



Sprookimanager™ Administration User Guide

June 2015

Version 2.5

Table of Contents



- 1. User Account – p5**
 - 1.1 Sign in to your account – p6
 - 1.2 Reset your password – p7

- 2. Navigation Menu – p9**

- 3. Admin User – p11**
 - 3.1 Add Admin User – p12

- 4. Promotions – p15**
 - 4.1 Add Campaign - p16
 - 4.2 Edit Campaign – p29
 - 4.3 End Campaign – p30

- 5. Rewards – p31 NEW OPTIONAL MODULE**
 - 5.1 Add free reward – p33
 - 5.2 Add “Pay with Points” reward – p45
 - 5.3 Edit reward – p46
 - 5.4 End reward – p47

- 6. Events – p48**
 - 6.1 Add Event – p49

Table of Contents



7. Ads – p53

7.1 Create 'Ads' – p54

8. Featured alerts – p56

8.1 Scheduling Featured Alerts – p58

8.2 Edit Featured Alerts – p62

8.3 Scheduling General Alerts– p64

8.4 Scheduling General Alerts: New announcement – p68

8.5 Edit General Alerts– p69

9. Profiles – p71

9.1 Search for customers – p72

9.2 Reset customer password – p74

9.3 Customer refund– p76

9.4 Manual Coupon Redemption – p77

10. Merchants – p78

10.1 Add Merchants – p79

10.2 Edit Merchants – p82

10.3 Add Merchant Admin users – p85

10.4 Add Outlets – p90

10.5 Edit Outlets – p93

Table of Contents



11.Malls – p96

11.1 Edit Mall details – p97

12.Categories – p99

9.1 Add Categories – p100

9.2 Edit Categories – p102

13.System logs – p105

14.Helpdesk – p106

15.Generating Reports – p111

15.1 How to download data into excel sheet – p112

1. User Account



**An Admin User account is required to
access the *Sprookimanager*TM
Administration System**

1.1 Sign In to your Account



Sign In

Email



Password



[Forgot your password?](#)

Sign In



Powered by  sprooki

1. Go to your Sprookimanager client website:
<http://<ACCOUNTNAME>.sprookimanager.com/>
2. Enter your email address
3. Enter your password
4. Click on the **Sign In** button

1.2 Forgot Password



1. Click **'Forgot Password'**

Sign In

Email

Password

[Forgot your password?](#)

1

Sign In

Powered by  sprooki

1.2 Forgot Password



Forgot Password

Email

Please enter the email you registered with when you became a Sprooki member.

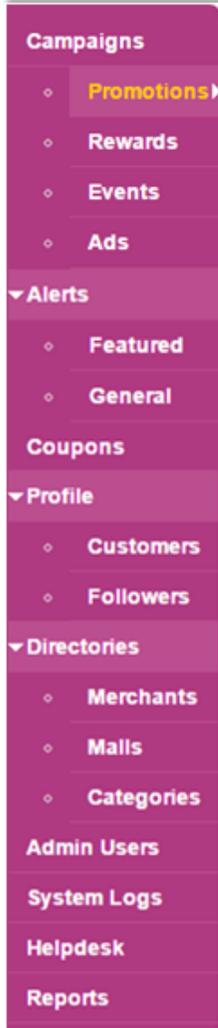
2

Cancel **Submit** **3**

2. Input your registered email address
3. Click on the **Submit** button
4. A password reset Email will be sent to your inbox. Follow the instructions given to reset your password.

2. Navigation (Sidebar Menu)

NEW MENU
JUNE 2015



1. Campaigns

- **Promotions** – Add or edit campaigns and offers and view campaign reports
- **Rewards** – Add or edit Rewards, view campaign reports
- **Events** - Add events
- **Ads** – Include Ad space on offer, event and store directory listing screens.

2. Alerts

- **Featured Alert** – Schedule or edit location targeted alerts
- **General Alert** – Send alert notifications to application users

3. Coupons – View and search coupons downloaded, purchased, redeemed and refunded

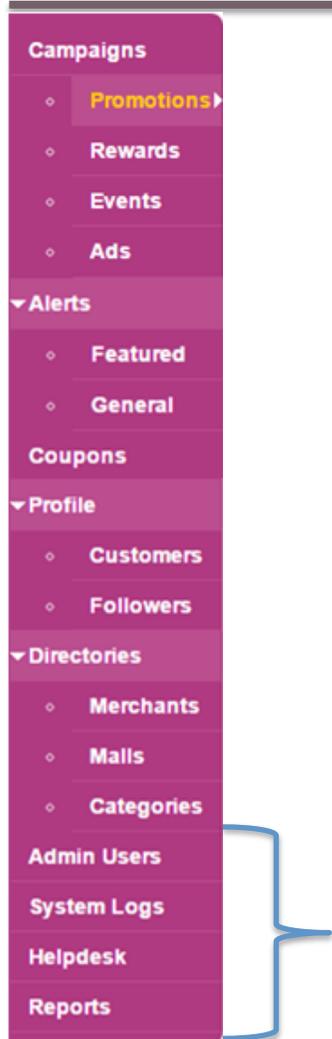
4. Profile

- **Customers** – View and search customer profiles and activity
- **Followers** – view followers by outlet

5. Directories

- **Merchants** – Add or edit Merchant information
- **Malls** – Edit Mall information
- **Categories** – Add or edit Categories

2. Navigation (Sidebar Menu)



6. **Admin Users** – Add or edit admin users access and permissions
7. **System Logs** – Historical records of admin user activity
8. **Helpdesk** – Submit a helpdesk request to Sprooki
9. **Reports** – Generate or view management reports

3. Admin User



Client Admin Users are able to schedule campaigns and access information for all locations.

Application Admin Users are able to schedule campaigns and access information according to the Applications (Apps) they have been permitted to access.

3.1 Add Admin User



Campaigns

Alerts

Coupons

Profile

Directories

Admin Users

System Logs

Helpdesk

Reports

1

1. Click on the **Admin Users** tab on the menu sidebar.

3.1 Add Admin User



Search Admin Users Search Export **Add Admin User** 2

Filter Admin Users by All Locations Filter

SID	Given Name	Family Name	Email	Role	Merchants	Access	Login Atpts	Last Login
No results...								

2. Click on the 'Add Admin User' button

Powered by sprooki

3.1 Add Admin User



Add Admin User

1. Admin User Details

*Given Name

*Family Name

*Email

This Email Address will be used for Password Resets.

*Role

Location Admin ▼



2. Locations (Malls or Outlets)

*Assigned to

313@somerset



Shift-Click to multi-select the locations.

Cancel Submit User



*Denotes mandatory field.

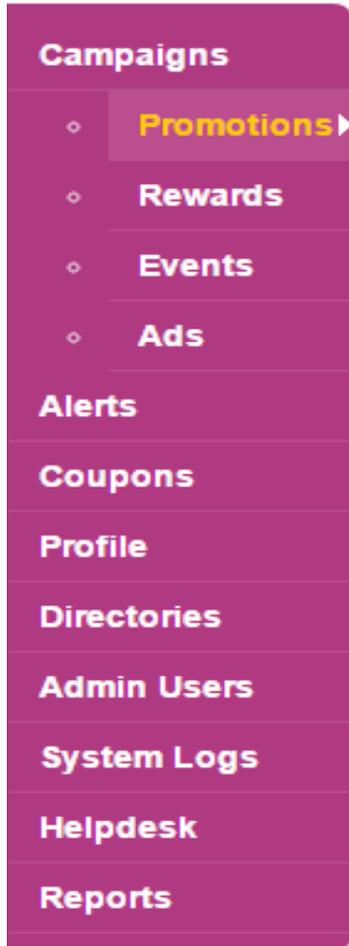
3. Enter new Admin User Given Name, Family Name and Email
4. Set access permission. Choose relevant user type from the **Role** dropdown menu (e.g. Concierge, Location Admin)
5. Select **Location**
6. Click **Submit User**

4. Campaigns: Promotions



Promotions appear in the app as coupons for a certain period of time. They can be scheduled ahead of time to start on a specific date, or immediately. Campaigns can be created, saved, edited, published and ended through **Sprookimanager™**.

4.1 Add Campaign



1

1. Click on the **Promotions** tab on the menu sidebar.

Note: Campaigns can only be created for Outlets which have been added to **Sprookimanager™**. See Section “Outlets” for outlet creation.

4.1 Add Campaign



Search Campaigns Search Export Print **Add Campaign**

Filter Campaigns by All Malls All Merchants All Types All Status All Feature Status All Categories Filter

<input type="checkbox"/>	CID	Campaign Name	Merchant	Category	Start	End	Status	*T/NT	Target Users	Featured	Sales Volume	Sales Value	Refnds	*Nett Volume	Nett Value	Redemption Volume	Failed Purch
--------------------------	-----	---------------	----------	----------	-------	-----	--------	-------	--------------	----------	--------------	-------------	--------	--------------	------------	-------------------	--------------

2. Click the **Add Campaign** button

Note: Campaigns can only be created for Outlets which have been added to **Sprookimanager™**. See Section “Outlets” for outlet creation.

4.1 Add Campaign



Campaigns

- Promotions
- Rewards
- Events
- Ads

Alerts

Coupons

Profile

Directories

Admin Users

System Logs

Helpdesk

Reports

Powered by sprooki

Add New Campaign

Select Merchant

7-Eleven

Cancel Next

3. Select the Merchant that will run the promotion
4. Click on **'Next'**

4.1 Add Campaign



Add New Campaign

1. Campaign Details

*Campaign Name

5

Recommended 75 characters, up to 90 characters.
Do not end Title with Period.

*Campaign Description

6

Recommended 500 characters with 5,000 character limit.

*Campaign Image(s)

Upload Image

7

Image size should be at least 512 x 512 pixels.
Supported formats PNG, JPEG, GIF. Maximum 5 files.

5. Enter Campaign Name – the headline for the campaign & alerts.

6. Enter campaign description.

7. Upload campaign image. Images must be in the correct file format and size to publish the campaign. **Image size required for each user is listed underneath the 'Upload Image' button. (example: 512 x 512).**

4.1 Add Campaign



2. Campaign Values

Transactional Non-Transactional

8

Retail and Coupon Value will not be displayed for Non-Transactional Campaigns.

*Retail Value

\$ 0 . 0

9

Retail Price of the Product.

*Coupon Value

\$ 0 . 0

Coupon (You Pay) Price of the Product.

*Coupon Limit Per App User

Unlimited

10

Frequency of Coupon Downloads

*Product Volume

11

Campaign will automatically terminate when amount purchased reaches 95% .

8. Select either **Transactional** (Pre-pay via mobile) or **Non-Transactional** (Pay in-store) coupon.
9. For Transactional only: Enter retail and coupon value.
10. Set coupon limit per app user from the dropdown menu.
11. Product Volume: sets the product/service limit for that campaign. If there is no limit for your campaign, we recommend setting to a significantly high volume. (e.g. 1,000)

Note: if a campaign reaches 95% of the product volume available, the system will automatically end the campaign.

4.1 Add Campaign



3. Campaign Codes

Promotion Code



This Code is to be provided by the Merchant and is used for the Merchant to tie in with their POS. Maximum 16 characters.

Barcode Image

 No file chosen

Image file should be in PNG format at 200x40 pixels.

12. Enter promotion code if you want your POS operator to enter into the system for tracking purposes.
13. Upload barcode image if you want to use this feature to redeem coupons at the point of sale.

4.1 Add Campaign



4. Campaign Dates

*Start Date / Time

dd-mm-yyyy hh:mm 

14

*End Date / Time

dd-mm-yyyy hh:mm 

The Start and End Date/Time defines the duration of the Campaign.

The Follower Alerts will be based on the Start Date/Time.

*Coupon Valid Start Date / Time

dd-mm-yyyy hh:mm 

15

The Validity Start Date/Time is defaulted to Campaign Start Date/Time unless otherwise stated.

*Coupon Valid End Date / Time

dd-mm-yyyy hh:mm 

The Date/Time defines the last day the coupon can be redeemed. The Coupon End Date/Time should be equal or later than the Campaign End Date/Time.

14. Select Start and End dates for the Campaign.

15. Select Start and End date for the Coupon Validity Period.

The coupon will appear in the App between these dates unless ended.

After the end date, a purchased or downloaded coupon will expire and no longer be redeemable.

4.1 Add Campaign: Targeting

NEW FEATURE
JUNE 2015



5. Targeting Options

All Users Select Profile

16

All Groups ▼

Age

All Ages ▼

Gender

All ▼

Member

All Users ▼

Activity

All Activity ▼

Since Launch ▼

Save Profile

16. The system can target a promotion to appear only to certain App Users (e.g. 20 year old) **OR** Users Groups (50 year old males who have downloaded a coupon from X date). All other users will not be able to see the promotion.

Certain profiles , such as age, can be manually specified (e.g. Age: custom range from 18-19) if required.

The Targeting options feature is useful for:

- A particular offer to attract loyalty users (e.g. Reward Members), for example.
- A database privacy policy which requires only the most recent users to be sent offers.

4.1 Add Campaign

NEW FEATURE
JUNE 2015



5. Targeting Options

All Users Select Profile

17

All Groups ▼

Age

All Ages ▼

Gender

All ▼

Member

All Users ▼

Activity

All Activity ▼

Since Launch ▼

18

19

Save Profile

Groups can be “Saved” in a list for use in future campaigns: Example: *Male over 50 years and above, who have viewed offers.*

17. Tick on ‘Select Profile’

18. Choose relevant targeting options for your particular campaign (e.g. age, gender, activity)

19. Click on ‘Save Profile’ and choose a name for that group (e.g. Males over 50).

The new Group will be saved under the ‘All Groups’ dropdown menu.

4.1 Add Campaign



6. Merchant & Outlets

Merchant
7-Eleven

*Outlets Applicable to Campaign

All Outlets
7-Eleven@313@somerset

20

Ctrl-Click to multi-select the outlets.

Merchant Redemption Code
7e140

This Code is for the Merchant to key in to the App during redemption process.

20. Select the participating outlet(s) for the chosen campaign.

Notes:

Only users with permission for those outlet locations will be able to schedule campaigns for these outlets (e.g. Location Admins or Merchant Users)

It is not required to enter the Merchant redemption Code when adding a new Campaign. It is generated automatically from the Merchant name and Outlet Code in the 'Directories/ Outlets' section.

4.1 Add Campaign



7. Categories

21

*Categories Applicable to Campaign

Ctrl-Click to multi-select the categories that the Deal belongs to.

21. Select the Categories applicable to the campaign.

4.1 Add Campaign



8. Disclaimers & Terms

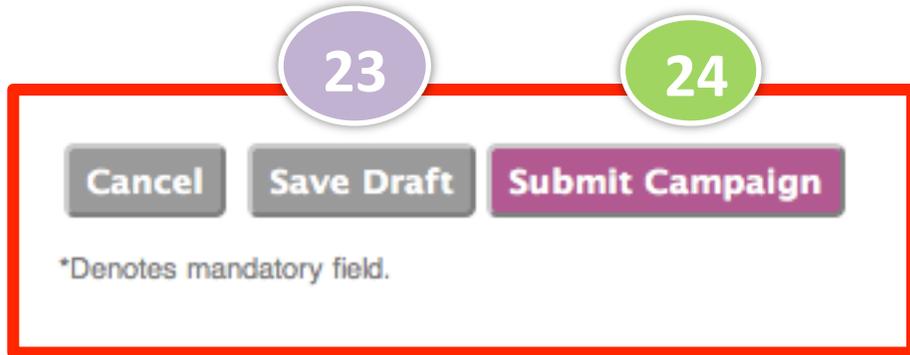
*Terms & Policy

22

22. Enter the specific Terms & Policy for the campaign.

Recommended 20000 characters with no limit.

4.1 Add Campaign



23. Click **Save Draft** if you have not finished entering details and/or wish to save the campaign details.

24. Click **Submit Campaign** to publish the campaign. The campaign will appear in the mobile app as of the Campaign start date.

4.2 Edit Campaign



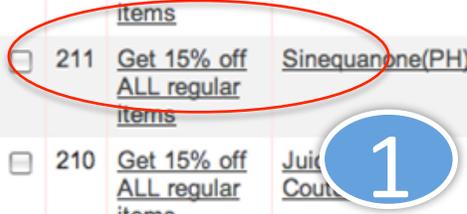
- Campaigns
 - Promotions
 - Rewards
 - Events
 - Ads
- Alerts
- Coupons
- Profile
- Directories
- Admin Users
- System Logs
- Helpdesk
- Reports

Powered by  sprooki

Search Campaigns

Filter Campaigns by

<input type="checkbox"/>	CID	Campaign Name	Merchant	Category	Start	End	Status
<input type="checkbox"/>	213	END OF SEASON SALE	Calvin Klein Jeans(PH)	Men,Women,Accessories	28-12-2013 00:00h	28-02-2014 23:59h	Published
<input type="checkbox"/>	212	Get 15% off ALL regular items	Swarovski(PH)	Men,Women,Accessories	15-12-2013 08:00h	31-12-2013 23:00h	Live
<input type="checkbox"/>	211	Get 15% off ALL regular items	Sinequanone(PH)	Women,Accessories	15-12-2013 08:00h	31-12-2013 23:00h	Live
<input type="checkbox"/>	210	Get 15% off ALL regular items	Juit Cout	Women,Accessories	15-12-2013 08:00h	31-12-2013 23:00h	Live
<input type="checkbox"/>	209	Get 15% off ALL regular items	Anne Klein(PH)	Women,Accessories	15-12-2013 08:00h	31-12-2013 23:00h	Live



1. To edit a draft campaign, click on the campaign name.

On the next screen, edit Campaign details and save as draft or submit campaign to publish.

Note: Only draft campaigns can be edited. "Published" or "Live" campaigns can not be edited.

4.3 End Campaign



Search Campaigns Search Export Print Add Campaign

Filter Campaigns by All Malls All Merchants All Types All Status All Feature Status All Categories Filter

■	CID	Campaign Name	Merchant	Category	Start	End	Status	*T/NT	Target Users	Featured	Sales Volume	Sales Value	Refnds	*Nett Volume	Nett Value	Redemption Volume	Failed Purch	Total Viewed	Total Shared	End Now	Export
<input type="checkbox"/>	571	Spa Symphony spa offer	Spa Symphony	Beauty & Wellness,Services - Beauty	02-04-2015 11:57h	30-04-2015 11:57h	Live	NT	All Users	-	-	-	-	-	-	-	-	16	4	End Now	Export
<input type="checkbox"/>	570	Registered users only	Chabuton	Dining - Restaurant	01-04-2015 19:25h	30-04-2015 19:25h	Live	NT	All, Registered Since Launch,	-	2	0	-	2	0	-	-	26	1	End Now	Export
<input type="checkbox"/>	568	Profile: 20-35 Years, Members	Spa Symphony	Beauty & Wellness,Services - Beauty	01-04-2015 17:55h	30-04-2015 17:55h	Live	NT	20 - 35, All, All Members,	-	-	-	-	-	-	-	-	5	3	End Now	Export

1. Click on the **End Now** button to end the campaign.

5. Rewards

NEW FEATURE
JUNE 2015



NOTE: This module is only available to clients who have integrated their existing Loyalty Programmes with the Sprooki systems.

Rewards tools allow **Sprookimanager**[™] users to publish Rewards vouchers, alert, target Campaigns and Rewards by customer group amongst other features.

Depending on the client, the Rewards feature App users to earn, redeem and/or track loyalty points via the mobile app.

Rewards can be created, saved, edited, published and ended through **Sprookimanager**[™] in a very similar way as Campaigns.

5. Tring 313: Adding Rewards

NEW FEATURE
JUNE 2015



Important note on creating Tring 313 Rewards:

- ▶ **Adding “Free Rewards”:** 313@somerset Admin users are only able to add ‘Free’ Rewards (Rewards where users do not require points for redemption) on **Sprookimanager™**

- ▶ **Adding “Pay with Points” Rewards:**
 1. 313@somerset will send Reward data to iColumn, who will add the Reward at their end.
 2. Once iColumn creates the said Reward, it will be listed as a ‘Draft’ on Sprooki Manager 313@somerset team can then edit the Pay with Points Reward as required.

This was the agreed process between 313@somerset and iColumn.

5.1 Add Free Reward

NEW FEATURE
JUNE 2015



Campaigns

- Promotions
- **Rewards**
- Events
- Ads

1

1. Click on the **Rewards** tab on the menu sidebar.

Alerts

Coupons

Profile

Directories

Admin Users

System Logs

Helpdesk

Reports

5.1 Add Free Reward

NEW FEATURE
JUNE 2015



Search Rewards Search Export Print **Add Reward**

Filter Rewards by All Malls All Merchants All Types All Status

ID	Reward Name	Merchant	Category	Start	End	Status	Type	Target Users
569	Female campaign only	Candy Empire	Dining - Sweets	01-04-2015 18:31h	30-04-2015 18:31h	Live	Free	Female,
566	ADIDAS-Members > 99,000 points	adidas Originals	Fashion - Apparel,Lifestyle - Sports,Shoes and Bags	01-04-2015 17:24h	30-04-2015 17:24h	Live	Free	All, Member with points from 99000 - 100000,

2

2. Click on **Add Reward** button.

5.1 Add Free Reward

NEW FEATURE
JUNE 2015



Campaigns

- Promotions
- Rewards**
- Events
- Ads

Alerts

Coupons

Profile

Directories

Admin Users

System Logs

Helpdesk

Reports

Powered by 

Add New Reward Campaign

Select Merchant

+Serv

3

4

Cancel Next

3. Select Merchant.

4. Click on **'Next'**

5.1 Add “Free” Reward

NEW FEATURE
JUNE 2015



Add New Reward Campaign

1. Reward Campaign Details

*Reward Name

5

Recommended 75 characters, up to 90 characters.
Do not end Title with Period.

