

# CASIO

ENGAGING LOYALTY THAT **STICKS**.



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**ABOUT US.**

- StickyFeet -

**ENGAGING LOYALTY THAT **STICKS.****

**The *World's Largest*  
Customer Engagement  
Platform in Real-Time  
and in The Cloud.**



# ABOUT US.

- StickyFeet -

## COMPANIES WE'VE HELPED.



SIMON JOHNSON®



# CAMPAIGN SELECTION.



100 =  
points



## Points for Dollars

Where the merchant rewards customers for every dollar spent.



## Buy X

Where the merchant rewards customers for purchase quantity.



## GiftCard

Prepaid Funds spent at a later date.



## TabCard

Pre or Post Paid Funds.



## ChargeCard

Post Paid Funds invoiced to Corporate Customers.



## Coupons

Update the Customers account & notify.



## LoyaltyPad & Point of Sale

Active Coupons displayed on Tablet & POS.



## Tickets

Update the Customers account & notify.



## LoyaltyPad & Point of Sale

Active Tickets displayed on Tablet & POS.

# CASIO POS.

- Data Capture and Reporting -



reporting and analytics



# HOW TO FIND:

- SaleGrabber APK Credentials -



# HOW TO FIND:

- SaleGrabber **APK** Credentials -

**Edit User: IQcasio**      **Permissions: POS User ID**

**User Information**

First Name: Casio\_Sydney (optional)

Last Name: X-R200 (optional)

Addr'l Info: (optional)

Change the password: (To keep the same password, leave these blank.)

New Password: (20 characters max)

Please type the password again:

Change the PIN:

New PIN:

API access Security Token: ae7727bc02e09d158de6235409d255cabd90d5c25

**Permissions: POS User ID API Access Security Token**

**note:**  
These credential details are required for overwriting any default credentials of the SaleGrabber APK.

**Owner Login**      **Owner ID**

Owner ID: IQ\_BrandLoyalty

**Anonymous Customer StickyStreet ID**  
create Anonymous Customer and run report to capture Account Code

```
<string name="setting_sticky_user_id">IQcasio</string>
<string name="setting_sticky_api">ae7727bc02e09d158de6235409d255cabd90d5c25</string>
<string name="setting_sticky_account_id">IQ_BrandLoyalty</string>
<string name="setting_sticky_anon_code">1548475758480694</string>

<string name="setting_sticky_record_campaign_code">4583759361961538</string>
<string name="setting_points_ratio">100</string>

<string name="setting_gift_card_campaign">1497403984318915</string>
<string name="setting_gift_card_item_code">000000000011302</string>
<string name="setting_gift_card_remark">Gift Card</string>
```

Search Customers For: 000000000000  Include transactions

A	B	C	D	E
DB Timestamp	Account Code	First Name	Last Name	Card #
9/5/16 21:02	1548475758480694	Anonymous	Customer	000000000000

Campaign Name: VIP Points

Description:

**Points Campaign ID**

Campaign ID: 4583759361961538

Campaign Name: VIP Gift Card

Description:

**Gift Card Campaign ID**

Campaign ID: 1497403984318915

General

StickyFeet

**Gift Cards**

Time Slot Discounts

Preset Dollar Amounts

Campaign for purchases Gift Card credit  
VIP Gift Card

Gift Card Item Code  
000000000011302

Description when making Gift Card Payment  
Gift Card

**Gift Card Item Code**  
As set up on the Casio POS and reflected in the SaleGrabber settings

# ANDROID SETTINGS.

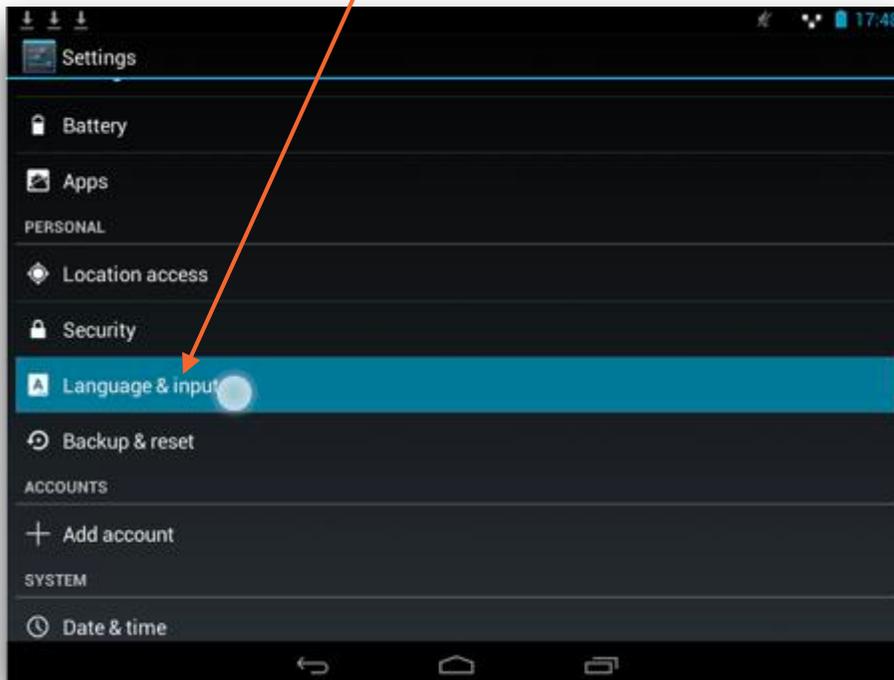
- Casio POS -



# ANDROID SETTINGS.

- Casio POS -

Select Language & input



Select your Language and Country



*By choosing "Australian English" SaleGrabber will then display a \$ symbol.  
By Choosing "UK English" SaleGrabber will then display a £ symbol.*

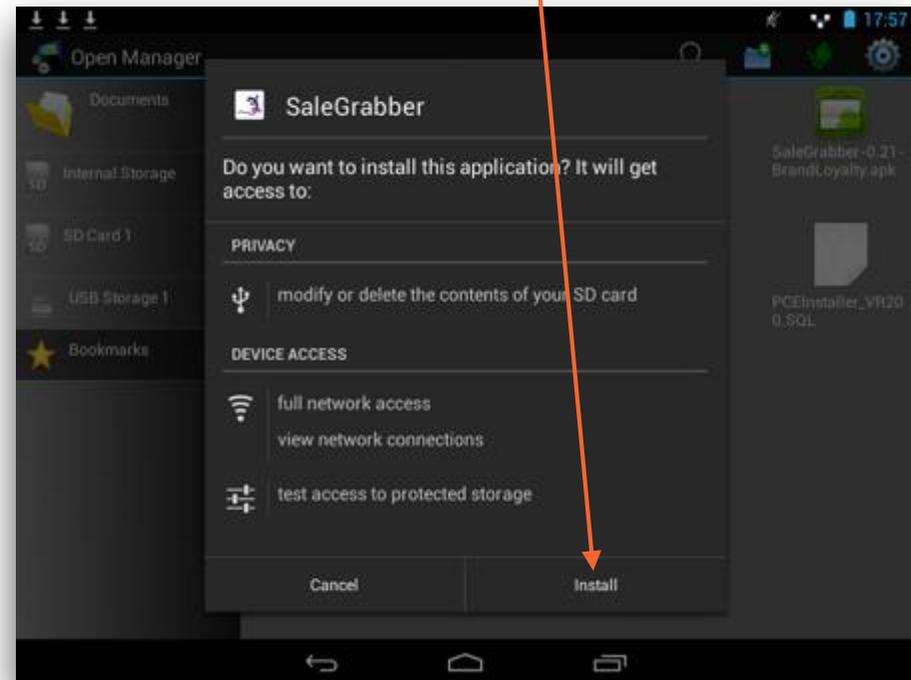
# ANDROID SETTINGS.

- Casio POS -

Select your SaleGrabber App



Select Install

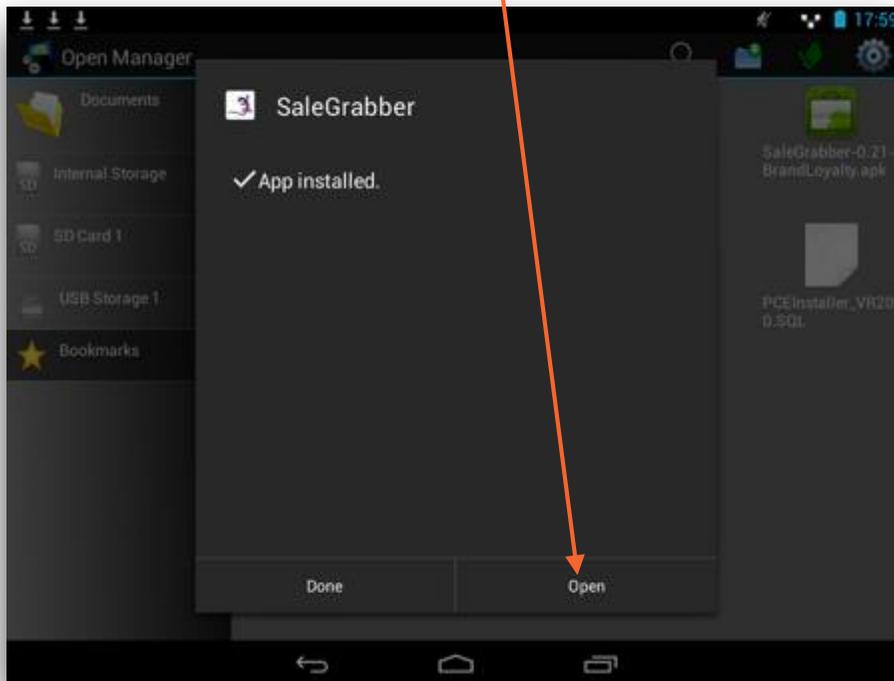


# SALEGRABBER INSTALLATION.

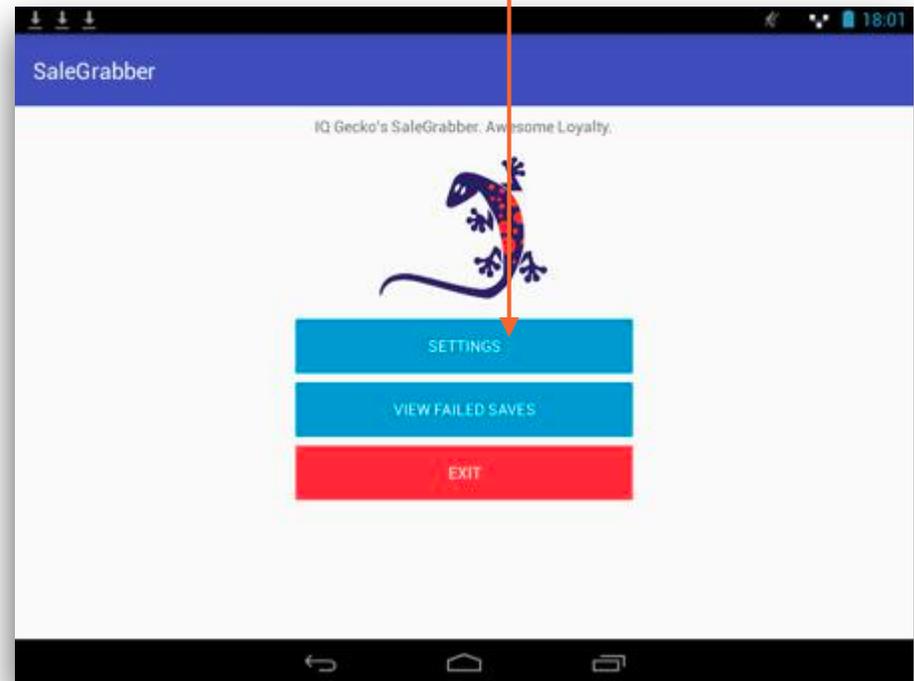


# SALEGRABBER INSTALLATION.

Select **Open**



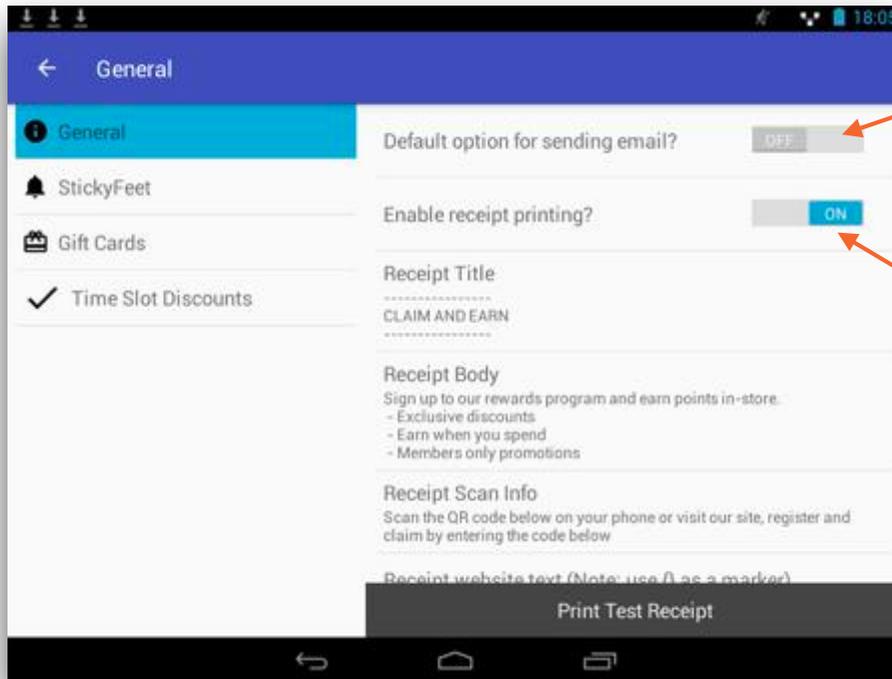
Select **Settings**



# SALEGRABBER SETUP.

- SaleGrabber Mail + Receipts -

Select **Open**



Email **Settings**

So that your client does not receive too many emails we recommend that you choose "ON" for Default Email if your average client attendance is less than once a week and "OFF" for Default Email if your average client attendance is more than once a week.

*note: Even if the default email option is set to "ON" the clerk can choose to "untick" the auto- sending of an email @ the POS during the sales transaction.*

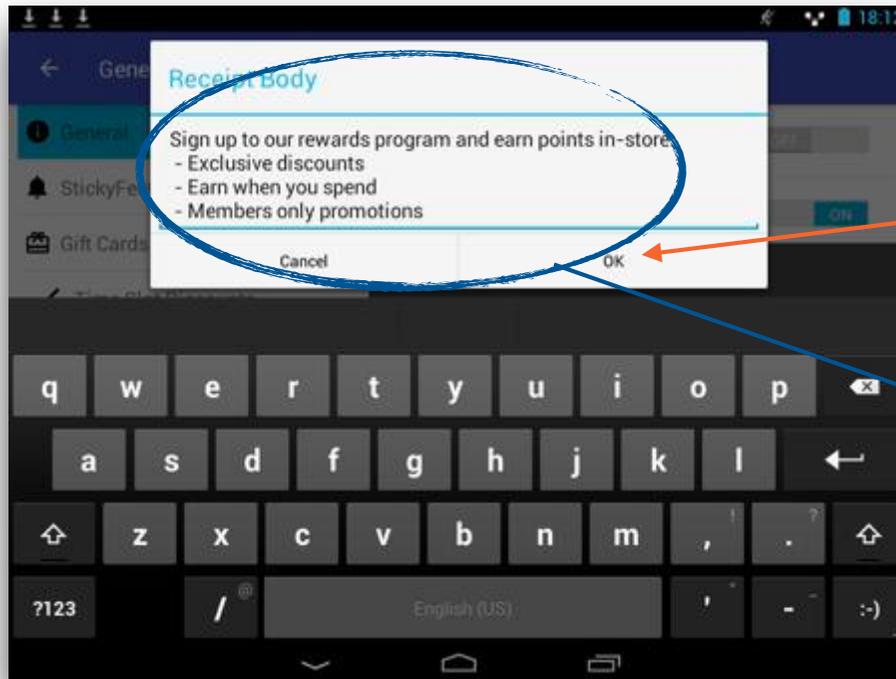
Receipt **Text**

Choose "ON" if you wish to have text printed when no Loyalty card is presented.

# SALEGRABBER SETUP.

- SaleGrabber Receipt Setup-

## Receipt Text



Tap the POS screen to bring up the Receipt Title text.  
Adjust the text to what you want to say and press **OK**



By scrolling down you can select and adjust all of the variable text.

*note: If your company has not chosen the option to give your loyalty clients the ability to claim their points post-transaction then you do not require an IQ Gecko web address or QR-code here.*

# SALEGRABBER SETUP.

- Credentials IDs + Codes + Keys -

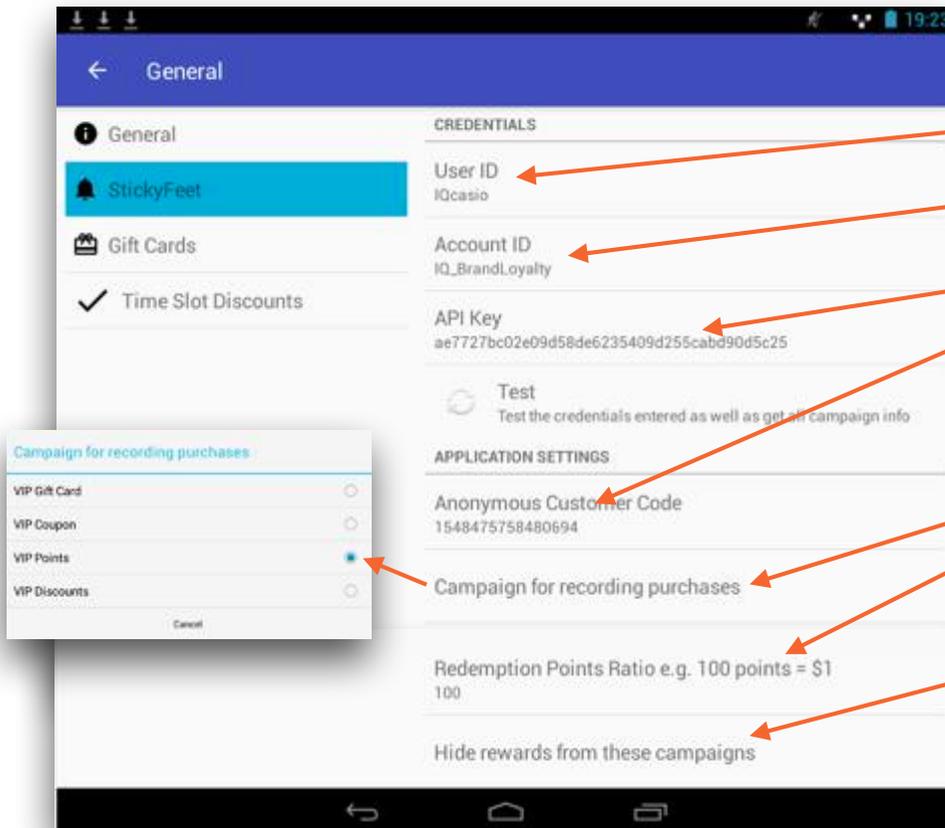


# HOW TO FIND:

- Credentials IDs + Codes + Keys -

Enter in the relevant **IDs**, **Codes** and **Keys** supplied to you by IQ Gecko.

