a new reward rule.</p> <p>This tab determines rule type and value of the reward. The active tab always displays in green.</p>
2	Description Tab		<p>The <b>Description Tab</b> allows you to configure custom rule descriptions that will override generic system text.</p>
3	Items Tab		<p>The <b>Items Tab</b> has setups to restrict rules to apply to specific items from the <i>HungerRush</i> POS menu.</p>
4	Stores Tab		<p>The <b>Stores Tab</b> allows you to specify whether the reward is redeemable at a store.</p>

5	Rule Name		<p>The <b>Rule Name</b> field allows you to enter in a custom name for your rule. This is a required field. Letters and numbers are valid characters.</p> <p>Special characters such as, !@#\$%^&amp;*() are not valid and the rule will not save if a special character is entered.</p>
6	Rule Type		<p>There are five (5) types of reward rules. The <b>Rule Type</b> determines the requirements for the member to earn a reward.</p> <p><b>Point</b>—applies a reward to a member’s account once they have earned a specified number of points.</p> <p><b>Dollar</b>—applies a reward to a member’s account based on the amount of money a member has spent.</p> <p><b>Birthday</b>—applies a reward to a member’s account that is only valid on their birthday.</p> <p><b>Anniversary</b>—applies a reward to a member’s account that is only valid on their membership anniversary.</p> <p><b>Registration</b>—applies a reward to a member’s account once they enroll in the loyalty program.</p>
7	Is Exclusive		<p>The <b>Is Exclusive</b> flag determines if the member can apply multiple loyalty rewards to the same order.</p> <p>If this flag is checked on a rule, and a member’s order meets requirements for that rule and another rule, HungerRush Loyalty will allow the customer to only apply one reward.</p> <p>The member can remove a reward and apply a different reward if desired.</p>
8	Store Admin Access		<p>The <b>Store Admin Access</b> option will either Allow or Disallow Company Users and Store Admins to edit the rule once it is saved.</p>

9	Days Valid	 	<p>The <b>Days Valid</b> field specifies the number of days a reward code issued by the rule will be valid. This will update the reward email with an automated expiration date.</p>
10	Reward Type	 	<p>The <b>Reward Type</b> determines how the member's order will be discounted. This is either a flat dollar amount off of the subtotal or a percent off of the subtotal.</p> <p>This can also be setup as a Store Coupon.</p> <p>If the store Coupon is selected, the discount field will be replaced with a <b>Coupon Code</b> field. This must be a 9 digit (or less) validation code on a Coupon in the POS.</p>
11	Min Points		<p>The <b>Minimum Points</b> field is the number of points a member must earn before a point based reward rule will apply a reward to their account.</p> <p>This field is greyed out for all rule types except point based reward rules.</p>
12	Min \$ Spent Over		<p>The <b>Minimum Dollars Spent Over</b> field is used for the dollar rule type. This field is greyed out for all other rule types. This field has a drop down menu of four (4) options.</p> <p><b>None</b>—If none is selected the rule will only apply to one order at a time.</p> <p><b>Last 30, 60, or 90 Days</b>—these three options will allow the rule to review the customer's order history. If a customer has spent the specified amount of money during the selected time period, the reward will be awarded to their account.</p>

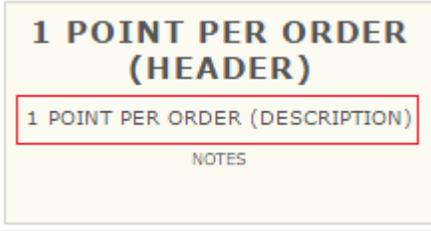
13	Max Reward		<p>The <b>Maximum Reward</b> field is used for percent off reward type. It specifies the largest discount that can be applied for percentage discounts.</p> <p>A customer earns a 10% discount reward but the max reward is set to \$10.00. If the customer spends \$150.00 on an order and applies this reward, the discount will still be \$10.00 instead of \$15.00.</p>
14	Reward \$ Reward %	 	<p>This field is contextual and changes between dollars and percentages based on the <b>Reward Type</b>.</p> <p><b>Reward Value</b>—this is the flat dollar amount for <b>Amount Off</b> rewards.</p> <p><b>Reward Percent</b>—this is the percent that is discounted for <b>Percent Off</b> rewards.</p>
15	Add	 	<p>Click <b>Add</b> to save the new Rule and return to the Rules Configuration screen. Click this button only after entering data as needed for all tabs.</p> <p>When editing a rule, <b>Add</b> is replaced with <b>Update</b>.</p>
16	Delete		<p>The <b>Exit</b> button will close the Rule Editor without saving any progress or changes.</p>

## Description

NAME	IMAGE
<p>Rule Editor Description on Tab</p>	

#	NAME	IMAGE	DESCRIPTION
1	Description Tab		The Description Tab allows you to configure custom rule descriptions that will override generic system text.
2	Header		<p>The Header field defaults to the Rule Name manually entered into the general tab.</p> <p>Update this text field to change what a customer will see.</p>

Rule Editor Description Tab continued

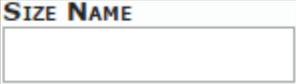
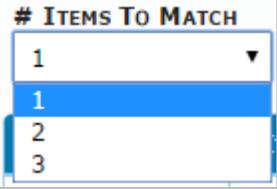
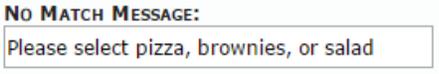
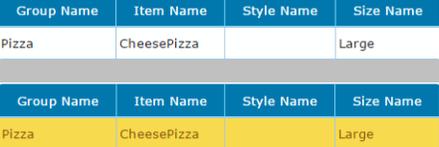
3	Description	<p>DESCRIPTION</p> <p>1 Point per Order (Description)</p> 	<p>The Description field defaults to the logic text of the rule generated by all parameters and rule settings.</p> <p>Update this field to change what a customer will see. This field provides additional details regarding the rule.</p>
4	Notes	<p>NOTES</p> <p>Notes</p> 	<p>The Notes field does not have any default values. We recommend listing limitations and fine print here such as qualifying items or time frames for rule availability.</p>
5	Customer Friendly Name	<p>CUSTOMER FRIENDLY NAME</p> <p>Test1</p> <p>👉 REWARD CODE: <b>HC105268</b> - Test1</p>	<p>The Customer Friendly Name will over-write the rule description text in any emails to loyalty members. Use this field to present a reward as a “Free Product” to your loyalty members.</p>
6	Add	<p>Add</p> <p>Update</p>	<p>Click Add to save the new Rule and return to the Rules Configuration screen. Click this button only after entering data as needed for all tabs.</p> <p>When editing a rule, Add is replaced with Update.</p>
7	Exit		<p>The Exit button will close the Rule Editor without saving any progress or changes.</p>

## Items

NAME	IMAGE
Rule Editor Item Tab	

#	NAME	IMAGE	DESCRIPTION
1	Items Tab		The <b>Items</b> tab contains fields that allow you to specify qualifying item(s) that the reward will apply to.
2	Group Name		The <b>Group Name</b> field is free form text. However, if the group name is not spelled the same as the group database name in the POS menu, the rule will not apply.
3	Item Name		The <b>Item Name</b> field is free form text. However, if the item name is not spelled the same as the group database name in the POS menu, the rule will not apply.
4	Style Name		The <b>Style Name</b> field is free form text. However, if the item name is not spelled the same as the style database name in the POS menu, the rule will not apply.

HungerRush Loyalty Reward Rule Items Tab continued...

5	Size Name		<p>The <b>Size Name</b> field is free form text. However, if the item name is not spelled the same as the size database name in the POS menu, the rule will not apply.</p>
6	Add Item		<p>The <b>Add Item</b> button will save the names you have entered in the saved item section.</p>
7	Items To Match		<p>The <b>Items to Match</b> drop down list allows you to provide a list of items, and allows the loyalty member to redeem the reward if the item(s) on the order match the number and specifications of the items to match in the rule.</p>
8	No Match Message		<p>The <b>No Match Message</b> is a custom message that will display in <i>HungerRush</i> or the POS if someone attempts to redeem the reward without meeting the item requirements.</p>
9	Saved Items		<p>The <b>Saved Items</b> section shows all items that are required to be placed on an order for the point rule to apply to that order.</p>
9a	Saved Items		<p>Click an existing <b>Saved Item</b> in a rule to edit the values or delete the item. A selected item will display as yellow.</p>
9b	Edit Item Buttons		<p>The <b>Add Item</b> button is replaced with <b>Edit Item</b> buttons when an item is selected. <b>Update</b> will save changes. <b>Delete</b> will remove the record of the item. <b>Cancel</b> will deselect the item and not save any changes.</p>
10	Add		<p>Click <b>Add</b> to save the new Rule and return to the Rules Configuration screen. Click this button only after entering data as needed for all tabs. When editing a rule, <b>Add</b> is replaced with <b>Update</b>.</p>
11	Exit		<p>The <b>Exit</b> button will close the Rule Editor without saving any progress or changes.</p>

## Stores

NAME	IMAGE
<p>Rule Editor Stores Tab</p>	

#	NAME	IMAGE	DESCRIPTION
1	Stores Tab		The <b>Stores Tab</b> displays all stores that have been configured in HungerRush Loyalty. Stores can be arranged by user defined groups. Each group, sub group, and set of stores is then organized alphabetically.
2	Company		The first option that is also the farthest left is the <b>Company</b> .
3	Group		The second level underneath the company contains <b>Groups</b> and stores that report directly to the company level.
4	Store		Each group can contain sub groups and stores as well. Typically there are 3 levels: Corporate> Groups> <b>Stores</b> . You can organize your stores and groups as you need to represent your brand's structure.

5	Partially Selected Group	 East	<p>Green squares with a yellow square inside indicate a <b>Partially Selected Group</b>. A partially selected group has some stores selected for the rule and some stores deselected.</p>
6	Deselected Store/Group	 Dev Store	<p>Stores flagged with a blue square are <b>Deselected</b> for a rule to apply at that store.</p> <p><b>Important:</b> When a rule is created <b>all stores and groups are deselected by default</b>. This indicates that the rule is configured as a company-wide rule and will apply to all stores and groups.</p>
7	Selected store/Group	 West	<p>Green squares with a yellow checkmark, indicate that the store is <b>Selected</b> or that all members of a group are selected.</p>
8	Add/Update	 	<p>Click <b>Add</b> to save the new Rule and return to the Rules Configuration screen. Click this button only after entering data as needed for all tabs.</p> <p>When editing a rule, <b>Add</b> is replaced with <b>Update</b>.</p>
9	Exit		<p>The <b>Exit</b> button will close the Rule Editor without saving any progress or changes.</p>

# Customer Maintenance

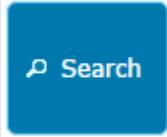
The customer maintenance menu allows users to search for existing loyalty member accounts. Once an account has been selected, users can add or subtract points, and issue unique rewards to all selected customer accounts.



## Customer Search

The customer search is the default display after clicking on Customer Maintenance. Enter data for the selected parameter to search the HungerRush Loyalty database for a loyalty member’s account.

#	NAME	IMAGE	DESCRIPTION
1	Rules Configuration		Click the <b>Rules Configuration</b> button to return to the main window to edit and create rules.
2	Customer Maintenance		Click the <b>Customer Maintenance</b> button to change the window to the customer search menu.
3	Text Input		The Text Input field is where you enter text for the selected search parameter. <b>Please Note:</b> accepted characters change by the active search parameter.
4	Phone Number		A customer’s <b>Phone Number</b> is the default search parameter. Numbers are the only accepted characters, as numbers are typed they are automatically formatted. To execute a search, a ten digit phone number must be entered.

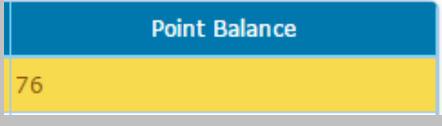
5	Email		<p>Click the <b>Email</b> button to change the search parameter to the email associated with a loyalty account. Numbers, letters, and some special characters are accepted.</p>
6	Loyalty ID		<p>Click <b>Loyalty ID</b> to change the search parameter to the customer's system generated ID number. Numbers and letters are accepted characters. Loyalty member ID's start as seven character strings but will lengthen based on the number of customers enrolled and can include letters.</p>
7	Search		<p>Click the <b>Search</b> button to execute the query. If the data was invalid, warnings will display below the text input field. If there are no matching records, an error window will display stating this. If there are matching records, the window will update.</p>

## Customer Search Results

The customer search results menu only displays after a successful search of the HungerRush Loyalty database. The results provide an overview of customer information and allow users to return to the search menu, edit loyalty member point totals, or create rewards.

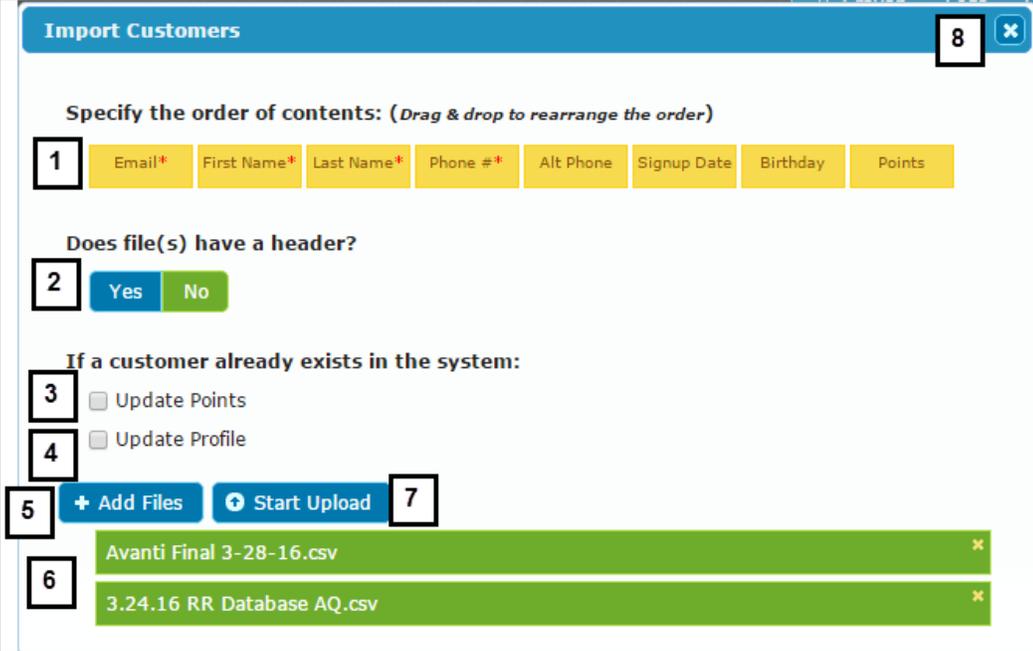
NAME	IMAGE
Customer Search Results	

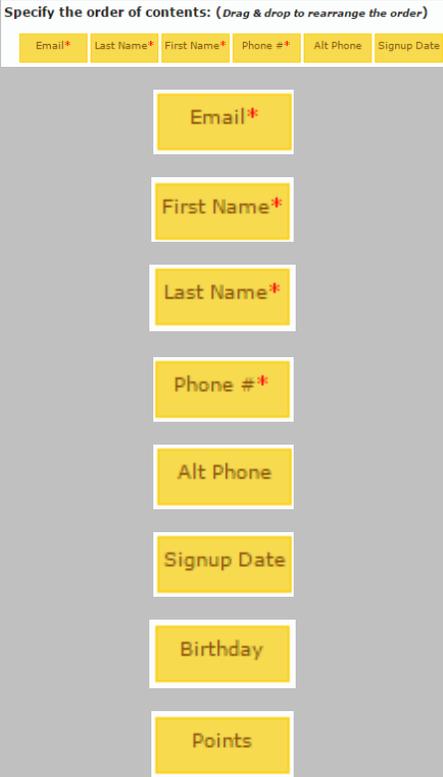
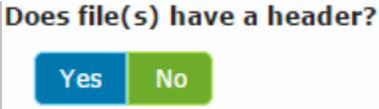
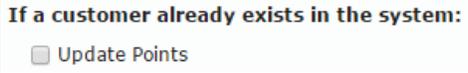
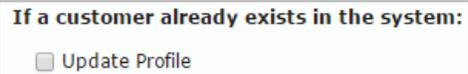
#	NAME	IMAGE	DESCRIPTION
1	Search		Click the <b>Search</b> button to return to the customer search menu.
2	Add Points		Click <b>Add Points</b> to add or subtract points to a member's Point Balance.
3	Create Reward		Click <b>Create Reward</b> to issue a unique, one-time reward to the selected members.
4	Select All Results		Click <b>Select All</b> to make mass changes to all results.
5	Select Account		Click <b>Select Account</b> to make changes to one account at a time.
6	Loyalty ID		Click the <b>Loyalty ID</b> header to sort results by this field. The <b>Loyalty ID</b> is a unique, system generated number to help you identify the member.
7	First Name		Click the <b>First Name</b> header to sort results alphabetically by this field. This field is populated by employees or imported data.

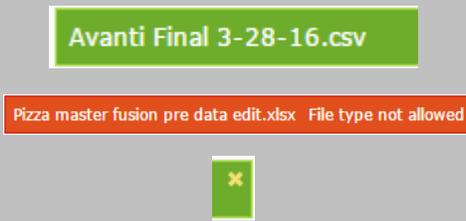
8	Last Name		Click the <b>Last Name</b> header to sort results alphabetically by this field. This field is populated by employees or imported data.
9	Email		Click the <b>Email</b> header to sort results alphabetically by this field. This field is populated by employees or imported data, but each email address is unique and can only be entered once in HungerRush Loyalty.
10	Point Balance		Click the <b>Point Balance</b> header to sort results alphabetically by this field. This field can be updated using the <b>Add Points</b> function or by point rules.
11	Page Navigation		Use the page numbers to navigate to additional pages with more groups.

# Customer Import

The customer import functionality allows you to take information from a previous loyalty program and import customer data into your HungerRush Loyalty database. This allows your loyalty members to seamlessly transition between your previous loyalty program and HungerRush Loyalty.

NAME	IMAGE
<p>Rule Editor Stores Tab</p>	 <p>The screenshot shows the 'Import Customers' interface. At the top is a blue header with the title 'Import Customers' and a close button (8). Below the header, there is a section titled 'Specify the order of contents: (Drag &amp; drop to rearrange the order)'. This section contains a row of eight yellow buttons: 'Email*' (1), 'First Name*' (2), 'Last Name*' (3), 'Phone #*' (4), 'Alt Phone', 'Signup Date', 'Birthday', and 'Points'. Below this is a question 'Does file(s) have a header?' with 'Yes' (5) and 'No' (6) buttons. Underneath is the section 'If a customer already exists in the system:' with two checkboxes: 'Update Points' (7) and 'Update Profile'. At the bottom, there are two buttons: '+ Add Files' and 'Start Upload' (8). Below the buttons, there is a list of two files: 'Avanti Final 3-28-16.csv' and '3.24.16 RR Database AQ.csv', each with a close button (x) on the right.</p>

#	NAME	IMAGE	DESCRIPTION
1	Import File Contents		<p>There are four required fields for a record to be imported into HungerRush Loyalty. These four fields are marked with a red asterisk.</p> <p><b>Email</b></p> <p><b>First Name</b></p> <p><b>Last Name</b></p> <p><b>Phone Number</b></p> <p>There are four optional fields that can be imported:</p> <p>Alt Phone</p> <p>Signup Date (Registration Date)</p> <p>Birthday</p> <p>Points</p> <p>Yellow boxes signify the order of the document's contents for each column. Drag and drop the boxes to match the order of your import file.</p> <p><b>Important:</b> All import files must be in a comma delimited format, .csv file type extension with blank values for missing data.</p>
2	Header Toggle		<p>If your import file has <b>Headers</b> (Column Names as the first row), select <b>Yes</b>. If the first row is a customer record, select <b>No</b>.</p>
3	Update Points		<p><b>Update Points</b> allows you to add a loyalty member's points to an existing record. Check the box to turn this option on.</p>
4	Update Profile		<p><b>Update Profile</b> allows you to update the following fields on an existing loyalty member's account:</p> <p>First Name, Last Name, Phone, Alt Phone, and Birthday.</p>
5	Add Files		<p><b>Add Files</b> allows you to select a .csv file from your computer to upload to the Import Window.</p> <p><b>Important:</b> if the file selected is not, .csv, then you will receive an invalid file type error.</p>

6	Uploaded Files		<p><b>Uploaded Files</b> display under the Add Files button. Files in Green are accepted .csv format.</p> <p>Invalid file types, such as .xls, .xlsx, and .tldr etc. are highlighted in orange with a warning that the file isn't allowed.</p> <p>Click the delete button on the far right of the record to remove it.</p>
7	Start Upload		<p><b>Start Upload</b> will begin writing the records to your HungerRush Loyalty database.</p> <p>Any invalid files that have been uploaded will disable the start upload button until they are removed.</p>
8	Exit		<p>Click <b>Exit</b> to leave the Customer Import window without importing any customers.</p>

## Customer Import Required Fields

In order for a customer to be imported into HungerRush Loyalty they must have the four required fields: First Name, Last Name, Phone, and Email. If any of these fields is blank on import, the record will be skipped and not entered into HungerRush Loyalty.

**Please Note:** First Name and Last Name are separate fields.

## Customer Import Optional Fields

There are four optional fields that can be added to a customer record on import: Alternate Phone, Enrollment Date, Current Points, and Birthday.

**Please Note:** Imported customers will not receive registration rule emails because the customer has already enrolled in your loyalty program.

## Customer Import Examples

We will go through four import examples to illustrate how data will be imported and saved into your HungerRush Loyalty database when you complete a customer import. For each example, we will use the same data shown below; however, the options for “Update Profile” and “Update Points” will be turned on and off.

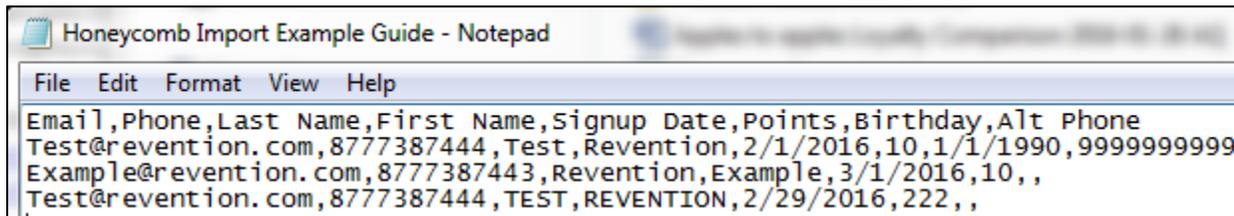
First, we’ll go over viewing data in two standard editor programs: Excel, and Notepad. We have three separate records, one record for [Test@HungerRush.com](mailto:Test@HungerRush.com), one record for [Example@HungerRush.com](mailto:Example@HungerRush.com), and a duplicate record for [Test@HungerRush.com](mailto:Test@HungerRush.com) with different data.

