



# **Sprookimanager™**

## **Administration User Guide**

June 2015

Version 2.5

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# 1. User Account

---



**An Admin User account is required to  
access the *Sprookimanager*<sup>TM</sup>  
Administration System**

# 1.1 Sign In to your Account



## Sign In

Email

2


Password

3

[Forgot your password?](#)

Sign In

4

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**

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# 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.

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## 2. Navigation (Sidebar Menu)

NEW MENU  
JUNE 2015



Powered by  sprooki

### 1. Campaigns

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

### 2. Alerts

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

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

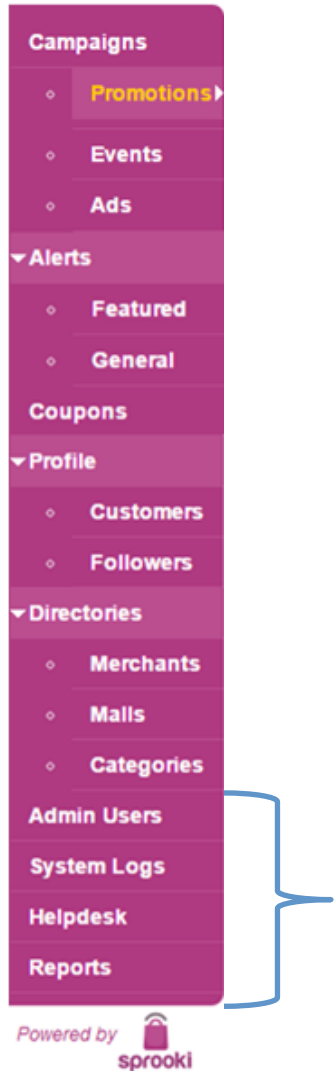
### 4. Profile

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

### 5. Directories

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

## 2. Navigation (Sidebar Menu)



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

### 3. Admin User

---



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

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

## 3.1 Add Admin User



Campaigns

Alerts

Coupons

Profile

Directories

Admin Users

1

System Logs

Helpdesk

Reports

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

# 3.1 Add Admin User



Campaigns

Alerts

Coupons

Profile

Directories

Admin Users

System Logs

Helpdesk

Reports

Search Admin Users

Search

Export

Add Admin User

Filter Admin Users by

All Locations

Filter

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

2. Click on the 'Add Admin User' button

# 3.1 Add Admin User



## Add Admin User

### 1. Admin User Details

\*Given Name

\*Family Name

\*Email

This Email Address will be used for Password Resets.

\*Role

Location Admin ▼

3

4

### 2. Locations (Malls or Outlets)

\*Assigned to

313@somerset

5

Shift-Click to multi-select the locations.

Cancel

Submit User

6

\*Denotes mandatory field.

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

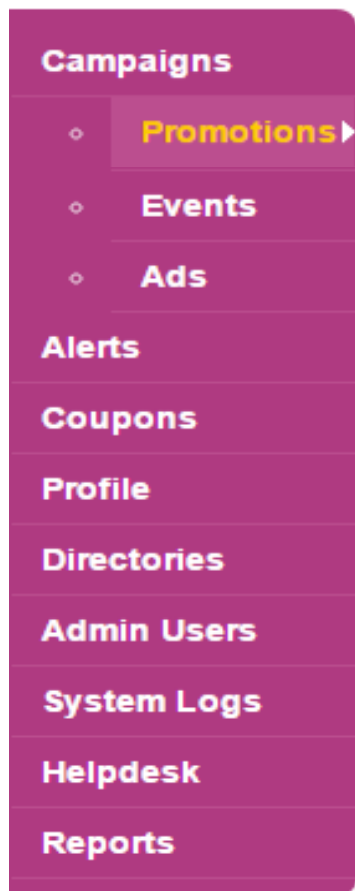
## 4. Campaigns: Promotions

---



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

# 4.1 Add Campaign



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

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



# 4.1 Add Campaign



2

Campaigns

Promotions

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.

## 4.1 Add Campaign



**Campaigns**

- **Promotions**
- Events
- Ads

**Alerts**

**Coupons**

**Profile**


**Directories**

**Admin Users**

**System Logs**

**Helpdesk**

**Reports**

Powered by  **sprooki**

### Add New Campaign

Select Merchant

7-Eleven

Cancel Next

3. Select the Merchant that will run the promotion

4. Click on **'Next'**

# 4.1 Add Campaign



## Add New Campaign

### 1. Campaign Details

\*Campaign Name

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)

Upload Image

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

7

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 pixels).**

# 4.1 Add Campaign



## 2. Campaign Values

☐ Transactional ☒ Non-Transactional

8

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

\*Retail Value

\$ 0 . 0

9

Retail Price of the Product.

\*Coupon Value

\$ 0 . 0

Coupon (You Pay) Price of the Product.

\*Coupon Limit Per App User

Unlimited

10

Frequency of Coupon Downloads

\*Product Volume

11

Campaign will automatically terminate when amount purchased reaches 95% .

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

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

# 4.1 Add Campaign



## 3. Campaign Codes

Promotion Code

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.

