Sprooki
Concierge Training

January 2015

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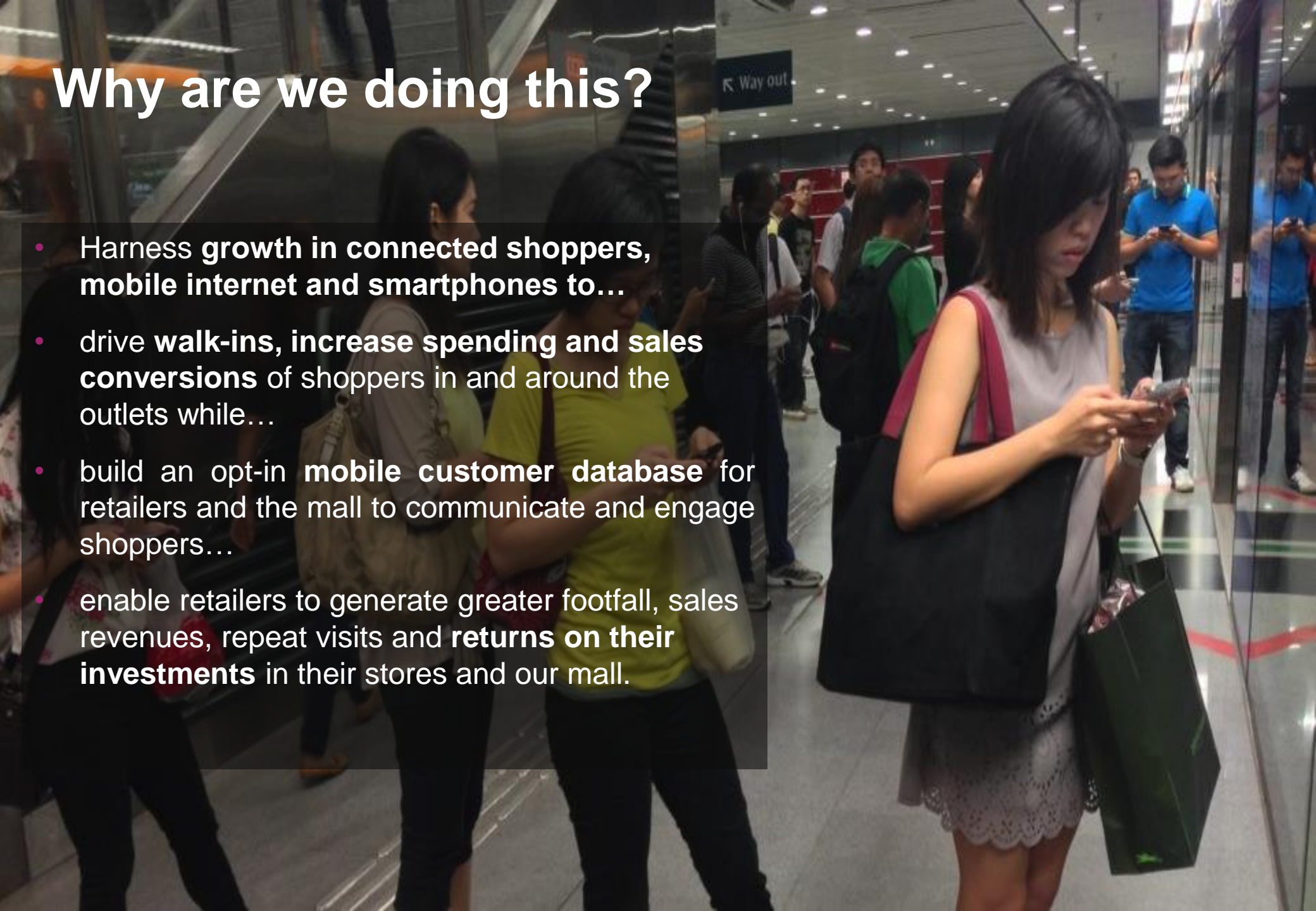
Part 3 Redemption Training

- **How it works**
- **Universal Terms**
- **FAQs**

Introduction

Why are we doing this?

- Harness **growth in connected shoppers, mobile internet and smartphones to…**

- drive **walk-ins, increase spending and sales conversions** of shoppers in and around the outlets while…

- build an opt-in **mobile customer database** for retailers and the mall to communicate and engage shoppers…

- enable retailers to generate greater footfall, sales revenues, repeat visits and **returns on their investments** in their stores and our mall.

90% of shoppers start their journey digitally

58%	57%	44%	44%	43%
Find location /directions	Find hours	Make price comparisons	Find promo offers	Browse

32%	31%	31%	30%	19%
Find where specific products are sold	Find product information	Find product availability in-store	Find product reviews	Use to make A purchase

Google Shopper Research 2013

Value for Retailers and Shoppers

RETAILERS

- Increase awareness of stores, products & promotions.
- Connect with shoppers & heavy users of mobile services
- Drive potential customers within a 400-metre radius from mall to the store to buy and redeem coupons
- Better targeting and measurement of promotions
- Capture results in real-time and insights based on post-campaign reports
- Secure redemption and integrity of data to track response.

SHOPPERS

- Receive alerts about **promotions and exclusive offers** which are relevant to them based on profile, store preferences and location
- Browse all promotions, exclusive offers and events at 313@somerset's wherever they are
- Conveniently receive reminders about expiring coupons and coming events.
- Locate stores and navigate to the nearest stores from where they are

Application Overview

➢ **'Featured' –** refers to the featured offer/promotion scheduled by Admin/Marketing team. This featured page may appear first once app is launched if there is a scheduled offer for the day/week/etc.

➢ '**Offers'** – refers to the list of offers given a specific period of time. 'Offers' list may vary from time to time as it will rely on the campaigns scheduled by Admin/Marketing team.

➢ **'My Coupons'** – refers to the list of coupons transacted by the user. List of coupons within 'My Coupon' are unique with every different app user. List of 'My Coupon varies according to the user's 'sign in/sign out'. Specifically independent set of 'My Coupon' will be reflected on the user's mobile screen for sign in via Facebook vs. a normal sign in with email & password.

➢ **'View on Map' –** is the map used to help the app users locate and navigate to the mall.

➢ **'New Coupons'** – are the coupons reflected within 'My Coupons' such that this set of coupons are successfully transacted and are open for redemption. All coupons have expiry terms displayed, specifying days remaining before redemption expires.

➢ **'Used Coupons'** – are the coupons reflected within 'My Coupons' such that this set of coupons are either successfully redeemed or they are expired coupons which were not redeemed by the user. All coupons transacted by each user will remain within 'My Coupons' depending on their status for record purposes.

➢ **'Category'** – offers/promotions can be viewed according to category (i.e. Dining – Fast Food; Dining – Takeaway, etc.).

➢ **'Store Directory'** – is a detailed showcase of all the stores within the mall managed by the app owner. Stores may be listed alphabetically by retailer, and/or it is showcased by category. Can be updated at anytime via the back-end content system "SprookiManager".

➢ **'Store Finder'** – users can Get directions and a route from a start point / store to an end point / store inside the mall.

Application Overview

- ➢ **'What's On'** – refers to the 'event(s)' scheduled by Admin/Marketing team of app owner. Each scheduled event has an option of *'Add to Calendar'* of which it will be added to the app user's calendar accordingly.

- ➢ **'Concierge'** – general information about the mall including contact information, services, parking and getting here.

- ➢ **'Contact us'** – is the available service for app users to send in enquiries/questions or clarifications directly to the app owner

- ➢ **'Account'** – details of app user's account, account name reflected as per sign in / sign out (could be sign in via Facebook and a separate / independent account name and transactions for sign in via email & password)

- ➢ **'Settings'** – users have the opportunity to customize alert settings (i.e. event alerts, coupon expiry alerts, brand/retailer following)

- ➢ **'FAQs'** – frequently asked questions from app users addressed by app owner and technology partner (detailed discussion after redemption demonstration).

- ➢ **313@somerset is the app owner and Sprooki is the technology partner who provides this mobile platform and system to actively reach out to mobile enabled shoppers.**

- ➢ **As for the color, design, offers, events, content, etc. it is scheduled and independently managed by the 313@somerset Admin/Marketing Team.**