Customer data in a .csv file opened with Microsoft Excel:

A	B	C	D	E	F	G	H
Email	Phone	Last Name	First Name	Signup Date	Points	Birthday	Alt Phone
Test@revention.com	8777387444	Test	Revention	3/29/2016	10		
Example@revention.com	8777387443	Revention	Example	3/29/2016	10		
Test@revention.com	8777387444	TEST	REVENTION	2/29/2016	222	1/1/1990	9999999999

Customer data in a .csv file opened with Notepad:

**Please Note:** Blank fields for Birthday and Alt Phone are marked with commas even though the fields have no data.



```

Honeycomb Import Example Guide - Notepad
File Edit Format View Help
Email,Phone,Last Name,First Name,Signup Date,Points,Birthday,Alt Phone
Test@revention.com,8777387444,Test,Revention,2/1/2016,10,1/1/1990,9999999999
Example@revention.com,8777387443,Revention,Example,3/1/2016,10,,
Test@revention.com,8777387444,TEST,REVENTION,2/29/2016,222,,
    
```

## Customer Import Example 1

For example 1, we will import the customer record and have the wizard skip any records that already exist.

To complete the initial Import we will load the import wizard, and then **Specify the order of contents**. This means that the header names are dragged into the same order in our import document above.

**Specify the order of contents: ( Drag & drop to rearrange the order )**

Email\*

Phone #\*

Last Name\*

First Name\*

Signup Date

Points

Birthday

Alt Phone

Next, we check **yes**, that the import file has a Header. This means that the first row of data will be skipped by the import function.

**Does file(s) have a header?**

Yes

No

After we have designated the header status, we set options for how HungerRush Loyalty will handle records that already exist. This is done by the **Update Points** and **Update Profile** check boxes. For example 1, we will leave both boxes unchecked. This means, that HungerRush Loyalty will skip any records in the import file if they have the same email as an existing record in the database.

**If a customer already exists in the system:**

Update Points  
 Update Profile

Lastly, the file is added and we click **Start Upload**.

+ Add Files

Start Upload

Honeycomb Import Example Guide.csv ✕

Now, we look at the results. From our original data, listed below, we had two customer records with the same email.

A	B	C	D	E	F	G	H
Email	Phone	Last Name	First Name	Signup Date	Points	Birthday	Alt Phone
Test@revention.com	8777387444	Test	Revention	3/29/2016	10		
Example@revention.com	8777387443	Revention	Example	3/29/2016	10		
Test@revention.com	8777387444	TEST	REVENTION	2/29/2016	222	1/1/1990	9999999999

Duplicate emails in the same file will always be skipped. This is why it is very important to review your import files and delete, combine, or remove duplicate records.

File Name	Status
Honeycomb Import Example Guide.csv	 Imported: 2 records. Skipped: 1 records

The result is two customers in HungerRush Loyalty:

Account#	Email	Phone	Last Name	First Name	Signup Date	Points
1048979	Test@HungerRush.com	8777387444	Test	HungerRush	3/29/2016	10
1048980	Example@HungerRush.com	8777387443	HungerRush	Example	3/29/2016	10

## Customer Import Example 2

For our second example, we will import the same three records, but with different point values. Since we completed an import in example 1, [Test@HungerRush.com](#), and [Example@HungerRush.com](#), are existing customers both with 10 points. We want to update their point values.

	A	B	C	D	E	F	G	H
1	Email	Phone	Last Name	First Name	Signup Date	Points	Birthday	Alt Phone
2	Test@revention.com	8777387444	Test	Revention	2/1/2016	222	1/1/1990	6666666666
3	Example@revention.com	8777387443	Revention	Example	3/1/2016	300		
4	Test@revention.com	8777387999	Rev	Test	2/29/2016	100		

We use all of the exact same settings except **Update Points**. This checkbox is turned on.

Import Customers
✕

Specify the order of contents: *(Drag & drop to rearrange the order)*

Email\*

Phone #\*

Last Name\*

First Name\*

Signup Date

Points

Birthday

Alt Phone

Does file(s) have a header?

Yes

No

If a customer already exists in the system:

Update Points  
 Update Profile

+ Add Files

🔄 Start Upload

Honeycomb Import Example Guide.csv
✕

This gives us the following results on the import, two records imported, one record skipped.

File Name	Status
Honeycomb Import Example Guide.csv	<span style="color: #28a745; font-weight: bold;">✔</span> Imported: 2 records. Skipped: 1 records

For the actual customer records in HungerRush Loyalty, we have the exact same customer information, but their points are updated to the combined total of their points in HungerRush Loyalty, plus the points on the second import.

Account#	Email	Phone	Last Name	First Name	Signup Date	Points
1048979	Test@HungerRush.com	8777387444	Test	HungerRush	3/29/2016	232
1048980	Example@HungerRush.com	8777387443	HungerRush	Example	3/29/2016	310

### Customer Import Example 3

For our third example, we will import the same three records, but with updated information for their profiles. Since we completed an import in example 1 and example 2, [Test@HungerRush.com](mailto:Test@HungerRush.com), and [Example@HungerRush.com](mailto:Example@HungerRush.com), are existing customers with point totals of 232 and 310 respectively.

We only want to update their information, so the fields we have updated are highlighted in red.

	A	B	C	D	E	F	G	H
1	Email	Phone	Last Name	First Name	Signup Date	Points	Birthday	Alt Phone
2	Test@revention.com	7777777777	Revention	Tester	3/30/2016	222	2/2/1990	6666666666
3	Example@revention.com	4444444444	Revention	Example	3/1/2016	300	3/3/2000	3333333333
4	Test@revention.com	8777387999	Rev	Test	2/29/2016	100		

We use all the same settings, except **Update Profile** checkbox is turned on, and **Update Points** is turned off.

This gives us the following results on the import, two records imported, one record skipped.

File Name	Status
Honeycomb Import Example Guide.csv	Imported: 2 records. Skipped: 1 records

For the actual customer records in HungerRush Loyalty, we updated customer information, but their points remain the same.

Account#	Email	Phone	Last Name	First Name	Signup Date	Pts	Birthday	Alt Phone
1048979	Test@HungerRush.com	7777777777	HungerRush	Tester	3/29/2016	222	2/2/1990	666 6666666
1048980	Example@HungerRush.com	4444444444	HungerRush	Example	3/29/2016	310	3/3/2000	333 3333333

**Please Note:** The signup date, while different and flagged for update has not changed (field marked in green). This field is never updated once recorded in HungerRush Loyalty.

## Customer Import Example 4

For our fourth example, we will import the same three records, but with updated information for their profiles and updated points. Since we completed an import in example3, [Test@HungerRush.com](mailto:Test@HungerRush.com), and [Example@HungerRush.com](mailto:Example@HungerRush.com), are existing customers with point totals of 232 and 310 respectively. We want to update the first name of Test and add 100 points to each account.

A	B	C	D	E	F	G	H
Email	Phone	Last Name	First Name	Signup Date	Points	Birthday	Alt Phone
Test@revention.com	777777777	Revention	Test	3/30/2016	100	2/2/1990	6666666666
Example@revention.com	444444444	Revention	Example	3/1/2016	100	3/3/2000	3333333333
Test@revention.com	8777387999	Rev	Test	2/29/2016	100		

We turn on both **Update Profile** and **Update Points** since we need to update both records.

Import Customers
✕

Specify the order of contents: *(Drag & drop to rearrange the order)*

Email\*

Phone #\*

Last Name\*

First Name\*

Signup Date

Points

Birthday

Alt Phone

Does file(s) have a header?

Yes

No

If a customer already exists in the system:

Update Points  
 Update Profile

+ Add Files

📁 Start Upload

Honeycomb Import Example Guide.csv
✕

This gives us the following results on the import, two records imported, one record skipped.

File Name	Status
Honeycomb Import Example Guide.csv	<span style="color: #28a745; font-weight: bold;">✔</span> Imported: 2 records. Skipped: 1 records

For the actual customer records in HungerRush Loyalty, we updated customer information and points. All fields affected are highlighted in red.

Account#	Email	Phone	Last Name	First Name	Signup Date	Pts	Birthday	Alt Phone
1048979	Test@HungerRush.com	777777777	HungerRush	Test	3/29/2016	322	2/2/1990	666 6666666
1048980	Example@HungerRush.com	444444444	HungerRush	Example	3/29/2016	410	3/3/2000	333 3333333

# HungerRush Loyalty in the Point of Sale

HungerRush Loyalty completely integrates with your *HungerRush* point of sale ordering platform, when HungerRush Loyalty is enabled there are several new buttons, messages, and warnings that your employees will see. The new buttons allow employees in store to look up loyalty member accounts, perform ad-hoc points adjustments, and issue one-time rewards to loyalty members directly from the point of sale without using the R-Enterprise web portal.

## Enrolling a Customer as a Loyalty Member

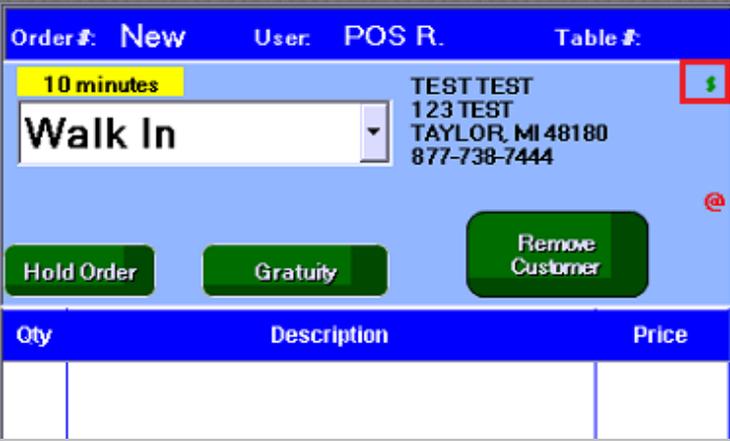
New customers can be enrolled in your loyalty program by employees during the normal ordering process with two easy steps.

Step	IMAGE	Instructions
1		<p>Validate that all four HungerRush Loyalty required fields are populated:</p> <ul style="list-style-type: none"> <li><b>First Name</b></li> <li><b>Last Name</b></li> <li><b>Phone</b></li> <li><b>Email</b></li> </ul>
2		<p>Once all four Required fields for HungerRush Loyalty are entered, click the <b>Add HungerRush Loyalty</b> button to enroll the customer in your loyalty program.</p>
3		<p>The employee will then receive a message that the customer is now enrolled as a loyalty member.</p>

## Looking Up an Existing Loyalty Member in the POS Customer Database

After a loyalty member has been saved to *HungerRush* Point of Sale, whenever an employee selects a customer profile and applies it to an order, the point of sale retains information on Loyalty enrollment status. There are no additional actions required.

Employees can use any field on the customer profile to apply the customer’s record to the order. Valid lookup fields are: Phone, Name, Location, Address, ID, Email, and Acct #. The fastest way to retrieve the customer record is through the customer’s email address or phone number. Customers who are also Loyalty Members will be designated with the green \$ next to their name in the orders screen.

IMAGE	Instructions
 <p>The screenshot shows a POS interface with the following details:         <ul style="list-style-type: none"> <li>Order #: New</li> <li>User: POS R.</li> <li>Table #: [blank]</li> <li>10 minutes (highlighted in yellow)</li> <li>Walk In (dropdown menu)</li> <li>Customer Name: TEST TEST (with a green '\$' icon next to it)</li> <li>Address: 123 TEST TAYLOR, MI 48180</li> <li>Phone: 877-738-7444</li> <li>Buttons: Hold Order, Gratuity, Remove Customer</li> <li>Table below with columns: Qty, Description, Price</li> </ul> </p>	<p>If the customer has been enrolled as a loyalty member, they will have a green \$ next to their name.</p>

## Loyalty Member Lookup in the Point of Sale Order Screen

Loyalty member information can be added to an order with or without a saved customer profile in the point of sale. The loyalty lookup in the point of sale orders screen can be used to look up a loyalty account by Telephone, Email, or Loyalty ID.

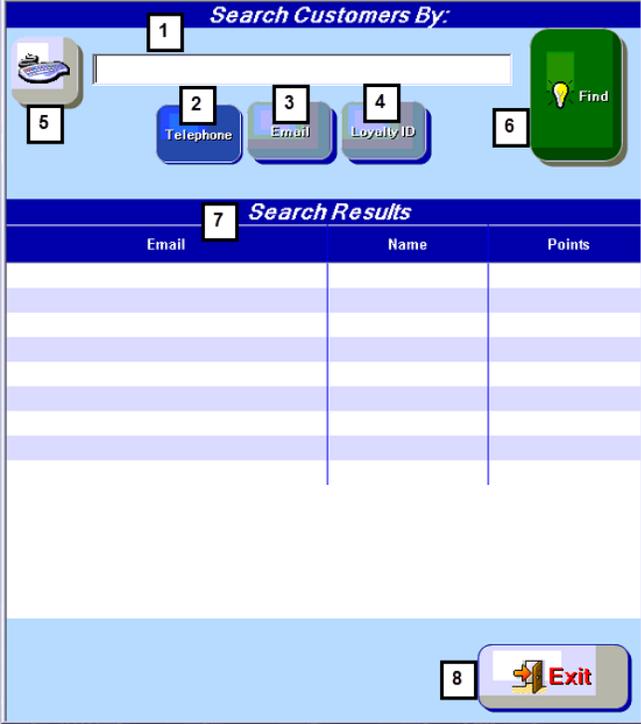
Using this option will not save the member's record to the point of sale customer database. Any information added to the order that is not stored in the HungerRush Loyalty database, such as the member's address, will need to be re-entered the next time the customer orders if the record is not manually saved.



### HungerRush Point of Sale Customer Information

Some order types may be configured for quick service, dine-in, or bar-tabs, and may not be configured to require or save customer information.

For example, the Bar order type is typically set up so that it does not save customer records. The loyalty lookup function in the point of sale Orders screen allows customer information to be added to the order without searching through the Point of Sale Customer database or saving any information to the customer database in the point of sale.

NAME	IMAGE
<p>HungerRush Loyalty Loyalty Member Search</p>	

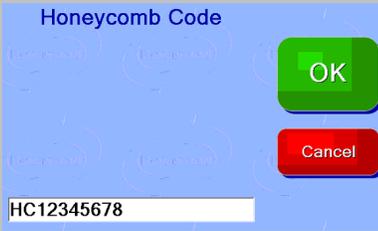
#	NAME	IMAGE	DESCRIPTION
1	Search By		The <b>Search By</b> field is where customer email, telephone, or Loyalty ID can be entered. The characters that can be typed in this field are restricted by the Search Parameter.
2	Telephone		The <b>Telephone</b> search parameter will return all member accounts in the HungerRush Loyalty database that have the telephone number associated with their account.  When searching by telephone, only numbers can be entered into the <b>Search By</b> field.
3	Email		The <b>Email</b> search parameter will return the one (1) account registered in HungerRush Loyalty with that email address.  When searching by email address, the search can only be completed if a correctly formatted email is entered. All emails must have an @ and a domain suffix like “.NET” or “.COM”.
4	Loyalty ID		The <b>Loyalty ID</b> search parameter will return the one (1) account registered in HungerRush Loyalty with that member’s ID.  When searching using the Loyalty ID, numbers and letters can be entered in the <b>Search By</b> field.
5	Input		Click the <b>Input</b> button after selecting the parameter to enter in the values to search for. The input options will change based on the field selected.

Loyalty Member Lookup in Orders Sreen continued...

6	Find		<p>Click the <b>Find</b> button to search the HungerRush Loyalty Database and display any results that match your search parameter.</p>									
7	Search Results	<table border="1" data-bbox="375 598 881 680"> <thead> <tr> <th colspan="3">Search Results</th> </tr> <tr> <th>Email</th> <th>Name</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>aquick@revention.com</td> <td>TEST, TEST</td> <td>191</td> </tr> </tbody> </table>	Search Results			Email	Name	Points	aquick@revention.com	TEST, TEST	191	<p>All Loyalty Member Accounts that meet the criteria of your search will display in the <b>Search Results</b> section.</p> <p>Click the desired loyalty member’s account in the results section to earn points or redeem rewards.</p>
Search Results												
Email	Name	Points										
aquick@revention.com	TEST, TEST	191										
8	Exit		<p>Click the exit button to close the <b>Loyalty Lookup</b> window without linking a loyalty member account to the order.</p>									

## Applying a Reward Code

When a member wants to redeem a reward through *HungerRush* Point of Sale, the employee will place the order as usual. Before collecting payment, the employee must apply the HungerRush Loyalty reward to the order. For the reward to be redeemed, the member must provide the employee with the HungerRush Loyalty Reward Code.

Step	IMAGE	Instructions
1		<p>Add an Item to an order with a valid loyalty member.</p>
2		<p>Click the <b>Coupons</b> button in the orders screen.</p>
3		<p>Click the <b>HungerRush Loyalty Code</b> button in the bottom center of the Coupons submenu.</p>
4		<p>The HungerRush Loyalty code screen has a keyboard and a data entry field. The loyalty member must provide a valid code to the employee to be entered here.</p> <p>Once the code has been entered, click <b>OK</b> to submit and apply the reward, or cancel to exit the HungerRush Loyalty Code screen.</p>

5		<p>The applied reward will show a red discount display [Loyalty Program Name] under the item(s) modified.</p>

## Rewards in the Point of Sale– No Validation

The HungerRush Loyalty interface in the POS can be updated to bypass the reward code entry. Instead, employees can view all available rewards on a loyalty member’s account from the orders screen and apply any reward the customer requests. Follow instructions below to enable this functionality.

Step	IMAGE	Instructions
1		Click <b>Config</b> .
2		Click <b>System</b> .
3		Click <b>Install Settings</b> .
4		Click <b>No Validation</b> .
5		Click <b>Save</b> .
6		Restart Station1.

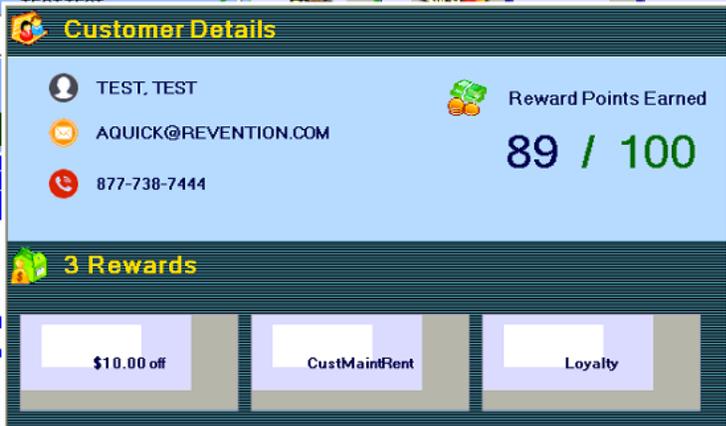
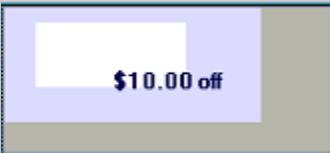


Rewards are now available in the POS on loyalty lookup!

## Applying No Validation Rewards

Once the POS has been updated to bypass the Validation Code, follow the steps below to look up rewards and apply them to an order.

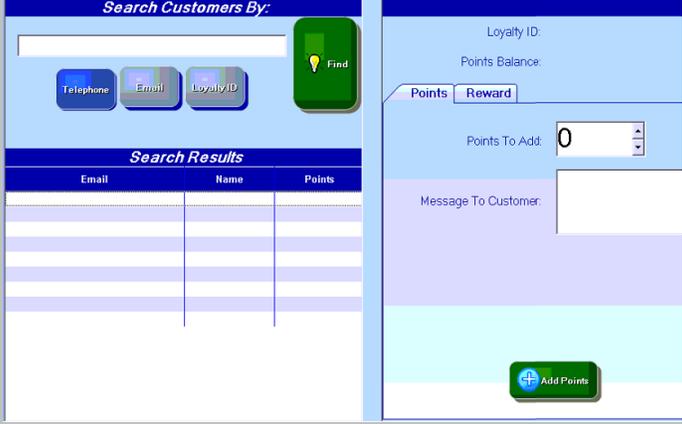
Step	IMAGE	Instructions
1		<p>Add an Item to an order with a valid loyalty member.</p>
2		<p>The Loyalty button is replaced with a <b>Reward Account</b> button. Click <b>Reward Account</b>.</p>

3		<p>The Customer Details screen will display with the loyalty member's account information: Name, Email, Phone Number, Number of Points earned, number of points required for the next reward, number of available rewards, and all available Rewards will display as buttons.</p> <p>The button name will display either the Dollar amount off, Percent off, or the Customer Friendly Name if one is entered.</p>												
4		<p>Click the customer's desired reward.</p>												
5	<table border="1" data-bbox="201 835 911 1016"> <thead> <tr> <th>Qty</th> <th>Description</th> <th>Price</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>BBQ Chicken Pie</td> <td>18.00</td> </tr> <tr> <td></td> <td>Sweet and Sour</td> <td></td> </tr> <tr> <td></td> <td>[YourProgramNameHere]</td> <td>-5.00</td> </tr> </tbody> </table>	Qty	Description	Price	1	BBQ Chicken Pie	18.00		Sweet and Sour			[YourProgramNameHere]	-5.00	<p>The reward will be applied to the order, if the customer's order meets requirements for valid items.</p>
Qty	Description	Price												
1	BBQ Chicken Pie	18.00												
	Sweet and Sour													
	[YourProgramNameHere]	-5.00												

# Loyalty Member Account Maintenance in the Point of Sale

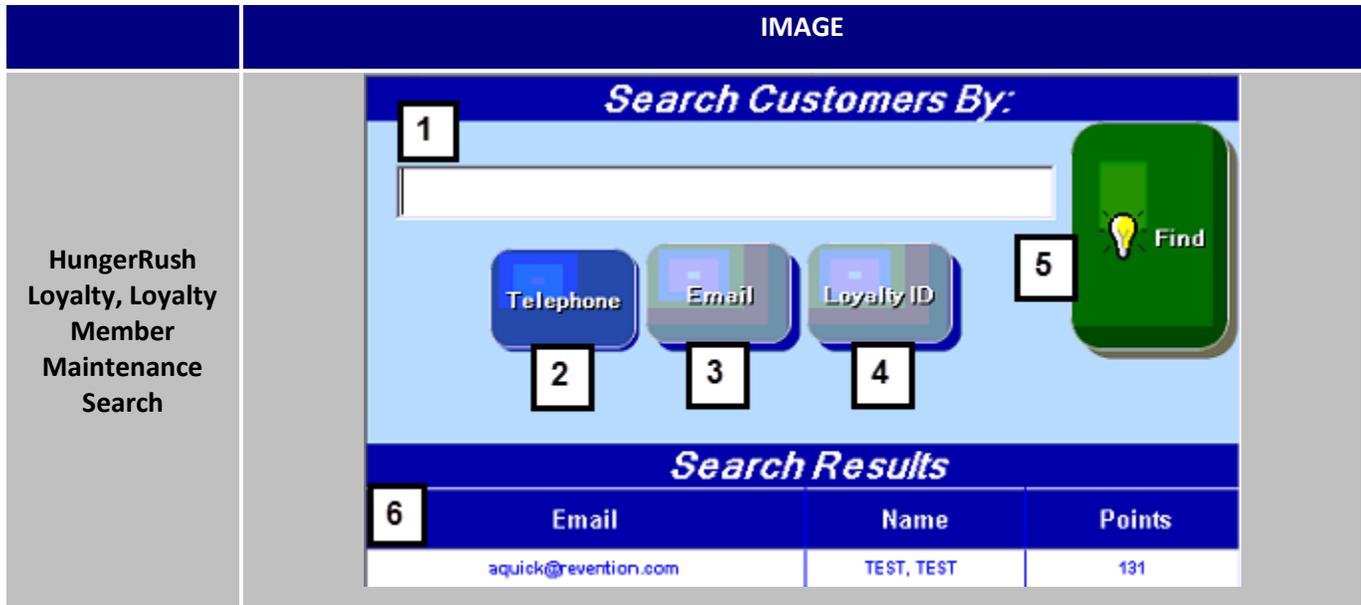
HungerRush Loyalty is completely integrated into the *HungerRush* Point of Sale Software. Store users can access and modify point balances and issue rewards on-the-fly to resolve issues and improve loyalty member experiences. Instructions to update a customer’s point balance and issue unique one-time rewards are outlined below.

## Access the HungerRush Loyalty Account Maintenance Menu

Step	IMAGE	Instructions
1		Click the <b>Config</b> button to access the configuration menu.
2		Click the <b>Customer Maintenance</b> button in the bottom left of the configuration submenu.
2a		To access the configuration menu and the customer maintenance sub menu there are two POS security fields that must be turned on.
3		Click the <b>HungerRush Loyalty</b> button at the upper right to access the HungerRush Loyalty account maintenance menu.
4		This will open the HungerRush Loyalty Account Maintenance menu. From here, you can search for member profiles, update members’ points balances, or issue a unique one-time reward to a member.

## Searching for a HungerRush Loyalty Member

Loyalty member accounts can be searched using 3 fields: Telephone, Email, and Loyalty ID (Member ID in the customer’s email communication from HungerRush Loyalty).

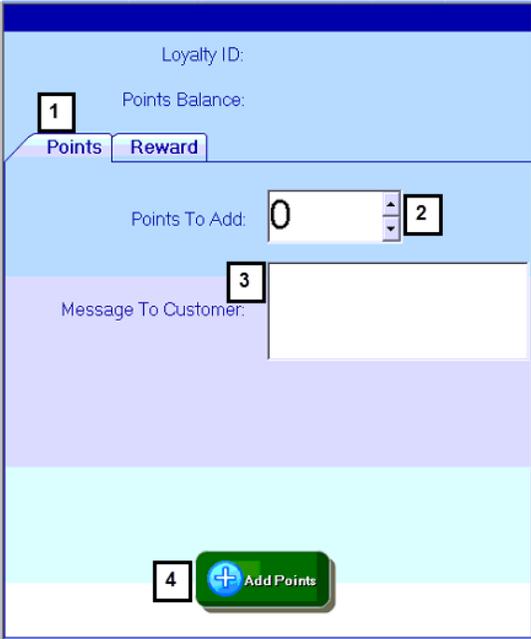


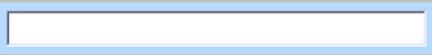
#	NAME	IMAGE	DESCRIPTION
1	Search By		The <b>Search By</b> field is where customer email, telephone, or Loyalty ID. The characters that can be typed in this field are restricted by the Search Parameter.
2	Telephone		The <b>Telephone</b> search parameter will return all member accounts in the HungerRush Loyalty database that have the telephone number associated with their account.  When searching by telephone, only numbers can be entered into the <b>Search By</b> field.
3	Email		The <b>Email</b> search parameter will return the one (1) account registered in HungerRush Loyalty with that email address.  When searching by email address, the search can only be completed if a correctly formatted email is entered. All emails must have an @ and a domain suffix like “.NET” or “.COM”.

4	Loyalty ID		<p>The <b>Loyalty ID</b> search parameter will return the one (1) account registered in HungerRush Loyalty with that member's ID.</p> <p>When searching using the Loyalty ID, only numbers can be entered in the <b>Search By</b> field.</p>									
5	Find		<p>Click the <b>Find</b> button to search the HungerRush Loyalty Database and display any results that match your search parameter.</p>									
6	Search Results	 <table border="1"> <thead> <tr> <th colspan="3">Search Results</th> </tr> <tr> <th>Email</th> <th>Name</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>aquick@revention.com</td> <td>TEST, TEST</td> <td>191</td> </tr> </tbody> </table>	Search Results			Email	Name	Points	aquick@revention.com	TEST, TEST	191	<p>All Loyalty Member Accounts that meet the criteria of your search will display in the <b>Search Results</b> section.</p>
Search Results												
Email	Name	Points										
aquick@revention.com	TEST, TEST	191										

## Modifying the Point Total of a Loyalty Member

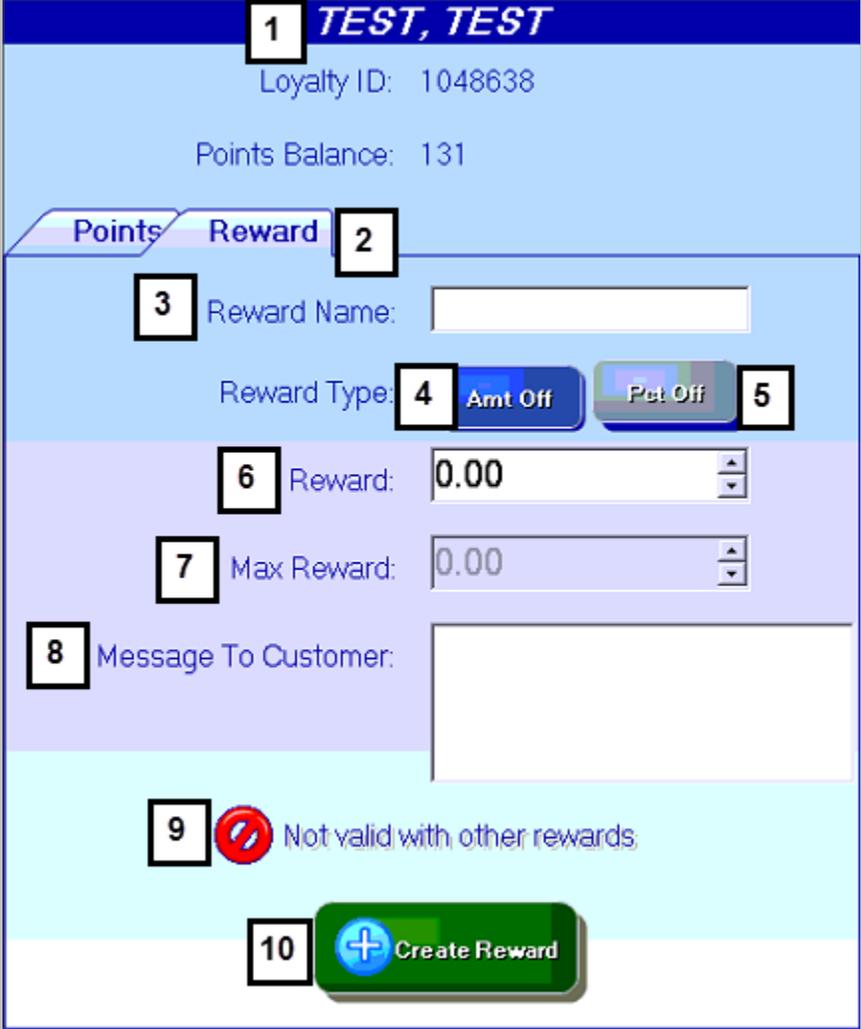
Once you have searched for a loyalty member and identified their account, you can update their points total as needed. By selecting the members account from the results list and then using the modify points interface.

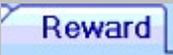
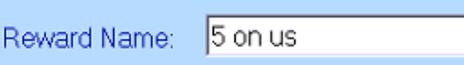
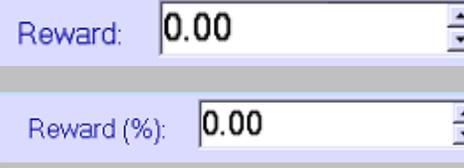
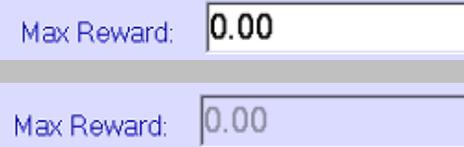
IMAGE	
<p><b>Modify Loyalty Member Points</b></p>	 <p>The screenshot shows the 'Modify Loyalty Member Points' interface. It includes a 'Loyalty ID' field, a 'Points Balance' field, and a 'Points To Add' spinner control. A 'Message To Customer' text area is also present. At the bottom, there is an 'Add Points' button. Numbered callouts indicate: 1. Points/Reward tabs, 2. Points To Add spinner, 3. Message To Customer text area, and 4. Add Points button.</p>

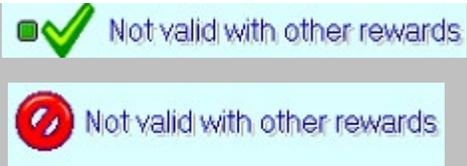
#	NAME	IMAGE	DESCRIPTION
1	Points Tab		The <b>Points Tab</b> allows you to add points to a member's account.
2	Points to Add		Type the value or use the up and down arrows to specify the number of <b>Points to Add</b> to the member's account.
3	Message to Customer		The <b>Message to Customer</b> function allows you to enter a special message that will be sent to the customer via email when the <b>Add Points</b> button is clicked.
4	Add Points		Click <b>Add Points</b> to update the points and trigger an automatic email from HungerRush Loyalty to the member with your custom message.
4a	Security		In order to add points to a profile, a user must have the Loyalty > <b>Add Loyalty Points</b> security enabled.

## Applying a Unique Reward to a Loyalty Member Account

Once you have searched for a loyalty member and identified their account, you can generate a unique one-time code that is valid for an amount or percent off discount to an entire order.

	IMAGE
Create Unique Rewards	 <p>The screenshot shows a web interface for creating a unique reward. At the top, a blue header displays 'TEST, TEST' (1) and 'Loyalty ID: 1048638'. Below this, the 'Points Balance: 131' is shown. A tabbed interface has 'Points' and 'Reward' (2) tabs. The 'Reward' tab contains a 'Reward Name' field (3), a 'Reward Type' section with 'Amt Off' (4) and 'Pet Off' (5) buttons, a 'Reward' amount field (6) set to 0.00, a 'Max Reward' field (7) set to 0.00, and a 'Message To Customer' text area (8). A red prohibition sign (9) indicates 'Not valid with other rewards'. At the bottom is a green 'Create Reward' button (10).</p>

#	NAME	IMAGE	DESCRIPTION
1	Loyalty Member Information		The <b>Loyalty Member Information</b> section shows the Loyalty ID, Name, and current points on the selected loyalty member account. Use this field to validate you are sending the reward to the correct account.
2	Reward Tab		The <b>Reward Tab</b> allows you to issue one-time unique rewards to a single loyalty member account at a time. Rewards are immediately sent to the customer via email. Rewards can be for a flat amount off or a percent value off an entire order.  You can also add a personal message to the customer that will be included on the email.
3	Reward Name		Type the <b>Reward Name</b> in this field. The reward name will display on HungerRush Loyalty Reporting to track this reward.  The <b>Reward Name</b> will also be the subject of the email sent to the customer.  <b>Please Note:</b> This field is alphanumeric, it will not accept special characters such as !@#\$%^&*()_+ and is limited to 30 characters.
4	Reward Type Amount Off		Click the <b>Amount Off</b> button to issue a reward for a flat dollar amount discount to an entire order.
5	Reward Type Pct Off		Click the <b>Amount Off</b> Button to issue a reward for a percent discount applied to an entire order.
6	Reward Value		Use the up and down arrows or type in the field to set the <b>Reward Value</b> . The <b>Reward Value</b> field is contextual and updates by the amount off or percent off.
7	Max Reward Value		The <b>Max Reward Value</b> field will set the maximum value of a reward for a <b>Percent Off</b> reward. This field can only be updated when the <b>Pct Off</b> type is selected.

8	<b>Message to Customer</b>		<p>The <b>Message to Customer</b> field allows you to type a personal message to a customer that they will receive via Email.</p> <p><b>Please note:</b> This email will be sent immediately and is not redactable.</p> <p><b>PLEASE NOTE:</b> This field is limited to 250 characters including spaces.</p>
9	<b>Not Valid with Other Rewards</b>		<p>The <b>Not Valid with Other Rewards</b> option can restrict the reward from being used with other loyalty rewards.</p>
10	<b>Create Reward</b>		<p>The <b>Create Reward</b> button will update the loyalty member's account with a reward and immediately send an email to the customer with their <b>HungerRush Loyalty</b> Code to redeem the reward. The email will also include any text in the <b>Message to Customer</b> field.</p> <p>The <b>Reward Name</b> and <b>Reward Value/Reward Percent</b> fields must be populated to click this button.</p>
10a	<b>Loyalty Reward Security</b>		<p>In order to issue a reward to a profile, a user must have the Loyalty &gt; <b>Give Reward</b> security enabled.</p>

## New Messages in the Point of Sale

There are several new popup messages related to HungerRush Loyalty that are triggered. Each of these messages and an explanation is listed below.

Message	Description
	<p>When an employee clicks the <b>Add HungerRush Loyalty</b> button to enroll a customer, the customer information is validated against the database for existing accounts. If the customer has not enrolled and all fields are filled out, the employee will receive this success message. The employee must press <b>OK</b> to continue using <i>HungerRush</i>.</p>
	<p>When an employee clicks <b>Add HungerRush Loyalty</b> to enroll a new customer, but hasn't filled out all required fields, this message will display to remind them that all four fields need to be filled out to enroll the customer in HungerRush Loyalty. The employee must press <b>OK</b> to continue using <i>HungerRush</i>.</p>
	<p>When an employee attempts to enroll a customer in HungerRush Loyalty that has already been enrolled, they will receive this message. The employee will need to search for the customer or <b>add "HC" to the CustomerID field</b> if the customer hasn't ordered from this store previously. The employee must press <b>OK</b> to continue using <i>HungerRush</i>.</p>

### HungerRush Loyalty Messages in the Point of Sale continued...

	<p>When a loyalty member places an order that earns points, the employee receives a pop up message providing the number of points earned. The employee must press <b>OK</b> to continue using <i>HungerRush</i>.</p>
	<p>When a customer provides a HungerRush Loyalty Code that has been redeemed already, the employee will receive this warning message. The employee must press <b>OK</b> to continue using <i>HungerRush</i>. The customer must provide a unique code to redeem a reward.</p>
	<p>If a member provides their HungerRush Loyalty code to a non-member or a different member, and the second person attempts to redeem the reward in <i>HungerRush</i> POS, this message will appear. HungerRush Loyalty Codes are only valid for the membership account that earned the reward.</p>
	<p>If a store is not correctly configured to send data to the HungerRush Loyalty server this message will appear. If you receive this message, please contact customer support. 877-738-7444 opt. 2.</p>



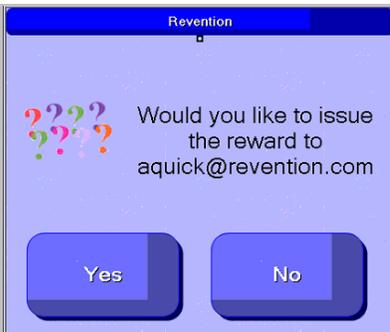
If an employee clicks the **Add Points** button to a customer record without specifying the amount of points to update, this warning message will prohibit the email from being sent until the employee updates the **Points** field.



If an employee clicks the **Create Reward** button to issue a one-time reward to a member account without adding the **Reward Name** this this warning message will prohibit the email from being sent until the employee updates the **Reward Name** field.



If an employee clicks the **Create Reward** button to issue a one-time reward to a member account without specifying a value for the **Reward Amount** or **Reward Percent**, this this warning message will prohibit the email from being sent until the employee updates the appropriate field.



When an employee clicks the **Create Reward** button to issue a one-time reward to a member account this confirmation message will appear to confirm that the reward is being issued to the correct loyalty member email address.



This message will display in the point of sale if a user without the proper security attempts to add points to a loyalty member profile.



This message will display in the point of sale if a user without the proper security attempts to issue a reward to a loyalty member profile.



These messages will display in the point of sale if a user attempts to issue points or a reward to a customer account, but the function has been restricted to R-enterprise edits only.

**Note:** All locations are authorized or prohibited from issuing points and rewards. This is a company-wide setting.



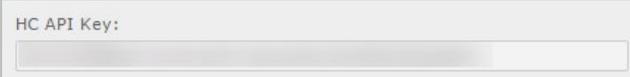
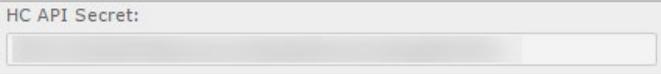
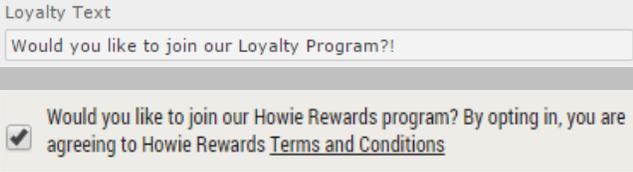
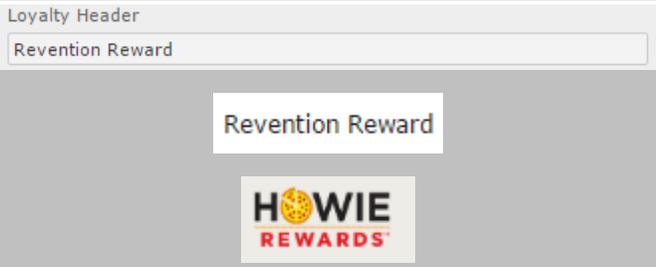
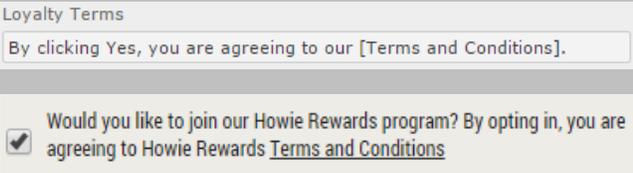
**Note:** The configuration to issue points and rewards is linked. If store editing is allowed, a user can issue points and rewards from the POS. If store editing is prohibited, a user can't do either from the POS.

# HungerRush Loyalty in the Admin Portal

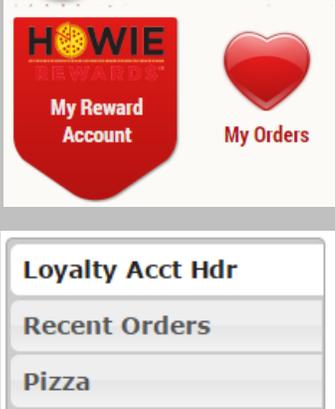
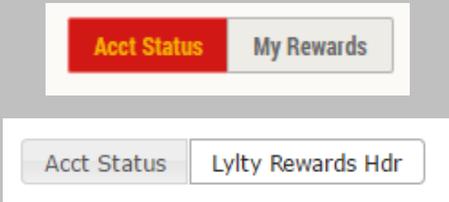
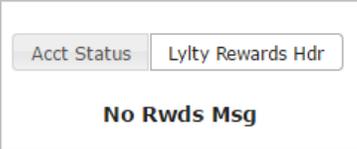
The *HungerRush* enrollment options are set at the system level and apply to all stores that have a menu on your *HungerRush* domain. These fields are located in the System Website Tab.

## System Settings

Name	IMAGE
<p><b>HungerRush Loyalty Settings in HungerRush Admin Portal</b></p>	<p>honeycomb</p> <ol style="list-style-type: none"> <li>1 HC API Key:</li> <li>2 HC API Secret:</li> <li>3 Loyalty Text Would you like to join our Loyalty Program?!</li> <li>4 Loyalty Header Revention Reward</li> <li>5 Loyalty Terms By clicking Yes, you are agreeing to our [Terms and Conditions].</li> <li>6 Barcode Text Barcode Text</li> <li>7 Loyalty Account Header Loyalty Acct Hdr</li> <li>8 Loyalty Rewards Header Lylty Rewards Hdr</li> <li>9 No Rewards Message No Rwds Msg</li> <li>10 Points Earned Header Points Earned</li> <li>11 Rewards Earned Header Rewards Earned</li> <li>12 <input type="checkbox"/> Disable HC on Mobile APP</li> <li>13 <input type="checkbox"/> Register Only During Checkout</li> <li>14 <input type="checkbox"/> Hide Reward's tab Mask</li> <li>15 <input checked="" type="checkbox"/> Enable Lty (Separate from EClub)</li> <li>16 <input checked="" type="checkbox"/> Is Loyalty Checked By Default(Registration)</li> <li>17 <input checked="" type="checkbox"/> Show Loyalty In Mobile Menu</li> <li>18 <input type="checkbox"/> Show Loyalty Img In Details Window</li> <li>19 <input checked="" type="checkbox"/> Show Loyalty Rules As Text</li> </ol>

#	NAME	IMAGE	DESCRIPTION
1	HC API Key		The <b>HC API Key</b> is used to communicate with the HungerRush Loyalty Server. Do not edit or enter data into this field.
2	HC API Secret		The <b>HC API Secret</b> is used to communicate with the HungerRush Loyalty Server. Do not edit or enter data into this field.
3	Loyalty Text		The <b>Loyalty Text</b> field displays custom text to customers to prompt them to enroll.
4	Loyalty Header		<p>The <b>Loyalty Header</b> field is for the loyalty program name e.g. Pizza Perks.</p> <p>This field can be used to display an image on request.</p>
5	Loyalty Terms		If you have loyalty <b>Terms and Conditions</b> , <i>HungerRush</i> will use this field to add text to link customers to the Terms and Conditions page.
6	Barcode Text		The <b>Barcode Text</b> field is a custom header for the Loyalty Barcode scan function. This can be used in the POS to facilitate faster Loyalty Lookup.

