



User Guide

Veezi Loyalty

Vista Entertainment Solutions
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Welcome to the Veezi Loyalty User Guide

This guide is to help you get the most out of Veezi Loyalty. We'll run through how Loyalty works for your members, then how to set it up.

This guide is divided into four sections:

- How Veezi Loyalty works
- Setting up Loyalty in Back Office
- Setting up Loyalty at POS
- Using Loyalty at POS

Contents

Copyright Notice	2
Welcome to the Veezi Loyalty User Guide	3
How Veezi Loyalty works	6
How customers sign up for your loyalty program	6
How customers purchase a Loyalty ticket online	7
How customers edit Loyalty membership details	9
Setting up Loyalty in Back Office	10
Installing Veezi Loyalty	10
Editing club and card details	10
Activating Loyalty at for your sites	11
Members	13
Searching for Members	13
Managing Members	14
Levels	15
Editing Level Details	15
Adding Loyalty tickets to a Level	15
Points	17
Editing Points Details	17
Redemptions	17
Excluded Items	17
Loyalty Points Recommendation	18
Managing a Member's Points Balance	18
Emails	20
Formatting an email	20
Setting up Loyalty tickets	22
Setting up Loyalty at POS	23
Creating Loyalty Membership Items	23
Editing Loyalty Membership Items	23
Adding Loyalty Membership Buttons to POS	24

Using Loyalty at POS	25
Selling a Loyalty Membership at POS	25
Selling Loyalty Tickets at POS	26
Index	30

How Veezi Loyalty works

Veezi makes setting up and managing a loyalty program programme easy, and it's completely up to you to configure it how you want!

It's always good to know what you're getting into of course, so to begin with we'll take you through how this Veezi Loyalty you've heard so much about works for your members.

How customers sign up for your loyalty program

1. Customers sign up as loyalty members via the membership sign-up page on your website.

**MEMBERSHIP
SIGN UP**

* First Name :	<input type="text"/>	Mobile Phone :	<input type="text"/>
* Last Name :	<input type="text"/>	* Address 1 :	<input type="text"/>
* Email Address :	<input type="text"/>	Address 2 :	<input type="text"/>
* Password :	<input type="text"/>	* City :	<input type="text"/>
* Confirm Password :	<input type="text"/>	State :	<input type="text"/>
* Date of Birth :	<input type="text"/>	* Zip/Post Code :	<input type="text"/>
Gender :	<input type="text" value="v"/>	Favorite Genres :	<input type="text" value="v"/>
Home Phone :	<input type="text"/>		<input type="text" value="v"/>
			<input type="text" value="v"/>

If your customer doesn't sign up as a loyalty member now, they can still sign up on the ticket booking page.

2. Once customers submit their details they will be taken through to the payment screen.

Note: If your membership is free, then the customer will be redirected straight back to the film selection screen.

Payment Checkout	
Amount (NZD)	\$25.00
Card Number	<input type="text"/>
Card Expiry Date	<input type="text"/> / <input type="text"/>
Name on Card	<input type="text"/>
Card Security Code	<input type="text"/> What is this?

[SUBMIT](#)

[dps | paymentexpress](#)
[Privacy Policy](#)

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3. Now the card details are entered and payment is verified, the customer is a loyalty member of your cinema!

Of course, customers can also sign up to your loyalty program at POS. (page 25)

How customers purchase a Loyalty ticket online

Now that your customer is a loyalty member, here's how they make a simple online Loyalty ticket purchase.

1. The member logs in with their loyalty details.

MEMBER LOGIN

Log in

[Forgot password?](#)

[Activate new membership](#)

[Membership Signup](#)

2. They select the loyalty ticket (Plus any additional 'non-loyalty' tickets).
3. They enter their card details.
4. Purchase completed!

If there's a problem with the payment, the member will get the message shown below.

SORRY!

**There was a problem processing your payment.
You have been charged. Please contact the
cinema.**

The member can then contact your cinema to arrange for help with reissuing their tickets, or for a refund.

Alternatively, they could also get the below message – where they haven't been charged, but their transaction encountered issues.

SORRY!

**There was a problem processing your payment.
You have not been charged. Please go back and
try ordering again.**

At that point, the member is directed to go back and try booking again.

How customers edit Loyalty membership details

There are four options available to members once they've logged in to the membership page:

- **Change Password**
- **Update Personal Details**
- **Renew Membership**

Note: Members will only be able to renew membership within two months of expiry.

- **Change Membership**

Note: Members will need to pay the sign up fee for a new level if they choose to change.

Test6
[Logout](#)

MEMBERSHIP DETAILS

Membership: **New membership.**
Membership expiry: **31/10/2020.**
You have **7** points

Change Password	Update Personal Details
Renew Membership	Change Membership

Setting up Loyalty in Back Office

Installing Veezi Loyalty

To install Veezi Loyalty, complete the following steps:

1. Log in to Back Office and click on **Additional Modules**.
2. Under the Loyalty section, click **Install**.

You are taken to the Loyalty set-up page:

The Veezi Loyalty system allows you to offer discounted tickets to your customers for an annual fee.

Membership Details

Membership Club Name :

Sales Tax Code :

Enable Membership Cards : YES NO

Card Number Range : 0000200000000000 - 0000209999999999

Ticketing Redirect Url :

Membership Renewal

Sales Tax Code :

Loyalty System Pricing

Monthly Cost per Site: 25.00 USD

Loyalty Tickets

*Bronze Free Ticket
*Gold Free Ticket
*Gold Free Ticket
*Silver Free Ticket
Adult Loyalty Ticket
New Loyalty Ticket
Voucher
VTIXLOYALTYTEST

Editing club and card details

- **Membership Club Name:** The name of your loyalty program.
- **Sales Tax Code:** Assign the appropriate code for your country's tax requirements. There are three options, **Sales Tax (Box Office)**, **Sales Tax (Concessions)** or **Tax Exempt**.
- **Enable Membership Cards:** If you enable member cards, we'll provide you with a set of unique numbers that you can use to have the cards printed.
- **Card Number Range:** The unique set of 16 digit numbers for your membership cards. Ensure that you use only these numbers.

Activating Loyalty at for your sites

Sites		
Turn Loyalty on and off for sites and access the membership signup/login URLs.		
Name	Loyalty Turned On	Online Membership URLs
The Roxy Outdoor Cinema	YES NO	
Veezi Internet Ticketing	YES NO	
NZ Test Site	YES NO	
Jamie test	YES NO	
V-Cinemas	YES NO	Signup Url: https://ticketing.us.veezi.com/LoyaltySignup/Signup?siteToken=iwwu8PnJLUGtDhvHMB5Eyw%3d%3d
One More	YES NO	Login Url: https://ticketing.us.veezi.com/LoyaltyLogin/?siteToken=iwwu8PnJLUGtDhvHMB5Eyw%3d%3d Signup Url: https://ticketing.us.veezi.com/LoyaltySignup/Signup?siteToken=WhTqH0XemESm0D8fXIBwog%3d%3d Login Url: https://ticketing.us.veezi.com/LoyaltyLogin/?siteToken=WhTqH0XemESm0D8fXIBwog%3d%3d

Name: All the sites under your Veezi account appear here. Please note that the names in the example above are for our test purposes only!

Loyalty Turned On: Turn Loyalty on for each of your sites here.

Note: *If you want to sign up members online, you'll need to have V-Tix installed.*

- **V-Tix Installed:** If you have V-Tix installed, when you click **Yes**, and then **Save Changes**, Veezi auto-generates both a signup and a login URL.
- **V-Tix Not Installed:** If V-Tix is not being used by your business, then you will receive a prompt with a link to configure V-Tix if you wish.

Veezi Internet Ticketing Configuration - Windsor International Film Festival

[cancel](#)
[Enable Veezi internet Ticketing](#)

Enabling Veezi Internet Ticketing will create a website that you can use to sell tickets online. This website is customisable with your branding. You will need your web developer to integrate with this website. There is a small monthly cost to use this service as well as a small charge per ticket sold.

Agree to the [terms and conditions](#)

Veezi Internet Ticketing Pricing

Monthly Cost:	25.00 USD ?
Cost Per Ticket:	0.50 USD ?

[cancel](#)
[Enable Veezi internet Ticketing](#)

Online Membership URLs: As mentioned, the URLs are auto-generated once you've turned on Loyalty for the site. The URLs can be used by your web developer for the initial setup of V-Tix for your online ticketing – including Loyalty ticket sales.

Sign Up URL: When you click on the sign up URL, you go through to a sign up page.

**MEMBERSHIP
SIGN UP**

* First Name :	<input type="text"/>	Mobile Phone :	<input type="text"/>
* Last Name :	<input type="text"/>	* Address 1 :	<input type="text"/>
* Email Address :	<input type="text"/>	Address 2 :	<input type="text"/>
* Password :	<input type="text"/>	* City :	<input type="text"/>
* Confirm Password :	<input type="text"/>	State :	<input type="text"/>
* Date of Birth :	<input type="text"/>	* Zip/Post Code :	<input type="text"/>
Gender :	<input type="text" value="v"/>	Favorite Genres :	<input type="text" value="v"/>
Home Phone :	<input type="text"/>		<input type="text" value="v"/>
			<input type="text" value="v"/>

[Sign Up](#)

***Note:** If you set up the membership to be free, then a member will be created on submit. Otherwise it will redirect via the payment provider you configured on V-Tix and take payment before creating a member.*

Login URL: When you click on the login URL, you go through to the Loyalty Member Login page.

MEMBER LOGIN

[Log in](#)

- [Forgot password?](#)
- [Activate new membership](#)
- [Membership Signup](#)

***Note:** Both images are just to highlight what your customers will see.*

Members

Veezi Loyalty gives you two important tools to help you manage your member base and keep them coming back for more:

