# CROP Services Pty. Ltd.

## **System Requirement Specifications For Rewards Program Mobile Application**

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| Summary: | This document details the end to end module and system requirements for Rewards Program Application |
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# Background:

* Market cluttered with innumerable loyalty programs and with limited inter exchange of program benefits.
* Small and medium enterprises either not offering loyalty and if offered limit redemption to their entity only.
* Extensive tracking required at customer level for each program and if not pursued often leads to points unused and hence expiry.

# Objective:

* Institutionalise a unified program for customers to offer inter exchange of program benefits as well as ease and convenience of redemption.
* Scale loyalty program to cover small and medium enterprises where rewards management is outsourced enabling business to focus on their core offering.
* Assist customers to track their loyalty offers in a single platform (Website and Mobile APP) with additional flexibility and benefits.

# Proposal:

Drive unification in loyalty programs with the option of a unified program offering and where customers have the flexibility of redemption irrespective of source of points and where business focusses on growth through customer loyalty.

# Scope:

The detailed scope of requirement covering features, specifications and capabilities expected from the website and APP is outlined below. In its entirety the development is expected to broadly cover the following primary modules.

1. Customer Module – Website and APP
2. Business Module – Website and APP
3. Administrative Module – Website only

## Customer Module

This module will entail the listed interfaces with user friendly options to operate at each interface.

* 1. Customer Subscription Interface (First Time User)
  2. Customer Login Interface (Subsequent Users)

### Customer Subscription Interface (First Time User):

The Customer Subscription Interface is further bifurcated into 1.1.1) Customer Registration and 1.1.2) Customer Information.

#### Customer Registration:

Customer should be able to register to the program through the website or APP using the following steps.

* Email ID or Mobile Number
* OTP generated (Auto Transfer to OTP field if Mobile Number used)
* Verification link generated and sent over Email (If Email ID is used)
* Customer verification through OTP or Email link
* 4-digit Pin (For APP) and Password (For Website)
* Confirmation of 4-digit Pin or Password
* *Registration Complete and Automatic shift to Customer Information Interface*

#### Customer Information:

Next step is to capture customer information and demographics through relevant fields provided for the purpose.

* \*Name (Last Name, Middle Name, First Name)
* \*Gender (Choice of M, F and Not Specified)
* \*Age – Option to select DD/MM only followed by Age Group (13-18, 19-25, 26-35, 36-45, 46-55 and over 55 Years)
* \*Mobile Number (Auto Populate if registered using Mobile Number)
* \*Email ID (Auto Populate if registered using Email ID)
* Upload Photo
* Promo Code (Y or N) with field to enter Promo Code if Yes
* Address (Line 1, Line 2, Line 3, State, Pin)
* Currently a Loyalty Program User (Y or N)
* Name of current Loyalty Program (Combo Box with option to select from a range of programs, multiple selection to be permitted)
* Favorite Pastime (Interests – Range of options to be provided and multiple selection to be permitted)
* Marketing Notification Check (Do you wish to be notified of our marketing offers? Option to tick a box if interested)
* Newsletter Subscription Check (Do you wish to receive newsletter? Option to tick a box if interested)
* Terms and Conditions Check (Option to view terms and conditions and acceptance through a tick in the box)
* Unique CROP (Loyalty Program) Number Generated and Assigned (Numerical Code only)
* *Customer Subscription Complete and* *Automatic shift to Home Screen*

*\*These are mandatory fields.*

### Customer Login Interface (Subsequent Users):

Customers should be able login into the Website or APP using their Mobile Number or Email ID or Loyalty Program Number and Password or 4-digit pin. Forgot Password or Pin to be enabled and if used should auto send an Email to the registered Email ID with link to reset the Password or Pin. Option to log in through fingerprint biometrics should also be extended for customers who have set up fingerprint access (For APP only) later under [Settings](#_Settings). When logged in the Home Page should reflect the following fields:

#### Home Page

* Customer Name (Hi ‘First Name’)
* Unique Loyalty Number
* Total CROPs (Loyalty Points) – This should be a clickable option and when selected should redirect to Recent Transactions ([Refer My Account Recent Transactions](#_Recent_Transactions) ) under Accounts Tab.
* [Earn CROPs](#_Earn_Points:) – Reflecting the Top 10 offers of Most Popular Tab ([Refer Most Popular](#_Most_Popular)) and scrollable. Option to select an offer should be available and when clicked should follow steps as defined under Earn Points > [Steps for Earn CROPs](#_Steps_for_Earn)
* [Redeem CROPs](#_Home_Page_>) – Reflecting the Top 10 offers of Recommended Tab ([Refer Recommended](#_Most_Popular_1) ) and scrollable. Option to select an offer should be available and when clicked should follow steps as defined under Redeem Points > [Steps for Redeem CROPs](#_Steps_for_Redeem)
* Promos – This should be a clickable option and when selected should redirect to the Promos Page. ([Refer Promos](#_Promos))

In addition, the following displays should also be available on the Home Page.

#### Notification (Icon on the top right-hand corner of the page ([Refer Notifications](#_Notifications:))

* Account Notifications
* General Notifications
* Purchase and Redemption Notifications
* Request and Complaint Notifications

#### Menu (Icon on the top left-hand corner of the page)

* My Account
* My Profile
* My CROP Card
* Settings
* Sign Out

#### Home Tab

* Should link back to Home page when selected ([Refer Home](#_Home_Page))

#### Promos

#### More Tab

* Purchase CROPs
* Surveys
* Get a Mate

#### Help Tab (Bottom of the page)

* Support
  + Contact Us
  + Claim Missing CROPs
  + Instant Communication Exchange (ICE)
* Feedback
  + Website or APP Feedback
* Important Information
  + Terms and Conditions
  + Privacy and Data Rights
  + FAQs

##### Home Page > Earn CROPs:

Earn CROPs on the Home page should reflect the Top 10 offers of most popular tab along with business logo, star rating, number of likes, dollar value and CROPs that can be earned. It should also have the option to see ‘All Offers’. When ‘All Offers’ is selected it should take the customer to the earn CROPs page where all offers should be displayed. Upon selection of an offer by customer either through the Home Page or Earn CROPs page the [Steps for Earn CROPs](#_Steps_for_Earn) below should follow. The earn CROPs page should primarily reflect 3 tabs a) Most Popular b) Best Rated and c) Near Me.

###### Most Popular

Most Popular tab should be the default page reflecting the Top 10offers (Saleable section – Refer [Optional Step 1 > Create Offers](#_Optional_Step_1) in Business Module)and when scrolled down should reflect all offers. Option should be available to customer to switch selection based on other tabs.The offer should be reflected along with Business logo, star rating, number of likes, dollar value and CROPs that can be earned through purchase.

###### Best Rated

Best rated tab should reflect the Top 10 offersbased on star ratingand when scrolled down should reflect all offers. Options should be available to customer to switch selection based on other tabs.The offer should be reflected along with the Business logo, star rating, number of likes, dollar value and CROPs that can be earned through purchase.

###### Near Me

Near Me tab should reflect the Top 10 offersbased on geographical proximity using customer’s current location and GPS mappingand when scrolled down should reflect all offers. Options should be available to customers to switch selection based on other tabs.The offer should be reflected along with the Business logo, star rating, number of likes, dollar value and CROPs that can be earned through purchase.

###### Steps for Earn CROPs:

Upon selecting a particular offer, the offer should bloat up on the screen reflecting the potential CROPs to be earned along with a confirmation of selection field. Once confirmed the following steps are expected to happen.

* Option of pick up or delivery should be provided to customer. Where delivery option does not exist with business the field should be disabled.
* Upon selecting delivery, charges for delivery to be added and dollar value should be amended to reflect cost for delivery and hence total cost for the offer.
* On confirmation of order a unique order number is generated and customer should be redirected to third party payment gateway.
* Once the remittance is successfully realised and a notification of payment is received on the APP and customer is auto redirected back to the APP and next steps below would follow. Applicable CROPs is credited to customer account.
* An invoice bearing an invoice number, and reflecting details of the purchase is generated and displayed on the screen. Additionally, this invoice is saved in purchase and redemption notifications for use by customer later. A notification is triggered to business with order number. *Open to recommendations from technology team here on alternate options like barcode QRC generation etc. Options recommended should be free of hardware needs at both customer and business side.*
* A customised business message is displayed to the customer on the APP.
* A notification is sent to customer after 24 hours seeking feedback on his experience. The rating would be a 5-star scale with the option to choose the number of stars based on his experience and free text box to capture his comments. The offers being opted for to be maintained as a count and star given along with comments should be captured too and maintained in a repository under the Admin Module ([Refer Database Management](#_Database_Management_1)) and overall ratings of the offer to apply based on multiple feedbacks. The count of offers opted for to be considered as a ‘Like’ and both Count of Likes and overall rating should be reflected in the offer for both business and customer. Overall rating only should be reflected for customer and rating with comments to be reflected for business.

Each tab (Most Popular, Best Rated and Near Me) when scrolled down should reflect all offers and should also have a search enabled capability to search by business name, sector, offer, pin code, CROPs etc. The process to be followed upon selection of a business followed by the selection of an offer should be similar to steps defined in earn CROPs above.

###### Earn CROPs (Directly at Business Outlet)

For all purchase activities carried out directly at the business outlet, business should have the option to scan the QR code on the Digital CROP card which in turn should flash the customer loyalty account on the business interface. Business to feed in either the amount of invoice (CROPs Auto Populated based on Invoice value) or total CROPs earned. Once done customer account should be credited with relevant CROPs.

All CROPs credit in customer account would be valid indefinitely.

##### Home Page > Redeem CROPs:

Redeem CROPs on the Home page should reflect the Top 10 offers of Recommended tab along with business logo, star rating, number of likes, dollar value and total CROPs required for redemption. It should also have the option to see ‘All Offers’. When ‘All Offers’ is selected it should take the customer to the redeem CROPs page where all offers should be displayed. Upon selection of an offer by customer either through the Home Page or Redeem CROPs page the [Steps for redeem CROPs](#_Steps_for_Redeem) below should follow. The redeem CROPs page should primarily reflect 3 tabs 1) Recommended 2) Best Rated and 3) Near Me.

###### Recommended

Recommended should be the default selection reflecting the Top 10 offers (Promotable section – Refer Offers and Promo Management > [Redeem CROPs > Step 1](#_Redeem_Points) in Admin Module) and when scrolled down should reflect all offers. Option should be available to customer to switch selection based on other tabs.The offer should be reflected along with Business logo, star rating, number of likes, dollar value and total CROPs required for redemption.

###### Best Rated

Best rated tab should reflect the Top 10 offersbased on star ratingand when scrolled down should reflect all offers. Option should be available to customer to switch selection based on other tabs.The offer should be reflected along with Business logo, star rating, number of likes, dollar value and total CROPs required for redemption.

###### Near Me

Near Me tab should reflect the Top 10 offersbased on geographical proximity using customer’s current location and GPS mappingand when scrolled down should reflect all offers. Option should be available to customer to switch selection based on other tabs.The offer should be reflected along with Business logo, star rating, number of likes, dollar value and total CROPs required for redemption.

###### Steps for Redeem CROPs:

Upon selecting a particular offer, the offer should bloat up on the screen reflecting the potential CROPs for redemption and dollar value along with a confirmation of selection field. Once confirmed the following steps are expected to happen

* A pop up should appear on the screen seeking option of a) CROPs redemption or b) Direct payment.
* If Option A is selected, then choice of pick up or delivery should be provided to customer. Where delivery option does not exist with business the field should be disabled.
* Upon selecting delivery, CROPs for delivery to be added and CROPs value should be amended to reflect CROPs for delivery and hence total points for the offer. This step would apply only if Delivery against CROPs (Refer Manage Services > [Services > Step 1](#_Services) in Business Module) is enabled by the business. If otherwise this feature would be disabled and customer would only be extended the option to pay for delivery.
* On confirmation of order relevant CROPs should be deducted from the customer account and a unique order number is generated. Customer is redirected to third party payment gateway (if applicable). In case of insufficient CROPs follow [Additional steps for redeem CROPs](#_Additional_Steps_for) below.
* An E-Voucher bearing the order number and a unique code is generated and displayed on the screen. Additionally, this e-voucher is saved in purchase and redemption notifications for use by customer later. A notification is triggered to business with order number and unique code. *Open to recommendations from technology team here on alternate options like barcode QRC generation etc. Options recommended should be free of hardware needs at both customer and business side.*
* A customised business message is displayed to the customer on the APP.
* A notification is sent to customer after 24 hours seeking feedback on his experience. The rating would be a 5-star scale with the option to choose the number of stars based on his experience and free text box to capture his comments. The offers being opted for to be maintained as a count and star given along with comments should be captured too and maintained in a repository under the Admin Module ([Refer Database Management](#_Database_Management_1)) and overall ratings of the offer to apply based on multiple feedbacks. The count of offers opted for to be considered as a ‘Like’ and both Count of Likes and overall rating should be reflected in the offer for both business and customer. Overall rating only should be reflected for customer and rating with comments to be reflected for business.

Additional Steps for Redeem CROPs:

* In case of insufficient CROPs option to 1) Purchase CROPs or 2) Direct payment should be extended to customer.
* If Option 1 is selected customer should be directed to [Purchase CROPs](#_Purchase_CROPs) tab under More > Purchase CROPs.
* In case option 2 is selected follow steps of Earn CROPs ([Refer Steps of Earn CROPs](#_Steps_for_Earn)).
* If option B is selected follow steps of Earn CROPs ([Refer Steps of Earn CROPs](#_Steps_for_Earn)).

Each tab (Recommended, Best Rated and Near Me) when scrolled down should reflect all offers and should also have a search enabled capability to search by business name, sector, offer, pin code, CROPs etc. The process to be followed upon selection of a business followed by the selection of an offer should be similar to steps defined in the steps for redeem CROPs.

#### Notifications

The section should cover all notifications and should be broadly classified under a) Account Notifications b) General Notifications c) Purchase and Redemption Notifications and d) Request and Complaint Notifications.

Account notifications should cover all notifications related to customer account. This would essentially cover the following:

* First time registration
* CROPs Earned
* CROPs Redeemed
* CROPs Credit (On Purchase)
* CROPs Balance
* Tier Upgrade
* Pin Change
* Mobile Number Change
* Email ID Change
* Address Change
* Statement Generation Alert
* Account Pre-suspension
* Account Restoration

General notifications should cover all notifications related to promotions, marketing, new offers, etc. This would essentially cover the following:

* Business Promos
* CROP Promos (With Promo Code where applicable)
* Hot Deals and Offers
* Bonus CROPs
* Get a Mate (With Promo Code where applicable)

Purchase and redemption notifications should cover all purchase and redemption transactions carried out by the customer on the APP. This would essentially cover the following:

* Offers Purchased
* CROPs Purchased
* Offers Redeemed
* Invoice and Payment notifications
* E-vouchers for Redemption
* Order confirmed but not paid

Request and Complaint notifications should cover all complaints and service requests lodged by customer, action taken and closure status on these requests and complaints. This would essentially cover the following:

* Missing points claim (With reference number)
* Complaint (With complaint reference number)
* Request (With Request Number)
* Rate your experience
* Order Return

#### Menu

#### Menu icon should be displayed on the top left-hand corner of the screen represented by 3 horizontal lines and when selected should reflect the following options a) My Account b) My Profile c) My CROP Card d) Settings and e) Sign Out

##### My Account

This section should cover the following tabs a) Recent Transactions b) Statements.

##### Recent Transactions

Option to select a desired period within a calendar month should be reflected on top of the screen. Upon selection of a date range business should be able to see all transactions within that range.

Fields required are Date, Purchase Description, Payout, CROPs earned or redeemed, Net result and Balance. Current CROPs balance should also be reflected at the bottom of the screen.

###### Statements

The screen should also offer a clickable statement section which upon selection should give the customer to open or download a statement. The order of statement should be latest to oldest. The statement should be a consolidated statement reflecting both CROPs activity as well as purchase activity transactions.

The accounts tab when scrolled down should also reflect analytics by products and offers, by business, by sector, by earn and spend patterns, by points earned vs redeemed, weekday vs weekend analytics. This should be a graphical representation.

##### My Profile

Customer demographics and personal information captured during the customer information stage should be reflected here with option to edit the contents. All contents should be easily editable and when edited should reflect the new details of customer on the website and APP. Since Mobile Number and Email is used for login purposes edit of these fields would require authentication. Editing of Mobile Number should only be permitted through a validation link sent on Email and with option to change mobile number using this link. Editing of Email ID should only be permitted with an OTP validation and authentication sent on mobile.

##### My CROP Card

Customer digital CROP card personalised with customer name, loyalty program number and unique QR code should be reflected here.

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##### Settings

The following options should be available to customer in this section a) Password or Pin Change – Option to enter old password or pin, new password or pin and reconfirm new password or pin. Password or Pin to be changed in view of old password or pin validation b) Communication Preference – Option for selection of SMS, Email and APP notification to be extended to the customer here. APP notification should be enabled by default. Option to select one or more should be permitted and c) Set up fingerprint biometrics (Mobile APP only) for access – Option to validate with Pin before access set up. Once done customer should be able to access using fingerprint.

##### Sign Out

Option to sign out of the account.

###### Promos

This section should reflect the Top 10 Promos (Saleable section –Refer [Optional Step 2 > Create Offers](#_Optional_Step_2) in Business Module)along with business logo, star rating, number of likes, total CROPs and dollar value that are available to customer for purchase or redemption. Any special offers that the business wants to advertise should be covered in this section. The section when scrolled down should reflect the comprehensive list of all promos with a search enabled capability to search for a specific business or offer. The process to be followed upon selection of a business followed by selection of an offer should be similar to steps defined in the Steps for Earn CROPs.

#### More Tab

Customers to be extended a range of features under this section and upon selection should reflect the following options a) Purchase CROPs b) \*Surveys c) \*Get a Mate

*\*soft display of points to be earned on this section.*

###### Purchase CROPs

Customer should be extended of Purchase CROPs in this section. A combo box with option to select total number of CROPs in multiples of hundred should be provided upto total value of 2000 CROPs. Beyond 2000 CROPs a field to be provided for customer to enter the value of total CROPs. If the entered value is not in multiples of hundred an error pop up to be displayed educating the customer to enter value in multiples of hundred only. Once the total CROPs is selected either through the combo box or through the customised field, total dollar value is reflected and customer to be given the option of confirmation for CROP purchase. Once confirmed customer should be redirected to third party payment gateway. Once the remittance is successfully realised and a notification of payment is received relevant CROPs should be credited to his account with an SMS notification sent to him for the credit. The customer should also be auto redirected back to the Program Interface where his total CROPs is reflected. For the purpose of purchase each CROP would be valued at 10 cents. (1 CROP = 10 Cents)

###### Surveys

Short and pre-formatted business surveys should be made available to customers in this section. The choice of taking a survey should be extended to the customer with a benefit outline of XXX points (Refer [Surveys in Business Module](#_Surveys:)) for completing and submitting the survey. The customer account should be credited with the relevant points upon completion of survey and reflected in the transactions and account statement. The business account should be debited for the relevant points and reflected in the transactions and account statement.

###### Get a Mate

The section would offer a member gets member scheme to the customer. Customer to be given the option to refer a friend or relative to join the program. As mandatory information the referee’s Mobile number or Email would need to be fed in relevant fields provided for the purpose. Once done the platform should trigger an Email or SMS with unique Promo Code and pre-structured content to the referee drawing reference to the current user and seek his registration to the APP. Customer to be extended promotional CROPs for referring a member. Track all new memberships against the unique promo code to credit CROPs to the referrer.

###### Help Tab

The Help Tab would cover both support requirements for the customer as well as statutory requirements that are necessary for the business. Upon selection it should reflect the following options a) Support b) Feedback and c) Important Information with sub section under each option. This has been further detailed below.

##### Support > Contact Us

Option to connect with us should be available in this section. Medium of connect should cover social media, Email ID and Get in Touch form. Address of CROP and location should also be reflected on this page. In case Email is selected it should synchronise with the Email platform on the device to open a new Email compose screen and with the relevant Email ID auto populated on the Email.

The ‘Email’ action should be bifurcated under the following heads:

* Technical Support
* General Enquiries
* Business Enquiries
* Complaint Follow Up

##### Support > Claim Missing CROPs

Option to be extended to the customer to claim missing CROPs. When selected customer would be taken to Claim Missing CROPs screen that would provide the following options:

* Business Name
* Date of Invoice
* Reasons for missing claim (Free Text Box)
* Option to upload copy of invoice where CROPs have not been claimed. \*

*\*Footnote to be reflected on screen: Invoices within 90 days only can be claimed for missing CROPs. Error note to display in case date of claim vs date of invoice is more than 90 days.*

Once done a notification to be sent to relevant business (Refer [Support > Process Missing CROPs](#_Support_>_Process) in Business Module)along with copy of invoice for check and validation with options to approve or reject claim giving reasons.

If approved, relevant CROPs to be credited to customer account and request closed on the system and customer notified of the status.

If rejected, reasons to be shared with customer for rejection and request closed on the system and customer notified of the status.

##### Instant Communication Exchange (ICE)

Option to process complaints and requests through pre-structured business rules and a decision tree. The ICE module is expected to integrate with the systems database to fetch relevant information and operate on commands initiated by the customer. The modus operandi would be built on a ‘If and Then’ logic to be able to resolve complaints on a DIY (Do it Yourself) model automatically and without human intervention. The detailed decision tree for both complaints and requests would be shared separately.

Complaints and requests unresolved through ‘ICE’ would raise a ticket for reflection and necessary action in the Admin Module. Once a complaint or request is raised a notification would be sent to Admin Module ([Refer Operations Management > Request and Complaint Management](#_Request_and_Complaint)).

##### Feedback > APP Feedback

The section should take the customer to a GUI screen with the option to select a rating for our APP. The rating scale should be a 5-point scale covering Poor, Average, Good, Very Good and Excellent.

##### Important Information > Terms and Conditions

When selected the customer would be taken to the Terms and Conditions screen. Standardised Content for this screen would be provided.

##### Important Information > Privacy and Data Rights

When selected the customer would be taken to the Privacy and Data Rights screen. Standardised Content for this screen would be provided.

##### Important Information > APP FAQs

When selected the customer would be taken to the APP FAQs screen. Standardised Content for this screen would be provided.

Other Instructions

* Social Media Links on Home Page.
* Previous and Next Buttons to be incorporated wherever suitable.
* Interrogation/Information symbol to be incorporated where needed.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*End of Customer Module\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

1. Business Module

This module will cover the listed interfaces with user friendly options to operate at each interface.

* 1. Business Signup Interface (First Time User)
  2. Business Login Interface (Subsequent Users)

### Business Sign Up Interface (First Time User):

Business Signup Interface is further bifurcated into 2.1.1) Business Registration and 2.1.2) Business Information.

#### Business Registration:

Business should be able to register to the program through the APP using the following steps.

* Email ID or Mobile Number
* ABN (Validation of Business through ABN lookup (<https://abr.business.gov.au/>)
* OTP generated (Auto Transfer to OTP field if Mobile Number used)
* Verification link generated and sent over Email (If Email ID is used)
* Business verification through OTP or Email link
* 4-digit Pin (For APP) and Password (For Website)
* Confirmation of 4-digit Pin or Password
* *Registration Complete and Automatic shift to Business Information Interface*

#### Business Information:

Next step is to capture business information and demographics through relevant fields provided for the purpose.

* \*Business Name
* \*Sector
* \*Business Owner (Last Name, Middle Name, First Name)
* \*Nature of Business (Combo Box to be provided with choice)
* \*Mobile Number (Auto Populate if registered using Mobile Number).
* \*Email ID (Auto Populate if registered using Email ID).
* Upload Brand logo
* Promo Code (Y or N) with field to enter Promo Code if Yes.
* Number of Outlets (Combo Box with choice to be provided).If more than one outlet selected pop up question – Sign up for all outlets (Y or N).
* \*Business Address – Extend one or more fields depending on count of outlet/s selected.
* Currently offering Customer Loyalty Program (Y or N)
* If Yes Name of current Loyalty Program (Combo Box with option to select from a range of programs, multiple selection to be permitted**)**
* Marketing Notification Check (Do you wish to be notified of our marketing offers? Option to tick a box if interested)
* Newsletter Subscription Check (Do you wish to receive newsletter? Option to tick a box if interested)
* Terms and Conditions Check (Option to view terms and conditions and acceptance through a tick in the box)
* Unique CROP (Loyalty Program) Business ID Assigned (AlphaNumeric Code only)
* *Business Sign up Complete and* *Automatic shift to Home Screen.*

*\*These are mandatory fields.*

### Business Login Interface (Subsequent Users):

Business should be able login into the Website or APP using Mobile Number or Email ID or Business Loyalty ID and Password or 4-digit pin. Forgot Password or Pin to be enabled and if used should auto send an Email to the registered Email ID with link to reset the Password or Pin. Option to log in through fingerprint biometrics (For APP only) should also be extended for business who have set up fingerprint access later under [Settings](#_Settings_1). When logged in the Home Screen should reflect the following fields:

#### Home Page

* Business Name (Welcome ‘Business Name’)
* Unique Business Loyalty ID
* Balance CROPs (Loyalty Points) – This should be a clickable option and when selected should redirect to Recent Transactions ([Refer My Account Recent Transactions](#_Recent_Transactions_1)) under Accounts Tab.
* Manage Services – Reflecting services available to the business under this section. Option to select services should be available and when clicked should redirect business to the relevant service page. ([Refer Manage Services](#_Home_Page_>_1))
* Manage Program - Reflecting options available to the business under this section. Choice to select options should be available and when clicked should redirect business to the relevant page. ([Refer Manage Program](#_Home_Page_>_2))
* Promos – This should be a clickable option and when selected should redirect the business to the Promos Page. ([Refer Promos](#_Promos:_2))

In addition, the following displays should also be available on the Home Page.

#### Notification (Icon on the top right-hand corner of the page ([Refer Notifications](#_Notifications))

* Account Notifications
* General notifications
* Invoice and Payment Notifications
* Request and Complaint notifications

#### Menu (Icon on the top left-hand corner of the page)

* My Account
* My Profile
* My CROP Card
* Settings
* Sign Out

#### Home Tab (Bottom of the page)

* Should link back to Home page when selected ([Refer Home](#_Home_Page_1))

#### Promos

#### More Tab (Bottom of the page)

* Surveys
* Rating

#### Help Tab (Bottom of the page)

* Support
  + Contact Us
  + Process Missing CROPs
  + Instant Communication Exchange (ICE)
* Feedback
  + Website or APP Feedback
* Important Information
  + Terms and Conditions
  + Privacy and Data Rights
  + FAQs

##### Home Page > Manage Services:

This section should help the business view and create offer, set pricing and service terms. The following tabs would be available in this section a) View Offers b) Amend Offers c) Create Offers d) Market Offers e) Remove Offers and f) Services

###### View Offers

Business should be able to view their existing offers in this section. The offers should be reflected along with Business logo, star rating, number of likes, dollar value and total CROPs required for redemption.

###### Amend Offers

Business should be able to amend their existing offers in this section. The offers should be reflected along with Business logo, star rating, number of likes, dollar value and total CROPs required for redemption. Easy options to amend fields should be provided.

###### Create Offers

This section would extend the option to the business to design and price offers as also opt for featuring in the Top 10 list of Most Popular against a payment.

* Option to design offers through third party platform integration. Pictures uploaded on the Website or APP should be beautified and with option to add captions using third party platform. Multiple choices to be extended to business for the reoriented design. Option to upload the ‘As Is’ offer image would be free. Option to choose reoriented images would attract a minimal cost. Egs. Designify, Visual Watermark, Text Photo
* Option to price and upload offers once the design step is completed. Flexibility to apply GST on pricing should be available through a simple tick in a box. When applied percentage GST should be incorporated and option to amend GST percentage should also be available. Option to be extended to apply offer for both Earn as well as Redeem CROPs. Depending on selection field to be provided for pricing the offer and CROPs to be auto populated based on valuation defined under [Admin Module > CROPs Management](#_CROPs_Management).
* Next step is to upload the offer. A confirmation pop up is displayed seeking business confirmation before upload and when confirmed the offer should be uploaded.
* Optional Step 1 - Business to be extended the option to feature their offers in the Top 10 rankings based on popularity. This would be a saleable section and business should have the option to bid and pay to feature in the Top 10 rankings based on popularity. The choice to opt for Top 10 rankings should be through a simple tick in a box. When ticked the section should reflect the available dates in a calendar format with the option to select a particular period to feature in the Top 10. The purchase of period would be based on an auction model where a base price set through the Admin Module ([Refer Commercials > Offers and Promos](#_Offers_and_Promos:)) is displayed to the business with option to bid for a higher price. Appropriate field to be provided to enter the bid price. A confirmation acknowledgment to be displayed once the bid price is entered.
* Optional Step 2 – Business to be extended the option to feature their offers under Top ranking of Promos. This would be a saleable section and business should have the option to bid and pay to feature in Promos. The choice to opt for Promos should be through a simple tick in a box. When ticked the section should reflect the available dates in a calendar format with the option to select a particular period to feature in Promos. The purchase of period would be based on an auction model where a base price set through the Admin Module ([Refer Commercials > Offers and Promos](#_Offers_and_Promos:)) is displayed to the business with option to bid for a higher price. Appropriate field to be provided to enter the bid price. A confirmation acknowledgment to be displayed once the bid price is entered.
* Optional Step 1 & 2 - Where both optional steps are selected the base price displayed to business should be a sum of Top 10 and Promos and with option to bid for a higher price. Appropriate field to be provided to enter the bid price. A confirmation acknowledgment to be displayed once the bid price is entered.