*Reward Description

6

Recommended 500 characters with 5,000 character limit.

*Reward Image(s)

Upload Image

7

Image size should be at least 512 x 512 pixels.
Supported formats PNG, JPEG, GIF. Maximum 5 files.

5. Enter Reward Name – This will be the headline for the Reward & Alerts.
6. Enter Reward campaign description.
7. Upload Reward campaign image. Images must be in the correct file format and size to publish the campaign. The image size required for each client is listed underneath the ‘Upload Image’ button. **(example: 512 x 512).**

5.1 Add “Free” Reward

NEW FEATURE
JUNE 2015



2. Reward Campaign Values

*Reward Types

Reward - Free ▼

8

*Retail Value

\$ 0 . 0

Retail Price of the Product.

*Coupon Limit Per App User

Unlimited ▼

9

Frequency of Coupon Downloads

*Product Volume

10

Campaign will automatically terminate when amount purchased reaches 95% .

8. Select **Rewards-Free** from the dropdown list. 313@somerset users will only be able to create Free Rewards on Sprooki Manager at this stage.
9. Set coupon limit per app user from the dropdown menu.
10. Product Volume: sets the product/service limit for that Reward. If there is no limit for your campaign, we recommend setting to a significantly high volume. (e.g. 1,000)

Note: if a Reward reaches 95% of the product volume available, the system will automatically end the Reward campaign.

5.1 Add “Free” Reward

NEW FEATURE
JUNE 2015



3. Reward Campaign Codes

Promotion Code

11

This Code is to be provided by the Merchant and is used for the Merchant to tie in with their POS. Maximum 16 characters.

Barcode Image

Choose File No file chosen

12

Image file should be in PNG format at 200x40 pixels.

11. Enter Promotion code if you want your POS operator to enter into the system for tracking purposes.
12. Upload barcode image if you want to use this feature to redeem coupons at the point of sale.

5.1 Add “Free” Reward

NEW FEATURE
JUNE 2015



4. Reward Dates

*Start Date / Time

dd-mm-yyyy hh:mm 

13

*End Date / Time

dd-mm-yyyy hh:mm 

The Start and End Date/Time defines the duration of the Campaign.
The Follower Alerts will be based on the Start Date/Time.

*Coupon Valid Start Date / Time

dd-mm-yyyy hh:mm 

14

The Validity Start Date/Time is defaulted to Campaign Start Date/Time unless otherwise stated.

*Coupon Valid End Date / Time

dd-mm-yyyy hh:mm 

The Date/Time defines the last day the coupon can be redeemed. The Coupon End Date/Time should be equal or later than the Campaign End Date/Time.

13. Select Start and End dates for the Reward. The reward will appear in the App between these dates unless ended.

14. Select Start and End date for the Coupon Validity Period. After the end date, a purchased or downloaded Reward will expire and no longer be redeemable.

5.1 Add “Free” Reward

NEW FEATURE
JUNE 2015



5. Targeting Options

All Users Select Profile

15

All Groups ▼

Age

All Ages ▼

Gender

All ▼

Member

All Users ▼

Activity

All Activity ▼

Since Launch ▼

Save Profile

15. The system can target a Reward to appear only to certain Users (*e.g. 20 year old users, Reward members with over 200 CLUB\$ points*) or Groups created (*e.g. Reward Members who have downloaded a coupon*). All other users will not be able to see the Reward.

Certain profiles , such as age, can be specified manually (*e.g. Age: custom range from 18-19*) If required.

This Targeting options feature is useful for:

- A particular offer to attract loyalty users (e.g. Reward Members), for example.
- A database privacy policy which requires only the most recent users to be sent offers.

5.1 Add “Free” Reward

NEW FEATURE
JUNE 2015



6. Merchant & Outlets

Merchant
+Serv

16

*Outlets Applicable to Reward

All Outlets
+Serv@313@somerset

Ctrl-Click to multi-select the outlets.

Merchant Redemption Code
ese67

This Code is for the Merchant to key in to the App during redemption process.

16. Select the participating outlet(s) for the chosen reward.

Note:

As with Promotions, it is not required to enter the Merchant Redemption Code when adding a new Reward. It is generated automatically from the Merchant name and Outlet Code in the 'Directories/ Outlets' section.

5.1 Add “Free” Reward

NEW FEATURE
JUNE 2015



7. Categories

17

*Categories Applicable to Campaign

Lifestyle - Electronics

17. Select the applicable Category.

Ctrl-Click to multi-select the categories that the Deal belongs to.

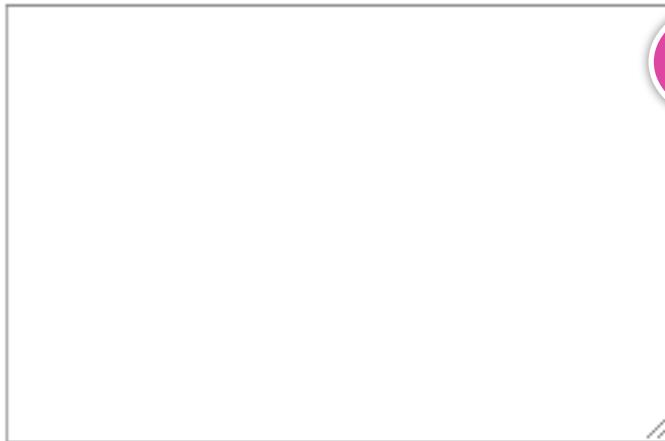
5.1 Add “Free” Reward

NEW FEATURE
JUNE 2015



8. Disclaimers & Terms

*Terms & Policy



18

18. Enter the specific Terms for Reward campaign.

Recommended 20000 characters with no limit.

5.1 Add “Free” Reward

NEW FEATURE
JUNE 2015



19

20

Cancel

Save Draft

Submit Reward

*Denotes mandatory field.

19. Click **Save Draft** if you have not finished entering details and/or wish to save the Reward details for later.
20. Click **Submit Reward** to publish the Reward. It will appear in the mobile app as of the Reward start date.

5.2 Add “Pay with Points” Reward

NEW FEATURE
JUNE 2015



The 313@somerset team will not be able to create Pay with Points Rewards on Sprooki Manager at this stage.

The below is the agreed process between 313@somerset and iColumn.

1. 313@somerset will send Reward data to iColumn (Title, description, etc.), who will add the Reward at their end.
2. Once iColumn creates the said Reward, it will be listed as a ‘Draft’ on Sprooki Manager.
3. 313@somerset team can then edit the Reward as required (see “Edit Rewards” on next slide).

5.3 Edit Reward

NEW FEATURE
JUNE 2015



Campaigns

- Promotions
- Rewards**
- Events

Search Rewards **Search** **Export** **Print** **Add Reward**

Filter Rewards by **All Malls** **All Merchants** **All Types** **All Status**

ID	Reward Name	Merchant	Category	Start	End	Status	Type	Target Users
572	Serv April 2015 Special	+Serv	Lifestyle - Electronics	07-04-2015 12:28h	30-04-2015 12:28h	Draft	Free	All Users

1

1. To edit a draft Reward, click on the Reward name.

On the next screen, edit Reward details and save as draft or submit reward to publish.

Note: Only draft Rewards can be edited. Live rewards cannot be edited.

5.4 End Reward

NEW FEATURE
JUNE 2015



Search Rewards **Search** **Export** **Print** **Add Reward**

Filter Rewards by All Malls All Merchants All Types All Status All Feature Status All Categories **Filter**

ID	Reward Name	Merchant	Category	Start	End	Status	Type	Target Users	Featured	Volume	Value	Refnds	*Nett Volume	Nett Value	Redeem Volume	Failed Purch	Total Viewed	Total Shared
572	Serv April 2015 Special	+Serv	Lifestyle - Electronics	07-04-2015 12:28h	30-04-2015 12:28h	Draft	Free	All Users	-	-	-	-	-	-	-	-	-	-
569	Female campaign only	Candy Empire	Dining - Sweets	01-04-2015 18:31h	30-04-2015 18:31h	Live	Free	Female,	-	-	-	-	-	-	-	-	3	1

1 **End Now**

1. Click on the **End Now** button to end the Reward.

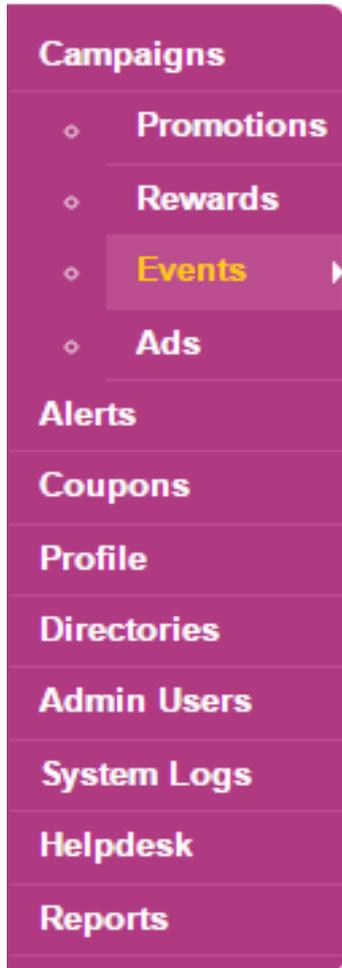
Note: Live Rewards cannot be edited.

6. Events



Event information can appear in the application. They can be scheduled as a one-off or repeat event and added to the user's calendar. Events can be created, saved, edited, published and ended through **Sprookimanager™**.

6.1 Add Event



1. Click on the **Events** tab on the menu sidebar.

6.1 Add Event



Campaigns

- Promotions
- Rewards
- Events**
- Ads

Alerts

Search Events **Search** **Export** **Add Event**

Filter Events by **All Organisers** **All Status** **Filter**

EID	Event Name	Organiser	Start (Campaign)	End (Campaign)	Status	Alert (F/G)	Response Vol.
47	Yearly Event Test	Organiser #1	Wed, Mar 20 2013 11:07 AM	Fri, Mar 29 2013 11:08 AM	Live	Event Alert	-
46	DailyEvent	-	Tue, Mar 19 2013 6:07 PM	Sat, Mar 23 2013 6:07 PM	Live	Event Alert	-
45	New Event 4	New Organiser 5	Tue, Mar 19 2013 11:46 PM	Wed, Mar 27 2013 11:46 PM	Live	Event Alert	-



2. Click the **Add Event** button.

6.1 Add Event



Add New Event

1. Event Details

*Event Name

Recommended 75 characters, up to 90 characters. Do not end Title with Period.

*Event Description

Recommended 500 characters with 5,000 character limit.

*Event Images

Image size should be at least 512 x 512 pixels. Supported formats PNG, JPEG, GIF. Maximum 5 files.

*Event Dates

*Start Date / Time

End Date / Time

Event Start and End Dates defines the duration of the Event and Add to Calendar dates.

Repeat

*Campaign Dates

*Start Date / Time

*End Date / Time

Campaign Start and End Dates defines the period over which the Event details will be live.

2. Organiser & Venue

*Assigned to Application(s)

Selected location(s) will be the default organiser and venue.

Choose Organiser

Choose Venue

3. Enter the Event Name: the headline for the event & alerts
4. Enter the Event Description
5. Upload an Event Image. Images must be in the correct file format and size to publish the campaign. Refer to format and size requirements under the 'Choose files' button.
6. Select the Event Start/End Date and time. For events which repeat, check the box Repeat. Choose the frequency with which the event repeats.
7. Enter the Start/End Date and Time during which the Event will be live in the application.

6.1 Add Event Organiser & Venue



2. Organiser & Venue

*Assigned to Application(s)

Tring 313-(SG)

Selected location(s) will be the default organiser and venue.

Choose Organiser

8

Select Organiser Applicable to Event

7-Eleven

Choose Venue

9

Select Venue Applicable to Event

313@somerset

Cancel Save Draft **Submit Event**

10

There is an option to add an Event Venue and/or an Organiser.

- To add Organiser, tick the box 'Choose Organiser'. Select from a list of existing Organisers/outlets.
- To add Add Venue, tick the 'Choose Venue' box. Select from a list of existing Venues/outlets.
- Click the **Submit Event** button to confirm.

Note: If Organiser is not added, the organiser will be the application brand by default. If Venue is not added, the venue information will be blank in the application.

7. Ads



'Ads' are static images which can be added to Promotions, Store Directory, Events and Rewards listing screens.

They will be visible at the top of the abovementioned screens.

'Ads' can be used to promote certain brands or particular promotions and are also useful to ensure there is always content displayed on the app in the event that there are no Live Promotions or Events.

'Ads' can be turned on or off at anytime

7.1 Creating 'Ads'



2

Campaigns

- Promotions
- Rewards
- Events
- Ads**

Alerts

Coupons

Profile

Directories

Admin Users

System Logs

Helpdesk

Reports

Search Ads **Search** **Export** **Create an Ad**

Filter Ads by **All Advertisers** **All Types** **All Status** **Filter**

ID	Name	Advertiser	Ad Type	Ad Space
27	Garrett	Tring 313	Carousel	Top-Rewards
26	Candy Empire Promo Ad	Tring 313	Carousel	Top-Promotion
25	Candy Empire Ad Promotion	Tring 313	Carousel	Top-Rewards
	Live AD Promo	Tring 313	Carousel	Top-Rewards
23	313 Promo Ad	Tring 313	Carousel	Top-Rewards
22	TEST	Tring 313	Carousel	Top-Promotion
21	313 Ad	Tring 313	Carousel	Top-Rewards
20	Rewards	Location: 313@somerset	Carousel	Top-Rewards
19	Cotton on	Tring 313	Carousel	Top-Promotion
18	test 2 images rewards ads	Location: 313@somerset	Carousel	Top-Rewards

1

1. Click on the **Ads** tab on the menu sidebar.
2. Click on Create Ad.

7.1 Creating 'Ads'



Add New Ad

1. Ad Details

3

*Ad Name

Recommended 75 characters, up to 90 characters. Do not end Title with Period.

*Ad Type
Carousel

*Ad Space / Ad Event
Top-Rewards

*Ad Size
640 X 487

4

Ad Tags

Recommended 100 characters with 500 character limit.

*Ad Images
Choose Files No file chosen

Image size should be at least 640 x 487 pixels and must be less than 1MB.
Supported formats PNG, JPEG, GIF. Maximum 5 files.

6

*Ad Dates

*Start Date / Time
dd-mm-yyyy hh:mm

End Date / Time
dd-mm-yyyy hh:mm

Start and End Dates defines the duration for which the Ad is valid .

7

2. Advertiser

*Assigned to Application(s)
Tring 313-(SG)

Selected application(s) will be the default advertiser.

Choose Advertiser

Cancel Save Draft Submit Ad

8

9

3. Include Ad name
4. Choose ad space (to Promotions, Store Directory, Events and Rewards listings)
5. Include tags (for reference purposes)
6. Include images. *Refer to size requirements.*
7. Choose start and end dates.
8. Chose Advertiser (if required) for internal reference
9. Click on Submit Ad
(Note: Add Type and Ad size are not editable at this stage)

8. Featured Alerts



Featured Alerts are location-targeted alerts. They notify app users of a specific campaign when they are within a certain proximity of the relevant mall(s) or outlet(s). These are scheduled over a specified time period.

Featured Alerts are frequency capped, meaning if a user has received an Alert for Campaign “offer A” once, it is unlikely they will receive the same alert again within a 24-hour period.

Auto-Scheduling

NEW FEATURE
JUNE 2015



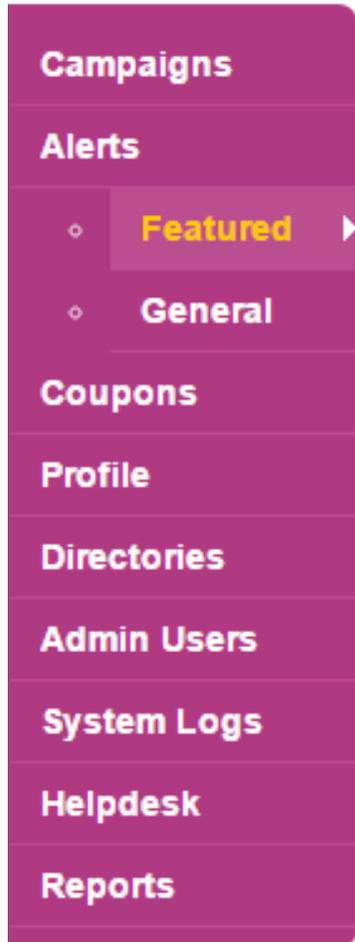
App users will always receive a location Featured Alert when near the mall/location, regardless if the Client Admin has manually created an alert or not.

The objective is for App users to be kept continually engaged with the App, particularly when they are approaching the location.

How it works:

- ▶ Starting point is all campaigns are weighted equal in terms of share of voice. As a result, if there are 3 campaigns targeting the same user, the Featured Alert will have a 33% chance across all campaigns.
- ▶ Priority (Low, Medium, High) applies to the relevant Promotion campaign or Reward campaign (i.e. the prioritisation does not apply to Featured Alerts per se).
- ▶ All "Promotion" campaigns are set to 'Low' and Reward campaigns are set to "Medium" priority by default. A campaign with "High" will be selected over other campaigns with lower priority.
- ▶ This prioritisation will kick in until the campaign's Featured Alert is ended (or it ends automatically).
- ▶ Same capping rules apply (i.e. if a user has received an Alert for Campaign "offer A" once, it is unlikely they will receive the same alert again within a 24-hour period).

8.1 Scheduling Featured Alerts



1. Click on the **Featured** tab on the menu sidebar.

8.1 Scheduling Featured Alerts



Campaigns Alerts

◦ **Featured**

Search Featured Campaigns Search Export **Add Featured Alert** 2

Filter Featured Campaigns by All Applications All Merchants Filter

FID	Feature Start	Feature End	Feature Status	ID	Campaign Name	Merchant	Outlets	Cmpgn Start	Cmpgn End	Cmpgn Status	Cmpgn Type
-----	---------------	-------------	----------------	----	---------------	----------	---------	-------------	-----------	--------------	------------

Add New Featured Campaign

2. Click **Add Featured Alert**

1. Select Application

3. Select your Application and click on 'Next'

Cancel **Next** 3

8.1 Scheduling Featured Alerts



Add New Featured Campaign

1. Selected Application

2. Select Merchant

4. Select Merchant and click on 'Next'

Cancel

Next

4



8.1 Scheduling Featured Alerts

Add New Featured Campaign

1. Selected Application

Tring 313 (SG)

2. Selected Merchant

Action City

3. Select Campaign

Rewards ▼

\$10 voucher ▼



Campaign to be featured.
Note that this list will only show Live and/or Published Campaigns.

*Outlets Applicable to Featured Campaign

All Outlets
Action City@313@somerset



Ctrl-Click to multi-select the outlets.

4. Feature Dates

Feature Start Date / Time

dd-mm-yyyy hh:mm



Feature End Date / Time

dd-mm-yyyy hh:mm

The Start and End Date/Time defines the duration of the Feature.

5. Prioritization

High ▼



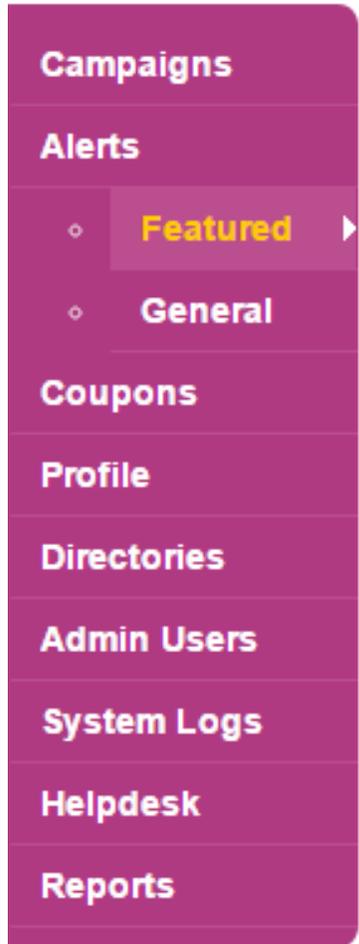
All Promotion campaigns are set to "Low" and Reward campaigns are set to "Medium" priority by default. A campaign with "High" will be selected over other campaigns with lower priority. This prioritisation will remain until you change the alert prioritisation.

Cancel Submit Featured



5. Select Campaign or Reward.
6. Select outlet(s) locations.
7. Select the Featured Start/End Date/Time.
8. Select the prioritization from the drop down list.
9. Click on **Submit Featured** button to confirm.

