

Vouchers

- Reaching a targeted customer group, gaining access to new customer segments and reducing churn are crucial elements of success in e-commerce.
- The hybris Voucher Module enables you to create and manage vouchers redeemable by your customers.
- It can be employed as a promotional medium tailored to specific marketing strategies, starting with simple set reductions to the order as a whole, up to special offers available only for certain products and customers.

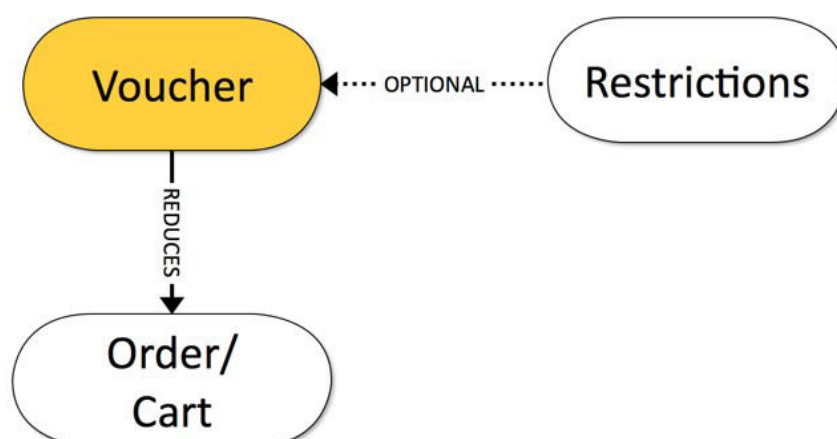
Key Features

- Online & Offline Vouchers
- Unique and secure voucher identification numbers
- Absolute and relative discounts as well as S&H discounts
- Employee discounts
- Ability to limit voucher validity to products, quantities, minimal order value, time-spans and customer groups (new customers, recurring customers etc.
- Creating vouchers for cross-channel use

Through combination of Voucher Restrictions the creation of complex voucher eligibility models is possible as well. The Voucher Module comes with a number of predefined restrictions which can be enlarged or adapted through customization.

voucher Extension

The hybris **voucher** extension enables you to create and manage vouchers redeemable by your customers.



In the hybris Commerce Suite, vouchers are a special form of discounts that can be applied to an order. While ordinary discounts are automatically calculated for an order when their defined prerequisites are met by the content, time and/or customer of that order, vouchers have to be actively redeemed by the customer, typically as part of the order process of the shop frontend.

Like normal discounts within the hybris Commerce Suite, vouchers can be set to discount prices in two different ways:

- fixed discount value (e.g. 10 off)
- percentage discount (e.g. 20% off)

A voucher with a generated list of voucher codes. The calculation of the discount called for by a given voucher is done on the total value of the **applicable** product prices, VAT inclusive. Since vouchers can be restricted to apply to certain products only, there may be entries in an order that qualify as **non-applicable** products. Such products are then not subject to the voucher discount rules.

Voucher Types

The Voucher Module provides two voucher types, Serial and Promotional Vouchers.

➤ **Promotional Voucher**

- It has a single, invariable voucher code.
- It can be set to be redeemed for any number of times, as well as one time or more by the same customer,
- During voucher creation, the number of possible redemptions must be set for the Voucher as well as per user.

➤ **Serial Voucher**

- It has a generated list of voucher codes.

- A voucher code for a Serial Voucher is marked invalid on redemption and cannot be used more than once.
- The hybris Voucher Module keeps track of redeemed voucher codes and does not allow redeeming a single Serial Voucher code more than on

Save

Reload

Copy

Delete

General

Restrictions

Orders

Administration

Serial vouchers contain a list of valid voucher codes. Each voucher code can only be redeemed once. Furthermore a voucher's redemption can be restricted.

Identifier:

▶ Name:

Description

▶ Promotional text to display:

Voucher Codes:

Identifier	Download
1 vouchercode (s)	

Number of voucher codes to generate: Generate

Voucher Value

Discount: ☒ Absolute ☐ Relative

Value: Currency:

Priority: Including free shipping: ☐ Yes ☒ No

Serial Voucher Attributes in the hMC

General

Restrictions

Orders

Administration

Essential

Serial vouchers contain a list of valid voucher codes. Each voucher code can only be redeemed once. Voucher redemption can be restricted.

