Guide for Al Rajhi Bank Mokafaa Loyalty for Magento 2

Table of Contents

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1. Introduction

- The Al Rajhi Bank Mokafaa Loyalty for Magento 2 is a robust and dynamic module specifically designed to elevate customer loyalty and stimulate repeat purchases within your online store. By seamlessly connecting your Magento 2 platform with Mokkaaffa's sophisticated loyalty point system, this integration brings a multitude of features and benefits for both store administrators and customers. Below, we delve into the comprehensive functionalities and advantages of this integration.

- Key Benefits

  Enhanced Customer Loyalty through a Rewarding Point System

- One of the core strengths of the Mokkaaffa Loyalty Point Integration is its ability to foster customer loyalty. This is achieved by offering a reward point system that incentivizes customers to make repeat purchases. Every transaction made by a customer earns them loyalty points, which can be accumulated and redeemed for discounts, free products, or other rewards. This not only encourages customers to return to your store but also enhances their overall shopping experience by adding value to their purchases.

  Flexible Redemption Options for Customers

- The module provides flexible redemption options, allowing customers to redeem their accumulated points in a manner that best suits their needs. Whether it's applying points for a discount on their next purchase, exchanging points for specific products, or combining points with other payment methods, the flexibility offered ensures a seamless and satisfying redemption process. This adaptability caters to a wide range of customer preferences and maximizes the appeal of the loyalty program.

  Secure Transactions with OTP Validation

- Security is paramount in any online transaction, and the Mokkaaffa Loyalty Point Integration ensures that all point transactions are secure. The module incorporates OTP (One-Time Password) validation for critical transactions such as point redemption and transfer. This additional layer of security ensures that only authorized users can access and use their loyalty points, thereby preventing fraud and unauthorized transactions. Customers can feel confident that their points are secure, which enhances their trust in the loyalty program and the overall shopping experience.

Real-Time Point Management

- The integration offers real-time point management, providing both customers and administrators with up-to-date information on point balances and transactions. Customers can easily view their current point balance, recent transactions, and available redemption options through their account dashboard. For administrators, real-time management means they can monitor point distribution, redemptions, and overall program performance instantly. This immediate access to information allows for timely adjustments and ensures the loyalty program runs smoothly and efficiently.

Automated Maintenance for Efficient Operations

- To further enhance operational efficiency, the Mokkaaffa Loyalty Point Integration includes automated maintenance features. Regular tasks such as point balance updates, expiration notifications, and system checks are automated, reducing the administrative burden on store managers. This automation ensures that the loyalty program remains accurate and up-to-date without requiring constant manual intervention. As a result, store administrators can focus on strategic tasks while the system handles routine maintenance.

Comprehensive Admin Control over the Loyalty Program

- Store administrators have comprehensive control over the loyalty program through a user-friendly admin interface. The module allows administrators to configure point earning and redemption rules, manage customer accounts, monitor program performance, and generate detailed reports. These capabilities provide administrators with the tools they need to tailor the loyalty program to their specific business needs and customer base. The flexibility to customize and control various aspects of the program ensures that it aligns with the store's overall business strategy and objectives.

- In summary, the Mokkaaffa Loyalty Point Integration for Magento 2 is an invaluable module for any online store looking to enhance customer loyalty and drive repeat purchases. Its range of features, from flexible redemption options and secure transactions to real-time point management and comprehensive admin control, ensures that both customers and

administrators benefit from a seamless and rewarding loyalty program. By integrating this powerful module, your store can

2. Installation

To install the Mokkaaffa Loyalty Point Integration module:

1. Download the module from the Magento Marketplace or your provided source.
2. Extract the module files into your Magento 2 installation directory.

Run the following commands in your Magento 2 root directory:
 Copy
php bin/magento module:enable Brainvire_Mokafaa
php bin/magento setup:upgrade
php bin/magento setup:di:compile
php bin/magento setup:static-content:deploy -f

3. php bin/magento cache:clean

4. Flush the Magento cache and restart your web server if necessary.

3. Configuration

After installation, configure the module in the Magento 2 admin panel:

1. Navigate to Stores > Configuration > Mokkaaffa > Loyalty Points
2. Enter your Mokkaaffa API credentials:
    ○ API Key
    ○ API Secret
    ○ Merchant ID
3. Configure the following settings:
    ○ Enable/disable the loyalty program
    ○ Set point expiration rules
    ○ Configure point earning rates
    ○ Set minimum and maximum point redemption limits
    ○ Enable/disable OTP verification
    ○ Set up email notification templates

