



Sprookimanager™ Merchant User Guide

June 2015

Version 2.5

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1. User Account



**A Merchant User account is required to
access the *Sprookimanager*TM
Administration System**

1.1 Sign In to your Account



Sign In

Email

Password

[Forgot your password?](#)

Powered by  sprooki

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

1.2 Forgot Password



1. Click **'Forgot Password'**

Sign In

Email

Password

[Forgot your password?](#)

1

Sign In

Powered by  sprooki

1.2 Forgot Password



Forgot Password

Email

2

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

Cancel **Submit** **3**

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

2. Navigation (Sidebar Menu)

NEW MENU
JUNE 2015



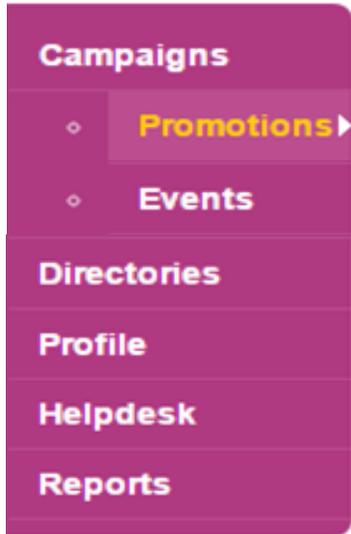
- 1. Campaigns**
 - **Promotions** – Add or edit campaigns and offers and view campaign reports
 - **Events** - Add events
- 2. Directories**
 - **Merchants** – Add or edit Merchant information
- 3. Profile**
 - **Followers** – view followers by outlet
- 4. Helpdesk** – Submit a helpdesk request to Sprooki
- 5. Reports** – Generate or view management reports

3. Campaigns: Promotions



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

3.1 Add Campaign



1

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

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

3.1 Add Campaign



2

Campaigns

Search Campaigns **Search** **Export** **Print** **Add Campaign**

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

	CID	Campaign Name	Merchant	Category	Start	End	Status	*T/NT	Target Users	Featured	Sales Volume	Sales Value	Refnds	*Nett Volume	Nett Value	Redemption Volume	Failed Purch
--	-----	---------------	----------	----------	-------	-----	--------	-------	--------------	----------	--------------	-------------	--------	--------------	------------	-------------------	--------------

2. Click the **Add Campaign** button

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

3.1 Add Campaign



Campaigns

- **Promotions**
- Events

Directories

Profile

Helpdesk

Reports

Powered by  sprooki

Add New Campaign

Select Merchant

7-Eleven

Cancel Next

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

3.1 Add Campaign



Add New Campaign

1. Campaign Details

*Campaign Name

5

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

*Campaign Description

6

Recommended 500 characters with 5,000 character limit.

*Campaign Image(s)

Upload Image

7

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

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

6. Enter campaign description.

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

3.1 Add Campaign



2. Campaign Values

Transactional Non-Transactional

8

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

*Retail Value

\$ 0 . 0

9

Retail Price of the Product.

*Coupon Value

\$ 0 . 0

Coupon (You Pay) Price of the Product.

*Coupon Limit Per App User

Unlimited

10

Frequency of Coupon Downloads

*Product Volume

11

Campaign will automatically terminate when amount purchased reaches 95% .

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

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

3.1 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.

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.

3.1 Add Campaign



4. Campaign Dates

*Start Date / Time

dd-mm-yyyy hh:mm

14

*End Date / Time

dd-mm-yyyy hh:mm

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

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

*Coupon Valid Start Date / Time

dd-mm-yyyy hh:mm

15

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

*Coupon Valid End Date / Time

dd-mm-yyyy hh:mm

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

14. Select Start and End dates for the Campaign.

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

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

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

3.1 Add Campaign: Targeting

NEW FEATURE
JUNE 2015



5. Targeting Options

All Users Select Profile

16

All Groups ▼

Age

All Ages ▼

Gender

All ▼

Activity

All Activity ▼

Since Launch ▼

Save Profile

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

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

The Targeting options feature is useful for:

- A database privacy policy which requires only the most recent users to be sent offers.

3.1 Add Campaign

NEW FEATURE
JUNE 2015



5. Targeting Options

All Users Select Profile

17

All Groups ▼

Age

All Ages ▼

Gender

All ▼

Activity

All Activity ▼

18

Since Launch ▼

19

Save Profile

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

17. Tick on ‘Select Profile’

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

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

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

3.1 Add Campaign



6. Merchant & Outlets

Merchant
7-Eleven

*Outlets Applicable to Campaign

All Outlets
7-Eleven@313@somerset

20

Ctrl-Click to multi-select the outlets.

Merchant Redemption Code
7e140

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

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

Notes:

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

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

3.1 Add Campaign



7. Categories

21

*Categories Applicable to Campaign

21. Select the Categories applicable to the campaign.

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

3.1 Add Campaign



8. Disclaimers & Terms

*Terms & Policy

22

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

Recommended 20000 characters with no limit.

3.1 Add Campaign



23

Cancel

Submit for Approval

*Denotes mandatory field.

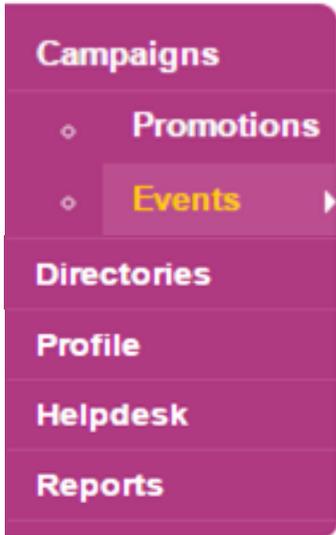
23. Click **Submit for Approval** to submit the campaign for admin user to approve. The campaign will appear in the mobile app after it is approved.

4. Events



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

4.1 Add Event



1

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

4.1 Add Event



- Campaigns
 - Promotions
 - Events**
- Directories

Search Events Search Export **Add Event**

Filter Events by All Organisers All Status Filter

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

2

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

4.1 Add Event



Add New Event

1. Event Details

*Event Name

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

3

*Event Description

Recommended 500 characters with 5,000 character limit.

4

*Event Images

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

5

*Event Dates

*Start Date / Time

6

End Date / Time

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

Repeat

*Campaign Dates

*Start Date / Time

7

*End Date / Time

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

2. Organiser & Venue

*Assigned to Application(s)

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

Choose Organiser

Choose Venue

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

4.1 Add Event Organiser & Venue



2. Organiser & Venue

*Assigned to Application(s)

Tring 313-(SG)

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

Choose Organiser

Select Organiser Applicable to Event

7-Eleven

Choose Venue

Select Venue Applicable to Event

313@somerset

Cancel

Save Draft

Submit for Approval

8

9

10

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

8. To add Organiser, tick the box 'Choose Organiser'. Select from a list of existing Organisers/outlets.

9. To add Add Venue, tick the 'Choose Venue' box. Select from a list of existing Venues/outlets.

10. Click the **Submit for Approval** button to submit event for Admin user to approve.

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

5. Profile



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

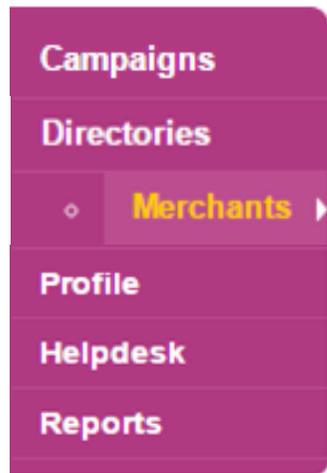
This information is stored in **Sprookimanager™** and can be viewed, edited and downloaded along with the complete customer database.

6. Directories: Merchants



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

6.1 Edit Merchants



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

6.1 Edit Merchants



Campaigns

Directories

- **Merchants** ▶

Profile

Helpdesk

Reports

Powered by  **sprooki**

Search Merchants **Search**

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

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

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

6.2 Add Outlet



- Campaigns
- Directories
 - Merchants
- Profile
- Helpdesk
- Reports

Powered by  sprooki

Search Merchants

Filter Merchants by

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

1 - 10 of 10

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

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6.2 Add Outlet



Merchant Users

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

Download All Data

Add Merchant User

Outlets belonging to this Merchant

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

Download All Data

Add Outlet

2

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

6.2 Add Outlet



Add New Outlet

1. Outlet Details

*Merchant

Fish & Company PTE

3

*Outlet Name

4

Recommended 30 characters. Outlet Name should

*Mail

313@somerset

5

Operating Hours

Recommended 80 characters max for visibility on A.
Recommended Format:
Mon - Fri 9.00 AM - 5.00 PM; Sat & Sun, 9.00 AM - 8.00 PM;
Public Hols CLOSED

2. Phone & Address

*Country

Singapore

Outlet Phone

+

Phone Number should include Country Code. eg. +65

6

Unit / Level

*Street

City

Singapore

State

Singapore

Postal Code

7

4. Contact Person

8

Given Name

Family Name

Email

Cancel

Submit Outlet

9

*Denotes mandatory field.

3. Select Merchant

4. Enter new Outlet Name.

5. Select Operating Hours

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

7. Enter the Postal Code of the outlet.

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

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

6.3 Edit Outlet Details



- Campaigns
- Directories
 - Merchants
- Profile
- Helpdesk
- Reports

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Search Merchants

Filter Merchants by

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

1 - 10 of 10

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

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6.3 Edit Outlet Details



Outlets belonging to this Merchant

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

1 - 1 of 1

Add Outlet

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

6.3 Edit Outlet Details



Edit Outlet

1. Outlet Details

*Merchant
Cotton On

*Outlet Name
Cotton On

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

*Outlet Code

*Mall
313@somerset

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

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

2. Phone & Address

Country
Singapore

Outlet Phone
-

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

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

Street
313 Orchard Road

City
Singapore

State
Singapore

Postal Code
238895

4. Contact Person

Given Name
-

Family Name
-

Email
-

Cancel

Update Outlet

*Denotes mandatory field.



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

7. Helpdesk: Creating a Ticket



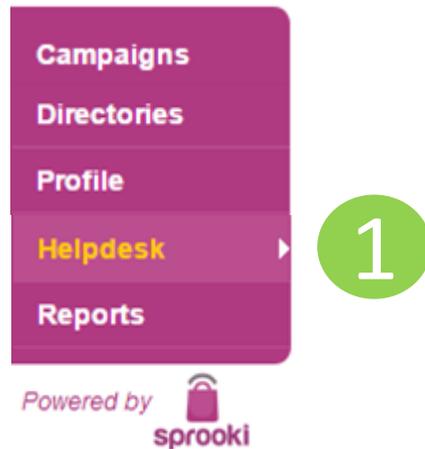
If you encounter a problem that you cannot resolve by yourself, you can submit a help ticket to our Helpdesk for support.

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

7. Helpdesk: Creating a Ticket



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



7. Helpdesk: Creating a Ticket



- Campaigns
- Directories
- Profile
- Helpdesk**
- Reports

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

Filter tickets by Issue Type Raised (yyyy-mm-dd) to (yyyy-mm-dd) Reporter **Filter**

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

2

2. Click on 'Create ticket'

7. Helpdesk: Creating a Ticket



***Issue Type**
Technical / Bugs

***Summary of issue**

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

Reporter contact number

Reporter contact email

App Username Email used when registering

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

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

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

3

4

5

6

7

8

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

7. Helpdesk: Creating a Ticket



- Campaigns
- Directories
- Profile
- Helpdesk**
- Reports

Powered by  sprooki

Contact us

Thank you!

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

Regards,
Sprooki Helpdesk

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

Email: helpdesk@sprooki.com

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

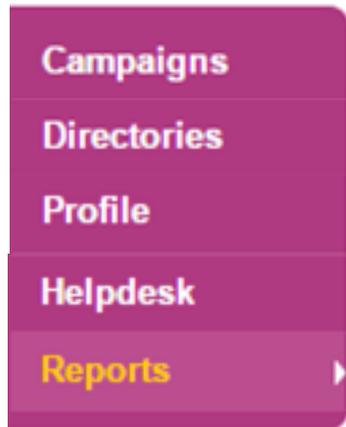
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You will be presented with a “Thank you” page after you successfully submit the ticket.

8. Generating Reports



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



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8.1 How to download data into Excel Sheet



Reports

1. Select Application

Tring 313 ▼

2

2. Select Report Type

▼ ▼

3

3. Select Reporting Period

Select Month ▼

4

Print Export

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

3. Select report type:

→ **Customer Reports:** includes User Profile (e.g. gender)

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

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

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

5

8.1 How to download data into Excel sheet



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

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

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

Daily Campaign Report - Volume - Jun 2015

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



Thank You