Identifier: Name:

Promotional text to display:

Voucher Codes

Number of vt: Generate

Identifier	M
<input type="checkbox"/> 1 vouchercode (srt_17-04-15 13:17) te	

Voucher Value

Discount: ☒ True ☐ False

Value: Currency: Priority:

Including free shipping: ☐ True ☒ False

Serial Voucher Attributes in the Backoffice Admin Area

Promotion Code	String	yes	The identifier of the voucher.	
2	Description	localized String	no	The description of the voucher.
3	Promotional text to display	localized String	no	The description of the voucher displayed to the customer.
4	Voucher Codes	String	no	The voucher code. Can be generated by clicking on the button.
5	Number of voucher codes to generate	String representation of a number	no	Specifies the number of voucher codes to be generated on a click on the Generate button.
6	Value	String representation of a number	yes	The numeric value of the voucher.
7	Priority	String representation of a number	yes	The priority of the voucher
8	Currency	String representation of a number	no	The currency in which the value attribute is specified. If no currency is specified, the hybris Commerce Suite sets the voucher to be relative.
9	Including free shipping	Radio button	yes	Specifies if the order this voucher is applied to is shipped for free (Yes) or not (No). The default value is No

Save

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General

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With promotional vouchers each voucher code can be redeemed several times. However the voucher's validity for redemption can be restricted by certain conditions.


Identifier:

▶ Name:



Description

▶ Promotional text to display:



Here you can specify an arbitrary voucher code for this promotional voucher or use a generated one by clicking the "Generate voucher code" button.

Voucher Code: Generate

Voucher Value

Discount: ☐ Absolute ☒ Relative

Value:

Priority:

Currency:

Including free shipping: ☐ Yes ☒ No

Promotional Voucher Attributes in the hMC

General

Restrictions

Orders

Administration

Essential

For promotional vouchers each voucher code can be redeemed several times. However voucher validity for redemption can be restricted by certain conditions.

Identifier

Name

Promotional text to display

Voucher Code

Generate

Discount ☐ True ☒ False

Value

Currency

Priority

Including free shipping ☐ True ☒ False

Promotional Voucher Attributes in the Backoffice Admin Area

Promotion Code	String	yes	The identifier of the voucher.
2 Description	localized String	no	The (internal) description of the voucher.
3 Promotional text to display	localized String	no	The description of the voucher for the customer to see.
4 Voucher Codes	String	no	The voucher code. Can be entered manually or generated by clicking the button.
5 Value	String representation of a number	yes	The numeric value of the voucher.
6 Priority	String representation of a number	yes	The priority of the voucher.
7 Currency	String representation of a number	no	The currency in which the value attribute is specified. If no currency is specified, the hybris Commerce Suite sets the voucher to be relative.
8 Including free shipping	Radion button	yes	Specifies if the order this voucher is applied to is shipped for free (Yes) or not (No). The default value is No .

Voucher Restrictions

The hybrid **Voucher Module** comes with a number of pre-implemented **Restriction** types. All **Restrictions** of that voucher must be fulfilled. Restrictions can be inverted through the **Valid** attribute where sensible. Below you can find tutorials on creating voucher restrictions using the hMC and the Backoffice Admin Area. For a list of available restrictions

Voucher Restriction Types

Restriction by Order Count (to Regular Customers)

The user trying to redeem the voucher has to have placed at least the specified number of orders.

Restriction by Revenue (to Regular Customers)

The user trying to redeem the voucher has to place orders for a total of at least the specified value.

Restriction to New Customers

The user trying to redeem the voucher must not have placed any orders yet.

Restriction to Order Value

The current order has to exceed the value specified by **Order Value**.

Restriction to Products

The product has to be or must not be on a specific list, depending on the value of the **Valid** attribute.

Restriction to Product Categories

The product has to be in one of the specified categories.

Restriction to Quantity Ordered

The ordered quantity of a product has to be equal to or less than the specified value or greater than the specified value, depending on the **Valid** attribute. This restriction limits the effect of the voucher to the number of items specified. For example, in the screenshot below, the voucher will be effective for the first five items of the listed products. If a customer was to buy 20 items, only five would be affected by the discount.

Restriction to Users

The user trying to redeem the voucher has to be on a specific list.