*These credential details are required for overwriting the credentials of the default SaleGrabber APK.*



**User ID:** The ID name of the POS as created in Authorised Users permissions.

**Account ID:** This is the OWNER ID from the account information setup.

**API Key:** This is the Security Token of the above USER ID.

**Anonymous Customer Code:** This is the StickyFeet platform's number of the Anonymous Customer created.

*note: If your company has not chosen the option to give your loyalty clients the ability to claim their points post-transaction then you do not require an Anonymous Customer Code or Campaign ID.*

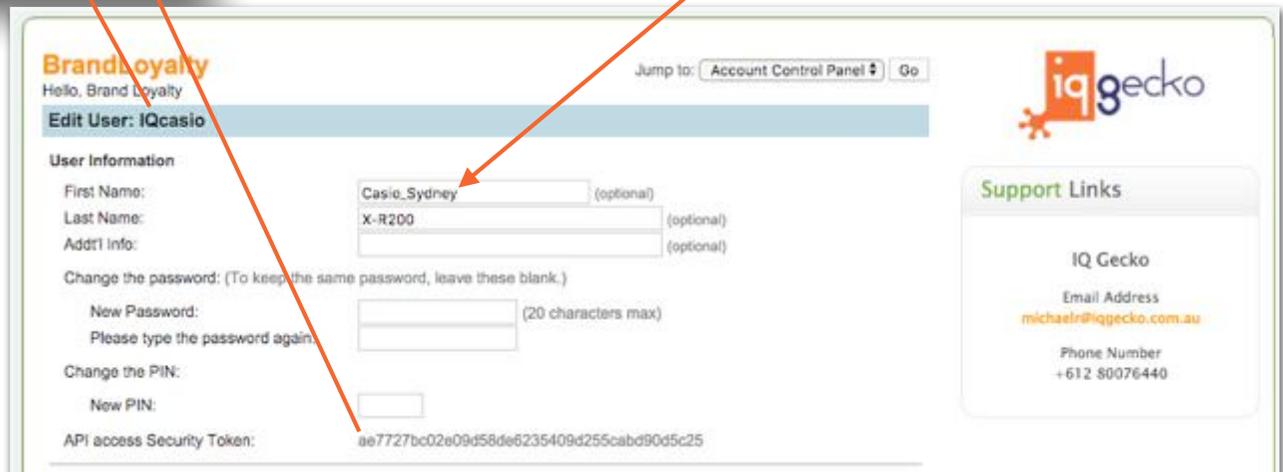
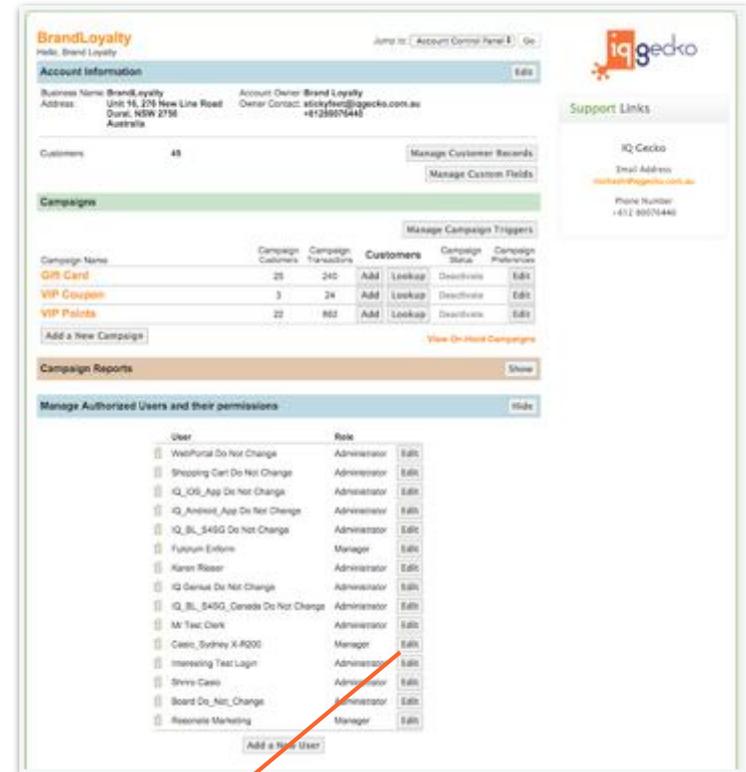
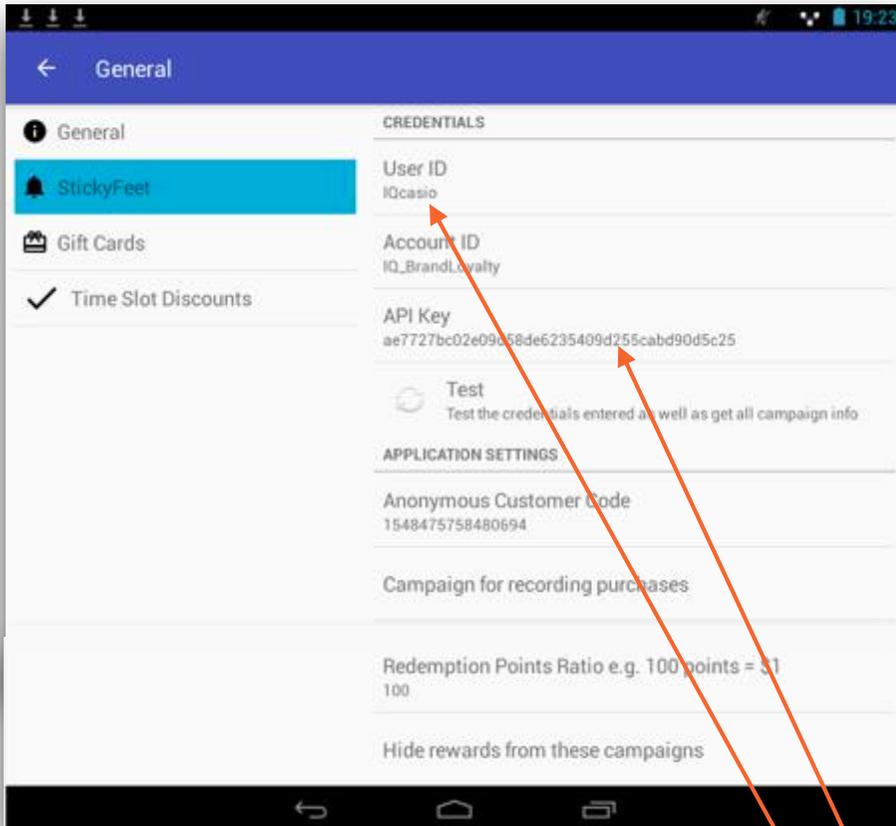
**Campaign:** This is the your primary Loyalty Campaign.

**Redemption Points Ratio:** This is the value rate of Points being redeemed - defaulted at 100points equalling \$1 which is a 1¢ per point ratio.

**Hide rewards:** This is a way to have a campaign running in the background (giving points, capturing data, etc) but do not want the campaign displayed on the POS.

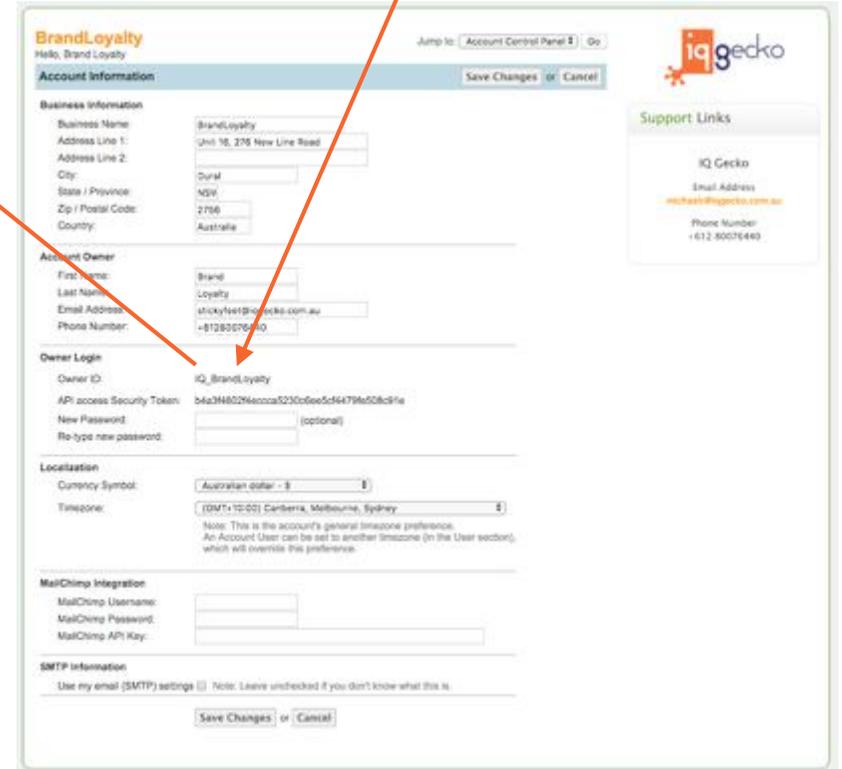
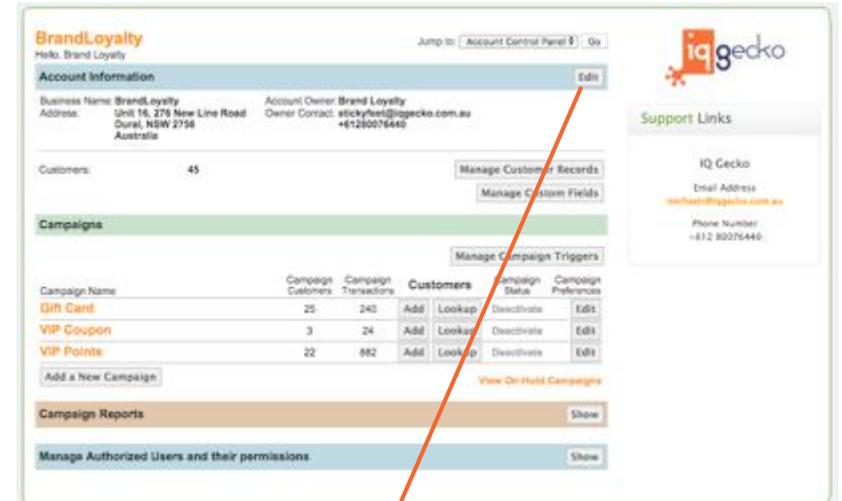
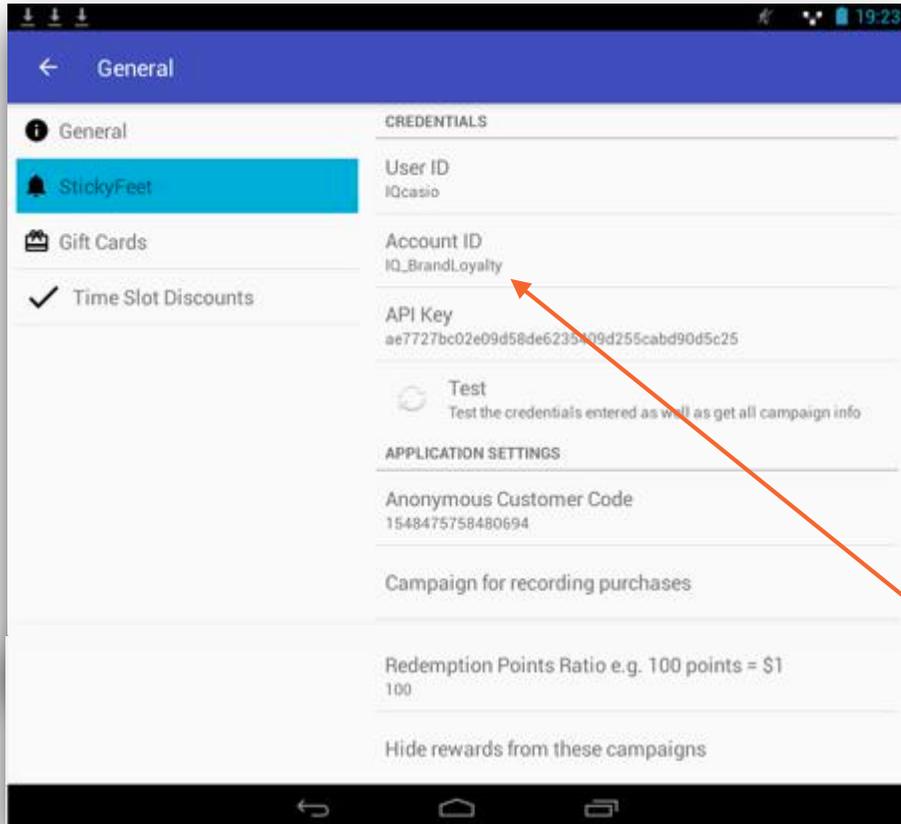
# HOW TO FIND:

- User ID + API Key -



# HOW TO FIND:

- Account ID (is Owner ID) -



# HOW TO FIND:

- Anonymous Customer Code -

**BrandLoyalty**  
Hello, Brand Loyalty

Jump to: Account Central Panel | Go

**Account Information** Edit

Business Name: BrandLoyalty  
Address: Unit 16, 276 New Line Road, Dural, NSW 2176, Australia  
Account Owner: Brand Loyalty  
Owner Contact: stickyfeet@iqgecko.com.au  
+61280076440

Customers: 45 Manage Customer Records Manage Custom Fields

**Campaigns** Manage Campaign Triggers

Campaign Name	Campaign Customers	Campaign Transactions	Customers	Campaign Status	Campaign Preference
Gift Card	25	243	Add   Lookup	Deactivate	Edit
VIP Coupon	3	24	Add   Lookup	Deactivate	Edit
VIP Points	22	882	Add   Lookup	Deactivate	Edit

Add a New Campaign View On Hold Campaigns

**Support Links**

**IQ Gecko**  
Email Address: stickyfeet@iqgecko.com.au  
Phone Number: +612 80076440

1

**BrandLoyalty**  
Hello, Brand Loyalty

Jump to: VIP Points | Go

**VIP Points** Lookup a Customer Add a Customer

**Find a Customer's Account** Cancel

Enter any part of a customer's information

Anonymous  Find

**Support Links**

**IQ Gecko**  
Email Address: stickyfeet@iqgecko.com.au  
Phone Number: +612 80076440

Tip: Did you know you can use a barcode scanner or mag-stripe reader to enter a customer's Card #?  
Tip: Bookmark this page using the Bookmark Generator at the bottom of the Account Central Panel!

2

**BrandLoyalty**  
Hello, Brand Loyalty

Jump to: VIP Points | Go

**VIP Points** Lookup a Customer Add a Customer

**Customer Account** Edit

Current Coalition Balance:  
**4,769 Points** Print Summary

Loyalty #: 000000000000  
Name: Anonymous Customer

3

**Campaign Reports** Hide

1 Select a Report 2 Select a Date Range 3 Select Campaign(s)

**Audits:**  
 All Transactions  
 Redeemed Only  
 Totals

**Condition Reports:**  
 Stores Totals - Points  
 Stores Totals - Giftcards

**Marketing:**  
 All Customers  
 New Customers  
 Frequent Customers:  
 transactions or more.  
 Include Redeem Transactions.  
 Customers who had a transaction in the date range above, and haven't been back in this many days:   
 Include Redeem Transactions.  
 Customers who will celebrate a Birthday in the date range above  
 Customers whose Birth date is in the date range above

Search Customers For:  
  Include transactions

**Customer Balances Report:**  
 Customer Balances for:   Start at: 0  How many:

Run Report

4

**General**

**General**

- StickyFeet
- Gift Cards
- Time Slot Discounts

**CREDENTIALS**

User ID: IQcasio

Account ID: IQ\_BrandLoyalty

API Key: ae7727bc02e09d58de6235409d255cabd90d5c25

**Test**  
Test the credentials entered as well as get all campaign info

**APPLICATION SETTINGS**

Anonymous Customer Code: 1548475758480694

Campaign for recording purchases

Redemption Points Ratio as 100 points = \$1

6

A	B	C	D	E	P
DB Timestamp	Account Code	First Name	Last Name	Card #	
9/5/16 21:02	1548475758480694	Anonymous	Customer	000000000000	

**BrandLoyalty**  
Hello, Brand Loyalty

Jump to: Account Central Panel | Go

**Customer Search Report**

Search Customers For: 000000000000  
 Between: 2018-01-01 and 2018-03-14  
 Campaigns included: Gift Card, VIP Coupon, VIP Points

Export to CSV Export to Matching Export to SMS

Page 1 of 1 (Records 1 to 1 out of 1)

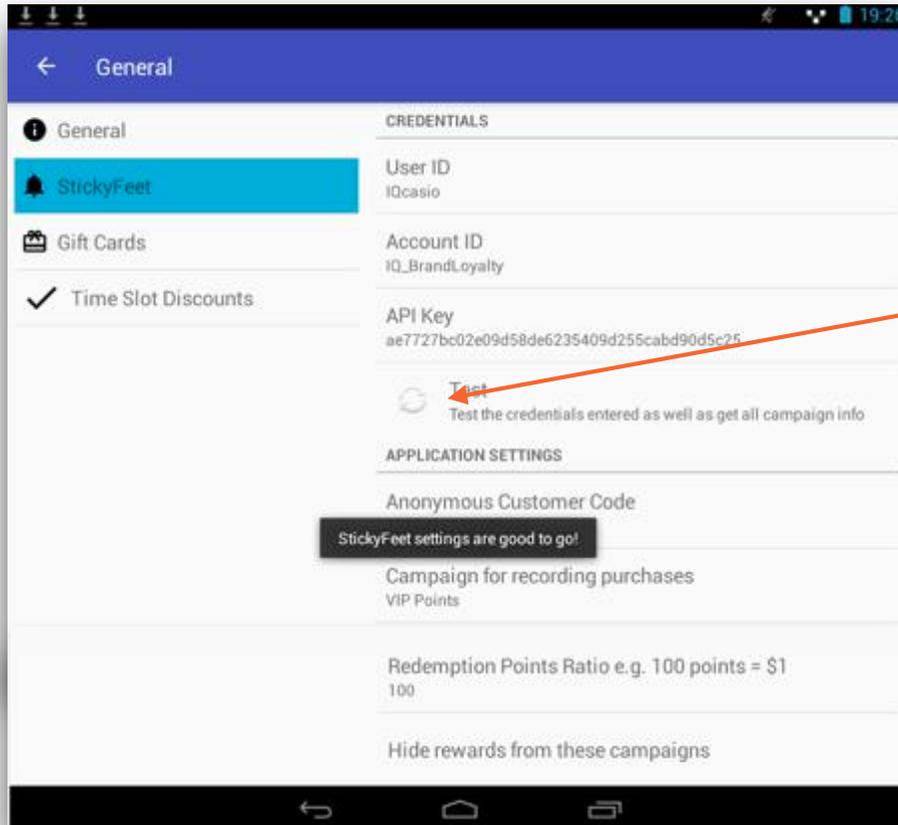
Name	Loyalty #	Phone Number	Email Address	Custom Field
Anonymous Customer	000000000000			

Done

5

# SALEGRABBER CREDENTIALS.

- Credentials Test -



**Test:** Press the "Test" icon to ensure that the credentials are correct.

# GiFT CARD.

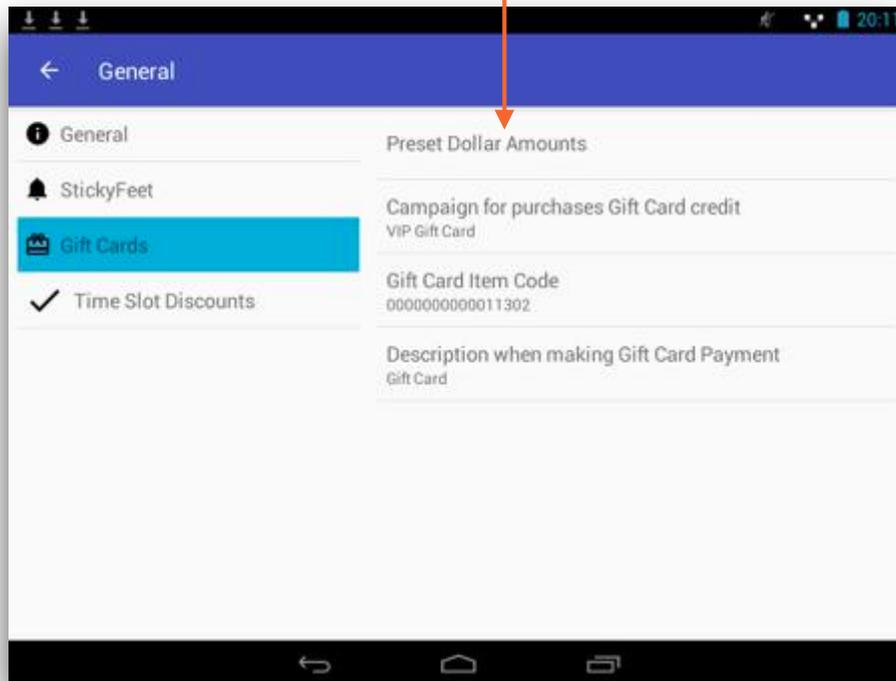
- Set Up -



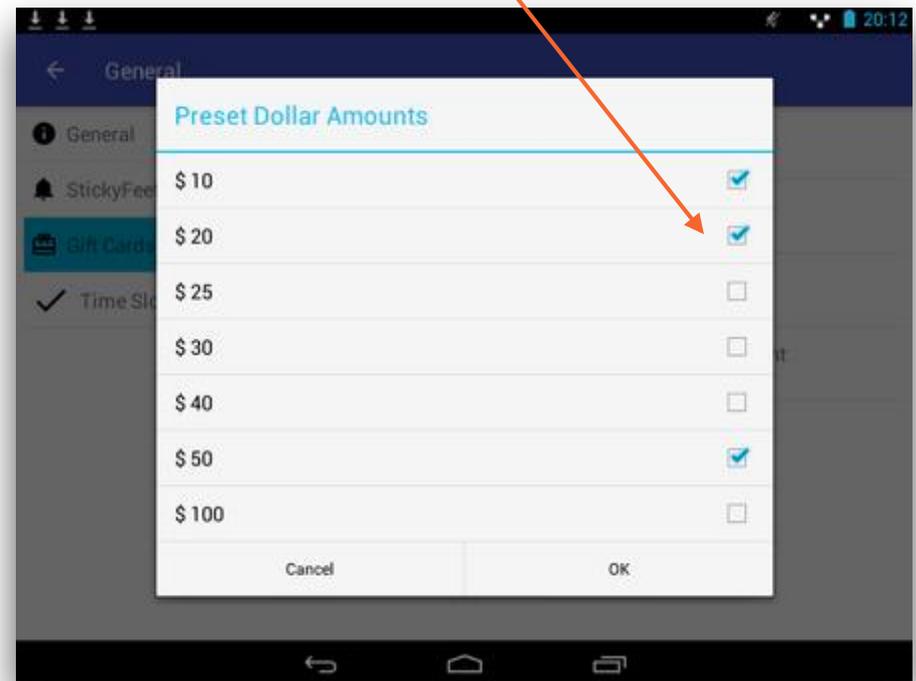
# GiFT CARD.

- Set Up -

Select Preset Dollar Amount



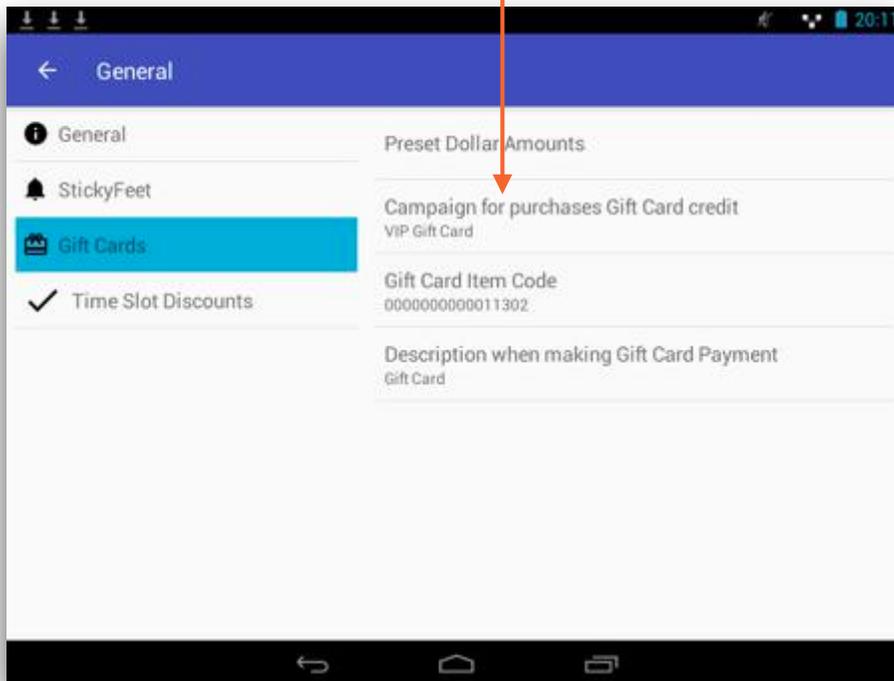
Select Preferred Gift Card Preset Values



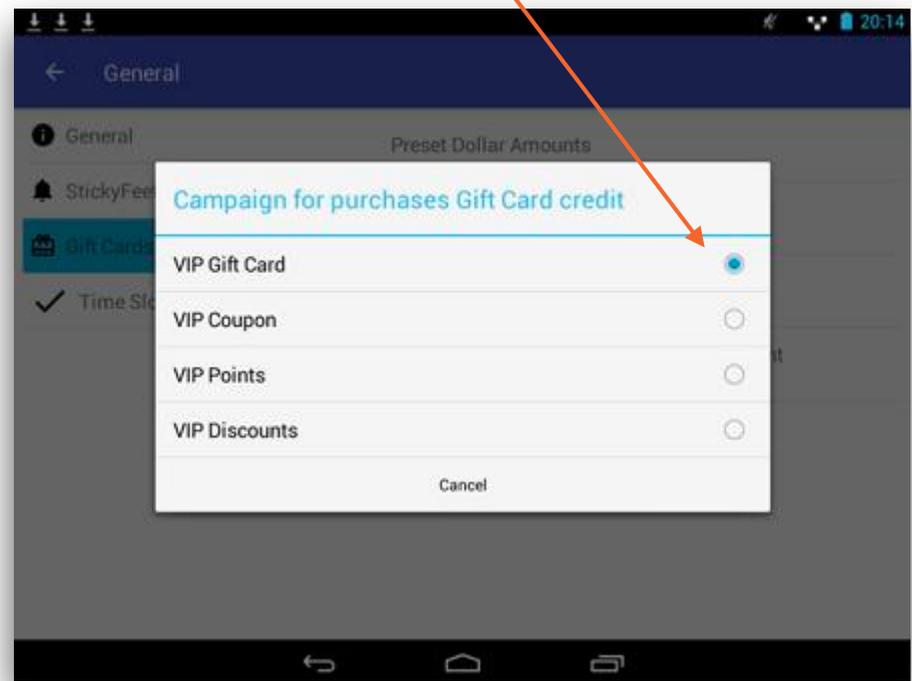
# GiFT CARD.

- Set Up -

Select Campaign for purchases Gift Card credit



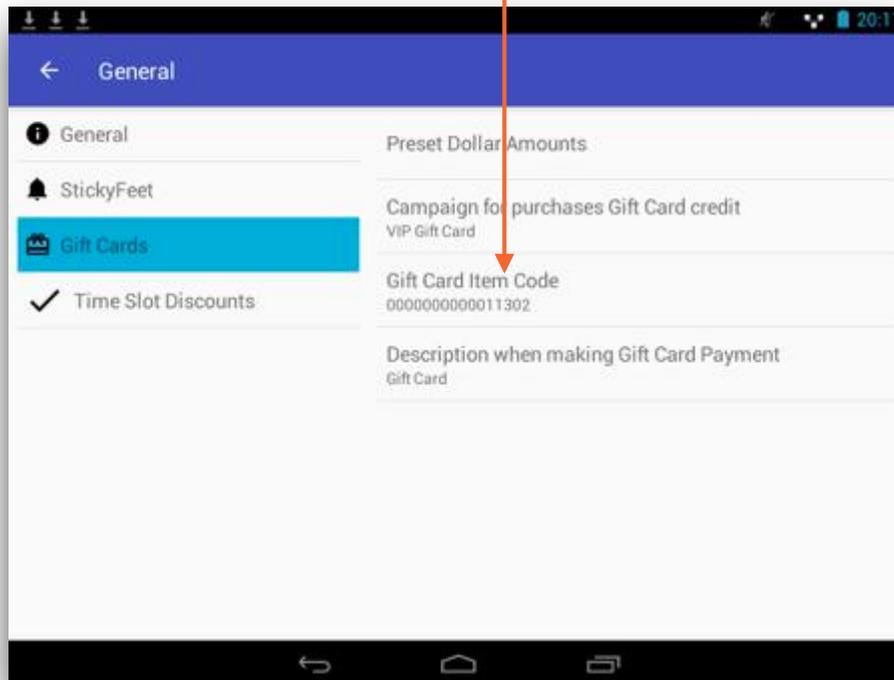
Select where Gift Card credits go towards



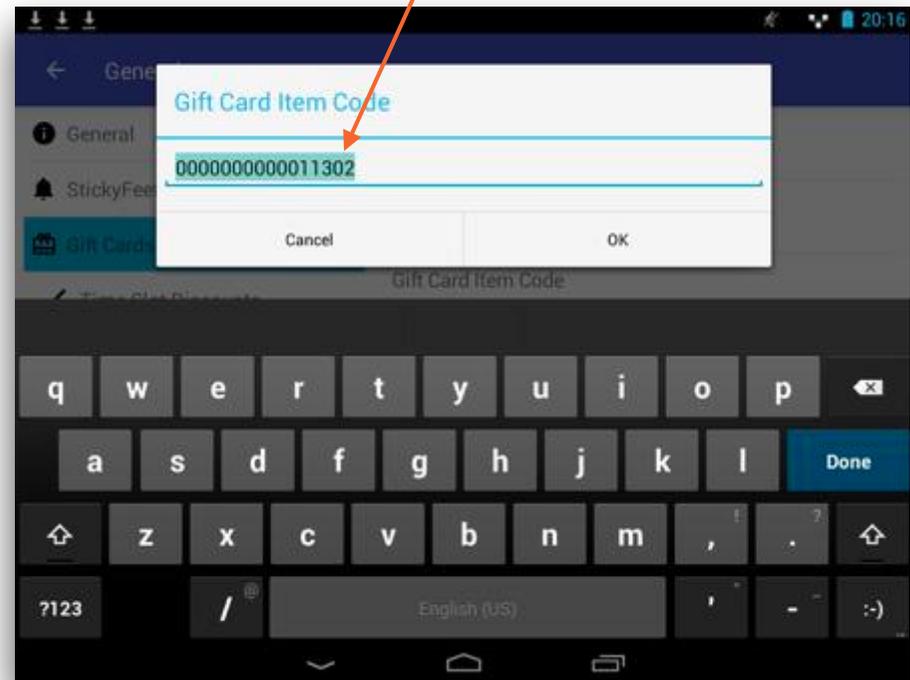
# GiFT CARD.

- Set Up -

Select the **Gift Card Item Code (SKU)**



Enter the **Casio POS SKU** created for **Gift Card**

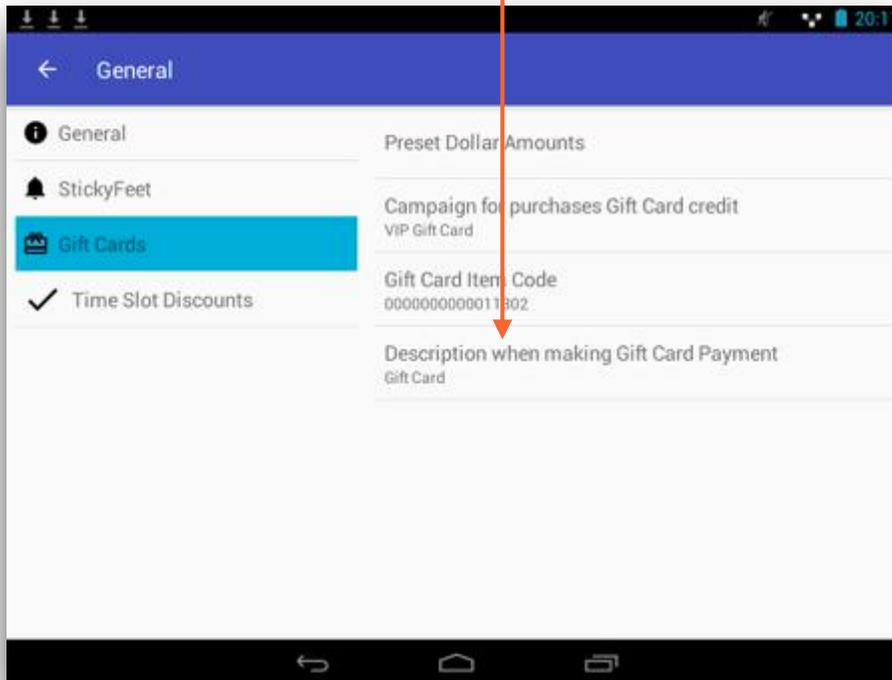


The default **Gift Card** SKU is **000000000011302**. You may either create a **Gift Card** with this SKU or create a different **Gift Card** SKU and place this number into this **Gift Card Item Code** area.

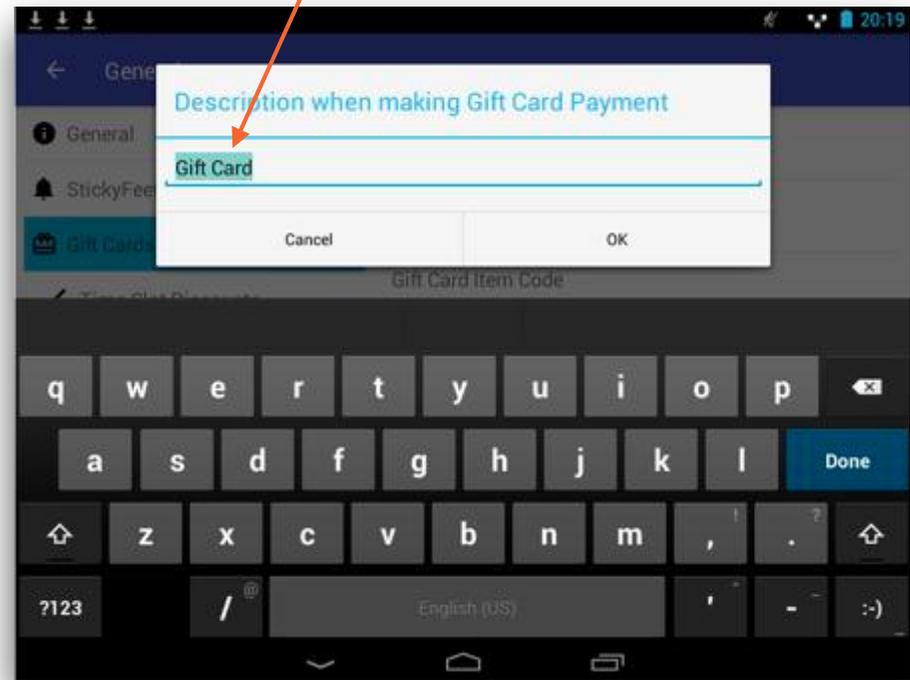
# GiFT CARD.

- Set Up -

Select the Gift Card description



Enter the name you wish to call your Gift Card



# TIME SLOT **DiSCOUNTS.**

- Set Up -

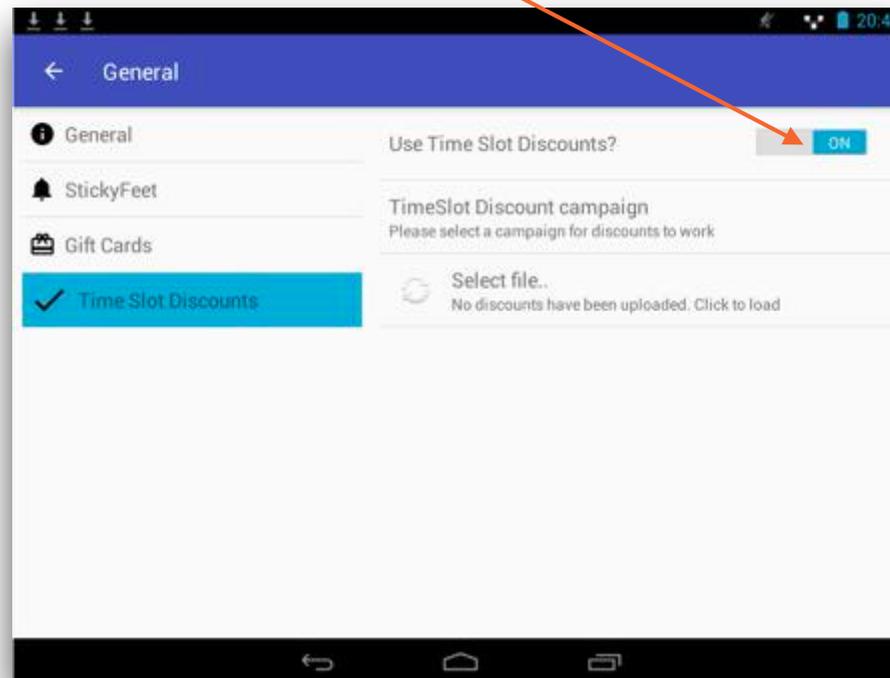
Time Slot Discounts give the merchant the ability to schedule loyalty member discounts based on day, time and product SKU.



# TIME SLOT DISCOUNTS.

- Set Up -

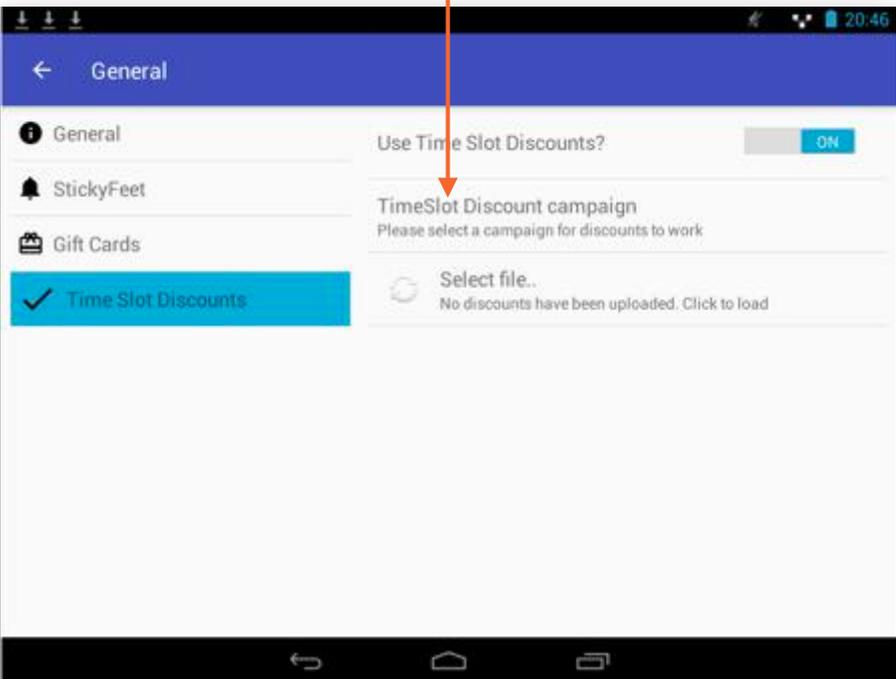
Turn on Use Time Slot Discounts



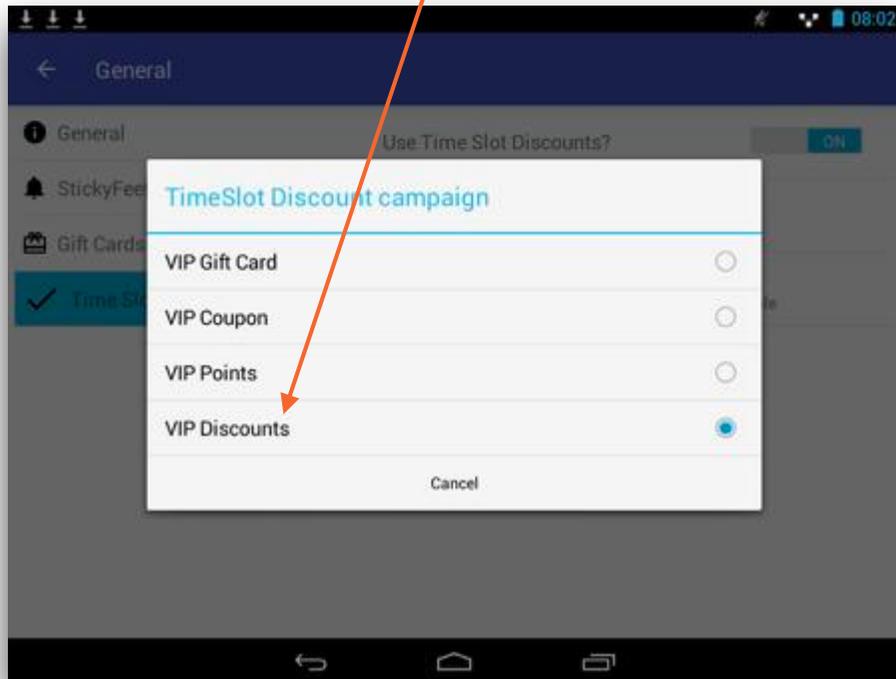
# TIME SLOT DISCOUNTS.

- Set Up -

Select Time Slot Discount campaign



Choose the campaign for allocating discounts

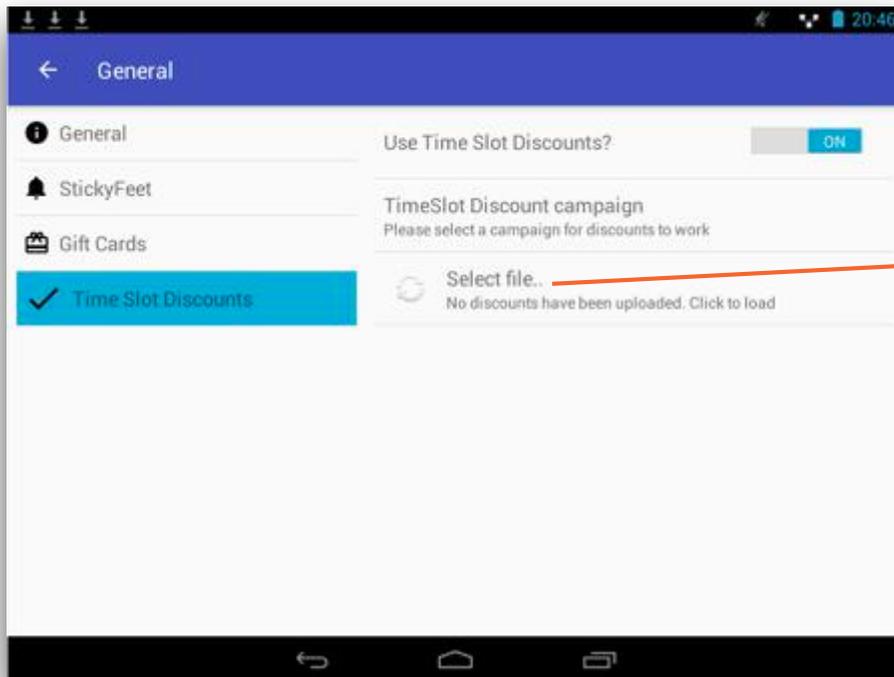


# TIME SLOT DISCOUNTS.

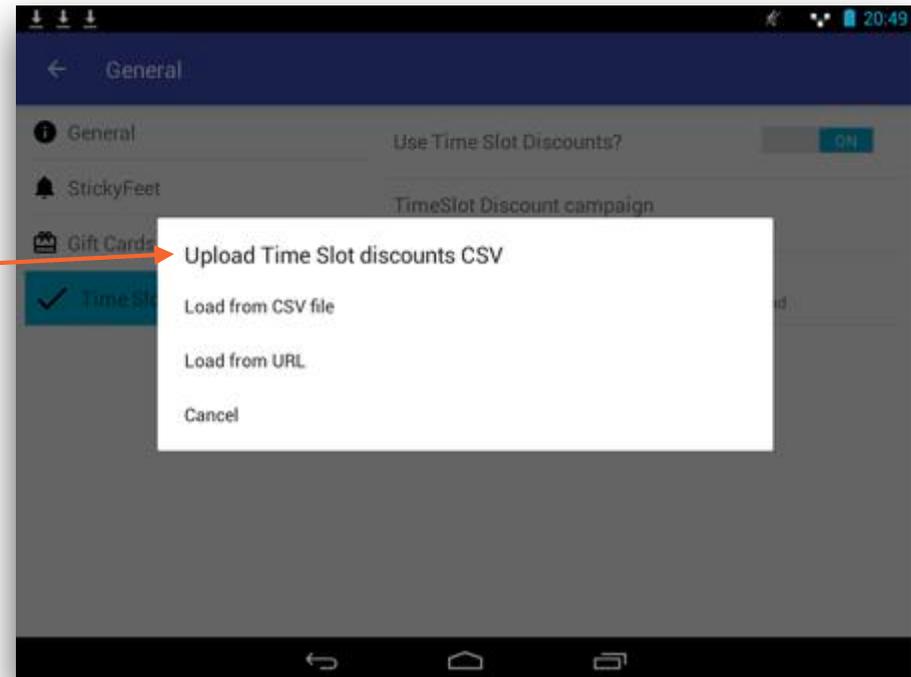
- Set Up -

Your CSV file can be either on your POS or at a dedicated URL.

Select File



Select where your CSV File is located



# TIME SLOT DISCOUNTS.

- Solution Workflow -



Any day @ 4:00pm  
= \$0.50 Discount

Wine Gls	650	600	500
Tap Gls	600	550	450
Bottle Beer	900	900	900

Feb 14th @ 6:40pm  
= \$1.50 Discount

Wine Gls	650	600	500
Tap Gls	600	550	450
Bottle Beer	900	900	900

itemCode	discountName	discountAmt	startTime	endTime	dayOrDate
"000000000000743"	"Gold Gls Discount - days:all"	"50"	"11:00"	"16:59"	"days:all"
"000000000000743"	"Gold Gls Discount - Date"	"100"	"17:00"	"18:59"	"date:25/07/2018"
"000000000000743"	"Gold Pint Discount - Date"	"150"	"16:00"	"19:59"	"date:25/07/2018"
"000000000000753"	"Original Gls Discount - DateRange"	"200"	"14:00"	"03:00"	"dateRange:25/07/2018-27/07/2018"
"000000000000754"	"Original Pint Discount - days:mon-wed"	"200"	"14:00"	"03:00"	"days:MON,TUE,WED"

# TIME SLOT DISCOUNTS.

- Member Discount -

Member  
Discount.

SYSTEM R-OM Payment 6/09/2018 22:03

SaleGrabber

Customer Details		Available Rewards	
178 points		This customer has no rewards available	
Joe	+61280076440		
michaelr@iqgecko.com.au			
<input type="checkbox"/> Send email summary to customer?			
<a href="#">SEARCH ANOTHER</a>			
Current Transaction		Pay Amount	\$29.90
Item Name	Qty	Price	\$ claiming \$0.00
Cappuccino	1	\$10.00	Description
Cappucco - days:all		\$0.10	
Espresso	1	\$10.00	
Cafe latte	1	\$10.00	

# TIME SLOT DISCOUNTS.

- Data Design -

Data  
Design.

itemCode	discountName	discountAmt	startTime	endTime	dayOrDate
"000000000000743"	"Gold Gls Discount - days:all"	"50"	"11:00"	"16:59"	"days:all"
"000000000000743"	"Gold Gls Discount - Date"	"100"	"17:00"	"18:59"	"date:25/07/2018"
"000000000000743"	"Gold Pint Discount - Date"	"150"	"16:00"	"19:59"	"date:25/07/2018"
"000000000000753"	"Original Gls Discount - DateRange"	"200"	"14:00"	"03:00"	"dateRange:25/07/2018-27/07/2018"
"000000000000754"	"Original Pint Discount - days:mon-wed"	"200"	"14:00"	"03:00"	"days:MON,TUE,WED"

## Values can be either

1. A list of days, that they're applied on
2. A single day that it can be applied on
3. A single date that it can be applied on
4. A date range

1. Days are specified by starting with "days" then a list of days, from: "Mon", "Tue", "Wed", "Thu", "Fri", "Sat", "Sun"
2. Same as 1, however ensure you're using a comma to separate them
3. Start with "date:" and enter the date you want as dd/mm/yyyy
4. Start with "dateRange:" and enter the first date to start from, followed by a "-" (hyphen) and then the second that the price ends. These dates are inclusive of the discount.

## Examples:

days:Mon,Tue,Wed

days:Fri

date:14/02/2018

dateRange:24/12/2018-26/12/2018

## Sample CSV

- All fields double quoted, so we can read them in properly, plus Excel will handle them better
- Use a comma as a separator

itemCode,discountName,discountAmt,startTime,endTime,dayOrDate

"000000000000743","Gold Gls Discount - days:all","50","11:00","16:59","days:all"

"000000000000743","Gold Gls Discount - Date","50","17:00","18:59","date:25/07/2018"

"000000000000743","Gold Pint Discount - Date","150","16:00","19:59","date:25/07/2018"

"000000000000743","Original Gls Discount - DateRange","200","14:00","03:00","dateRange:25/07/2018-27/07/2018"

"000000000000743","Original Pint Discount - days:mon-wed","200","14:00","03:00","days:MON,TUE,WED"

# TIME SLOT DISCOUNTS.

- Data Upload -

Data  
Upload.

itemCode	discountName	discountAmt	startTime	endTime	dayOrDate
"000000000000743"	"Gold Gls Discount - days:all"	"50"	"11:00"	"16:59"	days:all
"000000000000743"	"Gold Gls Discount - Date"	"100"	"17:00"	"18:59"	date:25/07/2018
"000000000000743"	"Gold Pint Discount - Date"	"150"	"16:00"	"19:59"	date:25/07/2018
"000000000000753"	"Original Gls Discount - DateRange"	"200"	"14:00"	"03:00"	dateRange:25/07/2018-27/07/2018
"000000000000754"	"Original Pint Discount - days:mon-wed"	"200"	"14:00"	"03:00"	days:MON,TUE,WED

All PLUs that are affected by the Happy Hour (and Member) discounts will need to be in a CSV file format and loaded into the POS for our SaleGrabber software to access.

We are looking @ two upload options

1. USB (media key)
2. URL (hosted on a web page)

We will create a selector where you can choose the data destination and a "sync" button.

This does mean that any/all member Happy Hour updates will have to be "re-synced" before the changes will take affect.



# SALEGRABBER **APK.**

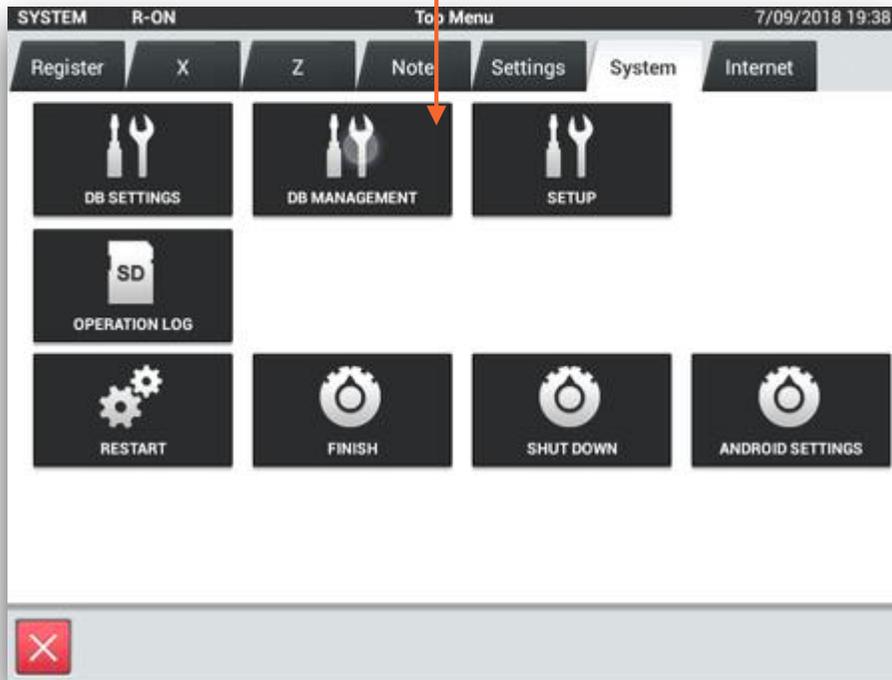
- Script **Installation** -



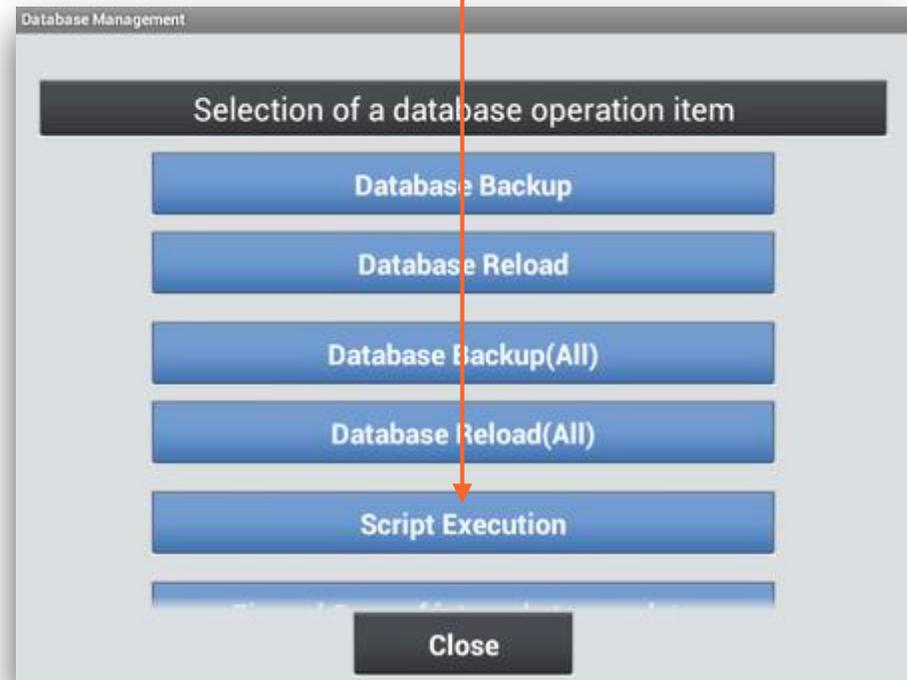
# SALEGRABBER APK.

- Script Installation -

Select DB Management



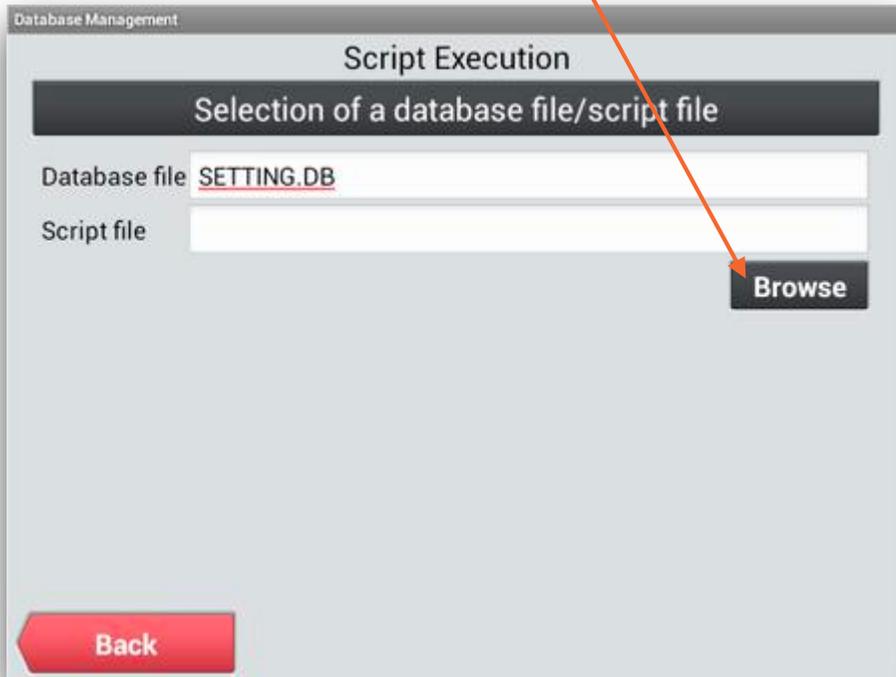
Select Script Execution



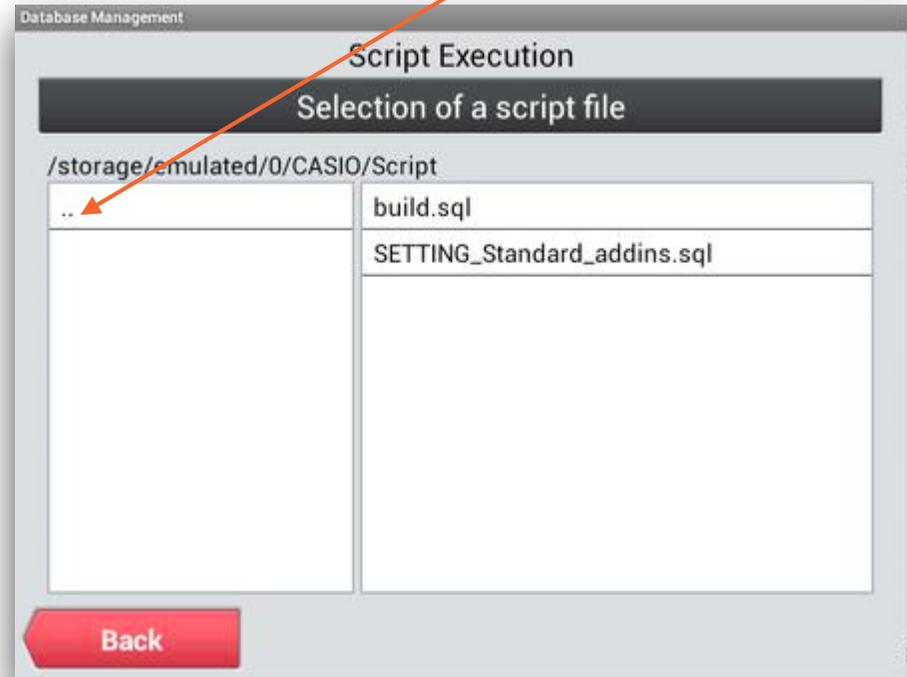
# SALEGRABBER APK.

- Script Installation -

Select **Browse**



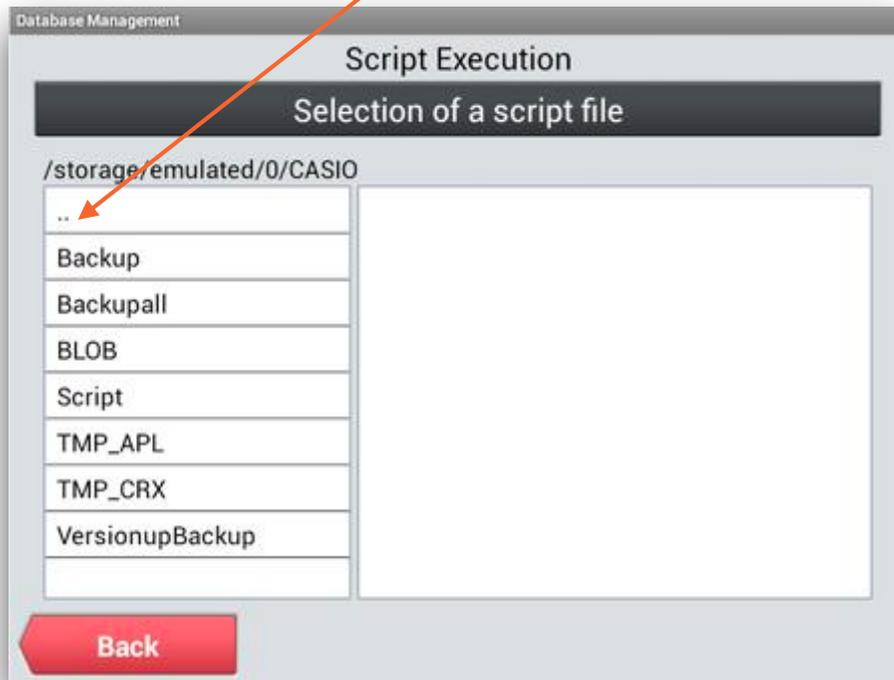
Select **.. Double Dots (one)**



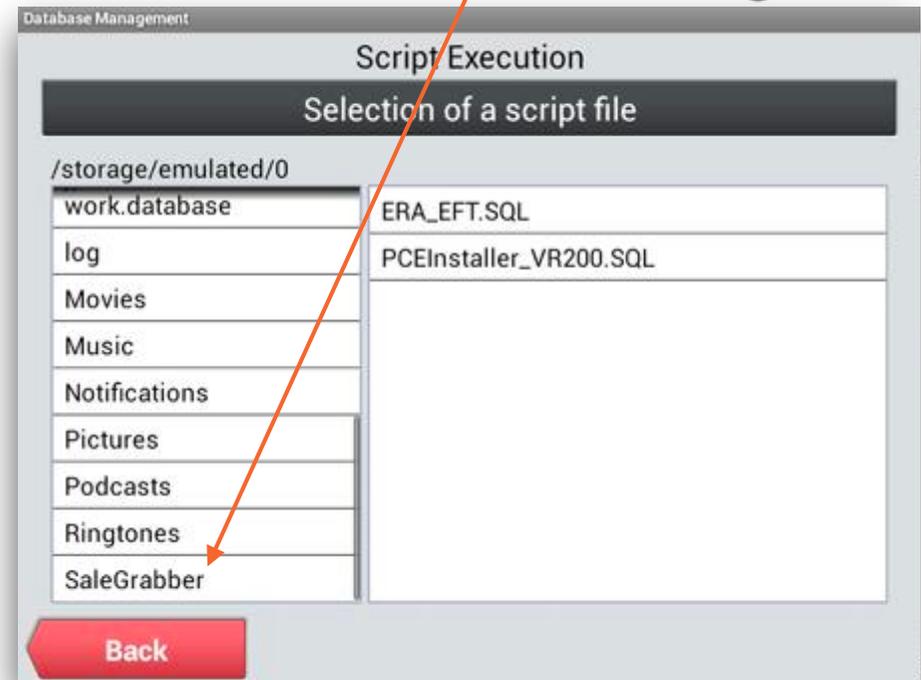
# SALEGRABBER APK.

- Script Installation -

Select **.. Double Dots (two)**



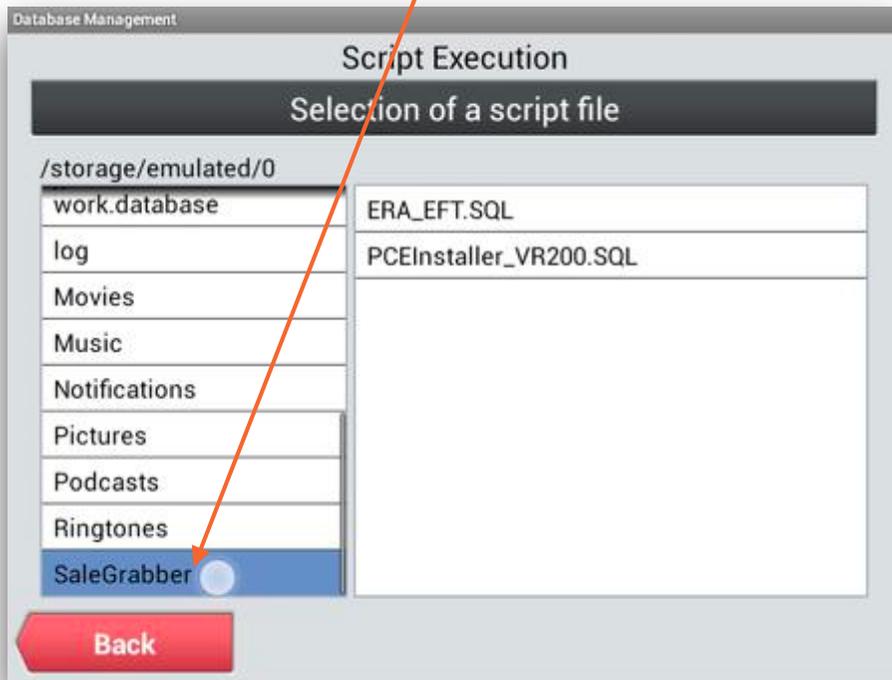
Scroll down to **SaleGrabber** 😊



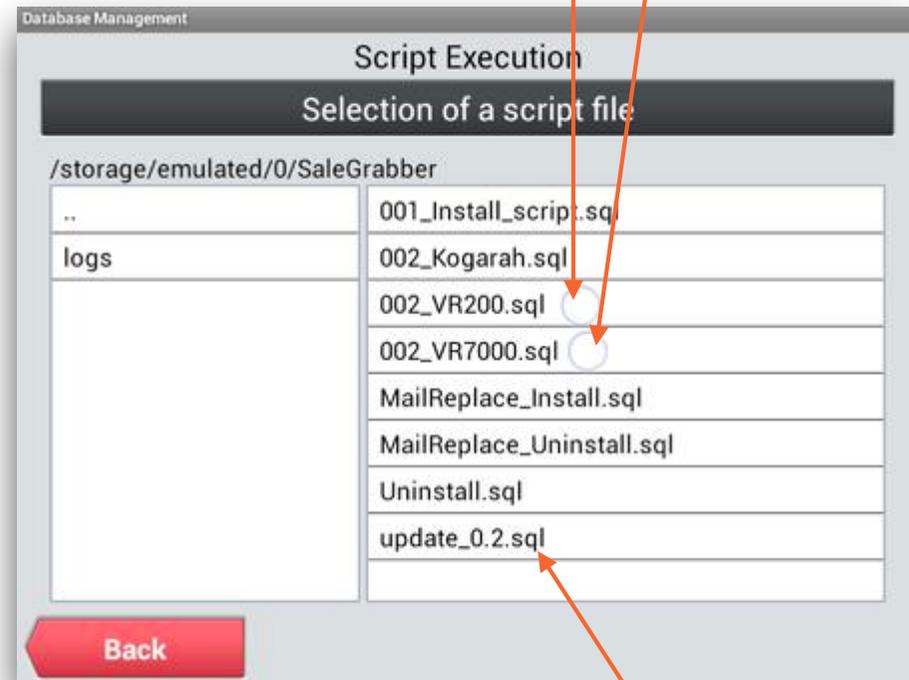
# SALEGRABBER APK.

- Script Installation -

Select SaleGrabber



Select your Casio Model

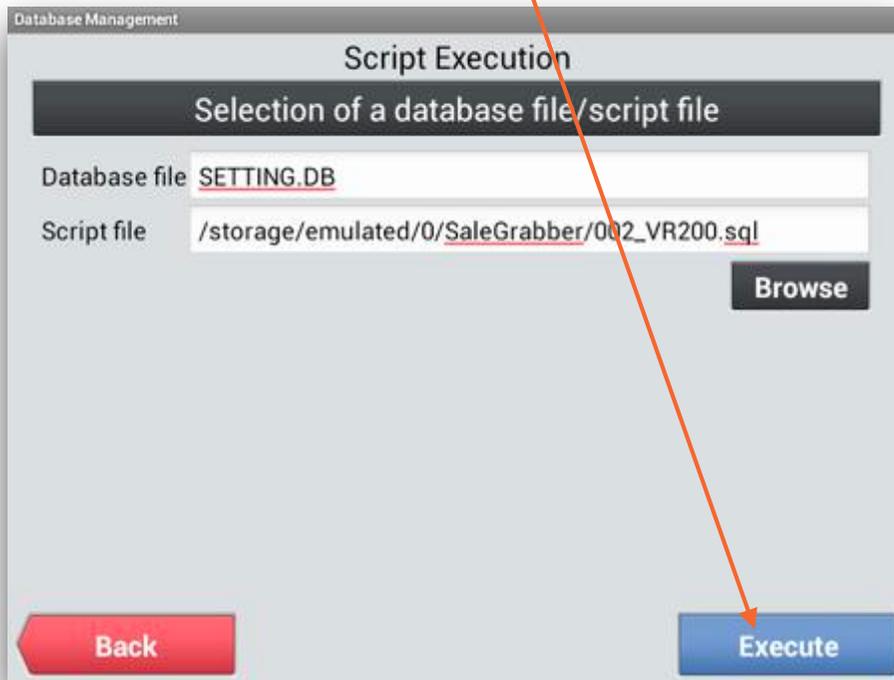


If it is an update then select Update

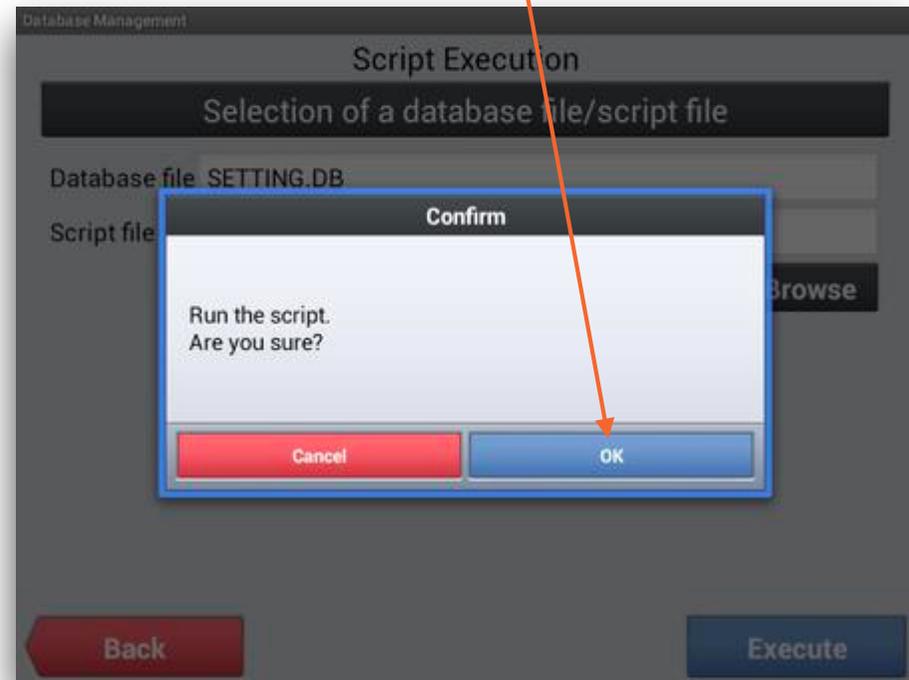
# SALEGRABBER APK.

- Script Installation -

Select **Execute**



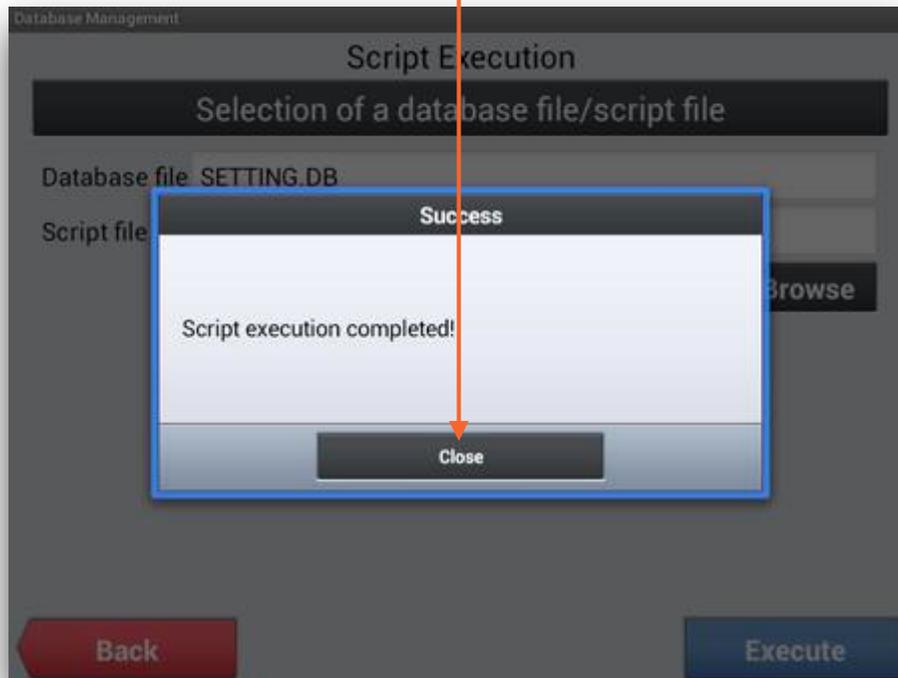
Select **OK**



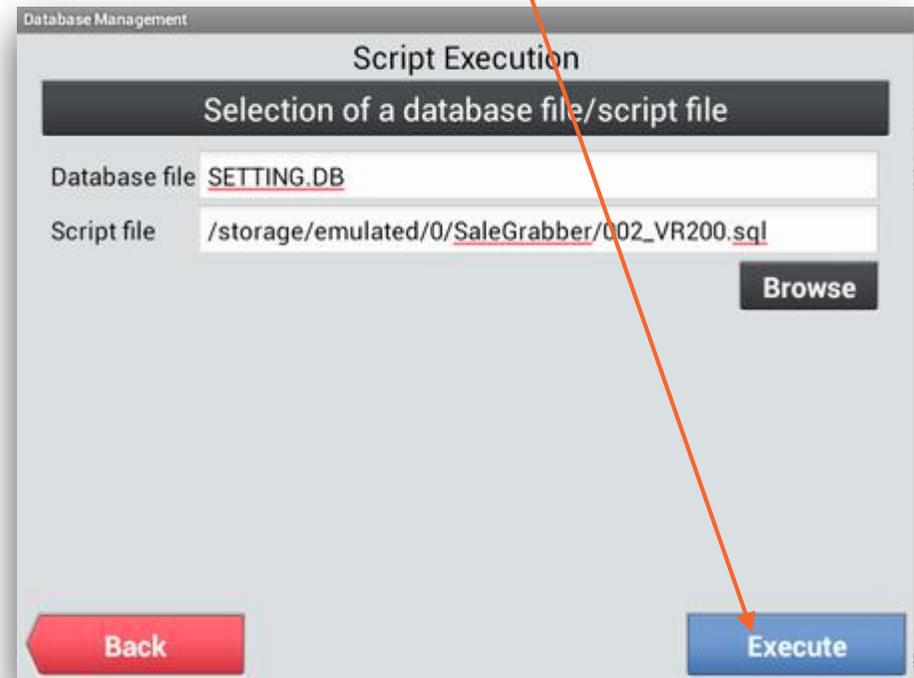
# SALEGRABBER APK.

- Script Installation -

Select **Close**



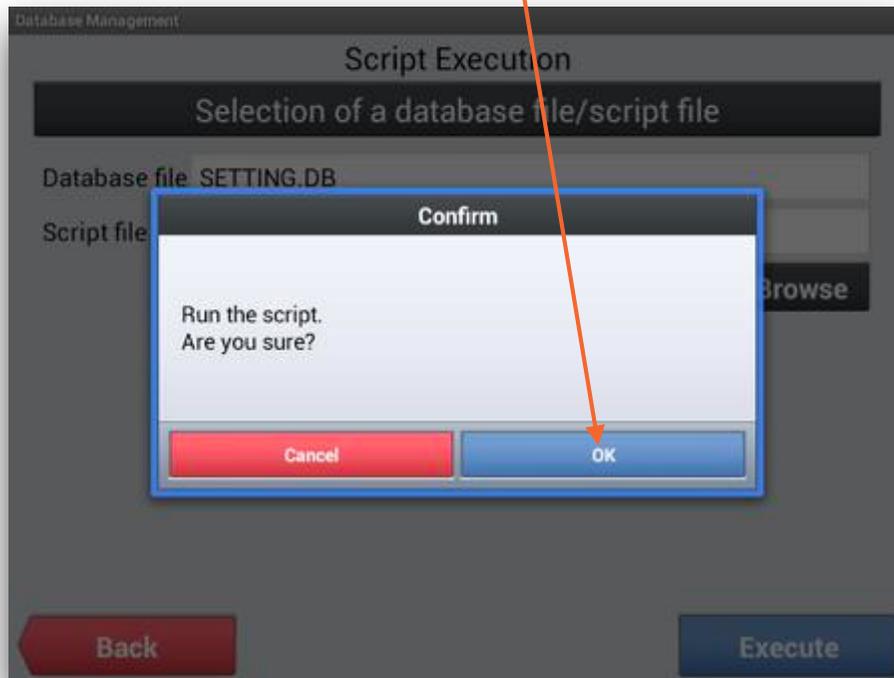
Select **Execute**



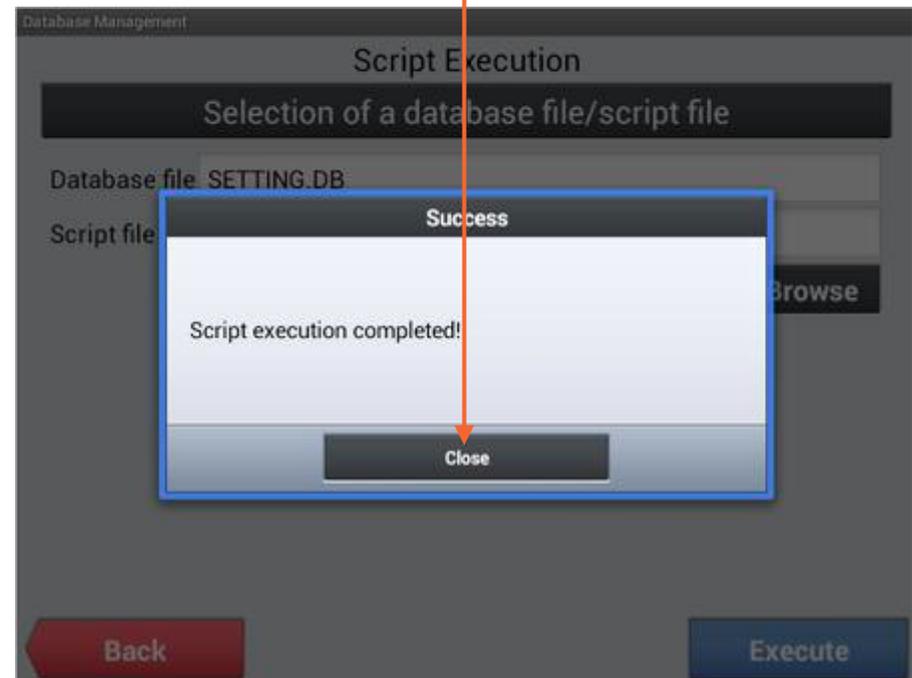
# SALEGRABBER APK.

- Script Installation -

Select **OK**

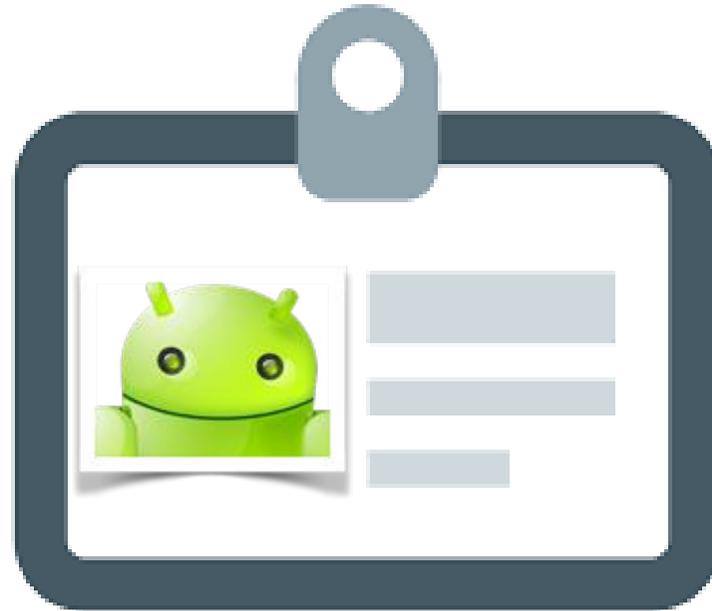


Select **Close**



# CASIO WORKFLOW.

- Unregistered Card Transaction -



# CASIO WORKFLOW.

- Unregistered Card Transaction -

Select **Payment**

SYSTEM R-ON Registration 7/09/2018 20:17

Total \$30.00  
Tax \$5.00

Table

Item	QTY	Price
Mocha	1	\$10.00
Espresso	1	\$10.00
Cafe latte	1	\$10.00

0.00

CANCEL CASH RECEIPT GIFT CARD NEW/OLD SHEET1 SHEET2 **PAYMENT**

Select **CUST. PTS**

SYSTEM R-ON Payment 7/09/2018 20:18

Total \$30.00  
Tax \$5.00

\$0.00

CHARGE **CUST. PTS**

CREDIT CHECK2 CHECK3

VOID 7 8 9

SEP.PAY 4 5 6

1 2 3

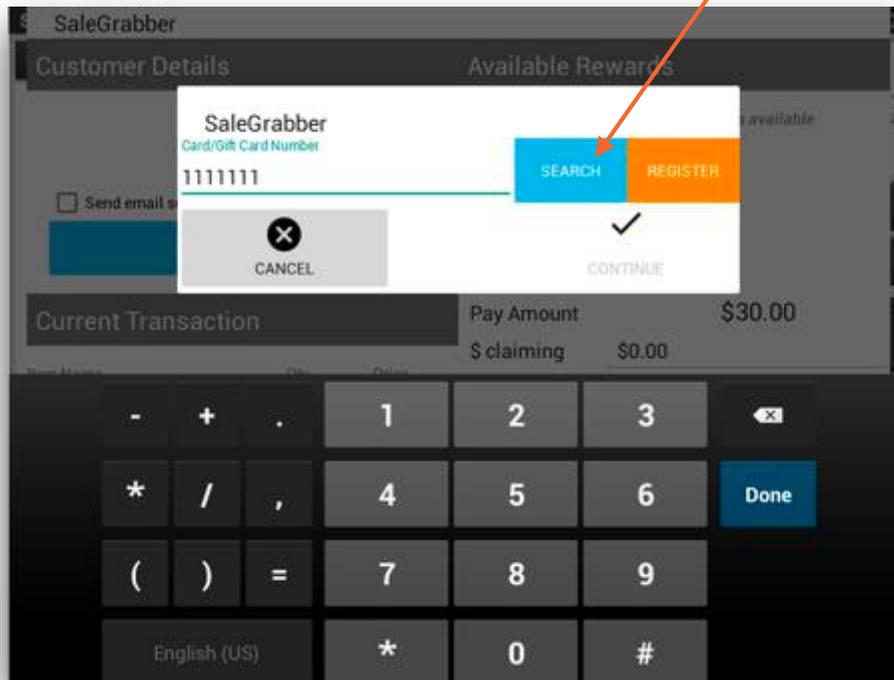
000 00 0 . **C**

Back CASH

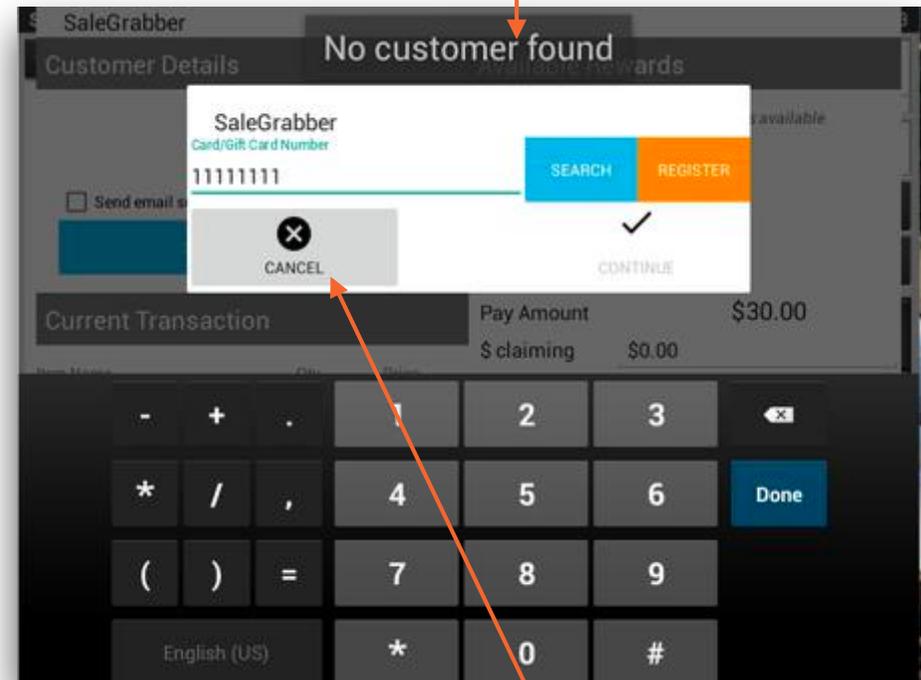
# CASIO WORKFLOW.