4. Admin Panel Features

4.1 Loyalty Point Dashboard

The Loyalty Point Dashboard is a centralized hub designed to provide store administrators with a comprehensive overview of the entire loyalty program. This dashboard is equipped with various features that offer detailed insights and real-time data about loyalty points and customer activities. Here are the key aspects of the Loyalty Point Dashboard:

- Total Points Issued: This section displays the cumulative number of loyalty points that have been issued to customers. It gives administrators a clear picture of the overall engagement and activity within the loyalty program. By monitoring the total points issued, administrators can gauge the effectiveness of their point distribution strategies and identify any potential areas for improvement.
- Total Points Redeemed: This metric shows the total number of points that have been redeemed by customers. It helps administrators understand how customers are utilizing their points and the impact of the loyalty program on sales. A high redemption rate indicates that customers are actively engaging with the program and finding value in the points they earn.
- Active Customers in the Loyalty Program: This feature provides a count of the customers who are actively participating in the loyalty program. Active customers are those who have earned or redeemed points within a specified period. This information is crucial for measuring customer engagement and the overall success of the loyalty program.
- Recent Point Transactions: The dashboard includes a section that lists recent point transactions, such as points earned, redeemed, or adjusted. This real-time transaction log allows administrators to track and verify point activities, ensuring transparency and accuracy in the loyalty program.

4.2 Customer Point Management

Customer Point Management is a feature that allows administrators to manage and monitor the loyalty points of individual customers effectively. This section includes several tools and capabilities:

- View Individual Customer Point Balances: Administrators can access detailed information about the point balances of individual customers. This feature provides a quick snapshot of each customer's point status, helping administrators to offer personalized support and respond to inquiries regarding point balances.
- Manually Adjust Point Balances: In cases where adjustments are necessary, administrators have the ability to manually modify customer point balances. This feature is useful for correcting errors, accommodating special requests, or addressing specific customer service issues. Manual adjustments ensure that point balances are accurate and fair.
- View Point Transaction History: This tool allows administrators to review the complete transaction history of each customer's points. It includes details of points earned, redeemed, and adjusted over time. Access to transaction history is essential for resolving disputes, conducting audits, and understanding customer behavior in the loyalty program.

4.3 Point Rules Configuration

Point Rules Configuration is a crucial component of the loyalty program, enabling administrators to define and customize the rules that govern how points are earned and redeemed. This section includes:

- Set Up Rules for Point Earning: Administrators can create rules that determine how customers earn points. For example, they can specify the number of points awarded per dollar spent, set up earning thresholds, or introduce bonus points for specific actions. These rules help tailor the loyalty program to the store's objectives and encourage desired customer behaviors.
- Set Up Rules for Point Redemption: This feature allows administrators to define the value of points in terms of currency and set the conditions for point redemption. For example, they can establish how many points are required for certain discounts or rewards. Clear and well-defined redemption rules ensure that customers understand the value of their points and how to use them effectively.
- Special Promotions: Administrators can configure special promotions, such as double points on specific products or during certain periods. These promotions can drive increased engagement and sales by offering additional incentives for customers to participate in the loyalty program.

4.4 Reports

The Reports section provides detailed analytics and insights into the performance and impact of the loyalty program. It includes the ability to generate various types of reports:

- Point Issuance and Redemption Trends: This report offers a comprehensive view of the trends related to point issuance and redemption over time. It helps administrators identify patterns, assess the effectiveness of the loyalty program, and make informed decisions about future strategies.
- Customer Engagement with the Loyalty Program: This report highlights how customers are interacting with the loyalty program. It includes metrics such as the number of active participants, frequency of point transactions, and overall engagement levels. Understanding customer engagement helps administrators optimize the program to better meet customer needs.
- Most Popular Products Purchased with Points: This report identifies which products are most frequently purchased using loyalty points. It provides insights into customer preferences and the types of rewards that are most appealing. This information can guide product promotion strategies and enhance the attractiveness of the loyalty program.

The Mokkaaffa Loyalty Point Integration for Magento 2 provides a comprehensive suite of tools and features designed to enhance customer loyalty and drive repeat business. From the detailed insights offered by the Loyalty Point Dashboard to the flexible configuration options available in Point Rules Configuration, this module empowers store administrators to manage and optimize their loyalty programs effectively. The Customer Point Management features ensure accurate and personalized

handling of customer points, while the Reports section offers valuable analytics for strategic decision-making. By leveraging these capabilities, administrators can create a more engaging and rewarding shopping experience for their customers.

