VERSION 2.0 OCTOBER 25, 2018



CUSTOMER LOYALTY POINTS MODULE

APP NUMBER: 010026

Powered by:

MYOB Greentree

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FEATURES

- 1. Accumulate points based on purchases.
- 2. Track points and print statements
- 3. Reward customers with credits/prizes.

This App lets you reward your customers by accumulating loyalty points (both qualifying and redeemable) based on their product purchases. You can allow the accrual of different points depending on product or product group, award bonus points, print regular statements of qualification status and redeemable points, and deal with points claims (either credits on accounts, vouchers, or gifts).

- Accrue points on sales transactions
- Define your own rules for accrual including exclusions
- Track by Customer Points Earnt and Redeemed
- Automatic level increase as Sales increase
- Monitor Loyalty Points earned by customers as they purchase.
- Redeem points for Prizes
- Redeem points as a Credit on Account
- Expire points not used

IMPORTANT NOTES

- We recommend that you test the configuration of the App thoroughly in a test system prior to deploying the App in your live Greentree system.
- Points and Prizes are set up as inventory items.

OTHER REQUIREMENTS

Greentree Modules: Inventory, Accounts Receivable, Web-Store (optional).

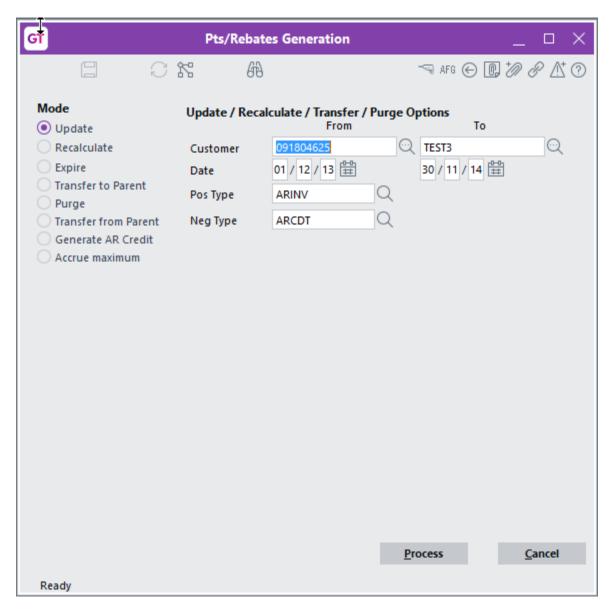
Associated Apps: Advanced Freight Module (optional).

USER INSTRUCTIONS

GENERATE POINTS

Points are generated for a date range and a range of customers. This process can be run as often as required. Other operations are also available – each option is covered separately below.

1. Select the menu item | System | Points | Points Generation |



UPDATE

Update is used to generate the points on transactions for a specified customer range and date range.

Customer From Select the first customer to generate points for – this

defaults to the first customer in the database

Customer To Select the last customer to generate points for – this

defaults to the last customer giving the full customer

range

Date From Select the first date of transactions to be included in

this process

Date To Select the last date of transactions to be included in

this process

Pos Type Select the transaction type that will accrue or increase

the points a customer has

Neg Type Select the transaction type that will decrease a

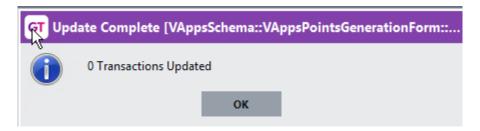
customer's points e.g. if a credit has been issued

Process Click this button to start the process and have points

generated

Cancel Click this button to close the form

A progress bar is displayed while the system is processing

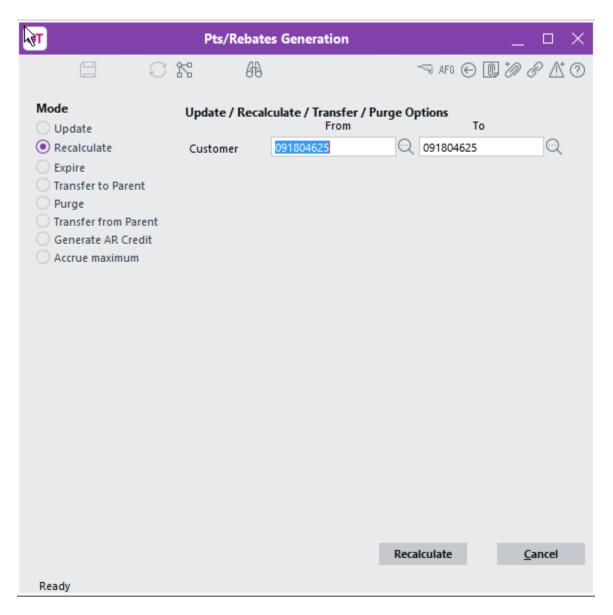


Upon completion a message is displayed stating how many transactions have been processed – this is the count of invoices and credit notes that met the criteria.

You can then view the points transactions in Customer Maintenance – see later in this document

RECALCULATE

Recalculate is used to alter the points transactions where sales and credit notes have been altered or where a customer has been placed into a different points group. This function only processes transactions that have already had points generated for them.



