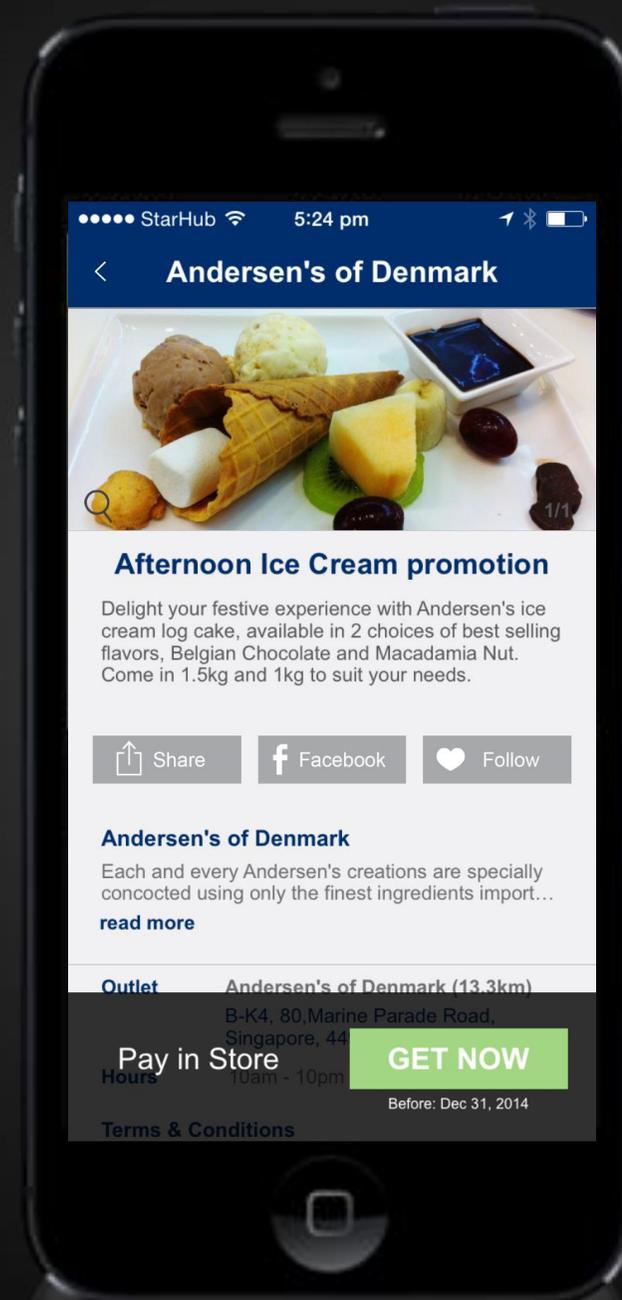


# Merchant Training

January 12, 2014



# Today we are going to cover...

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- ▶ An introduction to the Parkway Parade Mobile App
  - App Screens Overview
  - How it Works for shoppers (coupons, alerts)
  - PP Launch and Marketing Plans
- ▶ Demonstration of the SprookiManager™ Administration System
  - Merchant Sign In
  - Merchant Add Campaign
  - Merchant Details
  - Reports
  - Helpdesk
  - Merchant User Guide
- ▶ Implementation and Customer Care
  - Redemption
  - FAQs & Known Issues
  - Helpdesk & Support
  - Merchant Redemption Codes
- ▶ Q&A

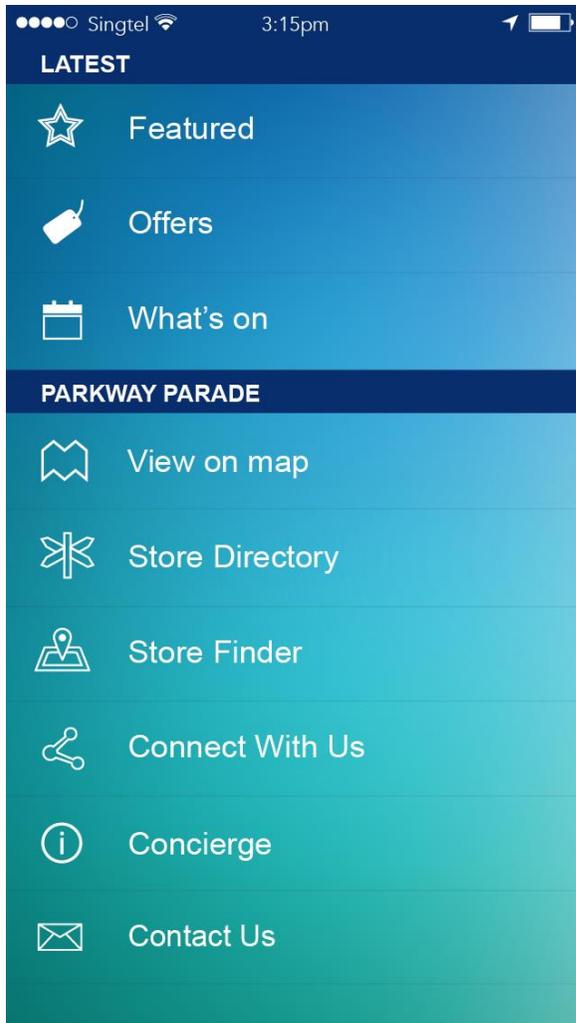
# Agenda

---



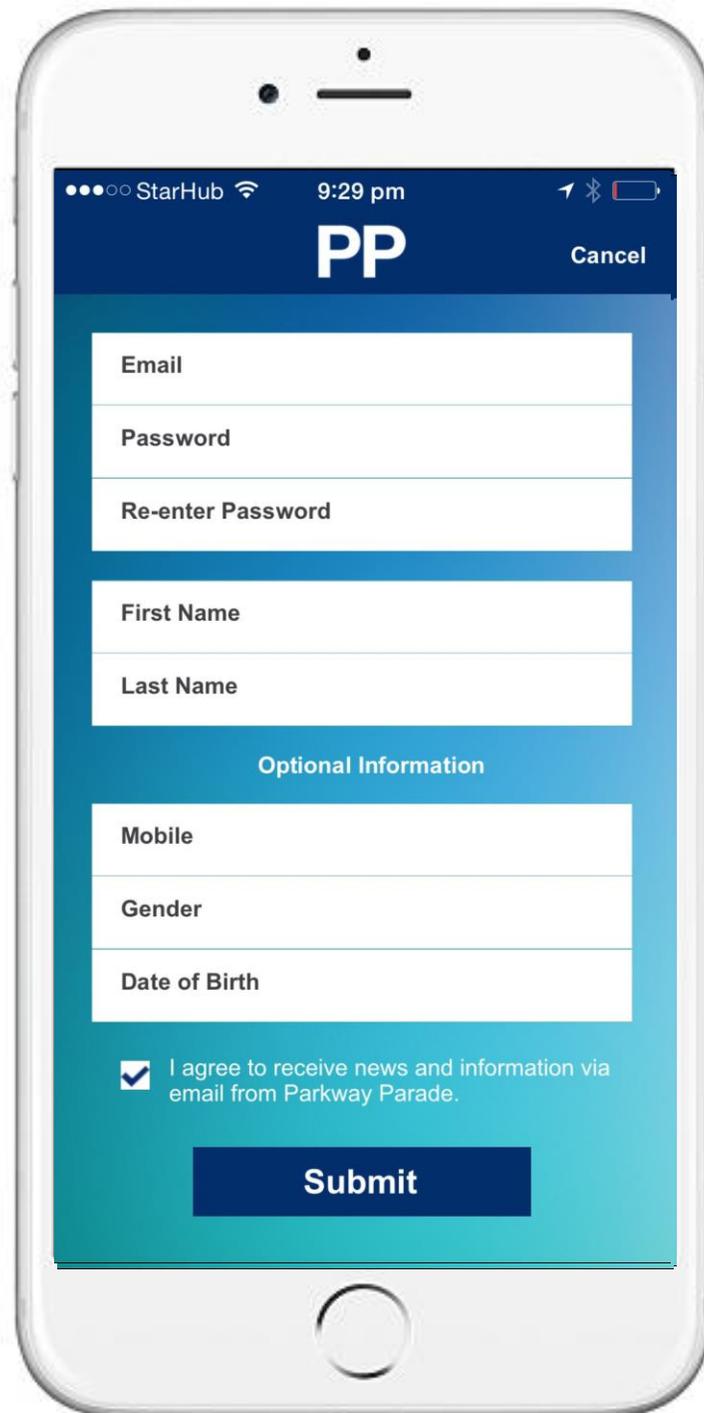
- ▶ An introduction to the Parkway Parade Mobile App
- ▶ Demonstration of the SprookiManager™ Administration System
- ▶ Store Implementation & Support
- ▶ Q&A

# Parkway Parade App



## Location-Based Mobile Marketing system which includes:

- Smartphone application for Android and iPhone devices.
- Website Content Management and Reporting System.
- Technology & Implementation Partner is Sprooki.



