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.

CAMPAIGN SELECTION.

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 -

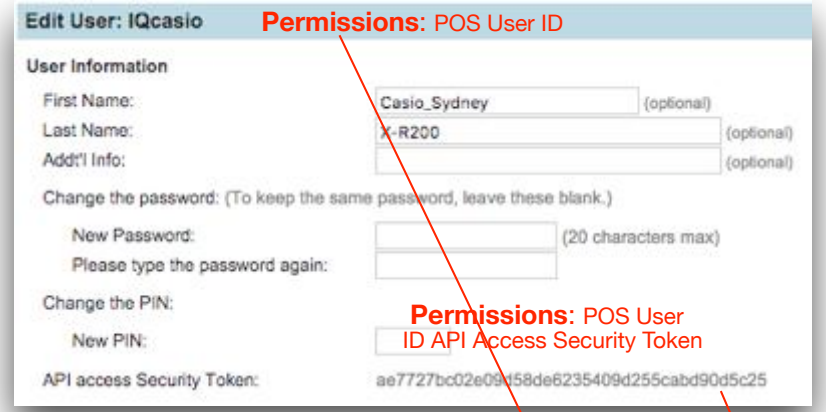
reporting and analytics

HOW TO FiND:

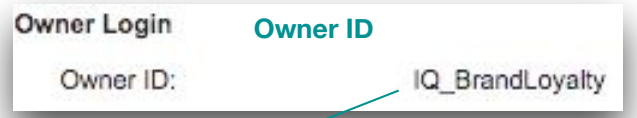
- SaleGrabber APK Credentials -

HOW TO FiND:

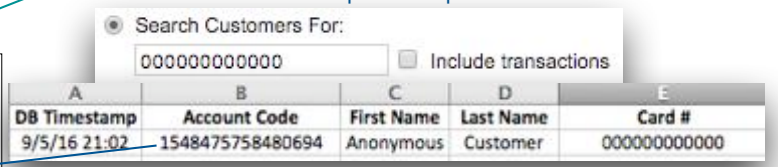
- SaleGrabber APK Credentials -



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



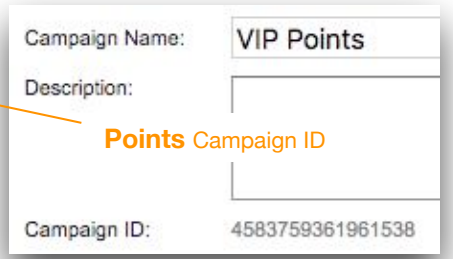
Anonymous Customer StickyStreet ID
create Anonymous Customer and run report to capture Account Code

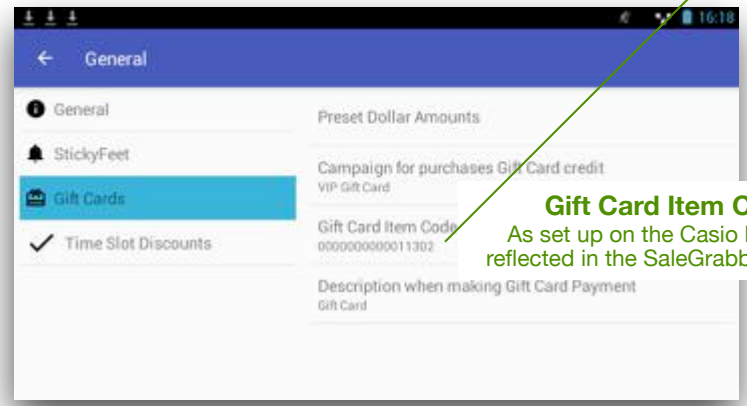



```
<string name="setting_sticky_user_id">IQcasio</string>
   <string name="setting_sticky_api">ae7727bc02e09d58de6235409d255cabd90d5c25</
string>
   <string name="setting_sticky_account_id">IQ_BrandLoyalty</string>
   <string name="setting_sticky_anon_code">1548475758480694</string>

<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">0000000000011302</string>
   <string name="setting_gift_card_remark">Gift Card</string>
```





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

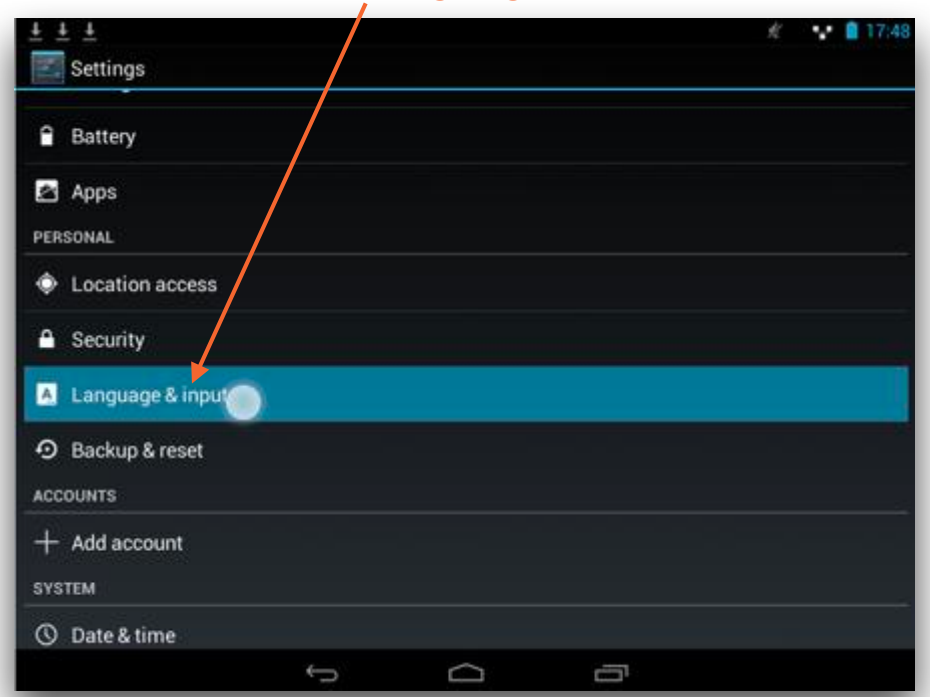
ANDROiD SETTiNGS.

- Casio POS -

ANDROiD SETTiNGS.

- Casio POS -

Select Language & input



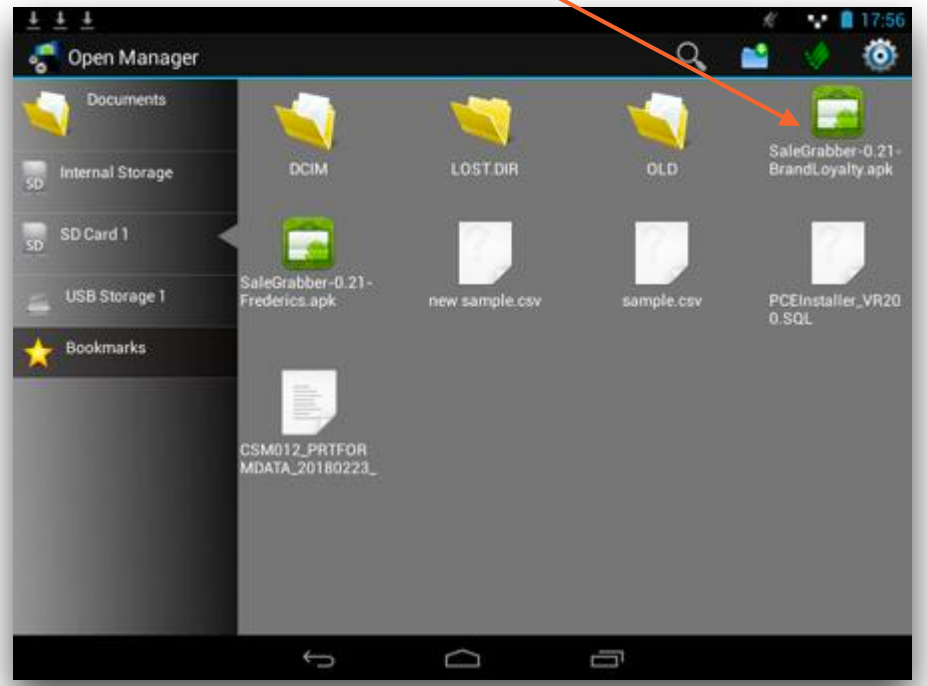
Select your Language and Country

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

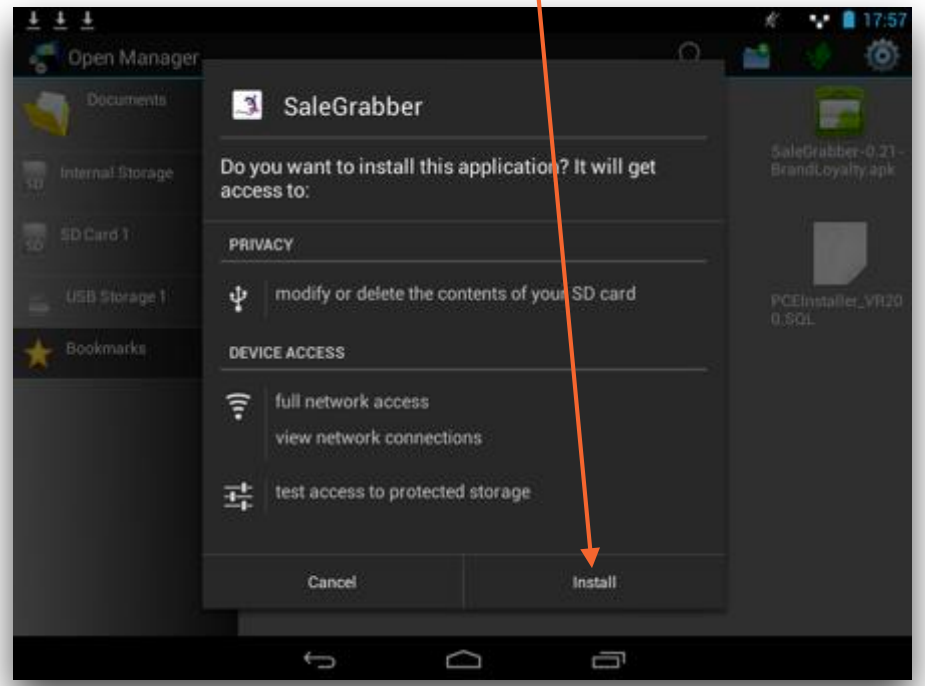
ANDROiD SETTiNGS.

- Casio POS -

Select your SaleGrabber App



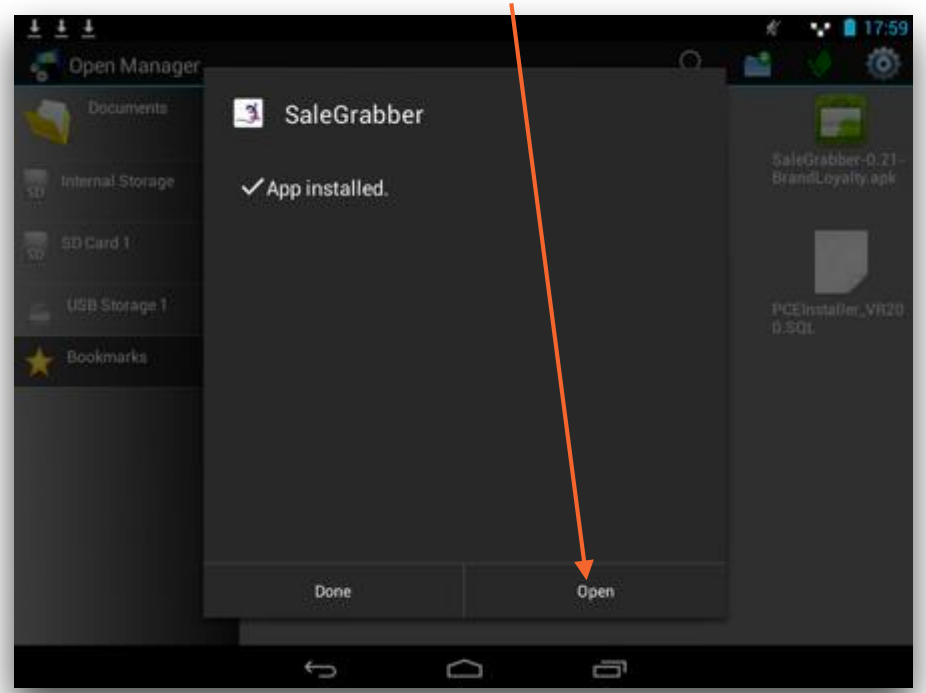
Select Install



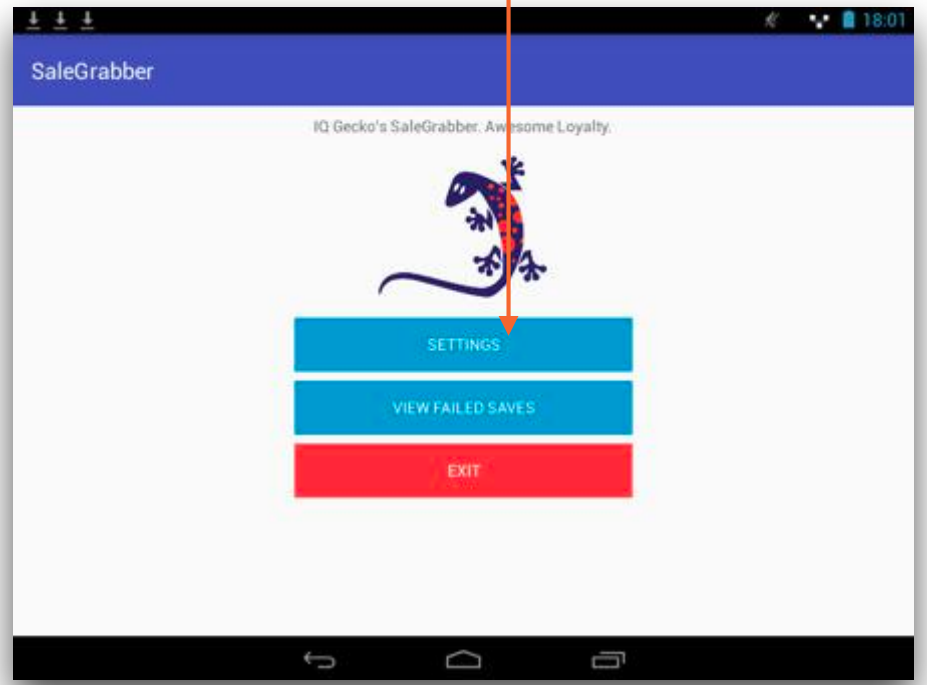
SALEGRABBER INSTALLATiON.

SALEGRABBER INSTALLATiON.

Select Open



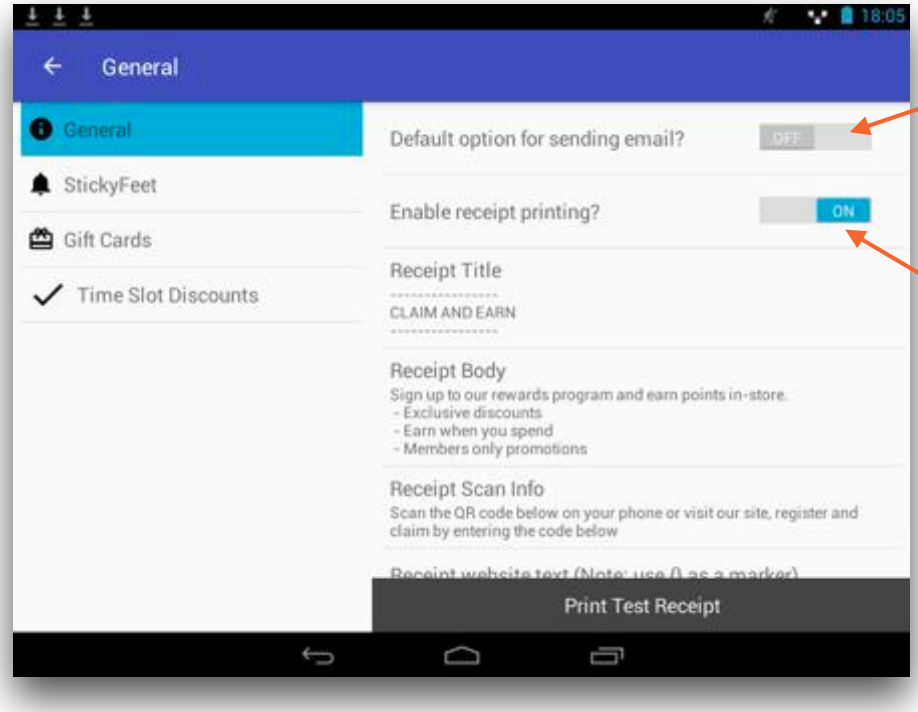
Select Settings



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.

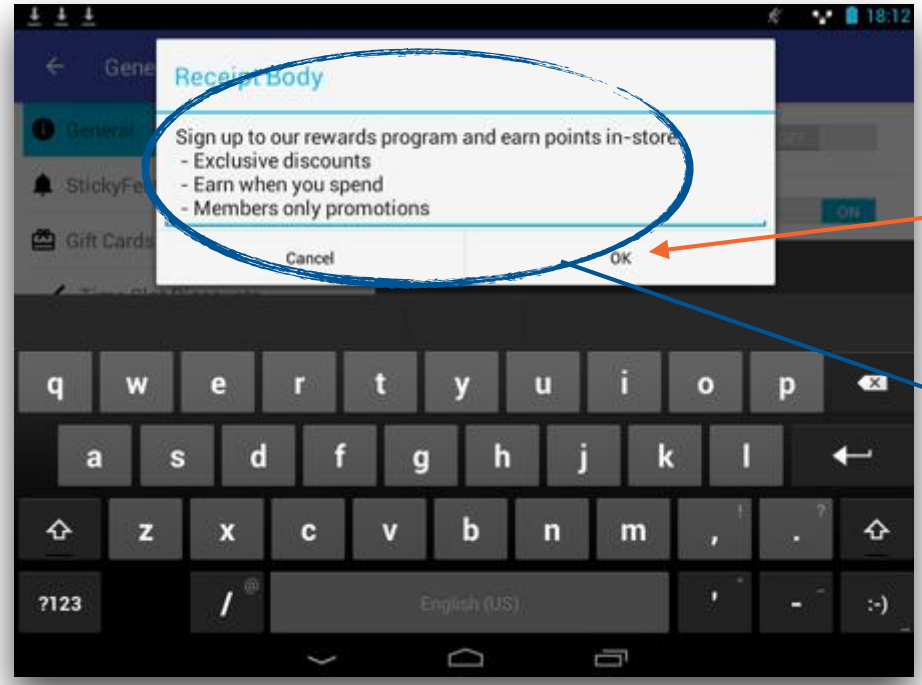
Receipt Text

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.

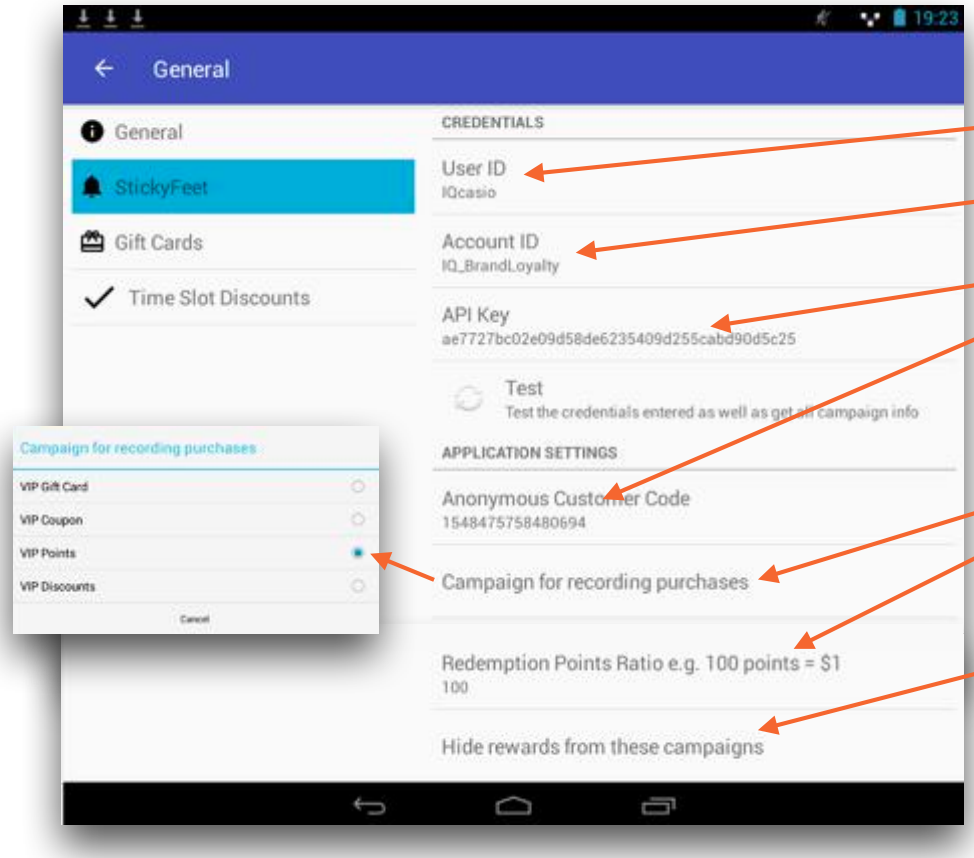
- Credentials IDs + Codes + Keys -

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.