8.2 Edit Featured Alerts



1. Under **Alerts** tab, click on **Featured** on the menu sidebar.

8.2 Edit Featured Alerts



Search Featured Campaigns

Filter Featured Campaigns by All Applications All Merchants

FID	Feature Start	Feature End	Feature Status	ID	Campaign Name	Merchant	Outlets	Cmpgn Start	Cmpgn End	Cmpgn Status	Cmpgn Type		
426	16-06-2015 19:42h	17-06-2015 19:42h	Live	568	Gender test: CSM-526	51 Soya Bean(SG)	51 Soya Bean@313@somerset	Wed, Jun 3 2015 5:14 PM	Tue, Jun 30 2015 5:14 PM	Live	Promotion	<input type="button" value="Unfeature"/>	<input type="button" value="Feature Again"/>

2. Browse Featured Alerts and click **Unfeature** to remove.
3. Click **Feature Again** to reschedule the same Featured Alert in the future.

8.3 Scheduling General Alerts

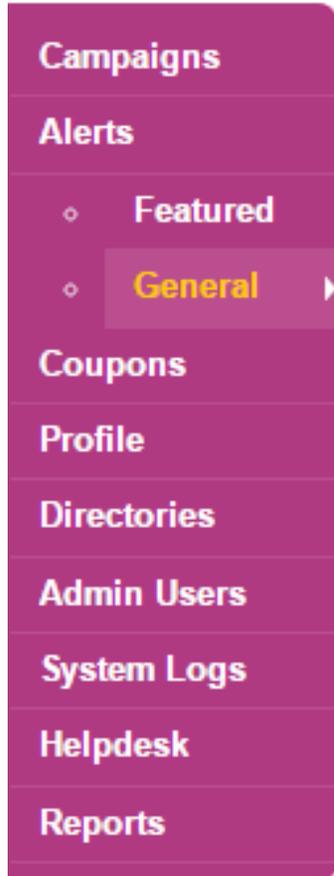


General Alerts are used to send alert notifications to the entire user opt-in customer base of an application. General Alerts will only be received by users who have given their permission.

Types of General Alerts:

1. Existing Promotion
2. Existing Rewards
3. New Announcement
4. Existing Event

8.3 Scheduling General Alerts



1. Under **Alerts** tab, click on **General** on the menu sidebar.

8.3 Scheduling General Alerts



- Campaigns
- Alerts
 - Featured
 - General

Search General Alerts Search Export **Add General Alert**

Filter Events by All Types All Status All Merchants All Campaigns All Applications Filter

2

EID	Send Time	Application	Campaign OR General Alert Name	Type	Scheduler	Status		
62	Tue, Apr 7 2015 9:57 AM	Tring 313	KOI Express	Existing Promotion	Tests 001 Sprooki	Delivered	Remove	Edit
61	Tue, Apr 7 2015 9:51 AM	Tring 313	Registered users only	Existing Promotion	Tests 001 Sprooki	Delivered	Remove	Edit

2. Click on the **Add General Alerts** button.

8.3 Scheduling General Alerts



Add New General Alert

1. Send General Alert Notification

Select General Alert Type

Existing Promotion ▼



Select Merchant

— Merchant List — ▼



Select Campaign

— Campaign List — ▼



Select Target Application



2. Targeting Options

All Users

3. Delivery Date/Time

Send Now
 Schedule Start Date/Time



Note: Push Notification will be sent to users within 5 minutes after schedule time.

Alert Message Preview:

Cancel **Submit General Alert**



3. Select General Alert type (e.g. Promotion, Event, Reward).
4. Select Merchant to appear in alert notification.
5. Select Campaign to appear in alert notification.
6. Select targeting options such as the application or segment of users you would like to send the alert to.
7. Select when you want to send out the event alert. You can either send immediately or schedule it according to your preferred date and time.
8. Click the **Submit General Alert** button to confirm and send out the event alert.

8.4 Scheduling General Alerts: New Announcement



- Campaigns
- Alerts
 - Featured
 - General
- Coupons
- Profile
- Directories
- Admin Users
- System Logs
- Helpdesk
- Reports

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Add New General Alert

1. Send General Alert Notification

Select General Alert Type

Add Event Name

For internal use only. Name will not appear on alert.

Add Event Text

Max size 200 characters. No HTML tags please. Text will appear on alert.

Select Target Application

2. Targeting Options
 All Users

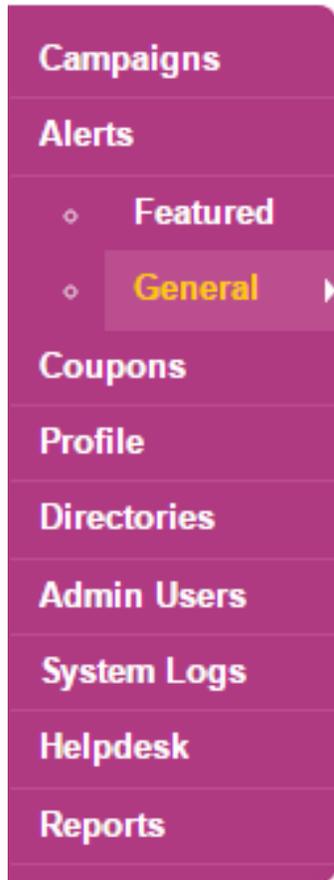
3. Delivery Date/Time
 Send Now
 Schedule Start Date/Time

Note: Push Notification will be sent to users who are online after schedule time.

Alert Message Preview:

1. Select “**New Announcement**” under Select General Alert Type.
2. Add your “**Event Name**” for internal reference only.
3. Enter details on “**Add Event Text**”. Please restrict text to no more than 200 characters.
4. Select the **Target Application**
5. All users is pre-selected under **Targeting Options**.
6. Select when you want to send out the event alert: immediately or schedule at a future date and time.
7. Click on ‘**Submit General Alert**’ to confirm and send out the alert.

8.5 Edit General Alerts



1. Under the **Alerts** tab, click on **General** on the menu sidebar.

8.5 Edit General Alerts



- Campaigns
- Alerts
 - Featured
 - General
- Coupons

Search General Alerts Search Export Add General Alert

Filter Events by All Types All Status All Merchants All Campaigns All Applications Filter

EID	Send Time	Application	Campaign OR General Alert Name	Type	Scheduler	Status	
56	Tue, Mar 31 2015 7:55 PM	Tring 313	<u>\$10 voucher</u>	Existing Reward	Tests 001 Sprooki	Scheduled	Remove Edit
55	Tue, Mar 31 2015 4:34 PM	Tring 313	Test Good Friday	New Event	Tests 001 Sprooki	Delivered	Remove Edit



2. To remove: browse Alerts, and for desired one click **Remove**.
*Note: the **Remove** option will terminate scheduled Featured Events that are not yet active.*
3. Click **Edit** to update and re-submit Alert.

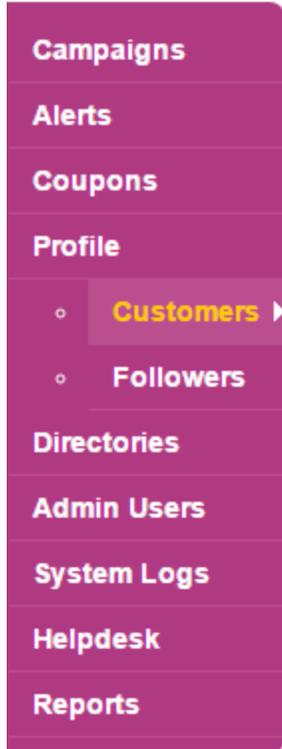
9. Profile



Users are prompted to enter personal details such as Date of Birth, Gender and Mobile contact information upon sign up.

This information is stored in **Sprookimanager™** and can be viewed, edited and downloaded along with the complete customer database.

9.1 How to Search for Customers



1

1. Click on **Customers** on the menu sidebar, under Profile.

9.1 How to Search for Customers



2

Search Customer

3

Search **Export** **Print**

Filter Customers by

All Malls All Gender All Ages **Filter**

<input type="checkbox"/>	UID	Email	Given Name	Family Name	Login Type	Total Viewed	Viewed Alert
<input type="checkbox"/>	13086	kkkk@kk.com	K	K	Local sign in	50	0
<input type="checkbox"/>	13085	juneten@gmail.com	JuneTen	313	Local sign in	5	0
<input type="checkbox"/>	13084	10june@gmail.com	10june	Ok	Local sign in	7	0
<input type="checkbox"/>	13083	nguyen.thu.hang282@gmail.com	Android3	Staging	Local sign in	28	0
<input type="checkbox"/>	13082	marc@sprooki.com	Marc	Hello	Local sign in	1	0
<input type="checkbox"/>	13081	test1@sprooki.com	Test1	Ne	Local	1	0

2. Browse Customer database by using the **Search Customer** field for specific customer name or email address.
3. Click **Export** to download database of customer profile data including Date of Birth, Sign up date, Gender, and Coupon purchases.

9.2 How to Reset Customer Password



UID	Email	Given Name	Family Name	Login Type	Total Viewed
13086	kkkk@kk.com	K	K	Local sign in	50
13085	juneten@gmail.com	JuneTen	313	Local sign in	5
13084	10june@gmail.com	10june	Ok	Local sign in	7
13083	nguyen.thu.hang282@gmail.com	Android3	Staging	Local sign in	28
13082	marc@sprooki.com	Marc	Hello	Local	1

1. Click on the **Customers** tab on the menu sidebar, under Profile.
2. Browse Customer Database through the **Search Customer** field to find desired customer.
3. Click on **Customer Email** field to enter customer detail page.

Note: Customers may reset their passwords from the App by clicking on “Forgot Password” found on the Sign Up page.

9.2 How to Reset Customer Password



Date of Birth
-

Mobile Number
-

Sign Up Date/Time
2013-02-26 14:55:16

Following

Notes

Cancel Up

Coupons History for Claire Mula

Date of Purchase	Campaign Name	Promotion Code	Status	Date of Status	Trans ID	Cpn ID	PayPal Trans ID
No results...							

Download All Data Reset Password

4

4. Scroll down the page and click **Reset Password**
5. Click **“Ok”** to confirm reset password

Customer will be sent an email to their registered email containing instructions to reset password.

Do you want to email the customer with a new password?

OK Cancel

5

9.3 Customer Refund



Merchant	Mall	Outlet	Notes		
Shunji Matsuo Hair Salon @313	-	-	<input type="text"/>	Refund	Redeem
Forever 21	-	-	<input type="text"/>	Refund	Redeem
Forever 21	-	-	<input type="text"/>	Refund	Redeem
HMV	-	-	<input type="text"/>	Refund	Redeem
Forever 21	-	-	<input type="text"/>	Refund	Redeem

Click on the **Customers** tab on the menu sidebar and scroll to **Customer Coupon History** at the bottom of the customer details page.

1. On the **Notes** column, add free text notes or reference numbers regarding the refund request.
2. Click on the **Refund** button on the right.

Note: this is for system reporting only. Payment must be handled separately through the payment processing system or cheque refund.

