

Base de conocimiento > Aplicaciones y servicios SF-Cloud > Setting up Customer Return Vouchers

## **Setting up Customer Return Vouchers**

Merliza N. - 2022-02-18 - Aplicaciones y servicios SF-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*"

<i>←</i>	$\rightarrow$	С	6	https://app.:	santu.com/buynow/v	/oucher/list				ia 😡	ଓ ∖≏	œ (	
						Return	to ShopFactory To	al Care					×
ShopFa	actory	r <b>æ</b>			Home	Orders	My Products	A My Store	Marketing	Accoun	t Help	- Vie	w store
Vouc	her	s / 0	Coupo	ns						Upload mar	keting vouch	ers <b>1</b> Ad	d voucher
🛗 : All 🗸	٩	) : All 🗸	More -		× -							Return vouche	er
								2. Choos	e the vol	cner	2	Marketing vou	cher
Select all 1	matc	nes						type you	want to	create.	<b>7</b> / Ť	Gift voucher	
D			Voucher II	C	Code	Туре	Exp	ires	Value	Ord	ers	,	
D	۲		233733		MKTG15	marketing	31/0	1/2023	15.00%	0		50	
Select an	action	~											

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:

Shopf	Factory 📤	Home	Orders	My Products	A My Store	Marketing	Account	Help	View store		
	Return	ı voucher						P	ublish Save		
Over	view										
S	elect how the di	iscount should be	calculated.								
Discou	int type :				Discount						
Redu	ce Price by the	following percenta	age		<b>^</b> %	10	- V Vc	When you	click <u>Save</u> , this t will set as "Di	will create t	the Reward
Redu	ce Price by the	following amount					- 0	lick <u>Publi</u>	<u>sh</u> to create Re	ward Vouch	er AND set
					Ŧ		to	enabled/	active.		
Additi	ional setting	s									
Vouche	er is valid for :	0									
60	days										
Reward	d base : 🕐			Minimum purchas	e value : 🕜						
£	50			£ 30							
Vouc	hers / C	oupons							Upload marke	ting vouchers	Add voucher
🛗 : All 🗸	• NII ▼	More 🕶		× •							
Select all 3	3 matches									Results per pag	ge 25 🗸
		Voucher ID	C	ode	Туре	Expires		Value	Orders	Quar	itity
	<i>«</i>	233736 Disa	bled -		reward	60 days		£ 10.00	0	0	
	• <	233735 Enab	led if Gree	n icon	reward	60 days		10.00%	2	0	
	۲	233734	М	KTG10	marketing	31/01/20	23	10.00%	0	100	

Select an action VCP Click "Select an action" dropdown if you want to enable / disable / delete the selected Voucher ID

a. Voucher is valid for: \_\_\_ Days (the voucher expires after the set duration)

Additional settings	
Voucher is valid for : 🥐	
days	
Poward base -	Minimum purchaso valuo k

b. Reward Base - How much must a customer spend to RECEIVE a voucher?

mu = mu amount (when a customer purchase an mu amount of money, he/she will be emailed a voucher with the code in it so that next time he/she will purchase from your shop, the voucher can be used)

Reward	base : 🥐
\$	

**NOTE:** If you have a store-wide discount or product discounts, the reward voucher will also apply as another discount.

## c. Minimum purchase value: How much must a customer spend to USE this voucher?

\$\_\_\_ amount (for the customer to qualify for the voucher discount, he/she should spend the specified amount at the time he/she is going to use the voucher)

Minimum purchase value : 🥑					
\$					

Adding a NEW Reward Voucher: When creating a new Reward Voucher, click "Publish" button on top-right to enable it straight away once the Reward Voucher is created. If you only click "Save" for that new reward voucher, it will create and set it as "disabled" so it's not going to work on your online shop unless you enable it by clicking the 'red eye' icon to activate = it changes to green icon.

**To set it up:** Ensure you enter all the required information and click *NEXT* button -> on the 2nd page, you need to enter the email content per language. The *#placeholders#* (enclosed in *##*) must be left as is to ensure the variables work -> click FINISH to save the voucher in the database.

If you want the Return Voucher email to be sent in other languages, you can enter the email content per language. Click on "<u>Return to ShopFactory Total Care</u>" link on the top of the page to go back to the old interface -> click Services -> Vouchers -> Reward Vouchers and select the Voucher ID to edit then click Next.

The **#placeholders#** (enclosed in **##**) must be left as is to ensure the variables work. Select the Language from the dropdown menu to enter translations of the email content. Click *Finish* after editing all the languages that you use in the shop.

Email message							
Information	This message will be sent to your customers automatically to give them the voucher. It should contain information on how to use it You can use the following place holders in your email and they will automatically be replaced with the appropriate values.						
Place holder	Value						
#customer name# #voucher code# #expiry date# #discount value# #required spending# #shop name#	The name of the customer The voucher code The expiry date of the voucher The discount value you are offering The amount the customer has to spend to be able to use the voucher Name of the shop with a Link to the website (Click here to add a shop name and URL)						
Language	English <b>v</b>						
Email subject	Thank you!						
Email message	Dear #customer name#, Thank you for placing your trust in us. As a thank you, we offer you this <font color="red"><b>#discount value#</b></font> discount youcher, which you can use the next time you shop with us and buy products for #required spending# or more. Just enter the voucher code you shop with us. Please note: This voucher expires on #expiry date#. All the best.from, #shop name#						
	Characters left: 4579						
	Reset Finish						

You can simulate the Customer Return Voucher by placing a test order in your shop that satisfies the minimum purchase required. Then set the order to  $\underline{Paid.}$  You will receive a separate email with the Reward Voucher code.