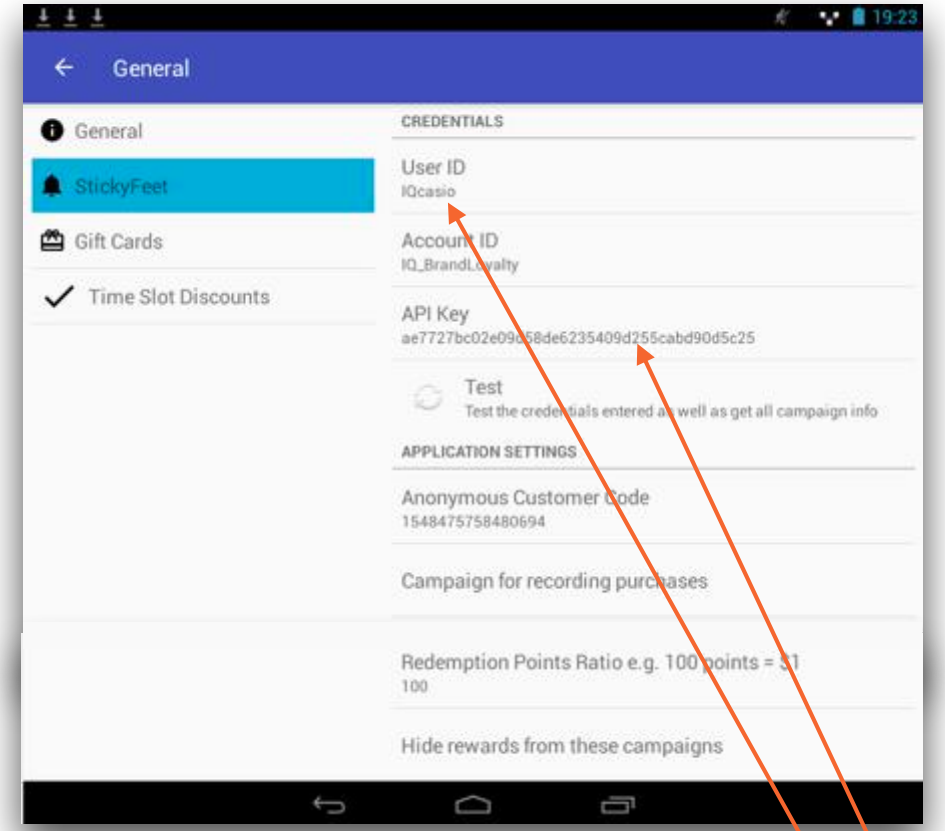
Campaign: This is the your primary Loyalty Campaign.

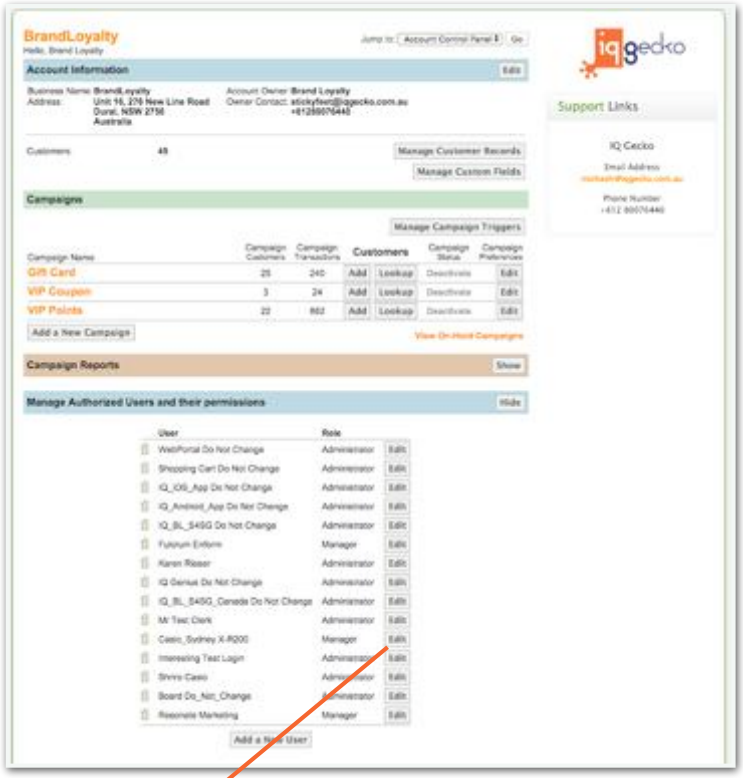
Redemption Points Ratio: This is the value rate of Points being redeemed - defaulted at 100points equalling $1 which is a 1¢ per point ratio.

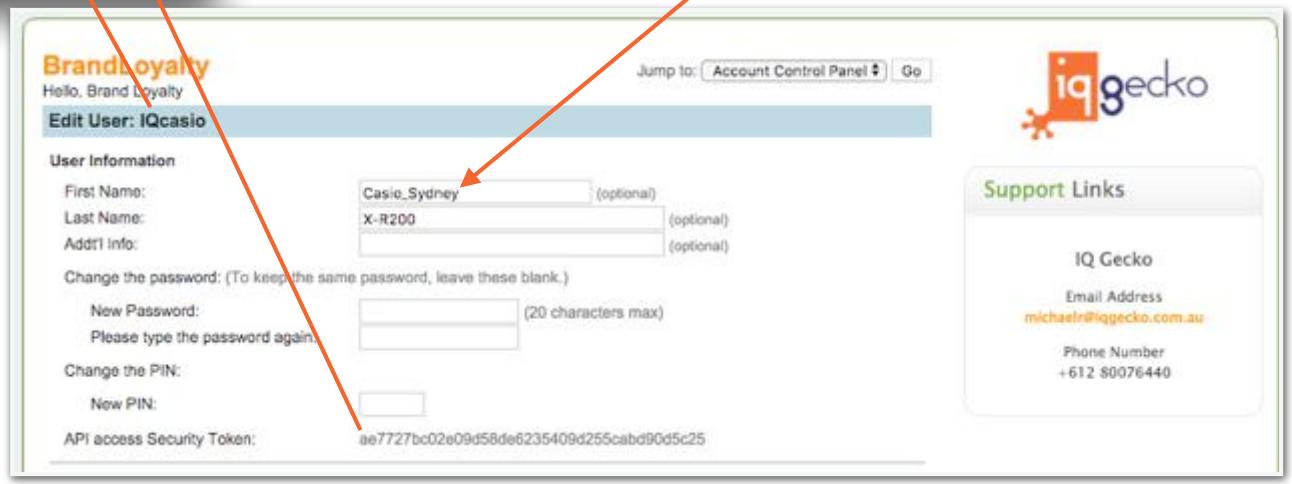
Hide rewards: This is a way to have a campaign running in the background (giving points, capturing data, etc) but do not want the campaign displayed on the POS.

HOW TO FiND:

- User ID + API Key -

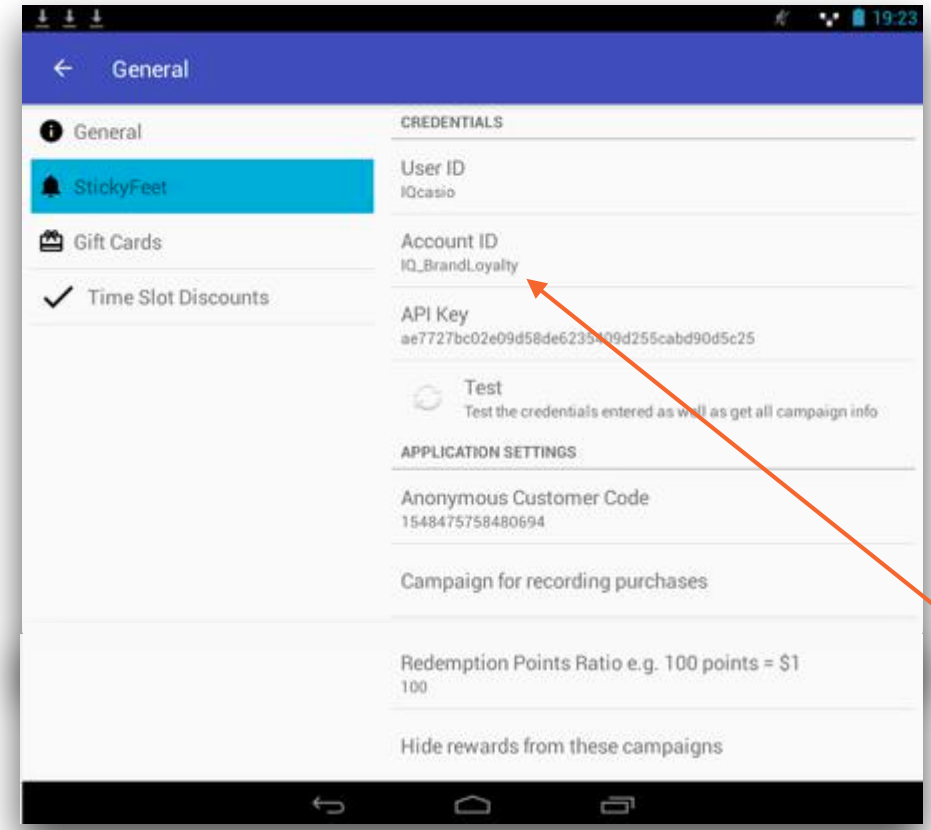


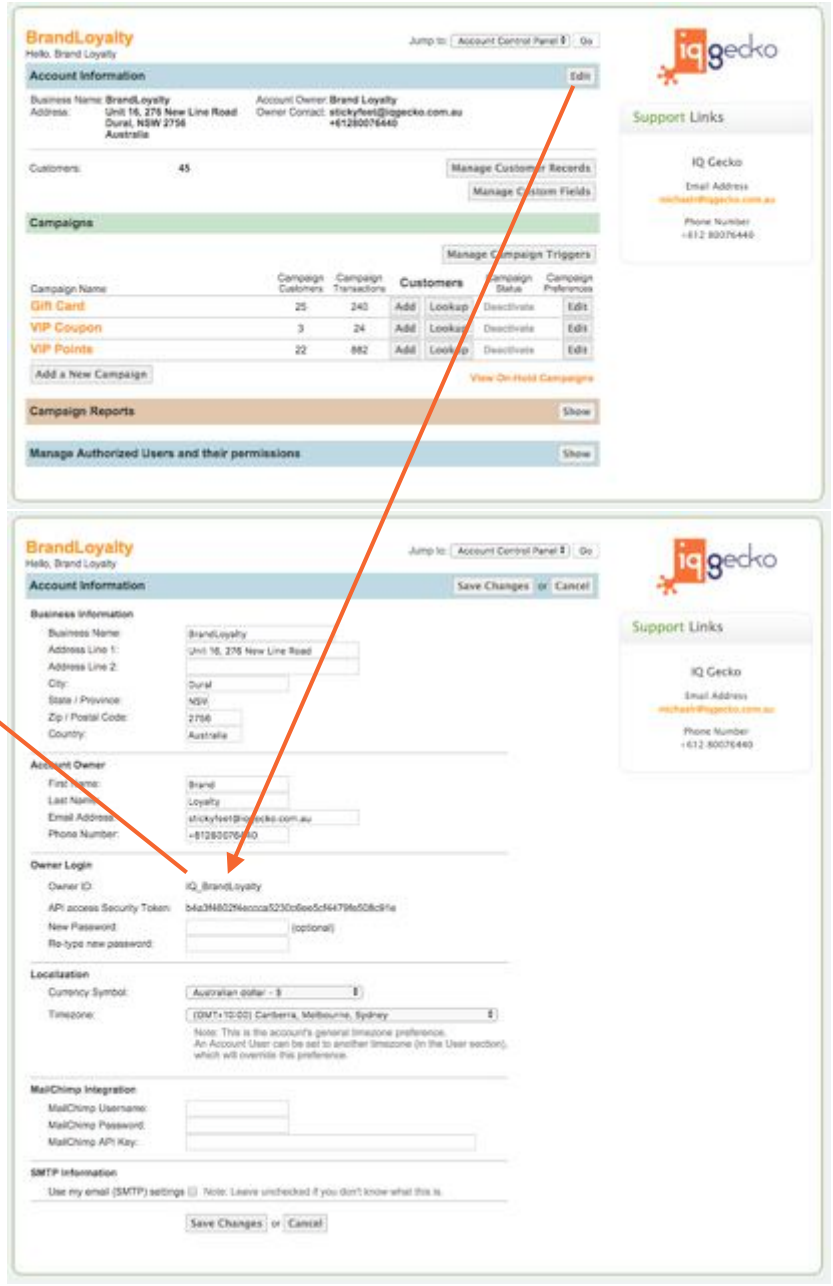




HOW TO FiND:

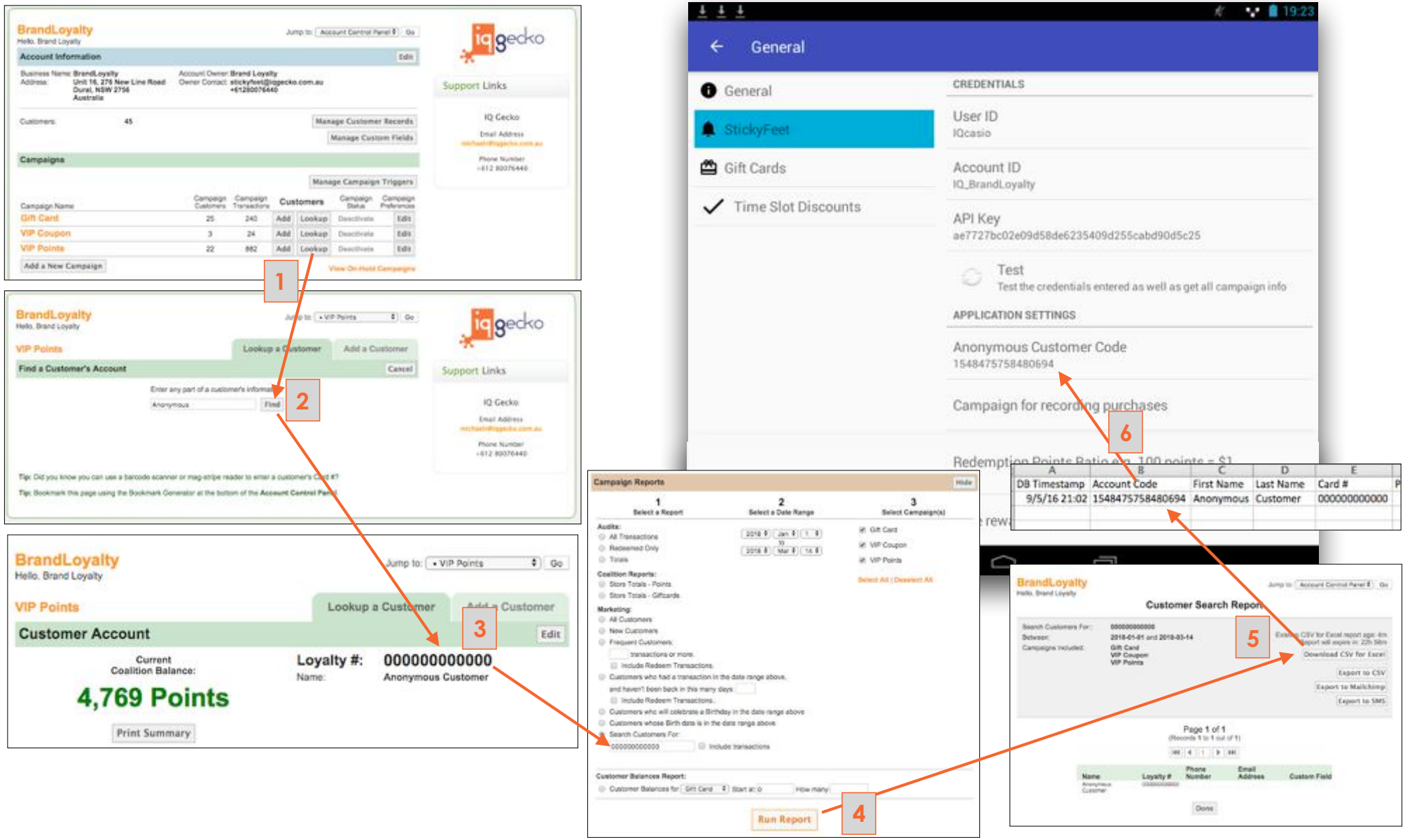
- Account ID (is Owner ID) -





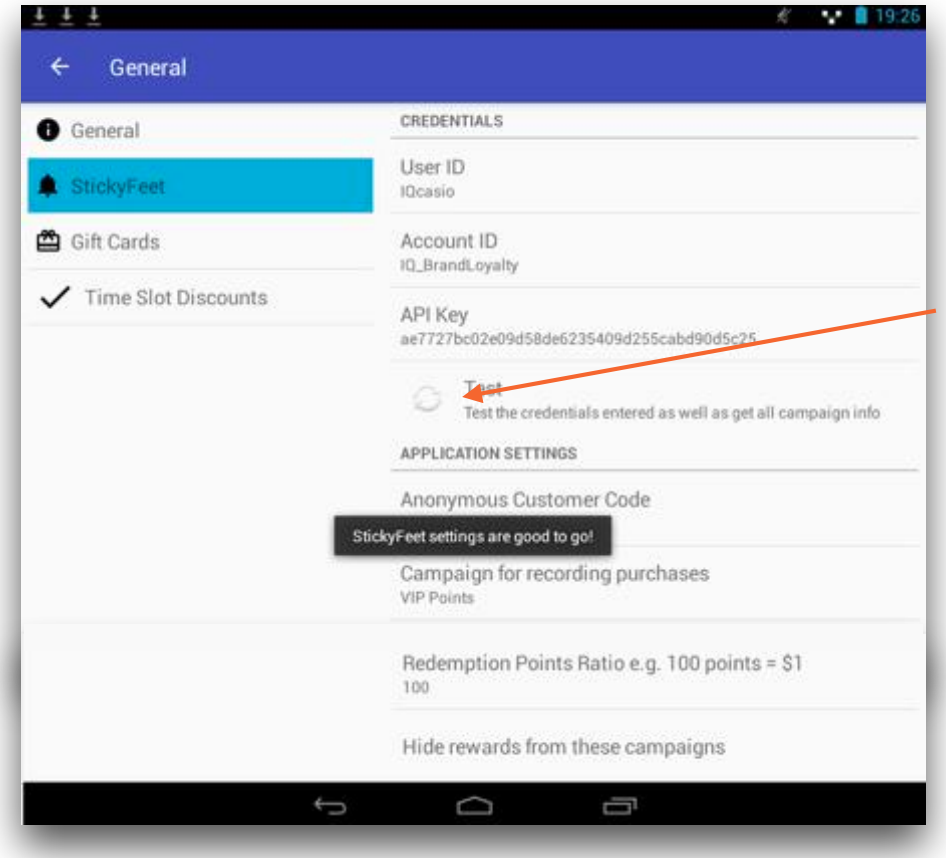
HOW TO FiND:

- Anonymous Customer Code -



SALEGRABBER CREDENTiALS.

- Credentials Test -



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

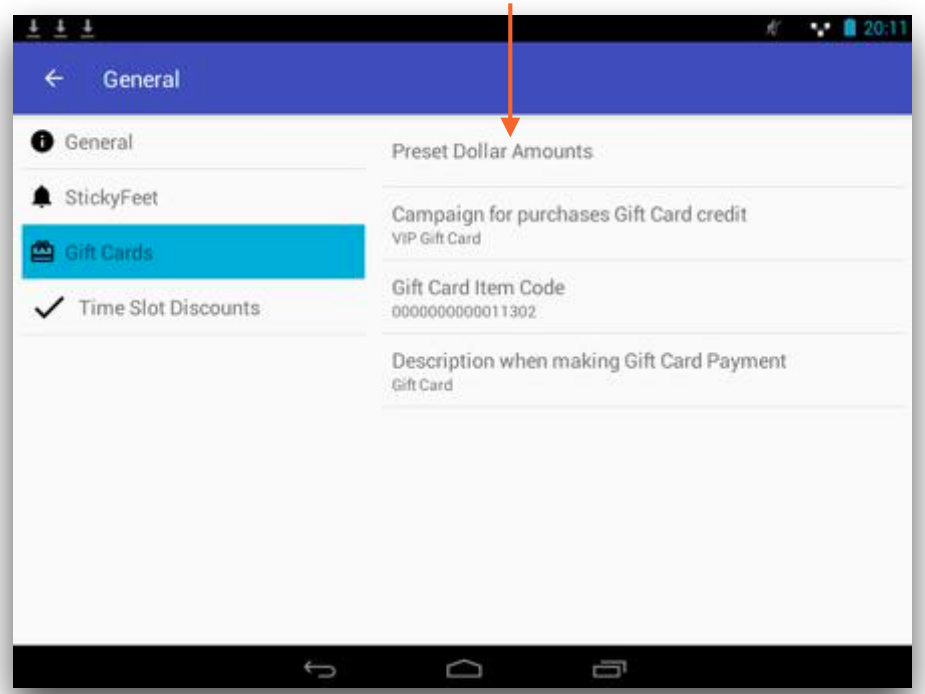
GiFT CARD.

- Set Up -

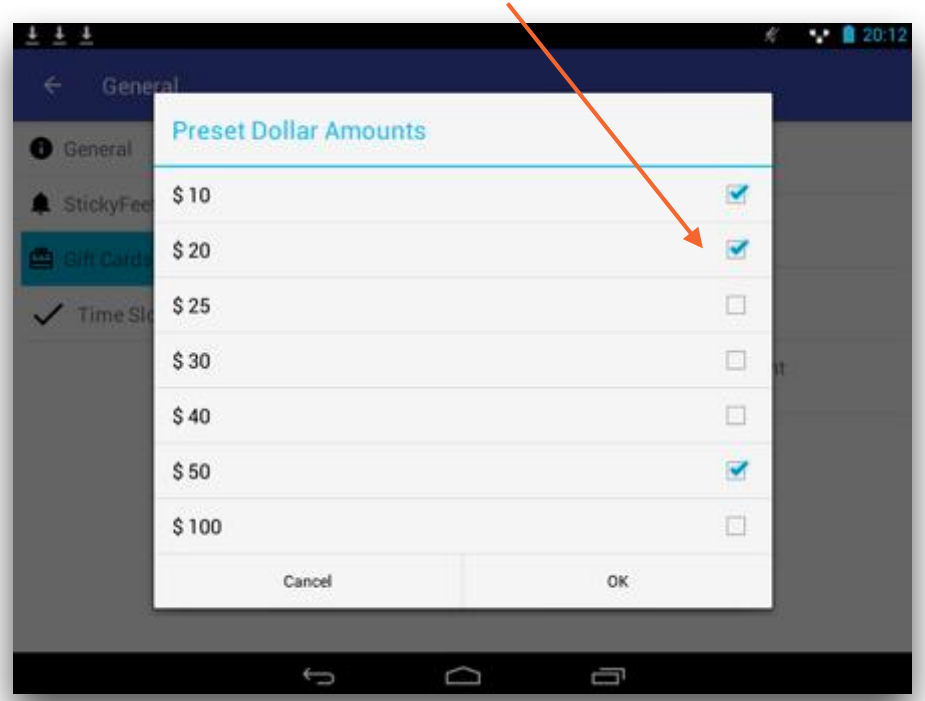
GiFT CARD.