StarHub

9:29 pm

PP

Cancel

Email

Password

Re-enter Password

First Name

Last Name

Optional Information

Mobile

Gender

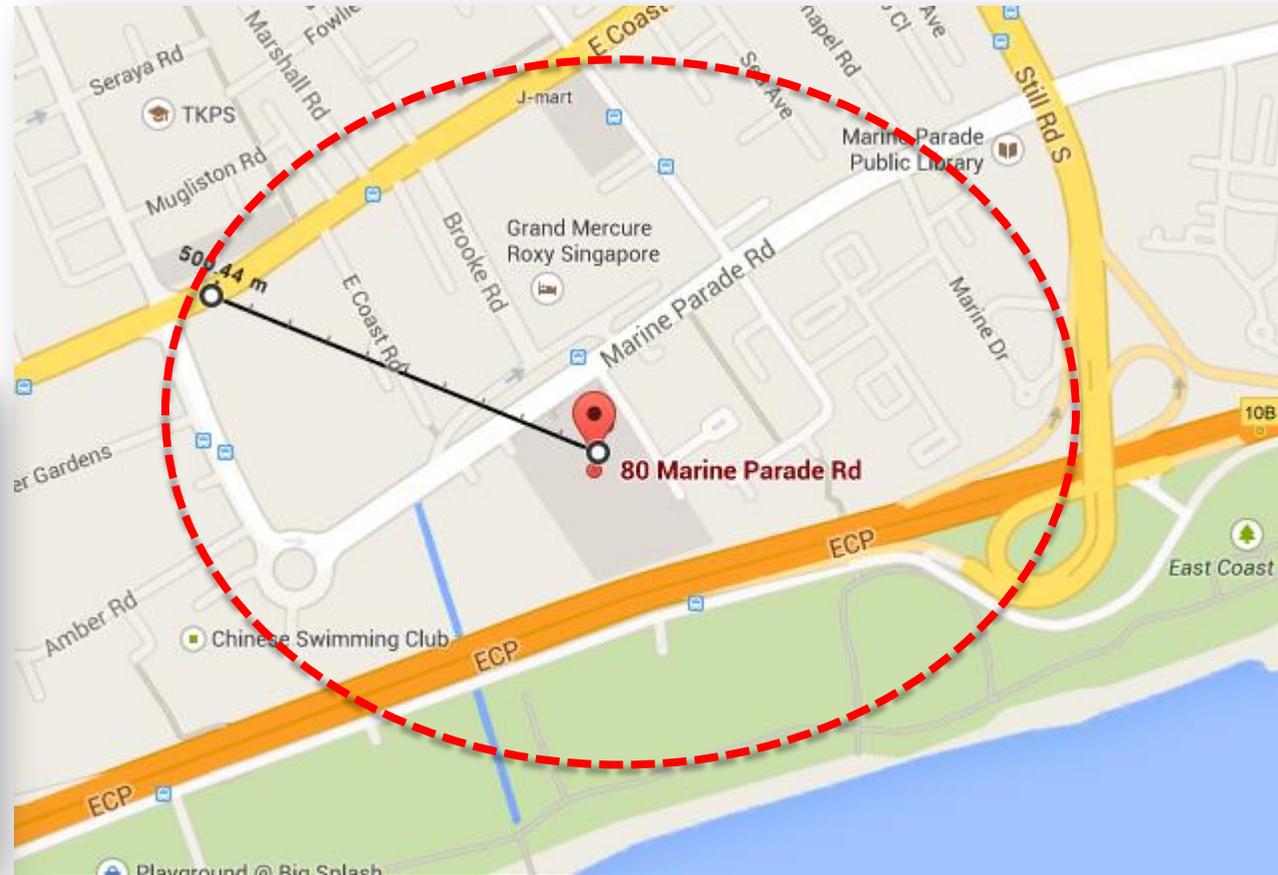
Date of Birth



I agree to receive news and information via email from Parkway Parade.

Submit

# Alerts



# Types of Sprooki Alert Communication



## ▶ **Featured Alert**

- **Unlimited volume each month**
- Location-enabled – triggers when nearby the mall
- Target alert zone is 400 - 500 meters around mall
- Must be scheduled by Parkway Parade's Admin or will not fire
- User needs to have Location preference switched on
- Wi-fi on will increase accuracy – but not mandatory
- Different campaigns by time, date and location
- Only 1 campaign per location at the same moment in time

## ▶ **General Alert**

- Broadcast to entire app user base (i.e. 'blast out')
- Based on permissions, user can turn off or not allow
- Scheduled by Parkway Parade's Admin
- Can be sent immediately or scheduled for future time
- Based on an existing campaign (event/promotion) or general message
- **Up to 8 General Alerts per month**

## ▶ **Follow Alert**

- User specified by "Following" a particular Retailer or All PP Stores
- Follow from Store Details, Offer Details or Event Details screens
- Automatic – not scheduled by Admin
- Notifies user when a new campaign from that Brand or Outlet is published.
- **Unlimited**

# Types of Sprooki Alert Communication

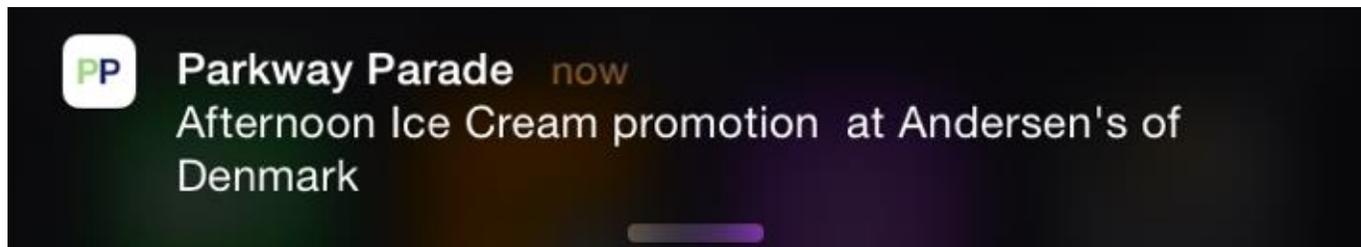


## ▶ Expiration Alert

- For Coupons which have been purchased or downloaded to 'My Coupons'
- 48 hours prior to coupon expiration
- Reminder to redeem coupons at the store
- Automatic – not scheduled
- Based on app or phone permissions, user can turn off in preferences
- **Unlimited**

## ▶ Calendar Alerts

- For Events which have been Added to Calendar by user
- Added to default phone calendar
- Reminder alert generated by user's calendar based on alert settings
- Automatic – not scheduled
- **Unlimited**



# Three types of campaigns: “Get Now” Promotions



StarHub 5:24 pm

Andersen's of Denmark

**Afternoon Ice Cream promotion**

Delight your festive experience with Andersen's ice cream log cake, available in 2 choices of best selling flavors, Belgian Chocolate and Macadamia Nut. Come in 1.5kg and 1kg to suit your needs.