HungerRush Loyalty In the Admin Portal continued...

7	Loyalty Account Header	<p>Loyalty Account Header</p> <p>Loyalty Acct Hdr</p> 	<p>The <b>Loyalty Account Header</b> field allows customization of the Loyalty information in <i>HungerRush</i> and Mobile Menus.</p>
8	Loyalty Rewards Header	<p>Loyalty Rewards Header</p> <p>Lylty Rewards Hdr</p> 	<p>The Loyalty Rewards Header changes the name of the <b>My Rewards</b> button.</p>
9	No Rewards Message	<p>No Rewards Message</p> <p>No Rwds Msg</p> 	<p>The <b>No Rewards Message</b> will display in the <i>HungerRush</i> menu when a loyalty member is placing an order for a store that is not participating in HungerRush Loyalty.</p>
10	Points Earned Header	<p>Points Earned Header</p> <p>Points Earned</p> 	<p>The <b>Points Earned Header</b> will change the text labels in the points section of the Loyalty Account.</p>
11	Rewards Earned Header	<p>Rewards Earned Header</p> <p>Rewards Earned</p> 	<p>The <b>Rewards Earned Header</b> text above number will change the text labels in the rewards section of the Loyalty Account.</p>

12	Disable HC on Mobile APP	<input type="checkbox"/> Disable HC on Mobile APP	Check this option if orders from your <b>HungerRush Mobile Applications</b> should not participate in HungerRush Loyalty.
13	Register Only During Checkout	<input type="checkbox"/> Register Only During Checkout	The <b>Register Only During Checkout</b> option will not enroll a customer in HungerRush Loyalty until they have completed a <i>HungerRush</i> purchase.
14	Hide Reward's tab Mask	<input checked="" type="checkbox"/> Hide Reward's tab Mask	The <b>Hide Rewards Tab Mask</b> option is a flag for future functionality.
15	Enable Lty (Separate from e-club)	<input checked="" type="checkbox"/> Enable Lty (Separate from EClub)	The <b>Enable Loyalty Separate from E-club</b> flag should always be turned on to allow <i>HungerRush</i> users to participate in HungerRush Loyalty.
16	Is loyalty Checked by Default (Registration )	<input checked="" type="checkbox"/> Is Loyalty Checked By Default(Registration)	The <b>Is Loyalty Checked by Default (Registration)</b> option will automatically check the Loyalty Opt In button for customers whenever they register a <i>HungerRush</i> account. The customer must deselect the flag in to opt out of the program.
17	Show Loyalty in Mobile Menu	<input checked="" type="checkbox"/> Show Loyalty In Mobile Menu 	The <b>Show Loyalty In Mobile Menu</b> option removes the Rewards button from the bottom of the Mobile navigation screen.
18	Show Loyalty Img in Details Window	<input type="checkbox"/> Show Loyalty Img In Details Window 	The <b>Show Loyalty Img in Details Window</b> displays the optional loyalty logo in the <i>HungerRush</i> account management page.

<p>19</p> <p><b>Show Loyalty Rules As Text</b></p>		<p>The <b>show Loyalty Rules as Text</b> flag changes the display of rules in mobile apps to a text format, instead of tiles.</p>
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## Additional Admin Portal Options

There are other fields that are not exclusive to HungerRush Loyalty in the Admin Portal, but they do affect HungerRush Loyalty Functionality.

Image	Description
	<p>The <b>Loyalty Layout (Lty Layout)</b> controls how the loyalty progress bar will display. This field is in System &gt; Menu/Order.</p> <p>There are options for:</p> <ul style="list-style-type: none"> <li>Circle Gauge</li> <li>Horizontal Rectangle</li> <li>Vertical Rectangle</li> <li>Custom built gauge</li> </ul> <p>If you would like to change the layout of your loyalty progress graphic, please contact <i>HungerRush</i> Customer Service.</p>

Coupon Header:

Promo Code

PROMO CODE

Submit

The **Coupon Header** field is populated with the text “Coupon Code” by default. This field is in System > Menu/Order.

This field can only be 15 characters long and is restricted to numbers and letters.

Delete the text “Coupon Code” and update it with the name of your rewards program or a generic term like “Promo Code” if you use validation code coupons through *HungerRush* and the Point of Sale.

Require Date of Birth

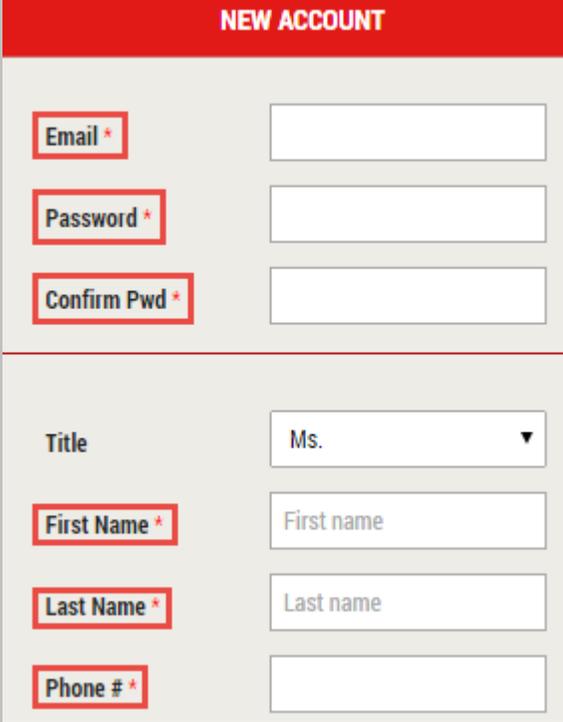
The **Require Date of Birth** flag will require users provide their birthday for online ordering. When a user registers for HungerRush Loyalty with a birthday populated in *HungerRush*, their birthday information is recorded in HungerRush Loyalty. This field is in System > Menu/Order.

## HungerRush Loyalty in *HungerRush*

HungerRush Loyalty is fully integrated with your *HungerRush* website and the customer's Loyalty Account. After a loyalty member registers a *HungerRush* account and enrolls in the loyalty program, they will have access to their current point total and existing rewards for easy application to orders.

### New Customer Self-Enrollment

New customers can enroll in your loyalty program through *HungerRush* with a few quick and easy steps. The customer's profile is synced to the Point of Sale and the customer is enrolled upon creating a profile.

Step	IMAGE	Instructions
1		<p>Load your <i>HungerRush</i> website: <a href="https://mystore.HungerRush.com">mystore.HungerRush.com</a>, and click <b>Register</b>.</p>
2		<p>Once the registration page has loaded, fill out all required information fields. Required fields are flagged with an asterisk.</p>

3		<p>To enroll in HungerRush Loyalty, check the option to <b>Enroll in Rewards Program</b>.</p> <p>The enrollment text is customizable through the admin portal.</p>
4		<p>Continue filling out address information and <b>Accept the Terms of Use</b> if the option is present.</p>
5		<p>Once all fields are complete, click the <b>Register Now</b> button.</p>

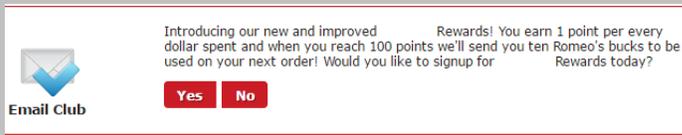
## Existing Customer Self-Enrollment

Your existing *HungerRush* customers can also enroll in your Loyalty program by logging into their registered account and selecting the loyalty enrollment option.

Step	IMAGE	Instructions
1		<p>Load your <i>HungerRush</i> website: <a href="http://mystore.HungerRush.com">mystore.HungerRush.com</a>, and click <b>Login</b>.</p>
2		<p>Enter your email address and password, then click <b>Log On</b>.</p>

3		<p>In the order selection screen, click the <b>Enter Address</b> dropdown, and then click <b>Manage Account</b>.</p>
4		<p>In the Account Management screen, click the <b>Edit Profile</b> button.</p>
5		<p>At the bottom of the Edit Profile screen, there is the <b>Rewards Enrollment Flag</b>. Click this flag once to add a check and enroll.</p>
6		<p>Click the <b>Update</b> button to save your changes.</p> <p>Your account will now enable any orders placed with your email address to earn points and redeem rewards. Any Registration rules will apply to your account on the first order placed.</p>

7

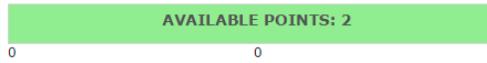
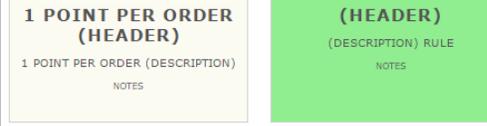
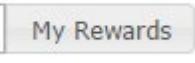


Existing users will also be prompted to join the loyalty program during the checkout process. The enrollment text will be presented with Yes and No buttons.

## HungerRush – My Reward Account

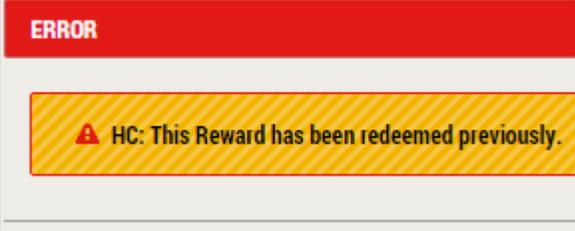
If the customer has signed up for your loyalty program with their *HungerRush* account, then they will be able to see points and rewards earned in real time through the HungerRush Loyalty My Rewards section. Additionally, customers can view all available rewards on their account and apply rewards to an order by clicking the reward.

Name	IMAGE
<p><b>HungerRush Account Status</b></p>	
<p><b>HungerRush My Rewards</b></p>	

#	NAME	IMAGE	DESCRIPTION
1	My Reward Account		The My Reward Account button allows a loyalty member with a registered profile on <i>HungerRush</i> to view all relevant loyalty information.
2	Acct Status		The <b>Account Status</b> view allows the loyalty member to review the loyalty program participation rules and their progress towards rewards.
3	Available Points		The <b>Available Points</b> graphic shows the customer a progress bar with their current account point total, the number of points required for the next reward, and a metric for 50% completion.
4	Active Rules		The <b>Active Rules</b> section allows customers to review instructions for how to generate points and earn rewards.
5	My Rewards		The My Rewards view shows the customer a complete list of all unredeemed rewards.
6	Available Rewards		The available rewards provides the customer with the value of the reward, the code associated with the reward, as well as the ability to apply that reward to an order without entering the code.

## New Messages

All of your customers may see new messages when placing order on the admin portal. Below is a list of all messages and an explanation for their how/why the message is generated.