# 4.1 Add Campaign




## 4. Campaign Dates

\*Start Date / Time

dd-mm-yyyy hh:mm 

14


\*End Date / Time

dd-mm-yyyy hh:mm 

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

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


\*Coupon Valid Start Date / Time

dd-mm-yyyy hh:mm 

15

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

\*Coupon Valid End Date / Time

dd-mm-yyyy hh:mm 

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

14. Select Start and End dates for the Campaign.

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

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

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

## 4.1 Add Campaign: Targeting

NEW FEATURE  
JUNE 2015



### 5. Targeting Options

☐ All Users

☒ Select Profile

16

All Groups ▼

Age

All Ages ▼

Gender

All ▼

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.

# 4.1 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.



# 4.1 Add Campaign



## 6. Merchant & Outlets

Merchant  
7-Eleven

\*Outlets Applicable to Campaign

20

All Outlets  
7-Eleven@313@somerset

Ctrl-Click to multi-select the outlets.

Merchant Redemption Code  
7el40

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

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

*Notes:*

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

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

# 4.1 Add Campaign



## 7. Categories

21

\*Categories Applicable to Campaign

Lifestyle

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

21. Select the Categories applicable to the campaign.

# 4.1 Add Campaign



## 8. Disclaimers & Terms

\*Terms & Policy

22

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

Recommended 20000 characters with no limit.

# 4.1 Add Campaign



23

24

Cancel Save Draft Submit Campaign

\*Denotes mandatory field.

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

## 4.2 Edit Campaign



### Campaigns

- **Promotions**
- Events
- Ads

### Alerts

### Coupons

### Profile

### Directories

### Admin Users

### System Logs

### Helpdesk

### Reports

Search Campaigns

Filter Campaigns by

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

1

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

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

**Note:** Only draft campaigns can be edited.  
“Published” or “Live” campaigns can not be edited.

## 4.3 End Campaign



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

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

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

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

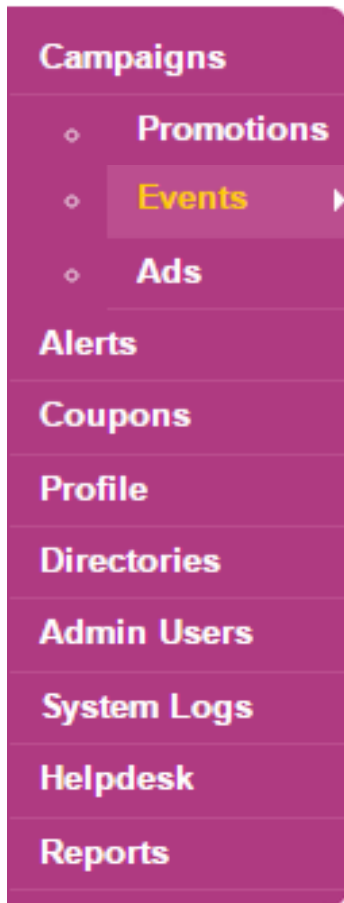
## 5. Events

---



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™**.

# 5.1 Add Event



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



# 5.1 Add Event



Campaigns

Promotions

Events

Ads

Alerts

Search Events

Search

Export

Add Event

Filter Events by

All Organisers

All Status

Filter

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

2

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

# 5.1 Add Event



## Add New Event

### 1. Event Details

#### \*Event Name

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

#### \*Event Description

Recommended 500 characters with 5,000 character limit.

#### \*Event Images

Choose Files No file chosen

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

### \*Event Dates

#### \*Start Date / Time

#### End Date / Time

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

☐ Repeat

### \*Campaign Dates

#### \*Start Date / Time

#### \*End Date / Time

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

### 2. Organisation & Venue

#### \*Assigned to Application(s)

Tring 313-(SG)

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

☐ Choose Organisation

☐ Choose Venue

Cancel Save Draft Submit Event

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.

# 5.1 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 Event

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 Event** button to confirm.

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

## 6. Ads



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

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

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

'Ads' can be turned on or off at anytime

# 6.1 Creating 'Ads'



2

Campaigns

- Promotions
- Events
- Ads**

Alerts

Coupons

Profile

Directories

Admin Users

System Logs

Helpdesk

Reports

Search Ads

SearchExportCreate an Ad

Filter Ads byAll AdvertisersAll TypesAll StatusFilter

ID	Name	Advertiser	Ad Type	Ad Space
27	<a href="#">Garrett</a>	Tring 313	Carousel	
26	<a href="#">Candy Empire Promo Ad</a>	Tring 313	Carousel	Top-Promotion
25	<a href="#">Candy Empire Ad Promotion</a>	Tring 313	Carousel	
24	<a href="#">Live AD Promo</a>	Tring 313	Carousel	
23	<a href="#">313 Promo Ad</a>	Tring 313	Carousel	
22	<a href="#">TEST</a>	Tring 313	Carousel	Top-Promotion
21	<a href="#">313 Ad</a>	Tring 313	Carousel	
20	<a href="#">Rewards</a>	Location: 313@somerset	Carousel	
19	<a href="#">Cotton on</a>	Tring 313	Carousel	Top-Promotion
18	<a href="#">test 2 images</a>	Location: 313@somerset	Carousel	

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

# 6.1 Creating 'Ads'



### Add New Ad

#### 1. Ad Details

\*Ad Name

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

\*Ad Type

Carousel

\*Ad Space / Ad Event

\*Ad Size

640 X 487

Ad Tags

Recommended 100 characters with 500 character limit.