5. Customer Experience

5.1 Account Dashboard

The Account Dashboard serves as a central hub where customers can easily access and manage their loyalty points. This dashboard is designed to provide a seamless user experience by displaying all relevant loyalty information in one place. Here's a detailed breakdown of what customers can access from their Account Dashboard:

- Current Point Balance: Customers can view their up-to-date loyalty point balance, giving them an immediate understanding of how many points they have accumulated. This balance is prominently displayed to encourage engagement and frequent participation in the loyalty program.
- Point Earning History: This section provides a comprehensive record of all points earned by the customer. It details the dates, amounts, and activities or purchases that led to the points being awarded. This transparency helps build trust and ensures customers can track their progress within the loyalty program.
- Point Redemption History: Similar to the earning history, this section shows all the points the customer has redeemed. It includes information on what the points were used for, such as specific discounts or products purchased using points. This helps customers understand how they have utilized their points and plan future redemptions.
- Upcoming Point Expirations: To encourage customers to use their points before they expire, this section highlights any points that are nearing their expiration date. Customers receive reminders about these points, motivating them to engage with the store and make purchases using their points.

5.2 Point Redemption Process

The Point Redemption Process is designed to be straightforward and user-friendly, enabling customers to redeem their loyalty points seamlessly during the checkout process. Here's a step-by-step description of this process:

- Customer Selects Items for Purchase and Proceeds to Checkout: The process begins when a customer adds items to their cart and proceeds to the checkout page. This is where the option to redeem loyalty points becomes available.
- Display of "Use Loyalty Points" Option: On the checkout page, a prominently displayed option invites customers to use their loyalty points. This option is easily accessible, encouraging customers to take advantage of their points.

- Customer Chooses to Redeem Points and Selects Verification Method: Once the customer decides to use their points, they are prompted to choose a verification method. The available methods typically include Mobile OTP (One-Time Password) and Bank Account Verification, ensuring a secure and reliable redemption process.
    - Mobile OTP: The customer provides their mobile number, and an OTP is sent to them via SMS.
    - Bank Account Verification: The customer enters their bank account details, which are then verified against the records in Mokkaaffa's system.
- Customer Completes Verification Process: After selecting the verification method, the customer follows the steps to complete the verification. This process ensures that the redemption is secure and that points are being used by the rightful account holder.
- Real-Time Point Balance Display: Upon successful verification, the system displays the customer's real-time point balance, allowing them to see how many points they can use for the current transaction.
- Customer Confirms Point Redemption Amount: The customer then specifies the number of points they wish to redeem for their purchase. This amount is confirmed to ensure accuracy.
- Order Total Adjustment: The order total is automatically adjusted based on the redeemed points, showing the new total amount the customer needs to pay after applying their points.

5.3 Mobile OTP Verification

Mobile OTP Verification is a secure and efficient method for customers to verify their identity and redeem their loyalty points. Here's a detailed explanation of how this process works:

- Customer Enters Their Mobile Number: The customer begins the verification process by entering their registered mobile number into the system.
- System Sends an OTP: Upon entering the mobile number, the system promptly sends a One-Time Password (OTP) to the provided number via SMS. This OTP is unique and time-sensitive, adding a layer of security.
- Customer Enters the OTP: The customer receives the OTP on their mobile device and enters it into the designated field within the specified time limit. This step ensures that the person redeeming the points is the legitimate account holder.
- Resend Option Available: If the OTP is not received within a reasonable time, the system provides an option to resend the OTP. This feature ensures that the verification process can proceed smoothly even if there are delays in SMS delivery.

5.4 Bank Account Verification

Bank Account Verification is another secure method for verifying customer identity during the point redemption process. Here's an in-depth look at how this process works:

- Customer Enters Their Bank Account Number: The customer starts by entering their bank account number, which is linked to their loyalty account in Mokkaaffa's records.
- System Verifies the Account: The system cross-checks the provided bank account number with the records in Mokkaaffa's database. This step is crucial for confirming the customer's identity and ensuring that the points are being redeemed by the rightful owner.
- Display of Point Balance: Once the bank account verification is completed, the system displays the customer's point balance. This real-time information allows the customer to proceed with redeeming their points for the purchase.

By integrating these features, the Mokkaaffa Loyalty Point Integration for Magento 2 not only enhances the security and accuracy of point redemptions but also provides a seamless and user-friendly experience for customers.

