

**Mango likes you**

**Loyal Guru**

**MANGO**

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## 1. WHAT IS LOYAL GURU?

Loyal guru is the platform that allows us to manage the clients that belong to our mango likes you loyalty program.

## 2. HOW TO ACCESS?

Link to the platform: <https://app.loyal.guru/#/signin>

Access with email and personal password in google chrome (not internet explorer).

(you have to add +lg in the email before @. Example: xxxx.xxxx+lg@xxxxxx.com)

## 3. SEARCH FOR CUSTOMERS AND OPERATIONS WITH LIKES

- Click on Plataforma de Datos > Almacén de datos > Clientes.



- Enter email in lowercase, phone number, or ID and click "Buscar" so start the search.

**ID:** the customer can see her/his ID number below the barcode in "My Account" at mango.com, in MLY register

If the customer does NOT show in LG but it does appear in Salesforce as a Loyalty Member:

- Send an email to eqp.loyalty@mango.com with subject "**MLY customer not registered in LG + Country**" indicating the **customer's ID number** (if we do not have the ID we must indicate customer's email) and a brief explanation of the incident.
- Leave the case in status "Third Party Info Requested".

confirmation email or in the App > Click on > View Card.

- Click on the eye icon to see more details.

- This screen appears:

The screenshot shows a user interface for a loyalty program. At the top, there are tabs: Perfil, Puntos, Recompensas, Atributos de cliente, Entidades Personalizadas, Compras (which is highlighted), and Etiquetaciones en Segmentos. Below the tabs, there's a circular profile picture with initials 'RP'. To the right of the profile, it says 'Puntos Disponibles: 60' and lists: 'Puntos: 60', 'Gasto mensual: 0,00 €', 'Gasto trimestral: 0,00 €', and 'Gasto acumulado: 10,00 €'. Below this, there's a section for 'Información de contacto' with 'Email' and 'Teléfono' fields, each with a 'Ver más' button. On the right side, there's a sidebar titled 'Acciones' with buttons for 'Otorgar Puntos', 'Transferir Puntos', and 'Restar Puntos', with a 'Redimir recompensa' button below them. The main area on the right is titled 'Compras realizadas' and lists three purchases:

Tienda	Total compra	Detalles
BARCELONA La Maquinista SC [28/12/2024]	10,00 €	<a href="#">Detalles</a>
MANGO.COM # SPAIN PENINSULA AND BALEARICS [10/06/2024]	-15,00 €	<a href="#">Detalles</a>
MANGO.COM # SPAIN PENINSULA AND BALEARICS [27/12/2023]	15,00 €	<a href="#">Detalles</a>

## SUMMARY (RESUMEN)

Below the circle with the customer's initials, we can see:

**Available Points:** These are the likes that the customer DOES have available for purchase at that moment.

**Points:** The total count of points. In some countries, it may happen that a customer makes a purchase, but the points are not immediately added to Available Points.



Puntos Disponibles 771

Puntos 771

**Ver más (see more):** Click on “see more” below the customer's email to view the registration date in Mango likes you (sign-up date), the birthday (date of birth), where the registration was completed, etc.

**Perfil** Activo

**Fecha de alta:** 03/01/2023

**Género:** Femenino

**Fecha de nacimiento:** 02/01/1985

**Tienda de registro:** (2100000000) MANGO.COM # SPAIN PENINSULA AND BALEARICS

**Tienda habitual:** () MANGO.COM # SPAIN PENINSULA AND BALEARICS

**Última compra:** 29/12/2024

**Compras:** 3

App: No

**Consentimientos**

**Política de privacidad:** No

**Perfilado:** No

**SMS:** Sí

**Email:** Sí

**Push:** Sí

**Origin\_type:** -

We can add, transfer, and subtract likes from this menu:

⟩ “OTORGAR PUNTOS” (ADD LIKES)

Remember: 1 € of purchase = 10 Likes.

In the case of amounts with decimals, it should be simplified as follows:

11,99 € = 120 Likes

**1 Euro spent from the RRP (including taxes) = 4 likes = 0.02 Euros discount**

**Puntos (Points):**

Number of likes we want to add.