- Unregistered Card Transaction -

Scan or Enter in Card and press Search



Non-registered cards = No Customer Found

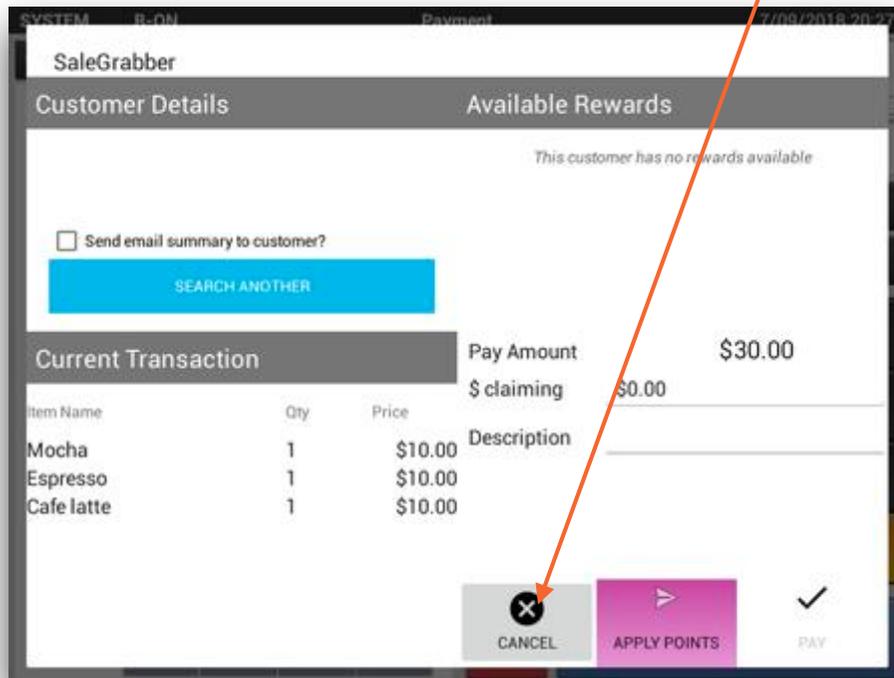


If you do not wish to register the card @ POS now then select Cancel

# CASIO WORKFLOW.

- Unregistered Card Transaction -

As the customer is not registered select **Cancel**

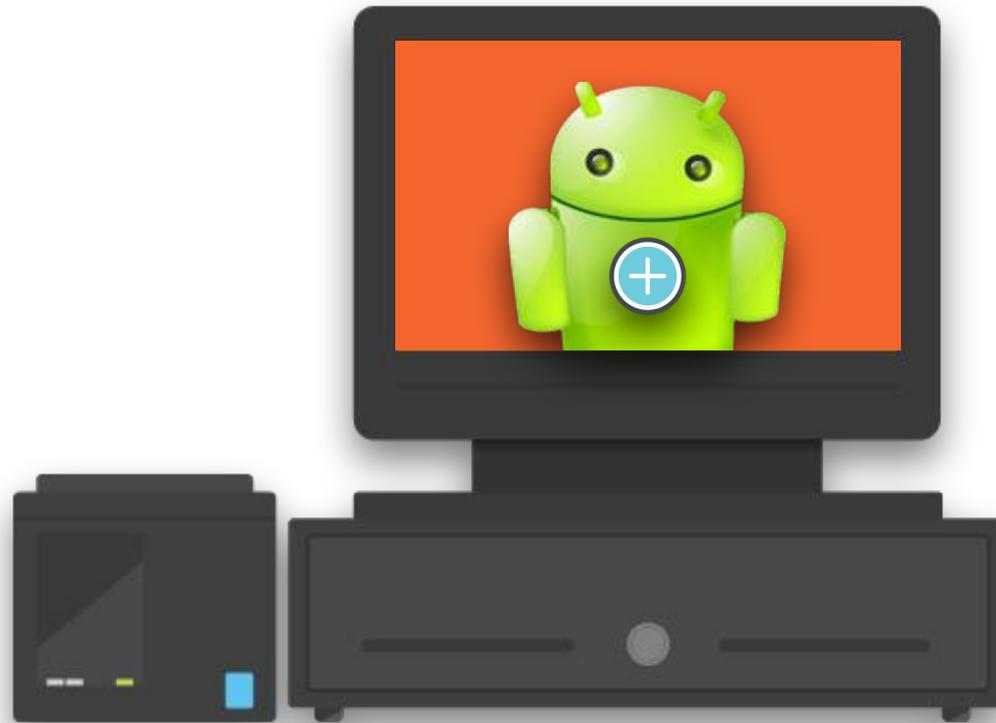


A non-registered customer receipt will include the additional text and/or QR Code information as setup in the installation Guide.

*As in this example, if your company has opted to allow your customers to claim points at a later date, then your customer will need to either register via the Premium Web Portal or download the Mobile App (optional features).*

# CASIO WORKFLOW.

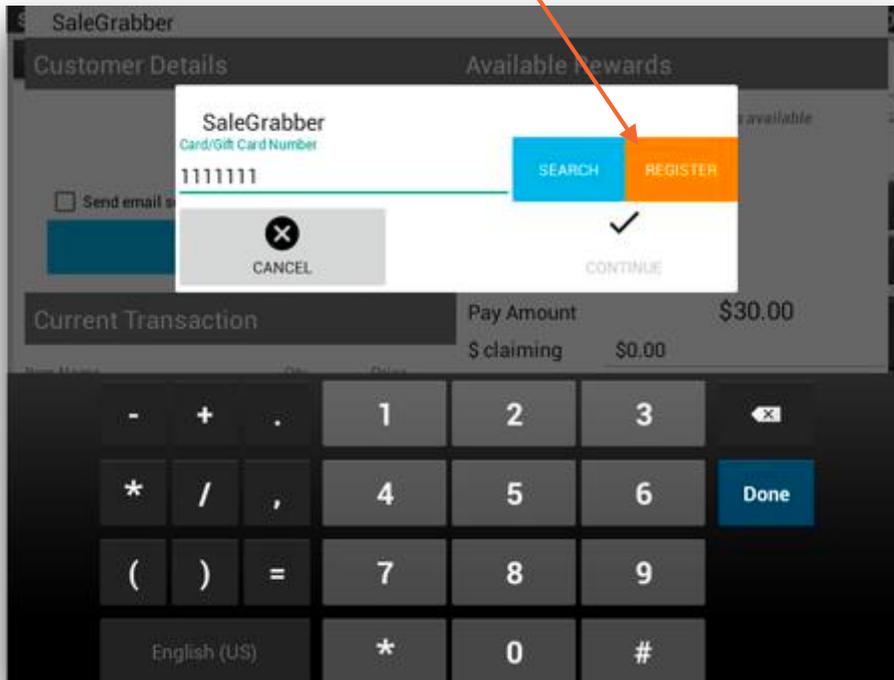
- Registering a Card @ the POS -



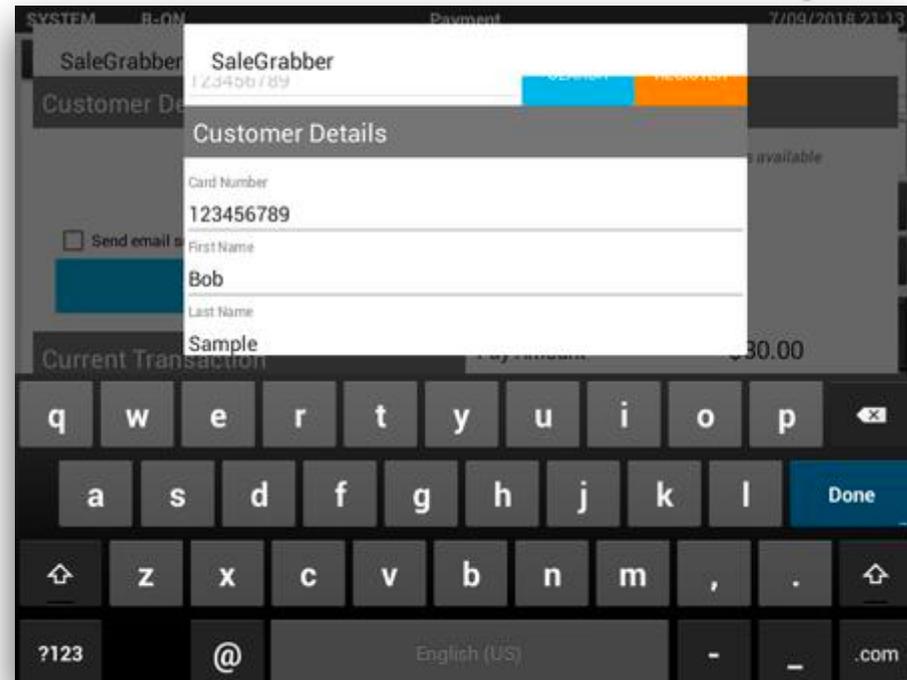
# CASIO WORKFLOW.

- Registering a Card @ the POS -

Select Register



Enter details and then scroll down



# CASIO WORKFLOW.

- Registering a Card @ the POS -

Register New Member

SYSTEM B:00 Payment 7/00/2018 21:17

SaleGrabber SaleGrabber

Customer D Last Name Sample

Phone 0414915456

Email stickyfeet@iqgecko.com.au

Send email s

CANCEL CONTINUE

Current Transaction 30.00

q w e r t y u i o p

a s d f g h j k l Done

?123 @ English (US) - .com

Enter customer data and press **CONTINUE**.

## VERY IMPORTANT NOTE:

**A.** The customer will be able to log into the Registration Web Portal by using their last name (in this case "Sample") as their temporary password.

**B.** As passwords are case sensitive, the customer must spell their last name in the same Upper and Lower text format that it was registered in.

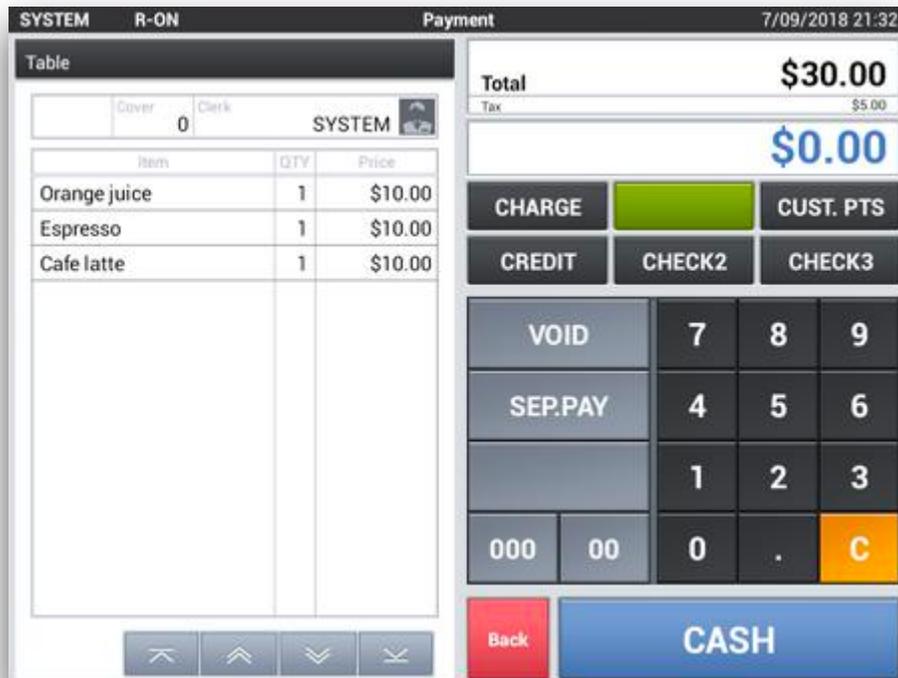
**C.** After logging in the first time using their **last name as their password**, the customer can simply update and save a new password.

*note: passwords are "Case Sensitive" so if you spell the members last name with a Capital letter it will be required to be the same when entering they enter their password.*

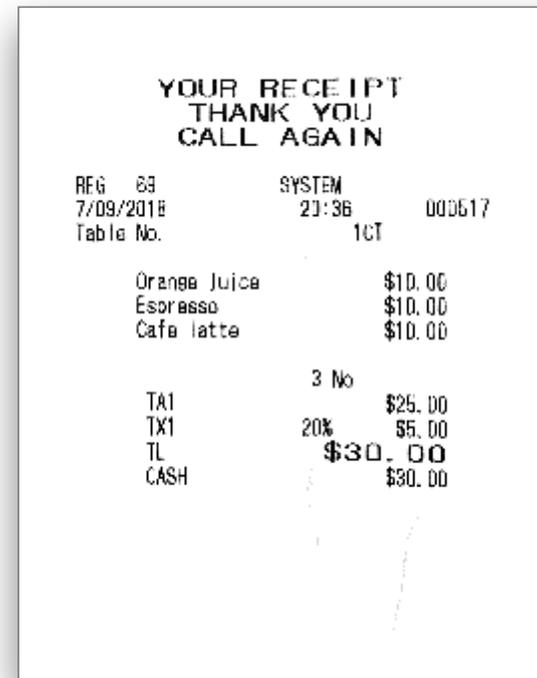
# CASIO WORKFLOW.

- Registering a Card @ the POS -

Complete Transaction as **Normal**



The sale has been allocated to the **New Member**



# CASIO WORKFLOW.

- Earning Loyalty Points @ the POS -

Points are applied to the customer card in real-time.

Alternatively the customer can register via the merchants Registration Web Portal or Mobile App (*optional feature*).



# CASIO WORKFLOW.

- Earning Loyalty Points @ the POS -

Enter sales and select **Payment**

The screenshot shows the 'Registration' screen with a total of \$30.00 and tax of \$5.00. The items listed are Iced coffee, Espresso, and Orange juice, each at \$10.00. The 'PAYMENT' button at the bottom right is highlighted with an orange arrow.

Item	QTY	Price
Iced coffee	1	\$10.00
Espresso	1	\$10.00
Orange juice	1	\$10.00

Select **CUST. PTS**

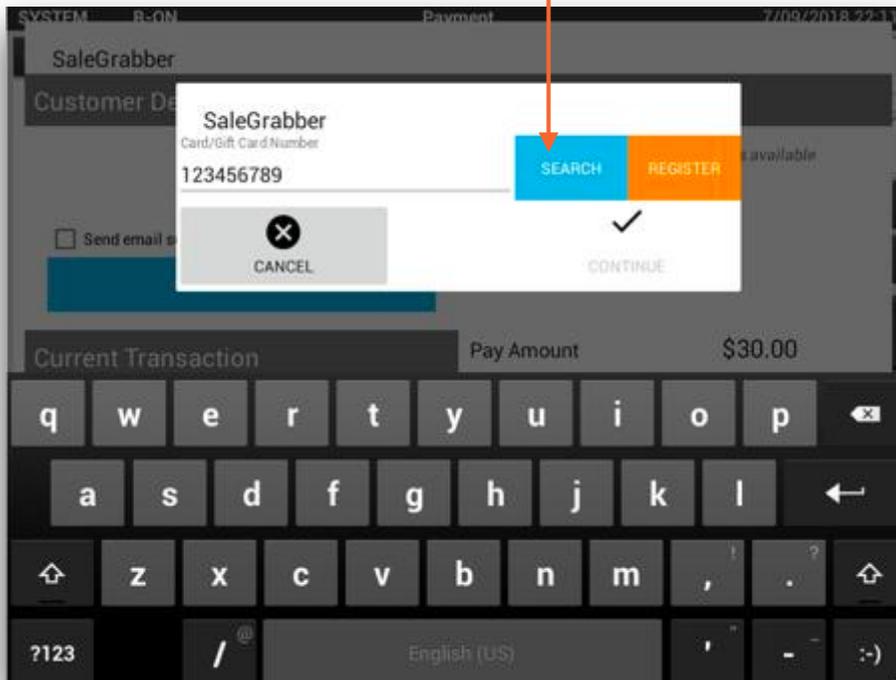
The screenshot shows the 'Payment' screen with a total of \$30.00 and tax of \$5.00. The 'CUST. PTS' button is highlighted with an orange arrow. The items listed are Iced coffee, Espresso, and Orange juice, each at \$10.00.

Item	QTY	Price
Iced coffee	1	\$10.00
Espresso	1	\$10.00
Orange juice	1	\$10.00

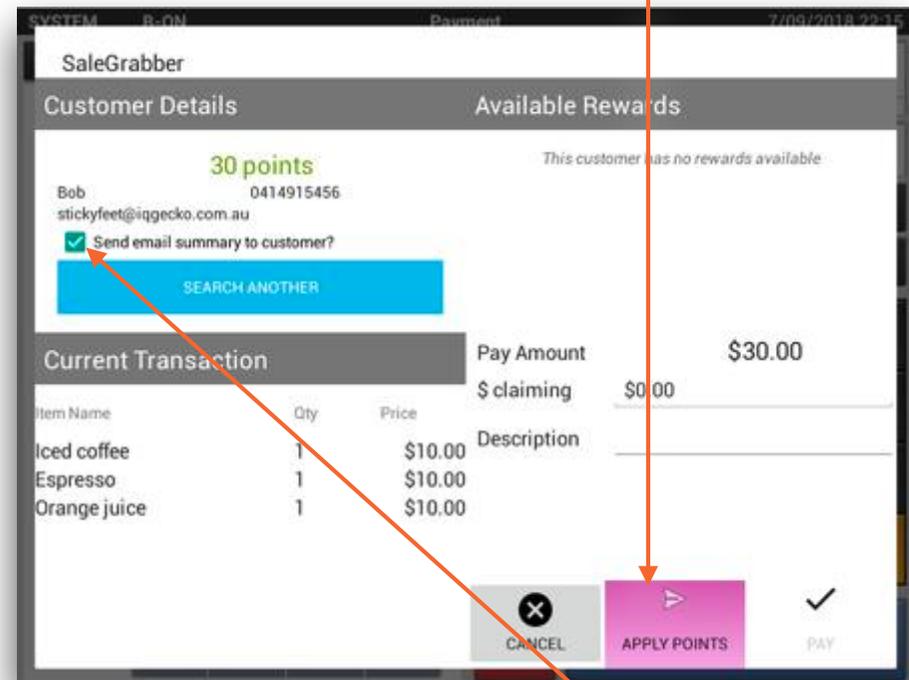
# CASIO WORKFLOW.

- Earning Loyalty Points @ the POS -

Select Search



Select Apply Points to the Member



The clerk can select to send a Gratitude email

# CASIO WORKFLOW.

- Redeeming Points @ the POS -



BUY



EARN

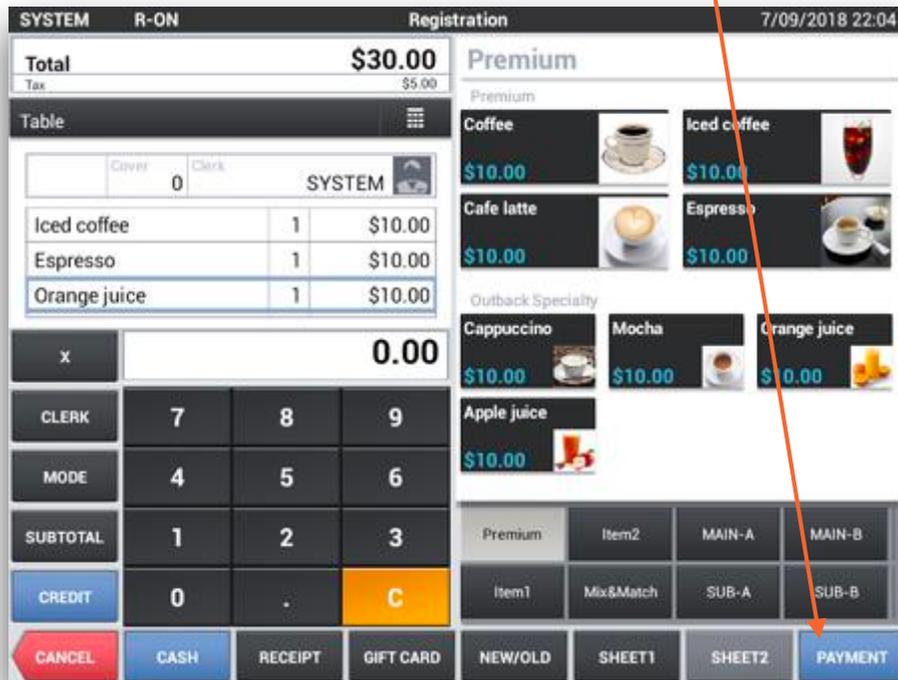


REDEEM

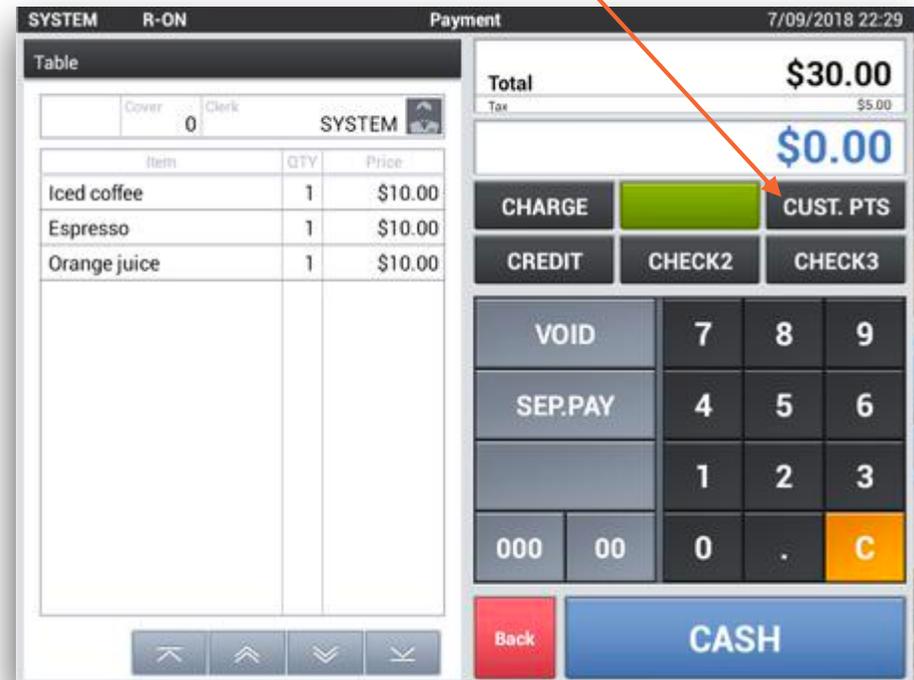
# CASIO WORKFLOW.

- Redeeming Points @ the POS -

After transactions enter **Payment**



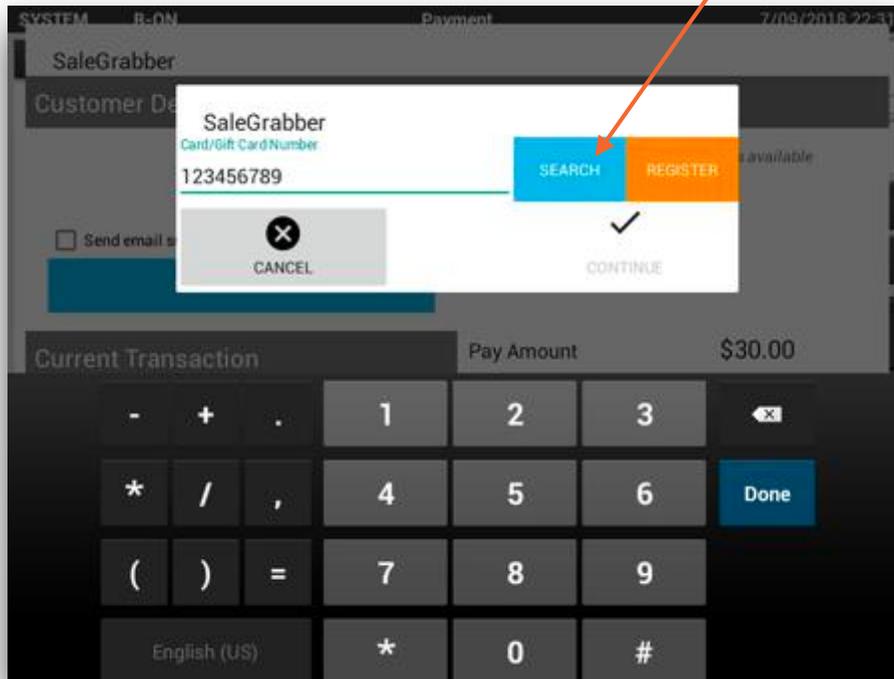
Click on to **CUST. PTS**



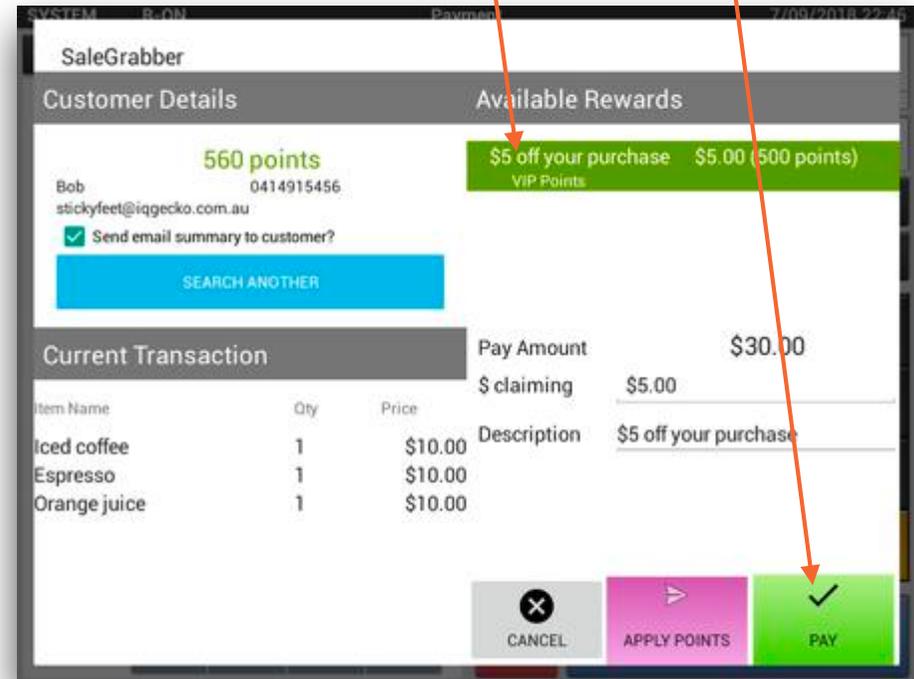
# CASIO WORKFLOW.

- Redeeming Points @ the POS -

Scan or Enter in Card and press Search



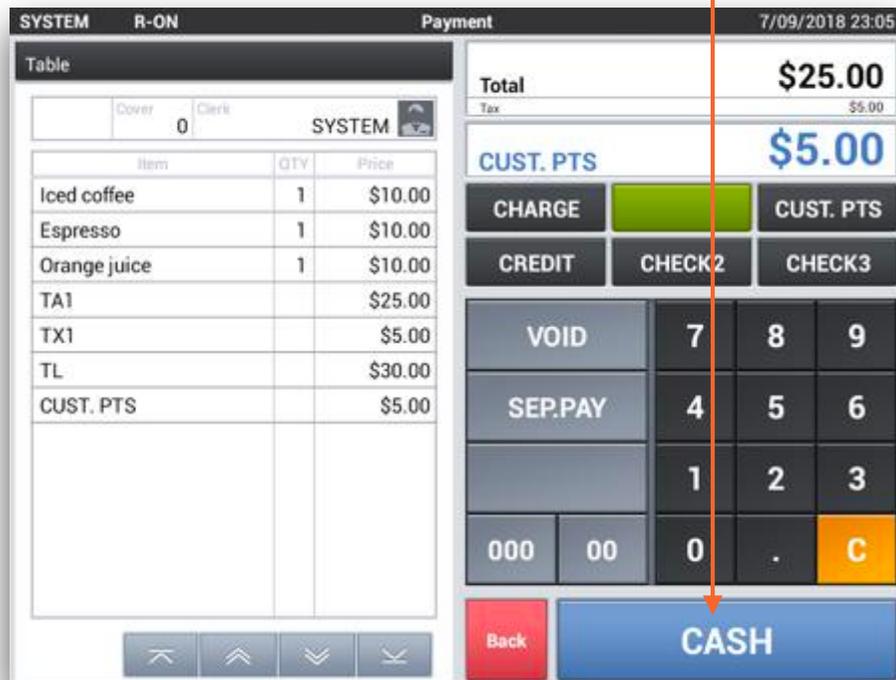
Select the Reward for "\$5 off" and press Pay



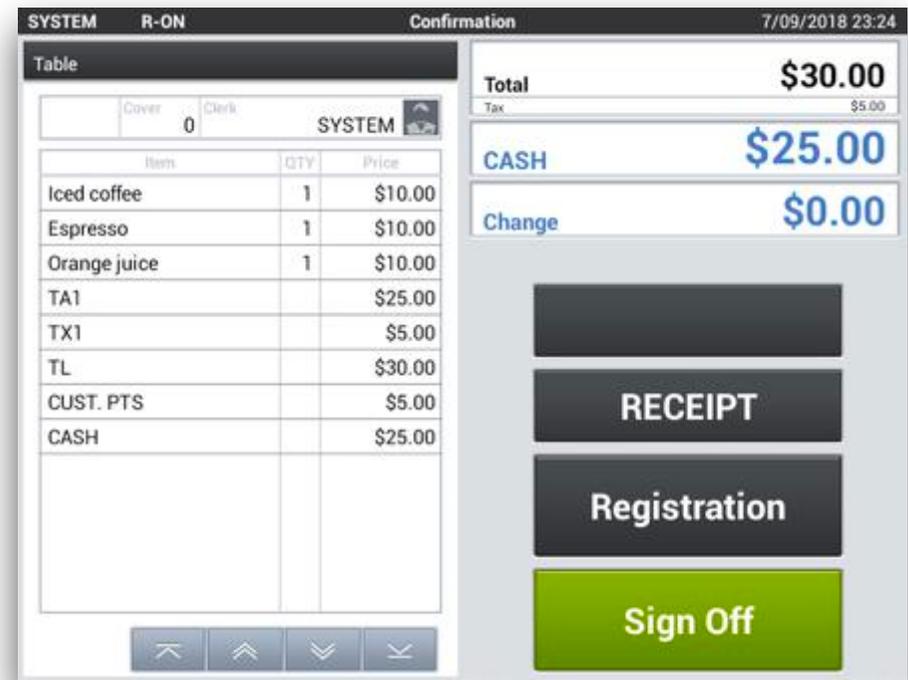
# CASIO WORKFLOW.

- Redeeming Points @ the POS -

Select **Cash** or another payment type



Complete the **Transaction**



You may note that in this example the Points gave \$5 off of a larger purchase so \$25 are still owing. After you select PAY and when you are brought back to the Casio payment page you can take the remaining payments via cash or credit/debit card.

# CASIO WORKFLOW.

- Loading Gift Card @ the POS -

Gift Cards have no value until loaded  
@ the POS in real-time.



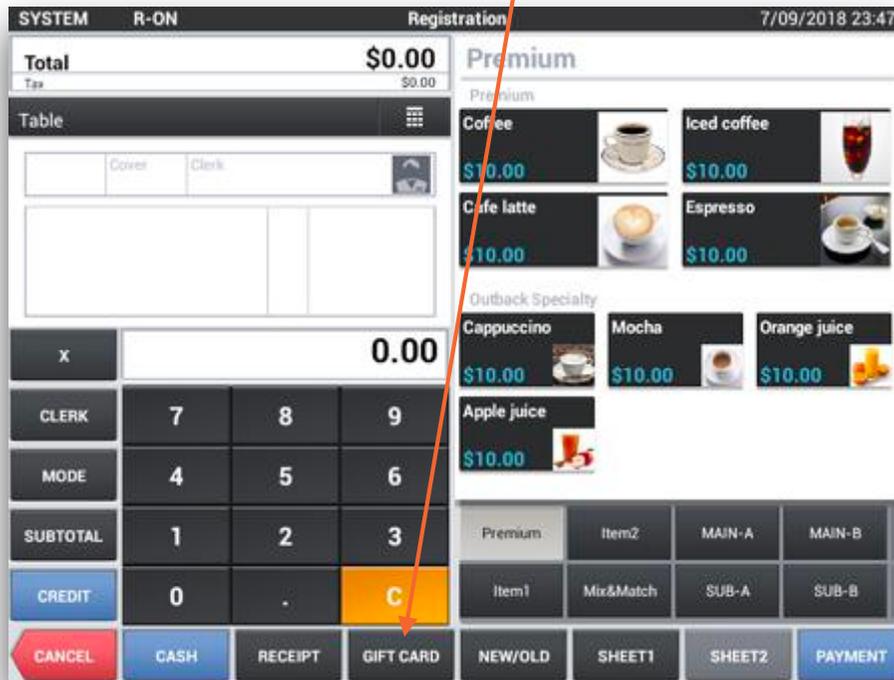
This is a “Closed-Loop” Gift Card solution which means:

1. These Gift Cards work exclusively with a specific merchant (or group of merchants) as set up in the StickyFeet ClientToolBox.
2. As the Gift Cards are exclusively transacted through the StickFeet platform, unlike a banking EFTPOS terminal, there is no charge to either load or redeem a Gift Card (0% merchant service fee).

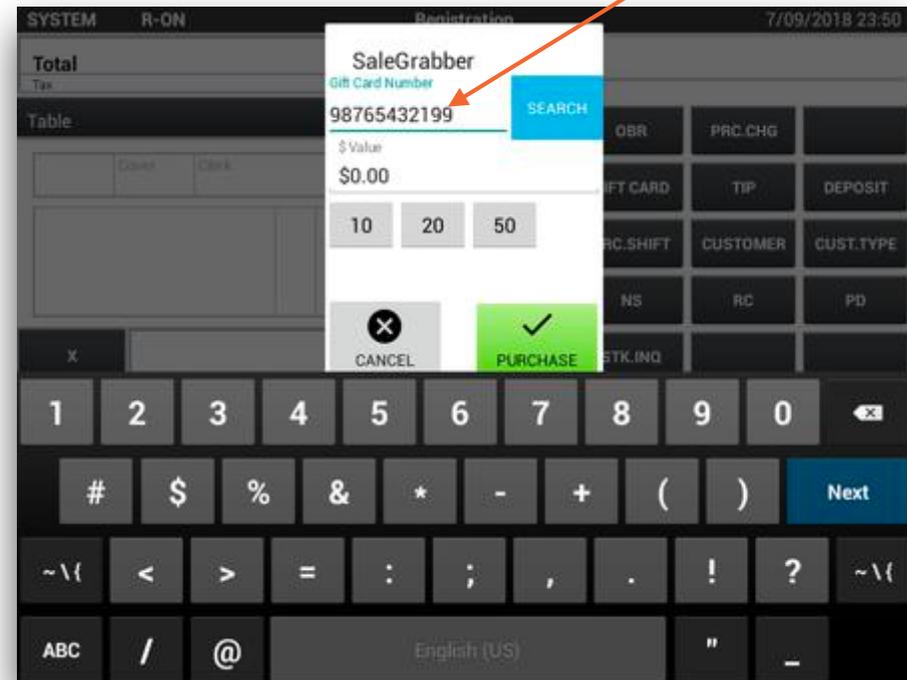
# CASIO WORKFLOW.

- Loading Gift Card @ the POS -

Select Gift Card



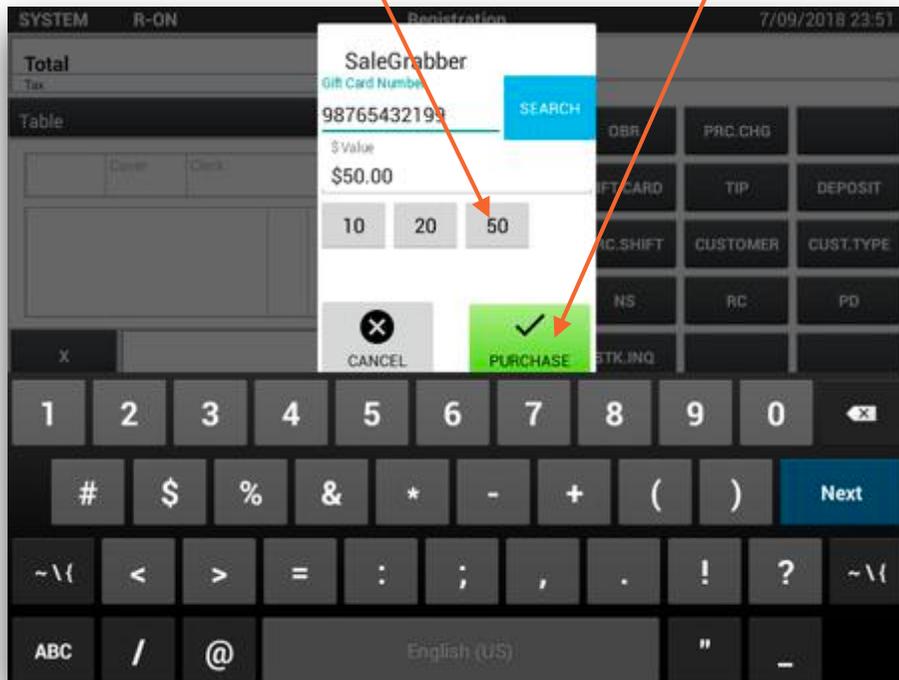
Scan (or manually enter) the Gift Card number



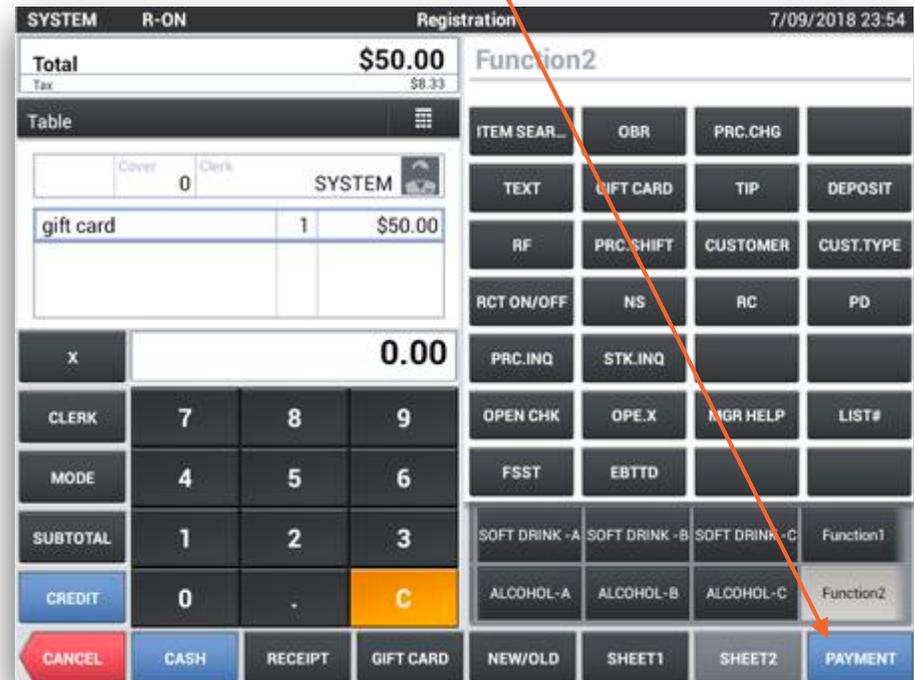
# CASIO WORKFLOW.

- Loading Gift Card @ the POS -

Select your Gift Card value and Purchase



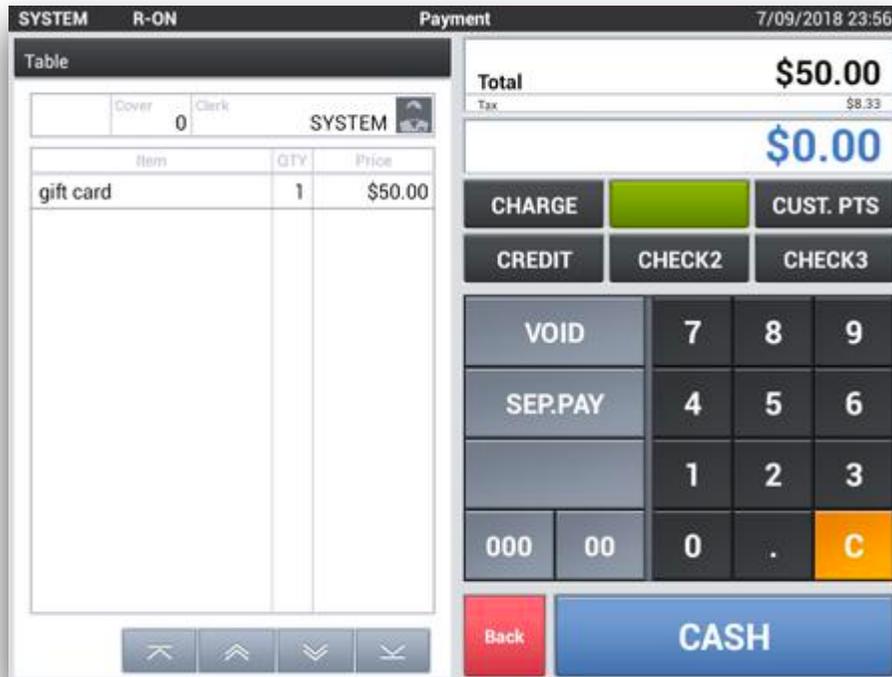
Select Payment



# CASIO WORKFLOW.

- Loading Gift Card @ the POS -

Complete **transaction** as per normal



The **Gift Card** transaction is captured within the **StickyFeet** platform

Customer History (This Store Only)					
Trans. ID	Date	Activity	Amount	Recorded By:	Description
247025	2018-09-07	Added:	\$50.00	IQcasio	Ref: VIP Gift Card: gift card

*Although Points are not automatically earned with a Gift Card purchase - if your company has opted to allow your customers to claim points later, then your customer will be able to claim with their receipt via the Premium Portal or Mobile App.*

# CASIO WORKFLOW.

- Redeeming Gift Card @ the POS -

Gift Cards have no value until loaded  
@ the POS in real-time.



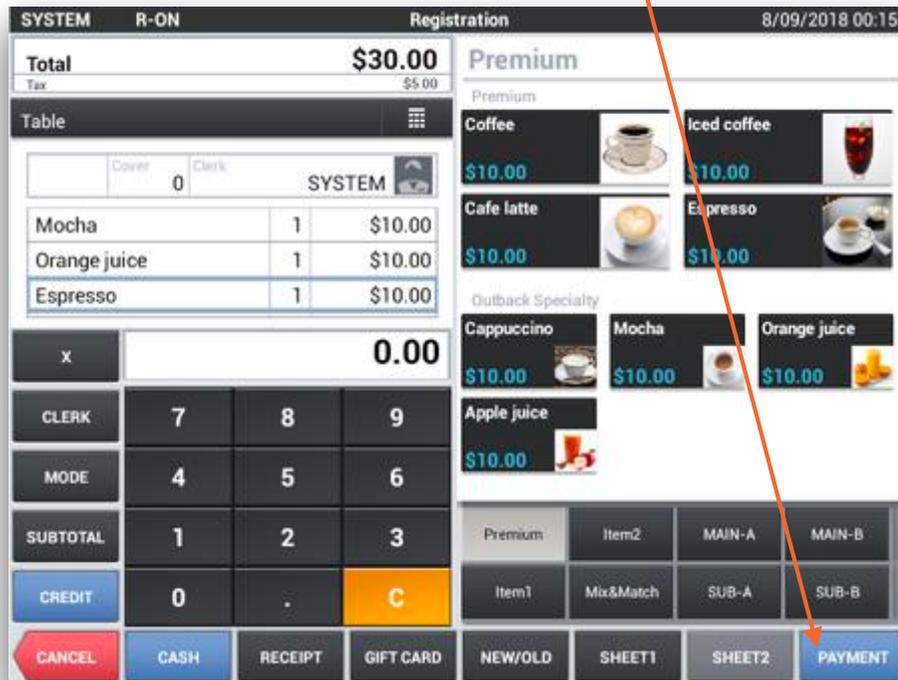
This is a “Closed-Loop” Gift Card solution which means:

1. These Gift Cards work exclusively with a specific merchant (or group of merchants) as set up in the StickyFeet ClientToolBox.
2. As the Gift Cards are exclusively transacted through the StickFeet platform, unlike a banking EFTPOS terminal, there is no charge to either load or redeem a Gift Card (0% merchant service fee).

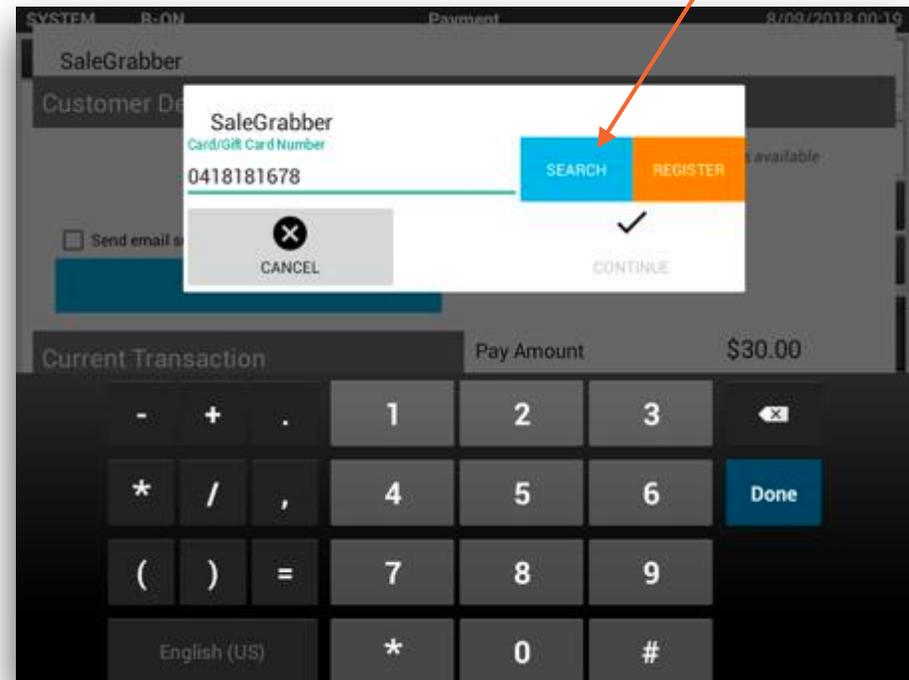
# CASIO WORKFLOW.

- Redeeming Gift Card @ the POS -

Enter sale and select **Payment**



Scan Gift Card and select **Search**



# CASIO WORKFLOW.

- Redeeming Gift Card @ the POS -

Select Gift Card value

SYSTEM B-ON Payment 8/09/2018 00:27

SaleGrabber

Customer Details Available Rewards

0 points Giftcard \$20.00  
VIP Gift Card

Send email summary to customer?

SEARCH ANOTHER

Current Transaction Pay Amount \$30.00

Item Name	Qty	Price	Description
Mocha	1	\$10.00	Gift Card
Orange juice	1	\$10.00	
Espresso	1	\$10.00	

\$ claiming \$20.00

CANCEL APPLY POINTS PAY

Select Pay

SYSTEM B-ON Payment 8/09/2018 00:27

SaleGrabber

Customer Details Available Rewards

0 points Giftcard \$20.00  
VIP Gift Card

Send email summary to customer?

SEARCH ANOTHER

Current Transaction Pay Amount \$30.00

Item Name	Qty	Price	Description
Mocha	1	\$10.00	Gift Card
Orange juice	1	\$10.00	
Espresso	1	\$10.00	

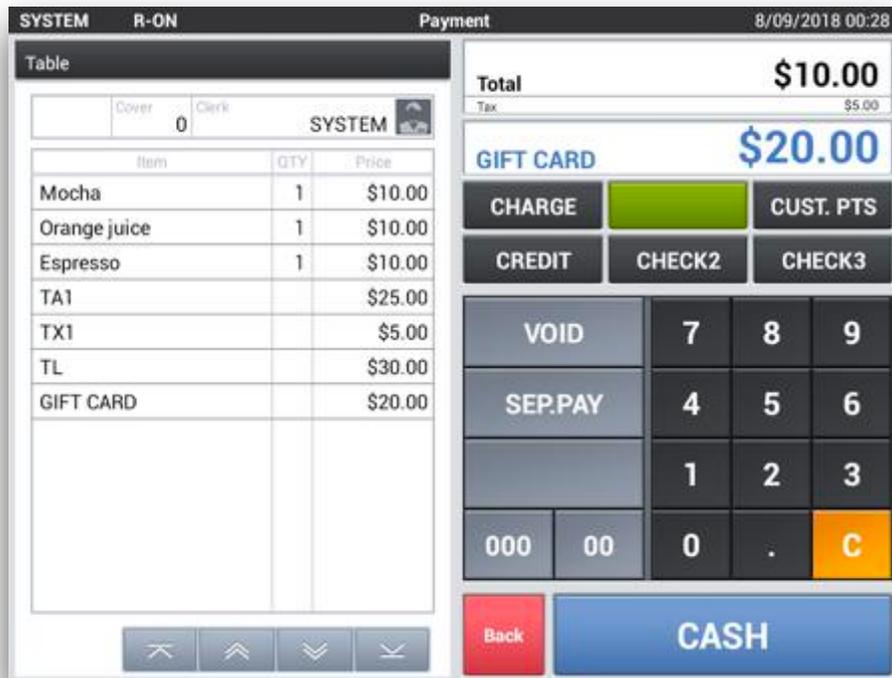
\$ claiming \$20.00

CANCEL APPLY POINTS PAY

# CASIO WORKFLOW.

- Redeeming Gift Card @ the POS -

POS payment page to **complete** the transaction



If the customer has insufficient funds on the Gift Card, after you selected **PAY** and when you are brought back to the Casio payment page you can take the remaining payments via **cash** or **credit card**.

The **Gift Card** transaction is captured within the **StickyFeet** platform

Trans. ID	Date	Activity	Amount	Recorded By:	Description
247048	2018-09-08	Paid: \$-10.00	IQcasio		Ref: VIP Gift Card: Espresso
247047	2018-09-08	Paid: \$-10.00	IQcasio		Ref: VIP Gift Card: Orange juice

# CASIO WORKFLOW.

- Redeeming Coupons @ the POS -

Although coupons are displayed on the POS, they do not run through the POS journal. All coupons are tracked on the merchant's loyalty campaign via the StickyFeet platform.



Redeeming Coupons @ the POS is only available with a purchase.

A coupon can be a "Free Piece of Birthday Cake with a Coffee", "A Complimentary Coffee Mug" or even "Tickets to an Event".

Coupons items are anything that the merchants wants to give.

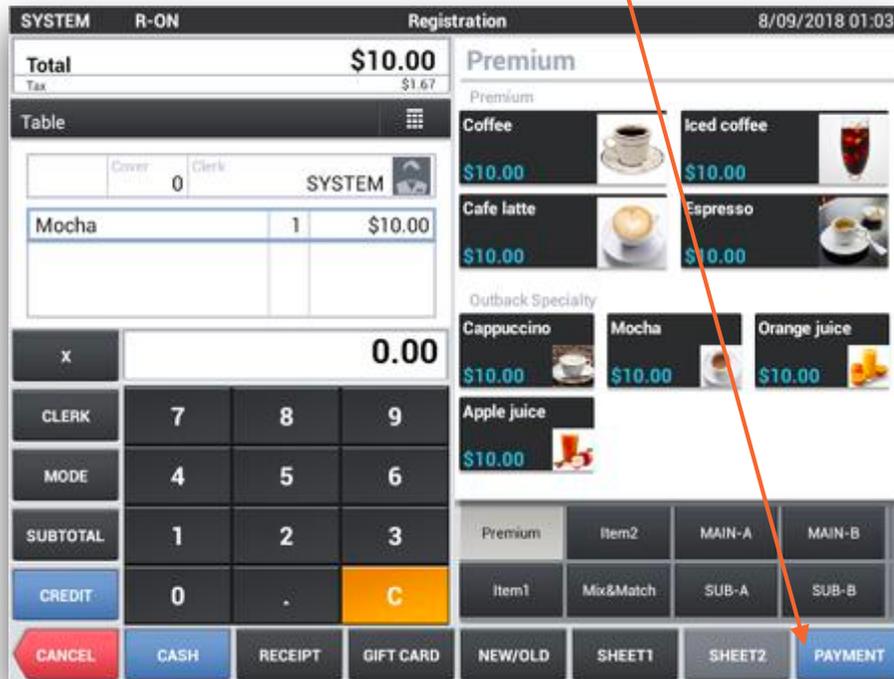
Coupons @ the POS are only redeemable with a purchase.

Every coupon has a 1¢ value.

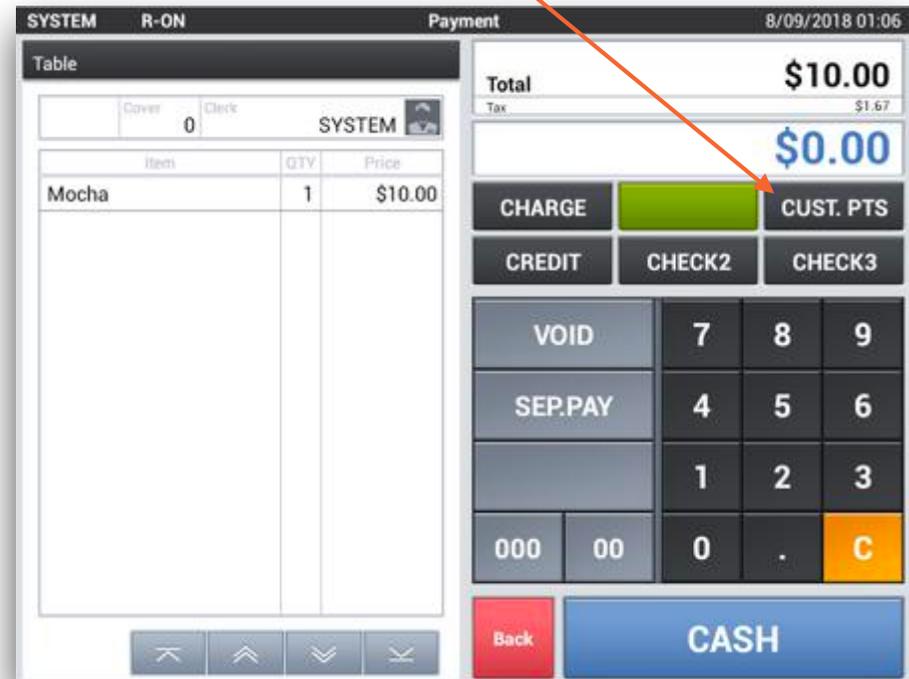
# CASIO WORKFLOW.

- Redeeming Coupons @ the POS -

Enter goods and select **Payment**



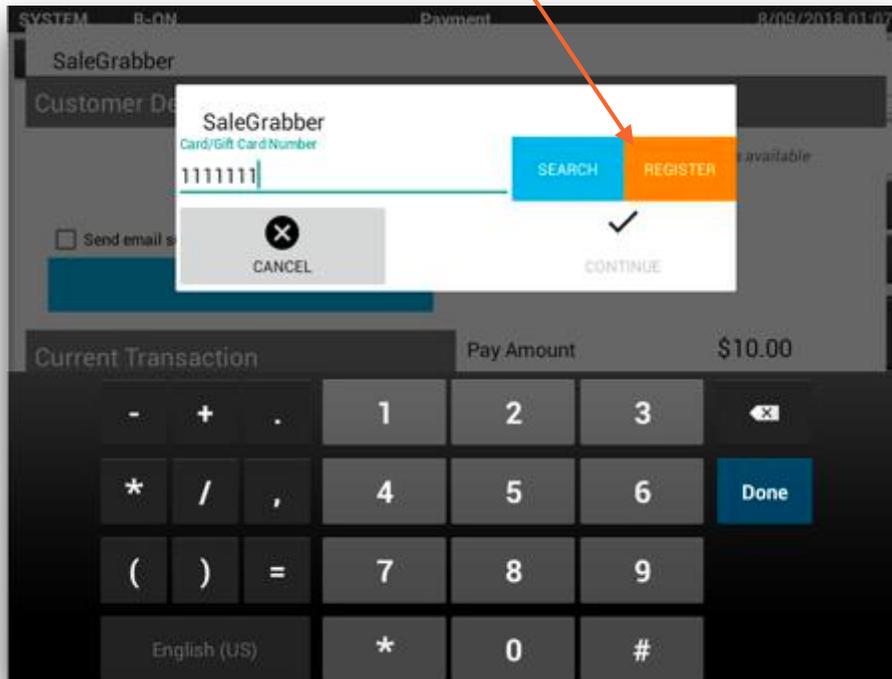
Select **CUST. PTS**



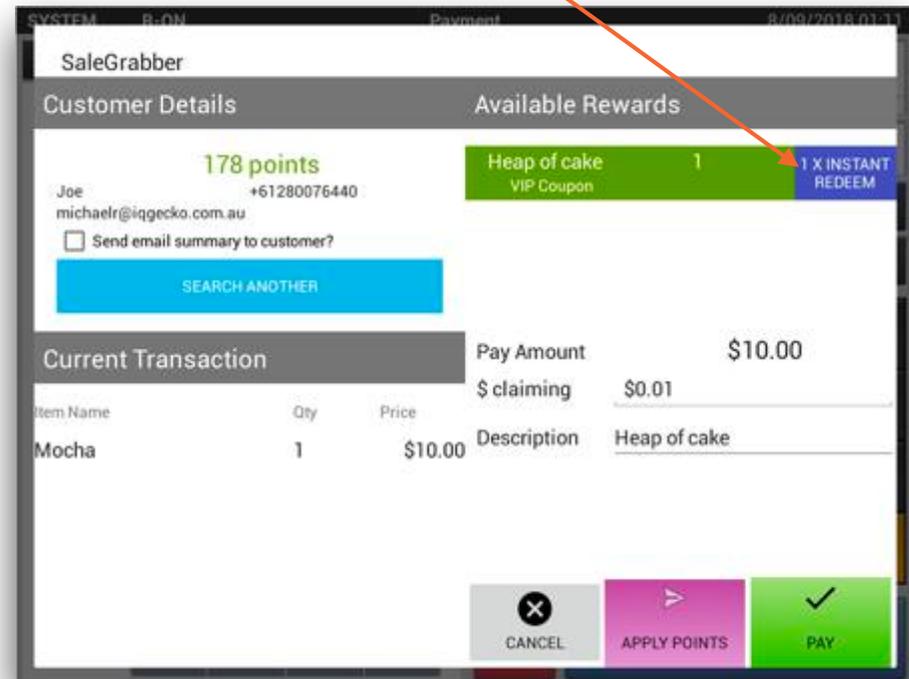
# CASIO WORKFLOW.

- Redeeming Coupons @ the POS -

Select Search



Select Instant Redeem



Every coupon has a 1¢ value.

# CASIO WORKFLOW.

- Redeeming Coupons @ the POS -

Complete transaction

SYSTEM R-ON Payment 8/09/2018 01:12

Table

Cover 0 Clerk SYSTEM

Item	QTY	Price
Mocha	1	\$10.00
TA1		\$8.33
TX1		\$1.67
TL		\$10.00
CUST. PTS		\$0.01

Total \$9.99

Tax \$1.67

CUST. PTS \$0.01

CHARGE CUST. PTS

CREDIT CHECK2 CHECK3

VOID 7 8 9

SEP.PAY 4 5 6

1 2 3

000 00 0 . C

Back CASH

Trans. ID	Date	Activity	Points	(Amount)	Recorded By:	Description
247051	2018-09-08	Redeemed:	-1 points	-	IQcasio	Heap of cake - Heap of cake

Every coupon has a 1¢ value.

# ADDITIONAL FEATURE.

- LoyaltyPad -

included  
feature

LoyaltyPad allows web-based transaction access to the same data that is on the Casio POS.

Perfect for those times when mobility is required (ie: beverage delivery on the golf course, etc).



Although all transaction via LoyaltyPad are tracked through the same StickyFeet platform that the Casio POS is connected to, they are not connected to SaleGrabber and therefore are not journaled in the Casio POS.

# ADDITIONAL FEATURE.

- Premium Portal -

optional  
feature



Engage your customers from the first page and make them want to give you even more information with an enticing registration page - but not the big price tag.

With cutting edge features and easily editable images and text, you can save thousands of ongoing web developer costs as you can simply log in and change your text and images on the fly.

The Premium Portal is required for merchants wanting to allow their customers to claim points via QR-Code and Reference Number.

# ADDITIONAL FEATURE.

- Mobile Apps -

optional  
feature

A Loyalty, GiftCard and/or Payment App for both Apple (iOS) and Google (Android) is a simple and effective way to mobilise your company and engage with your customers anytime & anywhere.



Gamification digitally strategies such as perks and exclusive deals give brands a more engaging relationship with customers.

It places Your Brand on up to 19.4 million Australian mobile phones.

IQ Gecko brings those customers physically into your store.

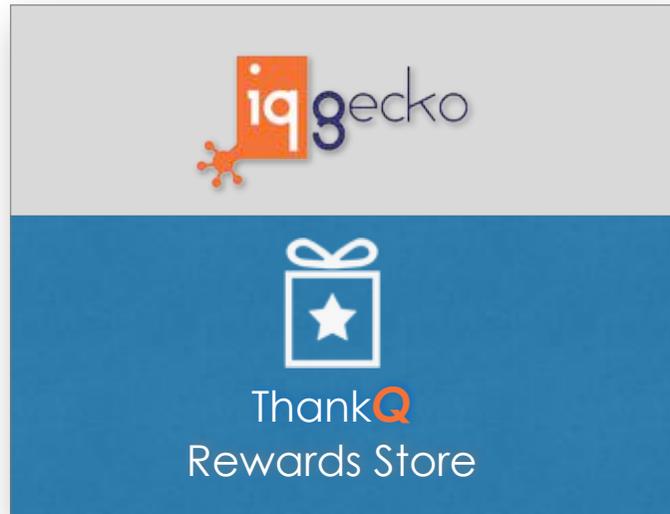
Converting a digital engagement into a physical in-store visit and purchase.

Brands such as Nike, McDonalds, Starbucks, DBS Bank and Zizzi Italian Restaurants have all adopted gamification digital marketing with great success.

# ADDITIONAL FEATURE.

- ThankQ RewardStore -

optional  
feature



Give your clients very generous points redemption value while saving you money. In fact, the cost incurred by your company for each \$100 worth of points given may be as little as only \$60.

Because the points are securely held in-house your company will not have any costs for giving points.

Only when the points are redeemed for goods will there be any cost incurred. And even when the points are redeemed the purchase costs are discounted to your company

The 3rd-party products are made available to your customers while the “thanks” along with the Rewards Store discounts and savings go to your company.

# ADDITIONAL FEATURE.

- Digital Signage -

optional  
feature



Digital Signage allows for the replacement of posters with the added advantage of almost immediate customer-facing digital marketing.

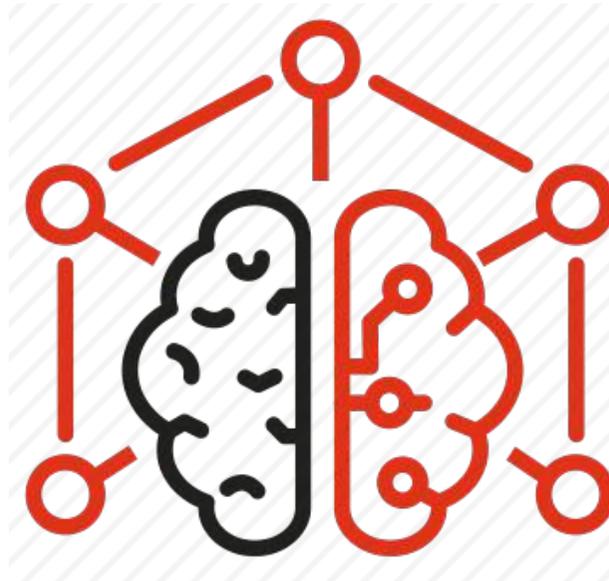
With image and video uploads as easy as "drag-and-drop" your new Digital Signage solution gives you complete image control at every location.

If you can imagine a seamless step-by-step transaction work-flow then you have just imagined the sleek simplicity that is IQ Gecko Digital Signage.

# ADDITIONAL FEATURE.

- IQ Genius -

optional  
feature



The IQ Genius module gives you the freedom to *Automagically* market to your customers in the most pro-active way.

Automated experiences that engage the consumer journey are proven to drive increased activity and transactions.

Every campaign is set to automatically “trigger” based on preset business rules which means that customers are automagically receiving the right communications at the right time.



**MILLIONS\* OF LOYAL CUSTOMERS**  
(OK! MAYBE NOT MILLIONS, BUT LOTS AND LOTS)

2 5 9 9 9 9 9 9 8



+61 2 8007 6440



<http://bit.ly/1Q6u0Yg>



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