



Setting up Customer Return Vouchers

Merliza N. - 2022-02-18 - Apps & ShopFactory Cloud

With ShopFactory Cloud services you can set up marketing vouchers to offer discounts with online or off-line marketing campaigns and reward vouchers for customers who have placed orders to encourage them to return or sell gift vouchers to your customers.

Reward Voucher Code is a unique code provided to a qualifying order and sent to the customer after an order is processed and paid. The reward voucher has the expiry date included in the email and minimum purchase spend.

- To enable Vouchers in your shop, you must have a paid ShopFactory SF Cloud / Total Care account.

- Reward Voucher codes and Gift Voucher codes will only be sent out for "PAID" orders.

Here are the steps on how to create a Reward Voucher to entice customers to shop again in your ShopFactory online shop.

PART I. Enable vouchers in your shop

- Open your shop in ShopFactory

- Click *Services* menu -> tick "*Enable Vouchers*"

- Save and preview your shop in MS Edge or any external browser -> place a test order and check the Voucher box appears in the basket page.

- Publish your shop

PART II. Setup Vouchers in the SF Cloud backend

- Open your shop in ShopFactory

- At the ShopFactory Central page, click **My Orders** button - this will connect you to the ShopFactory Cloud backend.

- Select *Marketing* menu -> Vouchers/Coupons, <https://app.santu.com/buynow/voucher/list>

- Click "**Add Voucher**" button and select the voucher type you want to setup, in this case, select "*Return Voucher*"

The screenshot shows the 'Vouchers / Coupons' management page in the ShopFactory application. The navigation bar includes 'Home', 'Orders', 'My Products', 'My Store', 'Marketing' (highlighted), 'Account', 'Help', and 'View store'. The main content area features a table of vouchers and a '2. Choose the voucher type you want to create.' overlay. The table lists one voucher with ID 233733, code MKTG15, type marketing, expires 31/01/2023, value 15.00%, and 50 orders. The overlay provides options to 'Add voucher' and select from 'Return voucher', 'Marketing voucher', and 'Gift voucher'.

Voucher ID	Code	Type	Expires	Value	Orders
233733	MKTG15	marketing	31/01/2023	15.00%	50

Once the Reward Voucher is setup and active - a single use, unique Reward Voucher code is sent to your customer based on a pre-determined purchase amount. They must have previously ordered from your shop to receive this type of voucher.

Here's an example of a Reward Voucher that gives 10% discount to customers with the following conditions: