



Simply Retail.

Product Description

Version: Cloud 2.0

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1 Mobile Consumer Assistant - Platform

In the system landscape, the Mobile Consumer Assistant Platform (hereinafter referred to as MCA) is envisaged as a functional component for the provision of the functionality to the customer smartphone. Therefore, data from central SAP systems will be provided, interaction data will be disposed of, and a diverse functionality will be provided.

2 Central System Functionalities

2.1 Coupons

The extensive couponing module of the MCA platform allows a vast number of diverse interactions based on coupons. Coupons are item or receipt-related discounts, which can be assigned in multiple ways to the customer.

The various coupon types include:

- CheckIn coupons
- CheckOut coupons
- QR code triggered coupons
- Stamp card coupons
- Action code-based coupons
- Paper coupons
- Web coupons
- Personal coupons
- Bundle coupons
- Max value coupons

All coupons are store-related (to distribute diverse coupons in the region to every individual store) and time-related.

The coupon discounts can be differentiated as follows:

- Currency coupons
- Percent coupons
- Point coupons

All coupons can be redeemed via various workflows at diverse touch points using standardized integrations. There are many specific conditions under which the coupon can be triggered (redeemed) that can be combined with the discount conditions. An example could be a coupon that is triggered with the condition that three items from the group Beverages gain a discount of 5 percent for every second item from the group Vegetables.

2.1.1 Third-Party Coupons

Many retailers cooperate with multiple partners or loyalty systems. These loyalty systems offer their own codes, which will be supplied by the participating retailers to their customers, e.g. using add-ons. Therefore, the retailer imports the third-party coupons in the MCA platform and activates them through promotion rules. When the promotion rule applies, it will be printed on the receipt. The codes can be unique but they do not have to be. An automatic budget limit is achieved by the number of imported codes.

2.1.2 Promotion Codes

Promotion codes are codes for coupons. The retailer can assign unique codes, for example, and when the customer enters these codes into the app or into a web-based system, the customer will receive a coupon. This is possible both with serialized codes (e.g. Au733B) and generic codes (e.g. Father's Day 2017).

2.1.3 QR Code as Trigger for Coupons

With QR codes as a trigger for flyers, teasers or other media, the retailer can implement marketing measures. Only the customer who scans the QR code with their smartphone will get the coupon.

2.1.4 Desired Personal Coupons

A personal coupon is a coupon where the customer can choose a discount item from a predefined set. The customer receives such a coupon in their application with a note on how to assign an item to it. It can be done by scanning the barcode in the store. The coupon is then bound to this item and can be redeemed at the POS.

2.1.5 Bundle Coupons

Bundle coupons are those that are redeemed only when the specific "bundle" or package of items is in the basket. An example of a bundle could be a pizza, tomato sauce and two packs of Mozzarella. When you have all of those items, the discount is applied. The discount can be a percentage reduction of the original price or a newly defined value for the whole bundle. The limit for the amount of use can also be set, so that bundles can be redeemed several times in one receipt.

2.1.6 Max Value Discount Coupons

Max value coupons are those coupons that can be redeemed several times until the sum of the discount reaches the maximum value.

2.2 Vouchers

Vouchers are item or receipt-related discounts, which, similar to the previous coupons, can be assigned in multiple ways to the customer. The main difference between coupons and vouchers is that vouchers are not related to (triggered by) items but to the receipt as a whole. This limits their usage in some ways. There are, of course, similarities with coupons. The vouchers can also be distinguished by the discount value unit:

- Currency coupons
- Percent coupons

There are also several types of voucher that are related to user usage, similar to that of coupons.

2.3 Integration of Loyalty Systems

External loyalty systems can be integrated in the workflow of the MCA platform and will be used per One Touch at the POS. Therefore, it is irrelevant whether it is an own brand (e.g. Payback, DeutschlandCard, etc.) or an individual system.

It is also insignificant whether the customer identifies themselves with their smartphone or with a loyalty card at the POS. In this way, all functionalities such as coupons, stamp cards or even the digital receipt can be offered to the customer.

2.4 Loyalty System with User State

The MCA platform offers an integrated loyalty system for all retailers; those who have not participated in using the applied solution yet and those who are already using it. Complex point rules can be configured and stored in an audit-proof manner. Even the expiration of points can be configured individually as well as the setting levels (bronze, silver, and gold customer etc.).

The MCA platform is special because points are not only gained from transactions but also every interaction in the retailer app (e.g. registration, scanning of QR codes, app starts, etc.) can lead to more points on demand. These points can be redeemed (or can be used for state interpretations). In addition to the automatic distribution of points based on rules, it is also possible to perform manual point distributions (i.e. action-based, such as public holidays, anniversaries).

The purchasing process or using points can be tracked in the app by the customer and can always be combined with Push Notifications.

2.5 Integration in Controlling

On request, both the usage of coupons and points can be sent to external controlling systems in multiple formats (e.g. CSV, XML, EDI, etc.).

2.6 Integration in CRM Systems

The connection and integration into a CRM system is optional. The MCA platform is fully functional, but was created in such a way that it can be used as a channel in the application pool of a CRM environment to enable a central customer view (single point of truth).

2.7 Transaction History (eReceipt)

Each transaction in the app can be tracked by the customer. Additionally, the customer receives information about recent transactions via Push Notifications (individually configurable) and an email with the receipt including all details.

2.8 POS Integration

MCA is able to work out-of-the-box with GK/Retail and GK OmniPOS using standardized APIs provided by MCA. Other POS manufacturers can also use standardized APIs provided by MCA to integrate with the MCA platform.

2.9 Web Shop Integration

The MCA services can also be used for integration in web shops.