On closure of auction Top 10 bidders to be intimated through a notification bearing a link to the invoice (auto generated) for offer marketing. Business to be provided the option to pay for the offer marketing though a third-party payment gateway integration. A notification to be sent to business once payment is realised confirming the period for his offer marketing. A trigger notification should be raised to Admin Module (Refer [Operations Management > Offers and Promo Management](#_Offers_and_Promo)) for applicability of the ranking and/or promo during the said period.

Business should also be provided the option to cancel an existing bid at any point in time upto 24 hours prior to the promotion date. Bid process and business rules to apply for bid and cancellations basis details below.

Bid Process and Business Rules

Bid Process

* Promotion Date (Minus 7 days) - All auction to be closed 7 days prior to the actual promotion date. Top 10 bidders to be notified through Invoice and Payment notifications with a link to the invoice (auto generated) for offer marketing. Top 10 bidders to remit the payment within 24 hours of invoice generation to keep their bid valid for offer marketing.
* Promotion Date (Minus 6 days) – For payments unrealised a second reminder is sent to eligible bidders after 24 hours (6 days prior to the actual promotion date) intimating cancellation of bid if not paid within 12 hours. No penalty applied to business.
* Promotion Date (Minus 5 days) – Bids cancelled for payments still unrealised with notification to eligible bidders of cancellation. Next set of bidders (Reauction 1) in order of bid amount (High to low) to be notified through Invoice and Payment notifications with a link to the invoice (auto generated) for offer marketing. Bidders to remit the payment within 24 hours. Refresh availability of slots on calendar in case no other bidders are available.
* Promotion Date (Minus 4 days) - For payments unrealised a second reminder is sent to eligible bidders after 24 hours (4 days prior to the actual promotion date) intimating cancellation of bid if not paid within 12 hours. No penalty applied to business.
* Promotion Date (Minus 3 days) - Bids cancelled for payments still unrealised with notification to eligible bidders of cancellation. Next set of bidders (Reauction 2) in order of bid amount (High to low) to be notified through Invoice and Payment notifications with a link to the invoice (auto generated) for offer marketing. Bidders to remit the payment within 24 hours. Refresh availability of slots on calendar in case no other bidders are available.
* Promotion Date (Minus 2 days) - For payments unrealised a second reminder is sent to eligible bidders after 12 hours intimating cancellation of bid if not paid within 12 hours. No penalty applied to business.
* Promotion Date (Minus 1 day) - Bids cancelled for payments still unrealised with notification to eligible bidders of cancellation. In the event that all slots have been filled up leading to a scenario of residual unsuccessful bids, then these bidders to be also notified of their results in the auction process with an appeal to consider other available periods.
* Promotion Date – Apply ranking in view of successful bids and payment realisation.

Business Rules

* Error pop ups to be displayed where the bid price is lower than the set base price.
* Option to bid for promotion slots to be extended for a 1-year period only. Easy options to select for a day, for a week and for a month.
* Cancellation for an existing bid 7 days prior to the actual promotion date would not incur any cancellation fee.
* Cancellation for an existing bid (Payment Made) within 7 days of the actual promotion date would incur a cancellation fee to the tune of 50% of the bid amount. Invoice process (Refer [Invoice Process](#_Invoice_Process_1) in Admin Module) to follow.
* Cancellation within 24 hours (Payment Made) of the actual promotion date would incur a cancellation to the tune of 100% of the bid amount. Invoice process (Refer [Invoice Process](#_Invoice_Process_1) in Admin Module) to follow.
* All unsuccessful bids would continue to feature in the comprehensive list of all offers that is available to customer when scrolling down on the offers tab with a search enabled capability for customers. [Refer Earn CROPs > All Offers](#_Earn_Points:) under customer module.

Market Offers

Business should be provided the option to market and promote their existing offers. At a fundamental level this should reflect their existing offer with option to a) Feature in the Top 10 rankings and b) Feature in Promos.

If Option A is selected, then [Optional Step 1](#_Optional_Step_1) under create offers to apply. If Option B is selected, then [Optional Step 2](#_Optional_Step_2) under create offers to apply. Where both option A and option B is selected then [Optional Step 1 & 2](#_Optional_Step_1_1) under create offers to apply.

###### Remove Offers

Option to remove select offer that the business does not want to keep on the Website or APP.

###### Services

* Option to select pick up or delivery services. Pick up service would stay selected and hence enabled by default. If delivery services is not selected it should remain disabled in customer interface. If delivery services is selected Business should be extended the option of a) Delivery against CROPs and b) Delivery against payment. If option A (Delivery against CROPs) is enabled, then delivery points calculation ([Refer Step 3 > Steps for Redeem CROPs](#_Steps_for_Redeem) in Customer Module) would apply to customers. If option B is selected by Business then Option A would remain disabled for customers and customers would only be extended the option to pay for delivery. Business would be provided a field to enter delivery charges. The said charges to apply for customers under the Earn CROPs and Redeem CROPs in the customer module. Business should have the option to amend the pickup and delivery services status at any point in time.
* Option to be provided to upload brand logo – Auto populate if uploaded at the time of [Business Information](#_Business_Information:)). This section should also be enabled to replace the brand logo if the business so desires.
* Option to select operating hours for weekdays, weekends and public holidays**.** This section should also be enabled to amend the operating hours if the business so desires.

##### Home Page > Manage Program:

This section would help the business manage his loyalty program. Options to set value of points, redemption rules, extend bonus, slash redemption points etc would be set here. The following tabs would be available in this section a) Offer CROPs b) Extend Bonus CROPs e) Hot Deals and f) Other Services

###### Offer CROPs (For transaction directly at Business Outlet)

Business should be provided an interface to offer CROPs for all purchase activities carried out directly at the business outlet. Upon scanning the QR code of the Digital CROP card for customer the customer loyalty account should be reflected on this interface. Option for business to feed in the amount of invoice (CROPs Auto Populated based on Invoice value). Once done customer account should be credited with relevant CROPs.

###### Extend Bonus CROPs

Option to be extended in this section where business can select a particular period or select days to extend bonus CROPs. Business to be provided a field or combo box to enter or select bonus percentages. CROPs display for customers should be a whole number and without decimal value. Eg. A business opting for 10% bonus every Wednesday would mean that customers buying on these days would be entitled to a 10% bonus on CROPs. Business setting up this feature should automatically lead to a change in the customer interface too with a micro call out of the bonus and percentage on the offer. Choice on applying the bonus CROPs to all offers or select offers only to be extended to business. This would be a chargeable feature and once the bonus percentage applied is confirmed business would redirected for payment.