❖ **País:**

Likes of a purchase > choose the country where customer purchased.

Other likes > choose country of register.

❖ **Tienda:**

Store number of purchase.

Online order or other reason > write "MANGO.COM" and choose the online store of the corresponding country.

### Otorgar Puntos

Puntos

País

(ES) España

Tienda

Seleccionar...

MANGO.COM

(2100000003 | ES | ) MANGO.COM # SPAIN CANARY ISLANDS

(2100000001 | ES | ) MANGO.COM # SPAIN CEUTA

(2100000002 | ES | ) MANGO.COM # SPAIN MELILLA

(2100000000 | ES | ) MANGO.COM # SPAIN PENINSULA AND BALEARICS

❖ **Política de puntos:** select one of these options depending on the incidence:

**Likes Trigger EUR/GBP/TRY/CHF/RUB/PLN (1 year expiration):** use to add likes of actions (recycling, pick up in store, check-in in store, identification with the loyalty id, download app). The likes added will not be transferable.

### Comentarios

- \* Items recycling
- \* Pick up order in store
- \* Download app
- \* Identification in store (customer has been identified with ID in store)

**Likes churn (7 days expiration) - ATC:** use when the customer has received an email "We miss you" notifying that she/he has 1000 likes but they have not been added to her/his account. These emails are sent to customers who have not made purchases for more than 10 months. Likes expire after 7 days. \*Check before if customer has received them in another account.

**Likes cumpleaños (birthday likes) (30 days expiration) - ATC:** choose this option when the customer has not received birthday likes. The likes added will have an expiration of 30 days.

#### Comentarios

- \* [Birthday](#)
- \* [Birthday likes extension](#) (when we add them for the 2nd time)

**Likes of purchases EUR/GBP/TRY/CHF/RUB/PLN (1 year expiration):** use to add likes of an online or physical store purchase, with expiration of 1 year. Also for cases of refunds.

#### Comentarios

- \* [Purchase + ticket number / date](#) (physical store purchase)
- \* [Purchase + order number / date](#) (online order)
- \* [Return + ticket number / date](#) (physical store return)
- \* [Return + order number / date](#) (online return)

❖ **Comentarios:** write the reason as indicated below in blue depending on the case

Note: The customer will see what we write in the MLY section of their account on MANGO.COM. So be careful and professional with the comments added.

#### Otorgar Puntos

The screenshot shows a user interface for awarding points. It includes fields for 'Puntos' (Points), 'País' (Country), and 'Tienda' (Store). The 'Tienda' field has a dropdown menu open, showing search results for 'MANGO.COM'. The results list two entries: '(2100000036 | GB | (Online)) MANGO.COM # REINO UNIDO (ISLAS DEL CANAL)' and '(2100000020 | GB | () MANGO.COM # UNITED KINGDOM'.

Puntos
<input type="text"/>

País
(GB) Reino unido

Tienda
Seleccionar...

MANGO.COM

(2100000036 | GB | (Online)) MANGO.COM # REINO UNIDO (ISLAS DEL CANAL)

(2100000020 | GB | () MANGO.COM # UNITED KINGDOM

Otorgar Puntos

Puntos  
1000

País  
(ES) España

Tienda  
(2100000000 | ES | () MANGO.COM # SPAIN PENINSULA AND BA...)

Política de Puntos  
Likes Cumpleaños (15 días caducidad) - ATC

Comentarios  
Cumpleaños

Otorgar Puntos

› "TRANSFERIR PUNTOS" (TRANSFER LIKES)

Minimum 10 likes to be able to transfer and only those accumulated for purchases (not for recycling, birthday, check-in, etc.).

❖ Puntos:

**Number of likes we want to add.** Always check the box "permitir transferencia parcial de puntos"

❖ País:

country of the person who gives likes.

❖ Comentarios:

write the reason as indicated below in blue (note: **customer will see what we write here in section MLY at MANGO.COM**):

\* Present

\* Transfer likes to correct account

\* Transfer likes to new account

Transferir puntos

Puntos  
1581

Permitir transferencia parcial de puntos

ID cliente destinatario  
6908764880068058875

País  
(ES) España

Comentarios  
Transfer Likes to correct account

**Transferir puntos**

› "RESTAR PUNTOS" (SUBTRACT LIKES)

❖ **Puntos:**

Number of likes we want to subtract.

❖ **Comentarios:**

Write the reason briefly (note: **customer will see what we write here in section MLY at MANGO.COM**):

Restar puntos

Puntos  
100

Comentarios  
Incorrect Likes received

**Restar puntos**

## › "COMPRAS" (PURCHASES HISTORY)

In this tab we can see the history of purchases, exchanges, and returns of the client, both online store and physical store.

\* In LG, gift card purchases do not appear because they do not generate points (purchases paid with a gift card do appear).

 Search by ID is not available

Resumen	Compras	Regalos	Puntos
ID	ID Pedido		
<input type="text"/>	<input type="text"/>		
<input type="button" value="Buscar"/>	<input type="button" value="Limpiar"/>		
ID	ID pedido	Fecha	Tienda
<input checked="" type="checkbox"/>  1218083409310000	C18Y9V00	14/03/2021	MANGO.COM # ESPAÑA (PENINSULA Y BALEAR) 35,98
<input checked="" type="checkbox"/>  2010924000606070806	CD00NN00	19/01/2021	MANGO.COM # ESPAÑA (PENINSULA Y BALEAR) -23,99
<input checked="" type="checkbox"/>  2012409070808010203	CC74IP00	15/01/2021	MANGO.COM # ESPAÑA (PENINSULA Y BALEAR) -128,63

The field "**ID pedido**" shows the order number or receipt number if it is a physical store purchase. Click on the eye icon to see purchase details.

\* If it is a store purchase > the last 8 digits of "ID" field correspond to receipt number. The same number that appears on the digital receipt.

The first 6 are the date of purchase (in the example below 14/12/19).

The next 4 are the store number (in the example below 11819).

<input checked="" type="checkbox"/>  14121911181900181343	14121911181900181343	14/12/2019	BARCELONA Glorias SC	34,49
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<b>FACTURA SIMPLIFICADA ELECTRÓNICA</b>
Fecha: 2019-12-14 17:24
Num: 00181343

\* Online order:

- Note: IPAD orders are displayed on LG as if they were physical store purchases, neither the order number nor the email used for the purchase is seen. The IPAD order number can only be seen on Manto.

 2002308010200040709 C2LQWF00 11/03/2020 MANGO.COM # ESPAÑA  
 (PENINSULA Y BALEAR) -51,01

Detalles del ticket: 2002308010200040709

<b>Detalles</b>	<b>Líneas</b>																											
<p>ID pedido C2LQWF00</p> <p>Total -51,01 €</p> <p>Cliente</p> <p>Fecha 2020-03-11 12:11:00</p> <p>Tienda MANGO.COM # ESPAÑA (PENINSULA Y BALEAR)</p>	<p>Líneas</p> <table border="1"> <thead> <tr> <th>Orden</th> <th>Producto</th> <th>Cantidad</th> <th>(€)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>67015721</td> <td>-1</td> <td>-51,01 €</td> </tr> </tbody> </table>	Orden	Producto	Cantidad	(€)	1	67015721	-1	-51,01 €																			
Orden	Producto	Cantidad	(€)																									
1	67015721	-1	-51,01 €																									
<b>Devoluciones</b>	<b>Desglose de puntos</b>																											
<table border="1"> <thead> <tr> <th>Ticket origen</th> <th>Líneas origen</th> <th>Total(€)</th> <th>Puntos</th> </tr> </thead> <tbody> <tr> <td>1202212632150000</td> <td>1</td> <td></td> <td>510</td> </tr> </tbody> </table>	Ticket origen	Líneas origen	Total(€)	Puntos	1202212632150000	1		510	<table border="1"> <thead> <tr> <th colspan="2">Compra</th> <th colspan="2">Devolución</th> </tr> <tr> <th>Línea</th> <th>Ganados</th> <th>Gastados</th> <th>Recuperados</th> <th>Anulados</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0</td> <td>0</td> <td>NaN</td> <td>-510</td> </tr> <tr> <td>Total</td> <td>0</td> <td>0</td> <td>296</td> <td>-510</td> </tr> </tbody> </table>	Compra		Devolución		Línea	Ganados	Gastados	Recuperados	Anulados	1	0	0	NaN	-510	Total	0	0	296	-510
Ticket origen	Líneas origen	Total(€)	Puntos																									
1202212632150000	1		510																									
Compra		Devolución																										
Línea	Ganados	Gastados	Recuperados	Anulados																								
1	0	0	NaN	-510																								
Total	0	0	296	-510																								

Example above: when buying, he redeemed 296 likes and accumulated 510. The 510 are subtracted because customer returned the garment and the 296 are added again (as long as they did not expire).

