



## Setting up Customer Return Vouchers

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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 has columns for Voucher ID, Code, Type, Expires, Value, and Orders. A single voucher is listed with ID 233733, code MKTG15, type marketing, expires 31/01/2023, value 15.00%, and 0 orders. The overlay shows three options: Return voucher, Marketing voucher, and Gift voucher.

Voucher ID	Code	Type	Expires	Value	Orders
233733	MKTG15	marketing	31/01/2023	15.00%	0

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: