

## HOW TO PROCESS PURCHASES MADE VIA THE FERNWOOD ONLINE SHOP

### CURRENT MEMBER PURCHASES

When a current member makes a product purchase for themselves online, the product clip card will push directly through on to their Exerp profile.

This is now ready for them on their account to book via the Fernwood app or at reception.

Within your clubs Online Shop Report, a current member purchase will appear like this:

Purchase Type ▲
Current Member

The current member will also receive a confirmation email that appears similar to the below:

**Hello**

!

This email is to confirm you have purchased **Childcare Single Session, FIIT30 - 1 Session!**

Login to the Fernwood app now to book your session/s!

Alternatively, your purchase can also be booked by simply contacting ( ) on +61 8 6222.

Terms & conditions apply. Please view the terms & conditions for your Fernwood gift [here](#).

**We can't to see you in club soon!**

If you have any questions, give us a call on +61 ( ) or email .

Fernwood  
34' /A 6107

If a current member has purchased an online product (i.e., Food + Mood, Pre-natal program, etc.), the current member can access this content by logging into Fernwood Pulse at:

[www.fernwoodfitness.com.au/login](http://www.fernwoodfitness.com.au/login)

## NON-MEMBER PURCHASES

When a non-member makes a product purchase for themselves online, this will create a new lead profile for them in Exerp and directly assign the product clip card to their account. Note: if the user has an existing profile in Exerp (and they enter the same details when checking out/making their purchase online) the clip card will flow through to this existing profile.

Within your clubs Online Shop Report, a non-member purchase will appear like this:

**Purchase Type** ▼

Non-Member

A CRM task titled **Fernwood Shop** will also appear in your Exerp account:

Step	Title	Person	Status
Lead - 1st Contact	Fernwood Shop	Lead	Lead

The non-member will also receive a confirmation email that appears similar to the below:

**Hello Fernwood member,**

This email is to confirm you have purchased **PT Pack - 5 Sessions!** This gift can be activated by simply contacting Fernwood on +61 2 9274 5209.

Terms & conditions apply. Please view the terms & conditions for your Fernwood gift [here](#).

**We can't wait to welcome you to Fernwood!**

If you have any questions, give us a call on +61 2 9274 5209 or email .

We can't wait to see you soon!

Fernwood Belconnen  
Shop Unit 11 Westfield Belconnen Belconnen NSW, ACT 2916

We encourage clubs to contact these users as you would a normal lead, following up with the purchaser to book in their session.

## **GIFT PURCHASES**

When a current member or a non-member makes a purchase **for a friend**, **no information will enter into Exerp.**

Within your clubs Online Shop Report, a non-member purchase will appear like this:

Purchase Type ▲	Date Time ▲	Purchaser First Name ▲	Purchaser Last Name ▲
Gift Voucher	2021-11-22T11:29:55	Test	User

*\*\*\* NOTE: The purchaser details will be those of the purchaser, not the actual gift receiver who will be using the gift voucher at your club.*

When a purchase is made via the Fernwood online store, the purchaser will receive the following emails:

- A tax receipt confirmation email for their own records
- A gift voucher email with a **unique voucher code** (this can then be gifted to their chosen friend)

**Hello!**

**Voucher number:** 7C709E28-F0

You have been gifted **1x FIIT30 - 10 Sessions!**

This gift can be activated by simply contacting **Coolerra City** on +61 2 7908 2108.

Terms & conditions apply. Please view the terms & conditions for your Fernwood gift [here](#).

**We can't wait to see you at Fernwood!**

If you have any questions, give us a call on +61 2 7908 2108 or email .

We hope to see you in the club soon!

Fernwood Coolerra City

The recipient will then need to present this gift voucher at the listed club to redeem.

Within your clubs Online Shop Report, all gift voucher purchases also list the **unique voucher code**

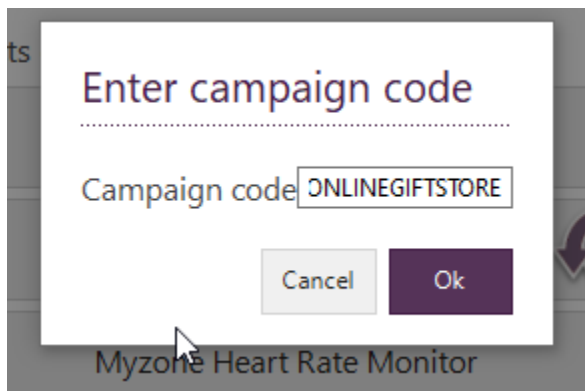
Voucher Code ▲
3502DB30-68




You are advised to cross check your Online Shop Report when a gift recipient visits your club to redeem their voucher, to avoid multiple redemptions of the same gift.

### How to redeem product pack gift vouchers in Exerp

To redeem a product pack gift voucher in Exerp (I.e. 5 pack of PT), we will use the campaign code **ONLINEGIFTSTORE** to reduce the price to \$0.00.

- Search for existing lead profile for the recipient or create a new lead profile in Exerp.
- Select the item they are wanting to redeem i.e. **PT Pack – 5 Sessions**
- Select the **DISCOUNT** button in the front desk and enter the campaign code **ONLINEGIFTSTORE** to reduce the sale to \$0.00



1	FIIT30 - 4 Sessions	★ 0.00 ✕	 Michelle
			<b>\$0.00</b>
CANCEL ✕	PARK ↓	DISCOUNT ★	 CARD (0.00)
SELL ON BEHALF +			 CASH (0.00)
			OTHER PAYMENTS ^

## How to redeem 1 month of Fernwood gift voucher in Exerp

To assign the One Month Membership to a non-member in Exerp, you will ideally be selling them a trial through the CRM after a booked appointment. This will move the lead into a mid-trial call step in the CRM for the team to follow up at a later date.

When you are in the Membership Sale wizard in Exerp, select the TRIALS group and then select the One Month Membership. This may be listed at a price depending on your club offering online, however to waive the amount simply use the code ONLINEGIFTSTORE during the sign-up process to bring the total to \$0.

New membership ✕ Add +

SELECT PRODUCT

Person type **PRIVATE** ▼ ☐ Is referred

Believe

BOOTCAMP EMPOWER **TRIALS** FLEXI 18 MONTHS 12 MONTHS 6 MONTHS 3 MONTHS FIT30 PERSONAL TRAINING

Subscriptions (Trials)

7 Day Trial \$0.00	OCA 10 Day Trial \$0.00	14 Day Trial \$0.00	30 Day Trial \$0.00
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Proceed through the sign-up process for your trial member by checking their personal details, confirm their start date and redeem the 1 month of Fernwood for the non-member.

To assist with the tracking of your trial members in the club throughout the campaign period, you can use the **Trial Report** in Exerp.

*Reports > Extract Wizard > Franchisee > Trial Report.*