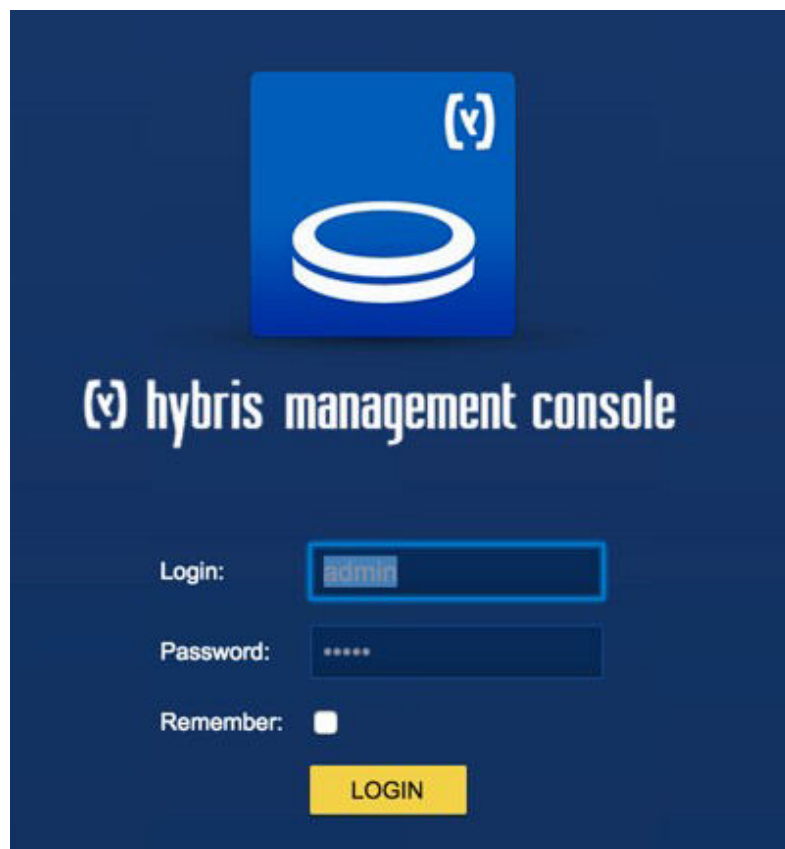
Temporal Restriction

The current date has to be within the date range between **Begins** and **Ends**.

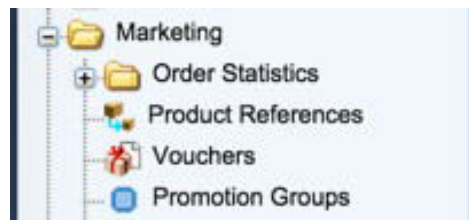
Task1:-Creating ,Redeeming and Releasing Vouchers Using hMC

The hybris Management Console allows you to easily create two pre-defined types of vouchers:**Promotional Vouchers**and**Serial Vouchers**

- **Log in to the hMC application using an account with sufficient rights to create vouchers.**

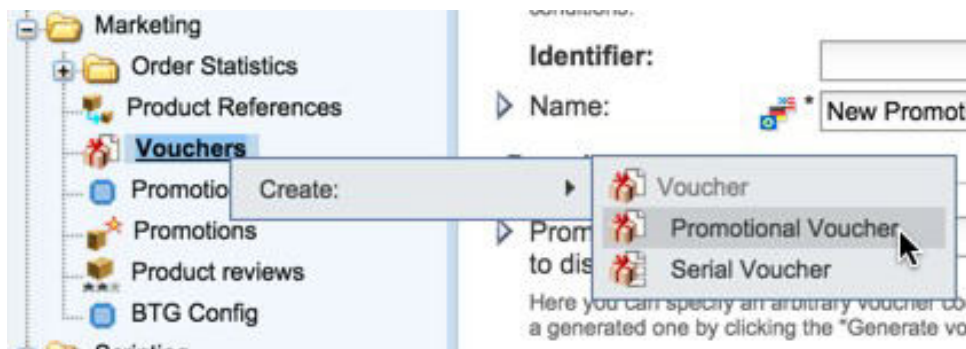


- **Expand the Marketing entry in the Explorer Tree and click on the Vouchers entry.**



Creating Promotional Vouchers

- **Select Promotional Voucher from the menu.**



- **Enter the Identifier for your voucher.**

Note:

The Identifier of your choice should consist of **up to three** characters.

You can also manually add a **Voucher Code** or generate it later, once your new voucher is saved.

Create

↺

General


Restrictions

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With promotional vouchers each voucher code can be redeemed several times. However the voucher's validity for redemption can be restricted by certain conditions.

Identifier:

▶ **Name:**  *

Description

▶ **Promotional text to display:** 

Here you can specify an arbitrary voucher code for this promotional voucher or use a generated one by clicking the "Generate voucher code" button.

Voucher Code:

➤ **In the Voucher Value section, enter values for the following fields:**

- Value - enter a numeric value
- Currency
- Priority

Voucher Value

Discount:

☐ Absolute
 ☒ Relative

Value:

*

Priority:

*

Currency:

*

Including free shipping:

☐ Yes
 ☒ No

➤ **Use the Restriction Tab to add Restrictions for your voucher. Click Create to create the voucher.**

Create

↺

General

Restrictions

Orders

Administration

With promotional vouchers each voucher code can be redeemed several times. However the voucher's validity for redemption can be restricted by certain conditions.