2.10 Frontend Whitelabel Apps & SDKs

As part of the Mobile Consumer Assistant Platform, GK provides the necessary apps based on Android or iOS as a Whitelabel solution for a project. If the retailer already has an app, the functionalities of the MCA platform can be embedded with a native SDK for Android, iOS and JavaScript. The embedding of the SDKs is also possible for Smart TV apps (Apple TV, Fire TV).

2.11 AppBanner

An application banner, displayed on the main screen of the mobile app, can be defined in the MCA. It can be linked to coupons, newsletters, offers, recipes, normal URL links and so on.

2.12 Flyers

Each retailer wants to inform their customers about their current discounts. This could be done via e-flyers published from the MCA. The classic flyers can be assigned to tablets, smartphones, and Smart TVs based on their stores.

2.13 Offers

What applies to flyers also applies to offers. It is possible for the retailer to publish separate configurable items in the offers. In this case, the user can have more action choices such as checking the details of an item or adding it to the user's shopping list. Moreover, offers can be distinguished by offer group to organize them in a better way.

2.14 Mobile CMS

To display and maintain the privacy policy and terms of use within the app, a Mobile Content Management System is necessary, which is also available in the MCA. News provided with date can also be sent via this.

2.15 Push Notification incl. Link to Business Objects

With regular use of push notifications, app usage can be increased by up to 70%. This is why the MCA platform offers both the standardized sending of push notifications and links to business objects (coupons, news, offers, etc.) within the platform. In this way, the customer can directly access a coupon via the push notification.

2.16 Context-Based Marketing Full-Size Teaser

Every retailer wants to offer marketing campaigns via full-sized teasers within the app at multiple interaction points or when conditions are met. This could be directly after the app starts or when using the store search. This is also included in the MCA platform. Cross linking and different display rules are also possible.

2.17 Stamp Cards

Classic stamp cards are included in the MCA platform as well. Therefore, the retailer can offer any sort of stamp card to the customer with different designs (e.g. brand-based (Coca Cola, Nivea) or season-based (summer, winter)). Stamps can be assigned for interactions or items. A push notification will be sent to the customer when a stamp is collected or when the stamp card has been filled and the customer received a voucher or coupon for their next purchase.

2.18 Newsletters

News is inevitable everyday. The MCA platform provides the possibility for retailers to publish newsletters to users. The newsletter is able to be linked to other business objects so that users can be directed more easily when they click on the newsletter.

2.19 Recipe

The MCA provides a very well organized recipe system to let retailers publish perfect recipes. First of all, the recipe can be assigned a group. The group can be defined by the retailer itself, such as appetizer or dessert. The second step is to create a recipe. It contains ingredients, number of people it is for, nutritional information, cooking steps and even an image or video tutorial.

2.20 Automatic Campaign Control Based on Target Groups (Segmentation)

Since we are focusing on simplicity for both the customer and the retailer, it is possible to automatize campaigns based on target groups. Those target groups can be imported to and created on the MCA platform. They allow segmentations of customers to be created based on various statistical data that is automatically collected in the apps, at the POS or in the Marketing Hub. This has the advantage that a segmentation of customers can easily be created.

A classic example of such an automated segmentation is a birthday voucher that customers receive automatically on their birthday. The first step is to create a target group to segment users based on whether their birthday is today and additional parameters, such as loyalty status or activity, as well. This target group is then simply added to the voucher before it is published. The voucher will then only be available to those users matching the target group. Next, the voucher is used as the basis for a campaign, which is set to trigger each day.

Such a voucher only has to be configured once and will then be distributed to all users (if it is their birthday) on a daily basis. Similar segmentations can also be applied to app starts, registrations, clicks on business objects, inactivity, transactions and much more.

2.21 User Meta Tags

During registration, users are asked to voluntarily enter personal data (in accordance with GDPR), such as hair color. This personal data is stored as "user meta tags" and can be used to target the discounts campaign more effectively with the help of the "target groups" mentioned above.

2.22 Statistics

Ultimately, all of the services described above are published by the retailer and used by the customers. Statistics are then generated. They are structured and organized by the MCA platform so that the retailer has a good overview of them.

3 Couponing Service

The Couponing Service (CS) is an application that enables retailers to create **serialized promotions**, create unique codes for them, distribute these to their clients and allows for redemption of the codes at a POS. Serialized promotions are similar to printed coupons with a unique code. Such unique codes can either be serial codes or web codes.

- **Serial codes** are usually long sequences of numbers and characters that are presented in barcodes or QR codes
- **Web codes** are much shorter than serial codes and are meant for manual entry on websites

Both are generated by the Couponing Service and can be used only once. The Couponing Service consists of several parts: the database (contains the data), the application itself (the logic of CS), and an adapter (provides notifications about changes of a code's status). It can be run completely in a cloud (more details can be found in the CS documents) and is managed via REST service API.

3.1 Creation of Serial Promotions

Retailers that use the Couponing Service can create serialized promotions with various features via the Marketing Hub or direct import via webservice API. The Couponing Service then creates the unique codes for this promotion. These codes can be then distributed to the customers so that they can redeem them at a POS.

3.2 Redemption of Serialized Coupons

Redemption of the serialized coupons is easy. The distributed serial codes are scanned by the POS that communicates with the Couponing Service via REST API. The REST API provides information about the validity of the promotion and, if OK, allows the POS to redeem the code. When such a promotion is redeemed, all necessary information such as the used value of the discount and the redeemed code is sent from the POS to the Couponing Service. The Couponing Service REST API can either be directly used by GK POSs or indirectly via an SAP interface for those customers that do not have POS software provided by GK.

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