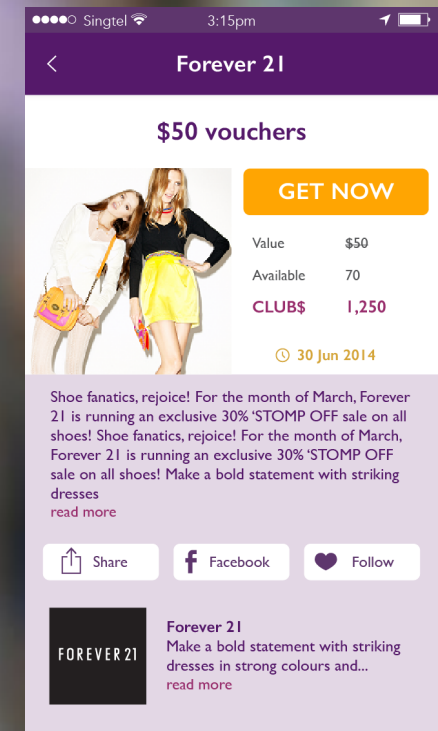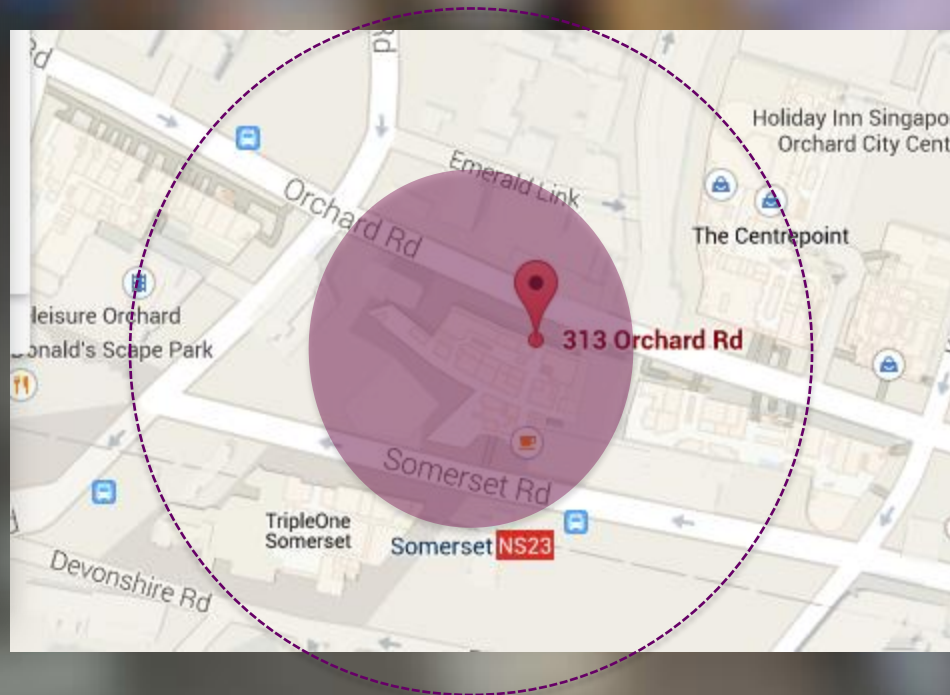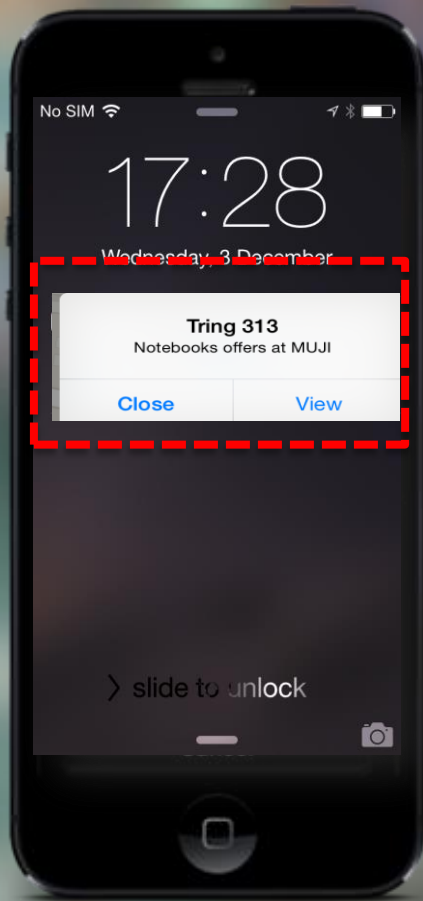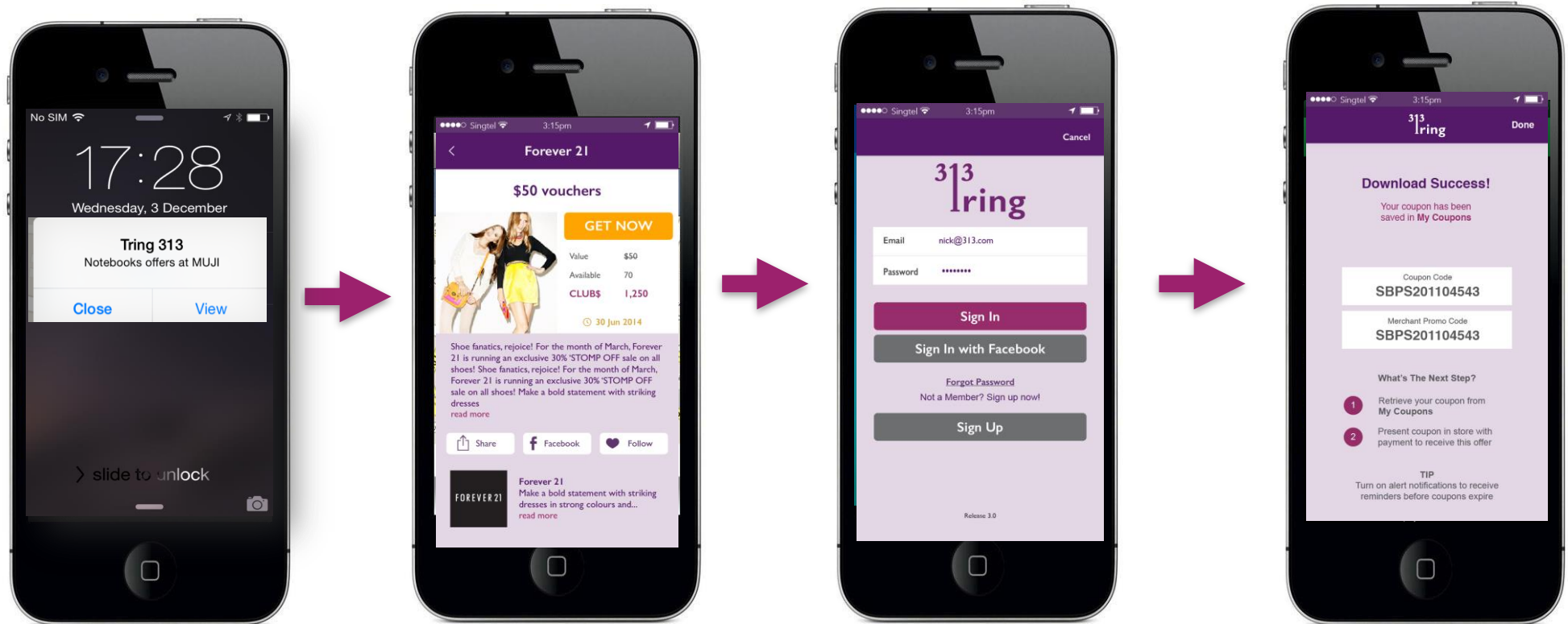# Geo-targeted, personalised coupons & events

WHERE ▶ WHEN ▶ WHO ▶ WHAT

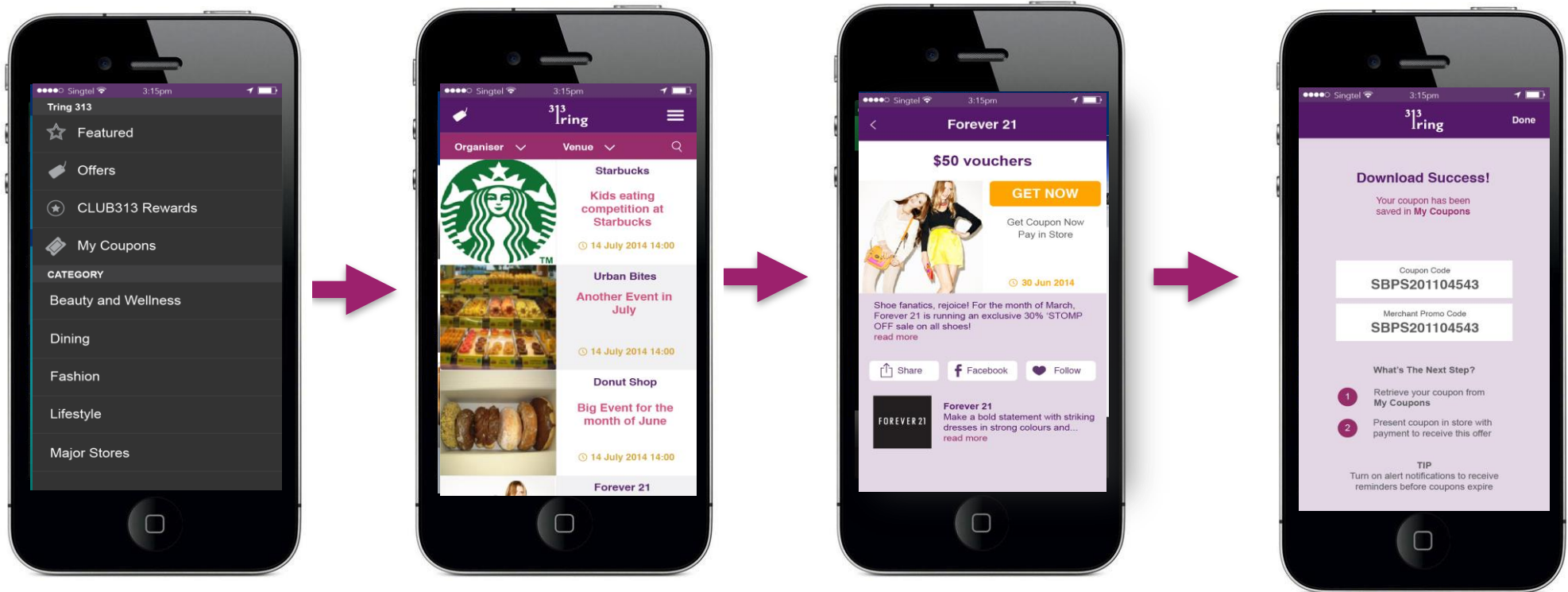Sprooki coupons can be linked to Sprooki General and Featured Alerts targeted to Members

Tring 313
Notebooks offers at MUJI

Close | View

313 Orchard Rd

Singtel 3:15pm

Forever 21

$50 vouchers

GET NOW

Value $50
Available   70
CLUB$ 1,250

🕐 30 Jun 2014

Shoe fanatics, rejoice! For the month of March, Forever 21 is running an exclusive 30% 'STOMP OFF' sale on all shoes! Shoe fanatics, rejoice! For the month of March, Forever 21 is running an exclusive 30% 'STOMP OFF' sale on all shoes! Make a bold statement with striking dresses
read more

Share | Facebook | Follow

FOREVER 21
Forever 21
Make a bold statement with striking dresses in strong colours and...
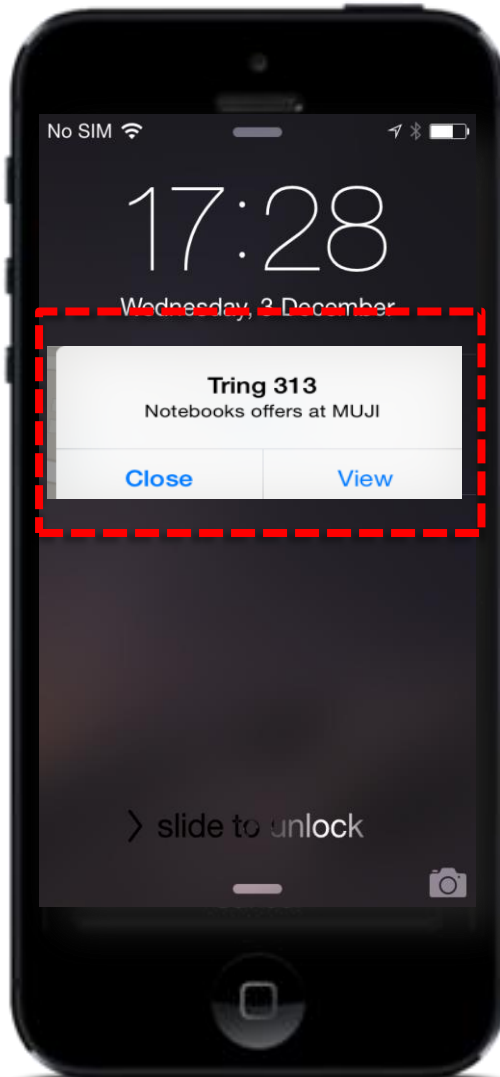read more

How does it work – From Alert?