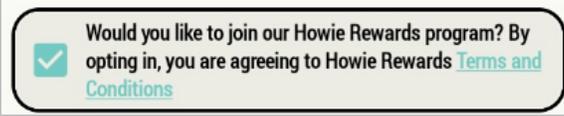
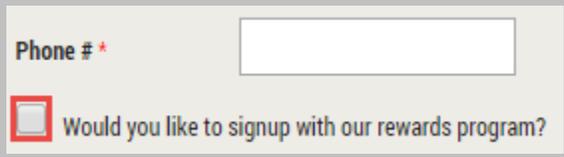
Message	What it Means and Why it Generated
	<p>If a customer attempts to redeem a reward code assigned to another member's loyalty account, they will receive this error informing them that it can't be redeemed.</p>
	<p>If a Reward has already been redeemed and a member enters in the coupon code again, they will receive an error message stating it has been redeemed.</p>

# HungerRush Loyalty in *HungerRush* Mobile Applications

HungerRush Loyalty is fully integrated with your *HungerRush* website and the customer’s Loyalty Account. After a loyalty member registers a *HungerRush* account and enrolls in the loyalty program, they will have access to their current point total and existing rewards for easy application to orders.

## New Customer Self-Enrollment

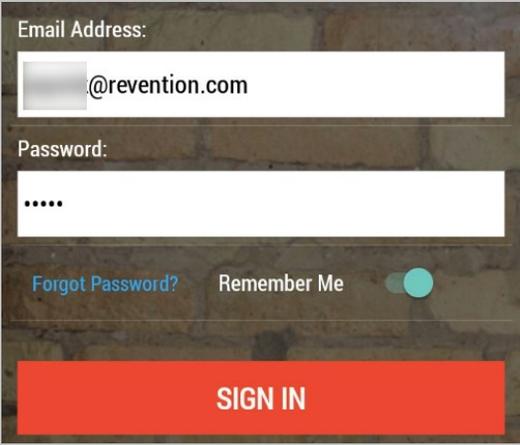
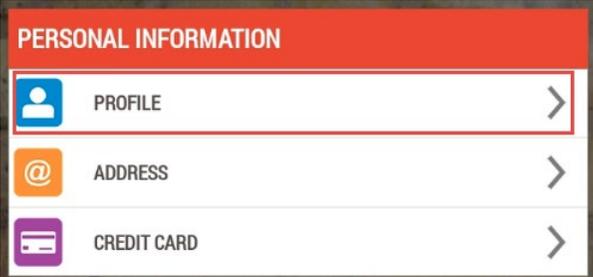
New customers can enroll in your loyalty program through *HungerRush* Mobile Apps with a few quick and easy steps. The customer’s profile is synced to the Point of Sale and the customer is enrolled upon signing up.

Step	IMAGE	Instructions
1		<b>Download</b> the appropriate mobile app for your device.
2		Click <b>Create Profile</b> .
3		Once the registration page has loaded, fill out all required information fields.
4		At the bottom of the page, click the option to “join the loyalty program”.
5		Click Create Profile.
3		To enroll in HungerRush Loyalty, check the option to <b>Enroll in Rewards Program</b> . The enrollment text is customizable through the admin portal.

4	 <p>Address Information</p> <p>Addi Type: House   Location Name *: My House</p> <p>Street *: 123 Test main</p> <p>City *: Testville   State *: TX   Zip Code *: 11111</p> <p><input checked="" type="checkbox"/> I agree to <a href="#">Terms of Use</a> and <a href="#">Privacy Policy</a>. I also agree to Revention's <a href="#">Terms of Use</a> and <a href="#">Privacy Policy</a>.</p>	Continue filling out address information and <b>Accept the Terms of Use</b> if the option is present.
5		Once all fields are complete, click the <b>Register Now</b> button.

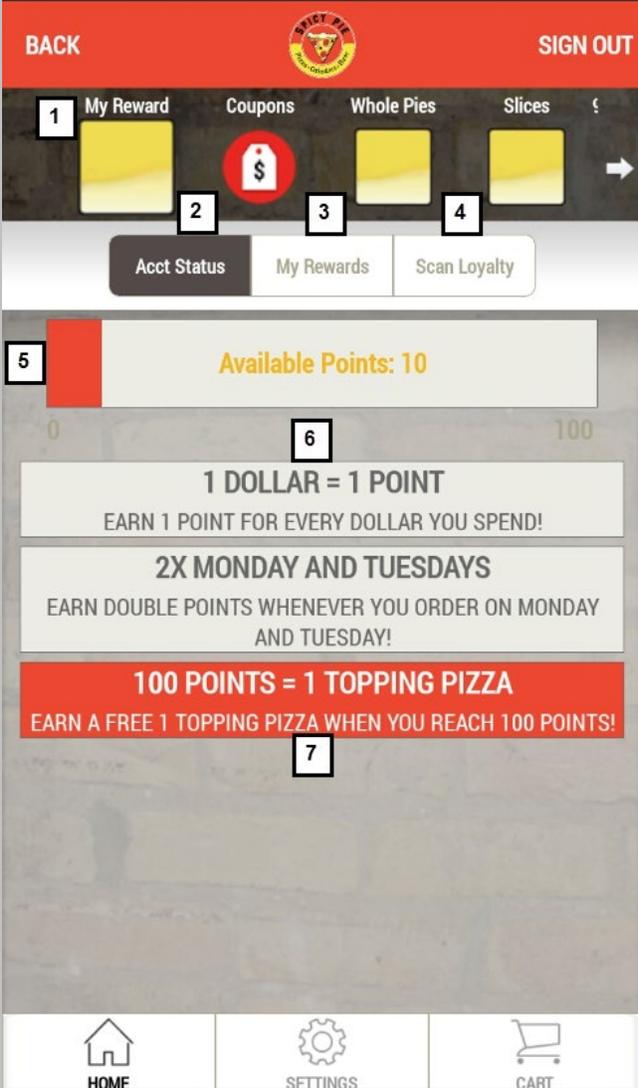
## Existing Customer Self-Enrollment

Your existing *HungerRush* customers can also enroll in your Loyalty program by logging into their registered account and selecting the loyalty enrollment option.

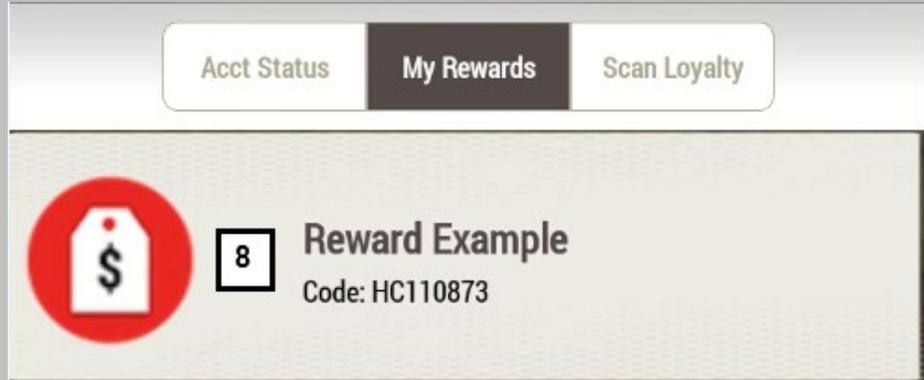
Step	IMAGE	Instructions
1		<p><b>Download</b> the appropriate mobile app for your device.</p>
2		<p>Enter your email address and password, then click <b>Sign In</b>.</p>
3		<p>Once logged in, click the <b>Settings</b> button in the navigation bar.</p>
4		<p>Click the <b>Profile</b> Button.</p>
5		<p>Check the Box to Opt In, and save changes.</p>

## HungerRush Mobile Apps – My Reward Account

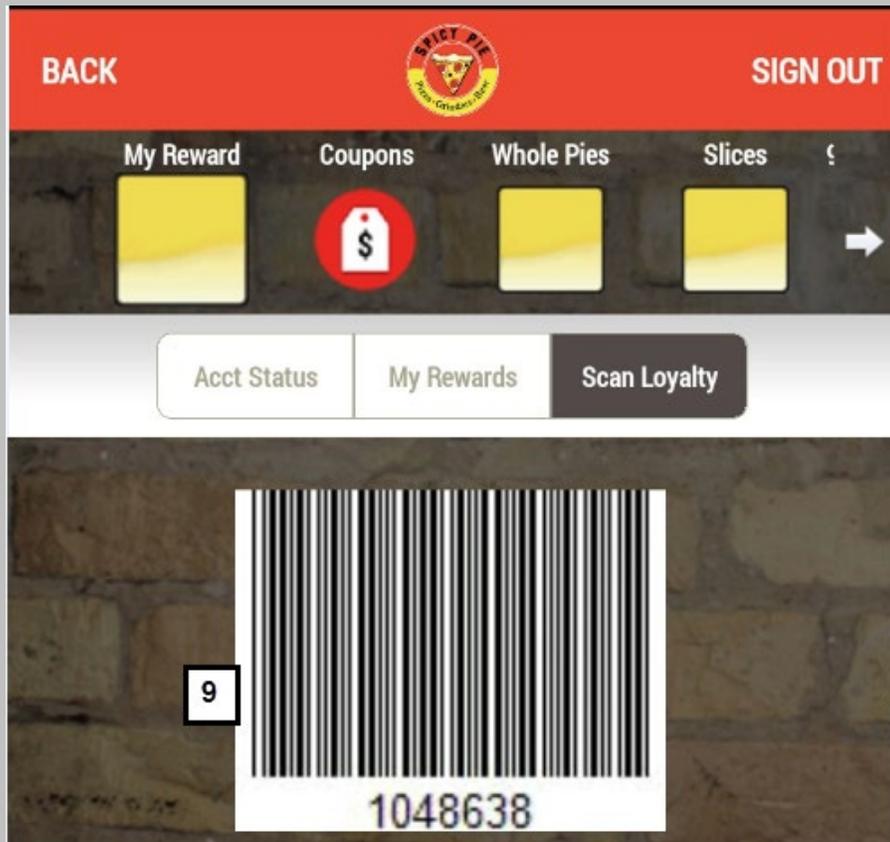
If the customer has signed up for your loyalty program with their *HungerRush* account, then they will be able to see points and rewards earned in real time through the HungerRush Loyalty My Rewards section. Additionally, customers can view all available rewards on their account and apply rewards to an order by clicking the reward.

Name	IMAGE
<p><i>HungerRush</i> Mobile App Account Status</p>	

*HungerRush*  
Mobile App My  
Rewards



*HungerRush*  
Mobile App Scan  
Loyalty



#	NAME	IMAGE	DESCRIPTION
1	My Reward Account		The My Reward Account button allows a loyalty member with a registered profile on <i>HungerRush</i> to view all relevant loyalty information.
2	Acct Status		<b>Account Status</b> view allows loyalty members to review their program participation rules and progress towards rewards.
3	My Rewards		The My Rewards view shows the customer a complete list of all unredeemed rewards.
4	Scan Loyalty		Click <b>Scan Loyalty</b> to bring up the barcode. Employees at the store can use this to expedite loyalty lookup by scanning the ID on a Honeywell USB MS7580 barcode scanner.
5	Available Points		The <b>Available Points</b> graphic shows the customer a progress bar with their current account point total, the number of points required for the next reward, and a metric for 50% completion.
6	Active Point Rules		The <b>Active Point Rules</b> section allows customers to review instructions for how to generate points.
7	Active Reward Rules		The <b>Active Reward Rules</b> section instructs customers how to convert points to rewards and earn additional rewards.
8	Available Rewards		The <b>Available Rewards</b> provides the customer with the value of the reward, the code associated with the reward, as well as the ability to apply that reward to an order without entering the code.
9	Loyalty Barcode		The <b>Loyalty Barcode</b> is a representation of the customer's Loyalty Membership ID and can be used for a manual key entry lookup or in concert with a barcode scanner.

## Technical Support

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For technical support, contact **HungerRush 360 Technical Support** at 1.877.738.7444 or go to <https://www.HungerRush.com/support>.