



Invigor Mobile Engagement System

*M Malls User Guide
Mobile Application and Invigor Loyalty Manager*

2018

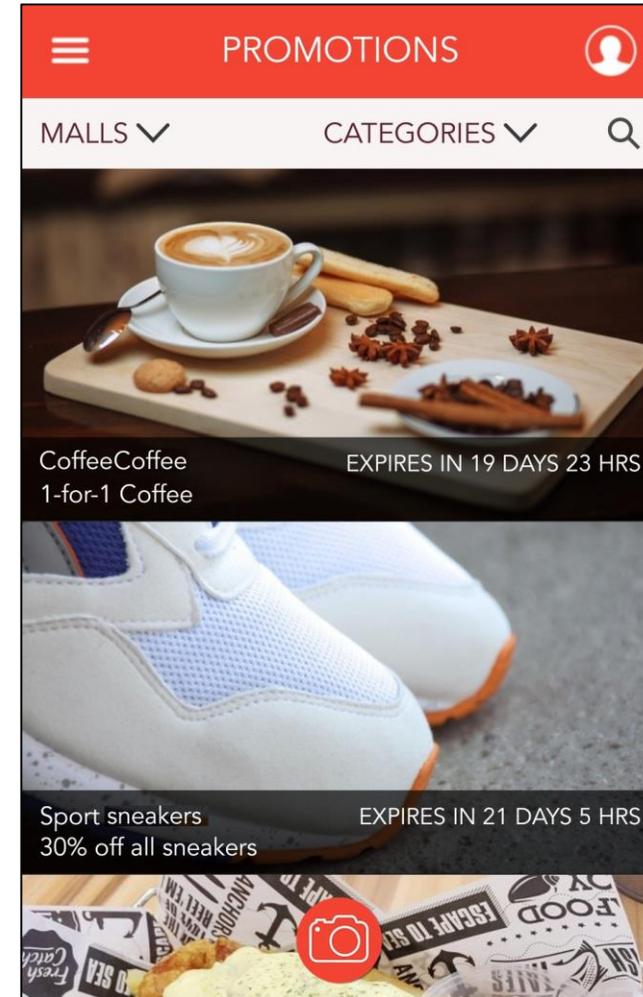
From the Invigor Projects Team

1. Application – (LHM) Promotions

The **Promotions** tab is where all merchants will display their current promotions.

Left hand Menu > Promotions

- Promotions do not need a specific price point.
- Promotions may be a premium/gift, product bundle or discount offer over a range of products/services
- The in-app voucher download will be saved in the app under **‘My Vouchers.’** The voucher will have expiry reminders.
- Vouchers have an expiry date.
- Instore redemption and payment at point of sale
- Ideal for broad offers, new products & promos.

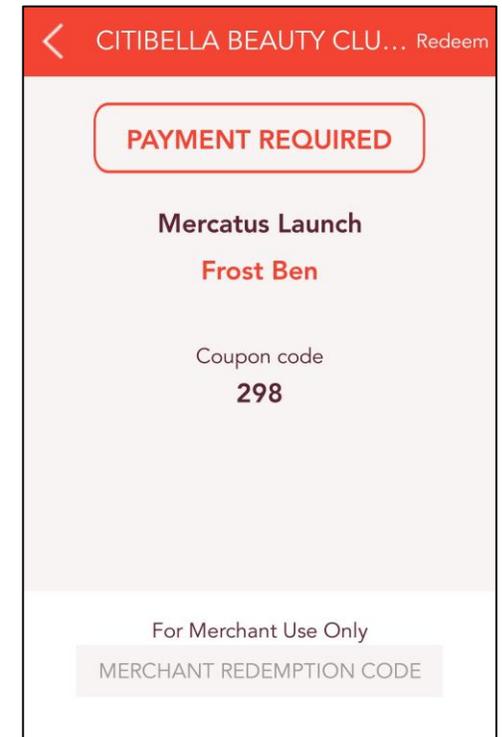
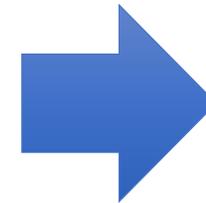
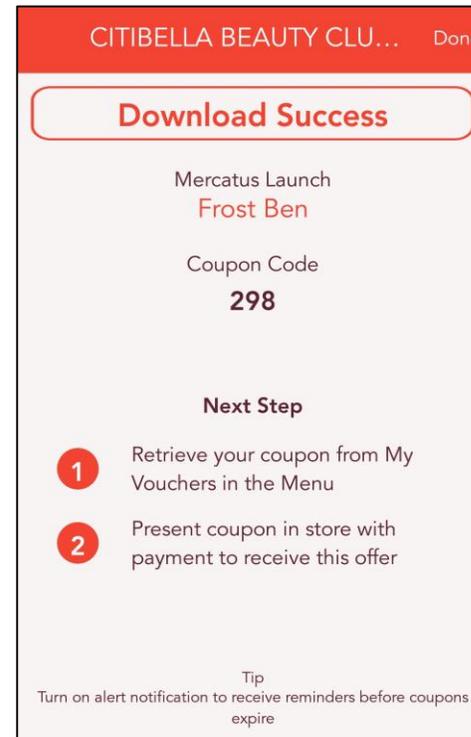
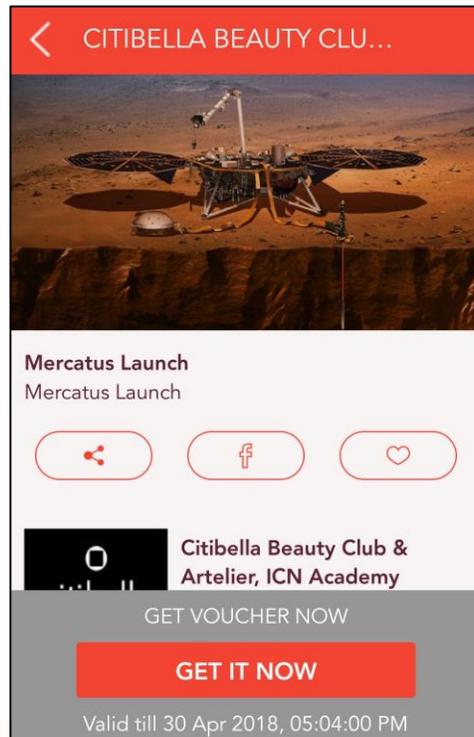


1. Promo: View → Download → Redeem

When a customer finds a valid promotions they can click on **'Get it Now'** to save the voucher.

Customer will be presented with a confirmation. Vouchers are viewable in **Left Hand Menu > My Vouchers**

The customer will show this screen to the Merchant in order to redeem their voucher.

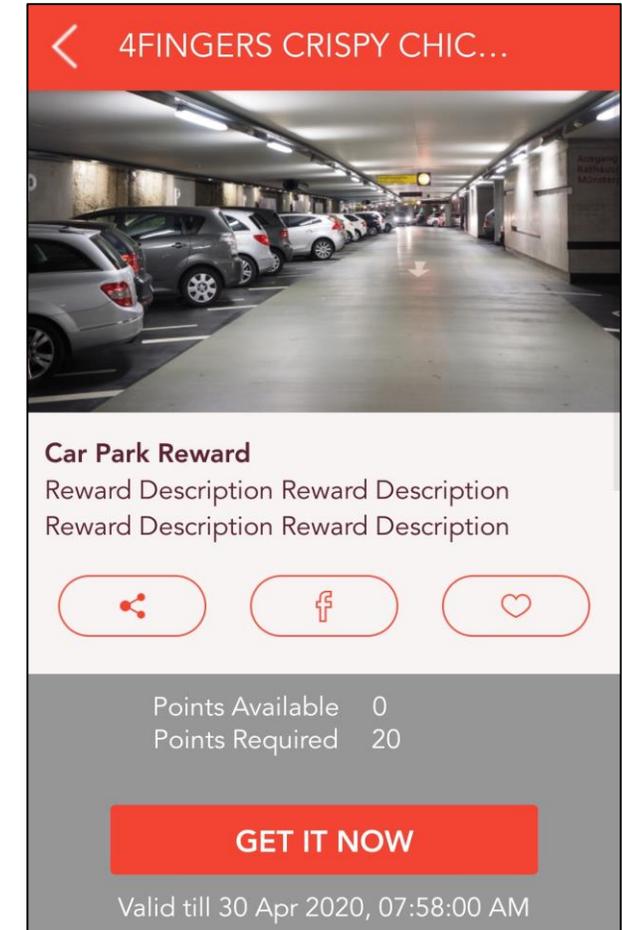
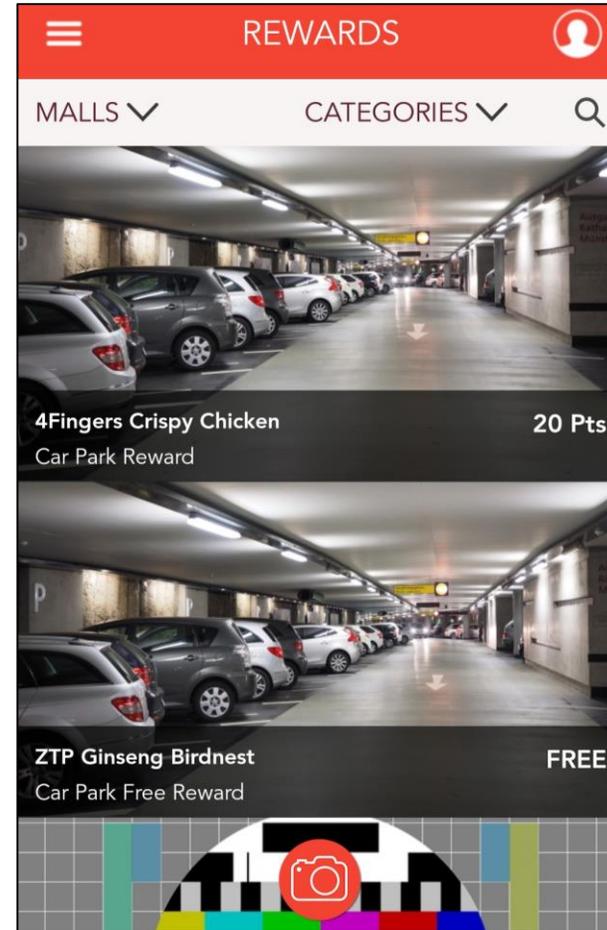


1. Application – (LHM)Rewards

The **Rewards** tab is where all merchants will display their current rewards.

Left hand Menu > Promotions

- All members can view rewards but only those members who qualify can download reward voucher.
- Voucher is saved under **“My Vouchers”** and redeemed in store or at customer service like a Promotion [Get Now] voucher.



1. Application – Car Park Rewards

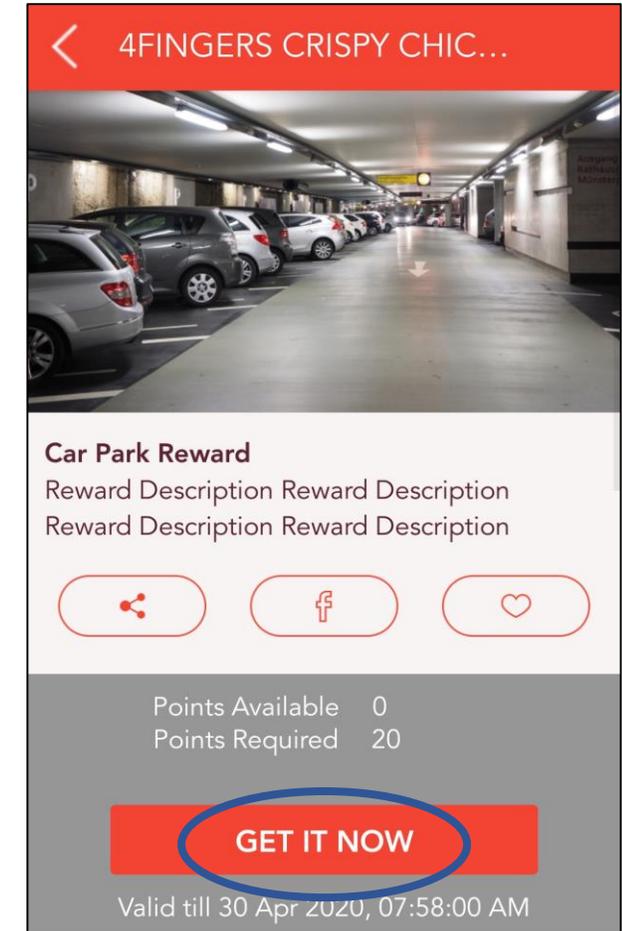
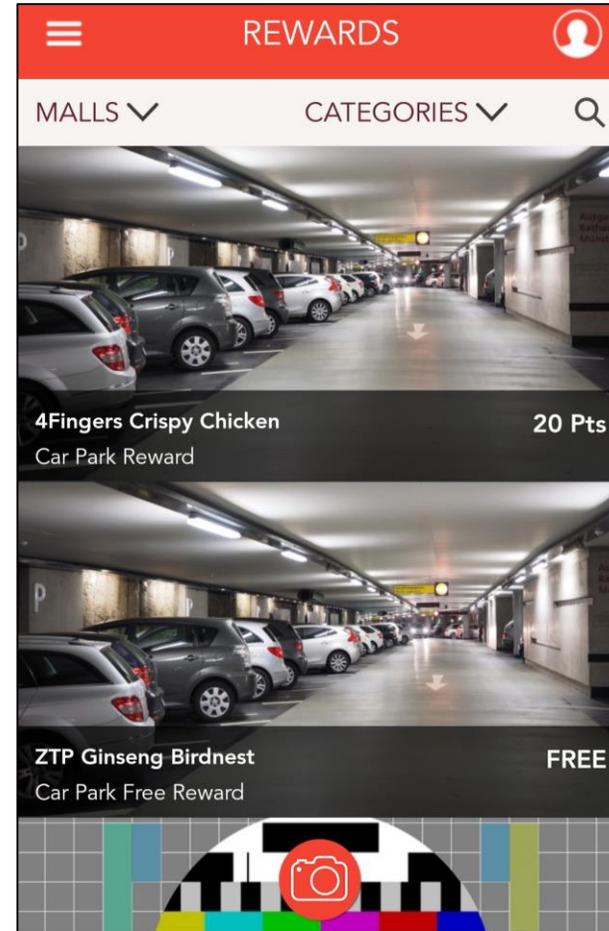
Customers have the ability to obtain **Car Park** vouchers. These can be found in **Left hand Menu > Rewards**.

To obtain a voucher, the customer must click on the desired reward, and then click on the **'Get it Now'** button.

(Note: If the customer does not have an IU & Licence Plate registered against their profile, then they will be unable to collect the reward, and will be redirected to 'My Profile')

Once the voucher has been obtained, the customer simply has to drive out of the mall within the designated time period.

If they do not leave within the designated time period, then the voucher will expire, the points refunded to their account, and the voucher returned back to the public for re-allocation.

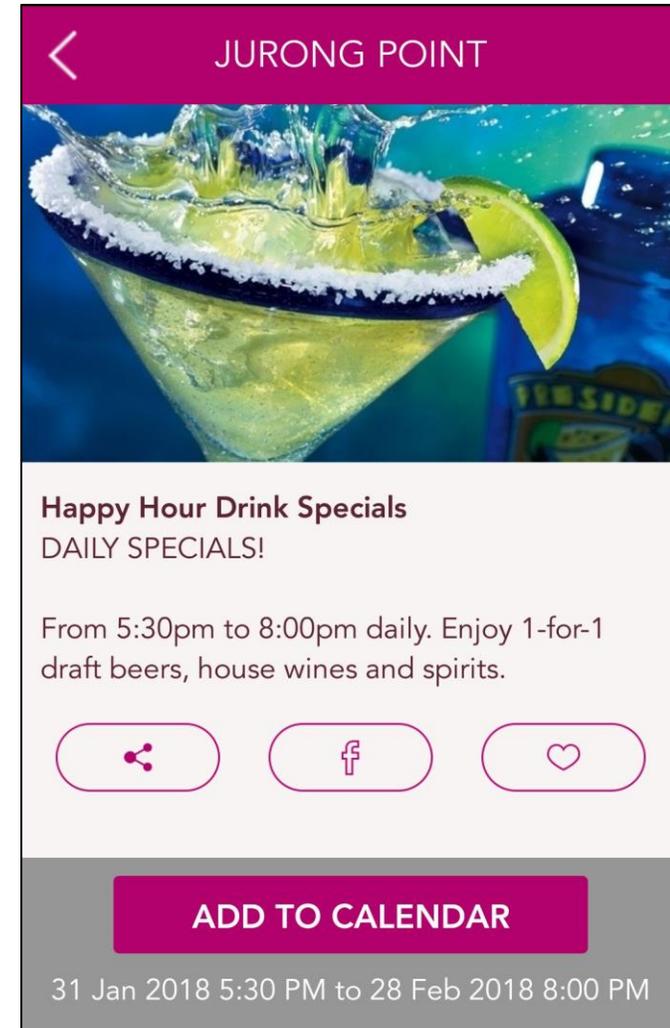


1. Application – (LHM) Events (What's On)

The **Events** tab is where all merchants will display their current events.

Left hand Menu > Events

- Events do not require a specific offer or promotion
- Utilized as a general communications tool for events and happenings.
- Can be one-off or repeat events
- User's can 'Add to Calendar' + receive calendar reminders.
- Ideal for "big news" like new store openings, special sales and other instore events for broad public.

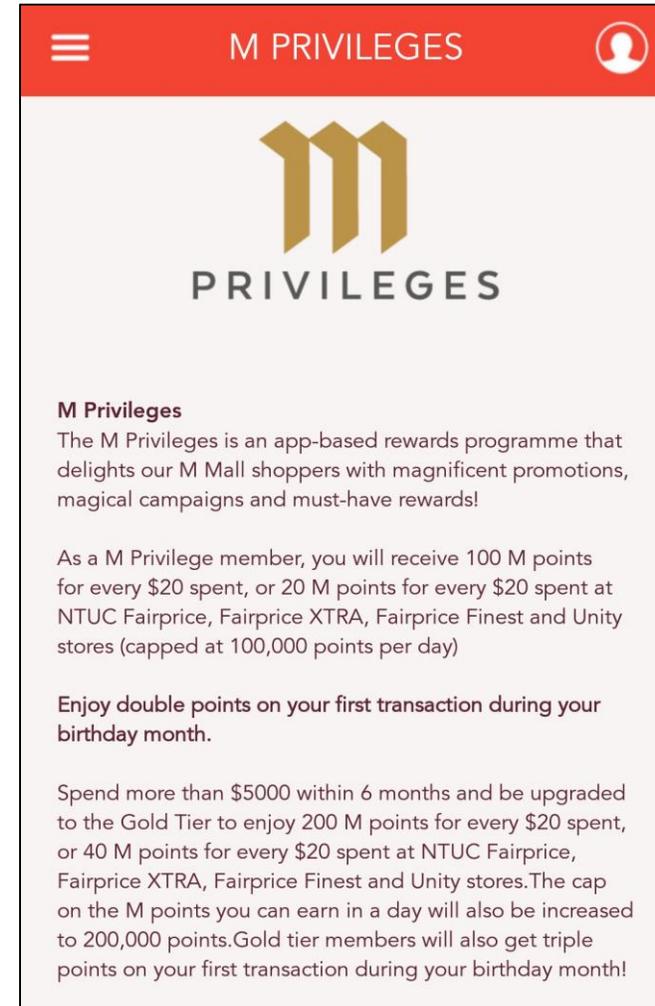


1. Application – (LHM)M Privileges

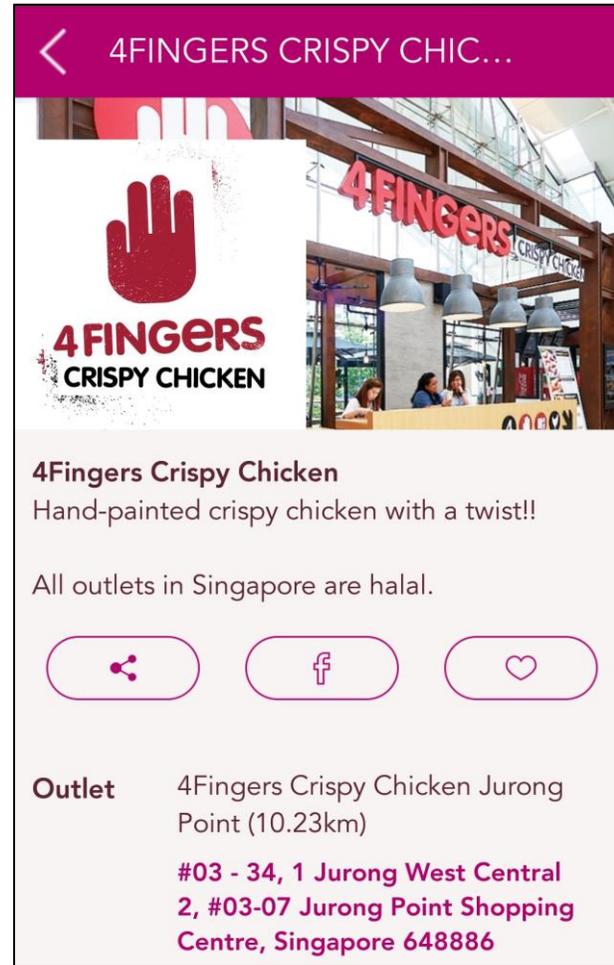
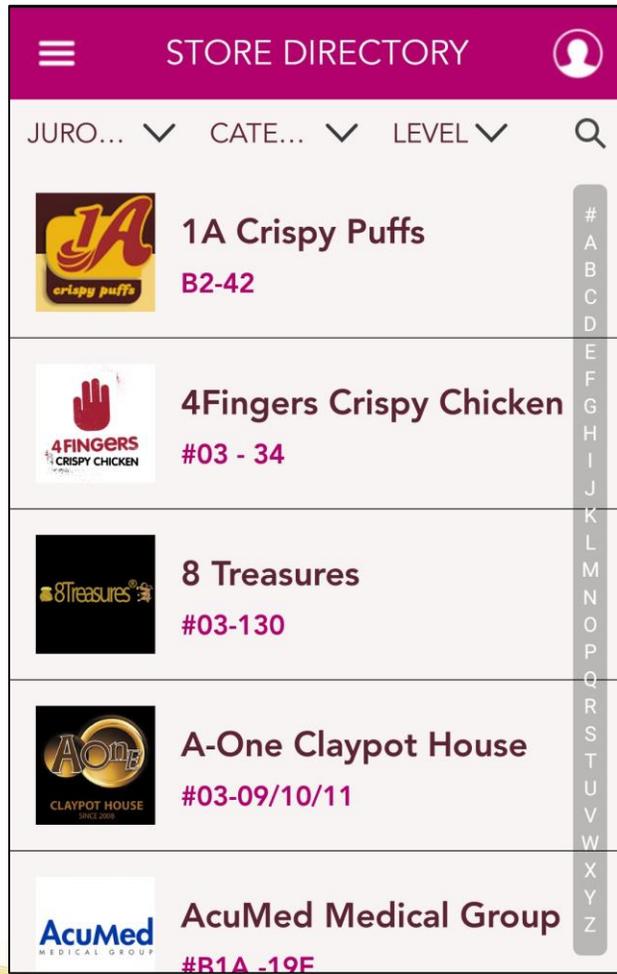
M Privileges is the rewards program that allows shoppers access to promotions, rewards and various other campaigns.

Left hand Menu > M Privileges

- This page is an overview that highlights the benefits that the program has to offer to the customer.



1. Application – (LHM) Store Directory

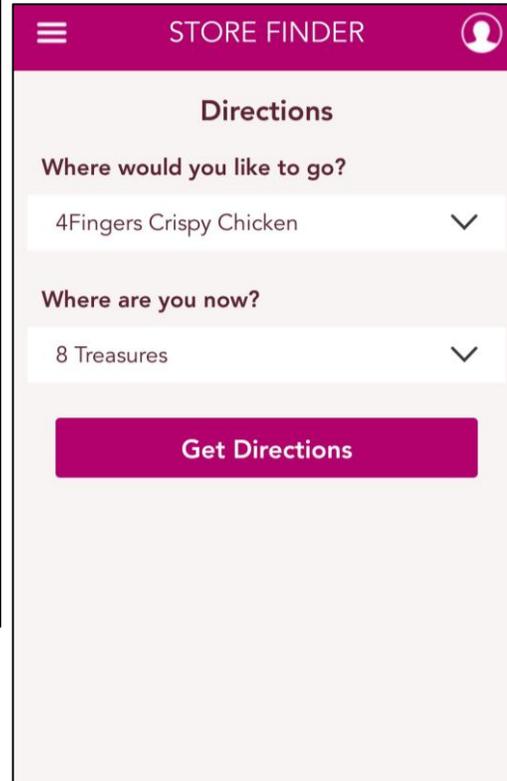
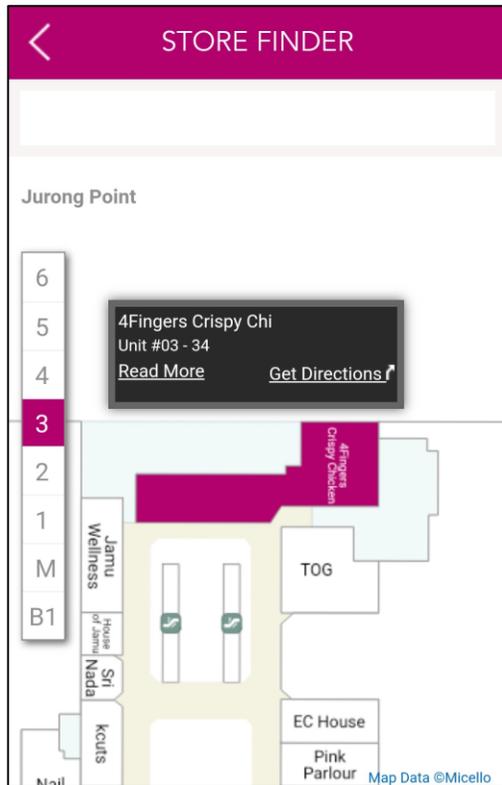


Store Directory will allow customers to view any store within the complex, across any of the three M Malls.

Left hand Menu > Store Directory

- Customers can scroll through all of the stores.
- Filters help assist the customer to narrow down the store they are looking for.
- Customer can easily traverse between any of the 3 x M Malls.
- Clicking on the desired store will bring up an information page with further details including location, opening hours, and share buttons.

1. Application – (LHM) Store Finder



Store Finder will allow customers to navigate to any of the stores within the complex. With an easy to follow map.

Left hand Menu > Store Finder

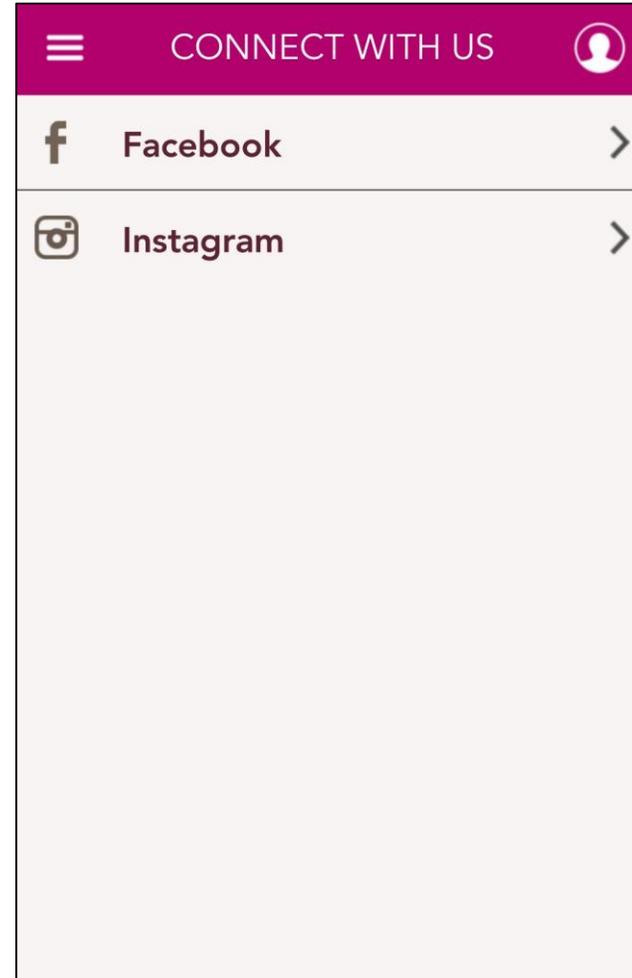
- Customers can pick two points on a map to traverse between.
- To determine the required route, the customer can click on 'Get Directions'

1. Application – (LHM) Connect with us

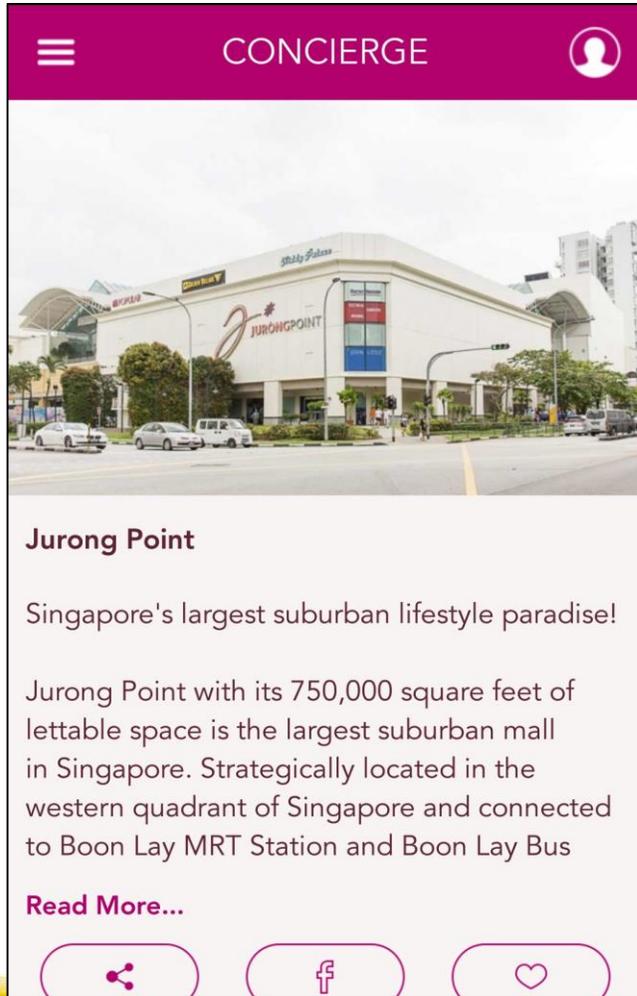
Customers that are interested in following and tracking the activities of their favorite mall, can **'Connect with us.'**

Left hand Menu > Connect

- Customers are offered a variety of social media platforms including:
 - Facebook
 - Instagram
- Customers can follow the prompts to link their designated mall with their social media tool.



1. Application – (LHM) Concierge



Jurong Point
Singapore's largest suburban lifestyle paradise!

Jurong Point with its 750,000 square feet of lettable space is the largest suburban mall in Singapore. Strategically located in the western quadrant of Singapore and connected to Boon Lay MRT Station and Boon Lay Bus

[Read More...](#)



Enquiry

Address 1 Jurong West Central 2, #03-07
Jurong Point Shopping, Singapore 648886

Hours Weekdays - 11:00AM - 10:00PM
Weekends - 11:00AM - 11:00PM
PH - 11:00AM - 11:00PM

Phone [+65 6792 5662](tel:+6567925662)

Email enquiry@jurongpoint.com.sg

Website <https://www.jurongpoint.com.sg/>

Concierge Desk JP1: Level 1, Customer Service (near BHG) JP2: Lev

Services General enquiries
Wheelchairs on loan
Lucky Draws and Redemptions
SISTIC Ticketing Sales



5pm to 9pm:
First 2 hours at \$2.14
Every subsequent hour or part thereof \$1.07

9pm to 7am
First 3 hours at \$1.07
Every subsequent hour or part thereof \$1.07

Weekends & Public Holidays
7am to 9pm
First 2 hours at \$2.14
Every subsequent hour or part thereof \$1.07

9pm to 7am
First 3 hours at \$1.07
Every subsequent hour or part thereof \$1.07

[View on map](#)

Concierge is the one stop shop to find out all of the information about the Mall you are in.

Left hand Menu > Concierge

- There is a load of information for the customer including:

Address

Contact Details

Locations

Services

Hours of Operation

Mall information

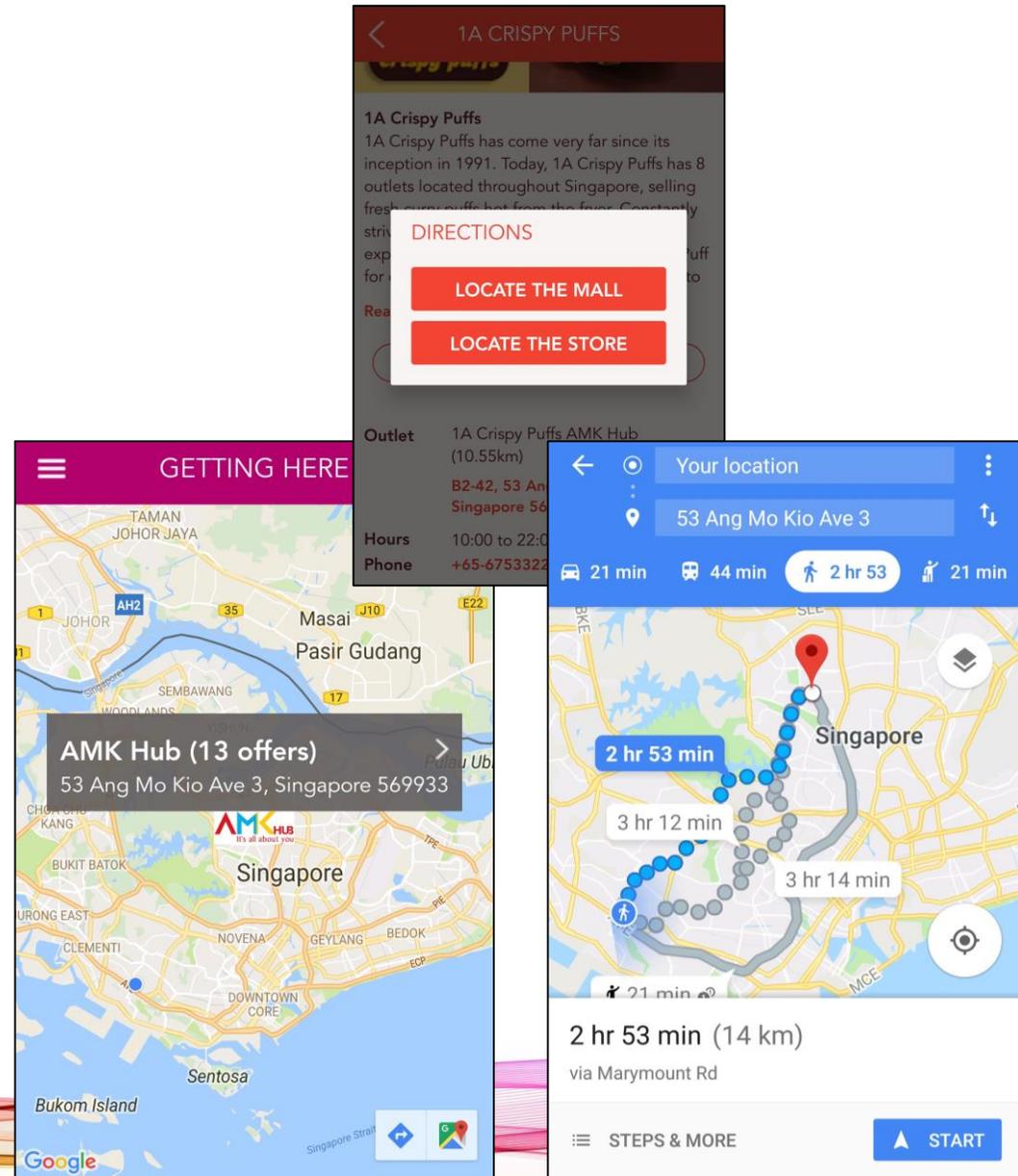
Maps

1. Application – (LHM) Getting Here

If a customer clicks on any of the addresses in the application, they will be offered directions to the Mall/Store. Alternatively, the customer can use the ‘Getting Here’ function in the menu.

Left hand Menu > Getting Here

- An easy to follow native map will be shown to the customer.
- The click through map will have directions and guides to help the customer navigate to their desired destination.
- Customer can opt between directions for Malls (Local Maps) or Stores (Internal Maps)

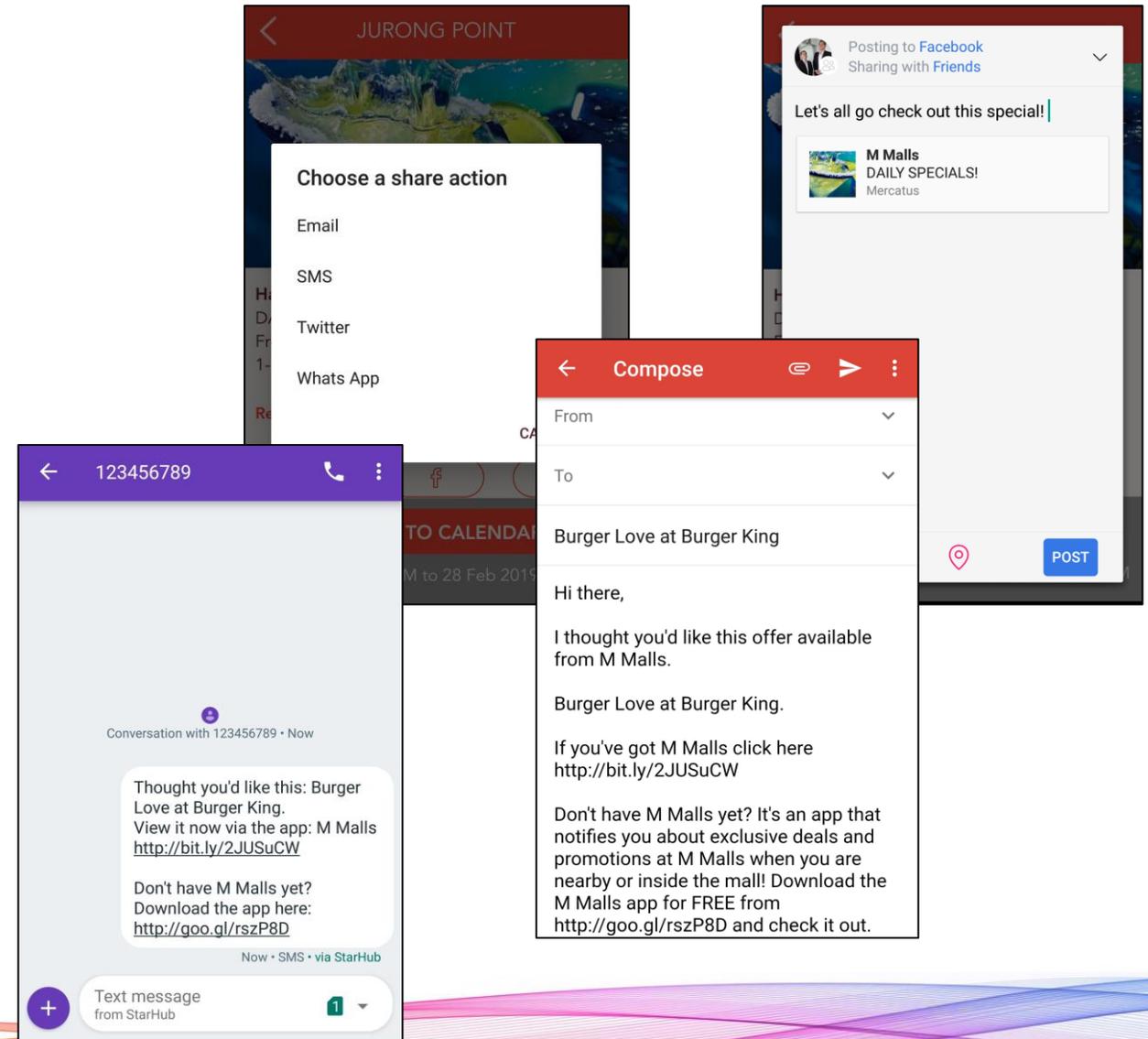


1. Applications – Share With

Customers have multiple opportunities to share application content with their friends and family.

Any ‘Share’ button on any page.

- Customers can share their information via SMS, Email, WhatsApp, Facebook or Twitter.
- Customers can share Promotions, Rewards, Shops, Events, Mall information



1. Application – (LHM) Contact Us

If a customer would like to get in contact with a specific Mall, then they can use the **'Contact Us'** menu item.

Left hand Menu > Contact Us

- Customers can fill in their details and submit their query through to the desired mall.
- Queries will be delivered to the Concierge, who will answer their question at the earliest possible convenience.

more'." data-bbox="500 172 743 850"/>

☰
CONTACT US
👤

If you have a question about M Malls, we will do our best to provide the answer.

Simply complete the form below and our friendly Concierge personnel will be in touch with you.

Name	Ben Frost
Email	test@gmail.com
Phone	123456789
Enquiry	General Enquiry ▼
Mall	Jurong Point ▼
Details	I'd like to know more

This guide will cover:

Introduction to M Malls Mobile App

Overview of Invigor Loyalty Manager(ILM) Administration System

Customer FAQ's



2.1 Merchant Admin Users

Merchant Admin Users are merchants/retailers staff members with access to the client's Invigor Loyalty Manager (ILM) system.

Merchant Admins access is limited to their own store. They are able to:

- Submit Promotions and Events for approval & publication by Location Admin Users.
- View rewards that are created for their store.
- View merchant details, but unable to update details. Can add merchant users.



2.1 Sign in into your account

An account is required to access the Invigor Loyalty Manager Administration System.

Go to your Invigor Manager client website:

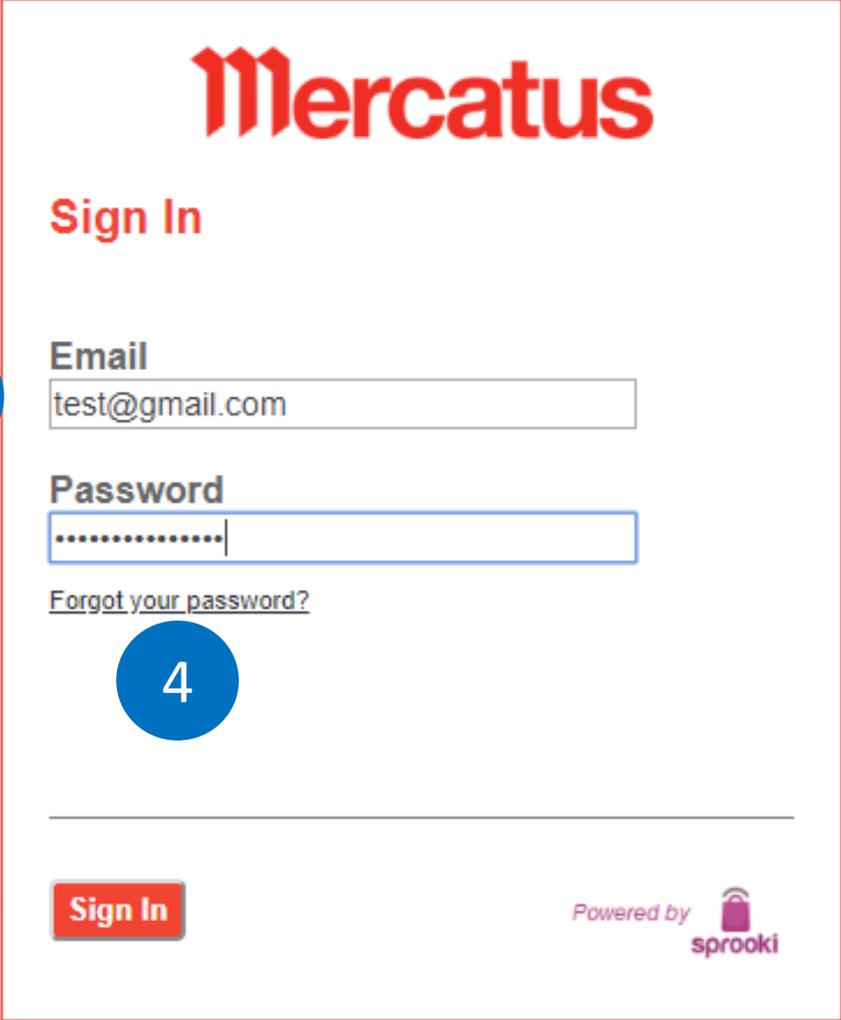
<https://mercatus.sprookimanagerx.com/>

- 1) Enter your email address
- 2) Enter your password
- 3) Click on the **Sign In** button
- 4) Forgot Password is available

1

2

3



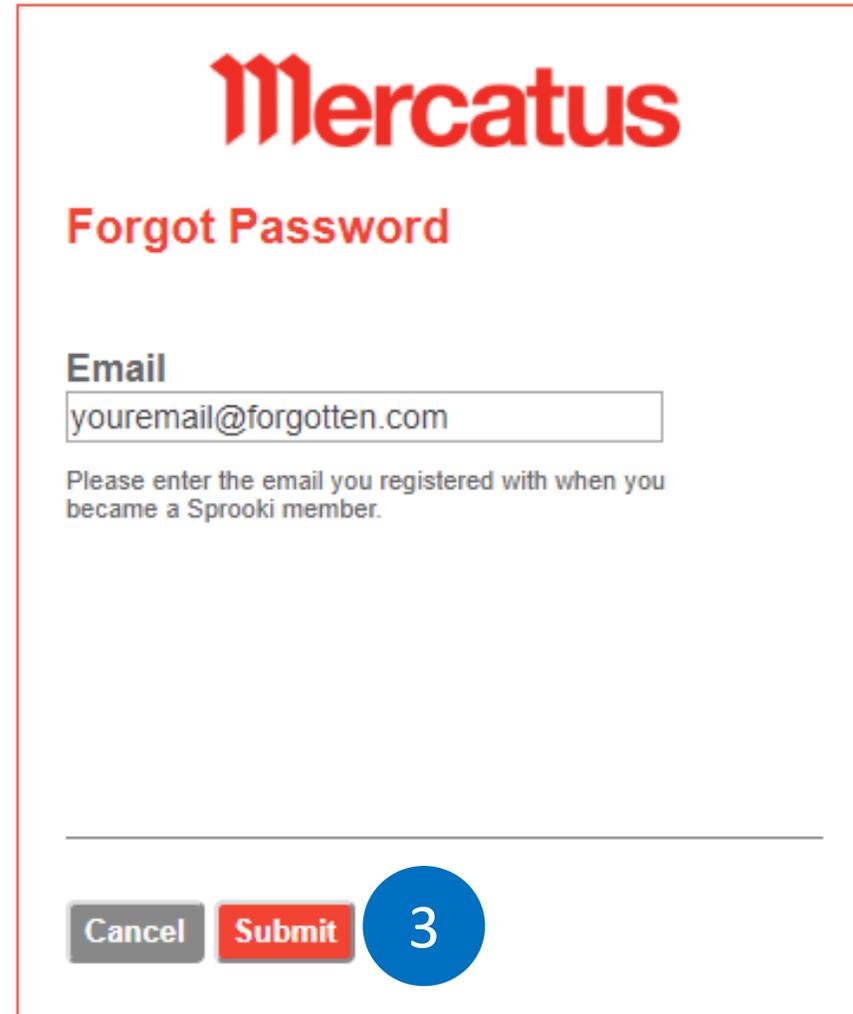
The screenshot shows the Mercatus Sign In page. At the top is the Mercatus logo in red. Below it is the text "Sign In" in red. There are two input fields: "Email" with the value "test@gmail.com" and "Password" with a masked password ".....". Below the password field is a link for "Forgot your password?". At the bottom left is a red "Sign In" button. At the bottom right is the text "Powered by sprooki" with a sprooki logo. A red border surrounds the entire page content.

4

2.1 Forgotten Password

- 1) Click into Forgot Password (As per step #4 on previous slide)
- 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



Mercatus

Forgot Password

Email

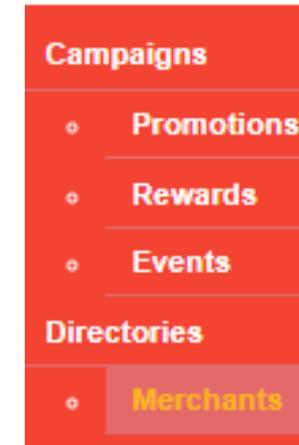
Please enter the email you registered with when you became a Sprooki member.

3

2.1 Navigation (Left Side Bar)

Note: Various menu items may or may not be visible – depending on your access level.

- **Campaigns**
 - Promotions – Add campaigns and offers for approval.
 - Rewards - Add rewards for approval.
 - Events – Add Events for approval.
- **Directories**
 - Merchants – View merchant information



There is a user guide available for download.



Welcome Merchant Admin 1. You are logged in as a Merchant Admin
[User Guide](#) [Change Password](#) . [Sign Out](#)

2.2 ILM - Campaign – Add Promotions

- Promotions appear in the app as vouchers 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 ILM.
- Promotions can be scheduled ahead of time to start on a specific date or immediately. Merchants can submit campaigns for approval through ILM.
- To create a promotion, click on the **Promotions** tab on the menu sidebar.
- Note: Campaigns can only be created for Outlets which have been added to ILM. See Section “Directories > Merchants” for outlet creation.



2.2 ILM - Campaign – Add Promotions

- Click the Add Promotion button
- Note: Campaigns can only be created for Outlets which have been added to Invigor Loyalty Manager. See Section “Directories > Merchants” for outlet creation.

Welcome Invigor Admin. You are logged in as a **Sprooki Admin**
[Change Password](#) · [Sign Out](#)

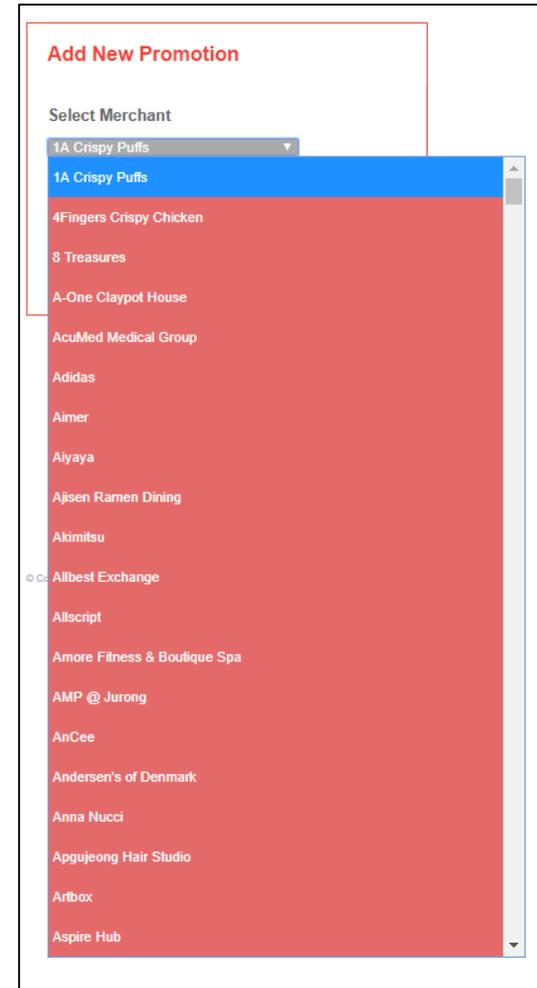


Search Campaigns **Search** **Export** **Add Promotion**

Filter Campaigns by **All Locations** **All Merchants** **All Types** **All Tags** **All Status** **All Feature Status** **All Categories** **Filter**

2.2 ILM - Campaign – Add Promotions

- Select the Merchant that will run the promotion
- Click on 'Next'



The screenshot shows a web interface for adding a new promotion. At the top, there is a red heading "Add New Promotion". Below it is a "Select Merchant" dropdown menu. The dropdown is open, showing a list of merchant names. The first item, "1A Crispy Puffs", is highlighted in blue. The rest of the list is on a red background. The list includes: 1A Crispy Puffs, 4Fingers Crispy Chicken, 8 Treasures, A-One Claypot House, AcuMed Medical Group, Adidas, Aimer, Aiyaya, Ajisen Ramen Dining, Akimitsu, Allbest Exchange, Allscript, Amore Fitness & Boutique Spa, AMP @ Jurong, AnCee, Andersen's of Denmark, Anna Nucci, Apgujeong Hair Studio, Artbox, and Aspire Hub.

2.2 ILM - Campaign – Add Promotions

- Enter **Promotion Name** – the headline for the campaign & alerts. (Recommended 75 character length, with a 90 character limit)
- Enter **Promotion Description** (Recommended 500 character length, with a 5,000 character limit)
- **Upload Campaign Image.** Images must be in the correct file format and size to publish the campaign. Image format required: PNG, JPEG or GIF (at least 640x350 pixels) and no greater than 1mb in size.

Add New Promotion

1. Promotion Details

*Promotion Name

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

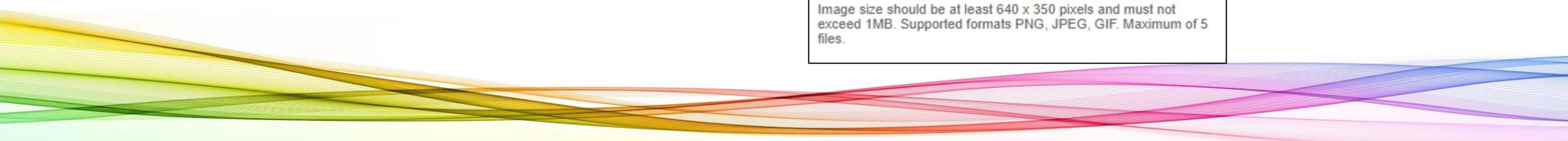
*Promotion Description

Recommended 500 characters with 5,000 character limit.

*Promotion Image(s)

Upload Image

Image size should be at least 640 x 350 pixels and must not exceed 1MB. Supported formats PNG, JPEG, GIF. Maximum of 5 files.



2.2 ILM - Campaign – Add Promotions

- Select Non-Transactional (Pay in-store) voucher.
- Set **Voucher Limit per App User** from the dropdown menu.
- **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.*

2. Promotion Campaign Values

Non-Transactional

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

***Retail Value**
 \$

Retail Price of the Product.

***Coupon Value**
 \$

Coupon (You Pay) Price of the Product.

***Coupon Limit Per App User**
Unlimited ▼

Frequency of Coupon Downloads

***Product Volume**

Campaign will automatically terminate when amount purchased reaches 100% .

2.2 ILM - Campaign – Add Promotions

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

Note: 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.

3. Promotion 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

Choose File No file chosen

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

2.2 ILM - Campaign – Add Promotions

- Select Start and End dates for the Campaign.
- The campaign will appear in the App between these dates unless ended.
- Select Start and End date for the Voucher Validity Period
- After the end date, a purchased or downloaded voucher will expire and no longer be redeemable

4. Promotion Dates

***Start Date / Time**
 

***End Date / Time**
 

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

5. Coupon Validity

Fixed Variable

***Coupon Validity Period**

0	Hours
0	Days
0	Months

from



5. Coupon Validity

Fixed Variable

***Coupon Valid Start Date / Time**
 

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

***Coupon Valid End Date / Time**
 

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.

2.2 ILM - Campaign – Add Promotions

- 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 voucher 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

6. Targeting Options

All Users
 Profile Based
 Group Based

All Profiles ▾

Age
All Ages ▾

Gender
All ▾

Member
All Users ▾

Activity
All Activity ▾

Since Launch ▾

Save Profile

2.2 ILM - Campaign – Add Promotions

- Groups can be “Saved” in a list for use in future campaigns: Example: *Male over 50 years and above, who have viewed offers.*
- Click on ‘Select Profile’
- Choose relevant targeting options for your particular campaign (e.g. age, gender, activity)
- 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

6. Targeting Options

All Users
 Profile Based
 Group Based

Males Over 50 ▼

Age
50 y.o. and above ▼

Gender
Male ▼

Member
All Users ▼

Activity
All Activity ▼

Since Launch ▼

Save Profile

2.2 ILM - Campaign – Add Promotions

- 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.*

7. Merchant & Outlets

Merchant
Adidas

***Outlets Applicable to Promotion Campaign**

Select all Outlets

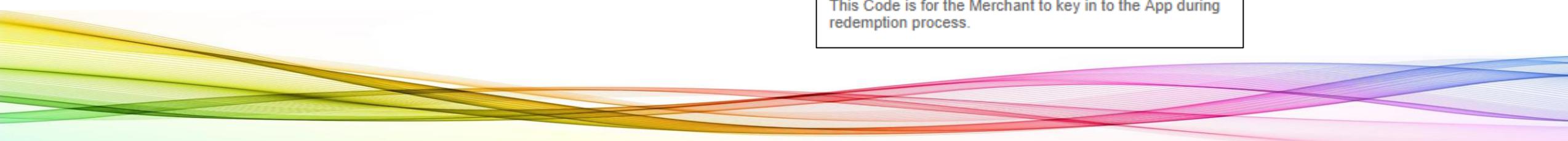
Adidas @ Jurong Point

Ctrl-Click to multi-select the outlets.

Merchant Redemption Code
Adi4

//

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



2.2 ILM - Campaign – Add Promotions

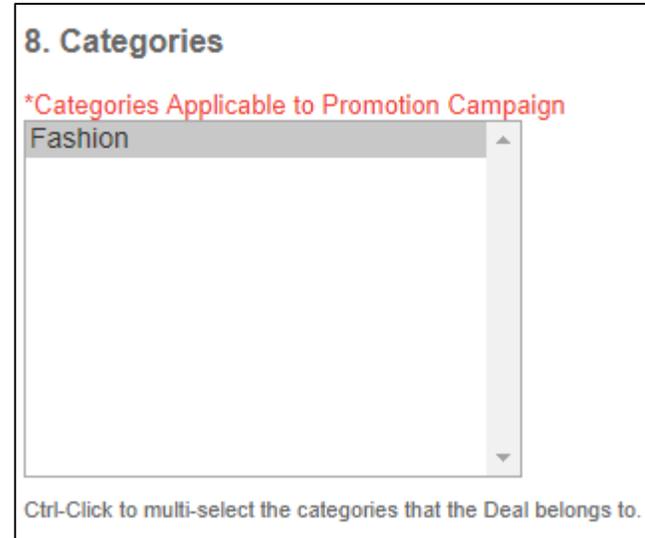
- 8. Select the Categories applicable to the campaign

8. Categories

*Categories Applicable to Promotion Campaign

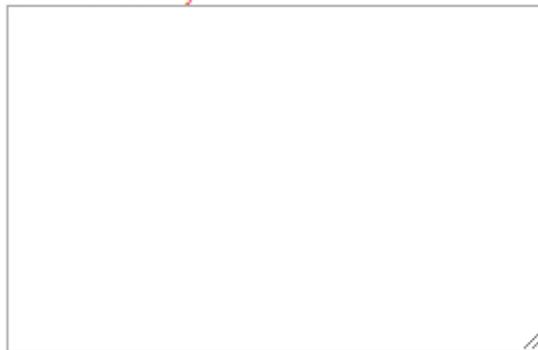
Fashion

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



9. Disclaimers & Terms

*Terms & Policy



Recommended 20000 characters with no limit.

- 9. Enter the specific Terms & Policy for the campaign if applicable.

2.2 ILM - Campaign – Add Promotions

- 10. Select the tag related to your promotion if applicable.

10. Tags

Tag Type

None

10. Tags

Tag Type

None

Car Park

Gift Voucher Mobile

Gift Voucher Offline

GWP

None

- Click **Save Draft** if you have not finished entering details and/or wish to save the campaign details
- Click **Submit Promotion** to publish the campaign. The campaign will appear in the mobile app as of the Campaign start date.

*Denotes mandatory field.

2.2 ILM - Campaign – Promotion (Example)

This is an example of a promotion that I could setup at a Jewelry Store.

1. Promotion name added

Promotion description added

Image added

4. I've set the promotion so that it only runs and will only be visible from Monday to Friday (21/05 – 25/05)

5. I've set the coupon validity so that it is only valid for one month, to encourage quick turnover. (21/5 – 21/6)

9. You can set any terms/policies you would like. In this instance, to make it worthwhile, I will only reward purchases over \$2000

Add New Promotion

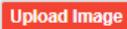
1. Promotion Details

***Promotion Name**
Free Wedding Band

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

***Promotion Description**
Free wedding band, with every engagement ring purchased

Recommended 500 characters with 5,000 character limit.

***Promotion Image(s)**




4. Promotion Dates

***Start Date / Time**
21-05-2018 07:09

***End Date / Time**
25-05-2018 07:09

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

5. Coupon Validity

Fixed Variable

***Coupon Valid Start Date / Time**
21-05-2018 07:09

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

***Coupon Valid End Date / Time**
21-06-2018 07:09

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.

9. Disclaimers & Terms

***Terms & Policy**
Promotion only applicable to Engagement ring purchases over \$2000.

Recommended 20000 characters with no limit.

10. Tags

Tag Type
None

*Denotes mandatory field.

2.2 ILM - Campaign – Promotion (Example)

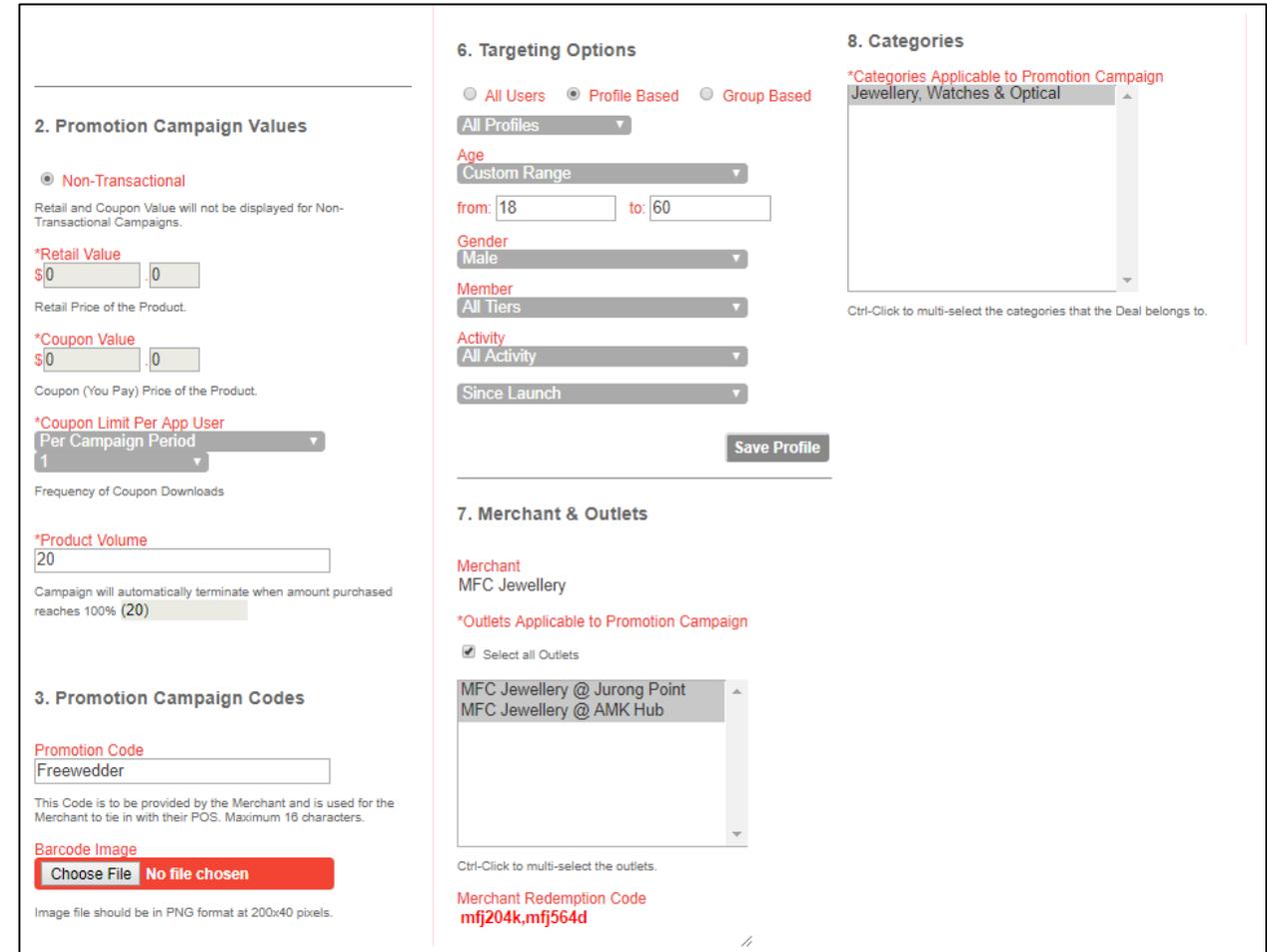
2. I've set the Promotion Campaign Value, so that a customer can only redeem one voucher per campaign. As this is a special offer, I'm limiting it's availability to the first 20 customers only.

3. When the merchant/cashier is processing this promotion, I would like them to enter 'Freewedder' into the POS – to help the finance team consolidate the ledger.

6. This promotion is only targeting males between the ages of 18 and 60.

7. I'd like both of my outlets to be able to participate in this promotion.

8. I've selected the appropriate category for this promotion.



The screenshot displays the 'Promotion Campaign Values' and 'Targeting Options' sections of the Invigor interface. The 'Promotion Campaign Values' section includes fields for 'Retail Value' (set to \$0.00), 'Coupon Value' (set to \$0.00), 'Coupon Limit Per App User Per Campaign Period' (set to 1), and 'Product Volume' (set to 20). The 'Targeting Options' section shows 'Profile Based' targeting with 'All Profiles' selected, 'Age' set to a custom range from 18 to 60, 'Gender' set to Male, 'Member' set to All Tiers, and 'Activity' set to All Activity. The 'Categories' section shows 'Jewellery, Watches & Optical' selected. The 'Merchant & Outlets' section shows 'MFC Jewellery' as the merchant and two outlets selected: 'MFC Jewellery @ Jurong Point' and 'MFC Jewellery @ AMK Hub'. The 'Promotion Campaign Codes' section shows the code 'Freewedder' and a 'Barcode Image' field with a 'Choose File' button.

2. Promotion Campaign Values

Non-Transactional

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

*Retail Value
\$0.00

Retail Price of the Product.

*Coupon Value
\$0.00

Coupon (You Pay) Price of the Product.

*Coupon Limit Per App User Per Campaign Period
1

Frequency of Coupon Downloads

*Product Volume
20

Campaign will automatically terminate when amount purchased reaches 100% (20)

3. Promotion Campaign Codes

Promotion Code
Freewedder

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.

6. Targeting Options

All Users Profile Based Group Based

All Profiles

Age
Custom Range
from: 18 to: 60

Gender
Male

Member
All Tiers

Activity
All Activity

Since Launch

7. Merchant & Outlets

Merchant
MFC Jewellery

*Outlets Applicable to Promotion Campaign

Select all Outlets

MFC Jewellery @ Jurong Point
MFC Jewellery @ AMK Hub

Ctrl-Click to multi-select the outlets.

Merchant Redemption Code
mfj204k,mfj564d

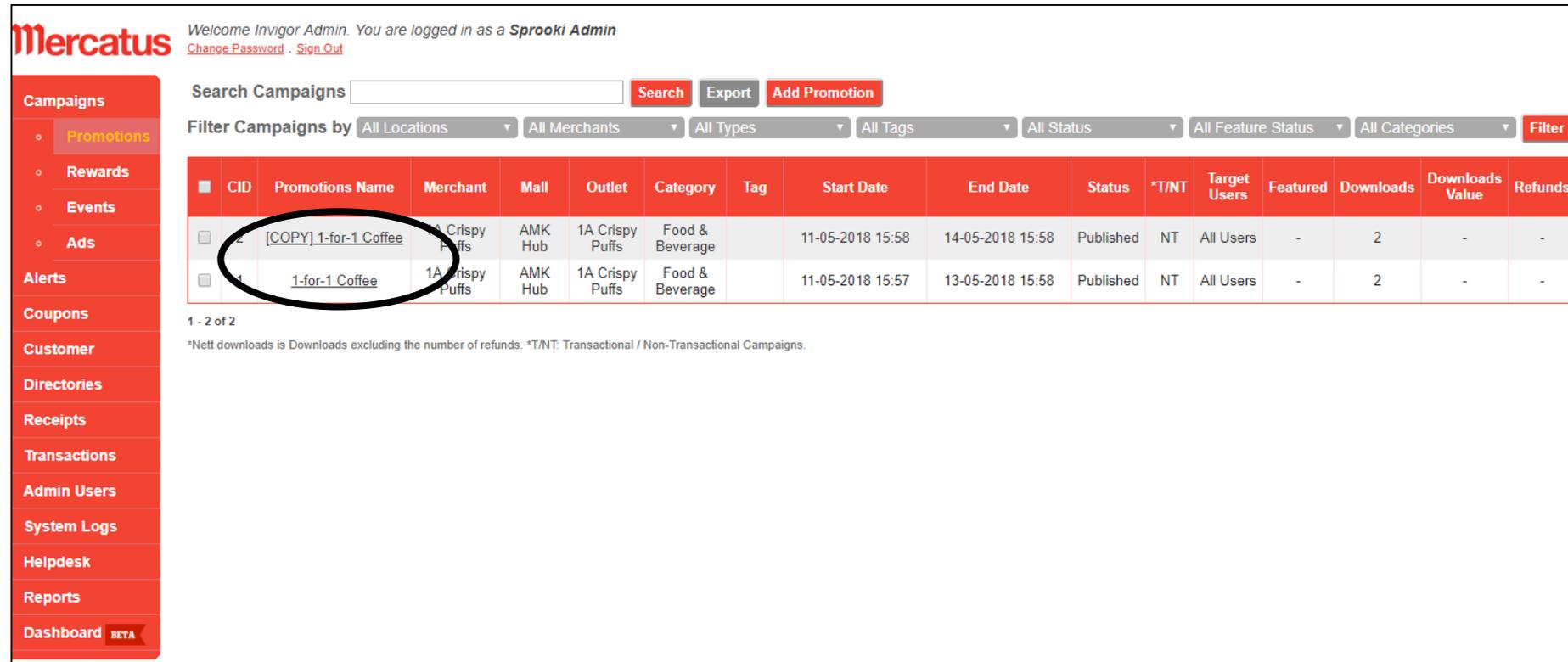
8. Categories

*Categories Applicable to Promotion Campaign
Jewellery, Watches & Optical

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

2.2 ILM – Campaign – Edit Promotion

- 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*



Mercatus Welcome Invigor Admin. You are logged in as a **Sprooki Admin**
[Change Password](#) · [Sign Out](#)

Search Campaigns **Search** **Export** **Add Promotion**

Filter Campaigns by All Locations All Merchants All Types All Tags All Status All Feature Status All Categories **Filter**

	CID	Promotions Name	Merchant	Mall	Outlet	Category	Tag	Start Date	End Date	Status	*T/NT	Target Users	Featured	Downloads	Downloads Value	Refunds
<input type="checkbox"/>	2	<u>[COPY] 1-for-1 Coffee</u>	1A Crispy Puffs	AMK Hub	1A Crispy Puffs	Food & Beverage		11-05-2018 15:58	14-05-2018 15:58	Published	NT	All Users	-	2	-	-
<input type="checkbox"/>	1	<u>1-for-1 Coffee</u>	1A Crispy Puffs	AMK Hub	1A Crispy Puffs	Food & Beverage		11-05-2018 15:57	13-05-2018 15:58	Published	NT	All Users	-	2	-	-

1 - 2 of 2

*Nett downloads is Downloads excluding the number of refunds. *T/NT: Transactional / Non-Transactional Campaigns.

2.2 ILM – Campaign – End Promotion

- Click on the End Now button to end the campaign

Search Campaigns [Search](#) [Export](#) [Add Promotion](#)

Filter Campaigns by [All Locations](#) [All Merchants](#) [All Types](#) [All Tags](#) [All Status](#) [All Feature Status](#) [All Categories](#) [Filter](#)

■	CID	Promotions Name	Merchant	Mall	Outlet	Category	Tag	Start Date	End Date	Status	*T/NT	Target Users	Featured	Downloads	Downloads Value	Refunds	*Nett Downloads	Nett Downloads Value	Redemptions	Failed Purchase	Total Viewed	Total Shared	Product Volume	Balance		
<input type="checkbox"/>	2	[COPY] 1-for-1 Coffee	1A Crispy Puffs	AMK Hub	1A Crispy Puffs	Food & Beverage		11-05-2018 15:58	14-05-2018 15:58	Published	NT	All Users	-	3	-	-	3	0	-	-	16	-	100	97	End Now	Export
<input type="checkbox"/>	1	1-for-1 Coffee	1A Crispy Puffs	AMK Hub	1A Crispy Puffs	Food & Beverage		11-05-2018 15:57	13-05-2018 15:58	Ended	NT	All Users	-	2	-	-	2	0	-	-	9	-	100	98	End Now	Export

1 - 2 of 2

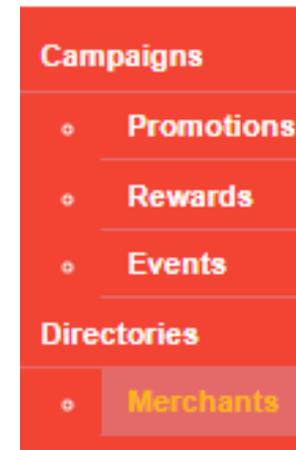
*Nett downloads is Downloads excluding the number of refunds. *T/NT: Transactional / Non-Transactional Campaigns.

Note: Published or live campaigns cannot be edited.



2.3 ILM - Campaign – View Rewards

- Rewards appear in the app for a certain period of time. They can be scheduled ahead of time to start on a specific date, or immediately.
- To view a Reward, click on the **Rewards** tab on the menu sidebar.
- Note: Rewards can only be created for Outlets which have been added to ILM. See Section “Directories > Merchants” for outlet creation.



2.3 ILM – Campaign – View Reward

- To view a reward, click on the **Reward Name**

Campaigns

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

Alerts

Coupons

Search Rewards Search Export Add Reward

Filter Rewards by All Locations All Merchants All Types All Status All Feature Status All Categories Filter

ID	Reward Name	Merchant	Category	Tag	Start Date	End Date	Status	Type	Target Users	Featured	Downloads
15	[COPY] \$1 voucher	Akimitsu	Food & Beverage		16-05-2018 16:22	16-05-2018 16:22	Draft	Points	All Users	-	-
14	\$1 voucher	Akimitsu	Food & Beverage		16-05-2018 16:06	30-05-2018 16:06	Published	Points	All Users	-	1
13	\$10 car park voucher	1A Crispy Puffs	Food & Beverage	Car Park	15-05-2018 00:37	16-05-2018 10:19	Ended	Points	All Users	-	-

2.3 ILM – Campaign – End Reward

- Click on the End Now button to end the campaign

Search Campaigns [Search](#) [Export](#) [Add Promotion](#)

Filter Campaigns by [All Locations](#) [All Merchants](#) [All Types](#) [All Tags](#) [All Status](#) [All Feature Status](#) [All Categories](#) [Filter](#)

	CID	Promotions Name	Merchant	Mall	Outlet	Category	Tag	Start Date	End Date	Status	*T/NT	Target Users	Featured	Downloads	Downloads Value	Refunds	*Nett Downloads	Nett Downloads Value	Redemptions	Failed Purchase	Total Viewed	Total Shared	Product Volume	Balance		
<input type="checkbox"/>	2	[COPY] 1-for-1 Coffee	1A Crispy Puffs	AMK Hub	1A Crispy Puffs	Food & Beverage		11-05-2018 15:58	14-05-2018 15:58	Published	NT	All Users	-	3	-	-	3	0	-	-	16	-	100	97	End Now	Export
<input type="checkbox"/>	1	1-for-1 Coffee	1A Crispy Puffs	AMK Hub	1A Crispy Puffs	Food & Beverage		11-05-2018 15:57	13-05-2018 15:58	Ended	NT	All Users	-	2	-	-	2	0	-	-	9	-	100	98	End Now	Export

1 - 2 of 2

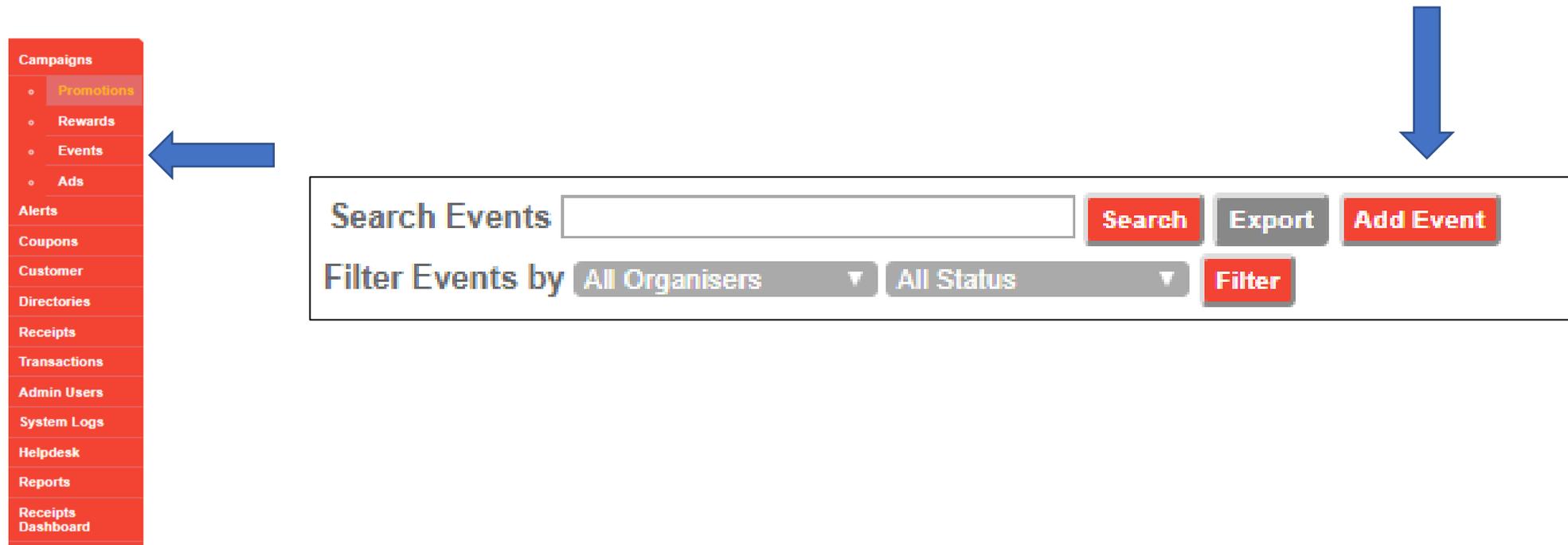
*Nett downloads is Downloads excluding the number of refunds. *T/NT: Transactional / Non-Transactional Campaigns.

Note: Published or live campaigns cannot be edited.

2.4 ILM – Add 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 Invigor Loyalty Manager.

- To create an event, click on the Events tab on the menu sidebar
- In the next screen click the Add Event button



The screenshot shows the Invigor Loyalty Manager interface. On the left is a red sidebar menu with the following items: Campaigns (with sub-items Promotions, Rewards, Events, and Ads), Alerts, Coupons, Customer, Directories, Receipts, Transactions, Admin Users, System Logs, Helpdesk, Reports, Receipts, and Dashboard. The 'Events' sub-item under 'Campaigns' is highlighted with a blue arrow pointing to it. On the right, a search bar contains the text 'Search Events' followed by an input field, a 'Search' button, an 'Export' button, and an 'Add Event' button. Below the search bar, there is a 'Filter Events by' section with two dropdown menus: 'All Organisers' and 'All Status', followed by a 'Filter' button. A blue arrow points down to the 'Add Event' button.

2.4 ILM – Add Events

- 1. Enter the **Event Name**: the headline for the event & alerts. (Limit 90 characters)
- Enter the **Event Description** (Limit 5,000 characters)
- 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 ‘**Upload Image**’ button
- 2. Select the **Event Start/End Date and time**. For events which repeat, check the box Repeat. Choose the frequency with which the event repeats.
- 3. For **Campaign Dates**, Enter the Start/End Date and Time during which the Event will be live in the application.

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**

Upload Image

Image size should be at least 640 x 350 pixels and must not exceed 1MB. Supported formats PNG, JPEG, GIF. Maximum of 5 files.

2. 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

3. Campaign Dates

***Start Date / Time**

***End Date / Time**

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

2.4 ILM – Add Events

- 4. There is an option to add an Event Venue and/or an Organizer
- To add Organizer, tick the box '**Choose Organizer**'. Select from a list of existing Organizers/outlets.
- To add Venue, tick the '**Choose Venue**' box. Select from a list of existing Venues/outlets.
- 5. Choose any '**Tag**' that is relevant to the event in the drop down box.
- Click the **Submit Event** button to confirm.

- *Note: If Organizer is not added, the organizer will be the application brand by default. If Venue is not added, the venue information will be blank in the application.*

4. Organiser & Venue

*Assigned to Application(s)

mercatus - (ID)

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

Choose Organiser

Choose Venue

5. Tags

Tag Type

None

2.4 ILM - Campaign – Event (Example)

This is an example of an event that I could setup at a Jewelry Store.

1. Promotion name added
Promotion description added
Image added
2. I've set the event to run on the night of the 26th between 7pm and 9pm.
3. I only want to display this event in the leadup to the weekend, and certainly no later than the event itself. So it will start from the 21/5 and run through to 26/5 @ 9pm.
4. I've set the jewelry store as the organizer. There is no defined venue (as I would like to hold this in the store) so I have left the venue blank.

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**



2. 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

3. Campaign Dates

***Start Date / Time**

***End Date / Time**

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

4. Organiser & Venue

***Assigned to Application(s)**

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

Choose Organiser
Select Organiser Applicable to Event

Choose Venue

5. Tags

Tag Type

2.5 ILM - Directories – Merchant

- Merchants are retail brands which run campaigns at their respective redemption outlets. Merchants can be viewed in the client system.
- Under Directories tab, click on the **Merchants** label on the menu sidebar.



2.5 ILM – Directory – View Merchant

- Go to Directories, then click on the Merchants tab on the menu sidebar
- Click on the Merchant's Name to view the respective merchant's details

Search Merchants Search Export Add Merchant

Filter Merchants by All Status All Locations Filter

MID	Merchant Name	Code	Status	Merchant Email	Unit	Street	City	Postal Code	Country	Contact Person	Contact Phone	Contact Email	
676	Linen Gallery	Lng	Active	-	-	-	Singapore	-	Singapore	-	-	-	Suspend
677	Holland & Barrett	Hol	Active	-	-	-	Singapore	-	Singapore	-	-	-	Suspend
674	SaSa	Sas	Active	-	01-03	53 Ang Mo Kio Ave 3	Singapore	569933	Singapore	-	-	-	Suspend

2.5 ILM - Directory - Merchant Admin user

- Merchant Admin Users are the staff of merchants/retailers who can login to the client's Invigor Loyalty Manager system to access campaign reports and submit campaign content, for publication by the Admin Users within the application.
- To add a Merchant Admin user, click on the Merchants tab, under Directories, on the menu sidebar
- Click on the **merchant's** name

Search Merchants Search Export Add Merchant

Filter Merchants by All Status All Locations Filter

MID	Merchant Name	Code	Status	Merchant Email	Unit	Street	City	Postal Code	Country	Contact Person	Contact Phone	Contact Email	
676	Linen Gallery	Lng	Active	-	-	-	Singapore	-	Singapore	-	-	-	Suspend
67	Holland & Barrett	Hol	Active	-	-	-	Singapore	-	Singapore	-	-	-	Suspend
674	SaSa	Sas	Active	-	01-03	53 Ang Mo Kio Ave 3	Singapore	569933	Singapore	-	-	-	Suspend

2.5 ILM - Directory - Merchant Admin user

- Scroll down the page, and under section 'Merchant Users' click on Add Merchant User
- Also an existing user can be linked to the Merchant

Merchant Users

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

[Download All Data](#) [Add Merchant User](#) [Link Existing User](#)

2.5 ILM - Directory – Add Merchant Admin user

- Input Merchant Admin user details
- Click on **Submit Merchant User**

Add New Merchant User

Merchant User Details

*Email

This Email Address will be used for Password Resets.

*Staff of Merchant
Adidas

*Given Name

*Family Name

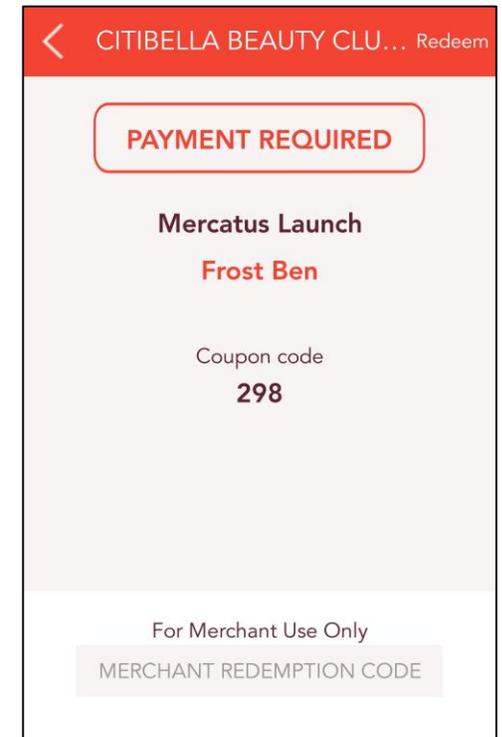
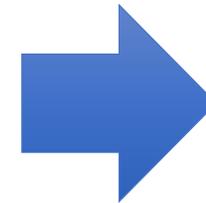
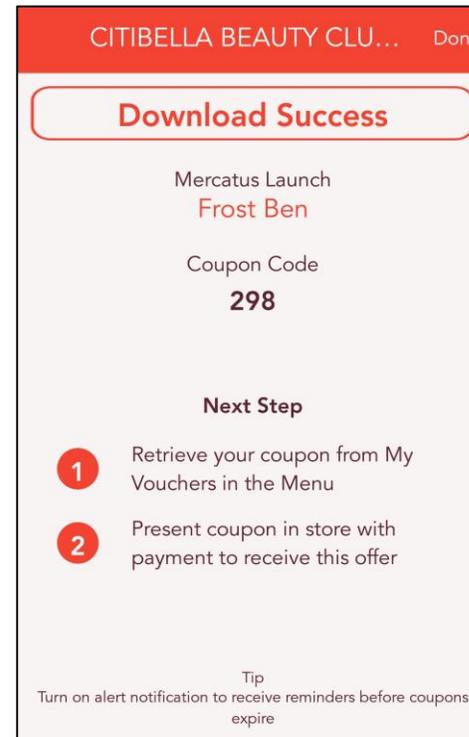
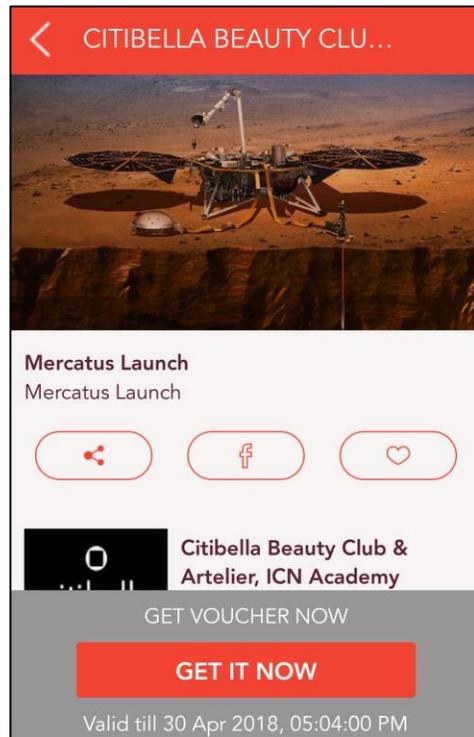
*Denotes mandatory field.

2.6 Redemption Demonstration

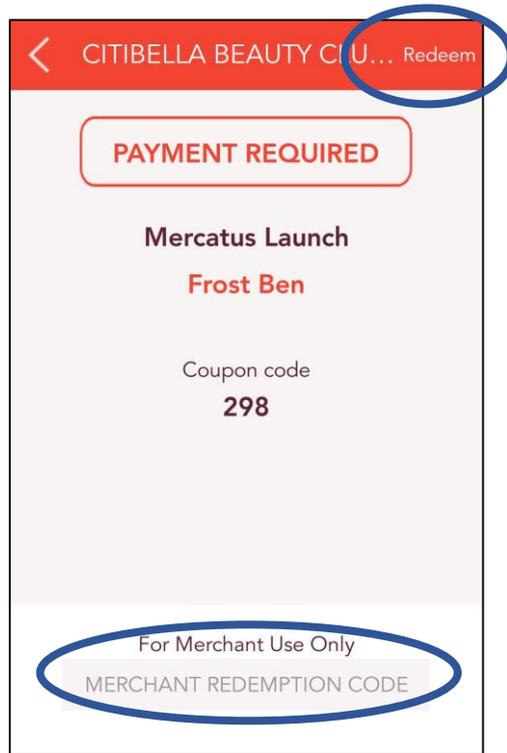
When a customer finds a valid promotions they can click on **'Get it Now'** to save the voucher.

Customer will be presented with a confirmation. Vouchers are viewable in **Left Hand Menu > My Vouchers**

The customer will show this screen to the Merchant in order to redeem their voucher.



2.6 Redemption Demonstration



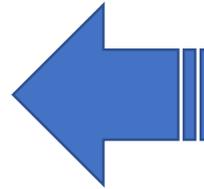
Merchant/Retailer needs to PRIVATELY enter Merchant code in the box labeled '**Merchant Redemption Code**'

- Enter the merchant code before proceeding with payment transaction and before handing goods to the customer.
- Code is confidential. DO NOT share it with customers.
- Enter the code on the customers mobile screen and then click on the '**Redeem**' button in the top right hand corner of the screen.

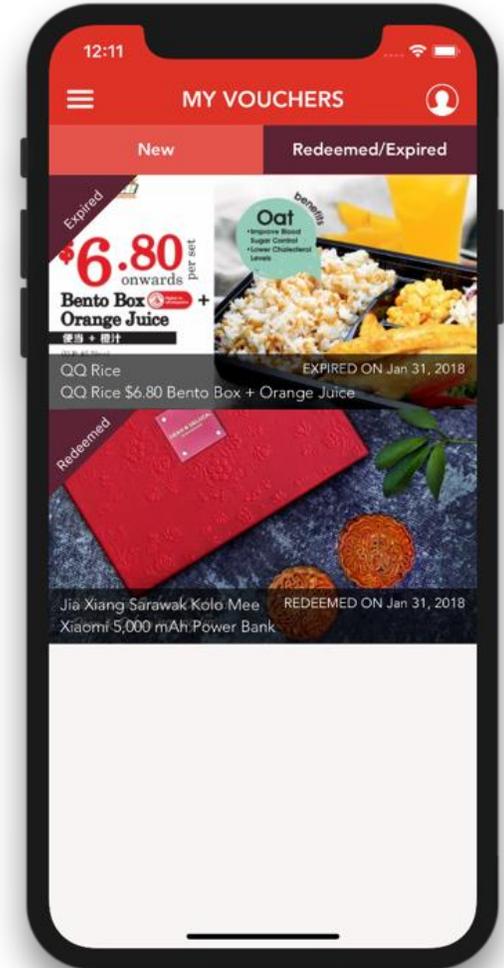
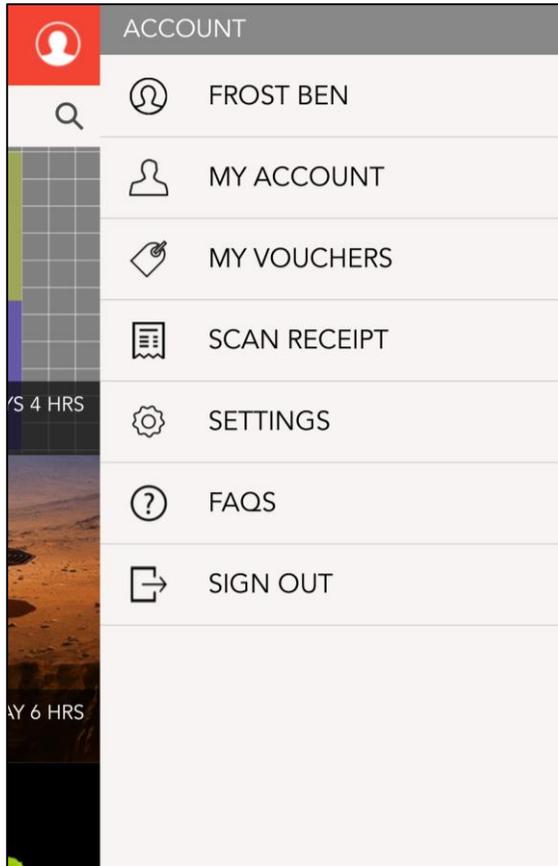
2.6 Redemption Demonstration

Merchant/Retailer then needs to check the coupon under 'Redeemed/Expired.'

Right hand Menu > MyVouchers



Upon confirmation the merchant/retailer that the voucher was successfully redeemed, you can then collect payment and/or provide the goods to the customer.



This guide will cover:

Introduction to Mercatus Malls Mobile App

Overview of Invigor Loyalty Manager(ILM) Administration System

Customer FAQ's



3. Most common customer incidents

- User Support incidents are most likely to relate to:
 - Device Connectivity issues (no network coverage)
 - Can't download vouchers
 - Can't view vouchers
 - Customer device issues
 - User on devices pre-dating iOS 8+ 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 (not available for iPad download)
 - Refunds
 - Post-redemption – store refund terms apply
- User Account
 - User has multiple accounts and can't remember which account they downloaded vouchers
 - 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



Thank You