How does it work – From Browse?

Alerts

Types of Alerts

▸ **Featured** Alert

- Location-enabled when nearby
- Target 400 meters around mall
- Scheduled by Admin
- User's needs to have Location preference switched on
- Different campaigns by time, date and location
- Only 1 campaign per location at the same moment in time

▸ **General** Alert

- Broadcast to target group or entire app user base (i.e. 'blast out')
- Based on permissions, user can turn off or not allow
- Scheduled by Admin
- Can be sent immediately or scheduled for future time
- Based on an existing campaign (event/promotion) or general message

▸ **Follow** Alert

- User specified by "Following" a particular Brand or Outlet location.
- Follow from Brand Details, Offer Details and Event Details
- Automatic – not scheduled by Admin
- Notifies user when a new campaign from that Brand or Outlet is published.

Types of Alerts

▸ **Expiration** Alert

- For Offers / coupons which have been purchased or downloaded
- 48 hours prior to coupon expiration
- Reminder to redeem coupons at the store
- Automatic – not scheduled
- Based on permissions, user can turn off in preferences

▸ **Calendar** Alerts

- For Events which have been Added to Calendar by user
- Based on permissions, user can turn off or not allow
- Generated by users calendar
- Automatic – not scheduled

Introducing the SprookiManager System

Campaign Details

1. Campaign Details

Campaign Name
5D Switzerland Ski fr $1,888

Campaign Description
$100 OFF per couple!
• Return flights by British Airways to Zurich or Geneva via London – (N class)
• 3N stay with breakfast
• Swiss Transfers Tickets (2nd class) from airport/border to Ski town
• Ski lesson with ski equipment rental & ski pass.

Campaign Image

4. Campaign Dates

*Start Date / Time
03-12-2014 17:38

*End Date / Time
31-12-2014 17:38

Coupon Valid Start Date / Time
03-12-2014 17:38

Coupon Valid End Date / Time
31-12-2014 17:38

5. Targeting Options

All Users

6. Merchant & Outlets

Merchant
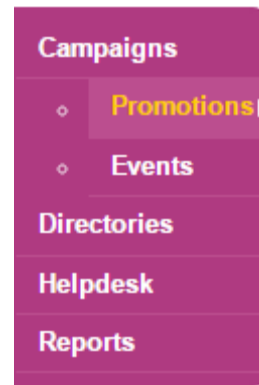PriceBreaker

SprookiManager™

- ▶ Administration system which drives:
  - App Content
  - Campaign scheduling
  - Alert scheduling
  - Customer Database
  - Admin user access
  - Reports
  - Helpdesk
  - User Guides

- ▶ Who can have access?
  - Admin Users
  - Concierge Users
  - Merchant Users (only access own content)

User Guide is available for download from 'User Guide' link

*Welcome Anna Kournivokakak. You are logged in as a **Client Admin***
User Guide . Change Password . Sign Out

Lend Lease

Campaigns
- ○ **Promotions** ▶
- ○ **Events**

Directories

Helpdesk

Reports

Powered by
sprooki

Search Campaigns [   ] [Search] [Export] [Print] [Add Campaign]

Filter Campaigns by [All Malls ▼] [All Merchants ▼] [All Types ▼] [All Status]

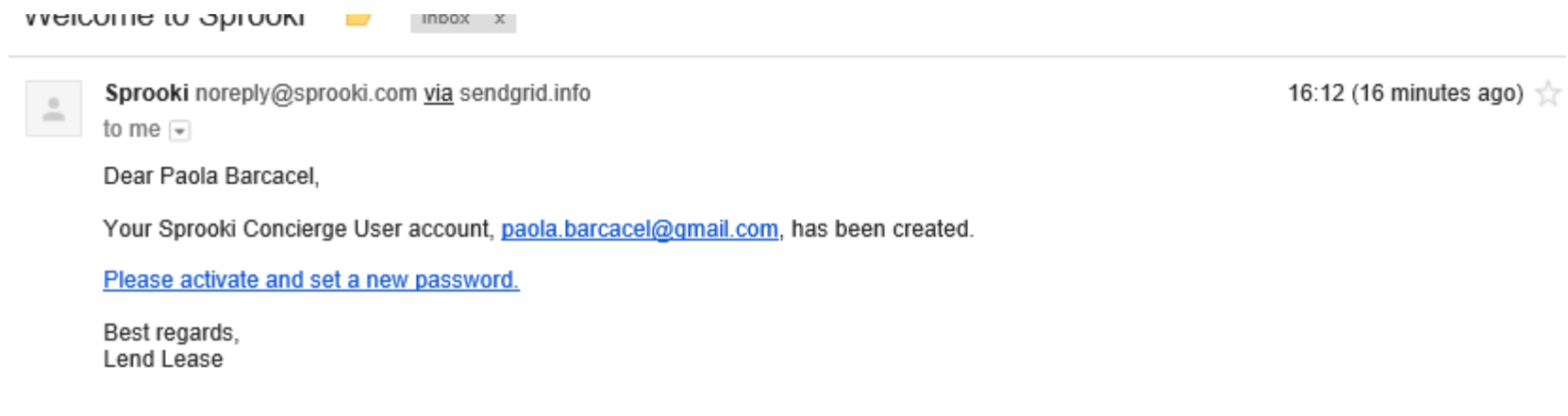| ☐	CID	Campaign Name	Merchant	Category	Start	End	Status	*T/NT	Target Users
☐	391	5D Switzerland Ski fr $1,888	PriceBreaker	Services	03-12-2014 17:38h	31-12-2014 17:38h	Live	NT	All Users
☐	390	Afternoon Ice Cream promotion	Andersen's of Denmark	Food & Restaurant	03-12-2014 17:19h	31-12-2014 17:19h	Live	NT	All Users
☐	389	Follow alert	ALDO	Fashion	03-12-2014 16:08h	31-12-2014 16:08h	Fully Redeemed	NT	All Users
☐	388	Custom range: 20-35 YO	ALDO	Fashion	03-12-2014 15:34h	31-12-2014 15:34h	Live	NT	Age: 20 - 35 Gender: ALL
☐	387	Unspecified age campaign	1st Prize Trading	Homeware & Electronics	03-12-2014 15:16h	31-12-2014 15:16h	Live	NT	Age: UNSPECIFIED Gender: ALL

1. Concierge Users

- Concierge users have access to these tabs:

  - Promotions
  - Alerts
  - Events
  - Coupons
  - Customers
  - Helpdesk

1.1 New Concierge Account

- A Concierge account is required to access *Sprookimanager*™ Administration System.
- Only Admin Users are able to create concierge accounts.
- Once Concierge user is created, Concierge will receive an email to set up their *Sprookimanager*™ password.
- See sample email below:

Welcome to Sprooki   📁   Inbox   x

Sprooki noreply@sprooki.com via sendgrid.info   16:12 (16 minutes ago) ☆
to me ▾

Dear Paola Barcacel,

Your Sprooki Concierge User account, paola.barcacel@gmail.com, has been created.

Please activate and set a new password.

Best regards,
Lend Lease

- ***Client user clicks on 'Please activate and set a new password' to set up unique password and access Sprookimanager***™

1.2 Sign In to your Account

Lend Lease

Sign In

Email ②

Password ③

Forgot your password?

Sign In ④

Powered by sprooki

1. Go to your Sprookimanager™ client website:

   https://lendlease20.sprookimanagerx.com

2. Enter your email address.

3. Enter your password.

4. Click on the **Sign In** button.

2.1 Forgot Password

Sign In

Email

Password

Forgot your password?

① 1

Sign In

Powered by sprooki

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In the event that you forget your password:

1. Click '**Forgot Password**'

3. Navigation (Sidebar Menu)

Lend Lease

Promotions
Alerts
Events
Coupons
Customers
Helpdesk
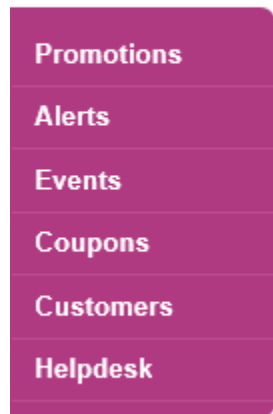
Powered by sprooki

1. **Promotions** :

   ▪ View all promotions and status.

2. **Alerts:**

   ▪ View all events and status

3. **Events:**

   • View all events and status.

4. **Coupons:**

   ▪ View all coupons 'new' and 'redeemed' by users

5. **Customers:**

   • View customers' records

6. **Helpdesk** :

   ▪ Submit a helpdesk request to Sprooki.

4. Promotions
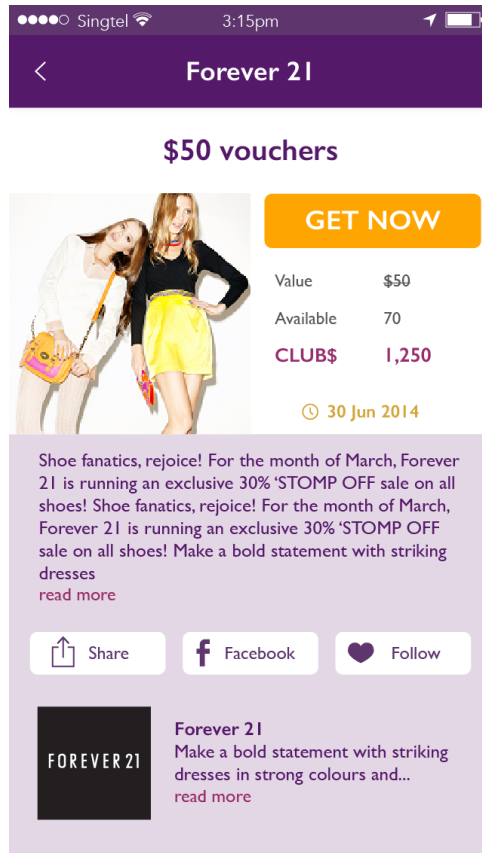
- Promotions appear in the app as coupons for a certain period of time.

- They can be scheduled ahead of time to start on a specific date or immediately.

- Only Admin and Merchant users can submit campaigns through Sprookimanager™.

4.1 Promotions

Welcome Paola Barcacel. You are logged in as a **Concierge User**
User Guide . Change Password . Sign Out

Promotions

Alerts

Events

Coupons

Customers

Helpdesk

Powered by
sprooki

Search Campaigns [   ] [Search]

Filter Campaigns by [All Malls ▾] [All Merchants ▾] [All Types ▾] [Live ▾] [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
☐	448	LNY Special - $5 for $20 Ottoman voucher	313@somerset	Fashion - Apparel	18-01-2015 23:59h	15-02-2015 23:30h	Live	T	All Users	-	1	5	-	1	5	-	-
☐	447	$2 for $5 Gelateria Italia voucher	313@somerset	Dining - Takeaway,Dining - Sweets	18-01-2015 23:30h	31-03-2015 23:30h	Live	T	All Users	-	6	12	-	6	12	-	-
☐	446	$1 for $5 Rip Curl voucher	313@somerset	Lifestyle - Sports	18-01-2015 23:00h	31-03-2015 23:30h	Live	T	All Users	-	9	9	-	9	9	-	-
☐	445	$5 for $20 GUESS voucher	313@somerset	Watches & Jewellery	18-01-2015 23:00h	28-02-2015 23:30h	Live	T	All Users	-	1	5	-	1	5	-	-

- List of all campaigns on SprookiManager.

- Concierge user can filter these by Malls, Merchants, Types, Status (e.g. Live or Ended), Feature Status and Categories.

- Concierge user is not able to publish any campaigns on SprookiManager.

4.2 Promotions: Terms definitions

- CID: campaign ID (unique identifier for that campaign)
- Campaign name: name of the campaign as seen on Tring 313 app.
- Merchant: Merchant which published the campaign (can also be 313@somerset)
- Category: e.g. Fashion
- Start: campaign start date
- End: campaign end date
- Status: you can filter various types of status (Live, Ended, Draft, etc). Those under 'Live' status are the only campaigns that will be visible on the App.
- T/TN: Transactional (Buy Now) or Non Transactional (Get Now).
- Target users: can be 'all users' or targeting certain profiles (e.g. Female)
- Featured: Whether the campaign is tied to a 'Featured Alert' (i.e. a location-based alert)
- Sales volume: number of coupons downloaded by users
- Sales value: applies to Transactional (Buy Now) only. This denotes the $ value of the coupon.
- Refunds: Number of refunds for that campaign.
- Redemption volume: Number of coupons redeemed by users.
- Failed purchase: those users who have cancelled a Buy Now transaction via the PayPal tool.
- Total viewed: total number of 'views' for that particular campaign.
- Total shared: number of times the campaign has been shared by email, SMS, Facebook, etc
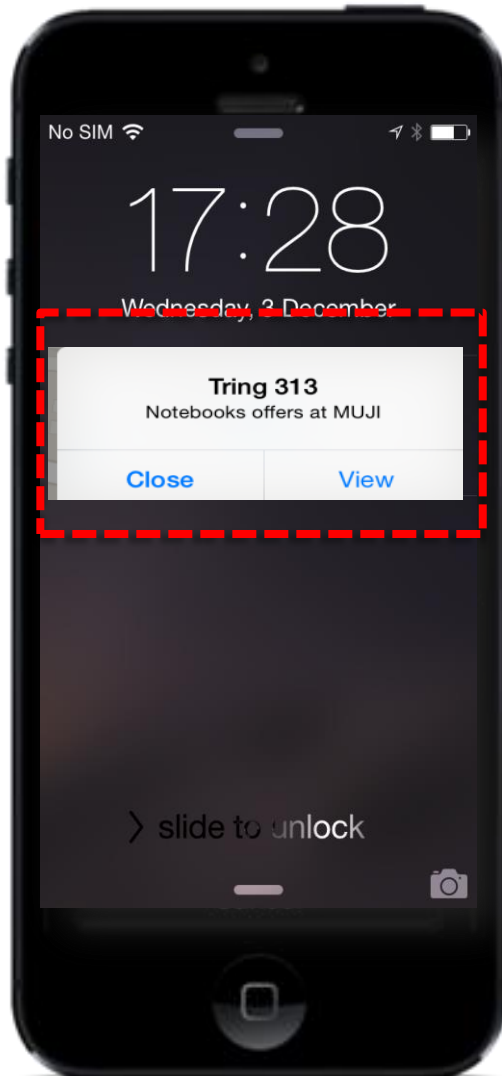
4.3 Merchant Redemption Code

- To view Merchant Redemption codes, follow these steps:

1. Click on relevant campaign.

2. The redemption code will be listed under section 'Merchant & Outlets'
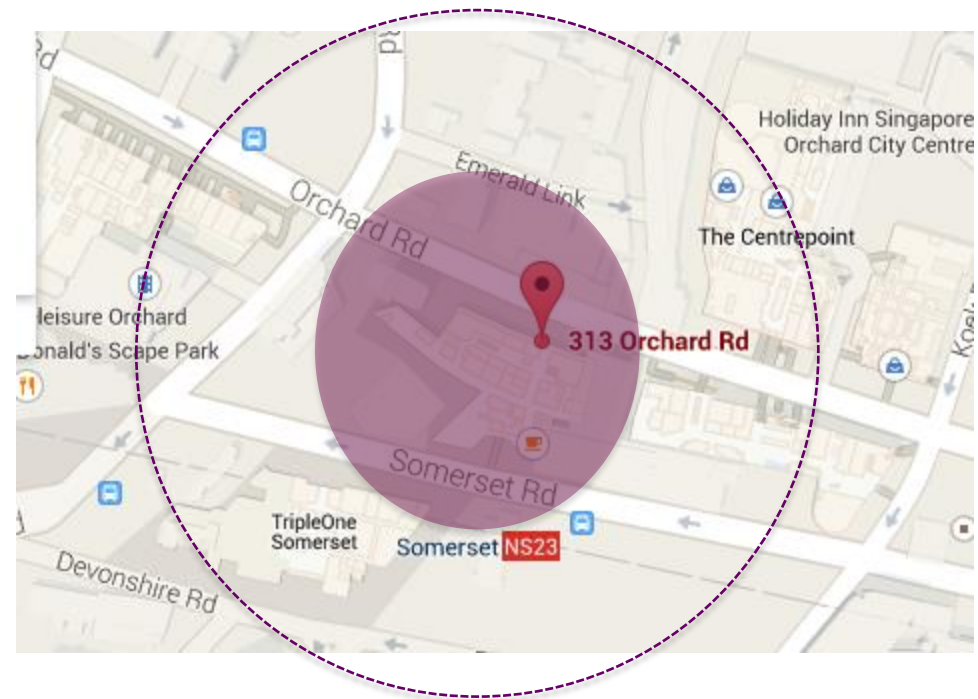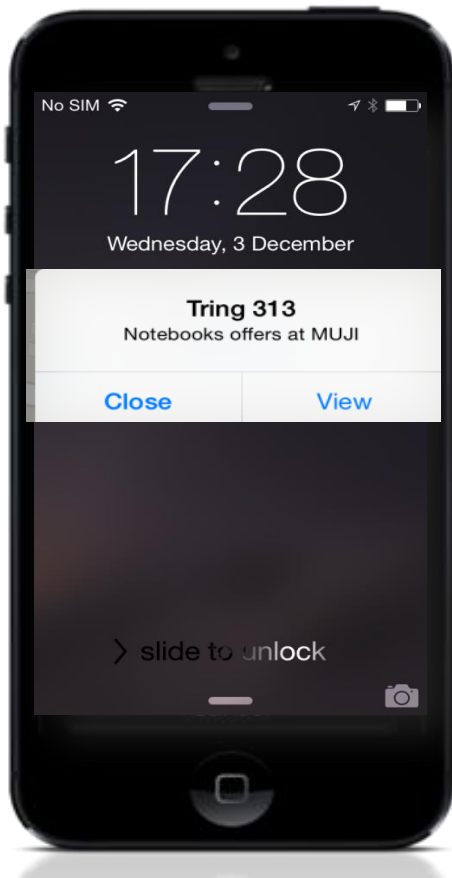
5. Alerts

- Featured Alerts

- General Alerts

5.1 Featured Alert

Mobile User receives an alert within the alert zone or 500 meters from the mall location.

5.1 Featured Alerts

Welcome Paola Barcacel. You are logged in as a **Concierge User**
User Guide . Change Password . Sign Out

Promotions

Alerts

　○ ▶ Featured

　○　General

Events

Coupons

Customers

Helpdesk

Powered by
sprooki

Search Featured Campaigns [　　　　　　　　　] [Search]

Filter Featured Campaigns by [All Applications ▼] [All Merchants ▼] [Filter]

FID	Feature Start	Feature End	Feature Status	CID	Campaign Name	Merchant	Outlets	Cmpgn Start	Cmpgn End	Cmpgn Status	
402	05-12-2014 00:00h	07-12-2014 23:59h	Ended	442	$2.50 for $5 Mochi Sweets voucher	313@somerset (SG)		Mon, Dec 1 2014 9:43 AM	Sun, Dec 7 2014 4:35 PM	Ended	
401	03-12-2014 00:00h	04-12-2014 23:59h	Ended	443	$10 for $20 Ottoman voucher	313@somerset (SG)		Mon, Dec 1 2014 9:58 AM	Sun, Jan 18 2015 11:59 PM	Ended	
400	01-12-2014 10:05h	02-12-2014 23:59h	Ended	441	DEC SUPER DEAL: $10 for $20 Lowrys Farm voucher	313@somerset (SG)		Mon, Dec 1 2014 9:23 AM	Fri, Dec 19 2014 6:39 PM	Ended	
399	15-10-2014 11:13h	16-10-2014 23:59h	Ended	437	OCT SUPER DEAL: $3 for $5 Marche card	313@somerset (SG)		Wed, Oct 15 2014 7:00 AM	Wed, Oct 15 2014 10:27 PM	Ended	

- Location-based alerts, which users see (if the alert has been scheduled) when they are located at least 500m from 313@somerset.
- User's needs to have Location preference switched on their devices.
- They are linked to Campaigns.
- The Concierge user can 'view' all Featured Alerts and filter by Merchant.
- "Featured Start/End" column: denotes the dates and times when the alert began and ended.
- These can only be scheduled by Admin users.

