



Surprise & Delight

QUICK REFERENCE GUIDE



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Surprise & Delight (Bulk Unearned Rewards)

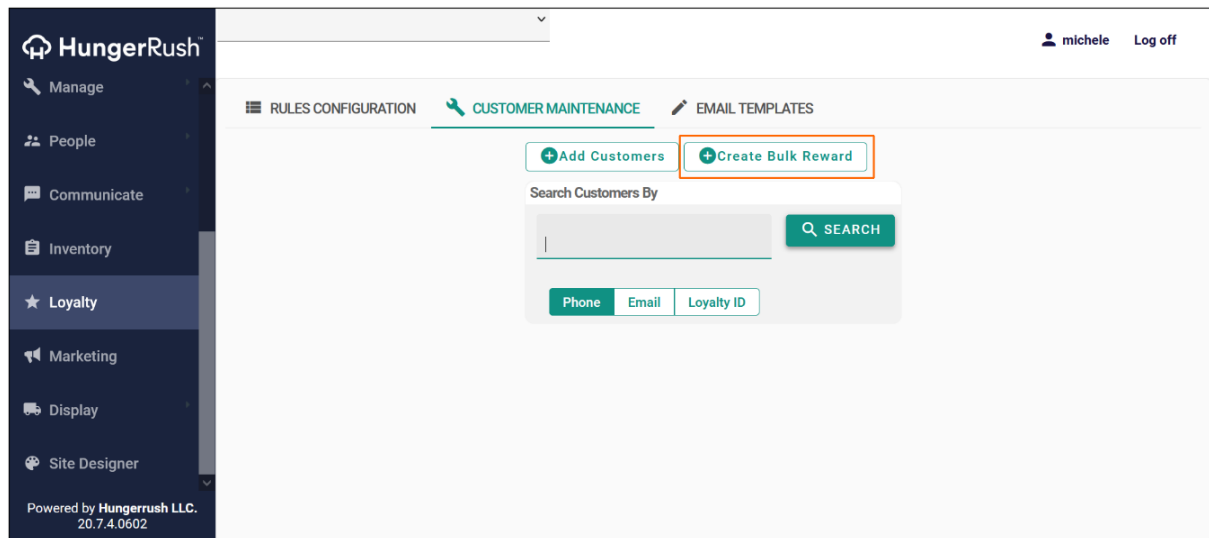
Overview

Surprise & Delight is a type of loyalty campaign that allows you to apply bulk unearned rewards for the purpose of special event promotions; for example, around holidays, or something like National Pickle Day.

Setting Up a Reward

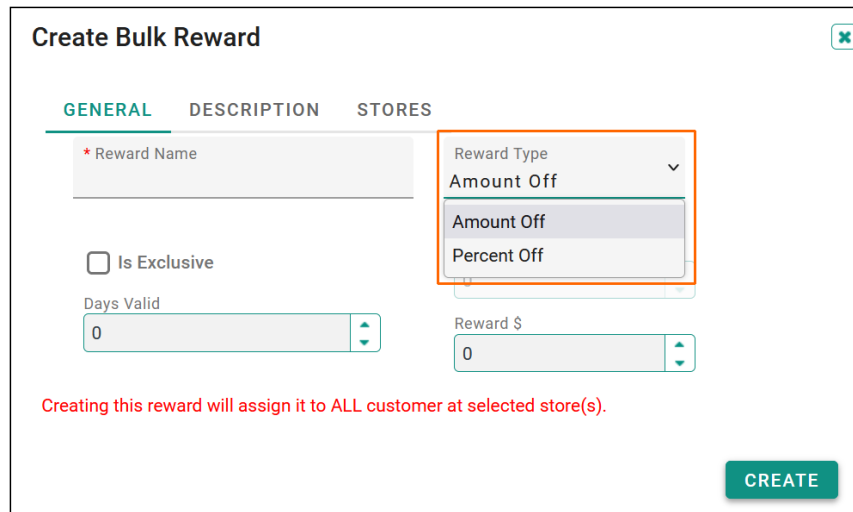
To set up a Surprise & Delight reward:

1. Go to **Restaurant Management > Loyalty > CUSTOMER MAINTENANCE**
2. Select **+Create Bulk Reward**



3. Enter details in the following mandatory fields on the **GENERAL** tab:

- Reward Name
- Days Valid (Must be greater than zero)
- Select the Reward Type, either **Amount Off** or **Percent Off**
- Reward \$ or Reward %



Create Bulk Reward

GENERAL DESCRIPTION STORES

* Reward Name

Reward Type
Amount Off
Amount Off
Percent Off

☐ Is Exclusive

Days Valid
0

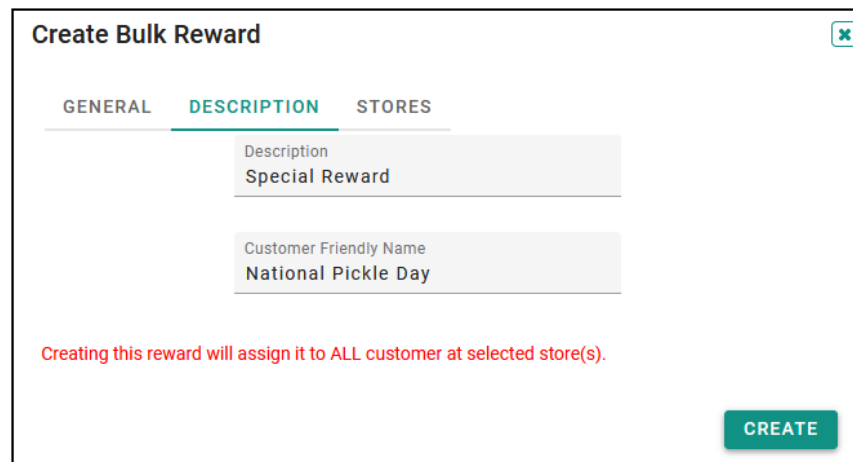
Reward \$
0

Creating this reward will assign it to ALL customer at selected store(s).

CREATE

4. On the **DESCRIPTION** tab, enter details the following fields:

- Description
- Customer Friendly Name



Create Bulk Reward

GENERAL **DESCRIPTION** STORES

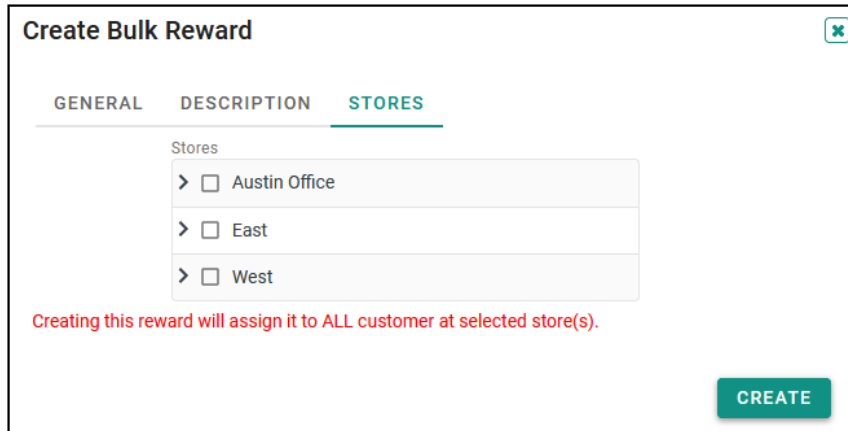
Description
Special Reward

Customer Friendly Name
National Pickle Day

Creating this reward will assign it to ALL customer at selected store(s).

CREATE

5. From the **STORES** tab, select the stores or locations to apply the reward to then click **CREATE**.



The screenshot shows a web form titled "Create Bulk Reward" with a close button (X) in the top right corner. Below the title are three tabs: "GENERAL", "DESCRIPTION", and "STORES", with "STORES" being the active tab. Under the "STORES" tab, there is a section labeled "Stores" containing a list of three items: "Austin Office", "East", and "West". Each item has a right-pointing chevron and an unchecked checkbox. Below this list, a red text message states: "Creating this reward will assign it to ALL customer at selected store(s)." In the bottom right corner of the form, there is a green button labeled "CREATE".

Please Note: After creating the new reward, it could take up to 24 hours for the reward to become active so please plan any outgoing customer communications accordingly.

Special Rules

- A Surprise & Delight Reward can be created for up to 480 stores/locations within a 24-hour period.
- A reward cannot be created more than once for a specific customer until the existing reward expires.
- If a customer is part of a loyalty program at multiple stores/locations, only one reward will be created for that customer.
- The Company Admin has security access to create rewards and grant access to another individual to create rewards on their behalf.