Customer From Select the first customer to recalculate points for – this

defaults to the first customer in the database

Customer To Select the last customer to recalculate points for – this

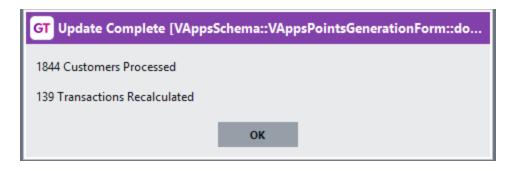
defaults to the last customer giving the full customer

range

Recalculate Click this button to start the process and have points

recalculated

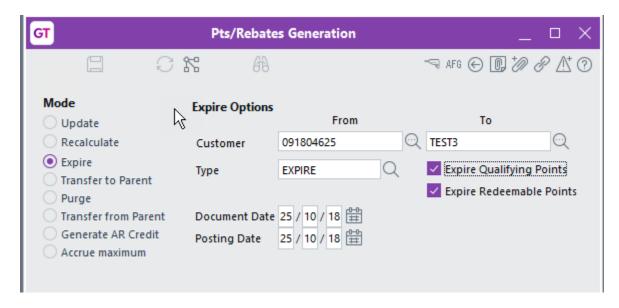
Cancel Click this button to close the form



A message is displayed advising how many customers and transactions have been recalculated.

EXPIRE

Expire is used to remove points that have not been used within the required time period.



Customer From	Select the first customer to expire points for – this defaults to the first customer in the database
Customer To	Select the last customer to expire points for – this defaults to the last customer giving the full customer range
Туре	Select the transaction type that will expire or decrease the points for each customer
Expire Qualifying Points	Check this box to expire qualifying points e.g. past sales no longer count in the qualifying sales value
Expire Redeemable Points	Check this box to expire actual accrued points
Document Date	Select the date for the transaction created to reduce the points
Posting Date	Enter the date to be used for Points transactions

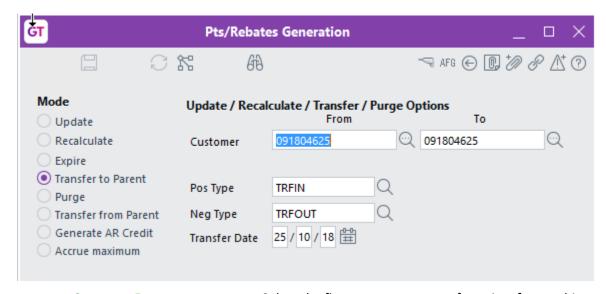
Expire Click this button to start the process and have points

expire

Cancel Click this button to close the form

TRANSFER TO PARENT

Transfer to Parent is used where points have accumulated on each child account and you now want to transfer them to the parent account. This is different to if the rule was ticked to Accumulate on Parent in which case the points would already be on the parent account.



Customer From Select the first customer to transfer points from – this

defaults to the first customer in the database

Customer To Select the last customer to transfer points from – this

defaults to the last customer giving the full customer

range

Pos Type Select the transaction type that will accrue or increase

the points on the parent account

Neg Type Select the transaction type that will decrease the

points on each child account

Transfer Date Enter the date to be used for Points transactions

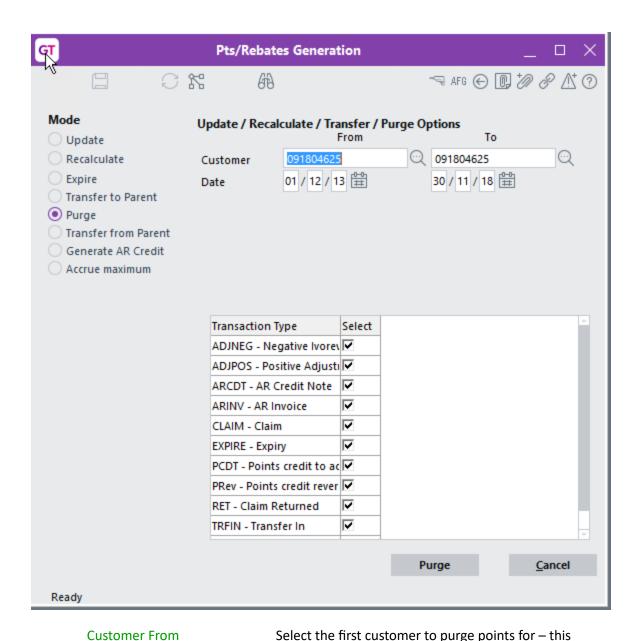
Transfer Click this button to start the process and have points

transferred

Cancel Click this button to close the form

PURGE

Purge is used to remove points transactions that have been generated. It un-flags the original sales transactions so that next time an Update is run the transaction will be included. Run this option if points previously generated are incorrect.



defaults to the first customer in the database

Customer To

Select the last customer to purge points for – this defaults to the last customer giving the full customer range

Date From

Select the first date of transactions to be included in this process

Date To

Select the last date of transactions to be included in this process

Transaction Type

Select the transaction types you want to include in the

purge

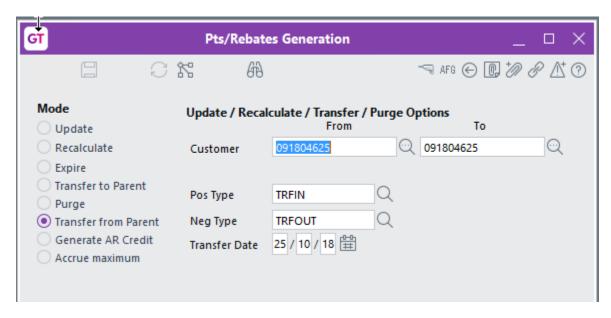
Purge Click this button to start the process and have points

purged

Cancel Click this button to close the form

TRANSFER FROM PARENT

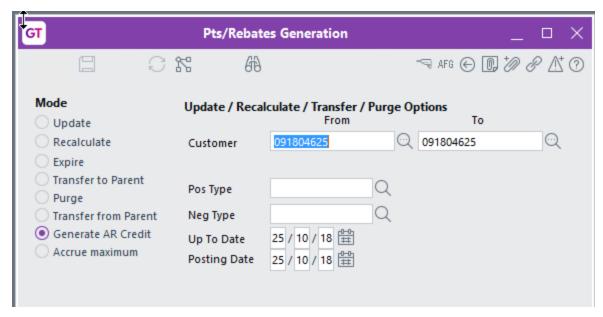
Transfer from Parent is used where points have accumulated on the parent account and you now want to split them out and show against each child account.



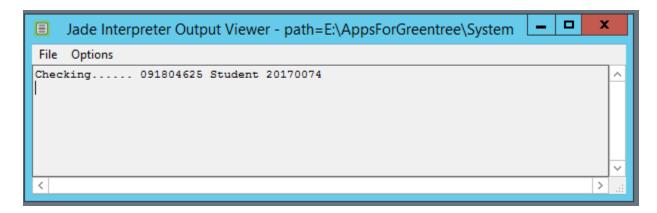
Refer to Transfer to Parent above for the details of the criteria

GENERATE AR CREDIT

Generate AR Credit is used where the points earnt will be credited to the account as a rebate.



Customer From Select the first customer whose points will be credited - this defaults to the first customer in the database **Customer To** Select the last customer whose points will be credited - this defaults to the last customer giving the full customer range Pos Type Select the transaction type that will be used on the credit note to the customer account – must be linked to an IN transaction type belonging to AR that Increases inventory Neg Type Select the transaction type that will be used on an invoice if the customer has had more credits than invoices so has negative points - must be linked to an IN transaction type belonging to AR that Decreases inventory Up To Date Points transactions dated up to this date will be credited **Posting Date** The credit note generated will have this posting date Generate Click this button to start the process and have credit notes generated Cancel Click this button to close the form



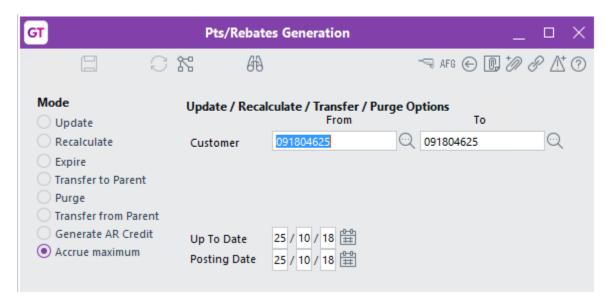
A Jade Interpreter window is displayed indicating which account is being processed



A message is displayed at the end giving the AR Credit Note batch number that has been generated.

ACCRUE MAXIMUM

Accrue maximum will generate a reversing GL journal to accrue to maximum what could be claimed by customers based on their current sales. This is based off the UDF field specified in App control and posts to the accounts specified in App control.



Customer From Select the first customer you wish to calculate an

accrual for – this defaults to the first customer in the

database

Customer To Select the last customer you wish to calculate an

accrual for – this defaults to the last customer giving

the full customer range

Up To Date Sales transactions dated up to this date will be

included in the accrual

Posting Date The general ledger journal generated will have this

posting date

Generate Click this button to start the process and have

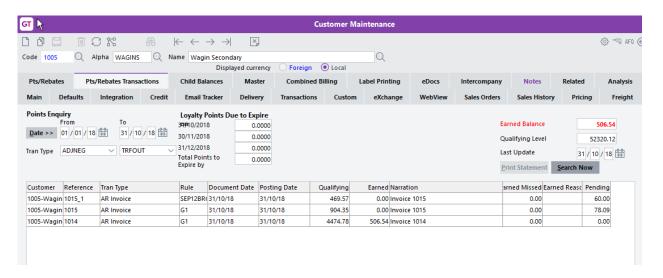
generate the accrual

Cancel Click this button to close the form

CUSTOMER MAINTENANCE

Customer maintenance has a new tab to let you see the points transactions that have been generated as well as any manual transaction.

- 1. Select the menu item | Data Entry | Accounts Receivable | Customer Maintenance |
- 2. Click on the Points Transactions tab



You can select a date range to display points transactions for – this will default to the current Points year per the App module control.

You can select a Transaction Type range to display points transactions for – this defaults to all transaction types.

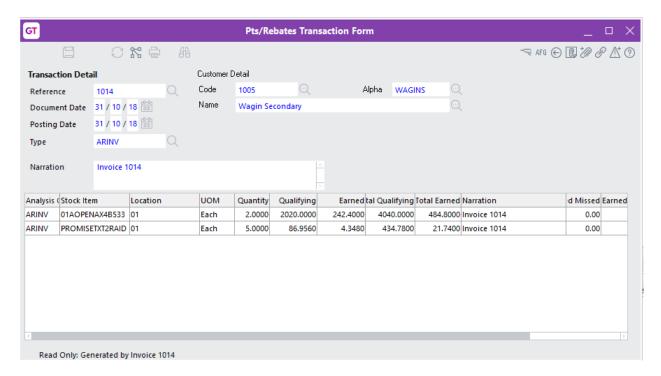
Loyalty Points Due to Expire – this shows points that will expire within the next three months – this is based on the UDF on the custom tab for the customer.