5.2 General Alerts

Lend Lease

Promotions

Alerts

◦ **Featured**

◦ **General** ▶

Events

Coupons

Customers

Helpdesk

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sprooki

Search General Alerts [   ] [Search]

Filter Events by [All Types ▼] [All Statuses ▼] [All Merchants ▼] [All Campaigns ▼] [All Applications ▼] [Filter]

EID	Send Time	Application	Campaign OR General Alert Name	Type	Scheduler	Status
31	Tue, Oct 14 2014 5:52 PM	Tring 313	Discover A Blossoming New Style This Fall	Existing Event	Marc Tonido	Delivered
30	Tue, Sep 30 2014 4:46 PM	Tring 313	Discover A Blossoming New Style This Fall	Existing Event	Esther Poh	Scheduled
29	Sat, Aug 9 2014 9:12 PM	Tring 313	Happy Birthday Singapore	New Event	Esther Poh	Delivered
28	Mon, Aug 4 2014 4:22 PM	Tring 313	Discover Sweet Deals Best Enjoyed With Good Friends	Existing Event	Esther Poh	Delivered
27	Fri, Jun 20 2014 4:56 PM	Tring 313	Great Deals Unlocked!	New Event	Esther Poh	Scheduled
26	Mon, Jun 23 2014 3:17 PM	Tring 313	Hai Di Lao Hot Pot Opening	New Event	Marc Tonido	Delivered
25	Wed, May 28 2014 8:30 AM	Tring 313	FREE Cuppa @ Costa Coffee!	Existing Campaign	Nicholas Kong	Expired

- Alerts that are broadcast to target group or entire app user base (i.e. 'blast out')
- Based on permissions, user can turn off or not allow to receive these.
- Can only be scheduled by Admin Users.
- Can be sent immediately or scheduled for future time.
- They are linked to an existing campaign (event/promotion) or can be sent as a general message.

6. Events

Welcome Paola Barcacel. You are logged in as a **Concierge User**
User Guide . Change Password . Sign Out

Promotions

Alerts

Events ▶

Coupons

Customers

Helpdesk

Powered by
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Search Events [   ] [**Search**]

Filter Events by [All Organisers ▼] [All Status ▼] [**Filter**]

EID	Event Name	Organiser	Campaign Start	Campaign End	Status	Alert (F/G)	Response Vol.	Total Viewed	Total Shared
34	Discover Magic In The Little Moments Together	Location:	Mon, Nov 24 2014 12:15 PM	Sun, Jan 4 2015 11:30 PM	Ended	General	-	-	-
33	Discover A Blossoming New Style This Fall	Location:	Tue, Sep 30 2014 4:28 PM	Sun, Nov 2 2014 11:30 PM	Ended	General	-	-	-
32	Christmas arrives early at 313 !	Merchant: adidas Originals	Tue, Sep 23 2014 9:55 PM	Tue, Sep 30 2014 9:55 PM	Ended	General	-	-	-
31	Discover Sweet Deals Best Enjoyed With	Location:	Thu, Jul 17 2014 3:39 PM	Sun, Aug 10 2014 9:30 PM	Ended	General	-	-	-

- Lists all events published by Admin or Merchant users.
- EID: Event Identifier.
- Event name: event title visible on app.
- Organiser: can be a merchant, 313@somerset or none.
- Campaign start: event start date and time.
- Campaign end: event end date and time.
- Status: either live or ended.
- Alert: General alert is sent to the whole base when an event is published.
- Concierge user can filter event status: Live, Ended, Draft (draft saved by Admin to make changes at a later stage) or Scheduled (has been scheduled for a particular time in the future).

7. Coupons

Promotions

Alerts

Events

Coupons ▶

Customers

Directories

Admin Users

Search Coupons [ ] [Search] [Export]

Filter Coupons by [All Merchants ▼] [Filter]

Date of Purchase	Campaign Name	Promo Code	Customer	Status	Date of Status	Trans ID	Coupon Code	PayPal Trans ID	Campaign Value	Distance	Merchant	Mall	Outlet
19-01-2015 17:06h	$2 for $5 Gelateria Italia voucher	-	Zong Xian	Redeemed	19-01-2015 17:15h	32650	22177	4UY819980J5103111	2	-	313@somerset	-	-
19-01-2015 14:40h	$1 for $5 Rip Curl voucher	-	Carla Mae Mananig	New	19-01-2015 14:40h	32646	22174	7ET87798BD811710A	1	-	313@somerset	-	-

- Lists all coupons downloaded & redeemed by Tring 313 users since the App's launch date.
- Concierge user is able to view and filter coupons by Merchant.
- Date of purchase: date when coupon was downloaded.
- Promo code: only appears if Merchant or Admin user has used a particular Promotion Code for the campaign.
- Customer: name and surname.
- Status: 'New' (customers has downloaded it, but not redeemed yet); or 'Redeemed" (customer has redeemed)
- Date of Status: date & time of the last 'action'. In the first example, the coupon was purchased at 17:06, and redeemed at 17:15.
- Trans ID: transaction ID
- Coupon code: internal coupon code number
- PayPal Trans ID: applies to Transactional (Buy Now) offers only.
- Campaign value: Coupon value in S$ (in the first example above, coupon value is S$ 2)
- Distance: when coupon has been redeemed: the distance between the location where user has redeemed the coupon and 313@somerset
- Merchant: list of merchant that has published the campaign

7.1 Coupons – Manual redemption

rchant	Mall	Outlet	Notes		
@somerset	-	-		Refund	Redeem
@somerset	-	-		Refund	Redeem
@somerset	-	-		Refund	Redeem
@somerset					

Manual coupon Redemption:

- Concierge Users can manually redeem coupons on SprookiManager.
- Only Admin Users are able to process refunds on SprookiManager.
- We recommend Manual redemptions are done only in the event that you are not able to Redeem coupons on the Customer's device.

How to manually redeem coupons:
1. Identify coupon to be redeemed.
2. Add a note on the relevant row, for internal reference.
3. Click on the 'Redeem' button.
4. The coupon status will change from 'new' to 'redeem' automatically on Sprooki Manager.

- Please speak with your Concierge Team Leader to get approval prior to completing this action if necessary.

8. Customers

Welcome Paola Barcacel. You are logged in as a **Concierge User**
User Guide . Change Password . Sign Out

Lend Lease

- Promotions
- Alerts
- Events
- Coupons
- **Customers**
- Helpdesk

Powered by sprooki

Search Customer

[   ] [Search]

Filter Customers by

[All Malls ▾] [All Gender ▾] [All Ages ▾] [Filter]

	UID	Email	Given Name	Family Name	Total Viewed	Viewed Alert	Viewed Browse	Total Shared	Shared SMS	Shared Social	Shared Email	Following Merchants	Following Outlets	Coupons Purchased	Refnds	Failed Purch	Gender	D.O.B.	Mobile Number
☐	12657	angel_shards@hotmail.com	Zong	Xian	12	0	12	0	0	0	0	0	0	1	1	1	Male	19 1993 Oct	
☐	12656	theresa.honly@yahoo.com.sg	Theresa	Hon	1	0	1	0	0	0	0	0	0	0	0	0	Female	03 1973 Mar	
☐	12655	bilal@sprooki.com	Bilal	B	2	0	2	0	0	0	0	0	0	0	0	0	-	-	66666666
☐	12654	regina_harmoni@yahoo.com.sg	Regina	Ho	2	0	2	0	0	0	0	0	0	0	0	0	Female	02 1961 Dec	
☐	12653	kitiai2009@gmail.com	Atsuhiko	Kitamura	3	0	3	0	0	0	0	0	0	0	0	0	Male	18 1968 Apr	

- **Concierge users have access to all Customer data, so please keep this information confidential.**
- UID: User identifier.
- Email: customer's email address, used to register to the app.
- Given name and Family names: provided during registration.
- Total viewed: TOTAL number of campaigns viewed by that customer since the customer downloaded the app.
- Vieweled alert: number of campaigns viewed by that customer from an alert (e.g. Featured or General alert)
- Viewed browse: number of campaigns viewed by customers just by browsing through the app.
- Total shared: shared campaigns, events, or merchant details via SMS, Email, Facebook, etc.
- Shared via SMS, Social, Email: volume of shared campaigns or events or merchant details via different options.

8. Customers

Welcome Paola Barcacel. You are logged in as a **Concierge User**
User Guide . Change Password . Sign Out

Search Customer

[   ] [Search]

Filter Customers by

[All Malls ▼] [All Gender ▼] [All Ages ▼] [Filter]

☐	UID	Email	Given Name	Family Name	Total Viewed	Viewed Alert	Viewed Browse	Total Shared	Shared SMS	Shared Social	Shared Email	Following Merchants	Following Outlets	Coupons Purchased	Refnds	Failed Purch	Gender	D.O.B.	Mobile Number
☐	12657	angel_shards@hotmail.com	Zong	Xian	12	0	12	0	0	0	0	0	0	1	1	1	Male	19 1993 Oct	
☐	12656	theresa.honly@yahoo.com.sg	Theresa	Hon	1	0	1	0	0	0	0	0	0	0	0	0	Female	03 1973 Mar	
☐	12655	bilal@sprooki.com	Bilal	B	2	0	2	0	0	0	0	0	0	0	0	0	-	-	66666666
☐	12654	regina_harmoni@yahoo.com.sg	Regina	Ho	2	0	2	0	0	0	0	0	0	0	0	0	Female	02 1961 Dec	
☐	12653	kitjai2009@gmail.com	Atsuhiko	Kitamura	3	0	3	0	0	0	0	0	0	0	0	0	Male	18 1968 Apr	

- Following: total number of merchants followed by that customer.
- Following outlets: same as above.
- Coupons purchased: coupons downlaoded by customer.
- Refunds: Total # of refunds processed for that customer.
- Failed purchase: if a customer has cancelled a PayPal transaction.
- Gender: gender will be visible if the customer has specified it during app registration.
- DOB: date of birth.
- Mobile number: will be visible if the customer has specified it during app registration.

9. Helpdesk

If you encounter a problem that you cannot resolve by yourself, please submit a ticket through Helpdesk for assistance.

Most common customer incidents

User Support incidents are most likely to relate to:

➢ Device Connectivity issues (no network coverage)
  ▪ Can't download coupons
  ▪ Can't view coupons

➢ Customer device issues
  ▪ User on devices pre-dating iOS 6 or Android 2.3 that can't download
  ▪ User device memory low (lots of apps running)
  ▪ User has too many apps open at once (memory)
  ▪ Users on iPads relying on Wifi networks only

➢ Refunds
  ▪ Post-redemption – store refund terms apply

➢ User Account
  ▪ User has multiple accounts and can't remember which account they downloaded coupons
  ▪ User forgets password
  ▪ User signs in first time with local email, then tries to sign in second time with Facebook

Merchant support incidents are most likely to relate to:

➢ Staff
  ▪ Staff unaware of Mobile App or how to handle redemption
  ▪ Staff unaware of Outlet Redemption code
  ▪ Share redemption code with Users

9.1 Helpdesk

Lend Lease

Campaigns
Directories
Helpdesk ▶ (1)
Reports

Powered by sprooki
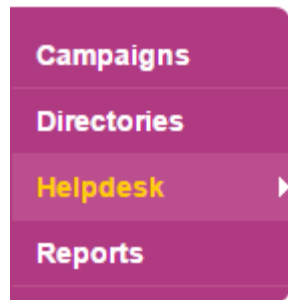
1. Click on **Helpdesk** tab on the navigation tab.

9.1 Helpdesk

*Issue Type

Technical / Bugs ▼

*Summary of issue

*Reporter Name Customer or Merchant or Admin User

Reporter contact number

③

Reporter contact email

App Username Email used when registering

④

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

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

⑤

Attachments (*.png,*.jpg,*.jpeg,*.gif)

⑥

Choose Files No file chosen

Submit **⑦**

*Denotes mandatory field.

Note: For urgent issues, please call +86 90894068.

User Guide

---

3. Enter a summary of the issue and your name.

4. Enter the following details (optional):

   ▪ Your contact number.
   ▪ Enter your contact email.

   If you are trying to resolve the customers issue:
   ▪ Enter the app username
   ▪ Enter the coupon code (if applicable)

5. Enter the description of issue.

6. Attach a screenshot of the customer's device displaying the issue (if possible).

7. Click on **Submit.**

9.1 Helpdesk

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

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

Priorities & Response Times

Priority	Description	Response Time from receipt of notice by Sprooki
Severity 1	Sprooki software not operational and with no work-around.	Within 4 hours (during Support Hours).
Severity 2	Errors to software functionality or intermittent loss of system across parts of the platform with no work around.	Within 1 Business Day (during Support Hours).
Severity 3	All other Errors and Customer support issues with no work around identified.	Within 3 Business Days.

Important Note:

Sprooki can only respond to technical issues which can be reproduced by Sprooki. Sprooki will require information regarding the steps taken by the customer to reproduce a technical error.

Support Obligations

Customer Support Obligations

▸ **Support Obligations**

<u>313@somerset Admin is the first contact point for support</u>.

- App users are likely to contact with PP via email or visit outlet.
- 313@somerset is responsible for:
    - Collecting accurate data regarding the error or incident.
    - Attempting to self-diagnose & resolve incidents prior to contact Sprooki via
    - Check SprookiManager and FAQs references provided.
    - Lodging a support incident to Sprooki Helpdesk

<u>Support references provided by Sprooki:</u>

- Universal Coupon Terms appearing on each coupon.
- User Terms & Condition and Privacy Policy accepted by user when they register.
- FAQs link in the app.
- Admin Staff can check individual user coupon and usage history via Sprookimanager™ system. https://lendlease20.sprookimanagerx.com

- Any customer incidents or technical errors which cannot be resolved by Admin staff and for which there are no relevant FAQs, are to be communicated to Sprooki via the Helpdesk support.

Customer Support Obligations

▸ **Sprooki Helpdesk Support**

- Operates <u>between 9.00 am and 6.00 pm, Monday to Friday</u> Singapore time on Business Days (excludes Public Holidays)

- Accessed via website and email.
    - Website access: https://lendlease20.sprookimanagerx.com

    - Suggested browsers to access Sprooki Manager: Chrome, Firefox (also works on Internet Explorer 10 and above)
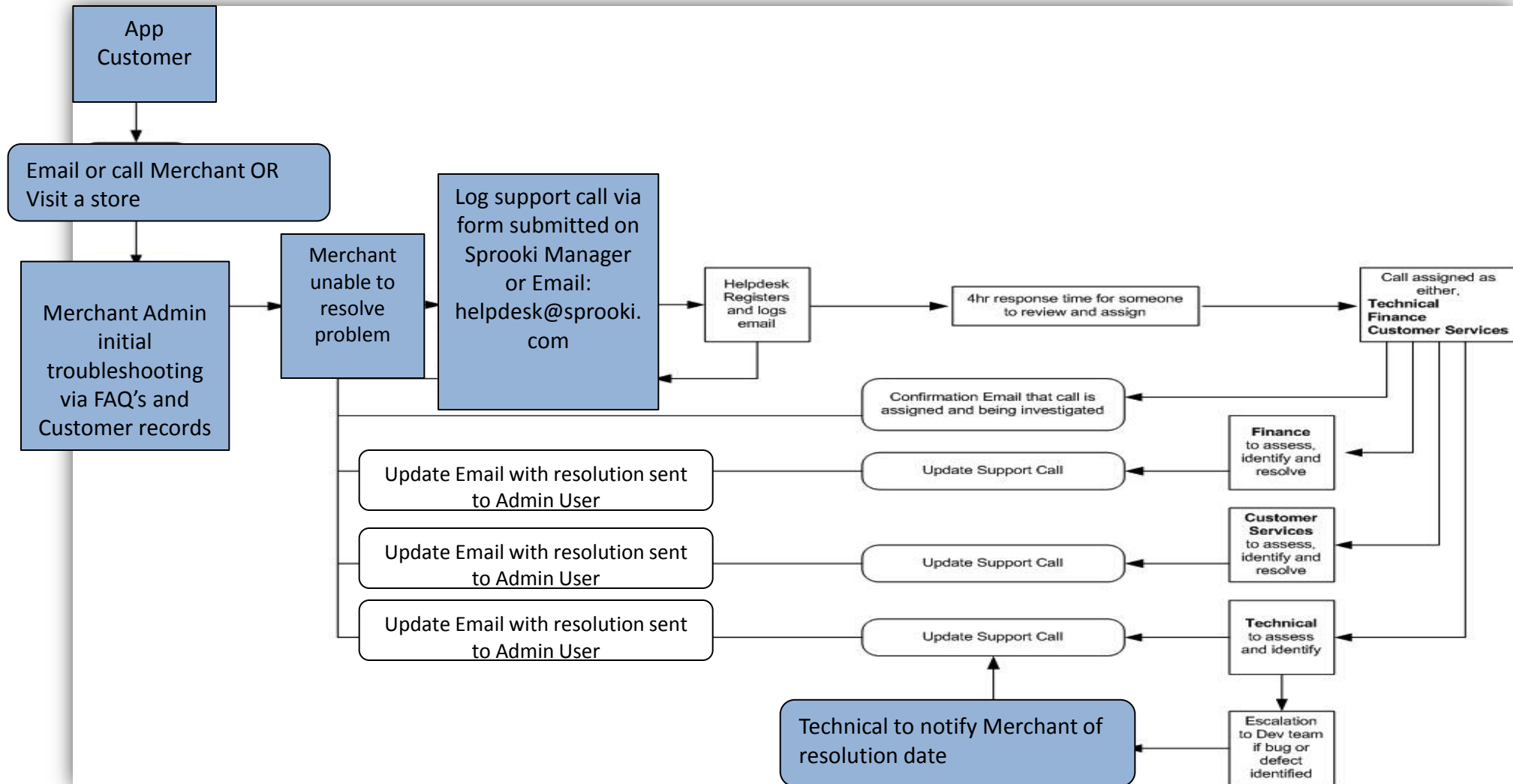   - Email access: helpdesk@sprooki.com

Customer Support Obligations

- Notify Sprooki immediately of the support incident providing the following details:
  - Issue Type (Technical, Product, Payment, Refund etc…)
  - Summary of issue
  - Customer Name
  - Customer App username
  - Customer contact number & email
  - Coupon code (if applicable)
  - Description of issue and/or steps taken to reproduce issue (for Technical issues)

- Upon receipt of support incident, Sprooki will:
  - Recognise support incident when lodged and provide a support ticket number via reply email.
  - Allocate a priority to the incident based on the severity of the issue.
  - Respond via support website and email with timeframe provided for that severity.

Customer Support Processes

```
┌─────────────┐
│    App      │
│  Customer   │
└──────┬──────┘
       │
       ▼
┌────────────────────────┐
│ Email or call Merchant  │
│ OR Visit a store        │
└──────┬─────────────────┘
       │
       ▼
┌──────────────────┐     ┌─────────────┐     ┌──────────────────┐     ┌─────────────────┐     ┌──────────────────┐     ┌─────────────────────┐
│ Merchant Admin   │────▶│  Merchant   │────▶│ Log support call │────▶│ Helpdesk        │────▶│ 4hr response     │────▶│ Call assigned as    │
│ initial          │     │  unable to  │     │ via form         │     │ Registers and   │     │ time for someone │     │ either,             │
│ troubleshooting  │     │  resolve    │     │ submitted on     │     │ logs email      │     │ to review and    │     │ Technical           │
│ via FAQ's and    │     │  problem    │     │ Sprooki Manager  │     │                 │     │ assign           │     │ Finance             │
│ Customer records │     │             │     │ or Email:        │     │                 │     │                  │     │ Customer Services   │
│                  │     │             │     │ helpdesk@sprooki.│     │                 │     │                  │     │                     │
│                  │     │             │     │ com              │     │                 │     │                  │     │                     │
└──────────────────┘     └─────────────┘     └──────────────────┘     └─────────────┘     └──────────────────┘     └─────────────────────┘
```

Confirmation Email that call is assigned and being investigated

Update Email with resolution sent to Admin User ◀── Update Support Call ◀── Finance to assess, identify and resolve

Update Email with resolution sent to Admin User ◀── Update Support Call ◀── Customer Services to assess, identify and resolve

Update Email with resolution sent to Admin User ◀── Update Support Call ◀── Technical to assess and identify

Technical to notify Merchant of resolution date

Escalation to Dev team if bug or defect identified

Refund Policy

➤ Any refund requests prior to the redemption of a coupon are at the discretion of 313@somerset Brands and will be evaluated on a case by case basis.