- Set Up -

Select Preset Dollar Amount



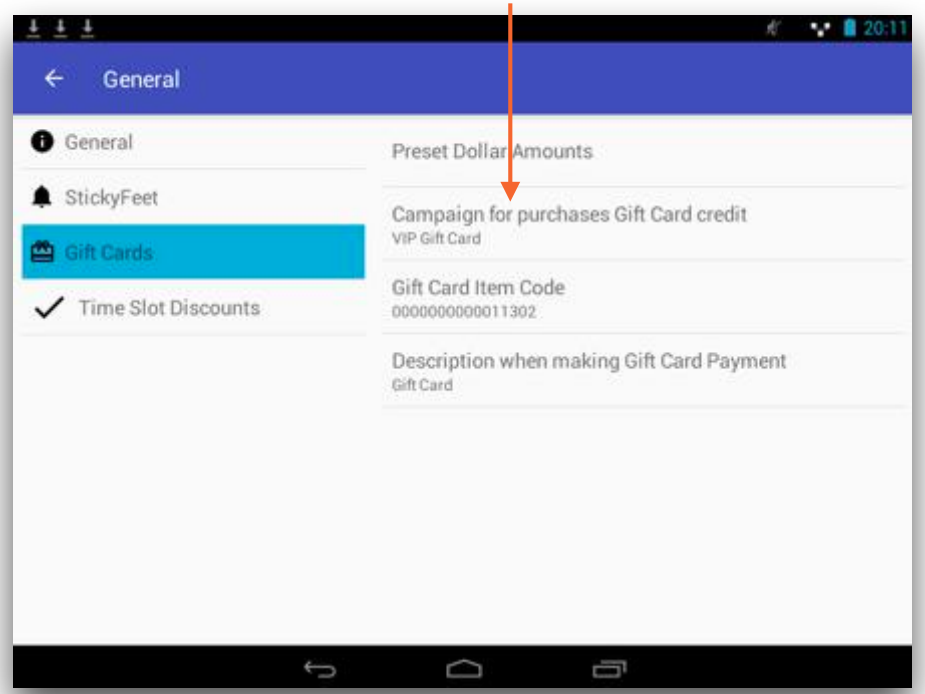
Select Preferred Gift Card Preset Values



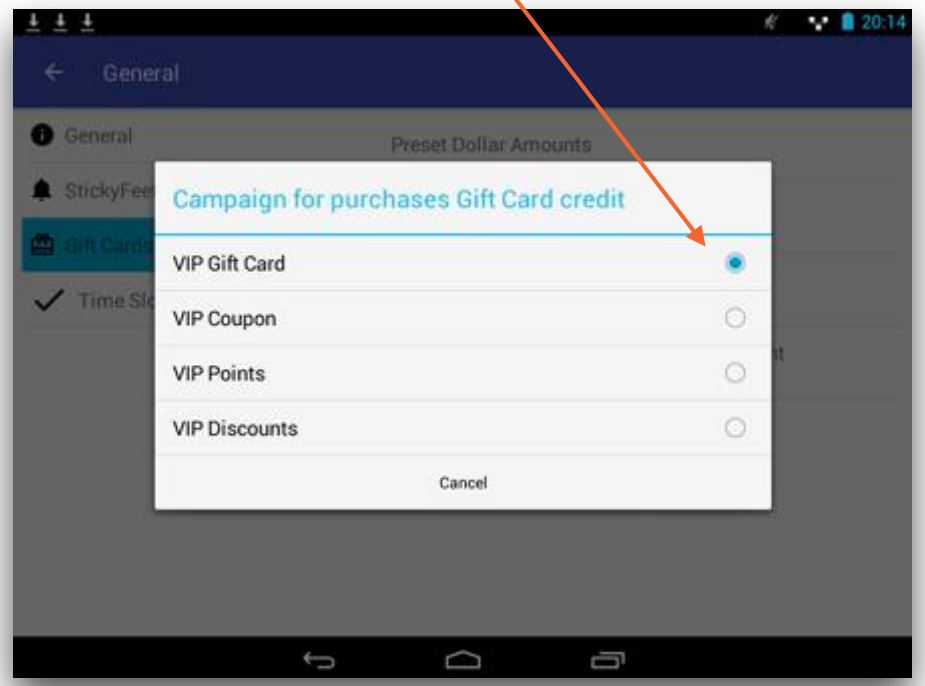
GiFT CARD.

- Set Up -

Select Campaign for purchases Gift Card credit



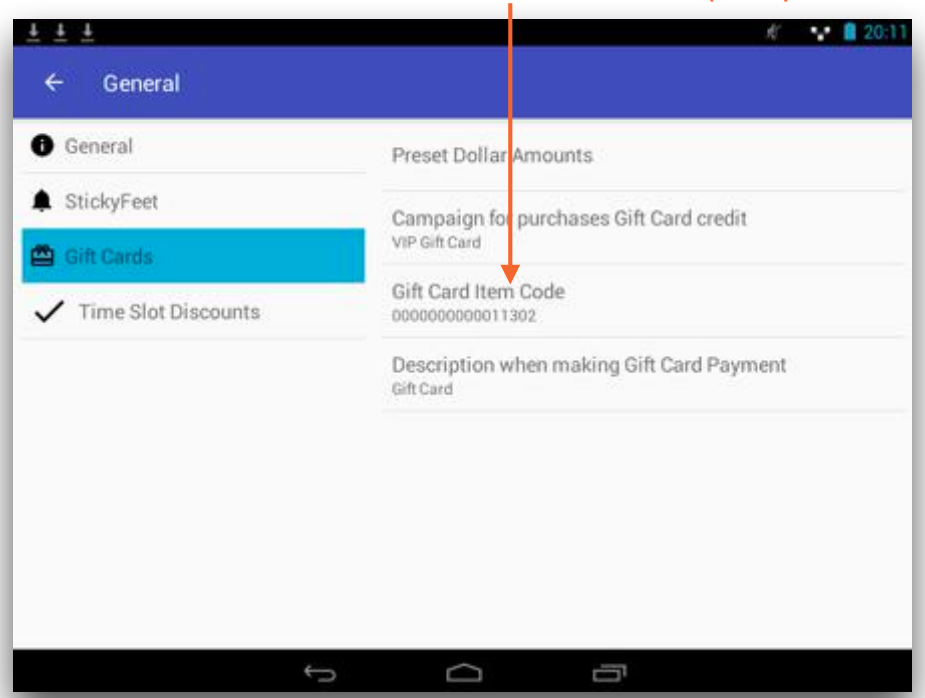
Select where Gift Card credits go towards



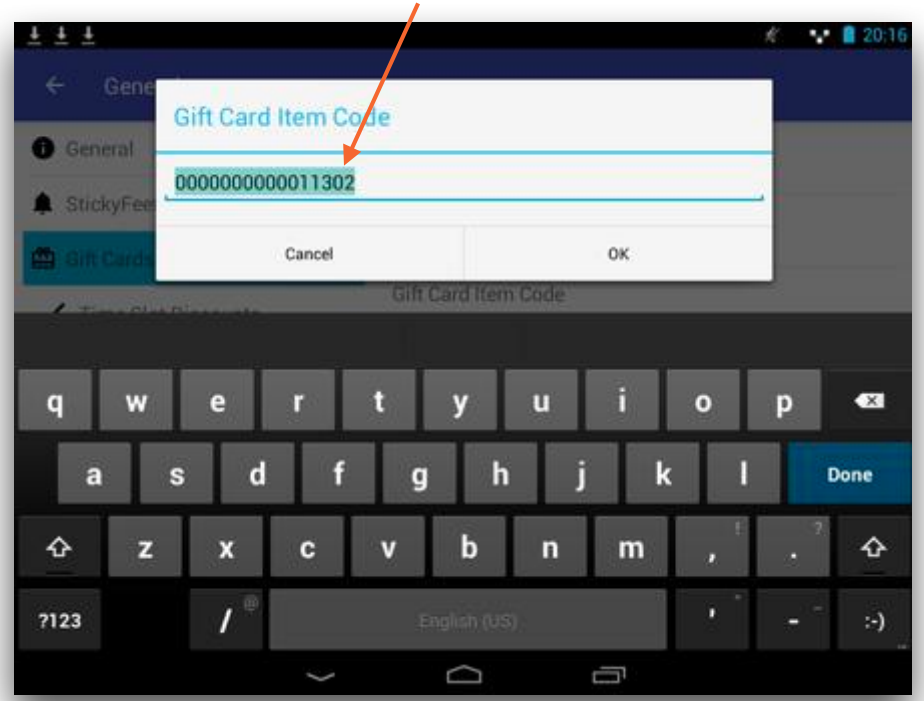
GiFT CARD.

- Set Up -

Select the Gift Card Item Code (SKU)



Enter the Casio POS SKU created for Gift Card

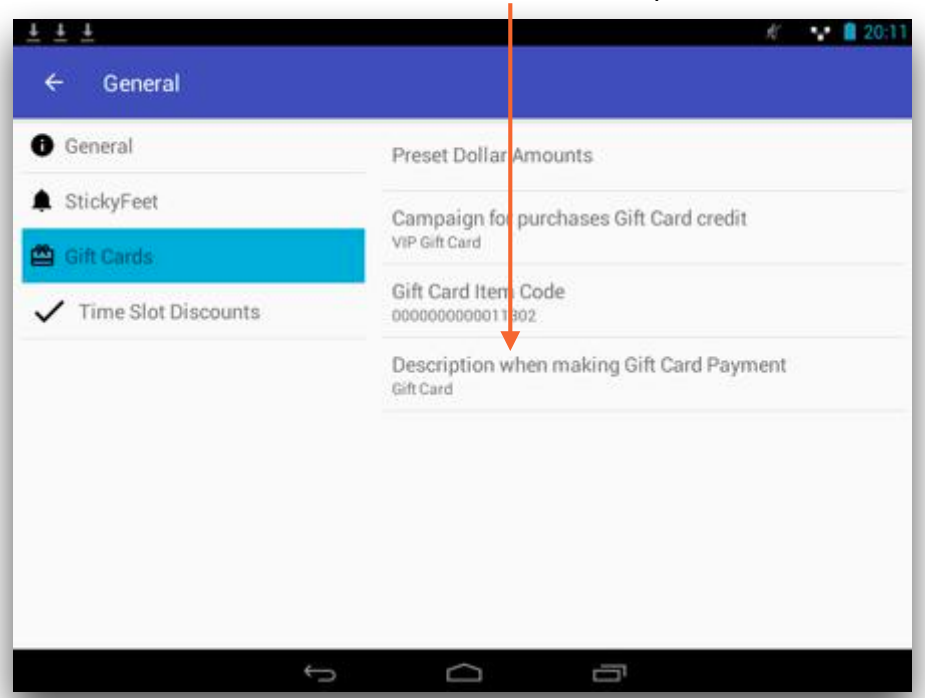


The default Gift Card SKU is 0000000000011302. You may either create a Gift Card with this SKU or create a different Gift Card SKU and place this number into this Gift Card Item Code area.

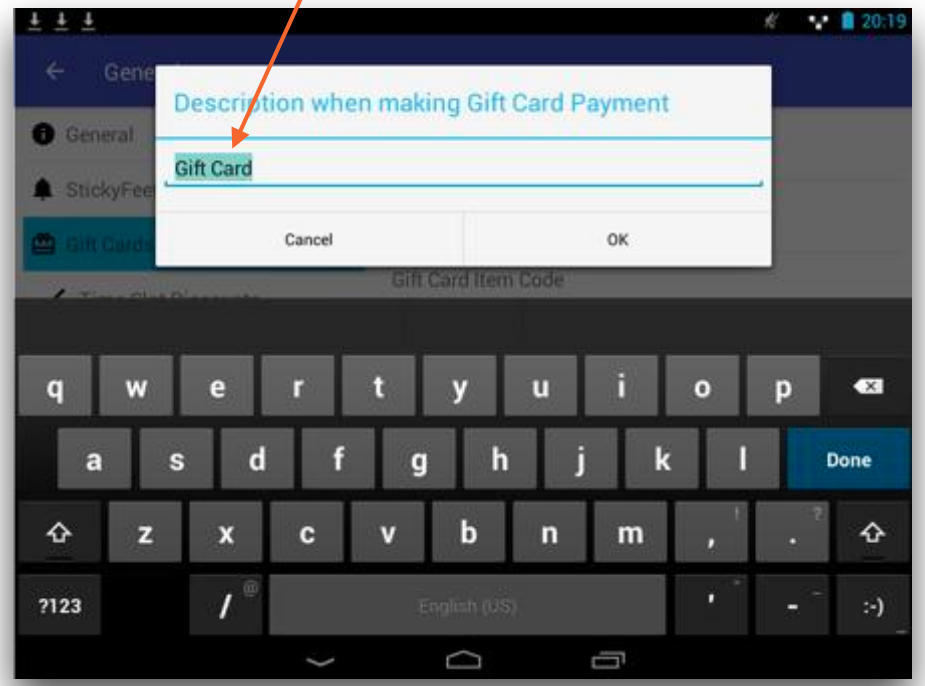
GiFT CARD.

- Set Up -

Select the Gift Card description



Enter the name you wish to call your Gift Card



TiME SLOT DiSCOUNTS.

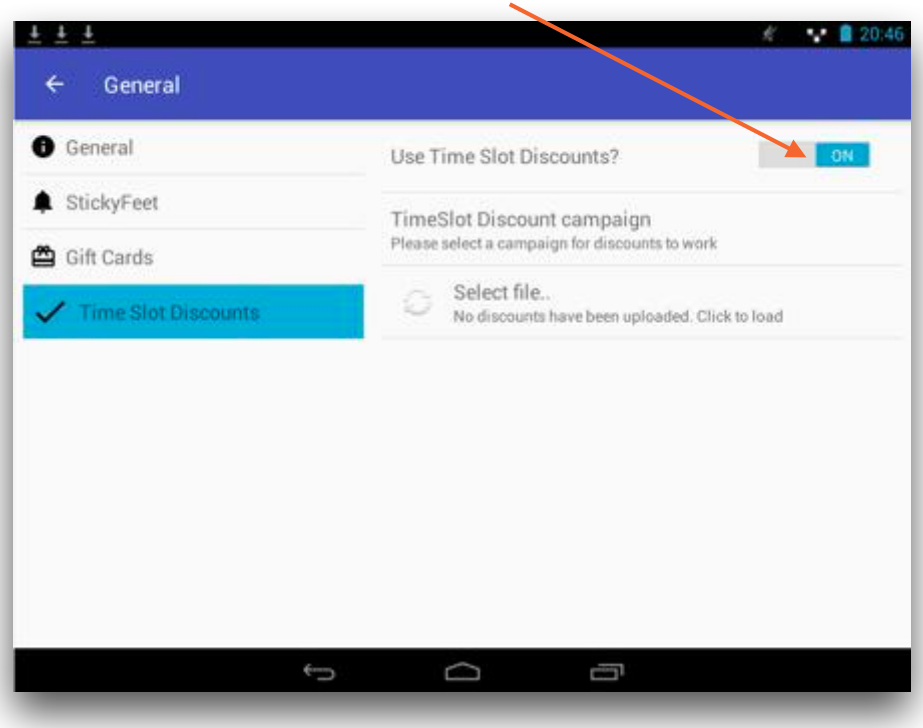
- Set Up -

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 -

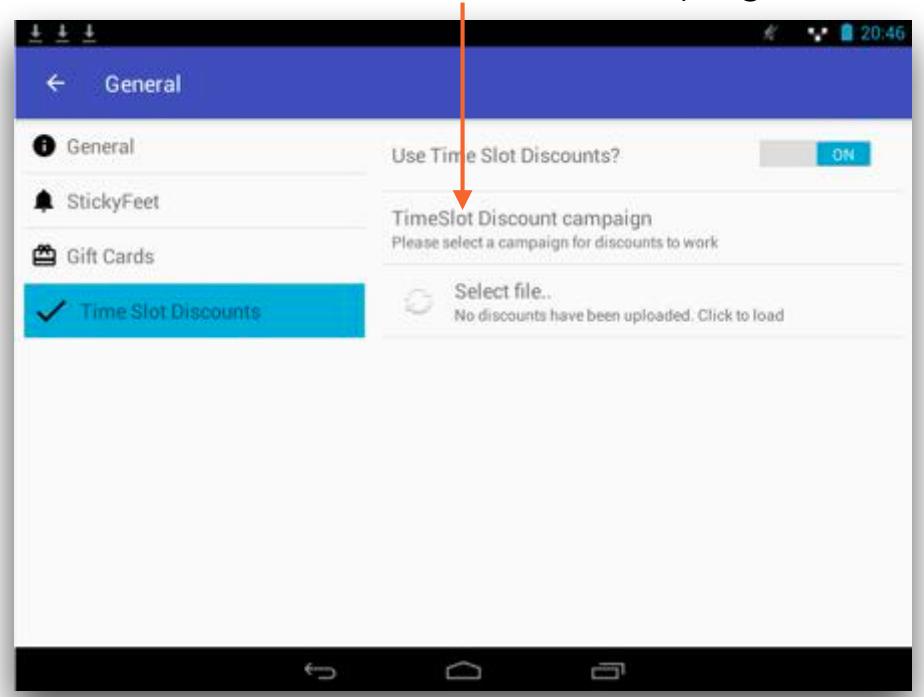
Turn on Use Time Slot Discounts



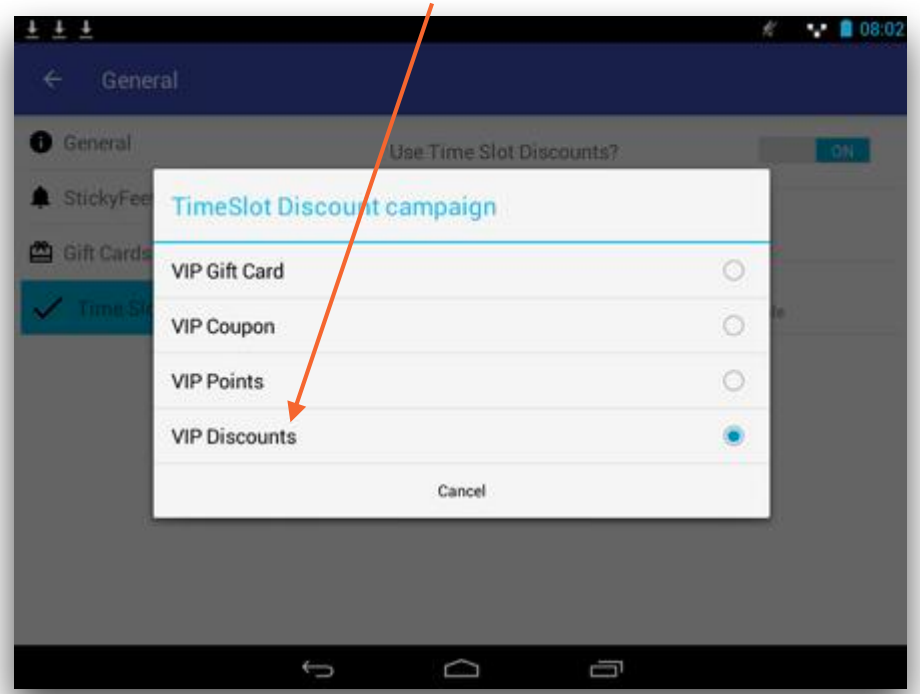
TiME SLOT DiSCOUNTS.

- Set Up -

Select Time Slot Discount campaign



Choose the campaign for allocating discounts

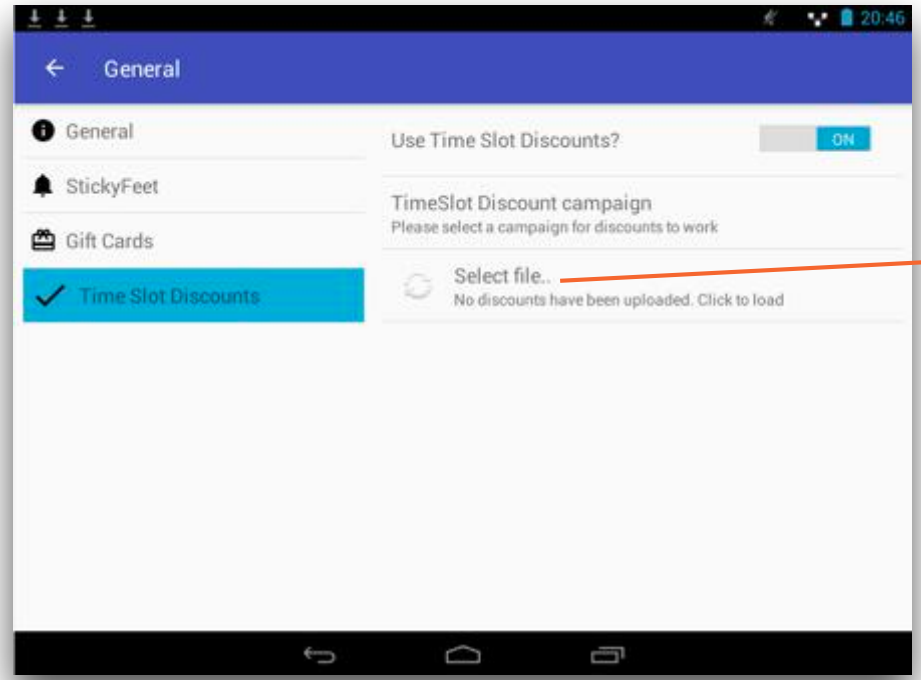


TiME SLOT DiSCOUNTS.