The Earned Balance shows the points available to be spent.

The Qualifying Level shows the value of sales transactions that have had points calculated.

Last Update displays the date that points were last generated.

Click Search Now to see the transactions.

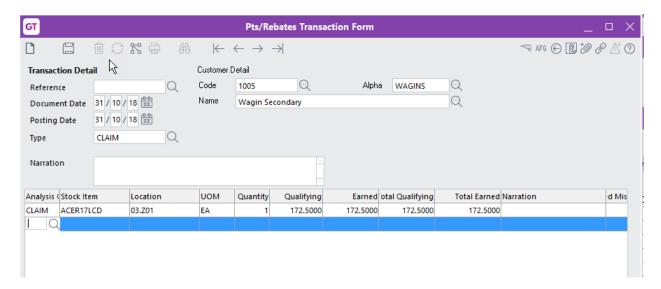


You can double click to drill into any transaction and it will show you each line on the qualifying invoice and the points applied to that line.

POINTS TRANSACTION ENTRY

Points can be claimed by entering a Points transaction. This basically swaps points for other inventory items – these items might be vouchers or other products bought in specifically as prizes or they can be existing stock items.

1. Select the menu item | System | Points | Points Transaction Entry |



Reference This can be left blank and will automatically generate

based on App module control

Document Date Enter the date for the points transaction

Posting Date Enter the date you want this transaction to post to –

this affects AR, IN and GL

Type Select the Transaction Type for this transaction – this

would normally be an IN AR transaction that decreases

inventory - it will book out the prize being taken

Code/Alpha/Name Select the customer who has claimed a prize

Narration Type any information required e.g. contact person

claiming and how the claim was made – email, web

etc.

Analysis Code This defaults from the transaction type

Stock Item Select the inventory item that is the prize being

claimed

Location Select the location the item will be supplied from

UOM Items selling unit will default

Quantity Enter the quantity of this item being claimed

Qualifying This is the value of points needed to claim the prize

Earned This is the unit value of the prize based on the

quantity and the price book specified in App module

control

Qualifying Total Qualifying multiplies by the quantity

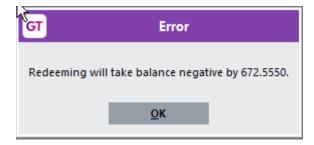
Total Earnt This is the total value of points being spent

Narration Type any information required e.g. contact person

claiming and how the claim was made - email, web

etc.

Claim transactions can also be viewed via the Points transaction tab within Customer Maintenance.



If you try to claim more points than have been earned, you receive an error message.

POINTS WORKBENCH

The Points Workbench is used to assign customers to a new Points Level. The screen displays details of current points level and whether based on the amount spent whether a customer should be moved to a new level, if so, it also details the adjustment to points earnt.

If you also have the Advanced Freight Module App it can be used to assign a new Freight Code. Again, the existing Freight code is displayed and the new recommended Freight Code.

The screen displays whether the customer has registered via WebStore and whether they are on Stop credit. It also shows the current Aged Balances for each customer.

A Points Statement can be printed – this statement details what points have been earnt and spent/claimed.

1. Select the menu item | System | Points | Points Workbench |



Current Points Level

Select a points level and you will see all the customers on that level and can evaluate if you need to make changes to their level, freight or print a statement

Date

enter the date that will be recorded if you change a points level and that will print on Statements

Search

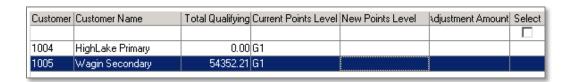
Click to display customers on the Points Level selected

Process

Click this to Process the changes selected in the table – refer below

Print Statement

Click this button to Print statements for those customers selected in the "Print statement?" column



The Qualifying Spend and current Points Level is displayed for each customer. If the customers spend entitles them to move up the next level, the new recommended level will be displayed in the

New Points Level column. Adjustment Amount will display the additional points the customer is now entitled to, based on the new level.

Tick Select if you want this customer moved to the next level. This will then happen, and a Points Adjustment transaction will be generated when you click the Process button.

Current Freight Co.	New Freight Code	Select
StdFreight		

The Current Freight Code and recommended New Freight Code are displayed.

Tick Select if you want to move the customers onto the new Freight Code. This will happen when you click the Process button.

Current Points Status	New Points Status	Select
G1		
G1		

The Current Points Status and recommended New Points Status are displayed.

Tick Select if you want to move the customers onto the new Points Status – this is not changing between levels within a group but changing to a different Points Rule. This will happen when you click the Process button.



Notes You can enter a note to record against any action you

take e.g. change of Points Level

Print statement? Check this box if you want to print a Points Statement

for this customer. You then click the $\mbox{\sc Print}$ Statement

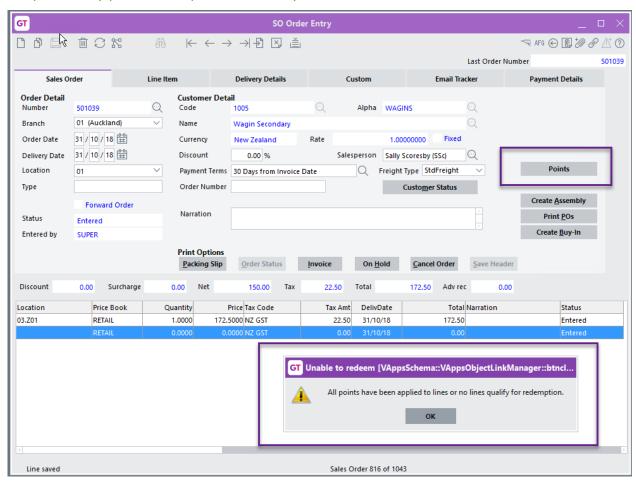
button at the top.

All other fields are displayed for information purposes only.

SO ORDER ENTRY

If selected in App module control, points can be automatically redeemed in SO Sales Order Entry

| Data Entry | Sales Order | Sales Order Entry



There is a Points button on the right-hand side – this will apply points available for redemption. If no points are available, a message will be displayed.

UTILITY SCRIPTS

CHECK CUSTOMER POINTS BALANCE

This script will iterate through all Customers for the current company, and will check that their Points Balances are correct

GENERATE CUSTOMER POINTS

This script may be run manually or scheduled using the Greentree Task Scheduler, as an alternative to running the process from the **Points Generation** screen. Scheduling is an excellent option where you want points to be calculated and updated regularly – say on a daily, weekly or monthly basis - without relying on a user to remember.

NB: This script applies the default settings for the App, set up via the Apps Module Control screen.

IMPORT POINTS RULE LINE SCRIPT

Use this script to import points rules as an alternative to setting them up manually. This may be useful if the rules associated with your Loyalty or Rebates program are complicated or vary at a product, customer or category level.

Fields: Rule, Pts Qualift, Pts Redeem, isQual Per \$, isRedeem Per \$, isQual Per Qty, isRedeem Per Qty, Analysis Code, Stock/Sales Code, Customer Code, Stock Tree, User, Location, Narration

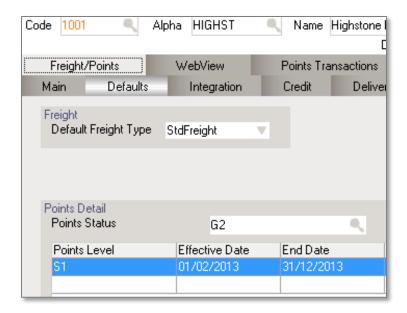
NB: for a better understanding of the fields shown above please refer to the Points Rule setup earlier in the document.

IMPORT CUSTOMER POINTS LEVEL

Use this script to import customer points level information from a comma delimited text file.

Fields: Customer code, Points Level, Effective Date, Points Status, Freight Type (if using the Advanced Freight App)

e.g. 1001,S1,01/02/2013,G2,StdFreight



NB: The End Date is automatically defaulted from "Current Year To" in the App setup.

If the Advanced Freight Module App is not used on the site, you may exclude the Freight Type field. The Jade interpreter will show the following error when the script is run, but the fields in the file are still imported.

Invalid Freight Type: Customer Points read :1 Customer Points rejected :1 Customer Points updated :0

IMPLEMENTATION GUIDE

Please refer to the Important Notes section above before installing and configuring this App

APP INSTALLATION

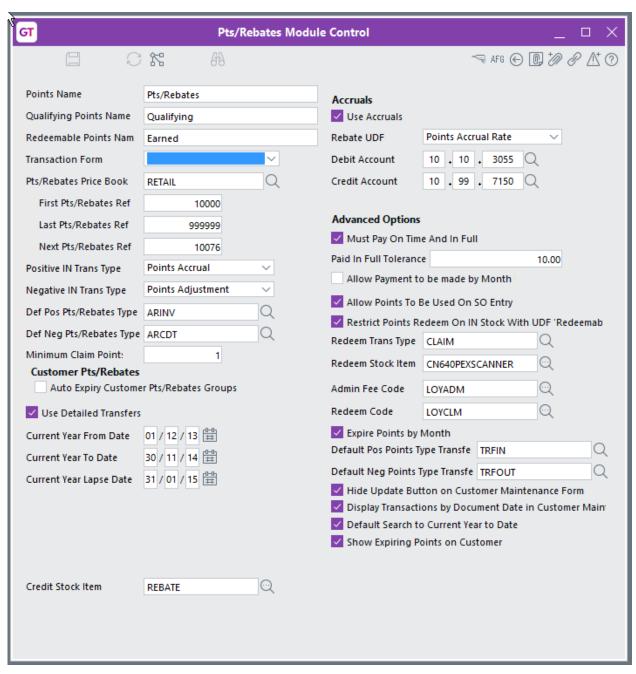
- Log into Greentree as the Super user
- 2. Select the menu item | System | Apps For Greentree | Apps Module Control |
- 3. Enter the New Registration Codes supplied and click Install App



- 4. Select/Highlight the Points App.
- 5. Click on the Edit Users button and select the users who will be configured to use this App, for which companies.
- 6. Save and Close the form.

APP CONFIGURATION

- 1. Select the menu item | System | Apps For Greentree | Apps Module Control |
- 2. Select/Highlight the Points App.
- 3. Click on the Change button to configure the App for use.