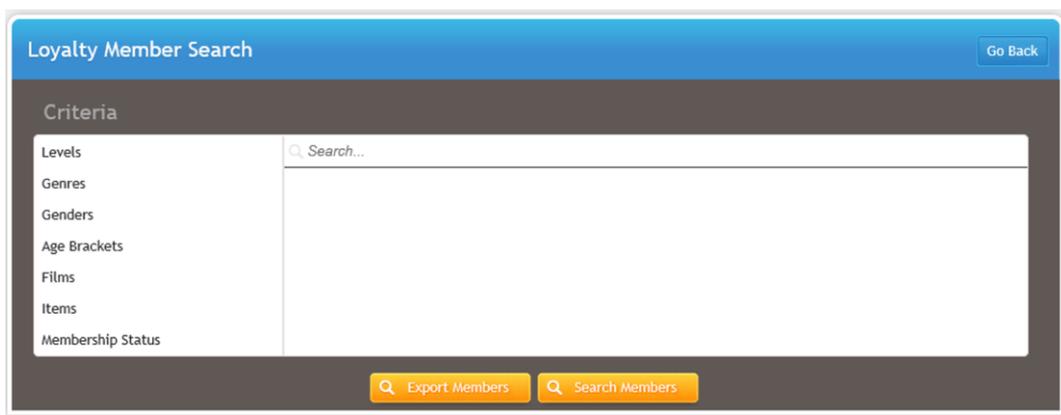
- Member Search
- Member Management

Searching for Members

One of the real business benefits of a loyalty program is the insight it gives you into your member base.

Member Search lets you search your members based on a variety of criteria, which can better inform your decisions about films, items and more.

Once you've made a search, you can export the results to a .csv file – perfect for importing into an email platform.



To complete a member search, do the following:

1. Click **Search Members** at the top of the Loyalty page.
2. Select the criteria you'd like to search on. Each criterion has a search box you can use if you're looking for something specific.

Levels: the membership levels members belong to.

Genres: the genres of films members have seen.

Genders: self explanatory.

Age Brackets: the age groups members fall into.

Films: the films members have seen.

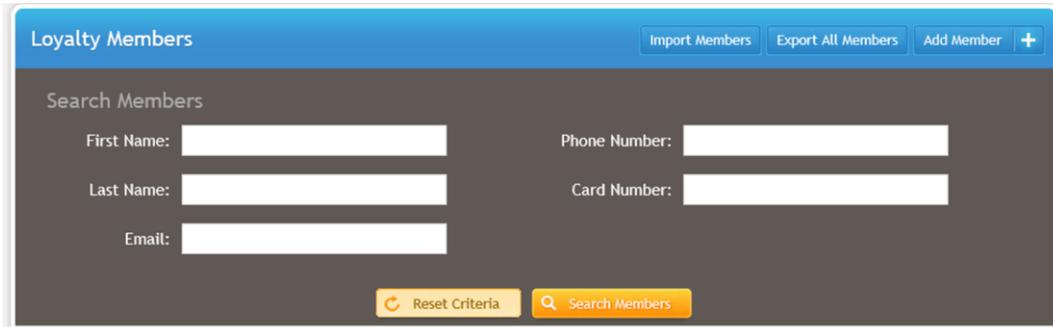
Items: the items members have purchased.

Membership Status: Active or Expired.

3. Click **Search Members** and the results will appear below the search box.
4. Click **Export Members** to download a .csv file of the results.

Managing Members

Access the **Manage Members** page from the top of the Loyalty page.



Search Members: Search for any member by entering relevant data into any of the five fields. You will then get a list of member details.

Note: If membership cards are disabled in Loyalty settings, then the card field is disabled.

Reset Criteria: Clear all the search details (in any of the five fields).

Import Members: Make a request to Veezi Support for a Member Import. One of the team will be in touch with a spreadsheet template and will work with you to upload your members into the Veezi system.

Export All Members: This option downloads your loyalty member list as a .csv file from your database. You might like to use this list for an email newsletter list.

Add Member: Create a new member by adding their details in the required fields.



Editing Member Details

Clicking on the **Member Id** of a member in the search results lets you edit the member details.

Levels

Levels are like the tiers of your Loyalty program, where you can configure different sign-up prices, renewal details, and available tickets. New members choose what level they want to join when signing up, and existing members can switch levels if they want.

The number and configuration of levels depends on what works best for your cinema – one level could be all you need, or perhaps your program requires a more segmented approach for your members.

Editing Level Details

Signup Price: The price you want to charge your patrons for joining this level.

Renewal Price: The price you want to charge your patrons for renewing their membership of this level.

Tip: Encourage continued membership by making this price less than the sign-up price, or even free!

Renewal Period: Decide how long you want the membership to last for before it needs to be renewed.

Number of Free Tickets: Decide how many free tickets a member receives when they sign up to the level. These tickets last for the duration of the renewal period.

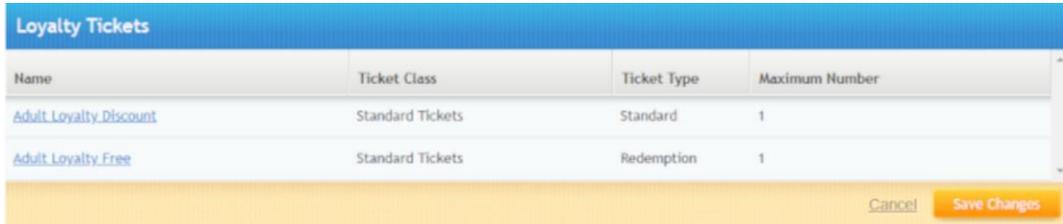
Display Order: The position each level occupies in the list on the membership sign-up page.

Renew Recognitions on Renewal: Select this option so all recognitions, including free tickets, are renewed when the membership itself is renewed. For example: if a level has 10 free tickets, each time a member renews their membership they will get another 10 free tickets.

Adding Loyalty tickets to a Level

For each of your membership levels, you can choose which loyalty tickets are available to members. Before loyalty tickets can be added to a level, they need to be created in the **Tickets** section. (page 22)

1. Click on **Manage Tickets** to add loyalty tickets to the level.
2. **Tickets Per Transaction:** Set the number of loyalty tickets that can be purchased in a single transaction.
3. **Save Changes** on the page.



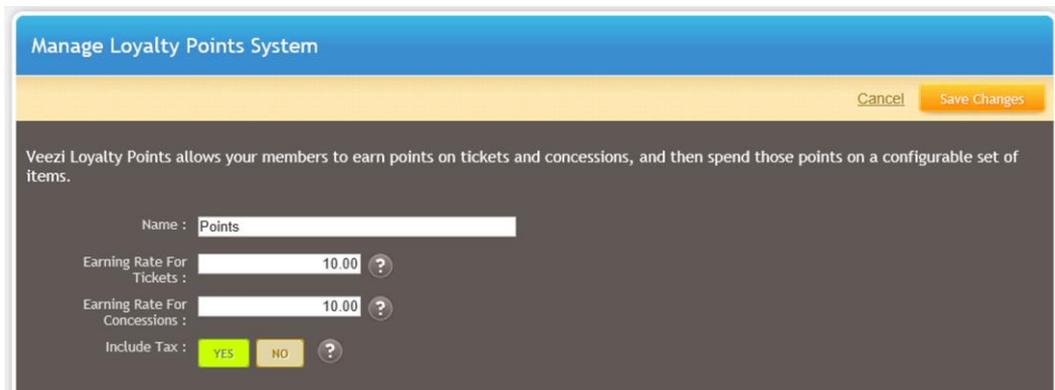
Name	Ticket Class	Ticket Type	Maximum Number
Adult Loyalty Discount	Standard Tickets	Standard	1
Adult Loyalty Free	Standard Tickets	Redemption	1

Cancel Save Changes

Points

Veezi Loyalty Points works much the same as other points-based loyalty programs:

- Members earn points, at a rate decided by you, when they purchase tickets and concessions items.
- Members can then spend their points on a range of items configured by you.



The screenshot shows a web interface titled "Manage Loyalty Points System". At the top right, there are "Cancel" and "Save Changes" buttons. Below the title bar, there is a descriptive text: "Veezi Loyalty Points allows your members to earn points on tickets and concessions, and then spend those points on a configurable set of items." The main configuration area includes the following fields:

- Name: Points
- Earning Rate For Tickets: 10.00
- Earning Rate For Concessions: 10.00
- Include Tax: YES (selected), NO, ?

Editing Points Details

Name: The name of your points, which appears in the online loyalty portal and on receipts.

Earning Rates: The number of points a member earns for each monetary unit (for example: dollar, pound, euro) they spend on tickets or concessions.

Include Tax: Including tax means your members will earn points on the full value (item plus tax) of their purchase, while excluding tax means they will only earn points on the net value of the item.

Redemptions

Redemptions are the items members **can spend their points on**.

All concessions items and tickets types are available for you to add as redemptions.

Points Cost

You can edit how many points each item costs in the **Points Cost** column.

A couple of tips when deciding Points Cost:

- If you've configured Earning Rates to be different for Tickets and Concessions, make sure you reflect that difference in the Points Costs for ticket types versus concession items.
- Nice, round whole numbers are easy for members to understand and calculate against their points balance.

Excluded Items

Excluded Items are the items you decide members **cannot earn points on**.

You can exclude as many or as few items as you like, depending on what suits your loyalty program. Not all items are appropriate for a loyalty program, most notably alcohol.

Remember: members can earn points on **all items and tickets except those added as Excluded Items**.

Loyalty Points Recommendation

Loyalty programs add great value to your cinema as long as they're set up effectively. We've seen the good, the bad, and the ugly of loyalty programs over the past 20 years at Veezi and Vista. So below is a set up recommendation for loyalty points to help you get the best out of your loyalty program.

No matter how you set up your program, keeping it simple gets the best results.

Name

This is the name of the points, for example "Cinema Club Points". The name will be displayed in the online loyalty portal where members check their balance, and on receipts.

Earning Rates

These can be whole or part numbers, representing the number of points a member earns for each dollar spent on tickets or concessions.

Earning rates influence your bottom line, so it's important to spend time planning what earning rates work best for your cinema.

This example shows an earning rate of 10 (which anecdotal evidence suggests is an effective rate to choose):

Earning Rate for Tickets: 10.00 (members will earn 10 points for every dollar they spend on tickets)

Earning Rate for Concessions: 10.00 (members will earn 10 points for every dollar they spend on concessions)

Include Tax

Set this option to **Yes** so your members earn points on the full value (item plus tax) of their purchase. Otherwise members may be confused and raise complaints.

Redemptions

These are the items members can **spend** their points on.

- Make as many items as possible available for members to spend their points on.
- Match the points cost of each item with its retail price. For example: a Large Drink retailing at \$7.25 = 725 points at an earning rate of 10.00.
- Including tickets as redemptions can help drive attendance.

Excluded Items

These are the items members **cannot earn** points on.

- Consider excluding low-margin items such as hot dogs and pizza.
- We recommend excluding alcohol – most state and national laws prohibit alcohol sales as part of any loyalty program.

Managing a Member's Points Balance

You can view and edit the points balance for each member in your loyalty program, so you can easily identify your spenders and your hoarders.

1. Navigate to the **Manage Members** page.
2. Use the search box to find the member.

3. Select the member to view their details page.

The **Points** field displays the member's current balance.

4. Edit the points balance if you wish, and save the member.

The updated points balance now displays at POS as well as V-Tix.

Emails

Veezi Loyalty provides three email templates to be sent to members, which you can customise with your own language and variable data:

- Membership Signup Confirmation – sent to a new member when they sign up.
- Membership Renewal Confirmation – sent to a member when they renew their membership.
- Membership Change Confirmation – sent to a member when they change their membership level.

Emails	
Customize the available Loyalty emails for your members when they sign up, renew their membership, or change their Loyalty levels.	
Loyalty Email	Subject
Membership Change Confirmation	Membership Change Confirmation
Membership Signup Confirmation	Membership Signup Confirmation
Membership Renewal Confirmation	Membership Renewal Confirmation

Formatting an email

To format an email template:

1. Select the email you'd like to format.

Each template has placeholder text ready for you to edit. Veezi recommends including all this information - of course, the structure and tone are up to you!

2. Edit the subject line and format the body text.

The **How To Format** section gives you a guide on email formatting.

The screenshot shows the 'Emails' interface with a blue header. At the top right, there are buttons for 'Cancel', 'Send Preview', and 'Save Changes'. The main content area is titled 'Membership Signup Confirmation'. It features a subject field with the text 'Membership Signup Confirmation'. Below it is a rich text editor with a toolbar containing icons for bold, italic, link, unlink, quote, unquote, list, and image. The body text in the editor is: '#Hi {firstname}, thank you for joining {levelname}. You will be happy to know that we have successfully processed your payment of {currencysymbol}{totalprice} for the membership signup fee. Your membership is now activated and you can start making the most of it straight away and don't forget to collect your membership card/number on your next visit to us. You may log on [here]({loginurl}) to update your membership details at any time. Thank you for joining, and if you have any queries, please contact {replytoemail}. Please refer to [{sitename}]({conditionsurl}) for full terms and conditions of this membership.'

To the right of the editor is a 'How to Format' sidebar. It lists several formatting rules: 'put returns between paragraphs', 'for linebreak add 2 spaces at end', 'to make links' (with an example: {foo}(http://foo.com)), and 'you can also use the following snippets to be replaced with the actual values'. The snippets listed are: {firstname}, {levelname}, {currencysymbol}, {totalprice}, {sitename}, {replytoemail}, {conditionsurl}, {loginurl}, and {renewalphrase}.

Below the editor is a 'Preview' window showing the rendered email content, where the placeholder tags are replaced with actual values, such as 'Hi {firstname}, thank you for joining {levelname}.'

3. Send a preview of the email to your own email address before you **Save Changes**.

It's often a good idea to preview an email on a few different clients (for example: Outlook, Gmail, Thunderbird) and devices (desktop, smartphone, tablet).

The screenshot shows the 'Send Preview' dialog box. It has a title 'Send Preview' and a subtitle 'Send a preview to your email'. There are three input fields: 'Email' (empty), 'Site' (set to 'ABC Cinema'), and 'Membership Level' (set to '123'). At the bottom right, there are buttons for 'Cancel', 'Send Preview', and 'Save Changes'.

Setting up Loyalty tickets

After you've completed all the sections on the Loyalty page, it's time to set up the various loyalty tickets you intend to sell.

1. Click on **Save & Manage Tickets**. You're now on the **Ticket Types** page.
2. Create a new ticket from scratch, or simply copy an existing ticket and rename it with Loyalty in the title (for example: copy Adult Ticket and rename it Loyalty Adult Ticket).
3. Set the price to reflect the discount you've decided members should receive.
4. Set **Is Available to Loyalty Members Only** to **Yes**. Otherwise, you'll be giving discounted prices to all other customers! Great for them; not so great for your bottom line though.
5. Select which **Levels** you want to feature the particular ticket.

Tickets can also be added to levels on the level's set up page.

6. If you want to make the ticket free for the loyalty levels you've selected, under **Ticket Type**, click **Redemption > Not Sold**
7. **Save Changes**.

***Important!** You won't be able to sell loyalty tickets to your members until they've been added to the applicable price cards.*

Setting up Loyalty at POS

Thankfully, most of the hard work has already been done! Before you can start selling those loyalty tickets, you'll need to set up Loyalty at POS.

Creating Loyalty Membership Items

When you initially set up Loyalty in Back Office, Veezi automatically creates these concession items:

- Loyalty Member Signup
- Loyalty Member Renewal

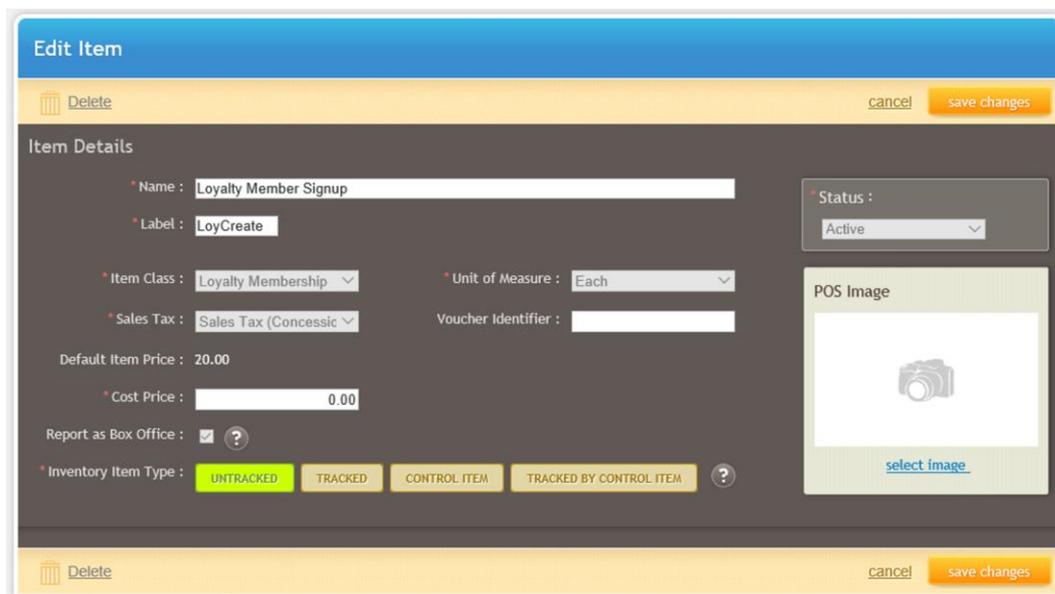
The prices for both items are automatically generated based upon on your Loyalty settings.

Editing Loyalty Membership Items

Loyalty Membership Items can be edited the same as any regular concession item.

1. Navigate to **Food & Items** in **Veezi Back Office**.
2. Select either of the Loyalty Membership Items you would like to edit.
3. Edit the information as needed.

Note: *Certain fields aren't editable, because they are set up in Loyalty and cannot be altered here.*



- **Name:** The default name appears when you activate Loyalty.
- **Label:** Short name that gets shown on the concession profile.
- **Item Class:** Not editable, set in Loyalty.
- **Sales Tax:** Not editable, set in Loyalty.
- **Default Item Price:** Not editable, set in Loyalty.
- **Cost Price:** We recommend you leave the additional cost at **0.00**.
- **Report as Box Office:** Not editable. Loyalty Membership items are reported as Box Office items, so they won't be included with concessions as part of **Spend Per Patron** calculations.
- **Inventory Item Type:** We recommend you keep Loyalty Membership items **untracked** so they

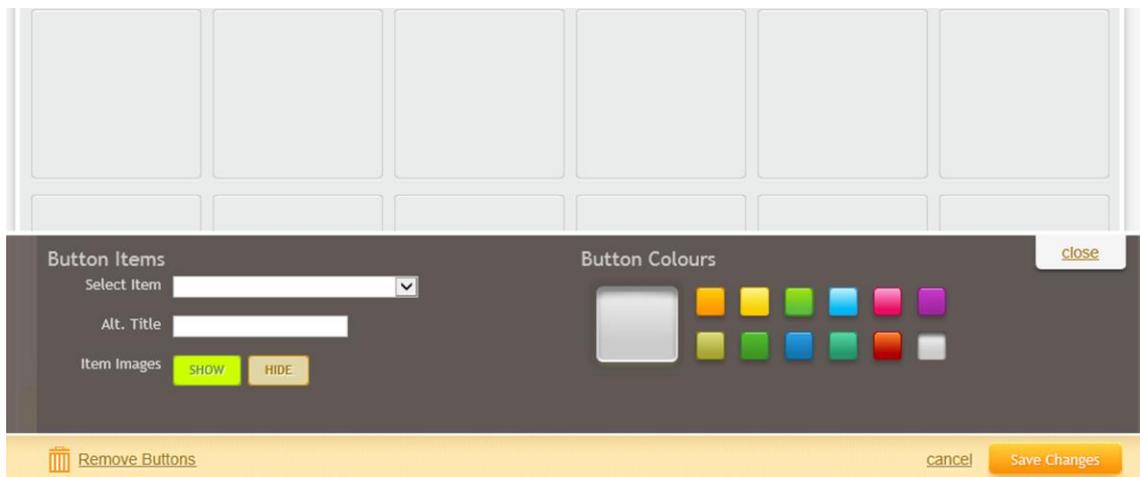
don't influence your inventory.

- **Unit of Measure:** Not editable. Loyalty Membership items are measured by **Each**.
- **Voucher Identifier:** Not used for Loyalty. Ignore!
- **Status:** Not editable, set in Loyalty.
- **POS Image:** Gives you the option to add a graphic for your Loyalty POS buttons.

Adding Loyalty Membership Buttons to POS

All that's left to do is add concession buttons for the Loyalty Membership Items so you can sell Loyalty memberships at POS.

1. Select the **Concession Profile** you want to add these new buttons to, and choose the most appropriate tab to locate them in.
2. Select an empty box, which will then bring up the profile button screen.



Select Item: Opens the drop down menu. Scroll down to the appropriate Loyalty Membership item.

Alt. Title: The label visible on your POS button.

Item Image: Gives you the option to either show or hide the item image.

Button Colours: Choose the colour you want for these two buttons!

3. **Saves Changes.**

Congratulations! Veezi Loyalty is set up and ready to go!

Using Loyalty at POS

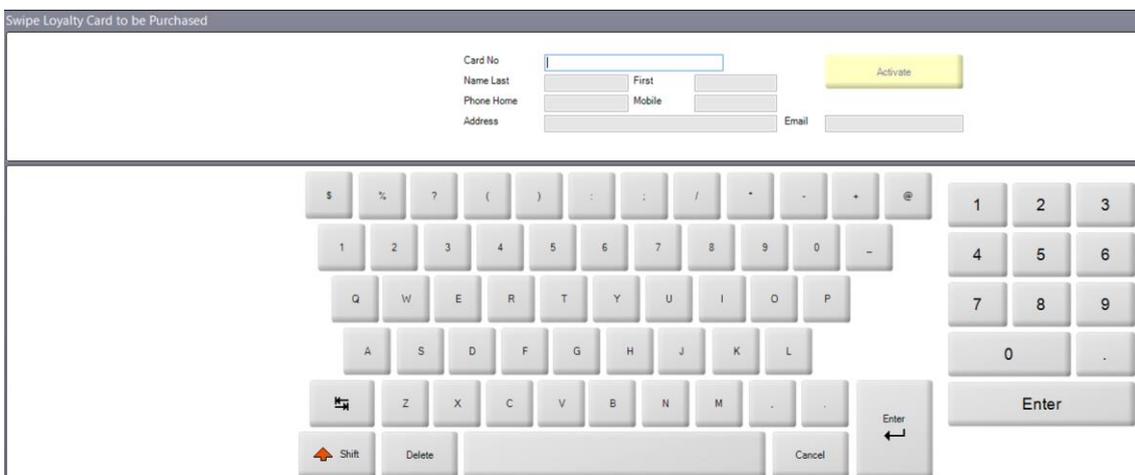
After you've set up Loyalty for POS, you're ready to sign up members, sell loyalty tickets, and help members earn and spend points!

Selling a Loyalty Membership at POS

1. From the **Concessions** tab, tap **Loyalty Member Signup** (you may have renamed this item in set-up).



The **Swipe Loyalty Card to be Purchased** screen appears.

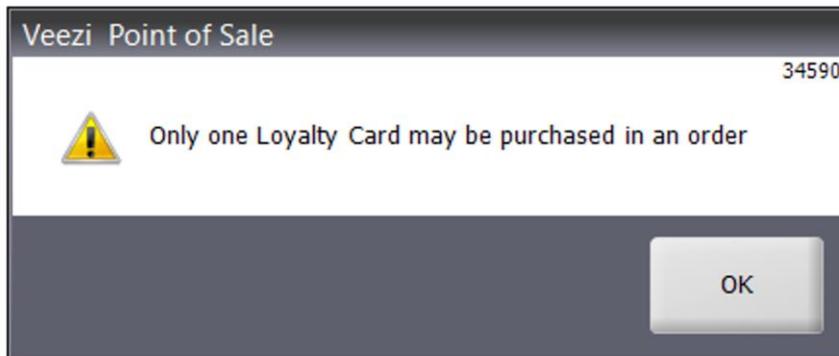


2. If you're using membership cards, swipe or scan the Cinema Loyalty Member Card to activate the it.
3. Enter the customer details, and click **Enter** to save them.

The mandatory fields are: First Name, Last Name, and Email. All other fields are options, although getting a Mobile phone number can be very handy for future reference.

Note: the **Activate** button does not do anything! It's part of the foundation software that Veezi is built on. Instead, as mentioned above, click **Enter** to save those details.

4. The Loyalty Membership Signup amount is now in your POS order window. If needed, add any additional items, and complete the transaction in the usual way.
5. For security reasons, we have designed the system so that you can only process one loyalty membership at a time – even if you have a combination of a sign-up and a renewal. If you do try to sell more than one, you will receive the following message.



Selling Loyalty Tickets at POS

To successfully sell a loyalty ticket at POS, select the loyalty member before you begin the sales transaction.

Selecting a loyalty member

1. From the POS screen, select **More**, and then navigate to the **Loyalty** screen.

Card No

Name Last First

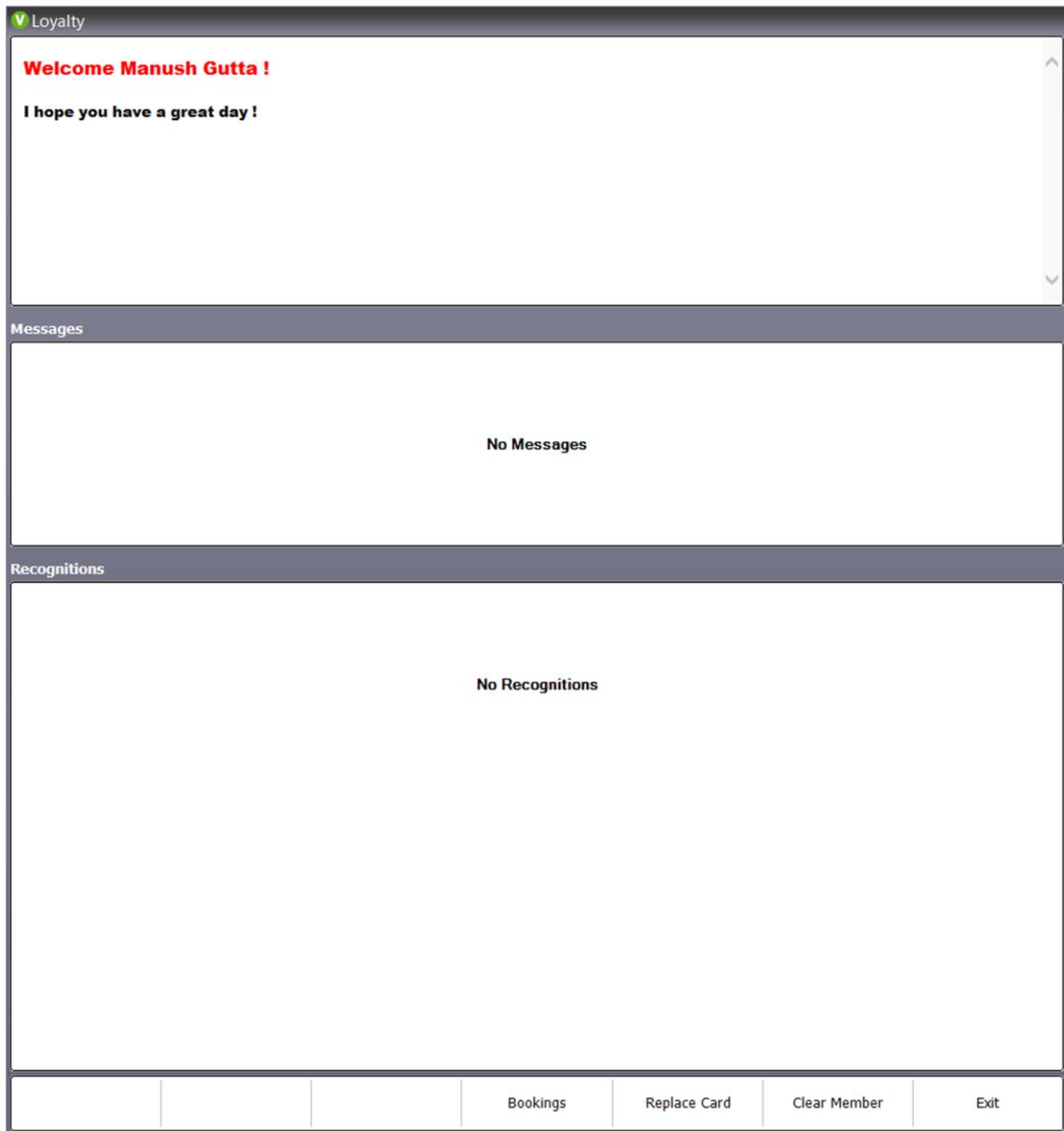
Phone Home Mobile

Address Email



2. Either swipe the member's card, or search manually by entering data in any of the fields available. A partial search will potentially bring up a large number of members, so the more data you enter here, the quicker you'll find the member.
3. After you've entered the member details, click **Enter** to find the member.

After you've selected the member, the Loyalty Member welcome screen opens up:



From this screen, you can select the following options:

- **Bookings:** Find an existing booking for this member.
- **Replace card:** Replace the member's card.
- **Clear Member:** Clear the current member selection – and find another member.
- **Exit:** Exit this screen to take you to the sales screen for selling to the loyalty member.
- **Recognitions:** If there are any recognitions they will appear in the recognitions screen.

Selling a loyalty ticket

1. Click **Exit** to take you back to the main POS screen.

2. Once back there, you can begin selling to your loyalty member.

Remember to click on the appropriate loyalty tickets to ensure that your member gets their Loyalty pricing!

Hiding the Loyalty welcome screen

If you want to hide the Loyalty welcome screen so that it is not displayed when a member swipes their card at POS, clear the checkbox under **Workstations** in Veezi Back Office.

Index

A

- Activating Loyalty at for your sites • 11
- Adding Loyalty Membership Buttons to POS • 24
- Adding Loyalty tickets to a Level • 15

C

- Copyright Notice • 2
- Creating Loyalty Membership Items • 23

E

- Editing club and card details • 10
- Editing Level Details • 15
- Editing Loyalty Membership Items • 23
- Editing Points Details • 17
- Emails • 20
- Excluded Items • 17

F

- Formatting an email • 20

H

- How customers edit Loyalty membership details • 9
- How customers purchase a Loyalty ticket online • 7
- How customers sign up for your loyalty program • 6
- How Veezi Loyalty works • 6

I

- Installing Veezi Loyalty • 10

L

- Levels • 15
- Loyalty Points Recommendation • 18

M

- Managing a Member's Points Balance • 18
- Managing Members • 14
- Members • 13

P

- Points • 17

R

- Redemptions • 17

S

- Searching for Members • 13
- Selling a Loyalty Membership at POS • 7, 25
- Selling Loyalty Tickets at POS • 26
- Setting up Loyalty at POS • 23
- Setting up Loyalty in Back Office • 10
- Setting up Loyalty tickets • 15, 22

U

- Using Loyalty at POS • 25

W

- Welcome to the Veezi Loyalty User Guide • 3