Creating Serial Vouchers

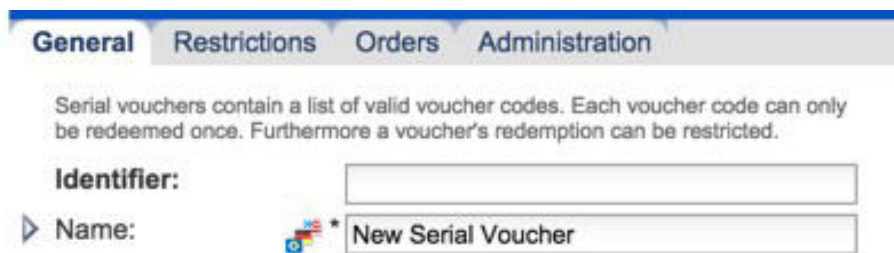
- Select Serial Voucher from the menu.



- Enter the Identifier for your voucher.

Note

The Identifier of your choice should consist of **up to three** characters.



- In the Voucher Value section, enter values for the following fields:

- Value - enter a numeric value
- Currency
- Priority

Relative and Absolute Value

- Setting a currency causes the voucher to be **absolute** and reduces the total of the order by a constant value.
- Not setting a currency causes the voucher to be **relative** and reduces the total of the order by a percentage value.

Voucher Value

Discount:

☐ Absolute ☒ Relative

Value:

* 15.00

Currency:

* EUR

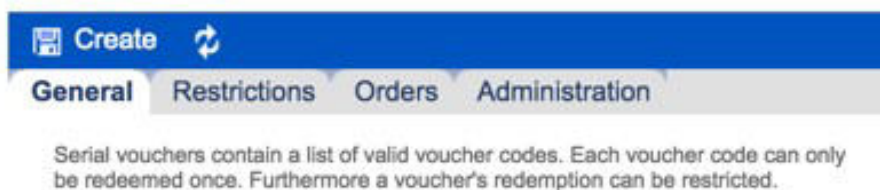
Priority:

* 1

Including free shipping:

☐ Yes ☒ No

- Use the Restriction Tab to add Restrictions for your voucher. Click Create to create the voucher.



Generating Voucher Codes

Follow the steps listed below to generate Voucher Codes for **Promotional** and **Serial Vouchers**.


Generating Voucher Codes for Promotional Vouchers

- Select a desired Promotional Voucher and double-click it to access the details in the Editor section.

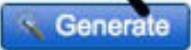
Results				
1				
	Identifier	Name	Value	Including free shipping
	abc	New Promotional Voucher	10.0%	No
	abr	Restricted Promotional Voucher	10.0%	No
	xyz	New Voucher	15.0 USD	Yes


- **Scroll to the Voucher Code field. Click Generate. A new Voucher Code is automatically displayed in the field.**

Description

▶ Promotional text to display: 



Here you can specify an arbitrary voucher code for this promotional voucher or use a generated one by clicking the "Generate voucher code" button.

Voucher Code: 



- **Click Save.**

▼ **Editor - Promotional Voucher**

 Save  Reload  Copy  Delete

General Restrictions Orders Administration

Generating Voucher Codes for Serial Vouchers

- **Select a desired Promotional Voucher and double-click it to access the details in the Editor section.**

▼ Results 

	Identifier ▼	Name	Value	Including free shipping
	abc	New Promotional Voucher	10.0%	No
	abr	Restricted Promotional Voucher	10.0%	No
	srt	New Serial Voucher	15.0 EUR	No
	xyz	New Voucher	15.0 USD	Yes



- **Enter the number of Voucher Codes to be generated.**


▶ Promotional text to display: 

Voucher Codes:



	Identifier	Download
The list is empty.		

Number of voucher codes to generate:


- **Click Generate. Voucher Codes will be generated.**

▶ Promotional text to display: 

Voucher Codes:





	Identifier	Download
	1 vouchercode (si	

Number of voucher codes to generate:




- **Click Save.**



▼ Editor - Promotional Voucher

 Save	 Reload	 Copy	 Delete
General	Restrictions	Orders	Administration


- **To review the codes, double-click the saved Voucher Codes.**

▶ Promotional text to display: 


Voucher Codes:

	Identifier	Download
	1 vouchercode (si	

Number of voucher codes to generate:



- A new window will appear in which you can see the details of the given code. Click Download to download the CSV file.