9.4 Manual Coupon Redemption



Merchant	Mall	Outlet	Notes		
Shunji Matsuo Hair Salon @313	-	-	<input type="text"/>	Refund	Redeem
Forever 21	-	-	<input type="text"/>	Refund	Redeem
Forever 21	-	-	<input type="text"/>	Refund	Redeem
HMV	-	-	<input type="text"/>	Refund	Redeem
Forever 21	-	-	<input type="text"/>	Refund	Redeem

Admin Users can also manually redeem customer coupons on Sprooki Manager (e.g. in the event that user is having issues with the app, has lost the device, etc.).

Click on the **Customers** tab on the menu sidebar and scroll to **Customer Coupon History** at the bottom of the customer details page.

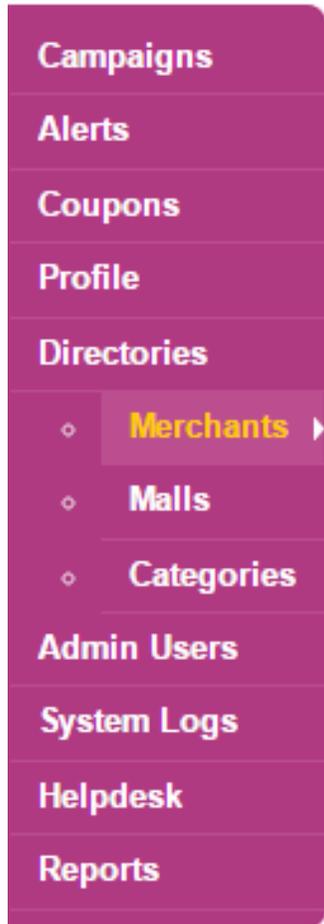
1. On the **Notes** column, add free text notes or reference numbers regarding the redemption.
2. Click on the **Redeem** button on the right.

10. Directories: Merchants



Merchants are retail brands which run campaigns at their respective redemption outlets. Merchants can be created and edited in the client system.

10.1 Add Merchants



1. Under **Directories** tab, click on the **Merchants** on the menu sidebar.

10.1 Add Merchants



2

- Campaigns
- Alerts
- Coupons
- Profile
- Directories
 - Merchants
 - Malls
 - Categories
- Admin Users

Search Merchants

Filter Merchants by

MID	Merchant Name	Code	Status	Merchant Email	Unit	Street
219	Merchant no image	mer	Active	con@users.com	01-01	313 Orchard
218	Ottoman	ott	Active	-	-	-
217	JWHotdog	jwh	Active	-	B3-48A	313 Orchard Road
216	Honey Creme	cre	Active	-	-	313 Orchard Road
215	Candy Empire	can	Active	-	-	313 Orchard Road
214	TSUJIRI Tea House	tsu	Active	-	-	313 Orchard Road

2. Click **Add Merchant**.

10.1 Add Merchants



Add New Merchant

1. Merchant Details

*Merchant Name



This name will appear on the Sprooki application. Recommended up to 48 characters.

*Merchant Code

Merchant Email

Merchant Logo

No file chosen

Image size should be at least 512 x 512 pixels. Supported formats PNG, JPEG, GIF.

Merchant Image

No file chosen

Image size should be at least 640 x 400 pixels. Supported formats PNG, JPEG, GIF.

2. Merchant Description

*Description

3. Merchant Address

Country

Unit

Street

City

State

Postal Code

4. Merchant Categories

*Categories

- Beauty & Wellness
- Dining - Cafe
- Dining - Fast Food
- Dining - Restaurant
- Dining - Sweets
- Dining - Takeaway
- Fashion - Accessories
- Fashion - Apparel
- Lifestyle
- Lifestyle - Electronics

5. Contact Person

Given Name

Family Name

Email

Phone

Phone Number should include Country Code. eg. +65 91234567.

6. Notes

*Denotes mandatory field.



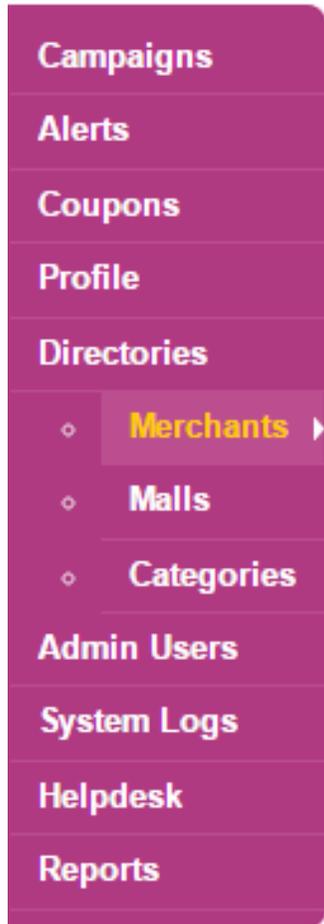
3. Input new Merchant's details (name and logo are required).

Image format requirement:

- a) Merchant Logo: *check image size requirements under the 'choose file' button.*
- b) Merchant Image: *check image size requirements under the 'choose file' button.*

4. Click **"Submit Merchant"** to add new merchant.

10.2 Edit Merchants



1. Go to **Directories**, then click on the **Merchants** tab on the menu sidebar.

10.2 Edit Merchants



Campaigns
Alerts
Coupons
Profile
Directories
 ◦ **Merchants** ▶
 ◦ **Malls**
 ◦ **Categories**
Admin Users
System Logs
Helpdesk
Reports

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Search Merchants **Search** **Export** **Add Merchant**

Filter Merchants by **All Status** **All Malls** **Filter**

MID	Merchant Name	Code	Status	Merchant Email	Unit	Street
219	Merchant no image	mer	Active	con@users.com	01-01	313 Orchard
218	Ottoman	ott	Active	-	-	-
217	JWHotdog		Active	-	B3-48A	313 Orchard Road
216	Honey Creme		Active	-	-	313 Orchard Road
215	Candy Empire	can	Active	-	-	313 Orchard Road
214	TSUJIRI Tea House	tsu	Active	-	-	313 Orchard Road
213	Breadtalk@	bra	Active	-	-	313 Orchard Road
212	Hai Di Lao Hot Pot	had	Active	-	-	313 Orchard Road
211	Saboten	sab	Active	-	-	313 Orchard Road
210	Chabuton	chb	Active	-	-	313 Orchard Road

2. Click on the **Merchant's Name** to edit the respective merchant's details.

10.2 Edit Merchants



Promotions
Alerts
Events
Coupons
Customers
Directories
 o **Merchants** ▶
 o Malls
 o Categories
Admin Users
System Logs
Helpdesk
Reports

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Edit Merchant

3

1. Merchant Details

Merchant ID
92

*Merchant Name
Spa Symphony
This name will appear on the Sprooki application. Recommended up to 60 characters.

Merchant Email
manager@spasymphony.com.sg

*Merchant Logo
Spa Symphony
Choose File No file chosen
Image file should be in PNG format (60x60 pixels).

2. Notes

3. Merchant Address

Country
Singapore

Unit
#B2-50/51

Street
313 Orchard Road

City
Singapore

State
Singapore

Postal Code
238895

4. Contact Person

Given Name
Germaine

Family Name
Shum

Email
manager@spasymphony.com.sg

Phone
+65 67335964
Please Number should include CountryCode, eg. +65 91234567.

5. Assigned Sprooki Employees

4

Cancel Update Merchant Suspend
*Details mandatory field.

- 3. Edit desired fields.
 - 4. Click **Update Merchant**.
- Note: If the selected Merchant is to be removed, click **Suspend**. This will not delete the merchant entirely, but simply remove it from all activity.*

10.3 Merchant Admin user



Merchant Admin Users are the staff of merchants/retailers who can login to the client's **Sprookimanager™** system to access campaign reports and submit campaign content, for publication by the Admin Users within the application.

10.3 How to Add Merchant Admin user



1. Click on the **Merchants** tab, under **Directories**, on the menu sidebar.

10.3 How to Add Merchant Admin user



Promotions
Alerts
Events
Coupons
Customers
Directories
o Merchants
o Malls
o Categories
Admin Users
System Logs
Helpdesk
Reports

Search Merchants Search

Filter Merchants by All Status All Malls Filter

MID	Merchant Name	Status	Merchant Email	Unit	Street
96	Cold Rock Ice Creamery	Active		02-50	313 Orchard Road
95	Dockers	Active		-	-
94	CITIGEMS	Suspended		-	-
93	Sakae Sushi	Active		-	-
92	Spa Symphony	Active	manager@spasymphony.com.sg	#B2-50/51	313 Orchard Road
91	YouTeck Family	Active	youteck@sprooki.com	09	Anson Road
90	Abercrombie Fitch	Active	af@af.com	87	Fitch Road
89	McDonald	Active	mc@mcdonald.com	-	-
88	Famous Amos	Active		06-03A	18 Tannery Lane Lian Tong Building
87	Starbucks	Active	test@test.com	33	test st

1 - 10 of 10

Download All Data Add Merchant

Powered by sprooki

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2. Click on the **merchant's** name.

10.3 How to Add Merchant Admin user



Merchant Users

MUser ID	Email	Given Name	Family Name	Login Attempts	Last Login
No results...					

Download All Data

Add Merchant User

3

3. Scroll down the page, and under section '**Merchant Users**' click on **Add Merchant User**.

10.3 How to Add Merchant Admin user



Add New Merchant User

Merchant User Details

*Email

This Email Address will be used for Password Resets.

*Staff of Merchant

test merchant (SG)

4

*Given Name

*Family Name

Cancel

Submit Merchant User

5

*Denotes mandatory field.

4. Input Merchant Admin user details.
5. Click on **Submit Merchant User**.

10.4 Add Outlet



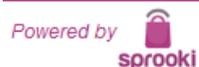
Search Merchants

Filter Merchants by

MID	Merchant Name	Status	Merchant Email	Unit	Street
96	Cold Rock Ice Creamery	Active		02-50	313 Orchard Road
95	Dockers	Active		-	-
94	CITIGEMS	Suspended		-	-
93	Sakae Sushi	Active		-	-
92	Spa Symphony	Active	manager@spasymphony.com.sg	#B2-50/51	313 Orchard Road
91	YouTeck Family	Active	youteck@sprooki.com	09	Anson Road
90	Abercrombie Fitch	Active	af@af.com	87	Fitch Road
89	McDonald	Active	mc@mcdonald.com	-	-
88	Famous Amos	Active		06-03A	18 Tannery Lane Lian Tong Building
87	Starbucks	Active	test@test.com	33	test st

1 - 10 of 10

1. Click on the **Merchants** tab, under **Directories**, on the menu sidebar.



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10.4 Add Outlet



Merchant Users

MUser ID	Email	Given Name	Family Name	Login Attempts	Last Login
No results...					

Download All Data

Add Merchant User

Outlets belonging to this Merchant

OID	Outlet Name	Code	Mall	Unit	Street	City	State	Postal Code	Country	Phone	Operating Hours
No results...											

Download All Data

Add Outlet



2. Scroll down to bottom of the page and click on **Add outlet**.

10.4 Add Outlet



Add New Outlet

1. Outlet Details

*Merchant

Fish & Company PTE

3

*Outlet Name

4

Recommended 30 characters. Outlet Name should

*Mall

313@somerset

5

Operating Hours

Recommended 80 characters max for visibility on A

Recommended Format:
Mon - Fri 9.00 AM - 5.00 PM; Sat & Sun, 9.00 AM - 8.00 PM;
Public Hols CLOSED

2. Phone & Address

*Country

Singapore

Outlet Phone

+

Phone Number should include Country Code. eg. +65

Unit / Level

*Street

City

Singapore

State

Singapore

Postal Code

7

4. Contact Person

Given Name

Family Name

Email

Cancel

Submit Outlet

*Denotes mandatory field.

9

8

3. Select Merchant

4. Enter new Outlet Name.

5. Select Operating Hours

6. Enter country, Street address, City & Province of the outlet. This will be mapped.

7. Enter the Postal Code of the outlet.

8. Enter the outlet's primary contact person's details (for internal use only).

9. Click on the **Submit Outlet** button to confirm

10.5 Edit Outlet Details



Promotions
Alerts
Events
Coupons
Customers
Directories
o Merchants
o Malls
o Categories
Admin Users
System Logs
Helpdesk
Reports

Search Merchants Search

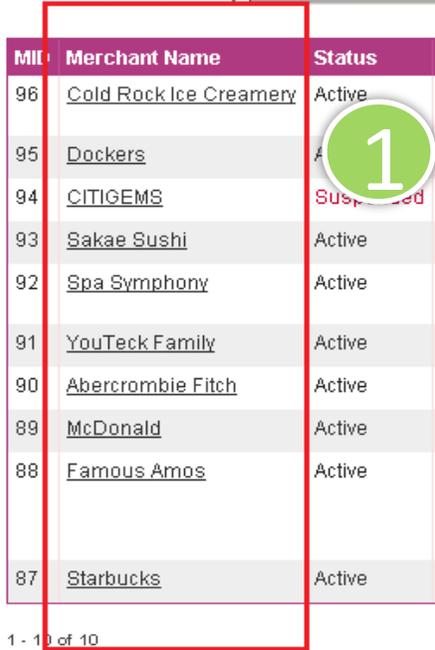
Filter Merchants by All Status All Malls Filter

MID	Merchant Name	Status	Merchant Email	Unit	Street
96	Cold Rock Ice Creamery	Active		02-50	313 Orchard Road
95	Dockers	Active		-	-
94	CITIGEMS	Suspended		-	-
93	Sakae Sushi	Active		-	-
92	Spa Symphony	Active	manager@spasymphony.com.sg	#B2-50/51	313 Orchard Road
91	YouTeck Family	Active	youteck@sprooki.com	09	Anson Road
90	Abercrombie Fitch	Active	af@af.com	87	Fitch Road
89	McDonald	Active	mc@mcdonald.com	-	-
88	Famous Amos	Active		06-03A	18 Tannery Lane Lian Tong Building
87	Starbucks	Active	test@test.com	33	test st

1 - 10 of 10

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Download All Data Add Merchant



1. Click on the **merchant's** name for the outlet to be edited.

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10.5 Edit Outlet Details



Outlets belonging to this Merchant

OID	Outlet Name	Code	Mall	Unit	Street	City	State
22	<u>Pedro@ 313</u>	<u>13@somerset(SG)</u>	Tring313	-	313 Orchard road	Singapore	-

2

1 - 1 of 1

Download All Data

Add Outlet

2. Scroll down the page, and select the outlet that needs to be modified.

10.5 Edit Outlet Details



Edit Outlet

1. Outlet Details

*Merchant
Cotton On

*Outlet Name
Cotton On

Recommended 30 characters.
Outlet Name should be unique and not include Merchant Name, but it may possibly include the Mall Name. eg. B1-01, Plaza Singapura.

*Outlet Code

*Mall
313@somerset

Operating Hours
Sun - Thu: 10am - 10pm; Fri & Sat: 10am - 10pm

Recommended 300 characters max for visibility on App.
Recommended Format:
Mon - Fri 9.00 AM - 5.00 PM; Sat & Sun, 9.00 AM - 8.00 PM;
Public Hols CLOSED

2. Phone & Address

Country
Singapore

Outlet Phone

Phone Number should include Country Code. eg. +65 91234567.

Unit/Level
B1-06 to 11 & 01-06/07

Street
313 Orchard Road

City
Singapore

State
Singapore

Postal Code
238895

3. Outlet Tags

Opening Tag
None
Opening Soon
New
None

4. Contact Person

Given Name

Family Name

Email

Cancel Delete Update Outlet

*Denotes mandatory field.



3. Edit the required fields and click the **Update Outlet** button to confirm.

Note: You can add a 'Tag' for that outlet which will be visible on the outlet screen on the app:

*Opening Soon
New*

11. Directories: Malls



The **Mall** tab is used to edit Mall details. These Malls house the individual merchant outlets that run the campaigns.

11.1 Edit Mall



Promotions

Alerts

Events

Coupons

Customers

Directories

- Merchants
- **Malls**
- Categories

Admin Users

System Logs

Helpdesk

Reports

Search Malls **Search**

Filter Malls by **All Countries** **Filter**

Mall ID	Mall Name	Unit	Street	City	State
61	<u>SM City Sta. Rosa</u>	-	-	-	-
60	<u>SM City Bacoor</u>	-	-	-	-
59	<u>Robinsons Pangasinan</u>	-	-	-	-
58	<u>Robinsons Iloilo</u>	-	-	-	-
55	<u>Trinoma</u>	-	-	-	-
54	<u>The Podium</u>	-	-	-	-
53	<u>The District North Point</u>	-	-	-	-
52	<u>The District</u>	-	-	-	-
51	<u>SM Southmall</u>	-	-	-	-
50	<u>SM North Edsa</u>	-	-	-	-
49	<u>SM Megamall</u>	-	-	-	-
48	<u>SM Mall of Asia</u>	-	-	-	-
47	<u>SM City Sta. Mesa</u>	-	-	-	-
46	<u>SM City San Lazaro</u>	-	-	-	-
44	<u>SM City Masinag</u>	-	-	-	-

1. Click on the **Malls** tab, under **Directories**, on the menu sidebar.
2. Choose the Mall that requires changes.

11.1 Edit Mall



3

1. Mall Details

*Mall Name
313@somerset

*Description
options. With its relaxing outdoor
ambience, the Discovery Walk
provides a sanctuary from the
hustle and bustle of Orchard Road.
The "Walking Street" comprises
eateries, chill-out cafés and
lounges like Brotzeit German Bier
Bar & Restaurant, Marche,
Malones Irish Restaurant & Bar
and JiBiru Japanese Craft Beer

Mall Logo

Choose File No file chosen

Image size should be at least 512 x 512 pixels and must not
exceed 1MB.
Supported formats PNG, JPEG, GIF.

Mall Lifestyle Image


Choose File No file chosen

Image size should be at least 640 x 400 pixels and must not
exceed 1MB.
Supported formats PNG, JPEG, GIF.

2. Geo-fence Details

*Maximum Radius from Mall to trigger Alert
500

Distance is a straight line measurement in meters from Mall.
This value is used to trigger Feature Alerts.
Distance should be less than or equal to 1,000 meters.

*Latitude
1.3006711

*Longitude
103.8385473

3. Mall Contact

*Country
Singapore

Phone
+65 64989313

Phone Number should include Country Code. eg. +65 91234567.

Unit
313

Street
Orchard Rd

City
Singapore

State
Singapore

Postal Code
238895

Fax
+65 6498 9301

Email
togo@gmail.com

Website
http://www.313somerset.com.sg

Social URLs

Website
http://www.313somerset.com.sg

Facebook
https://www.facebook.com/313somerset

Twitter
https://twitter.com/313atsomerset

YouTube
http://www.youtube.com/user/313some

Instagram
-

4. General Information

Opening Hours
Sunday - Thursday 10am-10pm, Friday
and Saturday 10am-11pm with the
exception of Discovery Walk 10am-12
midnight

Concierge Location
Basement 1

Parking Hours
228 car park bays on L6 & L7

Services
• 313@somerset Vouchers
Redemptions & Sales (NETS or
Cash)
• 313 Tourist Privileges and

5. Contact Person

Given Name
Nicholas

Family Name
Kong

Email
togo@sprooki.com

Phone
+65 96392829

Phone Number should include Country Code. eg. +65 91234567.

Cancel Update Mall

4

3. Edit desired fields.

Note:

Mall Logos: Refer to notes under 'Choose File' for image size requirements.

4. Click **Update Mall**.

Do not update any of the Geo-fence details without consulting Sprooki first.

12. Directories: Categories



Categories are labels to group Campaign Offers together in the app. Categories can be created, edited and deleted through the Client system. An offer can appear in one or more Categories. Each Mall location can have its own list of Categories.

12.1 Add Categories



Search Categories Search **2**

Filter Categories by All Applications **Filter**

1

Category Name	Application
Accessories	SSI Life
Bags	SSI Life
Beauty	SSI Life
Food	SSI Life
Footwear	SSI Life
Home & Lifestyle	SSI Life
	SSI Life
	SSI Life
	SSI Life

1 - 9 of 9

3 Add Category

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1. Click on the **Categories** tab, under **Directories**, on the menu sidebar.
2. Filter or search for categories by mall.
3. Click on **Add Category** to create a new category.

12.1 Add Categories



- Promotions
- Alerts
- Events
- Coupons
- Customers
- Directories
 - Merchants
 - Malls
 - Categories**
- Admin Users
- System Logs
- Helpdesk
- Reports

Powered by  sprooki

Add New Category

***Category Name**

Recommended 75 characters, up to 90 characters.
Do not end Title with Period. This is the main identifier in the App.

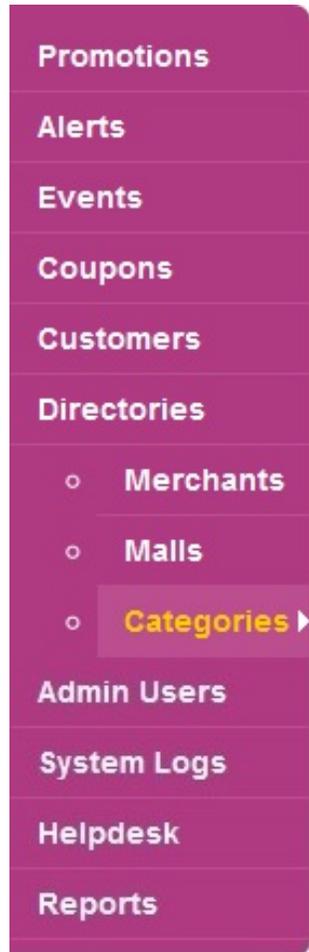
***Add Category to:**

- All Applications
- SSI Life-(PH)

*Denotes mandatory field.