Points Name
Type the name your company uses for the loyalty program – this is used on menu items within Greentree

Qualifying Points Name
Type the name for transactions that earn loyalty
Redeemable Points Name
This is the name for the loyalty redemption

Transaction Form
Select the Points transaction form

Points Price Book
Select the inventory price book used when determining how much a Prize is worth

First Points Ref When you accrue Points a Points transaction is

generated. This is the start number for the range

Last Points Ref Type the end of the range for Points transactions

Next Points Ref Initially set this to the same as the First Points Ref.

This will be updated by the system automatically

Positive IN Trans Type Select the IN transaction type that increases points for

a customer

Negative IN Trans Type Select the IN transaction type that decreases points

for a customer

Def Pos Points Type You will not be able to complete this yet, leave blank

Minimum Claim Points If there is a minimum points that can be

Def Neg Points Type

claimed/redeemed at any time enter the value here

You will not be able to complete this yet, leave blank

Auto Expiry Customer Points Groups
If points are to auto expire check this box

Use Detailed Transfers If you want to transfer Points between customer

accounts, and you want the detail associated with the

transfer, check this box

Current Year From Date The time period for points can be accruing and

expiring can be independent of the financial or other

calendar. Enter the start date for the year

Current Year To Date Enter the end of the current Points year – the year

does not have to be a full 12 months if you are introducing or changing a Points program

Current Year Lapse Date Enter the Date on which current year Points will expire

Points Tree The tree which has the prizes assigned to it, used to

display prizes in WebStore

Claim Email Address Enter the email address claims can be sent to – this

integrates with WebStore

Claim Period From Date after which a customer can start claiming points

displayed in WebStore

Credit Stock Item Select the stock item used when a customer redeems

points as a credit to their account

Use Accruals Check this box if you want to accrue Points in General

ledger

Rebate UDF Select the customer user field you will enter the % to

accrue into

Debit Account Select the GL account that the accrued expense will

update

Credit Account Select the GL account that the accrued liability will

update

Must Pay On Time And In Full Check this box if invoices must be paid on time and in

full before points are earnt

Paid In Full Tolerance If an invoice can be deemed paid in full with a small

discrepancy, enter that tolerance value

Allow Payment to be made by Month Check this box if payment in full is by end of

the month, if not checked payment must be by the

exact due date

Allow Points To Be Used on SO Entry Check this box to prompt in SO Entry if points

are available for redeeming

Restrict Points Redeem On IN Stock With UDF Redeemable Check this box to only

allow points redemption on specified items

Redeem Trans Type Select the Transaction type to be sued when points are

redeemed

Redeem Stock Item To use a stock item to redeem points rather than a

non-stock code, select the item here

Admin Fee Code Select the non-stock code to be used to add a points

admin fee to the sales order

Redeem Code Select the non-stock code to add when points are

redeemed – if not using a stock item

Expire Points by Month Check this box if points expire each month rather than

for the whole year

Default Pos Points Type Transfer Select the transaction type to be used for a

positive points transfer to a customer

Default Neg Points Type Transfer Select the transaction type to be used when

transferring points from a customer

Hide Update Button on Customer Maintenance Form Check this box if prevent users

doing an adhoc update of points from within customer

maintenance

Display Transactions by Document Date in Customer Maint Check this box to view

points transactions based on date

Default search to Current Year to Date Check this box to have the enquiry default to

the current year

Show Expiring Points on Customer Check this box to show the points expiring in

customer maintenance

- 4. Click Save
- 5. Escape to Close the form

Logout and Back in to activate further menu items.

Points Analysis codes, Transaction Types, Rules and Levels now need to be created.

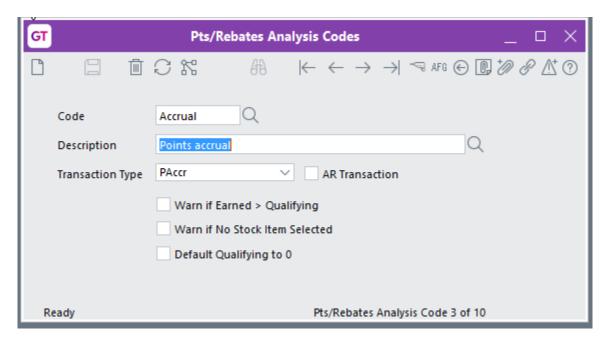
OTHER GREENTREE CONFIGURATION

Complete the following set-up in Greentree after configuring the App.

POINTS ANALYSIS CODES

You need to setup Points Analysis Codes to match all the inventory transaction types created within the App configuration. As a minimum you need an analysis code to Accrue Points, to Credit points (credit note issued), and to Redeem a prize. Other optional analysis codes could be used if you wish to Credit an account, Transfer points to another account, Expire points, Manually adjust points.

1. Select the menu item | System | Points | Points Maintenance | Points Analysis Codes |



Code

Type the name for analysis code

Type the description for the Analysis code – should indicate what the analysis code is used for.