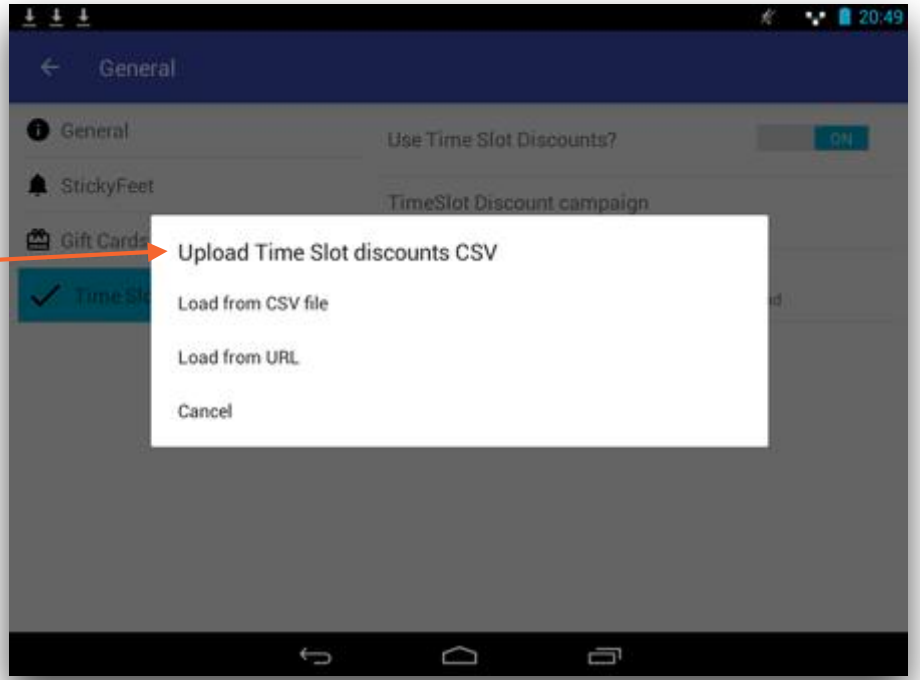
- Set Up -

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 -

1. Do Transaction

2. Scan Loyalty

3a. Check Date (and Date Range)

3b. Check Day

3c. Check Time

4. Item Disc Check Based on time and Product PLU

5. Auto-write Discount Amounts to "Cash-Off" GiftCard Campaign

6. Auto-Deduct "Cash-Off" GiftCard Campaign amounts from transaction

7. Write the deducted value onto the receipt

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

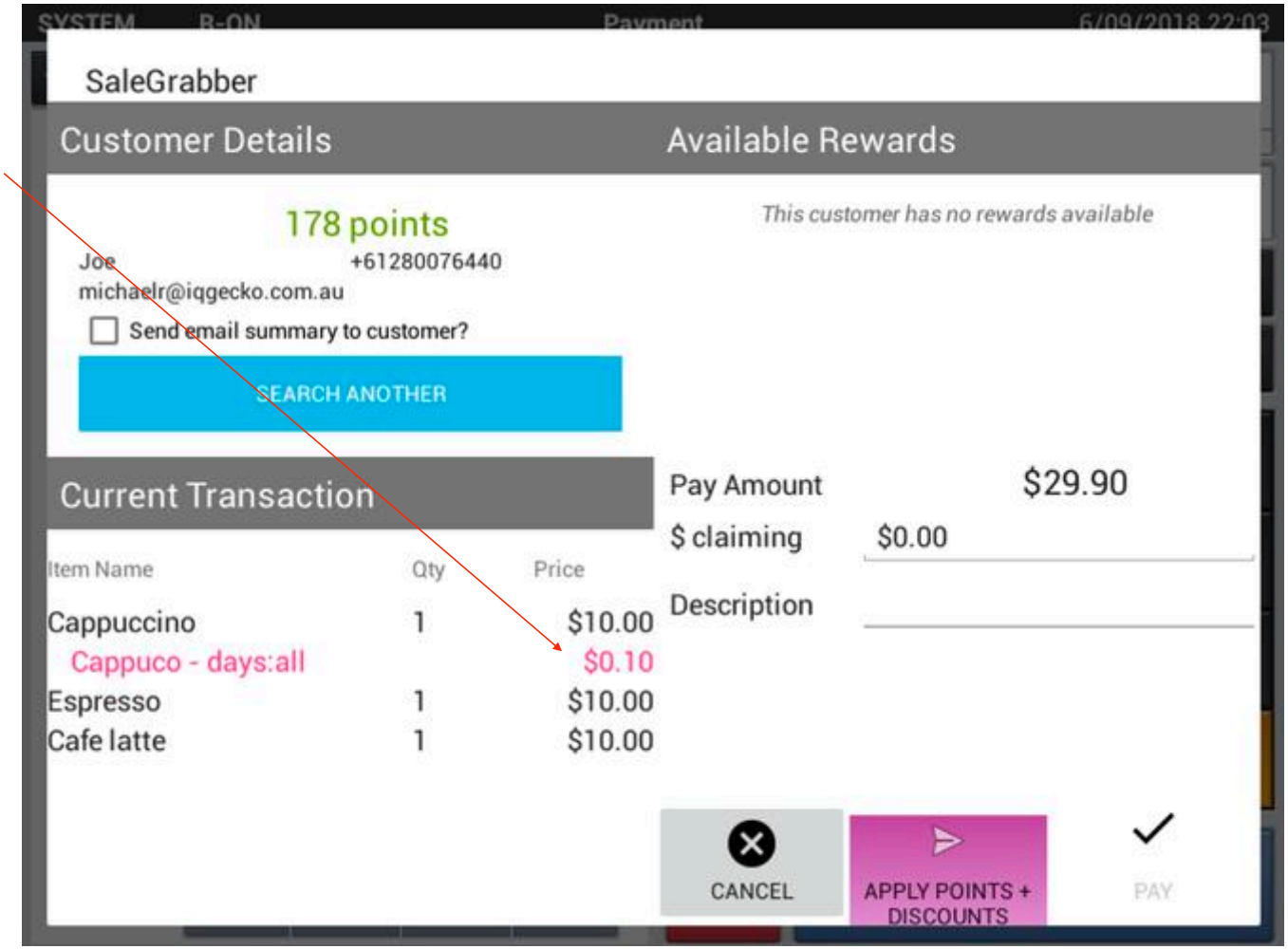
Wine Gls	650	600	500
Tap Gls	600	550	450
Bottle Beer	900	900	900

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.



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.

TiME SLOT DiSCOUNTS.

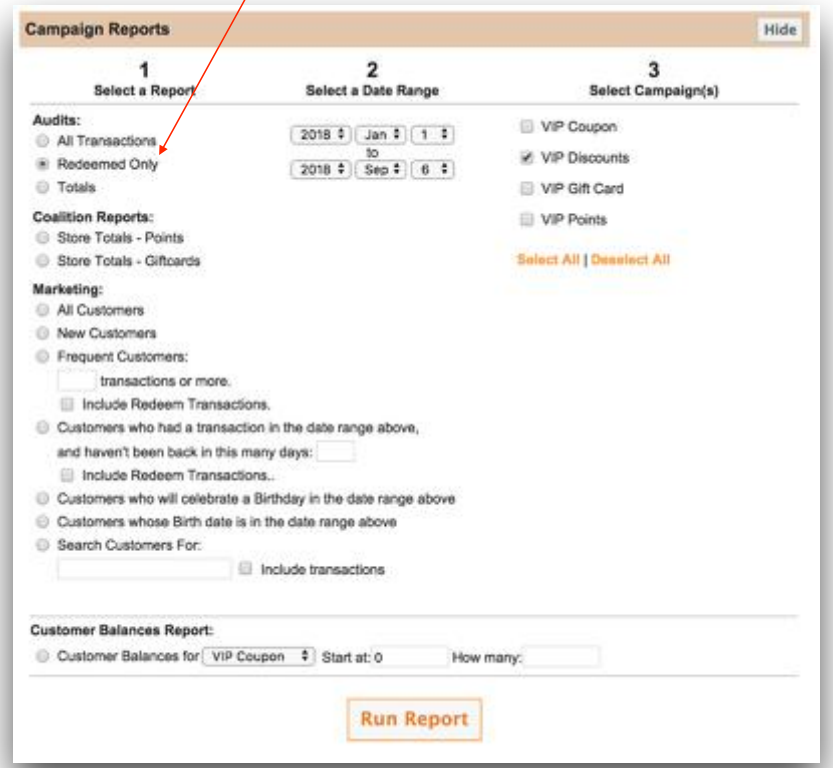
- GST Information -

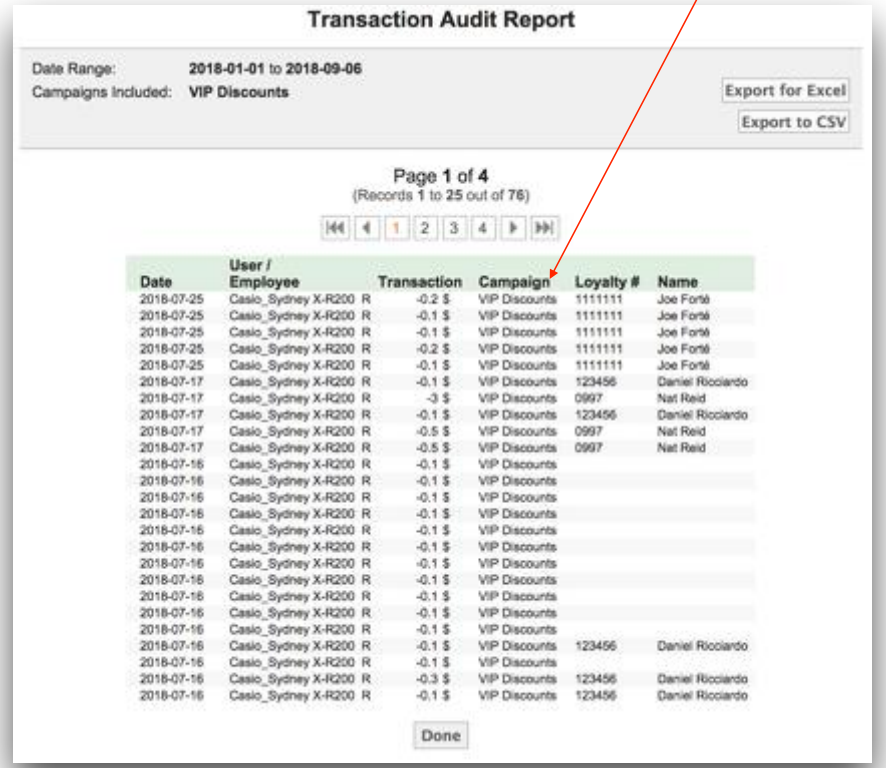
There is GST paid on the entire "pre-discounted" sale amount. This is because we are not really reducing the price of the goods being sold, but rather, we are placing the discounted amount into a "Gift Card" campaign and paying part of the sales total with this Gift Card campaign amount.

So the actual sales price (inc GST) remains the same.

To capture the additional GST paid the accounting team can easily run a "Transaction Report" of all redeemed values in this Gift Card campaign and make the relevant change in their accounting software.

Another additional benefit to running this "Transaction Report" is that the Merchant can also track how much they gave away and to who (as well as what they bought). This report can be exported .





SALEGRABBER APK.

- Script Installation -

SALEGRABBER APK.

- Script Installation -

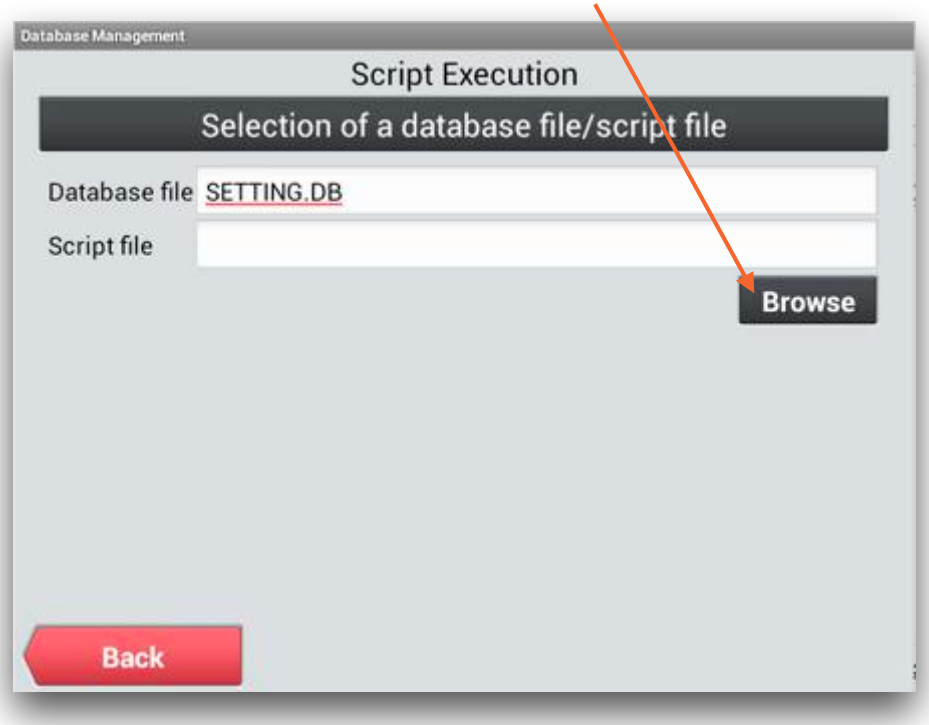
Select DB Management

Select Script Execution

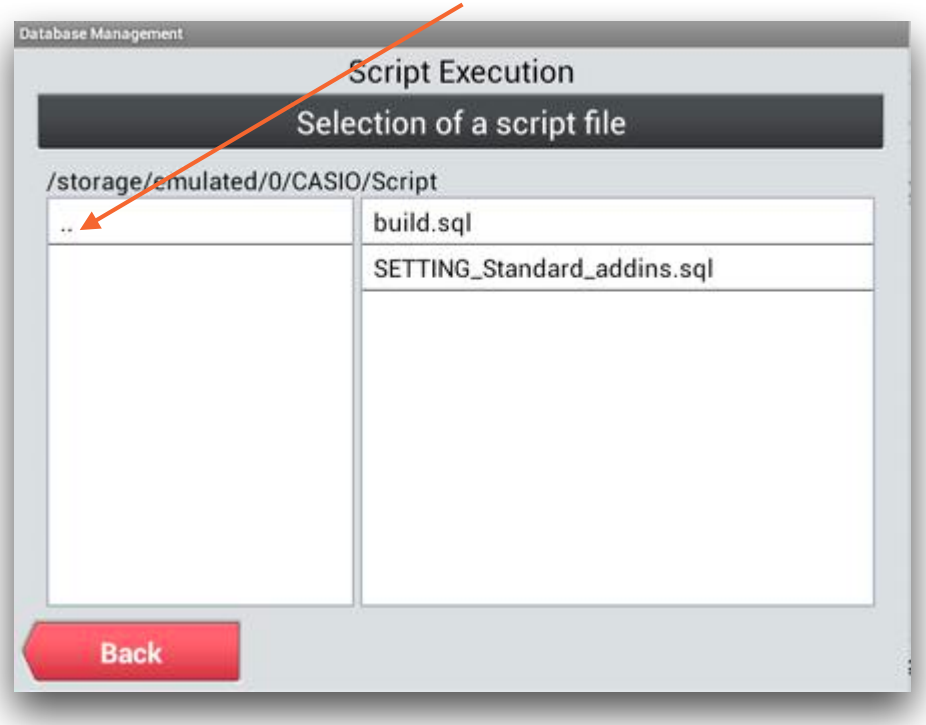
SALEGRABBER APK.

- Script Installation -

Select Browse



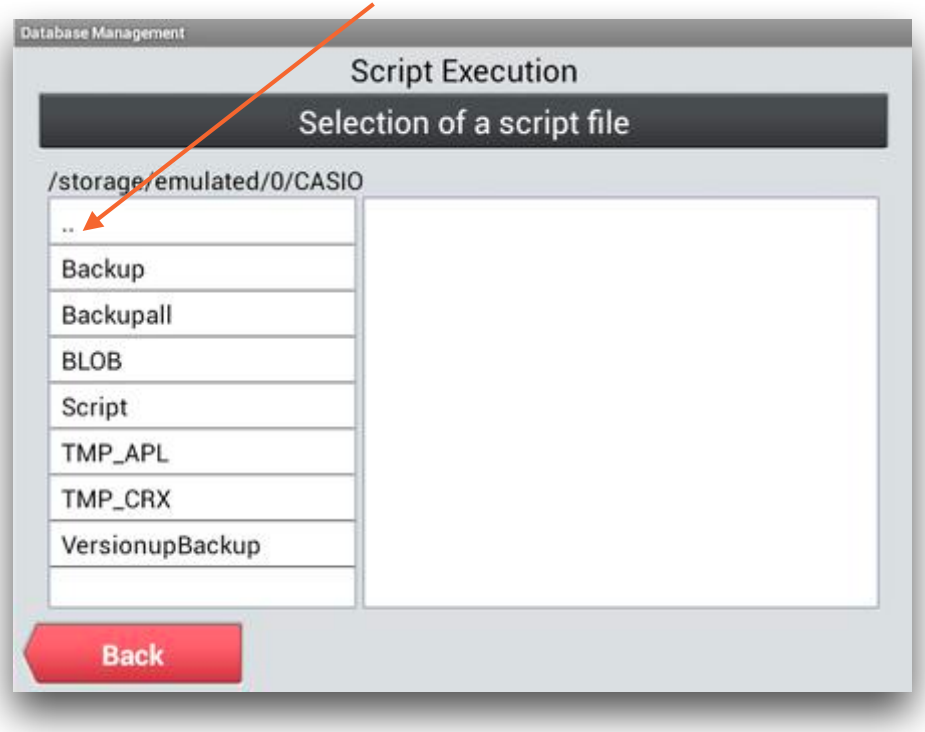
Select .. Double Dots (one)



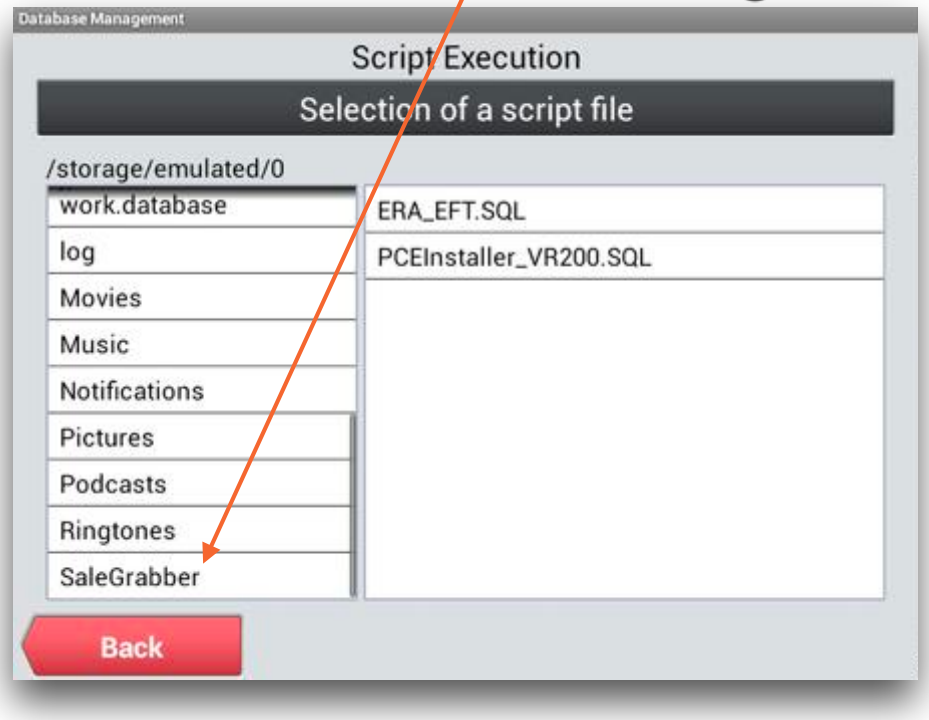
SALEGRABBER APK.

- Script Installation -

Select .. Double Dots (two)



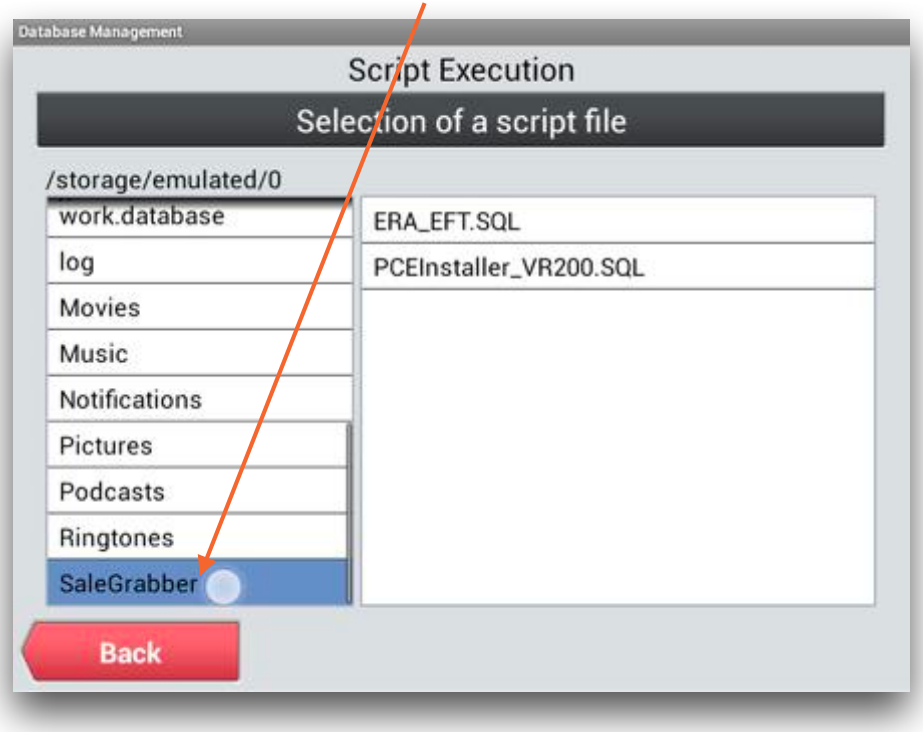
Scroll down to SaleGrabber



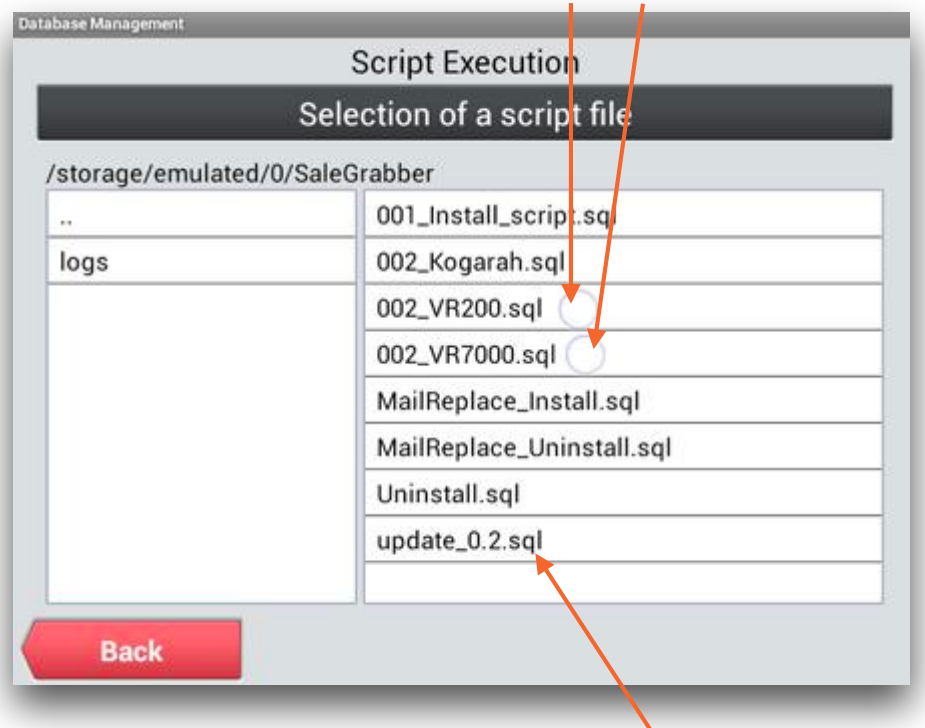
SALEGRABBER APK.

- Script Installation -

Select SaleGrabber



Select your Casio Model

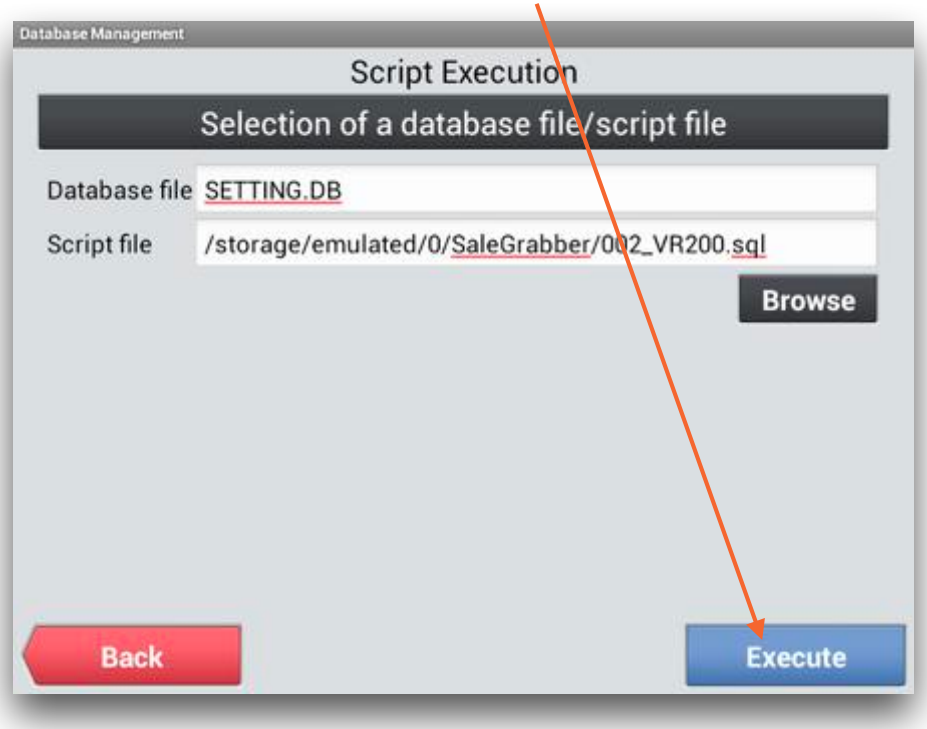


If it is an update then select Update

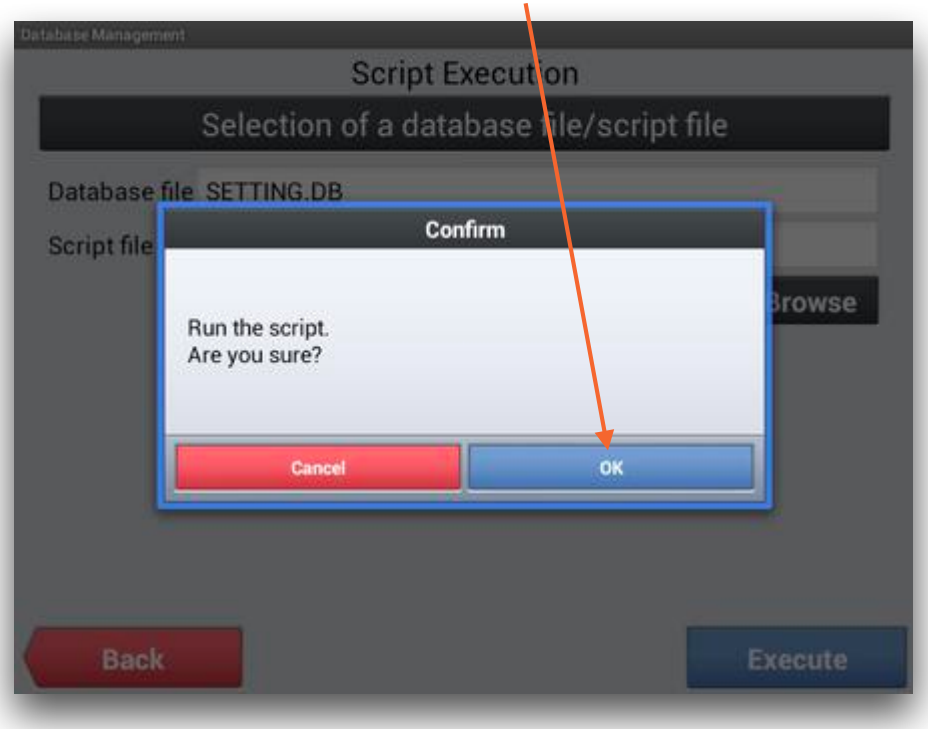
SALEGRABBER APK.

- Script Installation -

Select Execute



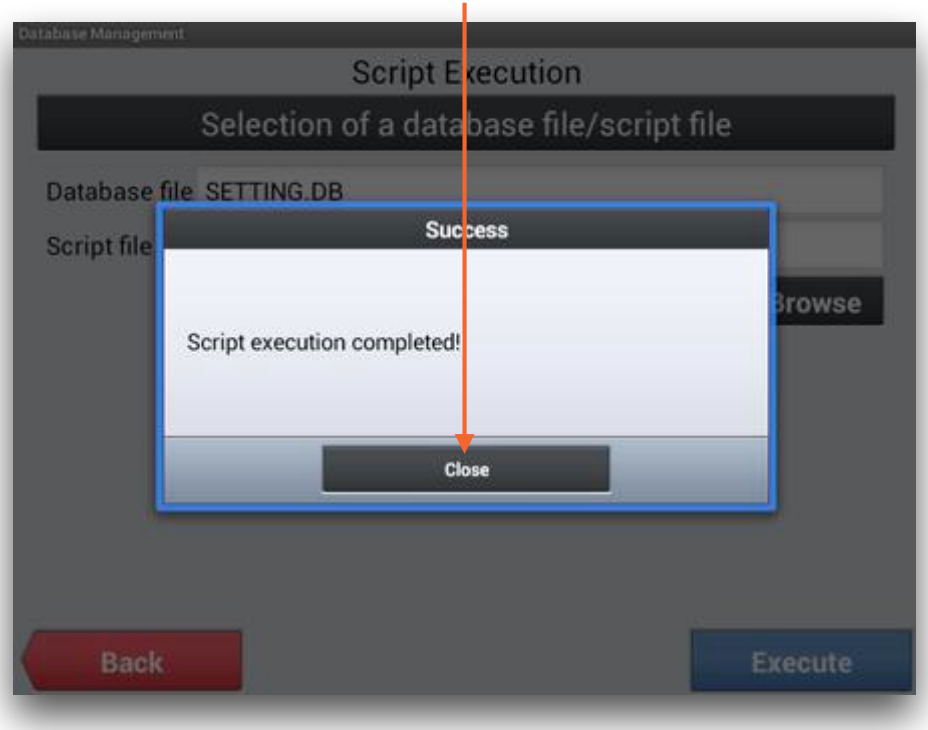
Select OK



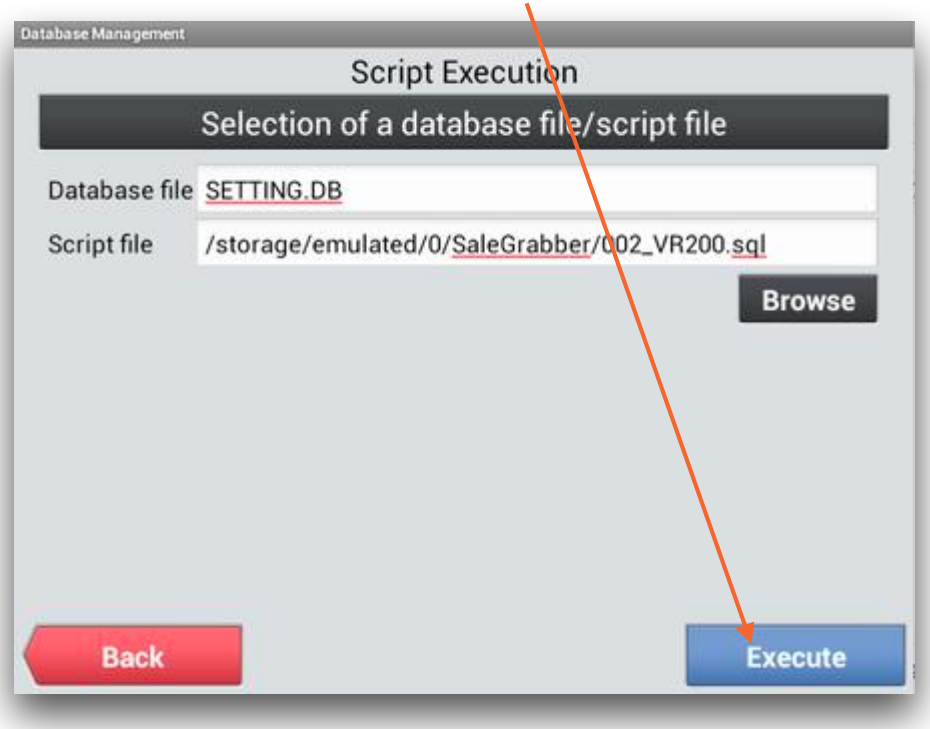
SALEGRABBER APK.

- Script Installation -

Select Close



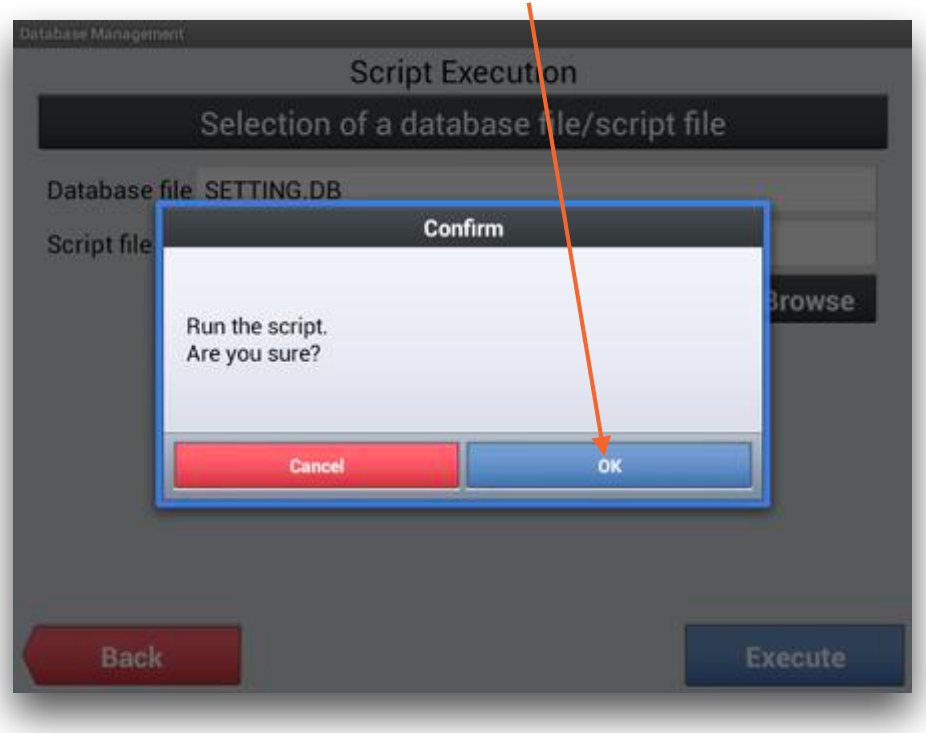
Select Execute



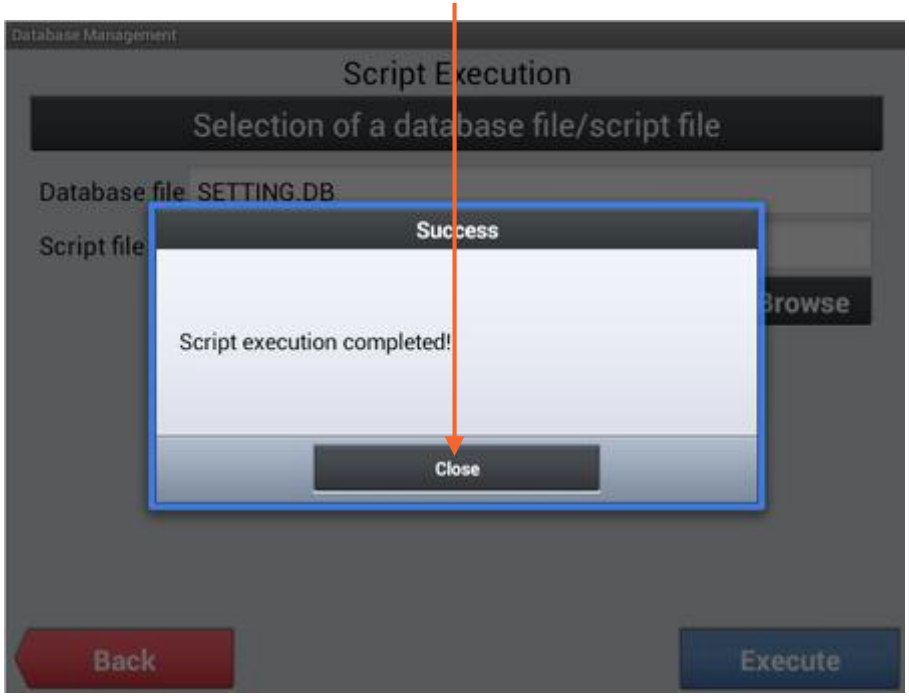
SALEGRABBER APK.

- Script Installation -

Select OK



Select Close



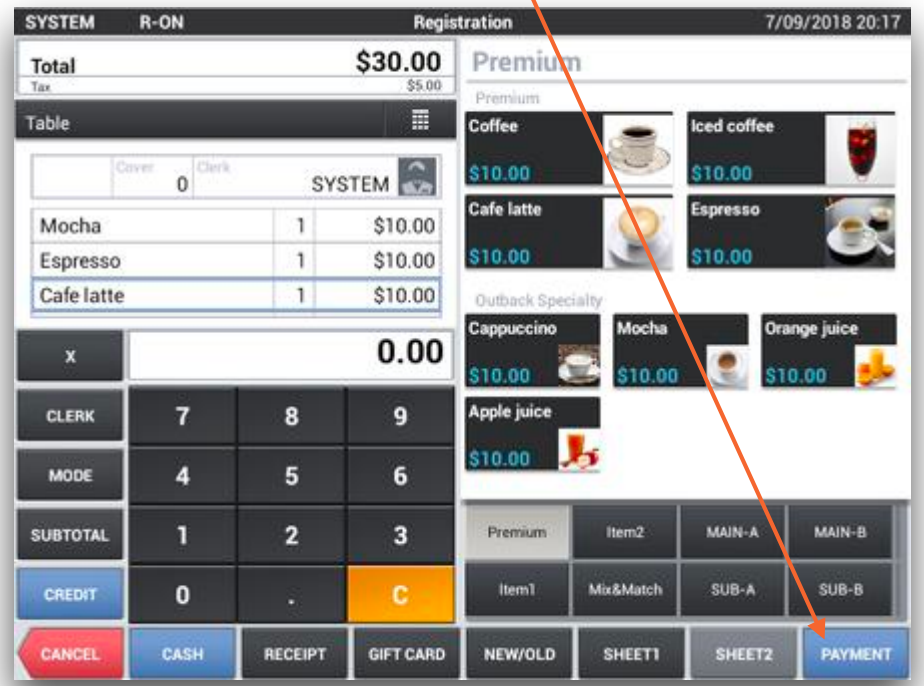
CASIO WORKFLOW.

- Unregistered Card Transaction -

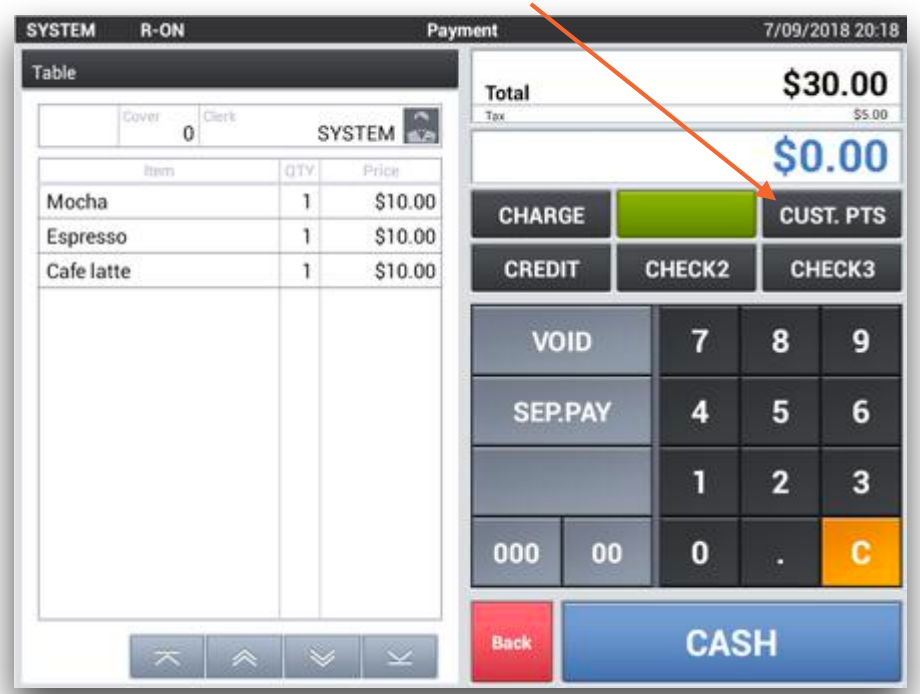
CASIO WORKFLOW.

- Unregistered Card Transaction -

Select Payment



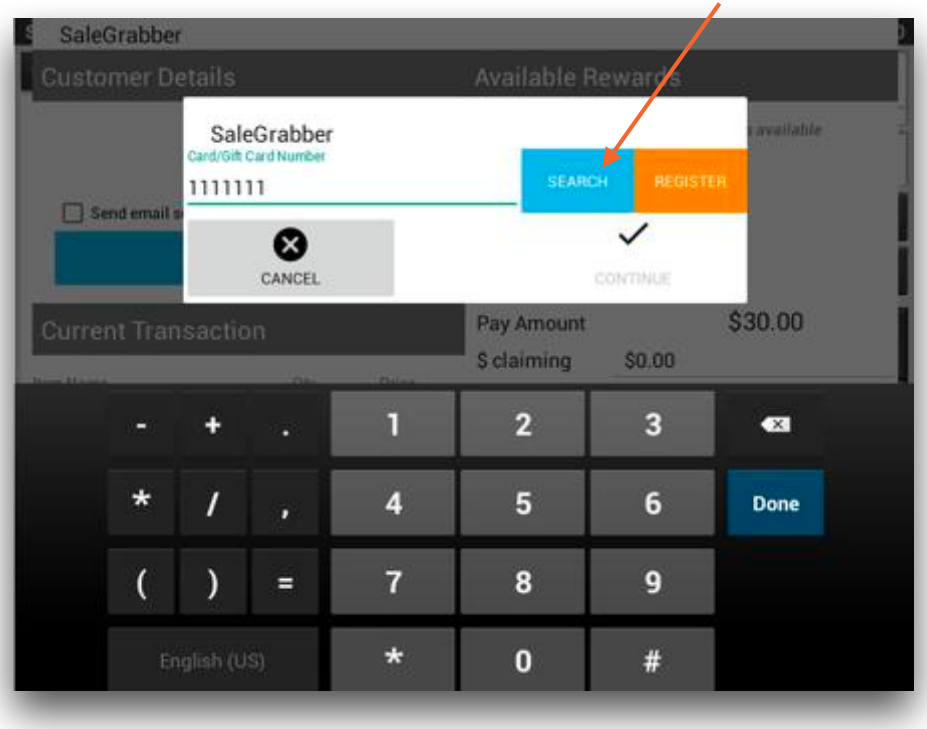
Select CUST. PTS



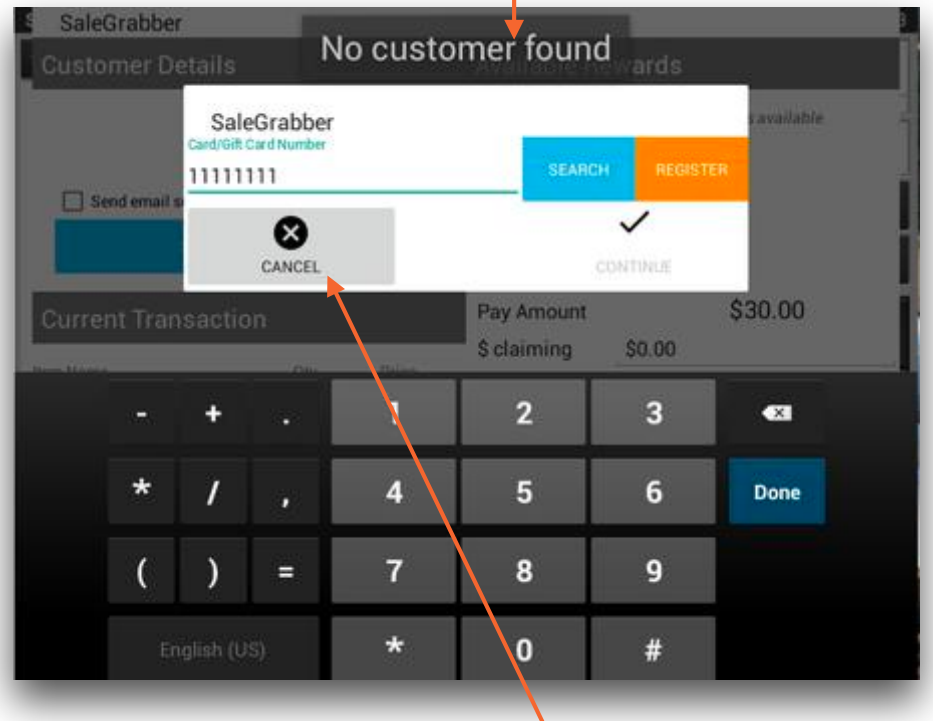
CASIO WORKFLOW.

- Unregistered Card Transaction -

Scan or Enter in Card and press Search



Non-registered cards = No Customer Found

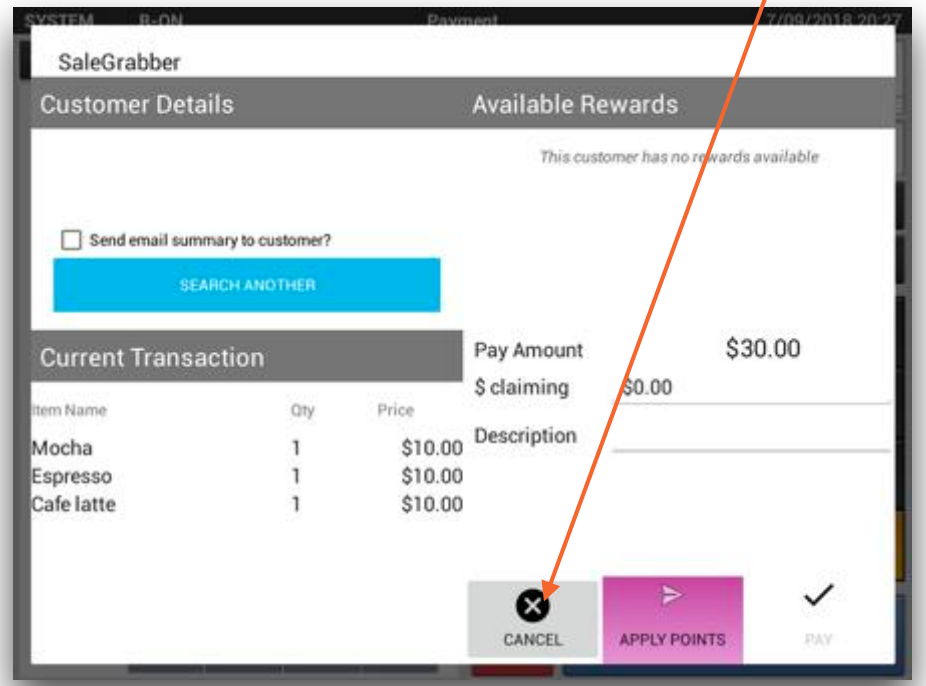


If you do not wish to register the card @ POS now then select Cancel

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).

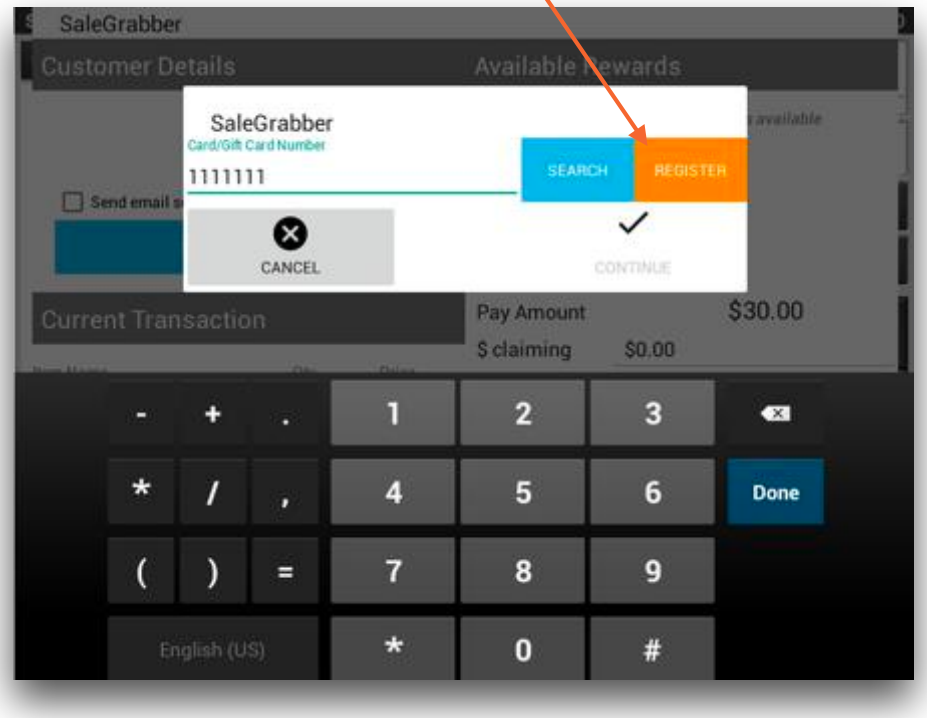
CASIO WORKFLOW.

- Registering a Card @ the POS -

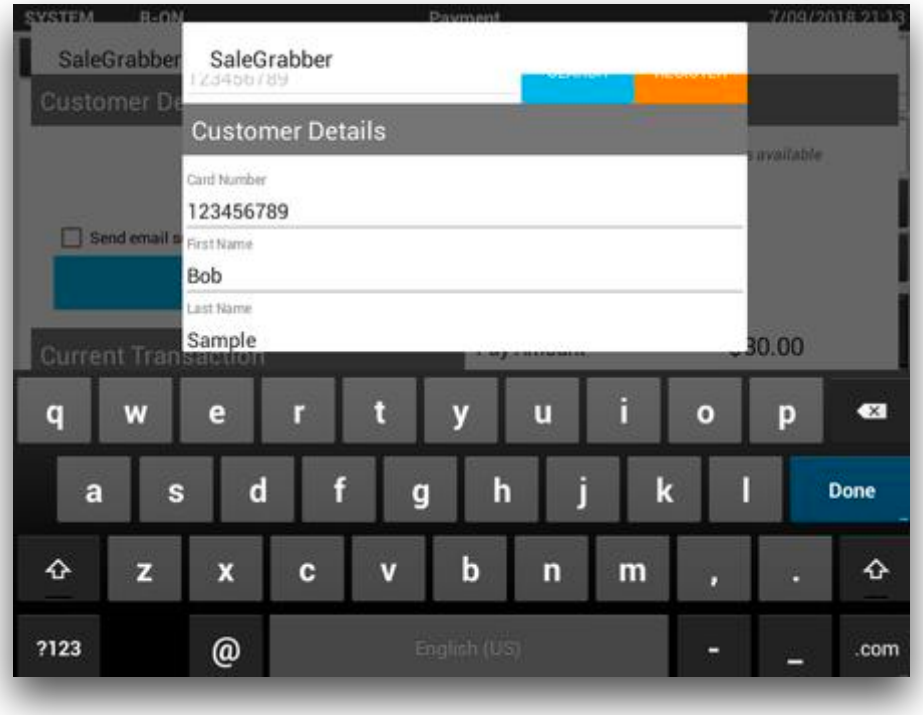
CASIO WORKFLOW.

- Registering a Card @ the POS -

Select Register



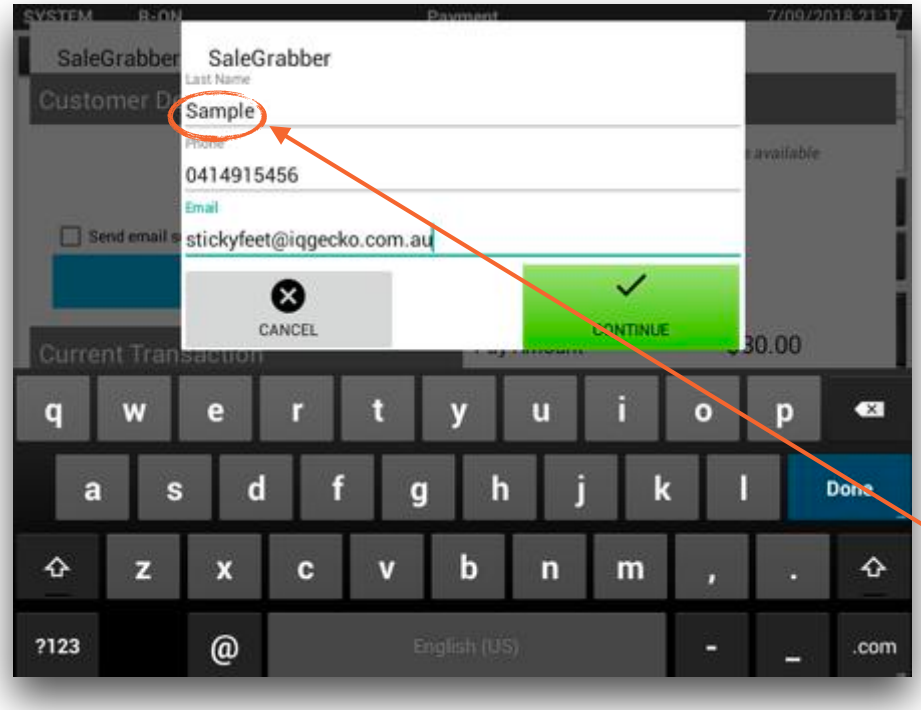
Enter details and then scroll down



CASIO WORKFLOW.

- Registering a Card @ the POS -

Register New Member



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.*

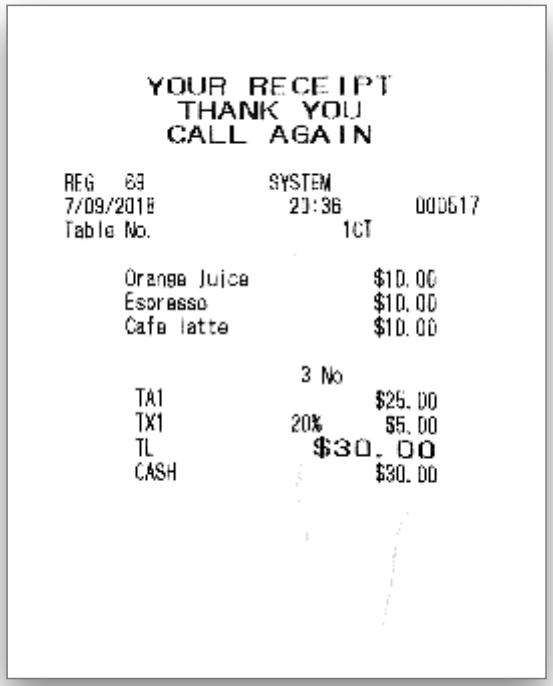
note: passwords are "Case Sensitive" so if you spell the members last name with a Capital letter it will be required to be the same when entering they enter their password.

CASIO WORKFLOW.

- Registering a Card @ the POS -

Complete Transaction as Normal

The sale has been allocated to the New Member



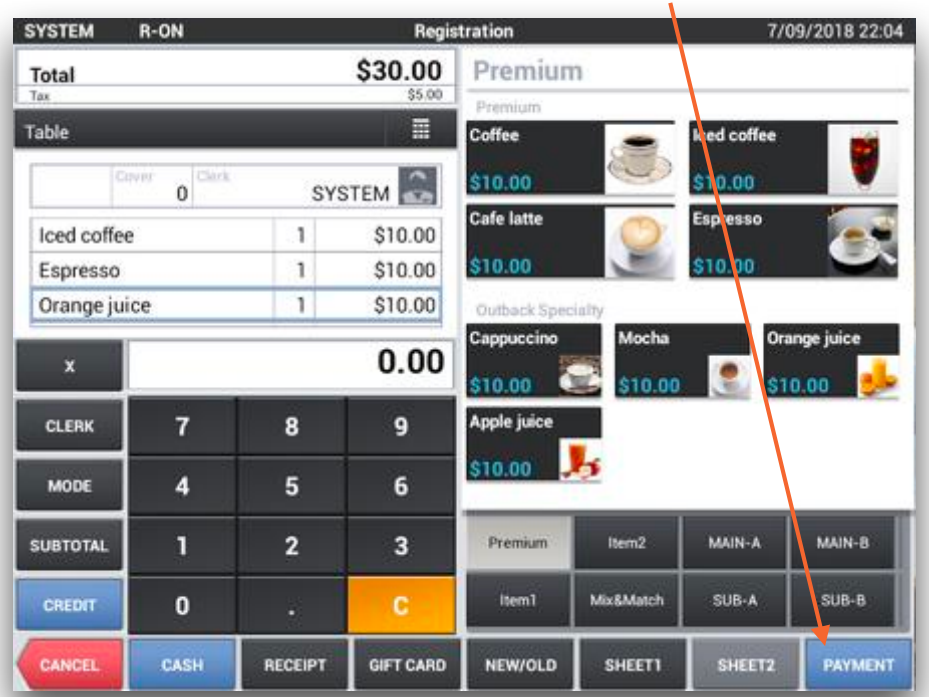
Points are applied to the customer card in real-time.

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

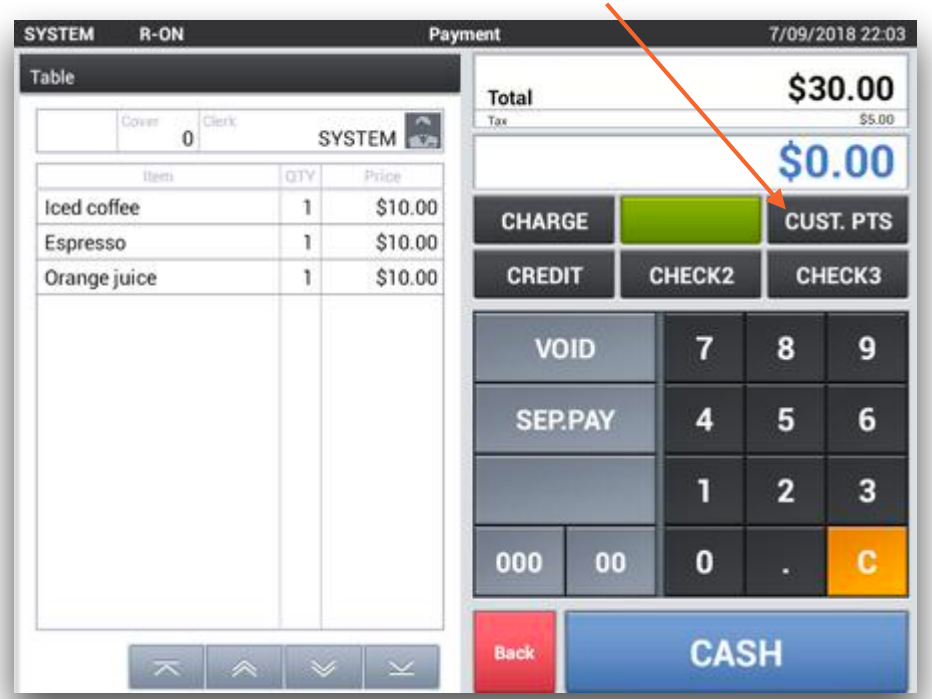
CASIO WORKFLOW.

- Earning Loyalty Points @ the POS -

Enter sales and select Payment



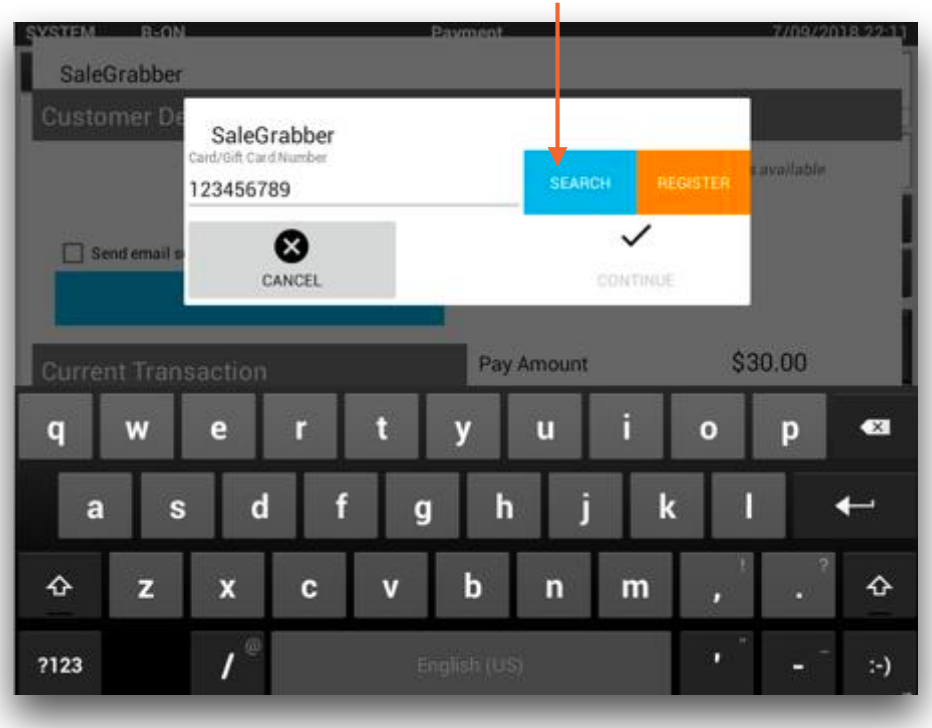
Select CUST. PTS



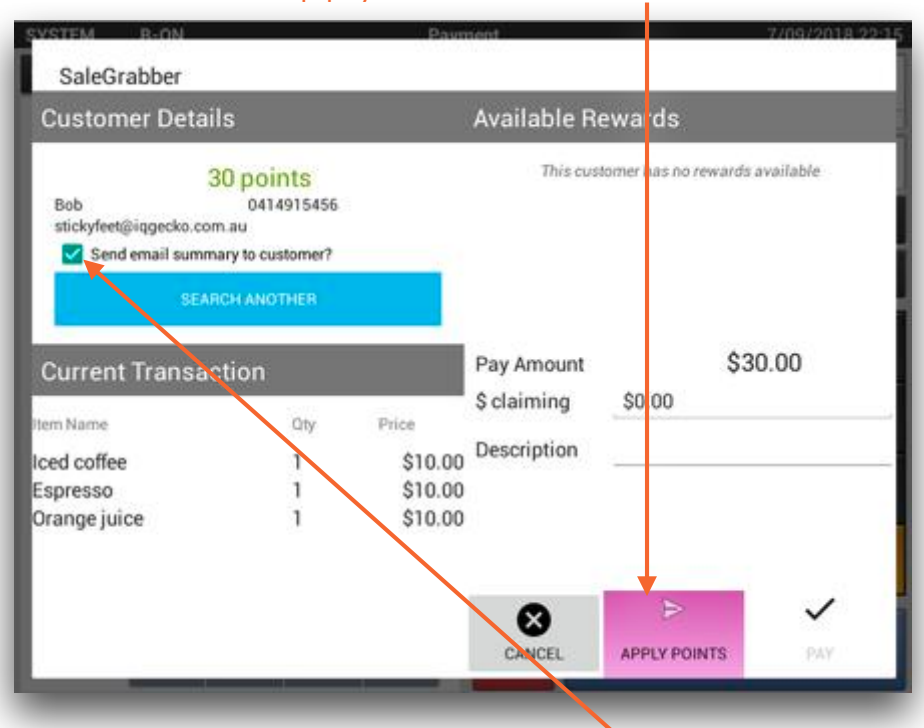
CASIO WORKFLOW.

- Earning Loyalty Points @ the POS -

Select Search



Select Apply Points to the Member



The clerk can select to send a Gratitude email

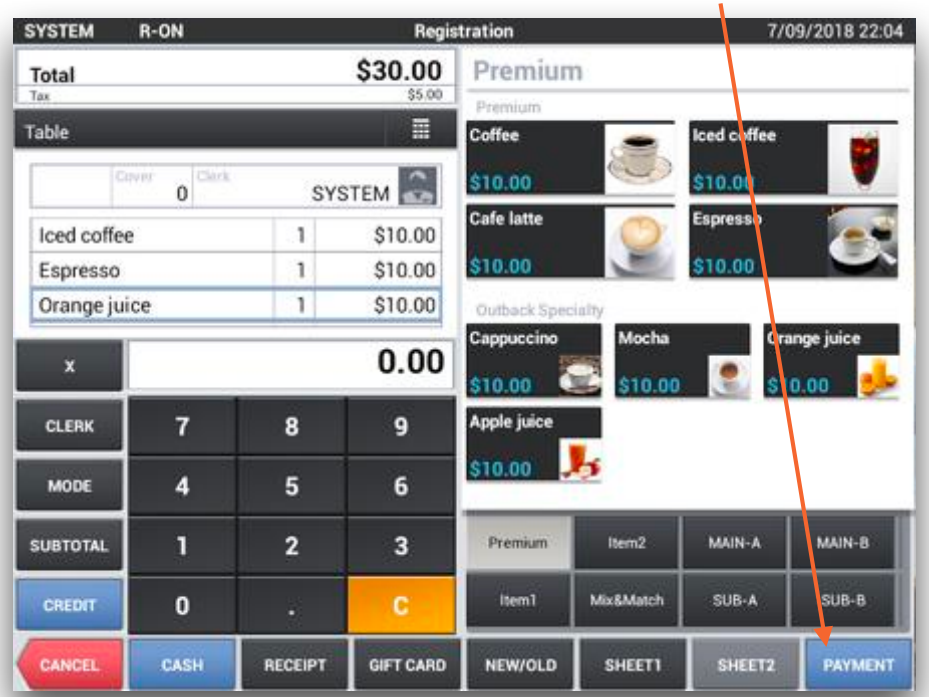
CASIO WORKFLOW.

- Redeeming Points @ the POS -

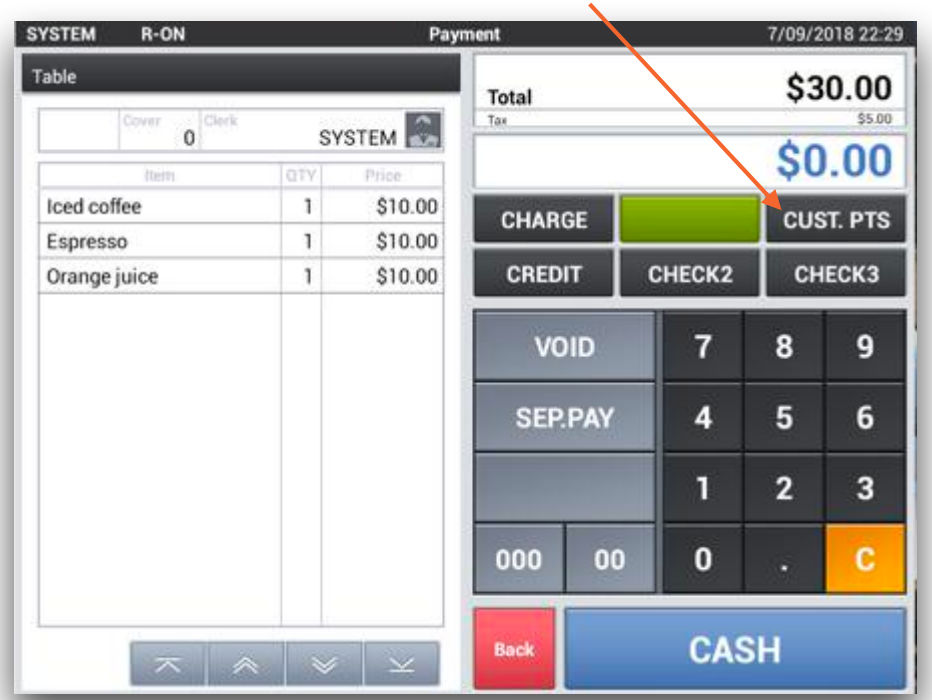
CASIO WORKFLOW.

- Redeeming Points @ the POS -

After transactions enter Payment



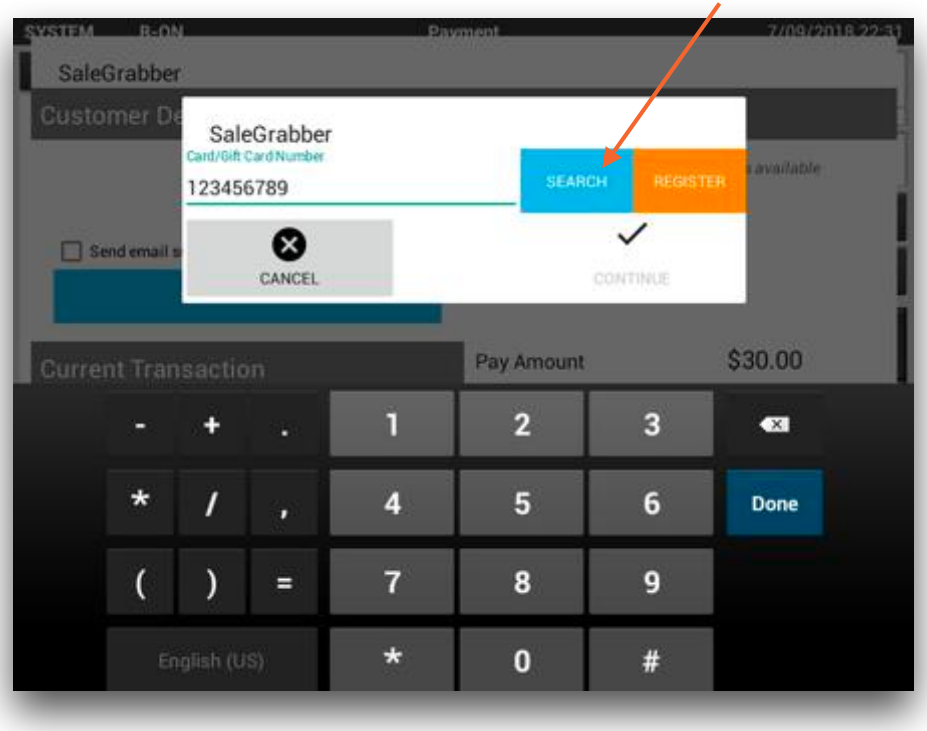
Click on to CUST. PTS



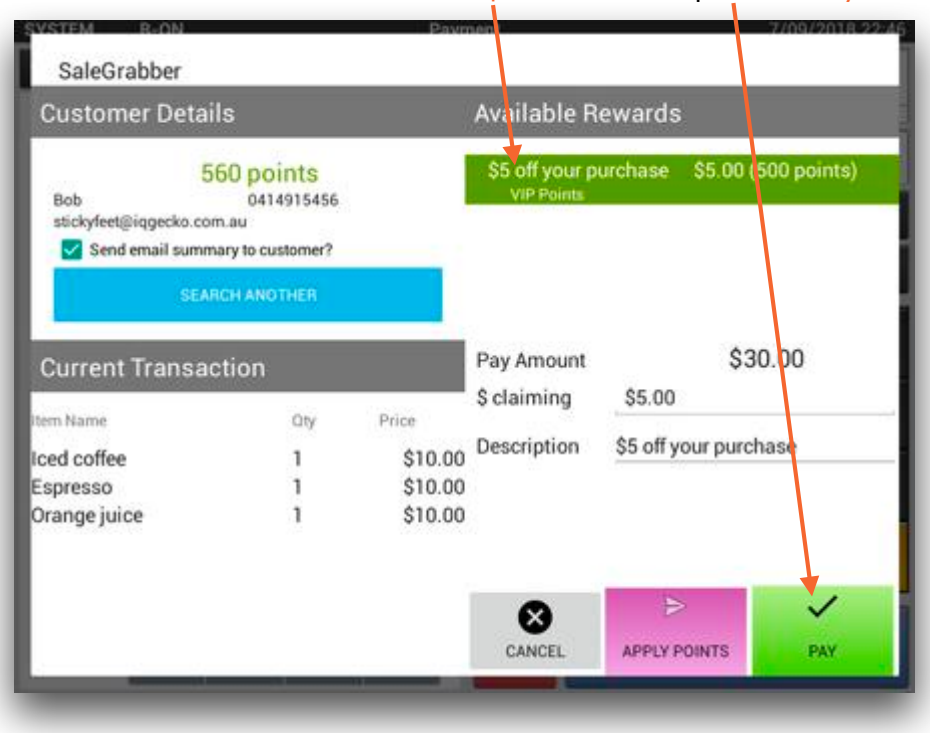
CASIO WORKFLOW.

- Redeeming Points @ the POS -

Scan or Enter in Card and press Search



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

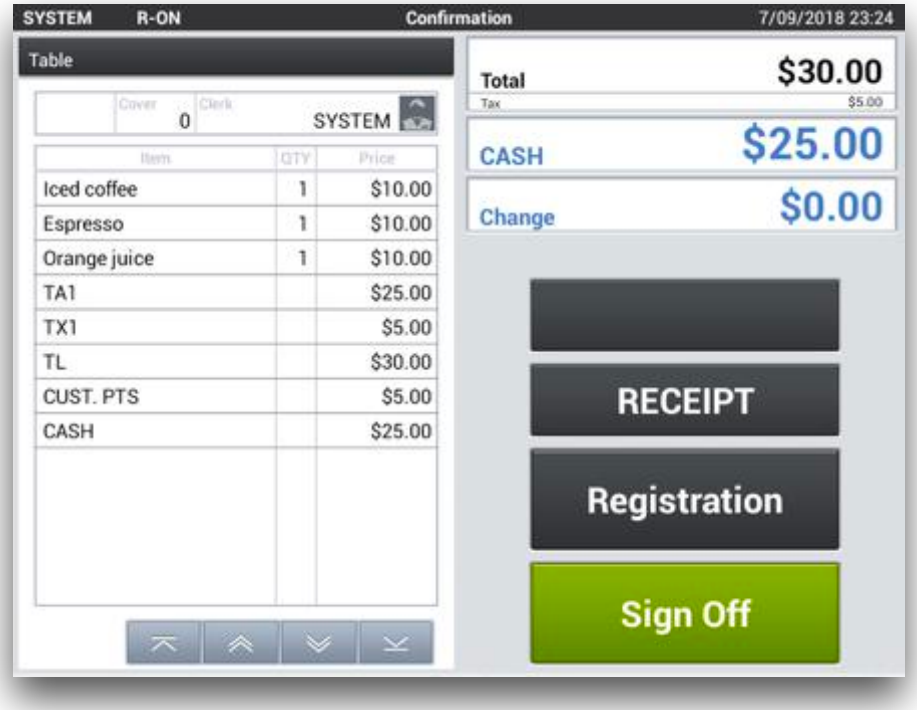


CASIO WORKFLOW.

- 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:

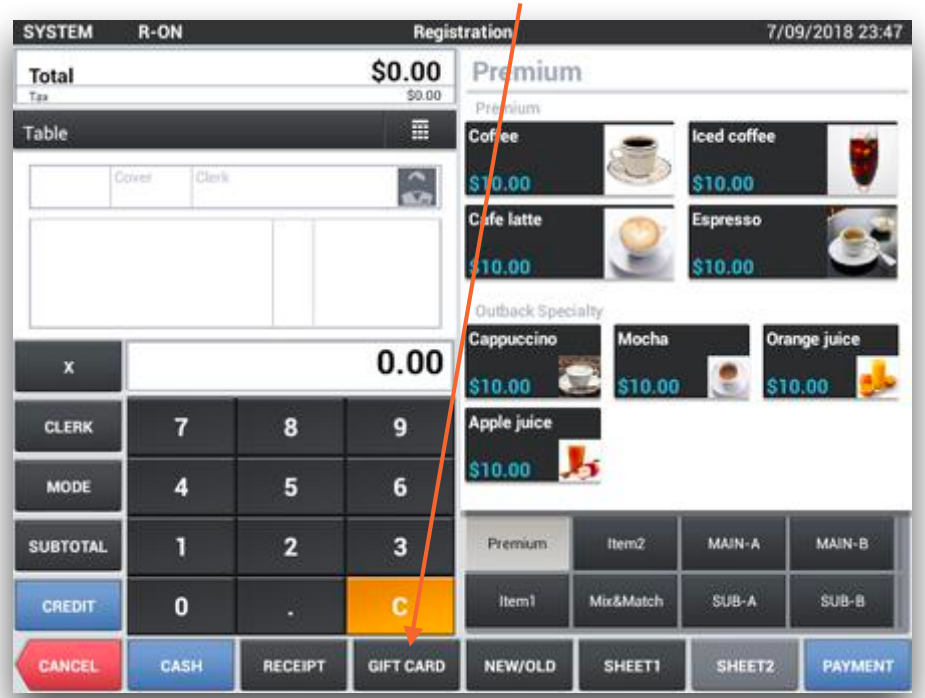
1. These Gift Cards work exclusively with a specific merchant (or group of merchants) as set up in the StickyFeet ClientToolBox.

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).

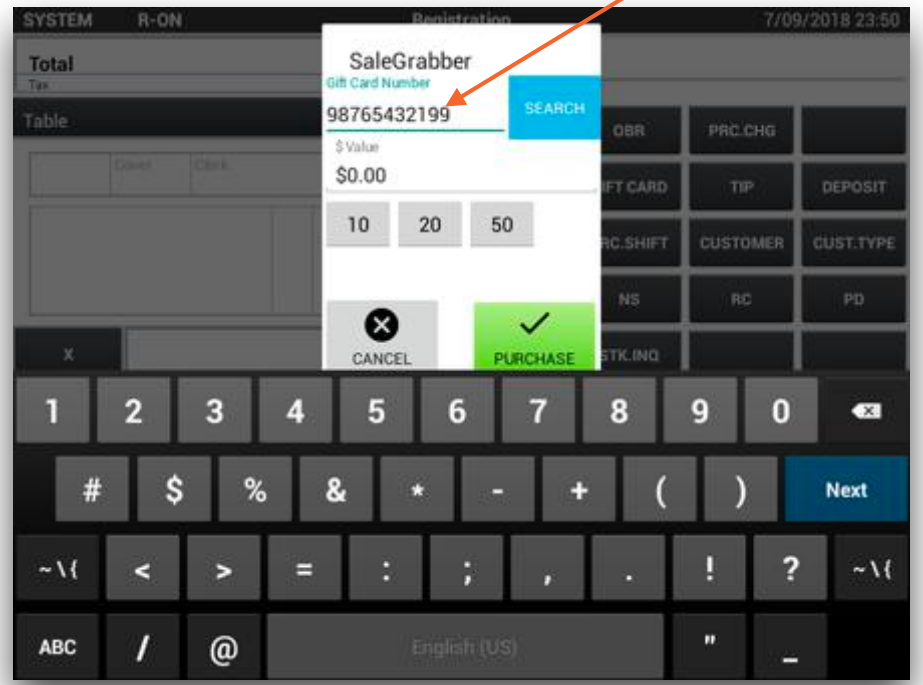
CASIO WORKFLOW.

- Loading Gift Card @ the POS -

Select Gift Card



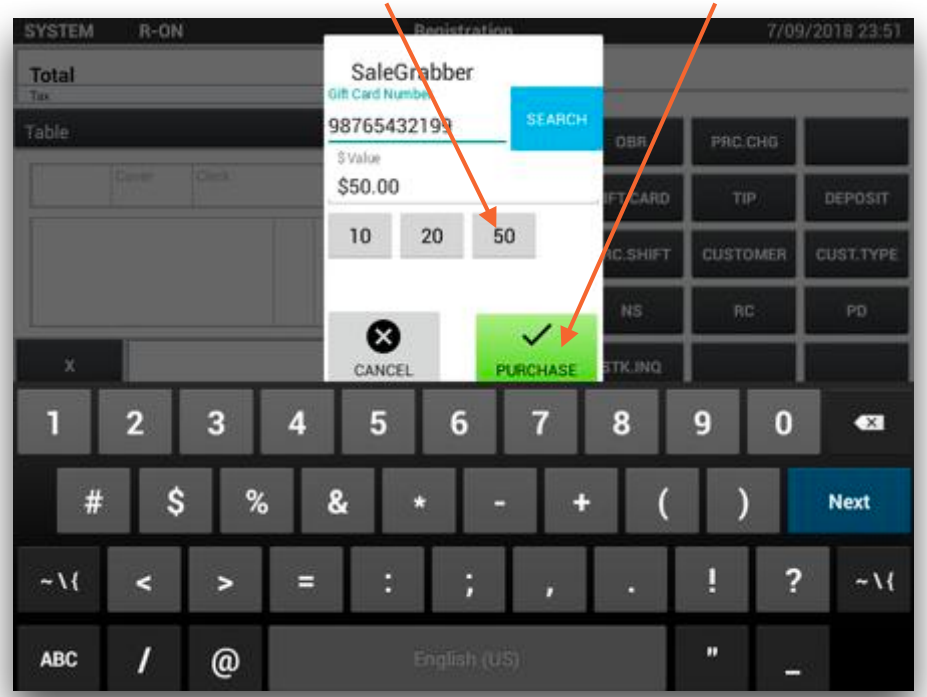
Scan (or manually enter) the Gift Card number



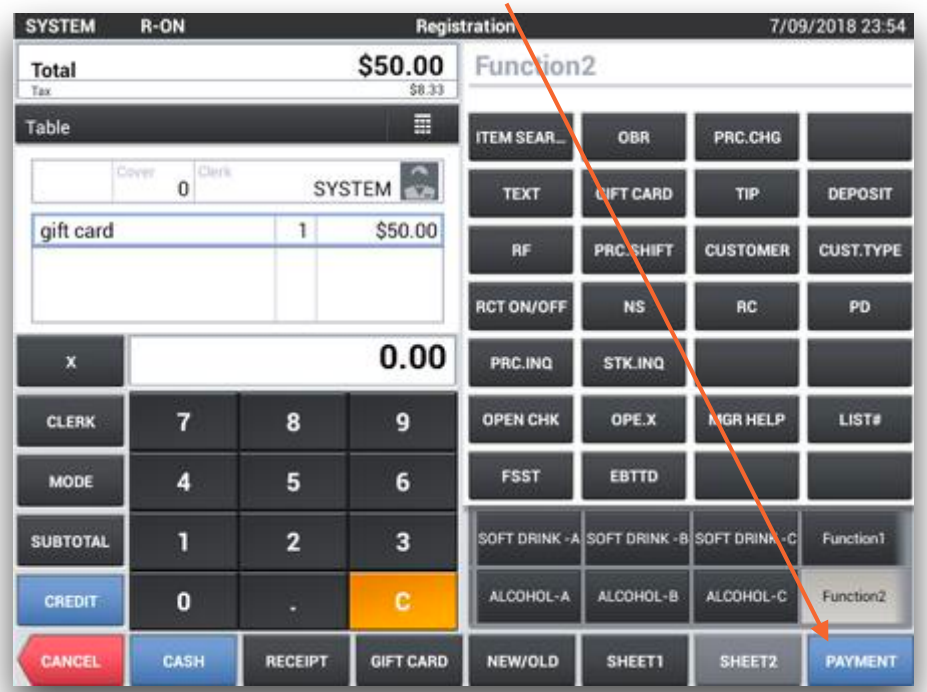
CASIO WORKFLOW.

- Loading Gift Card @ the POS -

Select your Gift Card value and Purchase



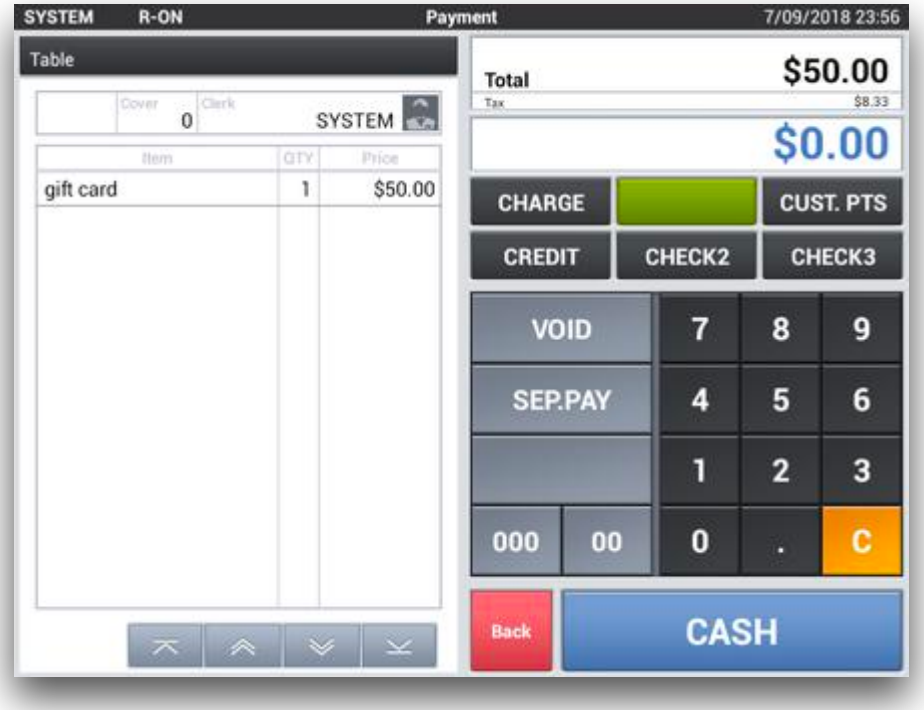
Select Payment



CASIO WORKFLOW.

- Loading Gift Card @ the POS -

Complete transaction as per normal



The Gift Card transaction is captured within the StickyFeet platform

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:

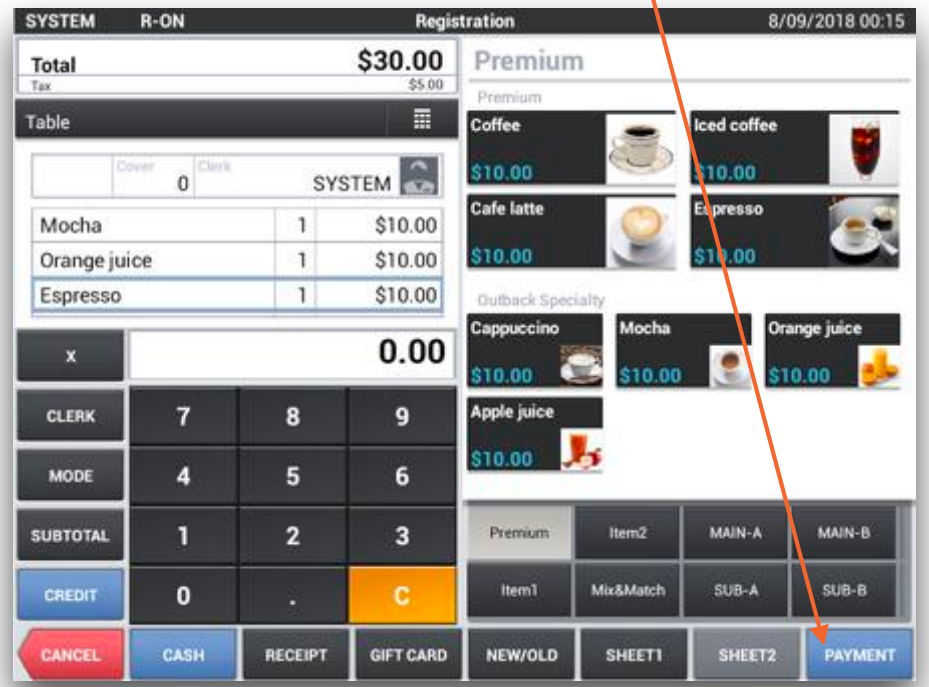
1. These Gift Cards work exclusively with a specific merchant (or group of merchants) as set up in the StickyFeet ClientToolBox.