Share Facebook Follow

**Andersen's of Denmark**

Each and every Andersen's creations are specially concocted using only the finest ingredients import... [read more](#)

**Outlet** Andersen's of Denmark (13.3km)  
B-K4, 80, Marine Parade Road,  
Singapore, 44

**Pay in Store** **GET NOW**

Hours 10am - 10pm

Before: Dec 31, 2014

[Terms & Conditions](#)

- ▶ **Pay in-store vouchers/promotions**
  - Does not need a specific price point.
  - May be a premium/gift, product bundle or discount offer over range of products/services.
  - In-app coupon download saved in app under 'My Coupons' with expiry reminders.
  - In-store redemption and payment at point of sale.
  - Ideal for broad offers, new products & promos.
  - Can be share via social, SMS, Email.

# Three types of campaigns: “Buy Now” Promotions



Singtel 3:15pm

PP

1/5

### Lunch Time Super Deal \$5

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet.

[read more](#)

Share Facebook Follow

**Pu Tien**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

[read more](#)

**\$5.00**  
\$10 (50% off)

**BUY NOW**  
Before: Sep 30, 2014

- ▶ **Pre-pay vouchers / Limited time Offers**
  - Full payment via mobile is required before redemption.
  - Payment can be done via PayPal or Credit Card.
  - Upon completion of payment, user presents coupon to retailer. No payment at POS.
  - Ideal for short-term promotions (works very well with F&B promotions).
  - End of month payment balance transferred to PP from Sprooki.
  - Can be shared via Social, SMS, Email.



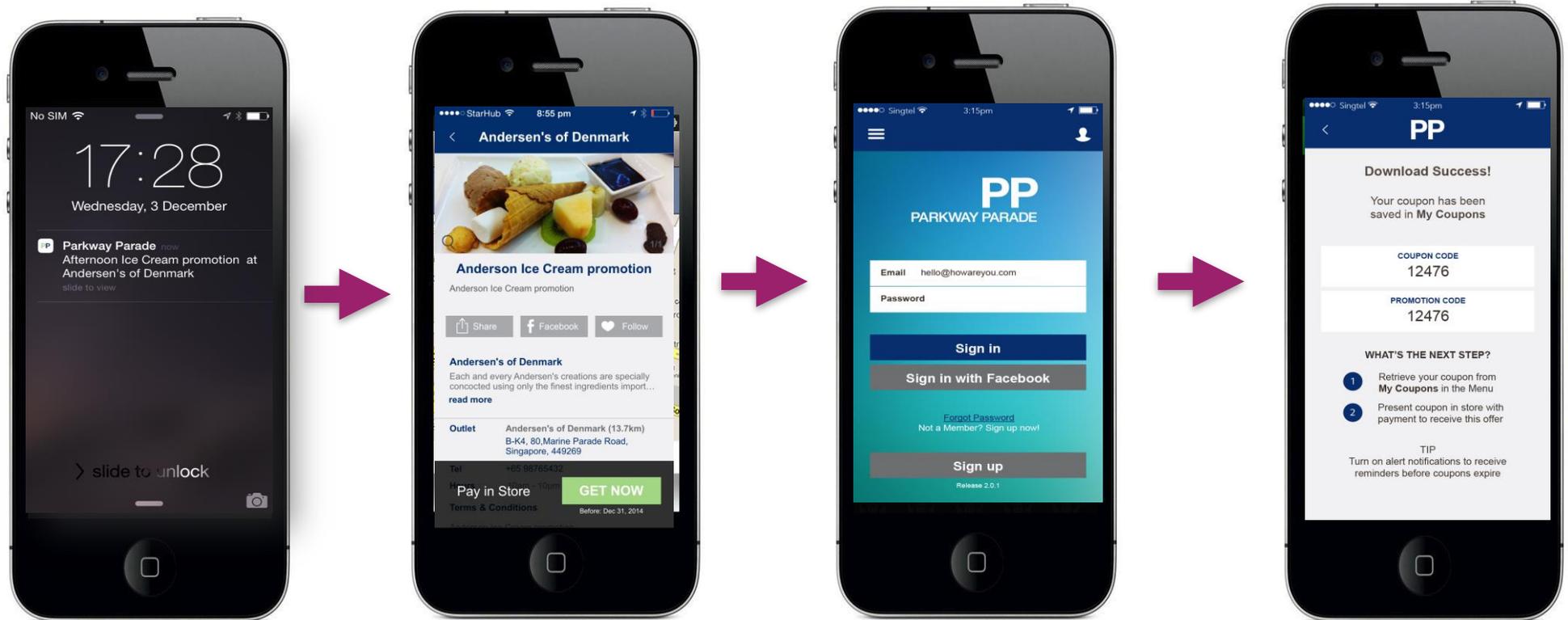
# Three types of campaigns: Events

The screenshot shows a mobile app interface for an event. At the top, the status bar shows 'StarHub' and '5:56 pm'. Below that is a navigation bar with a back arrow and the letters 'PP'. The main image features a woman in a Santa hat with her arms raised, surrounded by light trails. Text on the image reads 'LIGHTS OUT! PLAY IS IN!' and 'CHRISTMAS COMES ALIVE IN THE DARK AT PARKWAY PARADE'. Below the image is the title 'Christmas comes alive !' followed by a paragraph of text: 'Catch the electrifying choreographed display of lights and music by the world-renowned dance act — Light Balance. Simply spend a minimum of \$100\*, or charge \$80\* to your American Express® Card+ to redeem a ticket to watch the'. Below this is a 'read more' link. There are three buttons: 'Share', 'Facebook', and 'Follow'. Underneath is the 'Organiser' section with 'Parkway Parade' and the 'Venue' section with 'Parkway Parade' and '80 Marine Parade Road, Singapore, 449269'. At the bottom, there is a date range '3 Dec 2014 17:55 to 31 Dec 2014 17:55' and a blue 'ADD TO CALENDAR' button.

## ▶ Events / What's On

- Does not require a specific offer or promotion.
- General communications tool for events and happenings.
- Can be one-off or repeat events.
- User's can 'Add to Calendar' + receive reminders.
- Ideal for "big news" like new store openings, special sales and other in-store events for broad public.
- Can be shared via social, SMS, Email.

# How does it work – From Alert?





---

# App Marketing Support & Support for launch

# App Marketing Support & Publicity for Launch



**Objectives: Minimum 8,000 thousand App Downloads and 50%+ Registered users with profile data during the first 6 month of launch.**

## **Promotions**

- Hero promotions (exclusive to app users) planned quarterly on an ongoing basis to build and activate user base
- AT LEAST 1 coupon promotions to appear in the app at all times

## **Below the Line Collaterals**

- In-mall collaterals (e.g. lift posters, banners) with app content
- Point-of-Sale (POS) material, e.g. wobblers, tent cards, etc.
- Direct mailers drop

## **Online Media**

- Social media regular posting: Facebook
- Website – App Benefits/ Features landing page with links to Android or App Store
- Store Wi-Fi Sign In screen – cross promote app
- Mobile version of website to cross promote app installation
- Apple App and Google Play Stores

## **Mobile Advertising**

- In-app Mobile Advertising on third-party sites with Hero promotions
- Media schedule aligned with Hero Promotions and Activation
- Can consider targeted SMS for launch, although can be costly to set up

# App Marketing Support & Publicity for Launch



The inaugural launch is slated for 22 January 2015, in conjunction with the Lunar New Year campaign.

## Objectives

- Build awareness for the app
- Conduct on-site activations to educate shoppers and general public on the use of the app
- Promote downloads for the app

## Media Plan

ATL communications include:

- Press ads
- Radio ads on FM Class95
- OOH media; bus-stops posters
- Direct mailer
- Page posts ads in Facebook
- Location Based SMS

BTL communications include:

- In-mall collaterals (posters inside lift, escalator landings, hanging mobiles, video wall)
- Mall's wifi sign in screens
- Internal email sign-offs
- In-mall activations with app booths & roving ambassadors; giveaway retailers vouchers for the initial launch period to shoppers who downloaded the app

# Agenda

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- ▶ An introduction to the Parkway Parade Mobile App
- ▶ Demonstration of the SprookiManager Administration System
- ▶ Store Implementation & Support
- ▶ Q&A

# Introducing the SprookiManager™ System



Welcome Anna Kournivokakak. You are logged in as a **Client Admin**  
[User Guide](#) · [Change Password](#) · [Sign Out](#)

Search Campaigns  Search Export Print Add Campaign

Filter Campaigns by All Malls A

- Promotions
- Events
- Directories
  - Merchants
- Helpdesk
- Reports

Powered by  sprooki

<input type="checkbox"/>	CID	Campaign Name	Merchant	Category
<input type="checkbox"/>	391	<a href="#">5D Switzerland Ski fr \$1,888</a>	<a href="#">PriceBreaker</a>	Services
<input type="checkbox"/>	390	<a href="#">Afternoon Ice Cream promotion</a>	<a href="#">Andersen's of Denmark</a>	Food & Resta
<input type="checkbox"/>	389	<a href="#">Follow alert</a>	<a href="#">ALDO</a>	Fashion
<input type="checkbox"/>	388	<a href="#">Custom range: 20-35 YO</a>	<a href="#">ALDO</a>	Fashion
<input type="checkbox"/>	387	<a href="#">Unspecified age campaign</a>	<a href="#">1st Prize Trading</a>	Homeware &

## 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

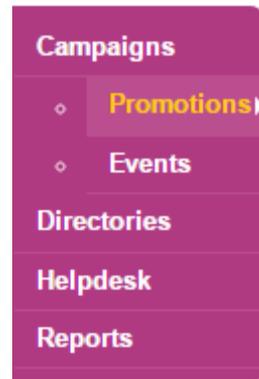
**Merchant**  
PriceBreaker



▶ Administration system which drives:

- App Content
- Campaign scheduling
- Alert scheduling
- Customer Database
- Admin user access
- Reports
- Helpdesk
- User Guides

User Guide is available for download



Welcome Anna Kournivokakak. You are logged in as a **Client Admin**  
[User Guide](#) [Change Password](#) [Sign Out](#)

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
<input type="checkbox"/>	391	<a href="#">5D Switzerland Ski fr \$1.888</a>	<a href="#">PriceBreaker</a>	Services	03-12-2014 17:38h	31-12-2014 17:38h	Live	NT	All Users
<input type="checkbox"/>	390	<a href="#">Afternoon Ice Cream promotion</a>	<a href="#">Andersen's of Denmark</a>	Food & Restaurant	03-12-2014 17:19h	31-12-2014 17:19h	Live	NT	All Users
<input type="checkbox"/>	389	<a href="#">Follow alert</a>	<a href="#">ALDO</a>	Fashion	03-12-2014 16:08h	31-12-2014 16:08h	Fully Redeemed	NT	All Users
<input type="checkbox"/>	388	<a href="#">Custom range: 20-35 YO</a>	<a href="#">ALDO</a>	Fashion	03-12-2014 15:34h	31-12-2014 15:34h	Live	NT	Age: 20 - 35 Gender: ALL
<input type="checkbox"/>	387	<a href="#">Unspecified age campaign</a>	<a href="#">1st Prize Trading</a>	Homeware & Electronics	03-12-2014 15:16h	31-12-2014 15:16h	Live	NT	Age: UNSPECIFIED Gender: ALL

▶ Who can have access?

- Marketing / Admin Users
- Concierge supervisors
- Merchant Users (only access own content)

# 1. Merchant Admin Users

---



- Merchant Admin Users are merchants/retailers staff members with access to the client's Sprookimanager™ system.
- Merchant Admins are able to:
  - Submit Campaigns for approval & publication by Admin Users.
  - Submit Events for approval & publication by Admin Users.
  - Edit Merchant & Outlet details.
  - Raise tickets via Helpdesk.
  - Access reports

# 1.1 New Merchant Account



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

Re: Welcome to Sprooki

Parkway Parade/Testing-all emails x



Mobile Testing

to me

31/12/2014 (5 days ago)



On Dec 31, 2014 4:46 PM, "Sprooki" <[noreply@sprooki.com](mailto:noreply@sprooki.com)> wrote:

Dear Mobile2 Testing1,

Your Sprooki Merchant User account, [mobiletesting@sprooki.com](mailto:mobiletesting@sprooki.com), has been created.

[Please activate and set a new password.](#)

Best regards,  
Lend Lease

- **Merchant Admin clicks on 'Please activate and set a new password' to set up unique password and access *Sprookimanager*<sup>TM</sup>**

# 1.2 Sign In to your Account



**Lend Lease**

**Sign In**

Email 2

Password 3

[Forgot your password?](#)

**Sign In** 4

Powered by 

1. Go to your Sprookimanager™ client website:

<https://parkwayparade.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?](#)



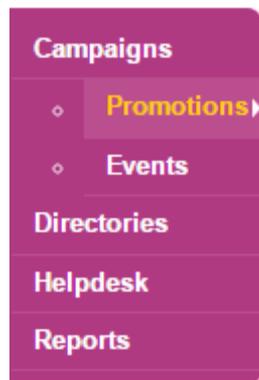
Sign In

Powered by  sprooki

In the event that you forget your password:

1. Click **'Forgot Password'**

# 3. Navigation (Sidebar Menu)



1. **Promotions :**
  - Submit promotions for approval.
  - Export promotions reports.
2. **Events :**
  - Submit Events for approval.
3. **Directories :**
  - **Merchants :**
    - View and submit Merchant details changes for approval.
    - View Merchant Users.
    - View and Submit outlets changes for approval.
    - View followers.
4. **Helpdesk :**
  - Submit a helpdesk request to Sprooki.
5. **Reports :**
  - View and download merchant reports.

# 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.
- Merchant users can submit campaigns for approval through Sprookimanager™.

# 4.1 Add Campaign



Welcome Sprooki Test . You are logged in as a **Merchant Admin**

[User Guide](#) . [Change Password](#) . [Sign Out](#)

- Campaigns
  - Promotions
  - Events
- Directories
- Helpdesk
- Reports

Powered by  sprooki

Search Campaigns

Filter Campaigns by

<input type="checkbox"/>	CID	Campaign Name	Merchant	Category	Start	End	Status	*T/NT	Target Users	Feature
--------------------------	-----	---------------	----------	----------	-------	-----	--------	-------	--------------	---------

4. Click on the **Add Campaign** button.

# 4.1 Add Campaign



## Add New Campaign

### 1. Campaign Details

\*Campaign Name

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

5

\*Campaign Description

Recommended 500 characters with 5,000 character limit.

6

\*Campaign Image(s)

7

Image size should be at least 640 x 270 pixels.  
Supported formats PNG, JPEG, GIF. Maximum 5 files.

5. Enter Campaign Name – the headline for the campaign & alerts. (90 characters limit)
6. Enter campaign description (500 characters recommended).
7. Upload campaign image. Images must be in the correct file format and size to publish the campaign.  
**Image format required: PNG, JPEG, GIF.**

Note: Some Sprookimanager™ versions require 320x320 or 640x270pixels. Please follow the requirements listed for upload.

# 4.1 Add Campaign



## 2. Campaign Values

Transactional  Non-Transactional

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

8

\*Retail Value

\$  .

Retail Price of the Product.

9

\*Coupon Value

\$  .

Coupon (You Pay) Price of the Product.

\*Coupon Limit Per App User

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. Option to set coupon limit per app user, if required. (e.g. 1)
11. Option to set the product limit. If no product limit, set to significantly high volume. (e.g. 1000)

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

12

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

### \*Merchant Redemption Code

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

### Barcode Image

Choose File No file chosen

13

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.

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.

# 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. The coupon will appear in the app between these dates unless ended.
15. Select Start and End date for the Coupon Validity Period. After the end date, a purchased or downloaded coupon will expire and no longer be redeemable.

# 4.1 Add Campaign



## 5. Targeting Options

16

All Users  Selected Users

Age

All Ages ▼

Gender

All ▼

Registered on/after

dd-mm-yyyy 

Campaign will only be viewed by App Users who are registered on and after this date selected.

16. The system can target a promotion to appear only to users with the chosen profile:

- Users who register on/after a certain date period. All other users will not be able to see the promotion.
- Based on users' age.
- Based on users' gender.

This feature is useful for:

- A low price offer or particular offers to attract new application downloads & registrations.
- A database privacy policy which requires only most recent users to be provided offers

# 4.1 Add Campaign



## 6. Merchant & Outlets

### Merchant

Andersen's of Denmark

17

### \*Outlets Applicable to Campaign

All Outlets  
Andersen's of Denmark@Parkway P

Ctrl-Click to multi-select the outlets.

17. Select the participating outlet(s) for the selected campaign.

**Note:** only merchant users with permission for outlet locations will be able to schedule campaigns for those outlets.

# 4.1 Add Campaign



## 7. Categories

\*Categories Applicable to Campaign

Kids (SM Davao)  
Women (SM Davao)  
Men (SM Davao)

18

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

18. Select the Categories applicable to the campaign.

# 4.1 Add Campaign



## 8. Disclaimers & Terms

\*Terms & Policy

19

19. Enter the specific terms and policy for the campaign.

Recommended 20000 characters with no limit.

Cancel

Submit for Approval

\*Denotes mandatory field.

# 4.1 Add Campaign



20

21

Cancel

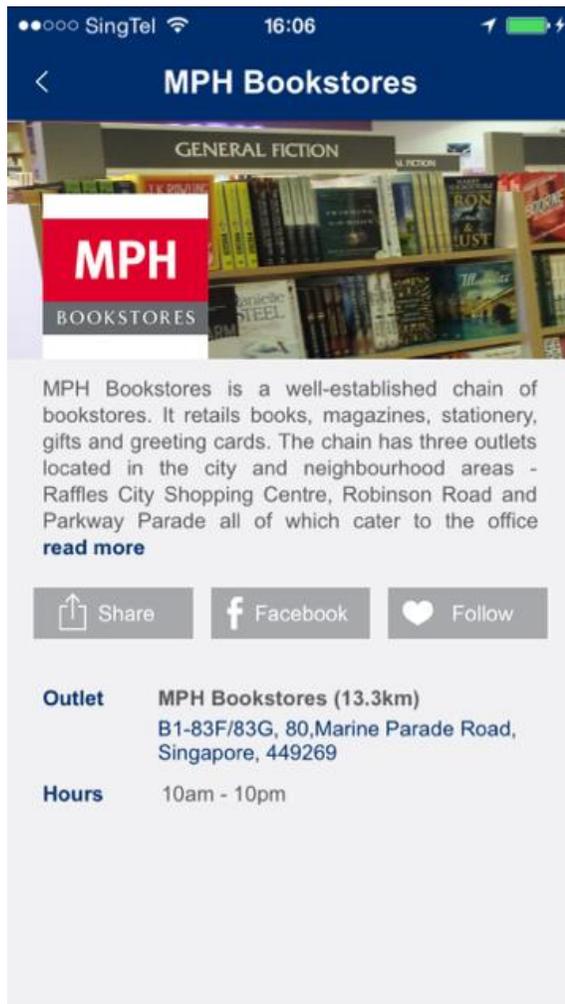
Submit for Approval

20. Click **Cancel** to cancel the submission.
21. **Submit for approval:** Admin user will receive notification to approve campaign on Sprooki Manager™

### Notes:

- Campaign will be listed as 'Draft' on the Promotions summary.
- Merchant user can amend campaign details (e.g. description) before it is approved by Admin User.
- Once Admin User approves campaign, it will be listed as 'Live' on the promotions summary.

# 6. Merchants



- Merchant Admin users are able to edit merchant and outlet details on Sprookimanager™
- It is advisable that outlet details ( phone, address, unit #) are kept updated regularly for the benefit of app users.

# 6.1 Edit Merchant details



Welcome Sprooki Test . You are logged in as a **Merchant Admin**

[User Guide](#) . [Change Password](#) . [Sign Out](#)

- Promotions
- Events
- Directories **1**
- **Merchants** ▶
- Helpdesk
- Reports

Search Merchants

Filter Merchants by

MID	Merchant Name	Code	Status	Merchant Email	Unit	Street
80	<u>Andersen's of Denmark</u> and		Active	noemail@lendlease.com	B1-K5	80 M Parac

1 - 1 of 1



1. Click on the **Merchants** tab on the Menu Sidebar.
2. Click on the **Merchants Name** to edit the respective merchant's details.

# 6.1 Edit Merchant details



## Edit Merchant

### 1. Merchant Details

Merchant ID  
80

3

\*Merchant Name  
Andersen's of Denmark

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

\*Merchant Code  
and

Merchant Email  
noemail@lendlease.com

Merchant Logo



Choose File No file chosen

Image size should be at least 320 x 320 pixels.  
Supported formats PNG, JPEG, GIF.

Merchant Image



Choose File No file chosen

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

### 2. Merchant Description

\*Description  
Each and every Andersen's creations are specially concocted using only the finest ingredients imported from Denmark, Australia, Belgium and all over the world. Based on the original Danish recipe, we serve you only the best and the finest. With a vast selection of...

### 3. Merchant Address

Country  
Singapore

Unit  
B1-K5

Street  
80 Marine Parade Road

City  
Singapore

State  
Singapore

Postal Code  
449289

### 4. Merchant Categories

\*Categories  
Departmental Store/Supermarket/H  
Fashion  
Fitness, Health & Personal Care  
Food & Restaurant  
Gifts & Novelties  
Homeware & Electronics  
Jewellery/Watches/Optical  
Lifestyle/Music/Entertainment  
Services

### 5. Contact Person

Given Name  
-

Family Name  
-

Email  
-

Phone  
-

Phone Number should include Country Code. eg. +65 9

### 6. Notes

test

### 7. Admin Users

Cancel Submit for Approval

\*Denotes mandatory field.

4

3. Edit desired fields.
4. Click on **Submit for approval**. Admin user will receive notification to approve changes on Sprookimanager™

# 6.3 Edit Outlet Details



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

- Promotions
- Events
- Directories
  - Merchants
- Helpdesk
- Reports

Search Merchants

Filter Merchants by

MID	Merchant Name	Code	Status	Merchant Email	Unit	Street
80	<u>Andersen's of Denmark</u>	and	Active	noemail@lendlease.com	B1-K5	80 M. Parac

1 - 1 of 1



1. Click on the **Merchant's Name** for the outlet to be edited.



## 6.3 Edit Outlet Details



### Outlets belonging to this Merchant

OID	Outlet name	Mall	Code	Unit	Street	City	State	Postal Code	Country	Phone
80	Andersen's of Denmark	Parkway Parade	80	B1-K4	80,Marine Parade Road	Singapore	Singapore	449269	SG	+65 98765432

1 - 1 of 1



2. Select the outlet to be modified.

# 6.3 Edit Outlet Details



3

## Edit Outlet

### 1. Outlet Details

\*Merchant  
Andersen's of Denmark

\*Outlet Name  
Andersen's of Denmark

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  
80

\*Mall  
Parkway Parade

Operating Hours  
10am - 10pm

Recommended 80 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  
+65 98765432

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

Unit/Level  
B1-K4

Street  
80,Marine Parade Road

City  
Singapore

State  
Singapore

Postal Code  
449269

### 3. Outlet Tags

Tag Type  
None

### 4. Contact Person

Given Name  
-

Family Name  
-

Email  
-

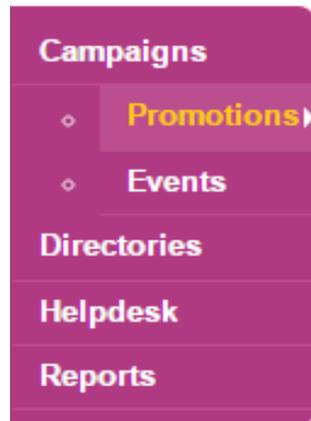
Cancel Delete **Submit for Approval**

\*Denotes mandatory field.

4

3. Edit the required fields.
4. **Submit for approval.** Admin user will receive notification to approve changes on Sprookimanager™

# 7. Reports



1. Select the **Reports** tab on the navigation bar.

# 7.1 Reports



## Reports

### 1. Select Application

Parkway Parade ▼

2

### 2. Select Report Type

Daily Report - Volume ▼

3

### 3. Select Reporting Period

January 2015 ▼

4

Print

Export

5

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

3. Select report type:

→ **Volume report:** includes transactional and non transactional data (either in Daily or Monthly format).

→ **Sales Value report:** include transactional data (either in Daily or Monthly format).

4. Select Reporting Period.

5. Click on:

**Export** button to download to .csv file. Or **Print** button to view on screen and save in PDF format.



# 7.2 Reports: Excel format

The report in .csv format tracks daily or monthly views, transactional & non transactional data (Volume report) or transactional data only (Value report). It may be saved as an excel file.

	A	B	G	H	I	J	K	L	M	N
1										
2	Date	Day	Total Viewed	Viewed by Alert	Viewed by Browse	Total Shared	Shared by Social	Shared by SMS	Shared by Email	Total Volume
3	Thursday	1-Jan-15	0	0	0	0	0	0	0	0
4	Friday	2-Jan-15	0	0	0	0	0	0	0	0
5	Saturday	3-Jan-15	0	0	0	0	0	0	0	0
6	Sunday	4-Jan-15	0	0	0	0	0	0	0	0
7	Monday	5-Jan-15	5	0	5	0	0	0	0	0
8	Tuesday	6-Jan-15	2	0	2	0	0	0	0	0
9	Wednesday	7-Jan-15	10	2	8	0	0	0	0	0
10	Thursday	8-Jan-15	9	0	9	0	0	0	0	0
11	Total in Period	-	26	2	24	0	0	0	0	0

# 7.2 Reports: PDF format



The report in PDF/print includes a summary of the data provided on the Excel version.



**Parkway Parade**

**Daily Report - Volume - Jan 2015**

Date	Day	Total Usage							All Coupons					
		Total View	View by Alert	View by Browse	Total Share	Share by Social	Share by SMS	Share by Email	Total Volume	Total Refund Volume	Nett Volume	Redemption Volume	Conversion Views to Volume	Conversion Volume to Redeem
01-Jan-2015	Thursday	0	0	0	0	0	0	0	0	0	0	0	0%	0%
02-Jan-2015	Friday	0	0	0	0	0	0	0	0	0	0	0	0%	0%
03-Jan-2015	Saturday	0	0	0	0	0	0	0	0	0	0	0	0%	0%
04-Jan-2015	Sunday	0	0	0	0	0	0	0	0	0	0	0	0%	0%
05-Jan-2015	Monday	5	0	5	0	0	0	0	0	0	0	0	0%	0%
06-Jan-2015	Tuesday	2	0	2	0	0	0	0	0	0	0	0	0%	0%
07-Jan-2015	Wednesday	10	2	8	0	0	0	0	0	0	0	0	0%	0%
08-Jan-2015	Thursday	9	0	9	0	0	0	0	0	0	0	0	0%	0%
<b>Total</b>		26	2	24	0	0	0	0	0	0	0	0	0%	0%

# 7.3 Reports: Campaign report



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

**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
<input type="checkbox"/>	444	Test	<a href="#">Andersen's of Denmark</a>	Food & Restaurant	08-01-2015 23:27h	08-01-2015 23:36h	Ended	NT	All User:
<input type="checkbox"/>		All in page							
<input type="checkbox"/>		All	<a href="#">Andersen's of Denmark</a>	Food & Restaurant	08-01-2015 12:11h	30-01-2015 12:11h	Draft	NT	All User:
<input type="checkbox"/>		None							
<input type="checkbox"/>	439	[COPY][COPY] Anderson Campaign	<a href="#">Andersen's of Denmark</a>	Food & Restaurant	08-01-2015 10:45h	08-01-2015 14:21h	Ended	NT	All User:

1. Click on the **Promotions** menu.
2. Tick on the filter and select the relevant options (e.g. All in page).
3. Click on:

**Export** button to download to .csv file. Or **Print** button to view on screen and save in PDF format.

All campaign data will be exported into the chosen format.

# 7.4 Reports: Profile Summary Report



The Profile Summary report for Merchant Users provides a summary of the profile of those registered App Users who have ever VIEWED a Merchant campaign.



**Parkway Parade**

**Profile Summary Report - Giordano**



USER VIEWS		GENDER			AGE					OS		COUPONS PER USER					OPT IN			
Total Users(#)	Total Users (%)	Female (%)	Male (%)	Unspecified (%)	<20 (%)	20-29 (%)	30-39 (%)	40-49 (%)	>50 (%)	iOS (%)	Android (%)	0 (%)	1-5 (%)	6-10 (%)	11-15 (%)	>15 (%)	General Alert (%)	Featured Alert (%)	Email (%)	Coupon Expiry (%)
31	100	22.58	51.61	16.13	0	83.87	29.03	12.90	3.23	219.35	90.32	18.03	10.25	17.21	11.07	30.33	100.00	96.77	87.10	100.00

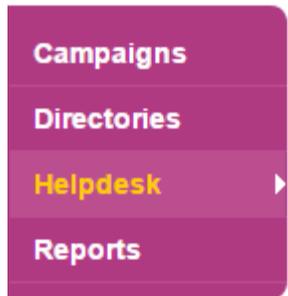
# 8. Helpdesk

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

# 8.1 Helpdesk



1. Click on **Helpdesk** tab on the navigation tab.



# 8.1 Helpdesk



**\*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)  
Choose Files No file chosen

**Submit**

\*Denotes mandatory field.  
Note: For urgent issues, please call +96 9994068.  
New Order

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**.



## 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](mailto:helpdesk@sprooki.com)

For urgent issues, please contact +65-9776-7046

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

# Agenda

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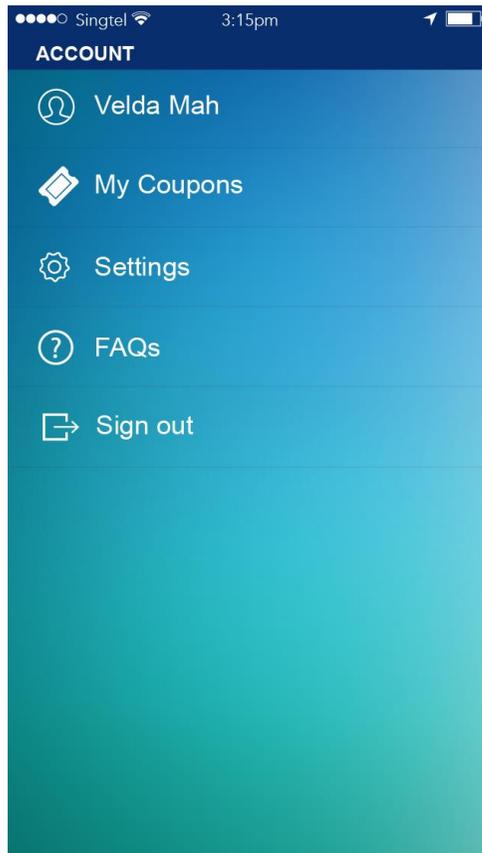
- ▶ An introduction to the Parkway Parade Mobile App
- ▶ Demonstration of the SprookiManager™ Administration System
- ▶ Store Implementation & Customer Care
- ▶ Q&A

# 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”

The screenshot shows a mobile app interface. At the top, the status bar displays 'Singtel', signal strength, Wi-Fi, and the time '3:15pm'. Below the status bar is a dark blue header with a back arrow, the letters 'PP', and a location pin icon. The main content area features a photograph of a plate of food, likely a lunch special. Below the photo is the title 'Lunch Time Super Deal \$5' and a paragraph of placeholder text. Underneath the text are three buttons: 'Share', 'Facebook', and 'Follow'. Below these buttons is the name 'Pu Tien' and another paragraph of placeholder text. At the bottom of the screen, there is a dark grey bar containing the price '\$5.00', the original price '\$10 (50% off)', and a large blue 'REDEEM' button. Below the 'REDEEM' button, the text 'Before: Sep 30, 2014' is visible.

Singtel 3:15pm

< PP

**Lunch Time Super Deal \$5**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet.

[read more](#)

Share Facebook Follow

**Pu Tien**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do...

[read more](#)

**\$5.00**  
\$10 (50% off)

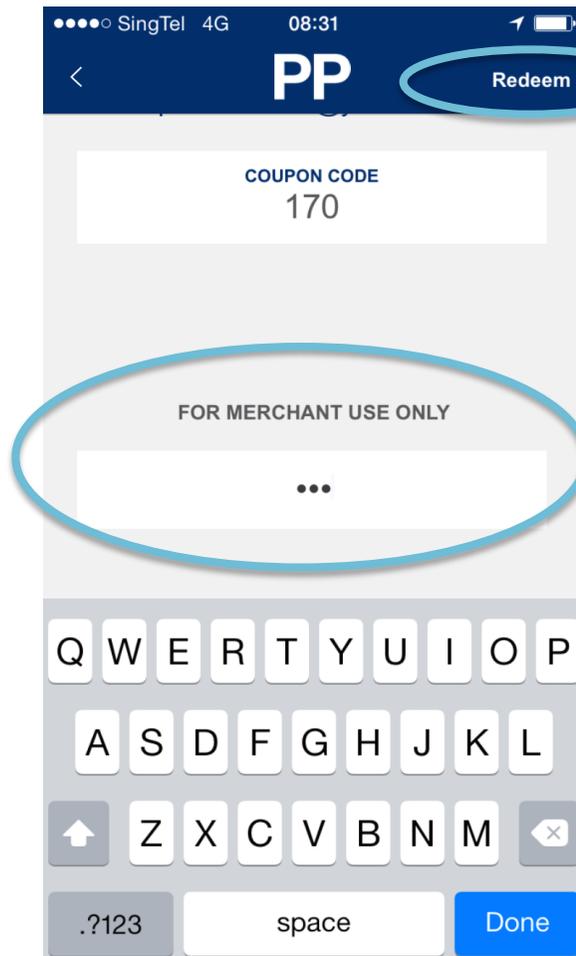
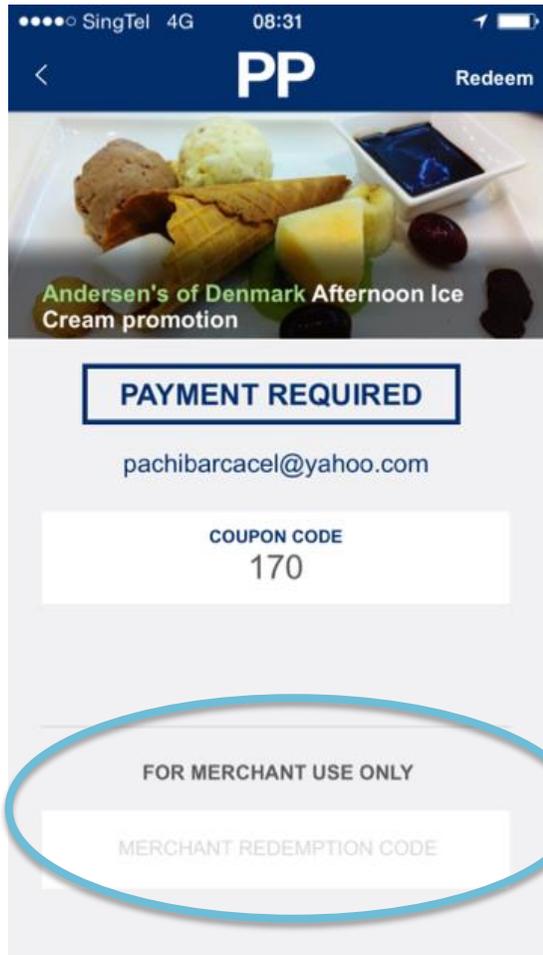
**REDEEM**

Before: Sep 30, 2014

# Redemption Demonstration



**Step 4:**  
**Merchant / Retailer needs to Privately** enter Merchant code in the box labeled "Store Redemption Code"

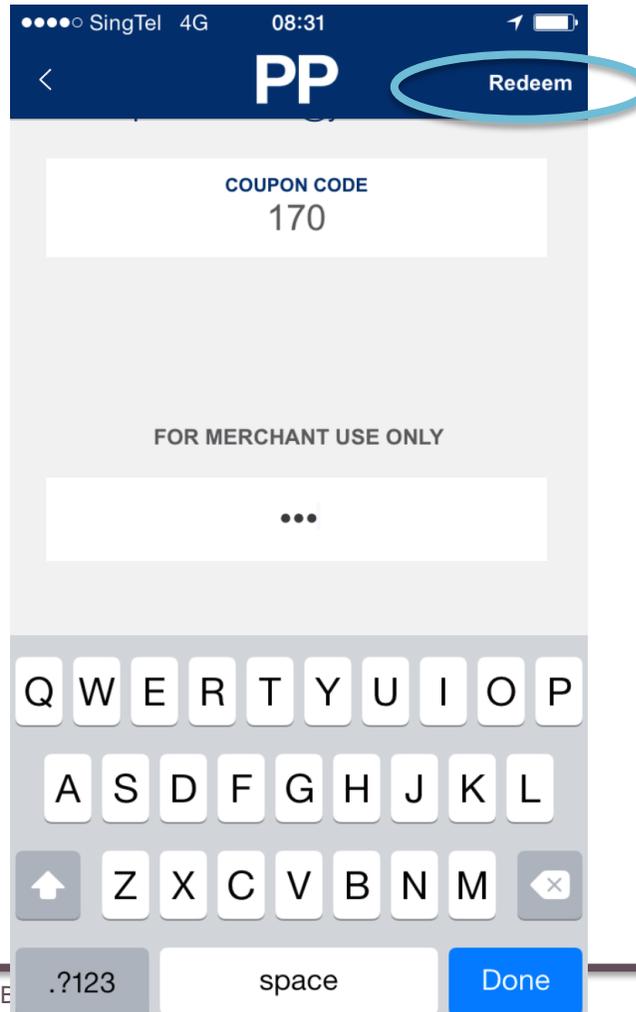


- Enter merchant code before proceeding with payment transaction and before handing goods to customer.
- Code is confidential **DO NOT** share it with customers.
- Enter code on customer's mobile screen.