The screenshot shows a 'Properties' window with the following details:

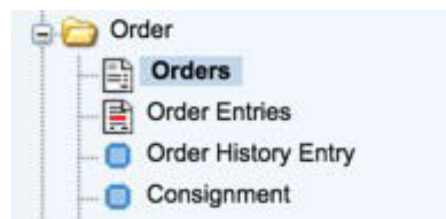
- URL:** /medias/vouchercodes5976817252585107552.csv?context=bWFzdGVyfHJvb3R8MTI8dGV4dC9jc3Z8aGEwL2g0NC84Nzk3MDQ0M,
- Buttons:** Upload, Preview, Download
- Mime Type:** text/csv
- Real filename:** vouchercodes5976817252585107552.csv
- Media format:** (empty dropdown)
- Media container:** (empty dropdown with a search icon)
- Folder:** root
- Buttons:** Move Media

Redeeming and Releasing Vouchers using hMC

The process of assigning a voucher to an order (or a cart) is referred to as **redeeming** the voucher. The process of removing a redeemed voucher from an order (or a cart) is referred to as **releasing** the voucher.. The ordinary way for vouchers to be redeemed is by the customer as part of the order process in the store frontend. There may be circumstances, however, where voucher redemption or release of a voucher must be handled in hMC.

Redeeming Vouchers

- Go to Order node and select Orders.



- Double-click the desired Order in the Results section.

Results

Order Nr.	Date	Total Price	User
00000001	04/14/2015 8:47:02 AM	120.36	orderhistoryuser@test.com
00000003	04/14/2015 8:47:15 AM	32.67	orderhistoryuser@test.com
00000005	04/14/2015 8:47:25 AM	178.08	orderhistoryuser@test.com

- Go to Vouchers Tab. Enter the voucher code into the text field in the Assigned vouchers section and click on the Redeem Voucher button

Positions and Prices Vouchers Promotions Payment and Delivery Order history Consignments Related CronJobs Fraud reports

User: orderhistoryuser@test.com Order Nr.: 00000003

Vouchers

Assigned Vouchers:

abr-D7S5-K14A-51Y5 Redeem Voucher Release Voucher

Identifier	Name	Value	Including free shipping
The list is empty.			

- The voucher is checked whether it fulfills all Restrictions and is redeemed. Redeemed vouchers are presented

Positions and Prices Vouchers Promotions Payment and Delivery Order history Consignments Related CronJobs Fraud reports

User: orderhistoryuser@test.com Order Nr.: 00000003

Vouchers

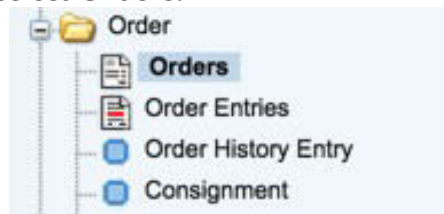
Assigned Vouchers:

Redeem Voucher Release Voucher

Identifier	Name	Value	Including free shipping
abr	Restricted Promotional Voucher	10.0%	No

Releasing Vouchers

- Go to Order node and select Orders.



- Double-click the desired Order in the Results section.

▼ Results ▼

Order Nr.	Date	Total Price	User
00000001	04/14/2015 8:47:02 AM	120.36	orderhistoryuser@test.com
00000003	04/14/2015 8:47:15 AM	32.67	orderhistoryuser@test.com
00000005	04/14/2015 8:47:25 AM	178.08	orderhistoryuser@test.com

- Go to Vouchers Tab. Enter the voucher code into the text field in the Assigned vouchers section and click on the Release Voucher button

SaveReloadCopyDeleteCalculate with promotionsRecalculate completelyRecalculate totals

Positions and PricesVouchersPromotionsPayment and DeliveryOrder historyConsignmentsRelated CronJobsFraud rep

User:orderhistoryuser@test.comOrder Nr.:00000003

Vouchers

abr-D7S5-K14A-51Y5Redeem VoucherRelease Voucher

Assigned Vouchers:

Identifier	Name	Value	Including free shipping
abr	Restricted Promotional Voucher 10.0%		No

- The voucher is checked whether it fulfills all Restrictions and is released.

SaveReloadCopyDeleteCalculate with promotionsRecalculate completelyRecalculate totals

Positions and PricesVouchersPromotionsPayment and DeliveryOrder historyConsignmentsRelated CronJobsFraud reports

User:orderhistoryuser@test.comOrder Nr.:00000003

Vouchers

Redeem VoucherRelease Voucher

Assigned Vouchers:

Identifier	Name	Value	Including free shipping
The list is empty.			

Note:

For Creating redeeming and releasing the Vouchers in backoffice also possible if You want to do Follow the Above Procedure