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).

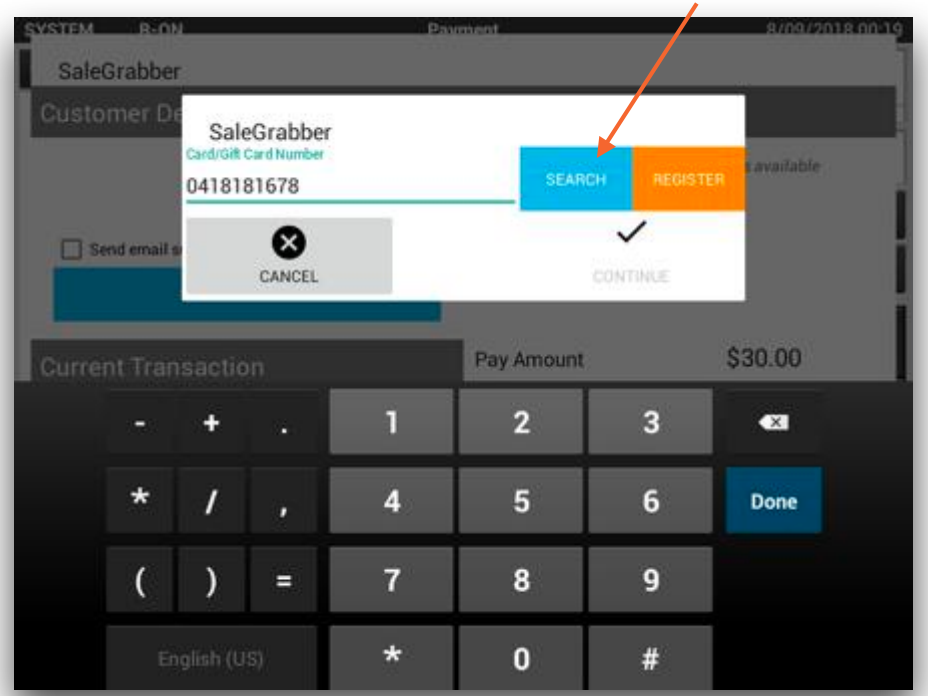
CASIO WORKFLOW.

- Redeeming Gift Card @ the POS -

Enter sale and select Payment



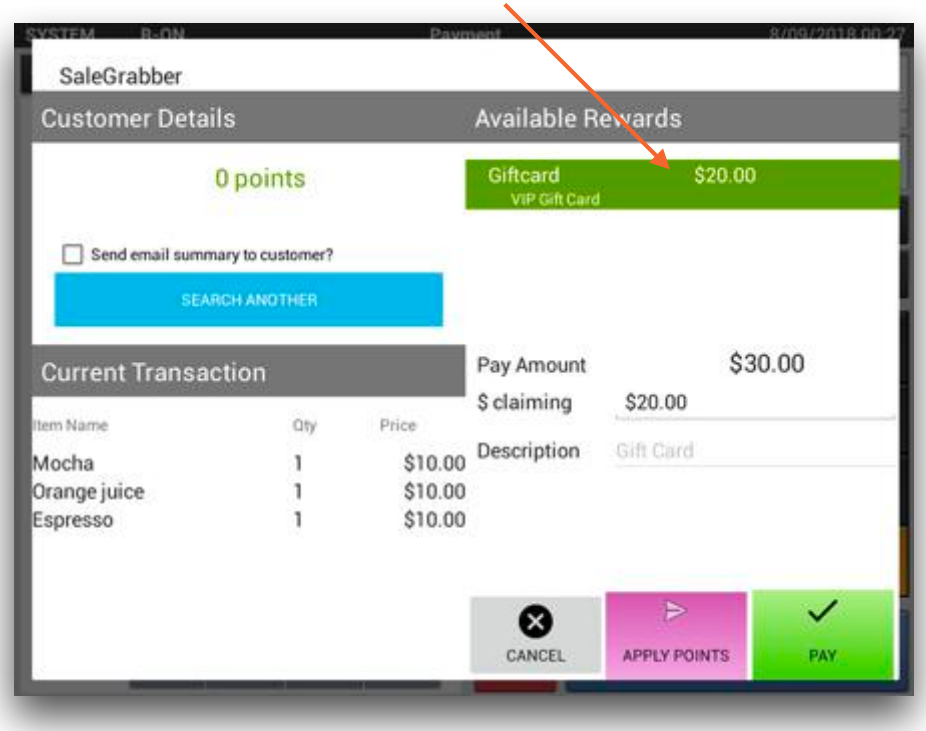
Scan Gift Card and select Search



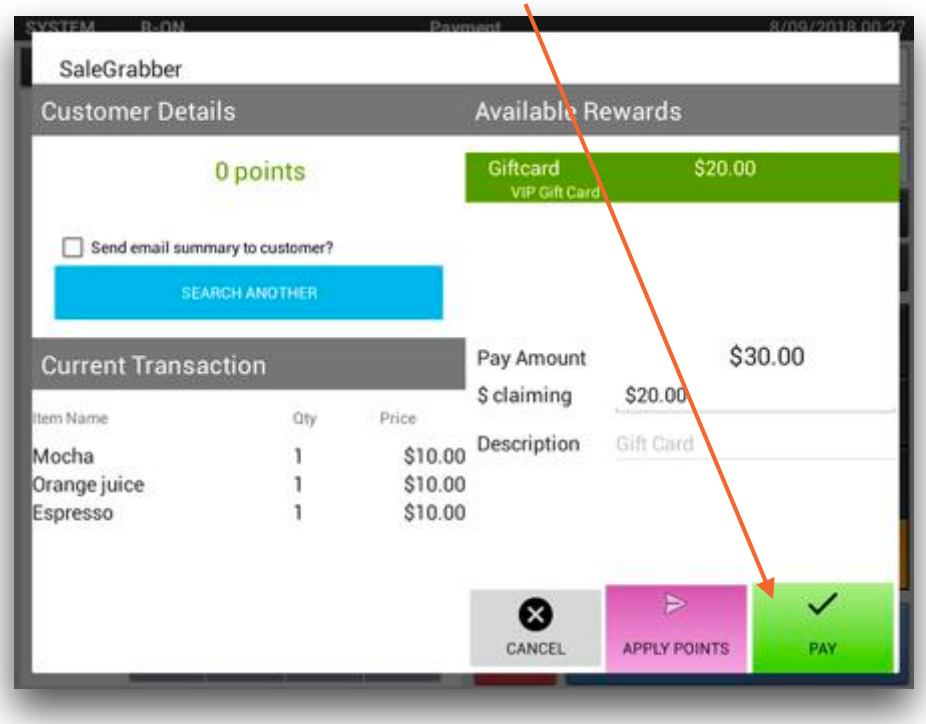
CASIO WORKFLOW.

- Redeeming Gift Card @ the POS -

Select Gift Card value



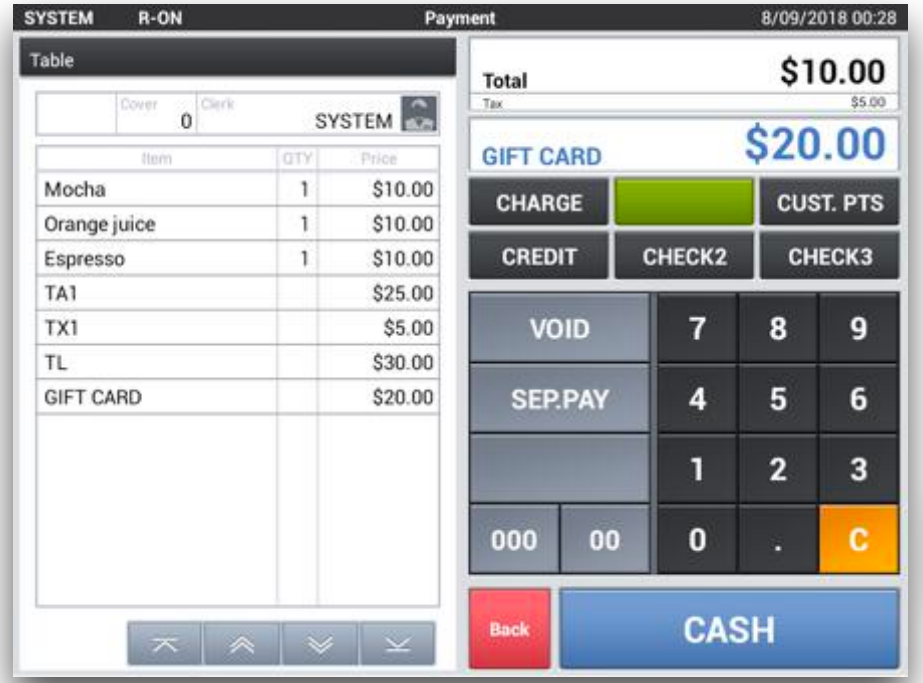
Select Pay



CASIO WORKFLOW.

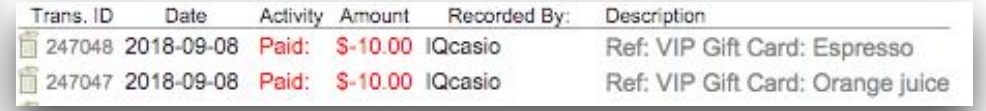
- Redeeming Gift Card @ the POS -

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



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.

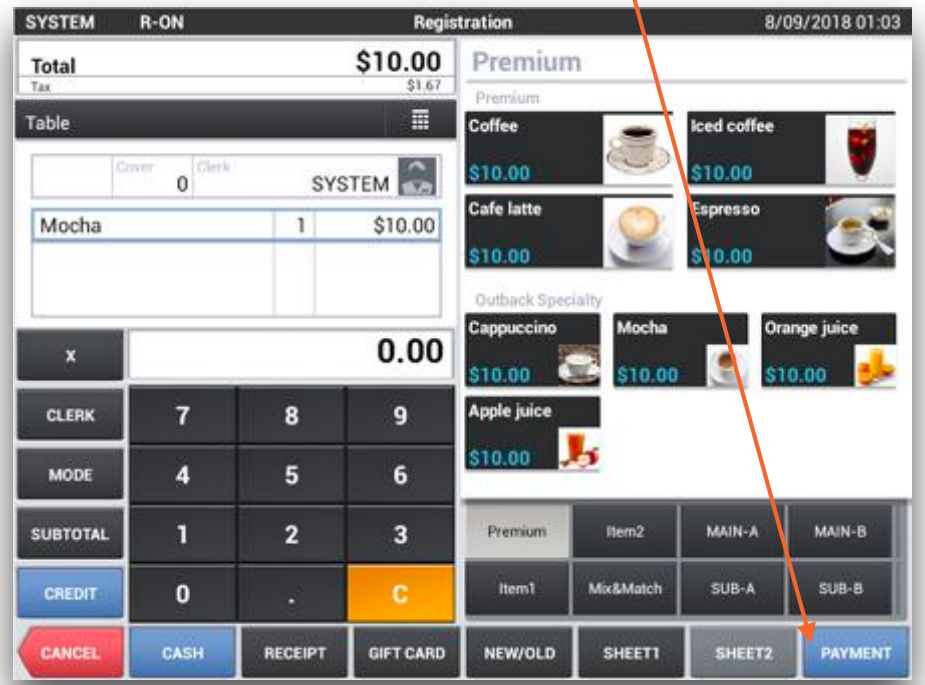
Coupons @ the POS are only redeemable with a purchase.

Every coupon has a 1¢ value.

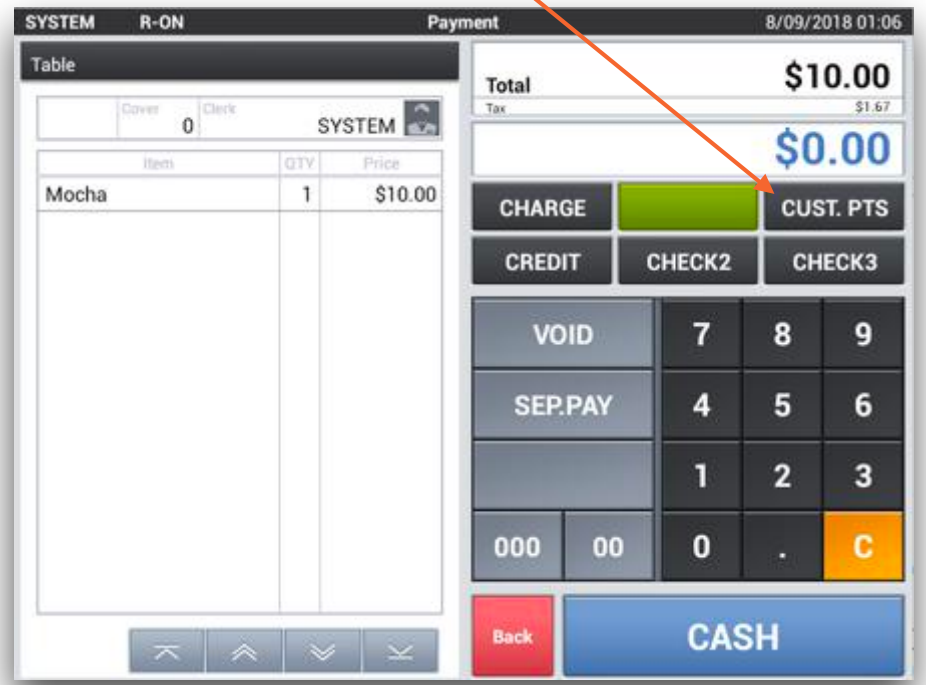
CASIO WORKFLOW.

- Redeeming Coupons @ the POS -

Enter goods and select Payment



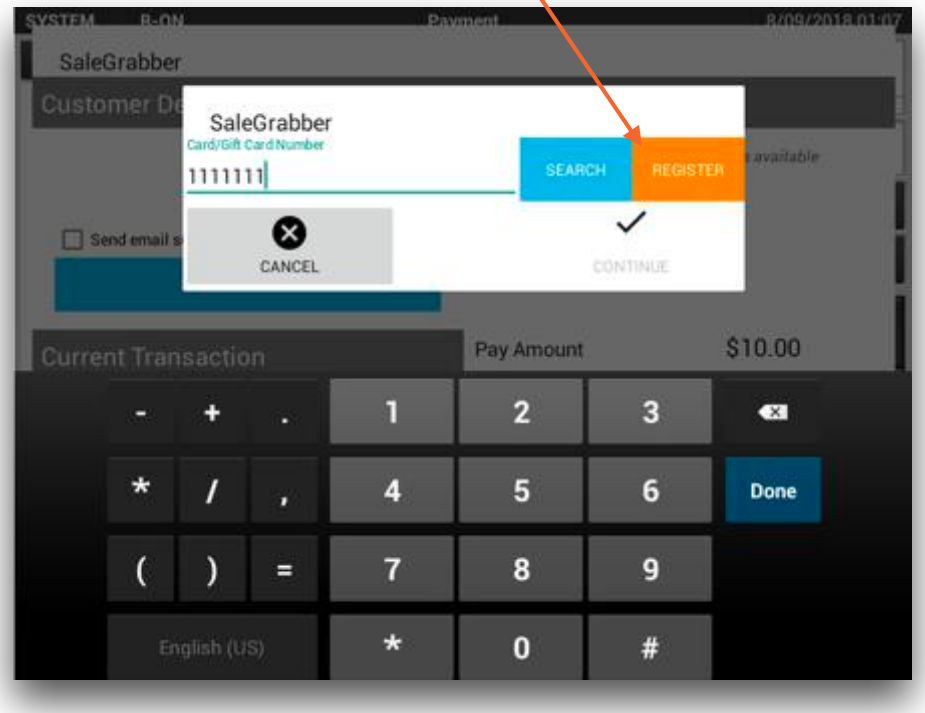
Select CUST. PTS



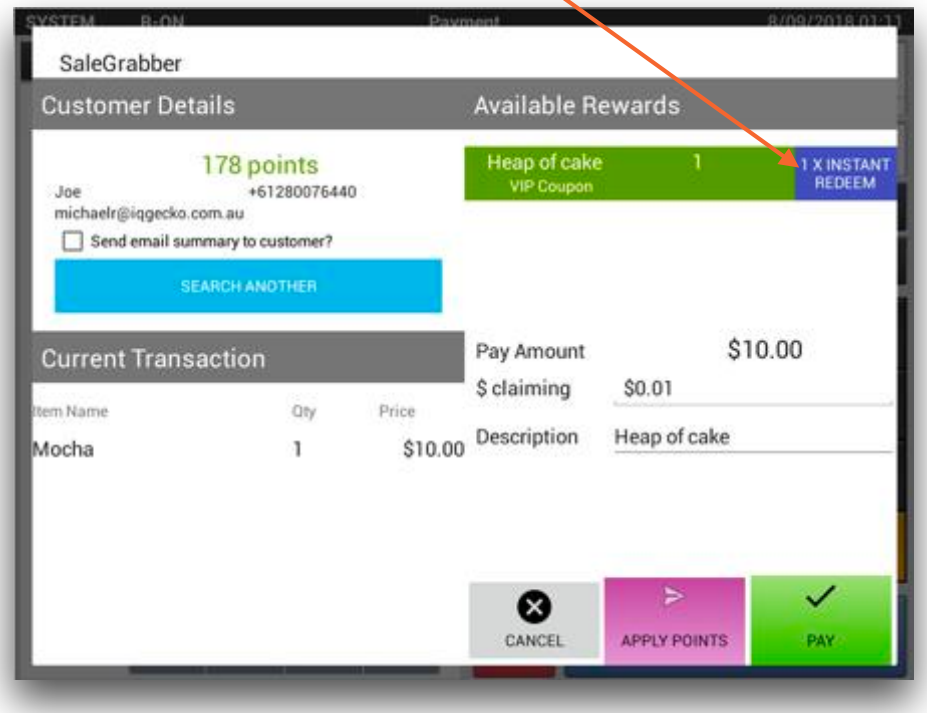
CASIO WORKFLOW.

- Redeeming Coupons @ the POS -

Select Search



Select Instant Redeem

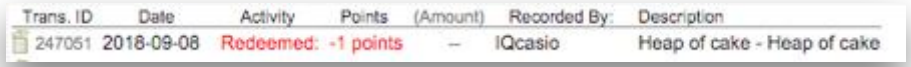


Every coupon has a 1¢ value.

CASIO WORKFLOW.

- Redeeming Coupons @ the POS -

Complete transaction



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.

https://www.iqgecko.com.au/loyaltypad

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.

https://www.iqgecko.com.au/web-portal

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.

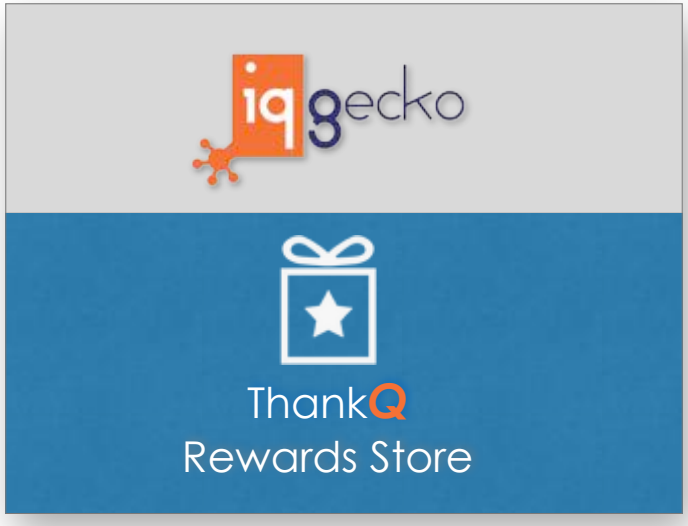
Brands such as Nike, McDonalds, Starbucks, DBS Bank and Zizzi Italian Restaurants have all adopted gamification digital marketing with great success.

https://www.iqgecko.com.au/mobile-apps

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.

https://www.iqgecko.com.au/rewards-store

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.

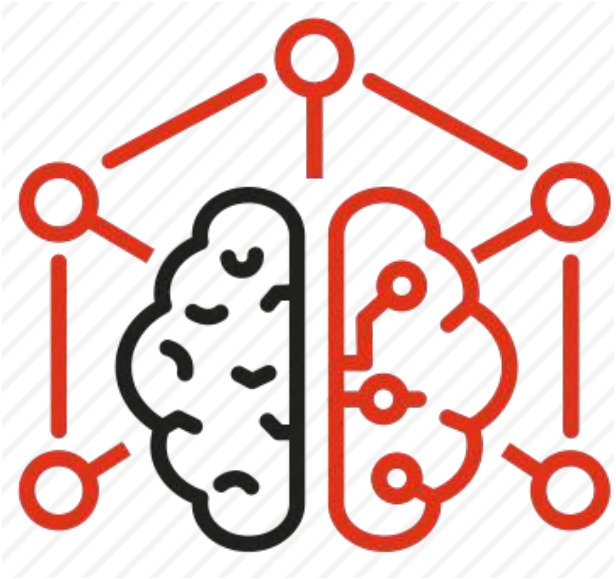
If you can imagine a seamless step-by-step transaction work-flow then you have just imagined the sleek simplicity that is IQ Gecko Digital Signage.

https://www.iqgecko.com.au/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.

https://www.iqgecko.com.au/iq-genius-automation

MILLIONS* OF LOYAL CUSTOMERS

(OK! MAYBE NOT MILLIONS, BUT LOTS AND LOTS)

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