Transaction Type

Select the matching inventory transaction type for this analysis code. If the transaction is an AR transaction e.g. Credit to account on redeeming points, then you need to tick AR Transaction prior to selecting the Transaction Type

Warn if Earned > Qualifying Check this box if you need a warning at the time of

entering a transaction using this analysis code if the points Spent are more than has been Earnt – this would be required for a Redemption analysis code

Warn if No Stock Item Selected Check this box if you want a warning at Points

transaction entry if a stock code has not been selected – this would be required for a Redemption analysis

code

Default Qualifying to 0 Check this box if points Earnt should not be affected

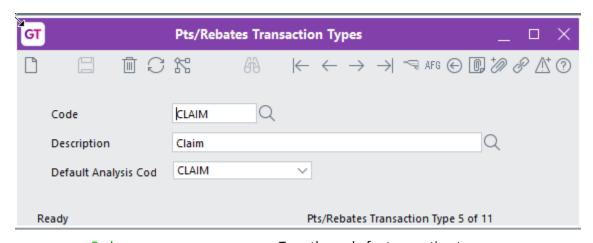
by the transaction - this would be required on a

Transfer analysis code

POINTS TRANSACTION TYPES

You also need to setup Points Transaction Types to match all the Points Analysis Codes created above. It is recommended that Transaction Type names are matched to Analysis Code names.

1. Select the menu item | System | Points | Points Maintenance | Points Transaction Types



Code Type the code for transaction type

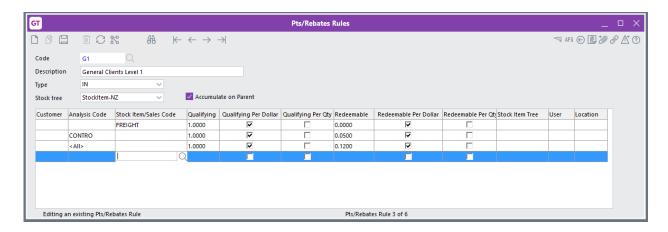
Description Type the name for transaction type

Default Analysis Code Select the matching Analysis Code

POINTS RULES

You create rules which specify how customers earn points. Each rule will apply in the order specified, as soon as one line applies no further lines are calculated so the most specific criteria needs to be first.

Select the menu item | System | Points | Points Maintenance | Points Rules |



Code Type a code for the Rule you are setting up

Description Type a name for the rule – should indicate who the

rule applies to and what level it is if there are multiple

levels

Type Select whether the rule applies to IN or JC sales lines

Stock Tree Select the stock tree to be used for selecting items –

only applies where a rule detail is not specific to an

inventory item or analysis code

Accumulate on Parent Check this box if earnt points are to go to the parent

account

2. Now enter the details of this rule

Customer If this criteria applies to a specific customer then select them here

Analysis code If the rule applies to all items within an IN analysis

group then select the group here

Stock Item/Sales Code If this criteria relates to a specific stock code or JC

sales code, select the code here

Qualifying Nominate the qualifying amount before points are

earnt – this may be dollars or quantity depending on

the next check boxes

Qualifying Per Dollar Check this box if sales qualify per dollar

Qualifying Per Quantity Check this box if sales qualify per quantity

Redeemable How many points are Earnt or able to be Redeemed

per Qualifying value

Redeemable Per Dollar Check this box if Points are Value based

Redeemable Per Qty Check this box if Points are a quantity

Stock Item Tree If the line does not apply to a specific stock code or an

analysis code, you must pick a stock tree or specific

branch of a tree

User If the rule applies to sales entered by a particular user

select them here

Location If the rule applies to items sold from a specific location

select it here

Narration Type any explanation you want recorded about what

the line is for

In the above example every dollar spent on freight earns 0 dollars e.g. no points for freight charge. Anything sold from the Analysis Code CONTRO earns 5% for each dollar spent. The last line catches all other products and gives 12% for every \$1 spent. Rules can also be setup to use quantities not just dollars. You must select either a stock item, analysis code or stock tree on every line.

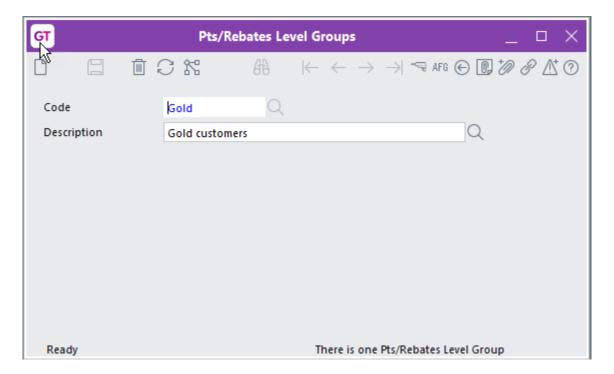
Note: wording of Qualifying and Redeemable alter depending on what was selected in App Module Control.

3. Enter all rules and their detail as required saving each one

POINTS LEVEL GROUPS

If different groups of customers get different points e.g. some get it on all purchases and others get it on only a specific range or if they get different points value for the same item, and there are different levels of points available within the group e.g. what they earn goes up depending on what they spend, then you need to create Points Level Groups.

1. Select the menu item | System | Points | Points Maintenance | Points Level Groups |



Code Type the code for the group of customers

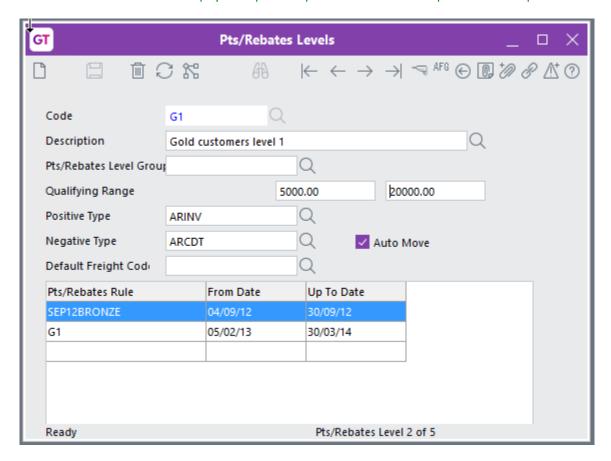
Description Type the name for group of customers – this should

indicate who is in the group

POINTS LEVELS

Levels make it possible for customers to earn different points based on spend values. If points earnt does not change then specify a high top value for the Earnt range and only have one level.

1. Select the menu item | System | Points | Points Maintenance | Points Levels |



Code

Type a code for this level

Type a description which indicates which customers (if possible) and what level this is

Points Level Group

Select the Group this Level applies to – may be left blank

Earnt Range

enter the minimum spend and maximum spend that this rule applies to – in the above example as this is level 1 the customer does not get anything unless they spend at least \$5,00 and they move to the next level once they are over \$20,000

Positive Type Select the Points transaction type to be used when

accruing/earning these points

Negative type Select the Points transaction Type to be used for

credits or decreases in points

Auto Move Check this box if you want the system to automatically

move the customer to the next level if they reach the

maximum spend

Default Freight Code Select the default freight code to apply to these

customers – only applicable if also using the Advanced

Freight Module App

Each level can apply multiple rules – you may have a general rule to apply then for a

promotional month you may apply an additional rule

to accrue more points.

Points Rule Select the Rule to apply for this level

From Date Enter the start date for this rule – this allows you to

change the terms and have a new rule apply from a

specified date

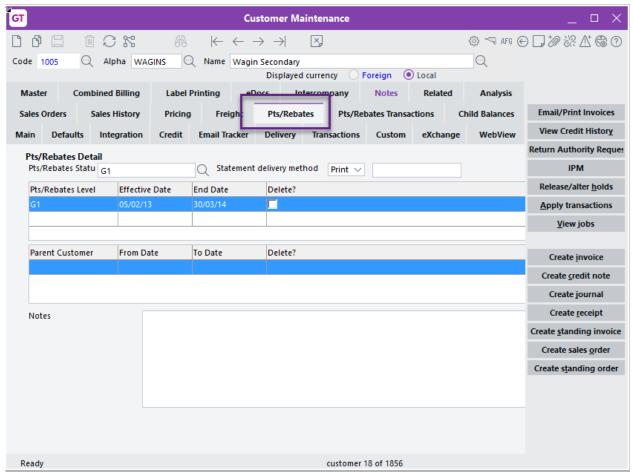
To Date Enter the date when this rule expires or is no longer

applicable

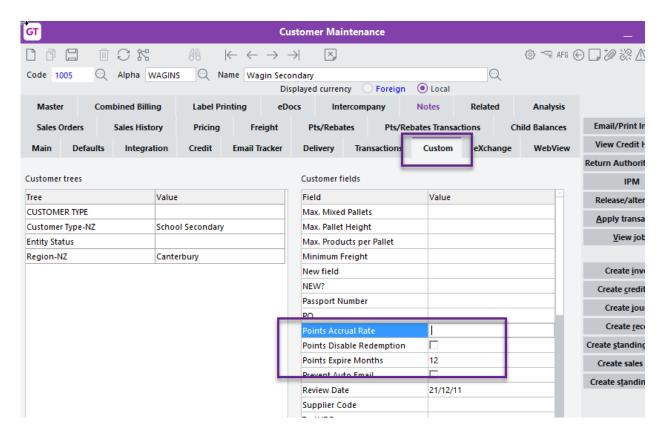
CUSTOMER MAINTENANCE

Once all the rules have been setup, each customer needs to be assigned to the correct rule and level.

1. Select the menu item | Data Entry | Accounts Receivable | Customer Maintenance |



- 2. Click on the Points tab
- 3. For new customers select the Points Status this is the level they will start on for points
- 4. Statement delivery method if you are sending Points statements select how these are sent; if by email enter the email address they are to go to
- 5. Select the Points Level (same as above for new customers)
- Enter the date range the customer will be on this level for. End Date is a mandatory field –
 you should enter the date the customers contract is reviewed or else put this a long way in
 the future
- 7. If the points accrue to a Parent Customer rather than each child, select the parent
- 8. Notes Enter any notes other users need to be aware of
- 9. Save and close



There are also some optional UDF fields for some of the Points functionality – UDF's must be setup in usual manner first.

Points Accrual Rate – if you want to accrue points for customers based on their spend, you can enter an accrual rate in the relevant UDF.

Points Disable Redemption – check this if this customer account is not allowed to redeem points – this might be used where you have multiple branches for a customer and all points redemption is done by head office.

Points Expire Months – If you want customers to use their points within a time frame you can set the number of months in this field.

INVENTORY ITEM MAINTENANCE

If you selected to restrict Points Redeem on IN Stock, you need to create a UDF called Redeemable, and set this to true for the items you want customers to be able to redeem points on.

| Data Entry | Inventory | Inventory Item Maintenance