\*Ad Images

Choose Files

No file chosen

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

3

\*Ad Dates

\*Start Date / Time

dd-mm-yyyy hh:mm

End Date / Time

dd-mm-yyyy hh:mm

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

7

2. Advertiser

\*Assigned to Application(s)

Tring 313-(SG)

Selected application(s) will be the default advertiser.

☐ Choose Advertiser

Cancel

Save Draft

Submit Ad

8

9

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

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## 7. Featured Alerts

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

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

# Auto-Scheduling

NEW FEATURE  
JUNE 2015



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

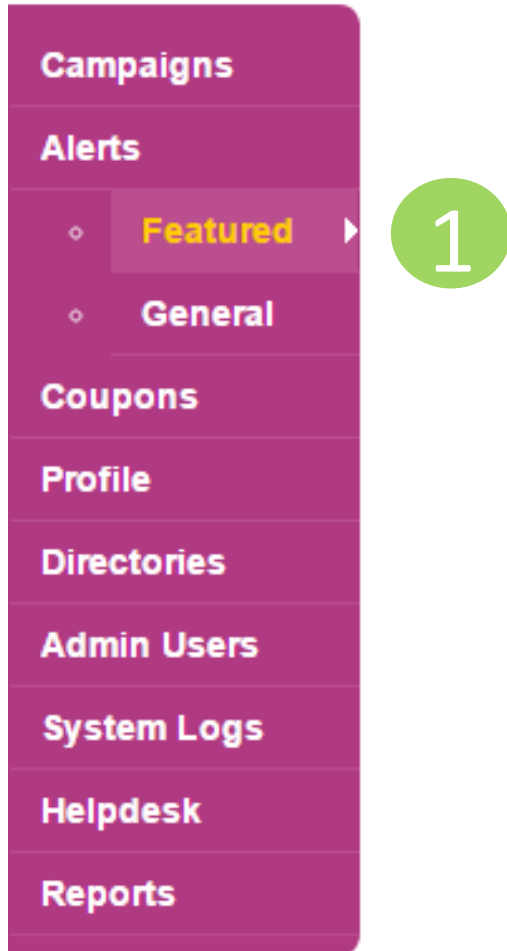
The objective is for App users to be kept continually engaged with the App, particularly when they are approaching the location.

## How it works:

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



# 7.1 Scheduling Featured Alerts



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

# 7.1 Scheduling Featured Alerts



Campaigns

Alerts

◦ Featured ▶

Search Featured Campaigns

Search

Export

Add Featured Alert

Filter Featured Campaigns by

All Applications

All Merchants

Filter

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

2

## Add New Featured Campaign

### 1. Select Application

3. Select your Application and click on 'Next'

2. Click **Add Featured Alert**

Cancel

Next

3

# 7.1 Scheduling Featured Alerts



## Add New Featured Campaign

1. Selected Application

2. Select Merchant

4. Select Merchant and click on 'Next'

Cancel

Next

4



# 7.1 Scheduling Featured Alerts

## Add New Featured Campaign

### 1. Selected Application

Tring 313 ( SG )

### 2. Selected Merchant

Action City

### 3. Select Campaign

5

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

### \*Outlets Applicable to Featured Campaign

All Outlets

Action City@313@somerset

6

Ctrl-Click to multi-select the outlets.

### 4. Feature Dates

Feature Start Date / Time

Feature End Date / Time

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

7

### 5. Prioritization

8

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

9

5. Select Campaign.

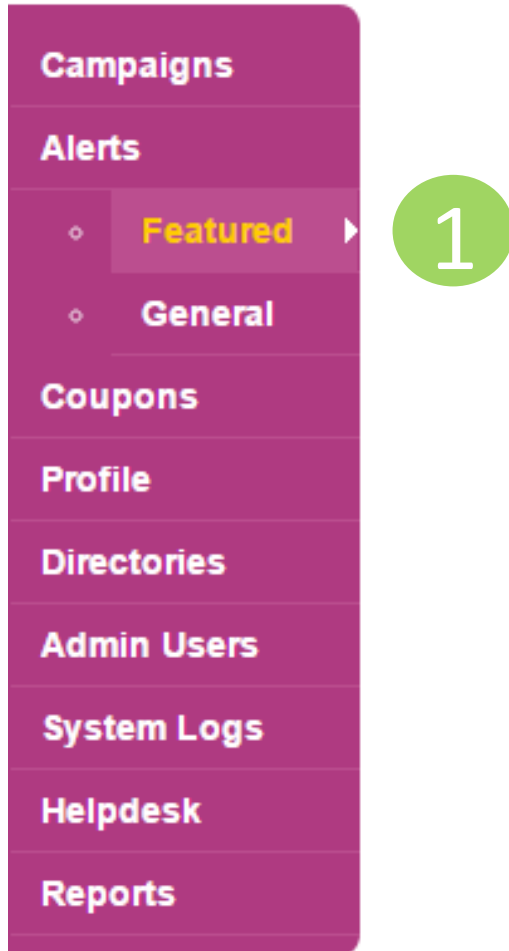
6. Select outlet(s) locations.

7. *Select the Featured Start/End Date/Time.*

8. Select the prioritization from the drop down list.

9. Click on **Submit Featured** button to confirm.

## 7.2 Edit Featured Alerts



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

## 7.2 Edit Featured Alerts



Campaigns

Alerts

- Featured
- General

Coupons

Profile

Search Featured Campaigns

Search

Export

Add Featured Alert

Filter Featured Campaigns by 

All Applications

All Merchants

Filter

FID	Feature Start	Feature End	Feature Status	ID	Campaign Name	Merchant	Outlets	Cmpgn Start	Cmpgn End	Cmpgn Status	Cmpgn Type		
426	16-06-2015 19:42h	17-06-2015 19:42h	Live	568	<a href="#">Gender test: CSM-526</a>	<a href="#">51 Soya Bean(SG)</a>	51 Soya Bean@313@somerset	Wed, Jun 3 2015 5:14 PM	Tue, Jun 30 2015 5:14 PM	Live	Promotion	<div>2</div> Unfeature	<div>3</div> Feature Again

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

## 7.3 Scheduling General Alerts

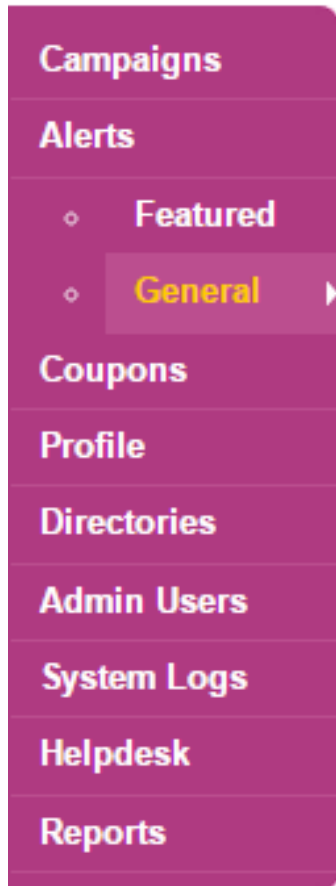


General Alerts are used to send alert notifications to the entire user opt-in customer base of an application. General Alerts will only be received by users who have given their permission.

Types of General Alerts:

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

## 7.3 Scheduling General Alerts



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



## 7.3 Scheduling General Alerts



2

**Campaigns**

**Alerts**

- Featured
- **General**

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

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

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

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

## 7.3 Scheduling General Alerts



### Add New General Alert

#### 1. Send General Alert Notification

Select General Alert Type

Existing Promotion ▼

Select Merchant

— Merchant List — ▼

Select Campaign

— Campaign List — ▼

Select Target Application

3

4

5

6

#### 2. Targeting Options

☒ All Users

#### 3. Delivery Date/Time

☐ Send Now

☒ Schedule Start Date/Time

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

Alert Message Preview:

Cancel

Submit General Alert

7

8

3. Select General Alert type (e.g. Promotion, Event).

4. Select Merchant to appear in alert notification.

5. Select Campaign to appear in alert notification.

6. Select targeting options such as the application or segment of users you would like to send the alert to.

7. Select when you want to send out the event alert. You can either send immediately or schedule it according to your preferred date and time.

8. Click the **Submit General Alert** button to confirm and send out the event alert.

# 7.4 Scheduling General Alerts: New Announcement



Campaigns

Alerts

Featured

General

Coupons

Profile

Directories


Admin Users

System Logs

Helpdesk

Reports

Powered by

 sprooki

Add New General Alert

1. Send General Alert Notification

Select General Alert Type

New Announcement

Add Event Name

Gift Vouchers

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

Add Event Text

Gift Voucher Now Available for Christmas!

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

Select Target Application

Tring 313

2. Targeting Options

All Users

3. Delivery Date/Time

Send Now

Schedule Start Date/Time

01-12-2015 08:00

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

Alert Message Preview:

Gift Voucher Now Available for Christmas!

Cancel

Submit General Alert

1. Select “**New Announcement**” under Select General Alert Type.

2. Add your “**Event Name**” for internal reference only.

3. Enter details on “**Add Event Text**”. Please restrict text to no more than 200 characters.

4. Select the **Target Application**

5. All users is pre-selected under **Targeting Options**.

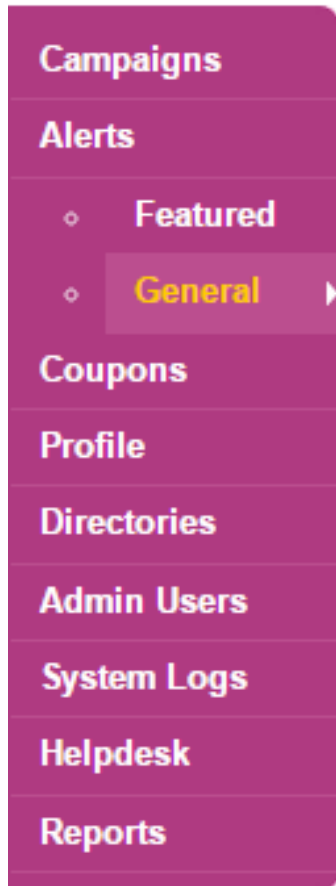
6. Select when you want to send out the event alert: immediately or schedule at a future date and time.

7. Click on ‘**Submit General Alert**’ to confirm and send out the alert.

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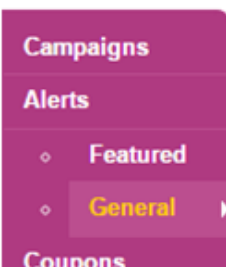
Page 51

# 7.5 Edit General Alerts



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

## 7.5 Edit General Alerts



Search General Alerts		Search	Export	Add General Alert				
Filter Events by	All Types	All Status	All Merchants	All Campaigns	All Applications	Filter	2	3
EID	Send Time	Application	Campaign OR General Alert Name	Type	Scheduler	Status		
56	Tue, Mar 31 2015 7:55 PM	Tring 313	<u>\$10 voucher</u>		Tests 001 Sprooki	Scheduled	Remove	Edit
55	Tue, Mar 31 2015 4:34 PM	Tring 313	Test Good Friday	New Event	Tests 001 Sprooki	Delivered	Remove	Edit

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

## 8. Profile

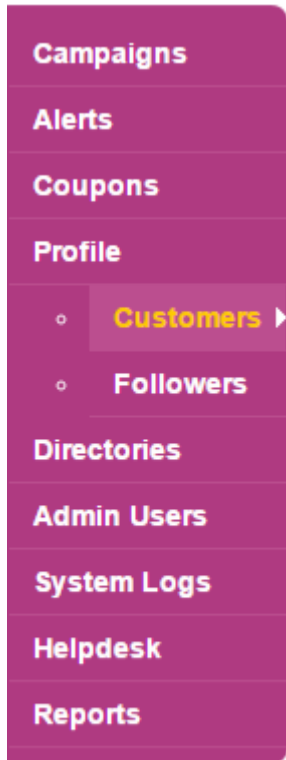
---



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.

# 8.1 How to Search for Customers



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

# 8.1 How to Search for Customers



2

3

Search Customer

Search

Export

Print

Filter Customers by

All Malls

All Gender

All Ages

Filter

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

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



## 8.2 How to Reset Customer Password



**1**

**2**

**3**

**Search Customer**

**Search** **Export** **Print**

**Filter Customers by**

All Malls  All Gender  All Ages  **Filter**

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

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

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

## 8.2 How to Reset Customer Password



Date of Birth	-	
Mobile Number	-	Following
Sign Up Date/Time	2013-02-26 14:55:16	
		Notes
		Cancel Up

4. Scroll down the page and click **Reset Password**

5. Click **“Ok”** to confirm reset password

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

### Coupons History for Claire Mula

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

Download All Data

Reset Password

4

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

OK

Cancel

5

## 8.3 Customer Refund



Merchant	Mall	Outlet	Notes		
Shunji Matsuo Hair Salon @313	-	-	<div>1</div> <input type="text"/>	<div>2</div> <div>Refund</div>	<div>Redeem</div>
Forever 21	-	-	<input type="text"/>	<div>Refund</div>	<div>Redeem</div>
Forever 21	-	-	<input type="text"/>	<div>Refund</div>	<div>Redeem</div>
HMV	-	-	<input type="text"/>	<div>Refund</div>	<div>Redeem</div>
Forever 21	-	-	<input type="text"/>	<div>Refund</div>	<div>Redeem</div>

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

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

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

## 8.4 Manual Coupon Redemption



Merchant	Mall	Outlet	Notes		
Shunji Matsuo Hair Salon @313	-	-	<div>1</div> <input type="text"/>	Refund	Redeem
Forever 21	-	-	<input type="text"/>	Refund	Redeem
Forever 21	-	-	<input type="text"/>	Refund	Redeem
HMV	-	-	<input type="text"/>	Refund	Redeem
Forever 21	-	-	<input type="text"/>	Refund	Redeem

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

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

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

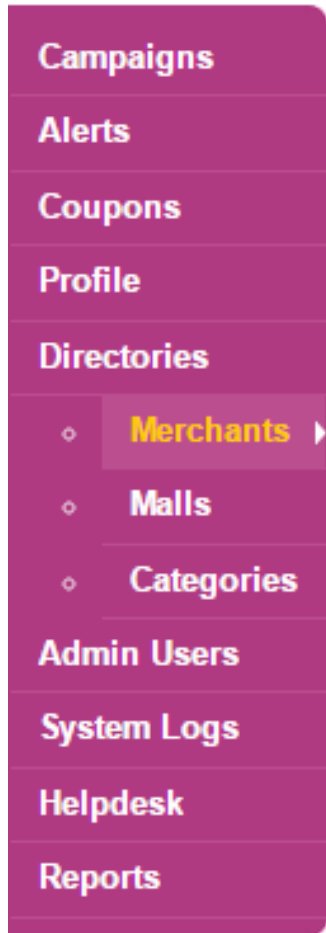
## 9. Directories: Merchants

---



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

# 9.1 Add Merchants



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

# 9.1 Add Merchants



2

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

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

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

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

2.Click **Add Merchant**.

# 9.1 Add Merchants



## Add New Merchant

### 1. Merchant Details

\*Merchant Name

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

\*Merchant Code

Merchant Email

Merchant Logo

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

Merchant Image

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

### 2. Merchant Description

\*Description

### 3. Merchant Address

Country

Unit

Street

City

State

Postal Code

### 4. Merchant Categories

\*Categories

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

### 5. Contact Person

Given Name

Family Name

Email

Phone

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

### 6. Notes

\*Denotes mandatory field.

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

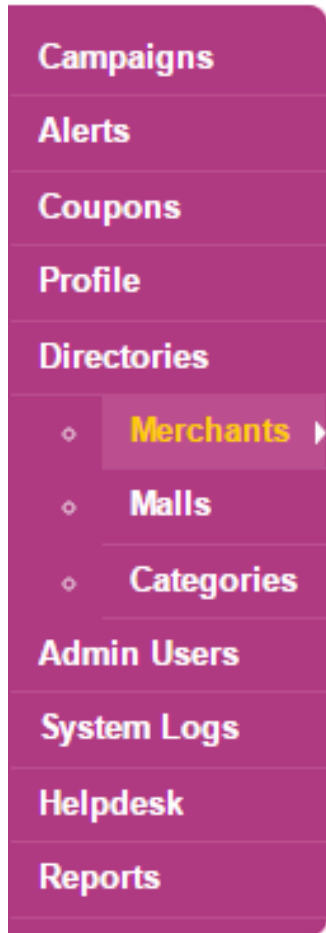
Image format requirement:

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

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



## 9.2 Edit Merchants



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

## 9.2 Edit Merchants



Campaigns

Alerts

Coupons

Profile

Directories


- Merchants
- Malls
- Categories

Admin Users

System Logs

Helpdesk

Reports

Powered by 

sprooki

Search Merchants

Search

Export

Add Merchant

Filter Merchants by 

All Status

All Malls

Filter

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

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

## 9.2 Edit Merchants



Promotions

Alerts

Events

Coupons

Customers

Directories

Merchants

Malls

Categories

Admin Users

System Logs

Helpdesk

Reports

Powered by sprooki

Edit Merchant

3

1. Merchant Details

Merchant ID

92

\*Merchant Name

Spa Symphony

Title name will appear on the Sprooki application. Recommended up to 65 characters.

Merchant Email

manager@spasymphony.com.sg

\*Merchant Logo

Spa Symphony

Choose File

No file chosen

Image file should be in PNG format at 60x60 pixels.

2. Notes

3. Merchant Address

Country

Singapore

Unit

#B2-50/51

Street

313 Orchard Road

City

Singapore

State

Singapore

Postal Code

238895

4. Contact Person

Given Name

Germaine

Family Name

Shum

Email

manager@spasymphony.com.sg

Phone

+65 67335964

Please Numbers should include CountryCode, eg. +65 91234567.

5. Assigned Sprooki Employees

Cancel

Update Merchant

Suspend

4

\* Denotes mandatory field.

3. Edit desired fields.

4. Click **Update Merchant**.

*Note: If the selected Merchant is to be removed, click **Suspend**. This will not delete the merchant entirely, but simply remove it from all activity.*

## 9.3 Merchant Admin user

---



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

## 9.3 How to Add Merchant Admin user



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

## 9.3 How to Add Merchant Admin user



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

Search Merchants  **Search**

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

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

1 - 10 of 10

Powered by  sprooki

**Download All Data**

**Add Merchant**

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

## 9.3 How to Add Merchant Admin user



### Merchant Users

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

Download All Data

Add Merchant User

3

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

## 9.3 How to Add Merchant Admin user



### Add New Merchant User

#### Merchant User Details

\*Email

This Email Address will be used for Password Resets.

\*Staff of Merchant

test merchant (SG)

4

\*Given Name

\*Family Name

Cancel

Submit Merchant User

5

\*Denotes mandatory field.

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



## 9.4 Add Outlet



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

**Search Merchants**  **Search**

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

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

1 - 10 of 10

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

## 9.4 Add Outlet



### Merchant Users

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

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

### Outlets belonging to this Merchant

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

[Download All Data](#)[Add Outlet](#)

2

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

# 9.4 Add Outlet



## Add New Outlet

### 1. Outlet Details

\*Merchant

Fish & Company PTE

\*Outlet Name

Recommended 30 characters. Outlet Name should

\*Mail

313@somerset

Operating Hours

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

### 2. Phone & Address

\*Country

Singapore

Outlet Phone

+

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

Unit / Level

\*Street

City

Singapore

State

Singapore

Postal Code

### 4. Contact Person

Given Name

Family Name

Email

Cancel

Submit Outlet

\*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

# 9.5 Edit Outlet Details



Promotions

Alerts

Events

Coupons

Customers

Directories

- Merchants
- Malls
- Categories

Admin Users

System Logs

Helpdesk

Reports

Search Merchants

Filter Merchants by 

All Status

All Malls

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

1 - 10 of 10

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

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## 9.5 Edit Outlet Details



### Outlets belonging to this Merchant

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

1 - 1 of 1

Download All Data

Add Outlet

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

# 9.5 Edit Outlet Details



**Edit Outlet**

**1. Outlet Details**

\*Merchant  
Cotton On

\*Outlet Name  
Cotton On

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

\*Outlet Code

\*Mall  
313@somerset

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

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

**2. Phone & Address**

Country  
Singapore

Outlet Phone

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

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

Street  
313 Orchard Road

City  
Singapore

State  
Singapore

Postal Code  
238895

**3. Outlet Tags**

Opening Tag  
None  
Opening Soon  
New  
None

**4. Contact Person**

Given Name

Family Name

Email

Cancel Delete **Update Outlet**

\*Denotes mandatory field.

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

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

*Opening Soon  
New*

## 10. Directories: Malls

---



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

# 10.1 Edit Mall



Promotions

Alerts

Events

Coupons

Customers

Directories

- Merchants
- Malls**
- Categories

Admin Users

System Logs

Helpdesk

Reports

Search Malls


Search

Filter Malls by 

All Countries

Filter

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

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



# 10.1 Edit Mall



3

## 1. Mall Details

\*Mall Name  
313@somerset

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

Mall Logo  
313  
@somerset  
Choose File No file chosen

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

### Mall Lifestyle Image



Choose File No file chosen

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

## 2. Geo-fence Details

\*Maximum Radius from Mall to trigger Alert  
500

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

\*Latitude  
1.3006711

\*Longitude  
103.8385473

## 3. Mall Contact

\*Country  
Singapore

Phone  
+65 64989313

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

Unit  
313

Street  
Orchard Rd

City  
Singapore

State  
Singapore

Postal Code  
238895

Fax  
+65 6498 9301

Email  
togo@gmail.com

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

### Social URLs

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

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

Twitter  
https://twitter.com/313atsomerset

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

Instagram  
-

## 4. General Information

### Opening Hours

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

### Concierge Location

Basement 1

### Parking Hours

228 car park bays on L6 & L7

### Services

• 313@somerset Vouchers  
Redemptions & Sales (NETS or  
Cash)

• 313 Tourist Privileges and

## 5. Contact Person

Given Name  
Nicholas

Family Name  
Kong

Email  
togo@sprooki.com

Phone  
+65 98392829

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

Cancel Update Mall

4

3. Edit desired fields.

### Note:

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

4. Click **Update Mall**.

**NOTE: please do not update  
any of the Geo-fence details  
without consulting the  
Sprooki Team.**

# 11. Directories: Categories

---



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

# 11.1 Add Categories



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

Search Categories  **Search** **2**


Filter Categories by **All Applications** **Filter**

**3** **Add Category**

Category Name	Application
<a href="#">Accessories</a>	SSI Life
<a href="#">Bags</a>	SSI Life
<a href="#">Beauty</a>	SSI Life
<a href="#">Food</a>	SSI Life
<a href="#">Footwear</a>	SSI Life
<a href="#">Home &amp; Lifestyle</a>	SSI Life
	SSI Life
	SSI Life
	SSI Life

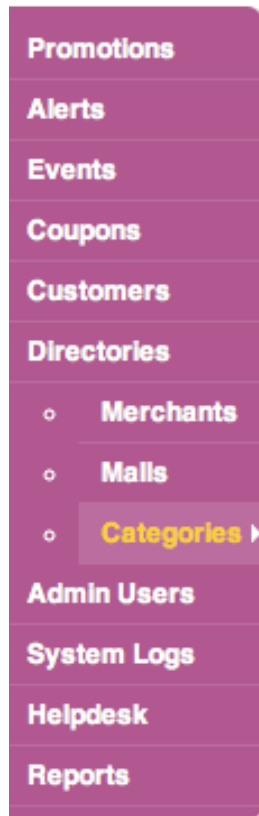
**1**

1 - 9 of 9

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

# 11.1 Add Categories



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### Add New Category

**\*Category Name**

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

**\*Add Category to:**

All Applications

SSI Life-(PH)

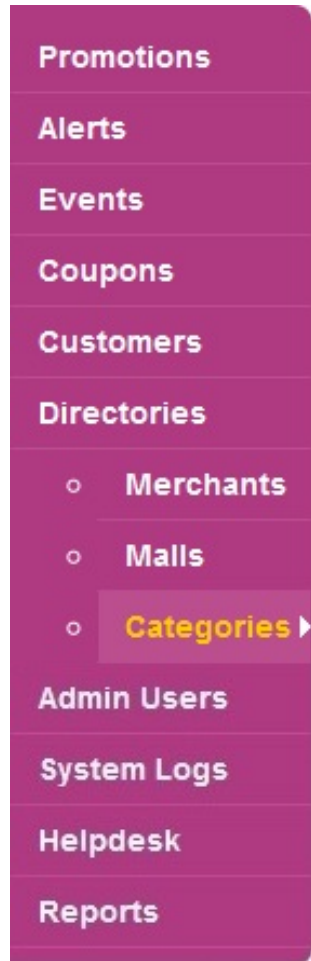
Cancel

Submit Category

\*Denotes mandatory field.

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

# 11.2. Edit Categories



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

# 11.2. Edit Categories



Promotions

Alerts

Events

Coupons

Customers

Directories


- Merchants
- Malls
- Categories

Admin Users

System Logs

Helpdesk

Reports

Powered by  sprooki

Search Categories 

Search

Filter Categories by 

All Applications

Filter

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

1 - 9 of 9

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

# 11.2. Edit Categories



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

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## Edit Category

\*Category Name - 313@somerset (SG)

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

Cancel

Delete

Update Category

2. Enter new category name.
3. Click **Update Category**.

If intending to remove category, click **Delete**.

# 12. System Logs



Search Logs

1

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

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

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

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



# 13. Helpdesk: Creating a Ticket

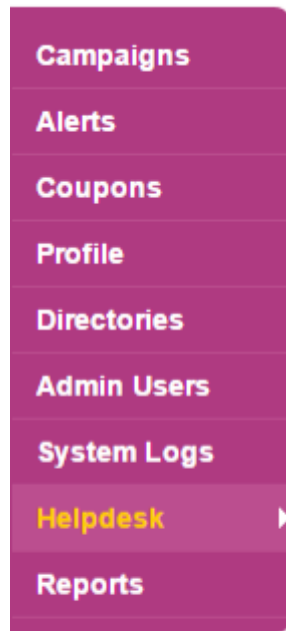
---



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.

# 13. Helpdesk: Creating a Ticket



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

# 13. Helpdesk: Creating a Ticket



Campaigns

Alerts

Coupons

Profile

Directories

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	Date
THWL-156	Technical issues	helpdesk test 3 <a href="#">[expand]</a>	merchant	16 Jun 2015	16
THWL-155	Technical issues	helpdesk test 2 <a href="#">[expand]</a>	location admin	16 Jun 2015	16
THWL-154	Technical issues	helpdesk test 2 <a href="#">[expand]</a>	location admin	16 Jun 2015	16

2. Click on 'Create ticket'

# 13. Helpdesk: Creating a Ticket



**\*Issue Type**  
Technical / Bugs ▼

**\*Summary of issue**

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

**Reporter contact number**

**Reporter contact email**

**App Username** Email used when registering

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

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

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

Choose Files No file chosen

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

# 13. Helpdesk: Creating a Ticket



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

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## Contact us

### Thank you!

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

**Regards,  
Sprooki Helpdesk**

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

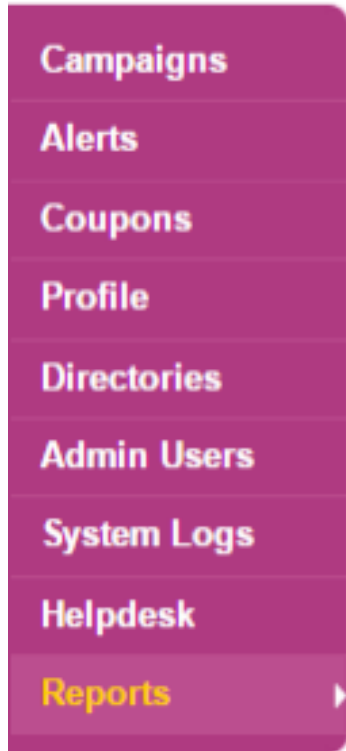
Email: [helpdesk@sprooki.com](mailto:helpdesk@sprooki.com)

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.

# 14. Generating Reports



1

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

# 14.1 How to download data into Excel Sheet



## Reports

1. Select Application

Tring 313 ▼

2. Select Report Type

Financial Reports ▼

Daily Report - Volume ▼

3. Select Reporting Period

Select Month ▼

Print Export

2

3

4

5

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

3. Select report type:

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

→ **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.

# 14.1 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.

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
1-Jan-13	Tuesday	0	37	0	0	0	0	0	0	0	0	0	0
2-Jan-13	Wednesday	0	37	0	0	0	0	0	0	0	0	0	0
3-Jan-13	Thursday	0	37	9	0	9	0	0	0	0	0	0	0
4-Jan-13	Friday	0	37	0	0	0	0	0	0	0	0	0	0
5-Jan-13	Saturday	0	37	0	0	0	0	0	0	0	0	0	0
6-Jan-13	Sunday	0	37	0	0	0	0	0	0	0	0	0	0
7-Jan-13	Monday	0	37	0	0	0	0	0	0	0	0	0	0

**Daily Campaign Report - Volume - Jun 2015**

Date	Day	Downloads		Customers		Total Usage							Total Volume
		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	
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