➤ Any refund requests received after redemption of a coupon are at the discretion of the outlet and depend on 313@somerset's and the outlet's refund policy and terms of the coupon or offer provided through 313@somerset.
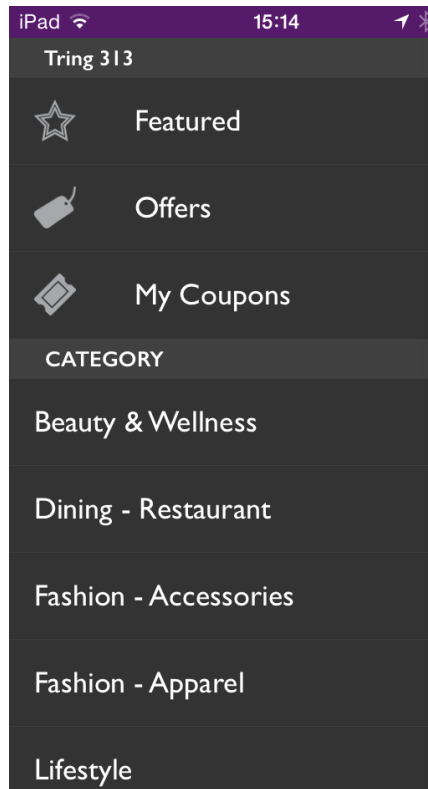
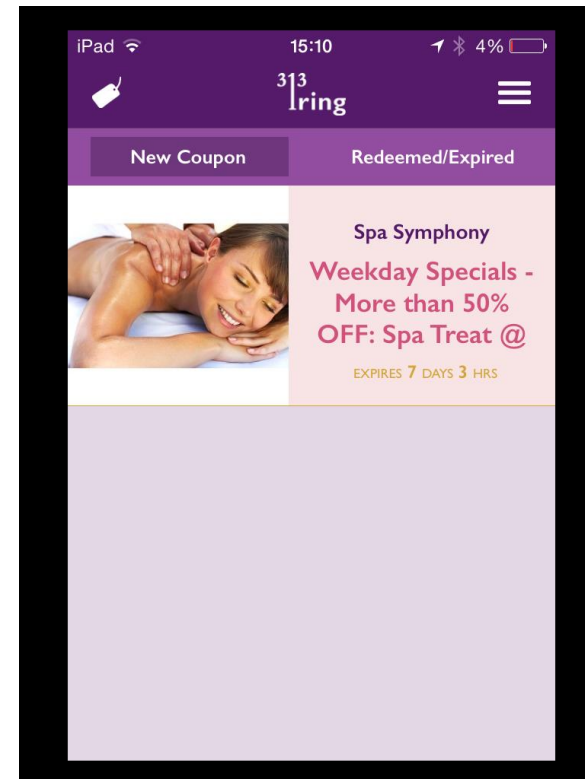# Redemption Demonstration

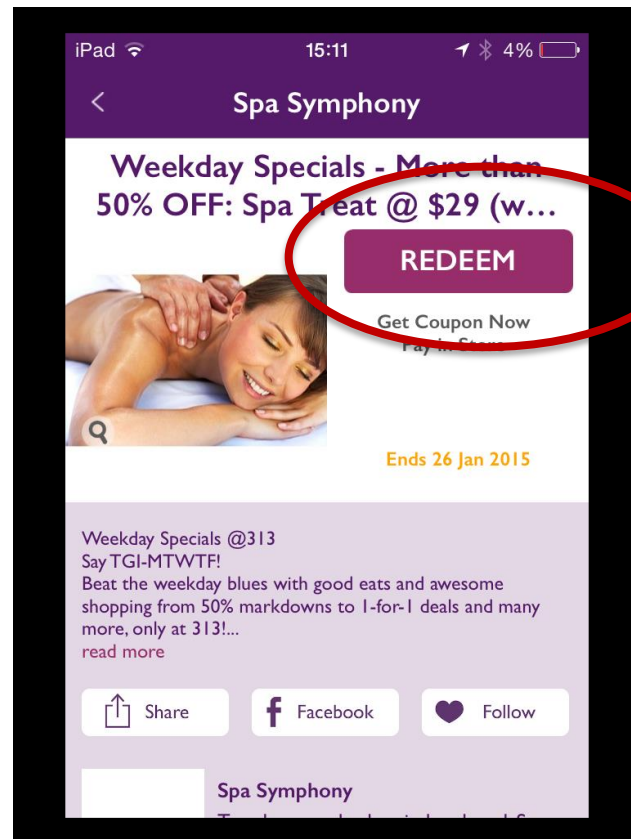# Redemption Demonstration

Step 1:
User finds coupon in "My Coupons"

Step 2:
User selects coupon to redeem in "New Coupons"

Redemption Demonstration

Step 3:
User Clicks on "Redeem"

Redemption Demonstration
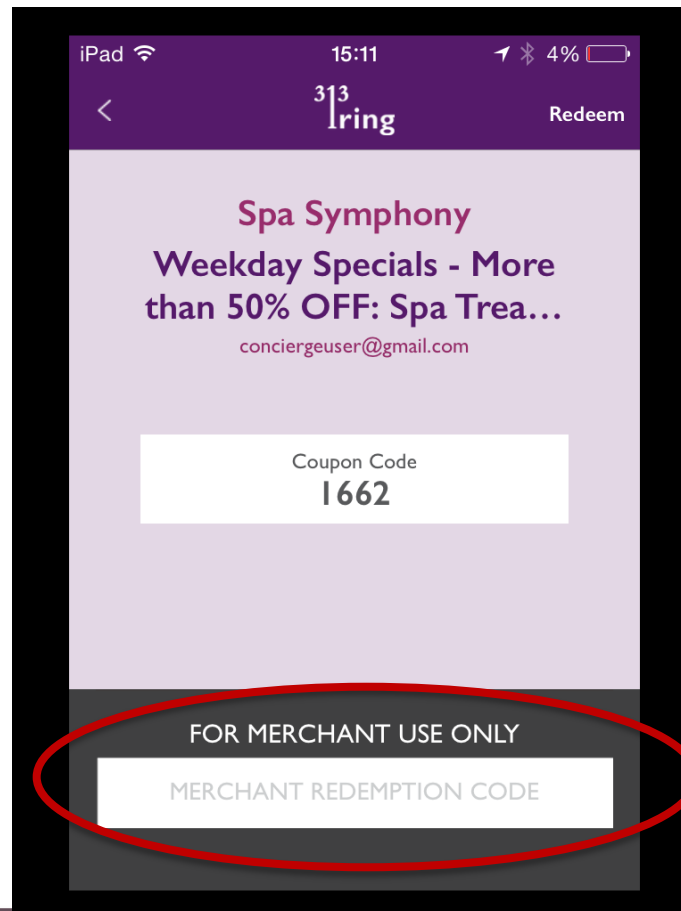
- Enter merchant code before proceeding with payment transaction and before handing goods to customer

- Code is confidential
DO NOT share it with customers

- Enter code on customer's mobile screen

Redemption Demonstration

Step 5:
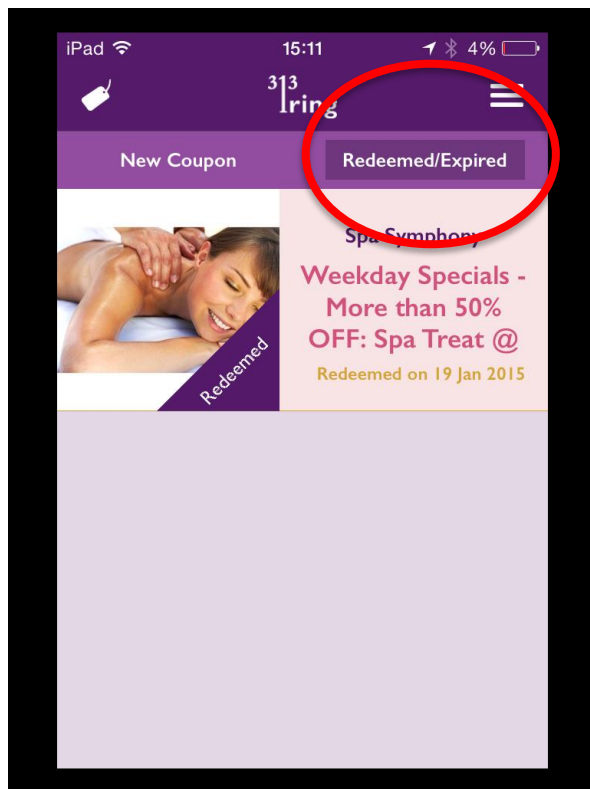Merchant / Retailer Touch on "Redeem"
button **ONCE**
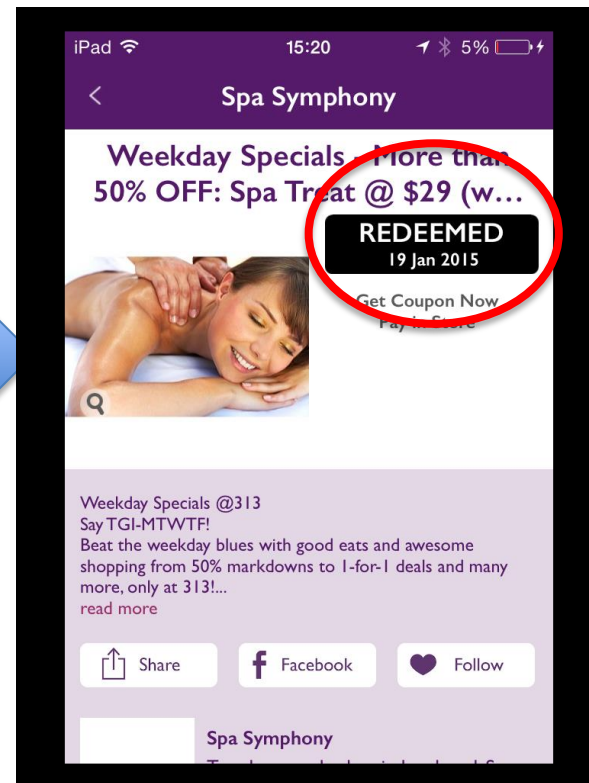(upper right)
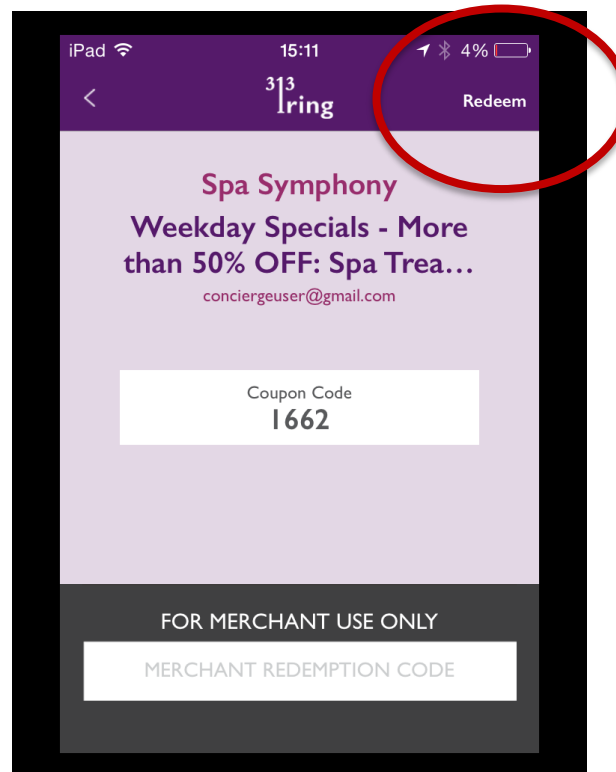
Redemption Demonstration

Step 6:
Merchant / Retailer Checks coupon under "Redeemed/Expired"
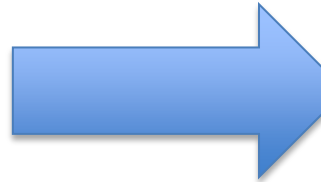
Step 7:
Collect Payment and / or Provide Goods to Customer