- Enter your desired category name.
Note: Categories can be edited or deleted and will only appear if associated with a campaign.
- Select the App or Mall location to apply the category.
- Click on **Submit Category**.

12.2. Edit Categories



1. Click on the **Categories** tab, under **Directories**, on the menu sidebar.

12.2. Edit Categories



Promotions

Alerts

Events

Coupons

Customers

Directories

- Merchants
- Malls
- Categories**

Admin Users

System Logs

Helpdesk

Reports

Powered by  sprooki

Search Categories

Filter Categories by

Category Name	Application
<u>Accessories</u>	SSI Life
<u>Bags</u>	SSI Life
<u>Beauty</u>	SSI Life
<u>Food</u>	SSI Life
<u>Footwear</u>	SSI Life
<u>Home & Lifestyle</u>	SSI Life
<u>Kids</u>	SSI Life
<u>Men</u>	SSI Life
<u>Women</u>	SSI Life

1 - 9 of 9

1. Click on the **category name** to be edited.

12.2. Edit Categories



- Promotions
- Alerts
- Events
- Coupons
- Customers
- Directories
 - Merchants
 - Malls
 - Categories**
- Admin Users
- System Logs
- Helpdesk
- Reports

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Edit Category

*Category Name - 313@somerset (SG)

 
Recommended 75 characters, up to 90 characters.
Do not end Title with Period. This is the main identifier in the App.



2. Enter new category name.
 3. Click **Update Category**.
- If intending to remove category, click **Delete**.

12. System Logs



- Campaigns
 - Alerts
 - Coupons
 - Profile
 - Directories
 - Admin Users
 - System Logs**
 - Helpdesk
 - Reports
- Powered by  sprooki

Search Logs



LogID	Logged Time	User Email	Event	Activity Description
6171	17-06-2015 11:08h	marc@sprooki.com	Mall	Event Alert Updated: EventID - 76
6170	17-06-2015 11:06h	marc@sprooki.com	Login/Logout/Attempts	Login
6169	17-06-2015 10:46h	geogy@sprooki.com	Login/Logout/Attempts	Login
6168	17-06-2015 10:38h	marc@sprooki.com	Campaign	Campaign Ended: TEST
6167	17-06-2015 10:38h	marc@sprooki.com	Campaign	Campaign Ended: Gender test: CSM-526
6166	17-06-2015 10:37h	marc@sprooki.com	Campaign	Campaign Ended: [COPY] Gender test: CSM-526
6165	17-06-2015 10:36h	marc@sprooki.com	Campaign	Campaign Ended: Failed Purchase Test/Buy Now
6164	17-06-2015 10:30h	marc@sprooki.com	Login/Logout/Attempts	Login
6163	17-06-2015 10:27h	marc@sprooki.com	Login/Logout/Attempts	Login
6162	16-06-2015 19:42h	marc@sprooki.com	Campaign	Featured Campaign Added: Gender test: CSM-526
6161	16-06-2015 19:13h	geogy@sprooki.com	Login/Logout/Attempts	Login
6160	16-06-2015 18:47h	marc@sprooki.com	Login/Logout/Attempts	Login
6159	16-06-2015 16:55h	marc@sprooki.com	Login/Logout/Attempts	Login
6158	16-06-2015 15:47h	marc@sprooki.com	Login/Logout/Attempts	Login
6157	16-06-2015 15:21h	testsprooki001@gmail.com	Login/Logout/Attempts	Login

System logs allow Admin users to review the various activities completed on Sprooki Manager by all users (Concierge, Merchant users, etc.)

Activities range from 'Login', 'Campaign Added', etc.

1. This data can be exported to Excel as well if required.

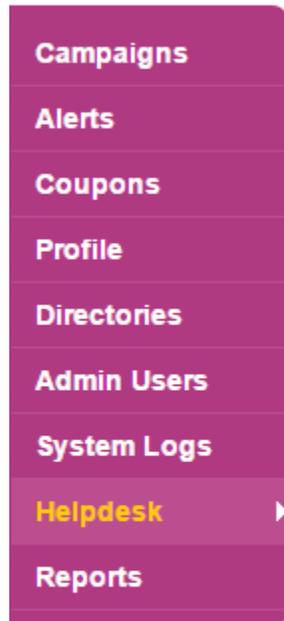
14. Helpdesk: Creating a Ticket



If you encounter a problem that you cannot resolve by yourself, you can submit a help ticket to our Helpdesk for support.

All Sprooki User Guides are available online at the top of the Sprooki Manager screen.

14. Helpdesk: Creating a Ticket



1. Go to **Helpdesk** on the menu sidebar.

14. Helpdesk: Creating a Ticket



- Campaigns
- Alerts
- Coupons
- Profile
- Directories

Search Helpdesk Tickets **Search** **Export** **Print** **Create Ticket**

Filter tickets by Issue Type to Reporter **Filter**

ID	Type	Summary	Reporter	Date Raised	Date
THWL-156	Technical issues	helpdesk test 3 [expand]	merchant	16 Jun 2015	16
THWL-155	Technical issues	helpdesk test 2 [expand]	location admin	16 Jun 2015	16
THWL-154	Technical issues	helpdesk test 2 [expand]	location admin	16 Jun 2015	16

2

2. Click on 'Create ticket'

14. Helpdesk: Creating a Ticket



***Issue Type**
Technical / Bugs

***Summary of issue**

***Reporter Name** Customer or Merchant or Admin User

Reporter contact number

Reporter contact email

App Username Email used when registering

Coupon Code On coupon stored in 'My Coupons' of the App

***Description of issue** Please provide steps taken to reproduce any technical issues

Attachments (* .png, * .jpg, * .jpeg, * .gif)
 No file chosen

3. Choose Issue Type (e.g. Technical, Customer).
4. Enter a Summary of the issue.
5. Enter your name.
6. Enter the following details:
 - Contact Number
 - Contact Email
 - App username: if the issue affects a particular customer.
 - Coupon code: if the issue is related to an existing coupon)
7. Enter a description of the issue. Please include as much information as possible.
8. Add attachment (e.g. screenshot of Sprooki Manager, or of App).

14. Helpdesk: Creating a Ticket



- Campaigns
- Alerts
- Coupons
- Profile
- Directories
- Admin Users
- System Logs
- Helpdesk**
- Reports

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Contact us

Thank you!

**Your issue has been successfully created.
We will respond to your issue in accordance with its prioritization.**

**Regards,
Sprooki Helpdesk**

Business Hours: 9:00am-6:00pm, Monday to Friday Singapore time (excludes Public Holidays)

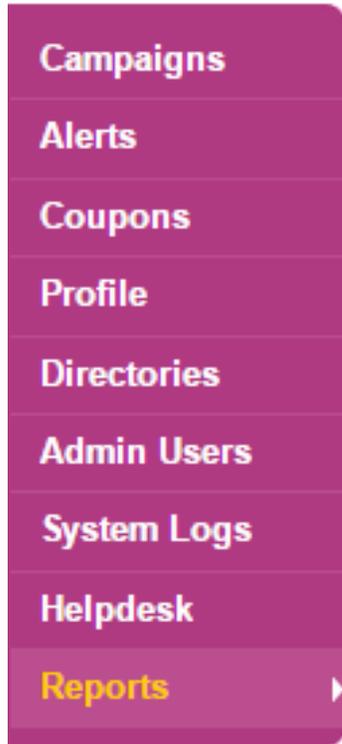
Email: helpdesk@sprooki.com

For urgent issues, please contact +65-9821-6042

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You will be presented with a “Thank you” page after you successfully submit the ticket.

15. Generating Reports



1. Click on the **Reports** tab on the menu sidebar.

15.1 How to download data into Excel Sheet



Reports

1. Select Application

Tring 313

2

2. Select Report Type

Financial Reports

Daily Report - Volume

3

3. Select Reporting Period

Select Month

4

Print

Export

5

2. Reports are available for each application. Select the relevant application.

3. Select report type:

→ **Financial Reports:** a compilation of data for: Promotions (transactional, & non transactional data) and also Rewards/ Loyalty Programme transactions. Data is available in either in daily, monthly or yearly format.

→ **Customer Reports:** includes User Profile (e.g. gender) and Member Profile data (profile data of Loyalty programme members)

→ **Promotions Reports:** only includes Promotions data (either in daily, monthly or yearly format).

→ **Reward Reports:** include data for Loyalty Programme transactions.

4. Select reporting period (some reports are only available Since the product was launched)

5. Click on the **Export** button to download to .csv file, or **Print** button to view on screen and save in PDF format.



15.1 How to download data into Excel sheet

When downloaded via the **'Export'** function, reports are available in .csv format and can be saved as Excel files.

When downloaded via 'Print' function, reports are available in PDF format.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	Red
1	Date	Day	Users	Total Users	Total Viewed	Viewed by AI	Viewed by BI	Total Shared	Shared by So	Shared by SN	Shared by En	Total Volume	Refund Volu	Nett Volume	Red
2	Tuesday	1-Jan-13	0	37	0	0	0	0	0	0	0	0	0	0	0
3	Wednesday	2-Jan-13	0	37	0	0	0	0	0	0	0	0	0	0	0
4	Thursday	3-Jan-13	0	37	9	0	9	0	0	0	0	0	0	0	0
5	Friday	4-Jan-13	0	37	0	0	0	0	0	0	0	0	0	0	0
6	Saturday	5-Jan-13	0	37	0	0	0	0	0	0	0	0	0	0	0
7	Sunday	6-Jan-13	0	37	0	0	0	0	0	0	0	0	0	0	0
8	Monday	7-Jan-13	0	37	0	0	0	0	0	0	0	0	0	0	0

Daily Campaign Report - Volume - Jun 2015

Date	Day	Downloads		Customers		Total Usage							
		New Downloads	Total Downloads	New Users	Total Users	Total View	View by Alert	View by Browse	Total Share	Share by Social	Share by SMS	Share by Email	Total Volume
01-Jun-2015	Monday	0	0	0	13074	0	0	0	0	0	0	0	0
02-Jun-2015	Tuesday	0	0	0	13074	3	0	3	0	0	0	0	0
03-Jun-2015	Wednesday	0	0	0	13074	9	2	7	0	0	0	0	0
04-Jun-2015	Thursday	0	0	0	13074	15	0	15	0	0	0	0	1
05-Jun-2015	Friday	0	0	5	13079	146	0	146	15	5	1	9	3



Thank You