

To: Sales Team

From: Marketing Team

Re: **Maya QR**

Date: November 25, 2022

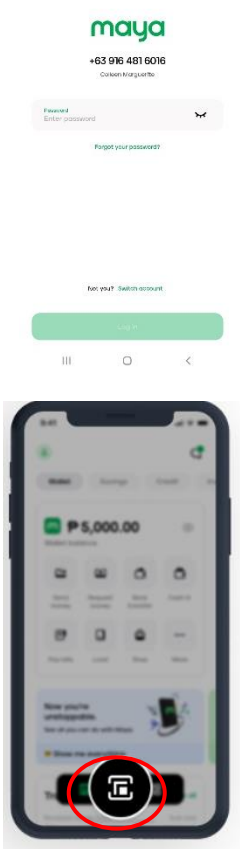
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Good news team!

We are excited to introduce “**Maya QR**” as our new payment option. To make a payment with Maya, all you need to do is open the app and scan the store's QR code. Each store’s QR code has a unique QRPH nos to easily monitor the transaction. Through the additional payment option, our clients will now have different payment options to choose. They may now experience convenient, safe, and quick transaction for their dream jewelry.

Please see the details below and share the good news to our dear clients, family and friends:

- WHAT:** Maya QR
- WHEN:** November 27, 2022 (for Zamboanga area) or upon arrival of the Maya QR Code (for other areas)
- WHERE:** All Sophia Jewellery outlets
- HOW:**
- I. **Guide/Steps on how the clients will pay using the Maya QR**
    - 1.1 Client to log in their Maya account



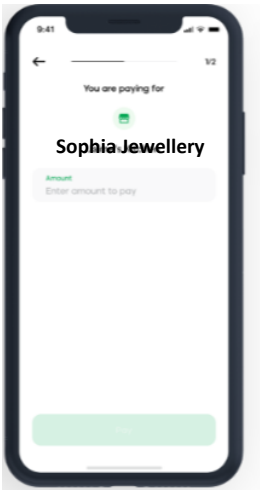
- 1.2. Tap “**Scan to Pay**” at the bottom part of the home screen of the Maya app



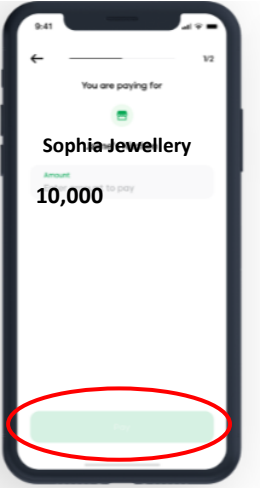
- 1.3. Scan **Sophia Jewellery** Maya QR code  
Each Maya QR has a unique QRPH code as reference for store code.



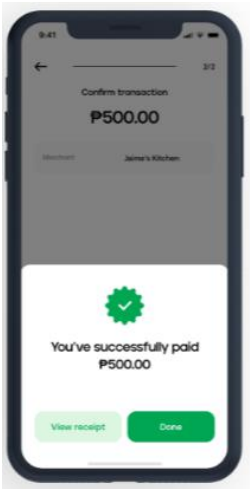
1.4 The merchant’s name, **Sophia Jewellery** will be reflected on clients’ screen. where they can input the amount.



1.5 Press “Send Payment” or “Pay”



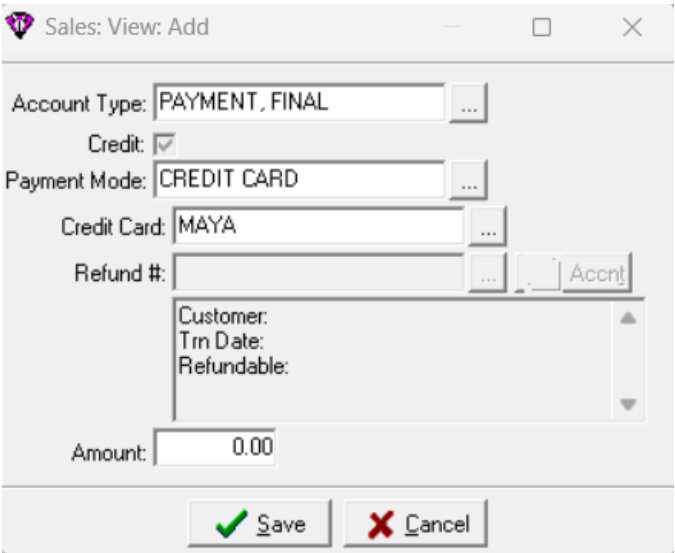
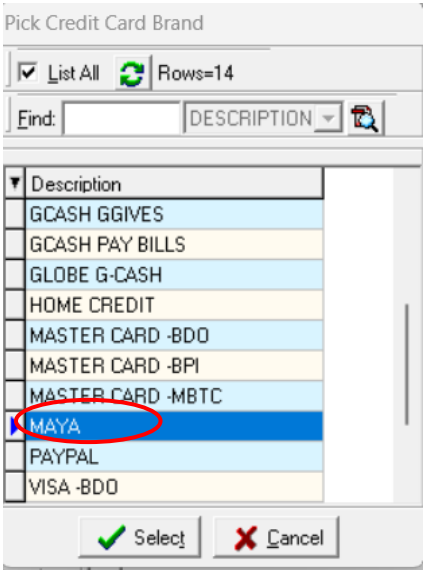
1.6 Confirmation receipt will appear as proof of the successful transaction.



- 1.7 SIC/EC to wait for SMS Confirmation of the Maya payment received via phone issued by Maya.
- 1.8 SIC/EC to issue Official Receipt to the client. No payment receipt, no **OR**.
- 1.9 For audit purposes, a payment reference number must be encoded in the remarks tab (JSCM) and on the official receipt.

**Using the System:**

Please refer to the Mktg memo **MKTG0219-0114** on how to tag transaction in the system.



II. Marketing Collaterals

A. The following will be use for the Maya QR transaction



**Maya QR** – clients use their phones to scan the store's QR code available in the store to pay for their item.



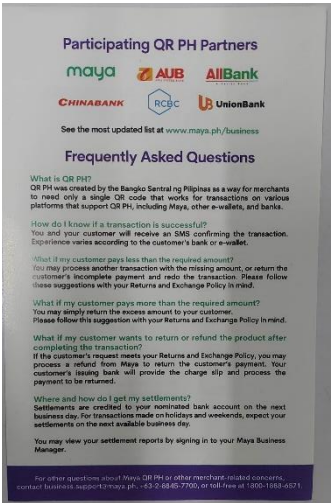
**Mobile Phone** - this will be used to receive notification whenever a client makes a transaction. This phone will not be use for incoming and outgoing calls (exclusive for Maya transaction only).



**Door Hanger** - this will hang in the boutique stores ZKC, ZSL, DMQ and BMP. This will serve as additional in-store collateral for awareness to let the clients know that we accept Maya.

b. Leaflets

FAQ and Maya Guide is also available on the Maya QR box for reference.



**Note:** For other areas, Maya QR will be shipped by MIS next week. You may implement as soon as Maya QR's are received. If you receive a Maya QR, kindly let the Marketing know thru M’Mylene. Please send a photo of the Maya QR displayed at the showcase as proof of documentation.

**A. Awareness**

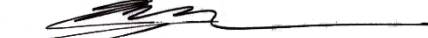
**1. Text blast brigade** - Text blast brigade through CRM and EC will be sent to the clients.

*"Good Day Maam (Name)! Sophia Jewellery now accepts Maya payments when investing on your dream jewelry. Own your dream jewelry today, and pay through Maya's convenient, secured and fast transaction. Hurry and visit the nearest store NOW!"*

**2. Social media Ads/Posting** - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting regarding the new payment mode.

For any concerns and feedback, please feel free to contact M'Colleen from Marketing team at 0917-795-7410.

Thank you,



Darlyn D. Espiritu

Marketing Director