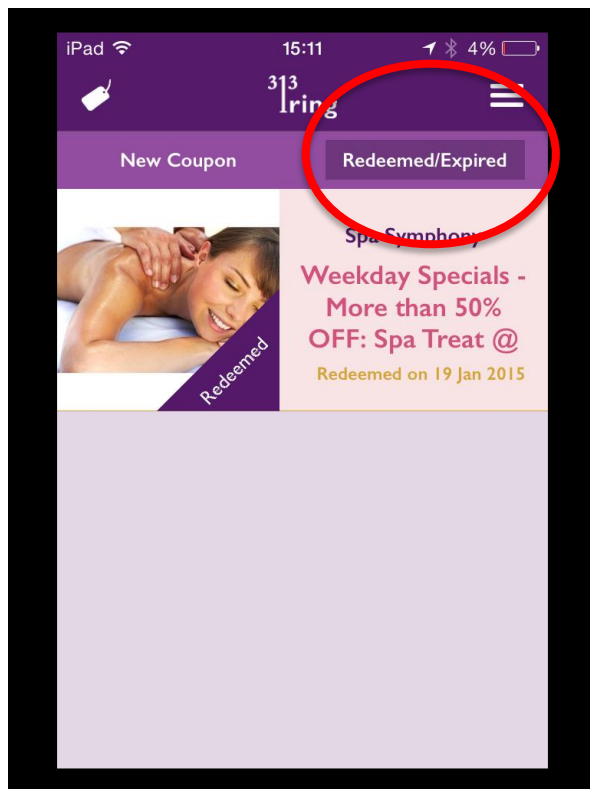# Redemption Demonstration – Buy Now

<table>
<tr>
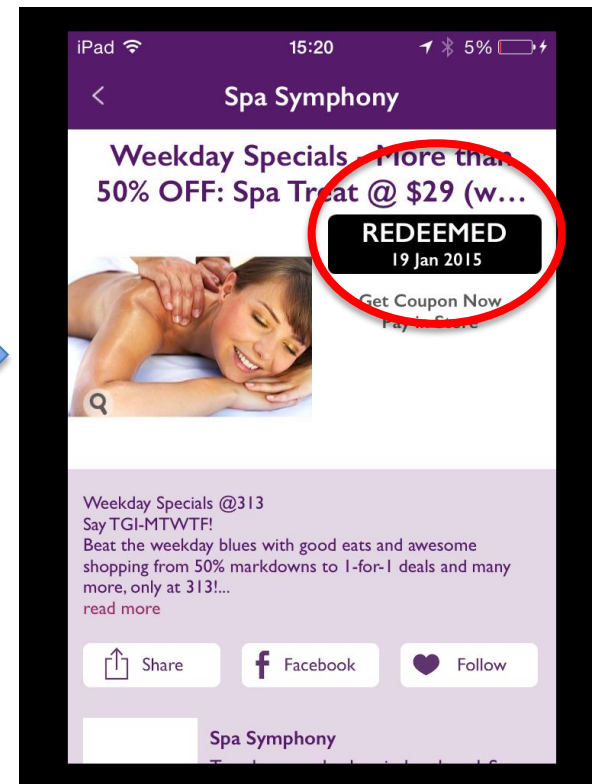<td><u>Step 6:</u>
Merchant / Retailer Checks coupon
under "Redeemed/Expired"</td>
<td><u>Step 7:</u>
Provide Goods to Customer – NO NEED TO COLLECT PAYMENT</td>
</tr>
</table>

Offers' Terms & Conditions

➢ The coupon must be shown by the customer on their mobile device (not on a printed copy or any other display)

➢ Coupons must be used in a single visit (unless merchant agrees otherwise)

➢ Coupons are not exchangeable for cash or goods/services other than those described in the offer

➢ coupons are not valid with any other offers, promotions, coupons, discounts, or privilege cards, unless stipulated on the coupon offer terms

➢ All coupons are subject to availability

➢ Retailer/Merchant or Concierge Team **SHOULD NOT** lend their own personal mobile device to verify coupons to any 313@somerset app user.

➢ It is encouraged that Admin/Marketing/Concierge send enquiries, clarifications for 313@somerset via **Helpdesk** in SprookiManager system.

➢ **Offer/coupon terms apply in addition to specific merchant/retailer T&Cs.**

Customers' frequently asked questions

FAQs

✓ **What does this application do for me?**

The Tring 313 mobile application brings users a revolutionary service that utilizes location-based targeting technology. It is available on connected Android and iOS devices (iPhones, iPods and iPads) and helps users discover exclusive offers and promotions from selected stores in Stores Specialists, Inc. within walking distance from your current location.

✓ **How do I download it?**

The application is available for download from the Apple App Store and Google Play Store. Visit the Store via your device by tapping on the 'App Store' or 'Play Store' app, or go to the App Store within iTunes for iOS devices and search for '313@somerset.' or 'Tring 313".

Download the app and if via a desktop/laptop, sync your device to ensure that the application is available on your mobile device. You will be required to launch the application at least once to ensure that you receive messages relevant to your location.

✓ **Does Tring 313 cost anything?**

The application is FREE to download, browse offers/deals and to receive application alerts. Once the app has been installed on your device, you will be able to search for offers/deals that you would like to download.

✓ **Is there a similar Blackberry or Windows App available for download?**

At the moment, the application is only available for Android v2.3 and upwards or Apple iOS 6 and upwards platforms.

✓ **What is the difference between Tring 313 and other apps which offer similar offers/deals/discounts?**

Unlike other generic deals apps, this application is exclusive to 313@somerset. It brings together all the best offers and latest news from our brands and consolidates them for easy viewing by users.

FAQs

✓ **How do I view/receive featured offers/deals?**

When you are within walking distance of the mall, you will receive one (1) application alert of a featured offer or promotion. Other offers/ are also available for viewing via the 'Offers' section.

✓ **How do I download an offer?**

From the application alert, touch 'View' to go to the Offer Details page. On the Offer Details page, touch 'Get Now' or 'Buy Now'. For new users, you will be required to sign up before downloading or purchasing any coupons. For existing users, you are required to sign in. Once the download is successful, you will receive the coupon in question saved in 'My Coupons'.

✓ **I have downloaded Tring 313, but I am not receiving alerts. Why is this so?**

The application utilizes location-based technology to send alerts to users and relies on individual users' location settings. In order for alerts to be sent, Location Services should be set to 'ON'. To turn on Location Services for iOS devices, visit 'Settings' > 'Privacy' > 'Location Services' > 'ON'. Scroll down to find this Application and select 'ON'. To turn on Location Service for Android devices, visit 'Settings'>'Location Services' or 'Location and security'> 'ON'

✓ **What is meant by "walking distance"?**

This refers to a pre-defined distance around the store or mall and may be anywhere between 50-metres and 500-metres.

✓ **When can I redeem my coupon offer?**

Once downloaded, your coupon can be redeemed at any time, including the same day, prior to the expiry date of the coupon and during the retailer's normal operating hours. For a selection of coupons, you may be required to make an advanced booking prior to the coupon expiry date. To avoid disappointment, please refer to specific coupon terms and conditions for more details.

FAQs

✓ **My app crashed when I tried to download a coupon.**

If this has happens to you, please ensure that all apps running in the background have been closed off first, then try again.

Follow the steps below to close off all apps running in the background on iOS devices:

1. Press the Home button to ensure that you are at the Home screen
2. Double-press the Home button. The app tray will appear.
3. Tap and hold the Application icon. After a while, the app icons should be jiggling and minus (-) signs should appear on all top right hand corners.
4. Tap the minus (-) sign that corresponds to the application. This action closes the app completely.
5. Press the Home button once to stabilize apps again, and another time to exit to the Home screen.
6. Wait for 5 – 10 seconds before relaunching the Application (by tapping the app icon).

✓ **I have feedback that I think would be a valuable addition in improving this app. How do I communicate these ideas to you?**

We take feedback very seriously and would love to hear from you if you have suggestions on how our Application can be improved to facilitate a smoother user experience for all. Please send in all feedback and/or suggestions to 313somerset@lendlease.com or via the Contact Us form in the 313@somerset application.

✓ **Can users download a coupon without Wi-Fi or 3G/4G connection?**

No. App users need either Wi-Fi, 3G or 4G connection to download coupons.

✓ **Can merchants redeem coupons without Wi-Fi or 3G/4G connection?**

Yes. Merchants can enter their merchant codes and redeem coupons if the handset does not have Wi-Fi, 3G or 4G connection.

FAQs

✓ **I am unable to view any offers / promotions on the application and my screen is not showing that it is loading.**

The first time you launch the application, the most recent information is loaded from the server. This may take a few seconds or minutes, depending on your network. The application requires a connection through either mobile data (3G+) or internet network (Wi-Fi) to load recent information and to fully function.

✓ **How do I check if there is an issue with my network or internet connection?**

The application requires either a connection through mobile data (3G+) or internet network (Wi-Fi) to load recent information and to fully function. If the app is not functioning correctly, it is likely that your network signal strength is weak, OR the network is experiencing high traffic volume at the time.

As a guide, please follow the steps below to troubleshoot and rectify the issue:
1. Check the signal strength on your mobile device (at least 3 bars is recommended)
2. If a wireless (Wi-Fi) network is available, connect to it for greater stability.

If your mobile device's signal strength is good, attempt the following steps to resume normal functionality:
3. Press the Home button to ensure that you are at the Home screen
4. Double-press the Home button. The app tray should appear.
5. Tap and hold the App icon. After a while, the app icons should be jiggling and minus (-) signs should appear on all top right hand corners.
6. Tap the minus (-) sign that corresponds to the Tring 313 app. This action closes the app completely.
7. Press the Home button once to stabilize apps again, and another time to exit to the Home screen.
8. Wait for 5 – 10 seconds before relaunching the Tring 313 App (by tapping the app icon).

FAQs

✓ **On Redemption, after typing 'Redemption Code' merchant/retailer touch 'Redeem' button and gets this message: "coupon is already redeemed"**

Chances are merchant/retailer has pressed the 'Redeem' button more than once, thus the message may appear

If the app slows down after this process, it is advisable to close the app, and re-launch once again. Redemption process can proceed.

✓ **If I am nowhere near the store location, can I still use the app?**

Yes, you will still be able to use the Application if you are not near a store. You will still be able to launch and browse the application to view, download coupons, but will not receive location-relevant alerts.

✓ **Is the Tring 313 app available on tablets?**

The Tring 313 App is available on Apple iPads, but unfortunately it's not available on Android tablets as of yet.

✓ **If all suggested actions are taken, and issue/s are still not resolved, please immediately send a report to SprookiManager via the Helpdesk section.**