6. API Integration

The module integrates five essential Mokkaaffa APIs:

1. Balance Retrieval API: Fetches real-time point balances
2. Point Redemption API: Processes point redemption requests
3. Point Reversal API: Handles point reversals for cancellations or abandoned carts
4. OTP Generation API: Generates and validates OTPs for mobile verification
5. Bank Account Verification API: Verifies customer bank account details

7. Automated Processes

7.1 Cron Jobs

The Mokkaaffa Loyalty Point Integration module for Magento 2 includes several automated processes managed through cron jobs. These cron jobs are essential for maintaining the integrity and accuracy of the loyalty program, ensuring timely updates and notifications for both customers and administrators. Here's a detailed explanation of the cron jobs set up by the module:

- Daily Point Balance Update: This cron job runs daily and is responsible for syncing the point balances between your Magento 2 store and Mokkaaffa's system. This synchronization ensures that the points displayed in customer accounts are accurate and up-to-date. The process involves checking the transactions and activities recorded in Mokkaaffa's system and updating the corresponding point balances in Magento. This daily update is crucial for maintaining customer trust and satisfaction, as it reflects the latest point earnings and redemptions in real-time.
- Abandoned Cart Management: This cron job addresses the issue of abandoned carts by automatically reversing points allocated for transactions that were initiated but not completed. After a specified period of inactivity, the system identifies these abandoned carts and reverses

the points that were initially awarded. This process ensures that points are not unfairly retained for incomplete purchases and helps in maintaining the fairness and accuracy of the loyalty program. It also encourages customers to complete their purchases to retain their points.

● Point Expiration Check: This cron job runs periodically to check for points that are nearing their expiration date. It generates notifications to inform customers about their soon-to-expire points. This proactive approach helps in encouraging customers to use their points before they expire, thereby increasing engagement and repeat purchases. The notifications can be customized to provide a sense of urgency and prompt customers to act, enhancing their experience and loyalty to the store.

7.2 Email Notifications

The module also includes a robust email notification system that keeps customers informed about their loyalty points activities. Automated emails are sent for various events related to the loyalty program, providing timely and relevant information to customers. Here's an in-depth look at the different types of email notifications:

● Point Earnings: When a customer earns points through purchases or other activities, an automated email is sent to notify them of the new points added to their account. This email includes details such as the number of points earned, the activity or purchase that led to the points, and the updated point balance. This immediate notification helps reinforce positive customer behavior and encourages continued engagement with the loyalty program.

● Successful Point Redemptions: After a customer successfully redeemed their points for a purchase, an email confirmation is sent to acknowledge the transaction. This email provides details of the redemption, including the number of points used, the value of the points in currency, and the remaining point balance. This transparency builds trust and ensures that customers are fully aware of their loyalty points transactions.

● Point Reversals: In cases where points need to be reversed, such as for abandoned carts or order cancellations, an email notification is sent to inform the customer of the reversal. The email explains the reason for the reversal, the number of points deducted, and the updated point balance. This communication helps in maintaining clarity and understanding, preventing any confusion or dissatisfaction among customers.

● Upcoming Point Expirations: To encourage customers to use their points before they expire, automated emails are sent to notify them of any points that are nearing expiration. These emails provide details of the expiring points, the expiration date, and suggestions on how to use the points. This timely reminder creates a sense of urgency and motivates customers to make purchases using their points, thereby increasing engagement and sales.

By incorporating these automated processes and notifications, the Mokkaaffa Loyalty Point Integration module ensures that the loyalty program runs smoothly and efficiently. It enhances the customer experience by providing timely and relevant information, while also maintaining the accuracy and

integrity of the point system. This comprehensive approach helps in building customer loyalty and driving repeat purchases, ultimately contributing to the success of your online store.

8. Troubleshooting

Common Issues and Their Solutions for Mokkaaffa Loyalty Point Integration

Implementing the Mokkaaffa Loyalty Point Integration in Magento 2 is a strategic move to enhance customer loyalty and drive repeat purchases. However, like any sophisticated system, it can occasionally encounter issues. Understanding these common issues and their solutions is crucial for maintaining a seamless and efficient loyalty program. Here's a detailed explanation of potential problems and their troubleshooting steps:

1. API Connection Errors

Issue: API connection errors can disrupt the communication between your Magento 2 store and Mokkaaffa's system, leading to failures in point synchronization, balance updates, and other functionalities reliant on the API.

Solutions:

- Check API Credentials in the Configuration: Ensure that the API credentials (such as API key, secret key, and endpoint URL) entered in the Magento 2 configuration are correct. Incorrect credentials can block access to Mokkaaffa's API services.
- Ensure Proper Network Connectivity: Verify that your server has a stable internet connection. Network issues can cause interruptions in API requests and responses. You may also need to check firewall settings to ensure they are not blocking the API traffic.
- Verify Mokkaaffa API Status: Sometimes, the issue might be on Mokkaaffa's side. Check the status of Mokkaaffa's API through their status page or contact their support team to ensure that their services are operational.

2. Point Balance Discrepancies

Issue: Discrepancies in point balances can occur when the point data in Magento does not match with Mokkaaffa's system. This can lead to confusion and dissatisfaction among customers if their point balances are not accurate.

Solutions:

- Run Manual Sync from Admin Panel: If discrepancies are noticed, manually trigger a point balance synchronization from the Magento admin panel. This will force the system to fetch the latest point data from Mokkaaffa and update the balances accordingly.

- Check Cron Job Logs for Update Failures: Point balance updates are typically managed by scheduled cron jobs. Check the cron job logs in Magento to identify any failures or errors during the update process. Addressing these errors can help maintain accurate point balances.

3. OTP Issues

Issue: Problems with OTP (One-Time Password) can prevent customers from successfully verifying their identities, leading to difficulties in point redemption and account access.

Solutions:

- Verify Customer's Mobile Number: Ensure that the customer's mobile number is correctly entered in their account details. Incorrect or outdated mobile numbers can result in OTPs not being delivered.
- Check OTP Delivery Settings with Mokkaaffa: Review the OTP delivery settings configured in Magento and verify them with Mokkaaffa's system. Ensure that the SMS gateway and other relevant configurations are correctly set up to facilitate OTP delivery.

4. Bank Account Verification Failures

Issue: Bank account verification failures can prevent customers from using their bank accounts for loyalty point transactions. This issue can arise due to incorrect account information or non-participation of the customer's bank in the loyalty program.

Solutions:

- Ensure Correct Account Number Entry: Verify that the customer has entered their bank account number correctly. Even a small error in the account number can lead to verification failures.
- Verify Bank's Participation in the Program: Check if the customer's bank is a participant in the Mokkaaffa loyalty program. Not all banks may be integrated with Mokkaaffa's system, and ensuring the bank's participation can resolve verification issues.

Detailed Workflow for Issue Resolution

API Connection Errors

1. Step-by-Step Credential Check:
   - Navigate to the Magento admin panel.
   - Go to the configuration section where the Mokkaaffa API settings are located.
   - Re-enter the API key and secret key to ensure there are no typographical errors.
   - Test the connection to verify if the credentials are working.
2. Network Connectivity Verification:
   - Use network diagnostic tools to check the server's internet connectivity.
   - Ensure that there are no network outages or disruptions.

- Check the firewall settings to ensure that they allow outbound traffic to Mokkaaffa's API endpoints.

3. API Status Check:
   - Visit Mokkaaffa's official status page.
   - Look for any reported outages or maintenance activities.
   - Contact Mokkaaffa support for further assistance if the API status is unclear.

Point Balance Discrepancies

1. Manual Sync Procedure:
   - Access the Magento admin panel.
   - Locate the section for manual point balance synchronization.
   - Initiate the sync process and monitor the progress.
2. Cron Job Log Inspection:
   - Access the cron job management section in the Magento admin panel.
   - Review the logs for any scheduled point balance update jobs.
   - Identify any errors or failures in the logs and take corrective actions such as reconfiguring or re-running the cron jobs.

OTP Issues

1. Customer Mobile Number Verification:
   - Access the customer's account details in the Magento admin panel.
   - Verify that the mobile number is entered correctly and update it if necessary.
   - Ensure that the mobile number is in the correct format as required by the SMS gateway.
2. OTP Delivery Configuration Check:
   - Review the SMS gateway settings configured in Magento.
   - Verify the integration with Mokkaaffa's OTP delivery service.
   - Conduct test OTP deliveries to ensure the system is functioning correctly.

   Bank Account Verification Failures

1. Correct Account Number Entry:
   - Guide the customer to re-enter their bank account number.
   - Provide clear instructions on the format and required information for the bank account number.
   - Verify the entered details through the Magento admin panel.
2. Bank Participation Verification:
   - Check Mokkaaffa's list of participating banks.
   - Confirm if the customer's bank is listed.
   - If the bank is not participating, inform the customer and suggest alternative verification methods.

By following these detailed troubleshooting steps, you can effectively address common issues related to the Mokkaaffa Loyalty Point Integration for Magento 2, ensuring a smooth and efficient loyalty program that enhances customer satisfaction and engagement.

9. Best Practices

1. Regularly review and adjust point earning and redemption rules.
2. Monitor point expiration to encourage timely redemptions.
3. Use loyalty points in marketing campaigns to boost engagement.
4. Regularly backup the loyalty point database.
5. Keep the module and Magento 2 installation up to date.