###### Hot Deals

Business should be given the option to apply deals on their products or offers. When selected business should be provided the option to define these deals. Eg. Option to define 4 to 6 PM as Happy Hours. Additionally, business to be given the option to choose from pre-formatted text or use a field to be provided to enter the offer during these happy hours. Eg. Buy 1 Get 1 Free, 20% discount etc. Business setting up this feature should automatically lead to a change in the customer interface too with a of these deals.

###### Other Services

Business to be provided the option of blue days. Through a selection of blue days, the business would restrict redemption on those days. Option to set Sundays and other public holidays as blue days must be extended to business through this section.

#### Notifications

The section should cover all notifications and should be broadly classified under a) Account Notifications b) General notifications c) Invoice and Payment Notifications and d) Request and Complaint notifications.

Account Notifications

Account notifications should cover all notifications related to business account. This would essentially cover the following:

* First time registration
* CROPs Offered
* CROPs Redeemed
* Offer Upload Confirmation
* Offer Removal Confirmation
* Offer Value Amendment
* Low Redemption Rate
* High Redemption Rate
* Tier Upgrade
* Pin Change
* Mobile Number Change
* Email ID Change
* Address Change
* Statement Generation Alert
* Account Pre-suspension
* Account Restoration

General notifications should cover all notifications related to promotions, marketing, new offers, business insights etc. This would essentially cover the following:

* CROP Promos (With Promo Code where applicable)
* Business Insights

Invoice and Payment notifications should cover information of payment against offers purchased, offers redeemed, orders confirmed etc. This would essentially cover the following:

* Payment Notification (Against Purchase of offers)
* Redemption Notification
* Bid Submission
* Bid Payment Request
* Bid Payment Acknowledgement
* Bid Payment Reminder
* Bid Cancellation
* Bid Unsuccessful
* Daily Sales Report

Request and Complaint notifications should cover all complaints and service requests lodged by customer, action taken and closure status on these requests and complaints. This would essentially cover the following:

* Missing CROPs Processing (With reference number)
* Complaint (With complaint reference number)
* Request (With Request Number)
* Order Return

#### Menu

#### Menu icon should be displayed on the top left-hand corner of the screen represented by 3 horizontal lines and when selected should reflect the following options a) My Account b) My Profile c) My CROP Card d) Settings and e) Sign Out

##### My Account

This section should cover the following tabs a) Recent Transactions b) Statements.

##### Recent Transactions

Option to select a desired period within a calendar month should be reflected on top of the screen. Upon selection of a date range business should be able to see all transactions within that range.

Fields required are Date, Purchase Description, Payout, CROPs earned or redeemed, Net result and Balance. Current CROPs balance should also be reflected at the bottom of the screen.

###### Statements

The screen should also offer a clickable statement section which upon selection should give the business to open or download a statement. The order of statement should be latest to oldest. The statement should be a consolidated statement reflecting both points activity as well as sales and purchase activity transactions.

The accounts tab when scrolled down should also reflect analytics by products and offers, by points offered vs used (purchase vs redemption), business ranking (percentile), weekday vs weekend analytics. This should be a graphical representation.

##### My Profile

Business information and demographics captured during the business information stage should be reflected here with option to edit the contents. All contents should be easily editable and when edited should reflect the new details of business on website and APP. Since Mobile Number and Email is used for login purposes edit of these fields would require authentication. Editing of Mobile Number should only be permitted through a validation link sent on Email and with option to change mobile number using this link. Editing of Email ID should only be permitted with an OTP validation and authentication sent on mobile.

##### My CROP Card

Business digital CROP card reflecting business name, loyalty program ID and unique QR code should be reflected here.

##### Settings

The following options should be available to business in this section a) Password or Pin Change – Option to enter old password or pin, new password or pin and reconfirm new password or pin. Password or Pin to be changed in view of old password or pin validation b) Communication Preference – Option for selection of SMS, Email and APP notification to be extended to the business here. Option to select one or more should be permitted and c) Set up fingerprint biometrics (Mobile APP only) for access – Option to validate with Pin before access set up. Once done business should be able to access using fingerprint.

##### Sign Out

Option to sign out of the APP.

##### Promos:

This section should provide option to the business to promote their offers. Business should be provided the option to 1) View Existing Promos, 2A) Create a New Promo – Using an existing Offer and 2B) Create a New Promo – New Offer

If option 1 is selected business should be able to view his existing promos. The list of promos displayed should cover past expired promos, current active ones as well as future promos that have been submitted and pending bid results.

If option 2A is selected business would be extended the choice to select from their existing offers to be applied for Promo.

If option 2B is selected business would be extended the option to create a new promo. In this case steps similar to [Manage Services > Create Offers](#_Create_Offers) would apply.

Business should be able to see available dates in a calendar format with the option to select for a day, for a week or for a month to promote the offer. The purchase of period would be based on an auction model where a base price set through the Admin Module ([Refer Commercials > Offers and Promos](#_Offers_and_Promos:))is displayed to the business with option to bid for a higher price. Appropriate field to be provided to enter the bid price. A confirmation acknowledgment to be displayed once the bid price is entered.

On closure of auction Top 10 bidders to be intimated through a notification bearing a link to the invoice (auto generated) for the promo. Business to be provided the option to pay for the promo though a third-party payment gateway integration. A notification to be sent to business once payment is realised confirming the period for his promo. An auto generated service request with payment confirmation number is raised to Admin Module (Refer [Operations Management > Offers and Promo Management](#_Offers_and_Promo)) for applicability of the Promo during the said period.

Business should also be provided the option to cancel an existing bid at any point in time upto 24 hours prior to the promotion date. Business rules to apply for bid and cancellations basis details below. Business rules for Promo would be similar to what has been applied under [Create Offers > Business Rules for Promo](#_Business_Rules_for).

#### More Tab

Business to be extended a range of features under this section and upon selection should reflect the following options a) Surveys b) Ratings

##### Surveys:

This section at a summary level should display the NPS - Net Promoter Scores, total count of completed surveys till date, customer demographics participating in the survey and select positive comments and concern areas. This should be a graphical representation. Option to select the results for a particular period using the ‘From’ and ‘To’ fields in a calendar format should be extended.

Upon selection of a particular period a comprehensive list of all surveys completed by customers within that period should be displayed. The list of surveys displayed should be clickable at a line-item level and when clicked should open the detailed customer survey for that particular customer.

In addition, a tab to launch survey should be extended. When selected, business to be given the option to feed in a start and end date for the survey, a field to enter value of CROPs on offer for every completed survey. A customer completing and submitting a survey would lead to the process outlined in [More Tab > Surveys](#_Surveys_1) under Customer Module.

This would be a chargeable feature and once the survey is confirmed business would be redirected for payment.

##### Rating:

This section should reflect the business offers along with rating and customer comments. Count of offers (Likes) opted for should also be reflected. There are no actions that can be done by the business in this section and only option to be provided is the flexibility to sort offers by rating.

#### Help Tab

The Help Tab would cover both support requirements for the business as well as statutory requirements. Upon selection it should reflect the following options a) Support b) Feedback and c) Important Information with sub section under each option. This has been further detailed below.

##### Support > Contact Us

Option to connect with us should be available in this section. Medium of connect should cover social media, Email ID and Get in Touch form. Address of CROP and location should also be reflected on this page. In case Email is selected it should synchronise with the Email platform on the device to open a new Email compose screen and with the relevant Email ID auto populated on the Email.

The ‘Email’ action should be bifurcated under the following heads:

* Technical Support
* General Enquiries
* Business Enquiries
* Complaint Follow Up

##### Support > Process Missing CROPs

Business should be able to check customer claims on missing CROPs in this section. Business to validate copy of invoice uploaded by customer and select either approve or reject claim giving reasons.

If approved, relevant CROPs to be credited to customer account and request closed on the system and customer notified of the status.

If rejected, reasons to be shared with customer for rejection and request closed on the system and customer notified of the status.

##### Instant Communication Exchange (ICE)

Option to process complaints and requests through pre-structured business rules and a decision tree. The ICE module is expected to integrate with the systems database to fetch relevant information and operate on commands initiated by the business. The modus operandi would be built on a ‘If and Then’ logic to be able to resolve complaints on a DIY (Do it Yourself) model automatically and without human intervention. The detailed decision tree for both complaints and requests would be shared separately.

Complaints and requests unresolved through ‘ICE’ would raise a ticket for reflection and necessary action in the Admin Module. Once a complaint or request is raised a notification would be sent to Admin Module ([Refer Operations Management > Request and Complaint Management](#_Request_and_Complaint)).

##### Feedback > APP Feedback

The section should take the business to a GUI screen with the option to select a rating for our APP. The rating scale should be a 5-point scale covering Poor, Average, Good, Very Good and Excellent.

##### Important Information > Terms and Conditions

When selected the business would be taken to the Terms and Conditions screen. Standardised Content for this screen would be provided.

##### Important Information > Privacy and Data Rights

When selected the business would be taken to the Privacy and Data Rights screen. Standardised Content for this screen would be provided.

##### Important Information > APP FAQs

When selected the business would be taken to the APP FAQs screen. Standardised Content for this screen would be provided.

Other Instructions

* Social Media Links on Home Page.
* Previous and Next Buttons to be incorporated wherever suitable.
* Interrogation/Information symbol to be incorporated where needed.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*End of Business Module\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

1. Administrative Module

This module will cover the following sections with user friendly options to operate at each section.

* 1. Database Management
  2. Account Management
  3. Operations Management
  4. Notifications
  5. Commercials
  6. Marcom (Marketing and Communication)
  7. System Features

### Database Management

Maintain a record of all customers, businesses that are signed up on the APP. All fields that have been populated during sign up ([Refer Customer Information](#_Customer_Information:)) and ([Business Information](#_Business_Information:)) or subsequently updated should be stored. Necessary changes updated by customers and/or businesses should also be captured along with audit trail. Customer rating of offers and count of offers to be maintained. The count of offers opted for to be considered as a ‘Like’ and both Count of Likes and overall rating should be reflected in the offer for both business and customers in line with details as specified in the customer module. The records should also cover system fields like date signed up, loyalty program number, loyalty business ID, current Tier status, date of Tier change etc.

### Account Management

The account management section would maintain a repository of customer and business CROPs. At a customer level this section should store and maintain historical records of CROPs earned, CROPs redeemed for customers, current balance of CROPs, purchase activity etc. At a business level it should store and maintain historical records of CROPs offered, CROPs used for business, current balance of CROPs, sales and purchase activity etc. The section would primarily cover the following elements a) Accounting Transactions b) Invoicing and Payment Process c) Statements and d) Redemption Limit.

#### Accounting Transactions

##### Customer Account Fields

* CROPs Credited – Transactions
* CROPs Credited – Purchase Points
* CROPs Credited – Surveys
* CROPs Credited – MGM
* CROPs Debited (Redeemed) – Transactions

##### Business Account Fields

* CROPs Offered – Transactions
* CROPs Offered – Surveys
* CROPs Used (Redeemed) – Transactions
* Purchase – Offers and Promos
* Purchase – Top 10 rankings
* Purchase – Survey
* Purchase – Bonus CROPs feature

System fields like date and time of transaction, unique order number, invoice number etc. should be captured.

#### Invoicing and Payment Process

Manage and maintain repository of transaction based on purchase and transaction history. Generate customer and business invoices and receipts for payments. The section should be built to raise invoices to business based on successful bids for Top 10 rankings in view of triggers received. The section should also be capable of generating monthly statements for both customers and business. For the purpose of clarity the invoicing and payment process has been explained below.

##### Invoice Process

Auto generation and circulation of invoices based on triggers received from customer or business. Where GST is applicable the invoice should reflect the base invoice value and GST amount as separate line items and the total invoice amount should be inclusive of GST.

The following invoice types are expected to be covered.

##### Invoice for Customers

* Invoice – Business Transactions
* Invoice – CROPs Purchase

##### Invoice for Business

* Invoice – Offers and Promos
* Invoice – Top 10 rankings
* Invoice – Notification Purchase
* Invoice – Survey
* Invoice – Bonus CROPs feature
* Invoice – Reoriented offer design

System fields like date and time, invoice number etc. should be captured.

##### Payment Process

Business to be paid out every Friday. For all purchases carried out by customers between Friday to Thursday the remittance to business would be settled on Friday. A service charge applied on a certain percentage would be retained by CROP and residual invoice value would be remitted to business. GST where applicable would be the responsibility of CROP hence payout to business would be a pass back without GST. Record of all payments business-wise to be maintained and such transactions to be reflected in the business statement. Option to post payments made to business should be available.

The following payment types are expected to be covered.

##### Payments for Business

* Payment – Customer Transactions
* Payment – Redemption Overdraw

#### Statements

Repository of customer and business statements to be maintained. The order of statement should be latest to oldest. The statement should be a consolidated statement reflecting both CROPs activity as well as purchase activity transactions. It should also have a search enabled filed to search for statements by customer or by business.

### Operations Management

The operations management section should be built to manage multiple operational requirements to run the loyalty program effectively. At a basic level its expected to cover the following features a) GST Management b) CROPs Management c) Service Retainer Management d) Business and Customer Tier Management e) Services Management f) Request and Complaint Management g) Offers and Promo Management h) Sector i) Loyalty Programs j) Interests and k) Holidays.

GST Management

Option to set the GST sector-wise for the sectors created through the sector section. This should reflect the GST percentage by sector and with the option to amend or delete applicable GST. The percentage GST applied here should be visible to business upon creating an offer and with the option to amend if needed.

#### CROPs Management

Fields to set valuation for CROPs for both ‘Earn’ as well as ‘Redemption’ purposes with the option to amend if needed. Value set in this section will form the basis for ‘Earn CROPs’ as well as ‘Redeem CROPs’ across all offers.

Service Retainer Management

Fields to reflect service retainer fee business wise with option to amend if needed. The retainer percentage applied here would form the basis of weekly payments to business. It should also have a search enabled filed to search by business.

#### Business and Customer Tier Management

To reflect Customer and Business Tiers with effective date of last tier change and option to change tier where required.

##### Business Tiers

Business Tiers to be reviewed on a biennial basis and necessary upgrade and downgrade to apply in view of change in usage patterns. The Business tiers would be as follows:

* Tier A – Points offered greater than 40,00,000 points over 24 months.
* Tier B - Points offered between 24,00,001 to 40,00,000 over 24 months.
* Tier C - Points offered between 8,00,001 to 24,00,000 over 24 months.
* Tier D - Points offered less than 8,00,000 over 24 months.

