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:

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

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

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:

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

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

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 _____ ___y on +0 ± 7908 2 ±8.

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 +____ ___ ___3 or email .

We hope to see you in the club soon!

Fernwood C_____ ___y

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**
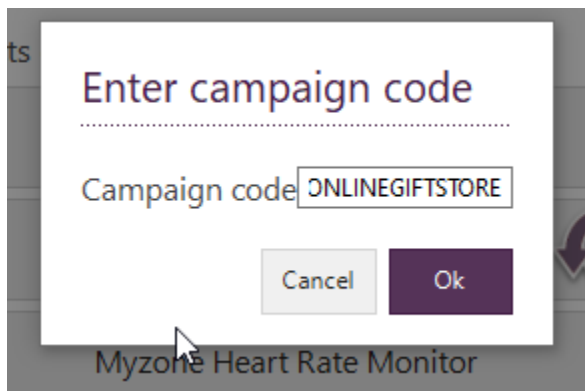

Voucher Code ▲

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

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.

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.