# Redemption Demonstration



**Step 5:**  
Merchant / Retailer Touch on “Redeem” button **ONCE**  
(upper right)



# Redemption Demonstration - Get Now



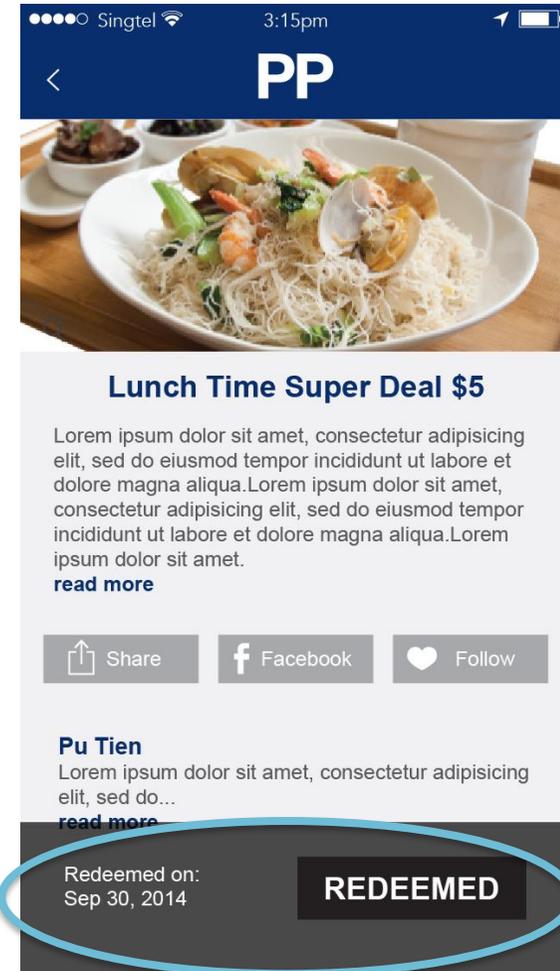
## Step 6:

Merchant / Retailer Checks coupon under “Redeemed/Expired”



## Step 7:

Collect Payment and / or Provide Goods to Customer



# Redemption Demonstration – BUY NOW



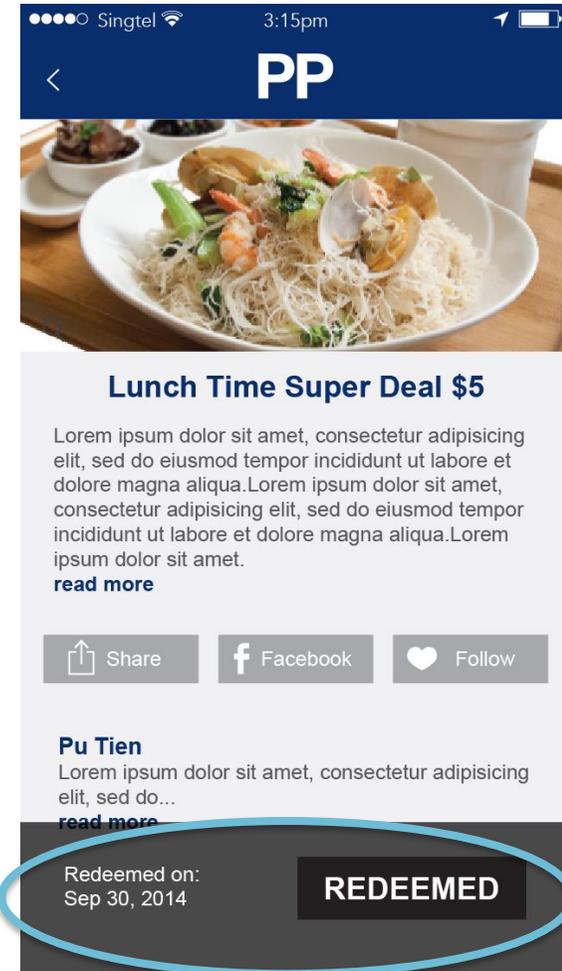
## Step 6:

Merchant / Retailer Checks coupon under “Redeemed/Expired”



## Step 7:

Provide Goods to Customer – **NO NEED TO COLLECT PAYMENT**



# Offer 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 Parkway Parade app user.
- It is encouraged that Admin/Marketing/Concierge send enquiries, clarifications for Parkway Parade via **Helpdesk** in SprookiManager system.
- **Offer/coupon terms apply in addition to specific merchant/retailer T&Cs.**

# Store Support



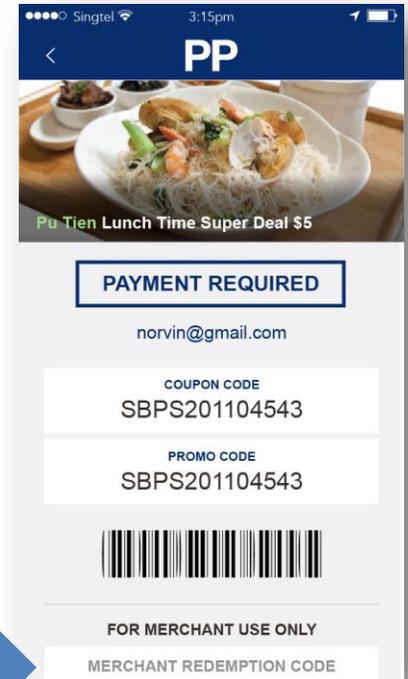
- ▶ Each store will be provided with a Merchant Redemption Code via the system.
- ▶ The code should be provided to the outlet.
- ▶ We recommend distributing
- ▶ Small cards for each merchant to be kept discretely at POS until to familiarise them with their code.
- ▶ Example =>



## PARKWAY PARADE MERCHANT CARD IMPORTANT

- Enter merchant code before redeeming goods or services.
- Enter code on customer's mobile screen
- Code is confidential: for merchant staff only.

**YOUR MERCHANT CODE IS:**



### Questions?

Please contact our Helpdesk team:

General queries: [helpdesk@sprooki.com](mailto:helpdesk@sprooki.com)

For urgent queries: 9613-0003



# Parkway Parade Support Obligations

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## ► Support Obligations

Parkway Parade is the first contact point for support.

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

Support references provided by Sprooki:

- 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://parkway.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.



# Parkway Parade Support Obligations

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- 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.

# Sprooki Helpdesk Support

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- **Operation hours:**
  - Between 9.00 am and 6.00 pm Monday to Friday on Business Days (excludes Public Holidays).
  
- **Accessed via website and email.**
  - Website access: <https://parkway.sprookimanagerx.com> => Helpdesk section
  - Suggested browsers to access Sprooki Manager: Chrome, Firefox (also works on Internet Explorer 10 and above)
  - Email access: `helpdesk@sprooki.com`
  
- PP to notify Sprooki immediately of the support incident providing all required details on the Helpdesk ticket form.



# Known 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.



# Refund Policy

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- Any refund requests prior to the redemption of a coupon are at the discretion of Parkway Parade 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 Parkway Parade's and the outlet's refund policy and terms of the coupon or offer provided through Parkway Parade.



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# FAQs



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

The Parkway Parade 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 'Parkway Parade.' or 'Parkway Parade'.

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 Parkway Parade 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 Parkway Parade and other apps which offer similar offers/deals/discounts?**

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



## ✓ **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 Parkway Parade, 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.



✓ **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 [parkway.parade@lendlease.com](mailto:parkway.parade@lendlease.com) or via the Contact Us form in the Parkway Parade 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.



✓ **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 Parkway Parade 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 Parkway Parade App (by tapping the app icon).



- ✓ **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 Parkway Parade app available on tablets?**

The Parkway Parade 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 Helpdesk section.**

# Agenda

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- ▶ An introduction to the Parkway Parade Mobile App
  - ▶ Demonstration of the SprookiManager Administration System
  - ▶ Implementation & Customer Care
- ▶ Q&A

# Thank you.

Paola Barcadel  
Projects & Operations Manager  
paola@sprooki.com

Michael Gethen  
Managing Director & Co-founder  
michael@sprooki