##### Customer Tiers

Customer Tiers to be reviewed on an annual basis and necessary upgrade and downgrade to apply in view of change in usage patterns. The customer Tiers would be as follows:

* Platinum – Points earned is greater than 50,000 over a period of 12 months
* Gold – Points earned is in between 30,001 to 50,000 over a period of 12 months
* Silver – Points earned is in between 10,001 to 30,000 over a period of 12 months
* Base – Entry Tier and with points earned lower than 10,000 over a period of 12 months

#### Services Management

To reflect Customer and Business account status and option to change status where required.

##### Customer Services

This section should offer the option for temporary suspension or permanent deactivation of a customer account based on requirement. A temporary suspension would mean that the customer is no longer active and all features available to customer upon login is temporarily suspended. A permanent deactivation would mean that the customer account has been deactivated and hence would not be able to login into the APP.

##### Business Services

This section should offer the option for temporary suspension or permanent deactivation of a business based on requirement. A temporary suspension would mean that the business is no longer active and hence not visible to customers and all features available to business upon login is temporarily suspended. A permanent deactivation would mean that the business is deactivated and hence not visible to customers anymore and would also not be able to login into the APP.

#### Request and Complaint Management

This section should be equipped with the option to process complaints and service requests. All complaints and requests unresolved through ICE and where a ticket has been raised should be reflected in this section with the option to work on such service requests and complaints and update status of action taken.

#### Offers and Promo Management

Feature to track and maintain business bids for Top 10 ranking of offers and promotions. Apply business rules for promos (Refer Business Rules for Promo in Business Module), trigger invoice upon bid closure, track remittance against invoice and apply Top 10 ranking or promo basis service request received. The section should be equipped to track availability of marketing slots for offers and promos, top 10 rankings and extend these slots to business in the Create Offer section under Manage Services of the Business Module. The basic fundamentals for applicability of offer and promos under each section is detailed below.

##### Earn Points

* Top 10 Offers (Most Popular) – Based on business bid. Highest bidder to rank at Number 1 followed by others in sequence of the bid amount.
* Top 10 Offers (Star Rating) – Based on star rating given by customers. Highest star rating to rank at Number 1 followed by others in sequence of their star rating. Where star rating is the same, count of offers opted for (Likes) to be factored to apply sequence of ranking. Higher count of offers opted would take precedence over lower counts and the same applied in ranking.
* Top 10 Offers (Near Me) – Based on location of customer as the primary filter. A secondary filter for ranking would be based on business bid logic but within the realms of proximity based on location. Highest bidder to rank at Number 1 followed by others in sequence of the bid amount.

##### Redeem CROPs

* Top 10 Offers (Recommended) – This would be a promotable section with built in logic to promote businesses having lower redemption rate based on insights of redemption from Account Management section. Businesses nearing the date of points reset would be the primary filter and low redemption rate the secondary filter for ranking.
* Top 10 Offers (Star Rating) – Based on star rating given by customers. Highest star rating to rank at Number 1 followed by others in sequence of their star rating. Where star rating is the same, count of offers opted for (Likes) to be factored to apply sequence of ranking. Higher count of offers opted would take precedence over lower counts and the same applied in ranking.
* Top 10 Offers (Near Me) – Based on Pin code of customer as the primary filter, points reset date as secondary filter and low redemption rate as tertiary filter for ranking.

##### Promos

* Top 10 Offers – Based on business bid. Highest bidder to rank at Number 1 followed by others in sequence of the bid amount.

#### Sector

To reflect the current list of sectors with the option to amend, delete and add a sector. Sector once added would reflect in the choice of sectors available to business when creating an offer.

#### Loyalty Programs

To reflect the current list of loyalty programs with the option to amend, delete and add a program. Program once added would reflect in the choice of loyalty programs available for selection to business at the time of registration or subsequent amendment.

#### Interests

To reflect the current list of interests with the option to amend, delete and add an interest. Interest once added would reflect in the choice of interests available for selection to business at the time of registration or subsequent amendment.

#### Holidays

To reflect the current list of holidays with the option to amend, delete and add a holiday. Holiday once added would reflect in the list of holidays available for selection to business at the time of registration or subsequent amendment.

### Notifications

This section should be developed to cover all notification requirements with the feature to send auto notifications to customers and businesses based on business rules. Refer to section Notifications of Customer and Business Module. It should additionally provide the option to amend notification content.

### Commercials

This section would cover all commercial modelling, pricing structures, auction base pricing etc with option to edit based on requirements. The following are expected to be covered.

#### Top Ranking and Promos:

Set base pricing for weekdays, weekends and public holidays that in turn would apply to business for auctions.

#### Surveys:

Set base pricing for Surveys that in turn would apply to business.

#### Bonus CROPs:

Set base pricing for Bonus CROPs feature that in turn would apply to business.

#### Offer reoriented designs:

Set base pricing for reoriented offer designs that in turn would apply to business.

### Marcom (Marketing and Communication)

Option to send marketing and service-related Emails and notifications to selective or complete database. Relevant fields like text, customers, businesses, Pin Code etc. to be provided for selection for such communication. Some examples are detailed below.

* Email or Notification to customers for a new business addition.
* Email or Notification to customers with Promo Code for MGM.
* Email or Notification to business with Business Insights. (Low redemption rate etc).
* Email or Notification to all customers or select customers to drive business promos.

### System Features

This platform is expected to cover the following list of system features which are integral to the smooth functioning of the business. Each requirement is explained in detail further.

* CROP ID (Customer)

Generation of a unique loyalty program number which is a numerical code and maintain customer record including loyalty program number along with password and pin combination. Validation and authentication of customer record for login purposes.

* CROP ID (Business)

Generation of a unique loyalty business identity which is an alphanumeric code and maintain business record including loyalty business identity along password and pin combination. Validation and authentication of business record for login purposes.

* Integration for Business Validation

Validate business through ABN lookup (<https://abr.business.gov.au/>). Integration requirement to validate the ABN for businesses.

* Verification / Password reset Links

Generate verification links or password reset link where first-time verification is required or forgot password option is used. Integrate with Email to circulate relevant links.

* Integration with Email

Integrate with Email platform for all communicate needs with customer and business through Email.

* OTP (One Time Password) / QR Code

Generate OTP / QR Code where needed and apply validation and authenticity based on requirement. Integrate with SMS to circulate OTP.

* Integration with GPS

Integrate with GPS for ‘Near Me’ functionality when opted by customers. Customer location to be identified and option of businesses signed up to CROP to be displayed.

* Integration with SMS

Integrate with SMS for all communicate needs with customer and business through SMS.

* Integration with third party payment gateway

Integrate with third party payment gateway for all remittance need of customers and businesses.

* Order Number

Generate unique order number and unique code for orders confirmed by customer.

* Invoice

Generate invoice with invoice number and date for customer and business orders.

* E-Voucher

Create E-Voucher with voucher number, order number and validity for redemption orders made by customer.

* Statements

Generate monthly statements on completion of month for customers and business.

* Complaint and Service Request Reference Number

Generate unique reference number for complaints, requests and missing points claims and maintain record of such numbers against the relevant type.

* Promo Code

Generate promo codes for customers and businesses unique to promotions and based on requirement. Ability to apply validity on Promo codes. Track usage of promo codes to extend proposed benefits.

* Redemption Limit

The section should be capable of managing and maintaining points redemption limit for customers. If the total CROP points available to customer is 50,000 CROPs then his redemption limit is set at 50,000. There is no redemption limit applicable for business.

Other Instructions

* Integration with third party payment processor for financial transactions.
* Option to revoke transaction in case of return order.
* Option to create users for admin module.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*End of Admin Module\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*