## ⟩ "REGALOS" (PRESENTS)

Shows the likes redeemed for experiences, donations, or subscriptions.

Resumen	Compras	Regalos	Puntos
<b>Últimos canjeos</b>			
Fecha	Nombre	Descripción	Puntos
04/02/2021 06:53:12	r-002	Descuento para el HBO	2640
		MANGO.COM # ESPAÑA (PENINSULA Y BALEAR)	

## ⟩ "PUNTOS" (LIKES HISTORY)

In this tab we can see the history of all the client's actions that have added or subtracted likes.

\* Note: size changes only appear in tab "Compras" because they do not add or subtract likes.

- **Negative likes:** transferred, donated, redeemed or expired.
- **Positive likes:** accumulated by purchases, birthday, actions, or transfers of friends.

	Tipo	ID Pedido	ID Ticket	Fecha	Total	Comentarios
	Transferencia	-		21/09/2020	-536	Regalo
<input checked="" type="checkbox"/>	Ticket	C50S9G00	1205002809160000	27/05/2020	240	-

## Triggers

We call "triggers" the actions that allow you to accumulate or redeem likes apart from purchases.

Each trigger is identified by a number or code that appears in the field "Comentarios":

- ❖ Birthday = t-001
- ❖ Recycling = t-002
- ❖ Store pick-up = t-003
- ❖ Download app = t-004
- ❖ Check-in in store = t-005
- ❖ Identification with ID = t-006

When we give likes to a client, they will also appear as a "trigger". Example: we give birthday likes that were not received.

Trigger	-	22/05/2020	1.000	Likes cumpleaños 16/05/2020
---------	---	------------	-------	-----------------------------

**Note:** likes expire in 1 year, except birthday likes that expire in 30 days.

\* If the message "**Change of residence**" appears in the Comments field, it means that a Likes adjustment has been made because the customer has purchased in another country with a different Likes system.

	Tipo	ID Pedido	ID Compra	Fecha	ID Cliente Origen	ID Cliente Destino	Total	Comentarios
	Trigger	-		24/10/2022	-	-	1.000	birthday
<input checked="" type="checkbox"/>	Compra	141022101750011:141022101750011:14/10/2022			-	-	900	-
<input checked="" type="checkbox"/>	Resta	-		12/10/2022	-	-	-5.708	Change of residence
<input checked="" type="checkbox"/>	Compra	111022155540011:111022155540011:11/10/2022			-	-	6.311	-
<input checked="" type="checkbox"/>	Trigger	-		11/10/2022	-	-	10	t-006

Example: the customer in the image above was registered in Russia, made a purchase in the UK while still having Russian residence in his/her account. The system automatically made the currency exchange from pound to ruble and assigned the corresponding points according to the Russian points system. Subsequently, the client changed his/her residence to the UK and, as a consequence, those likes were subtracted and the adjustment was made according to the UK points system.

For the purchase of £89.99 he/she received 6311 likes. The currency exchange  $89.99 \times 70.11$  (from pound to ruble) was applied and then when changing residence the adjustment was made again.

  Compra 1110221555400110851 1110221555400110851 11/10/2022 - - 6.311

#### **4. EXAMPLES OF LIKES MOVEMENTS**

Let's see some examples to understand the movements of likes:

#### **Purchase without redeeming likes**

<input type="checkbox"/>		Ticket	CDMHWC00	1213221732120000	10/12/2020	<input type="checkbox"/> 450
Detalles del ticket: 1213221732120000						
Detalles		Líneas				
ID pedido	CDMHWC00	Orden	Productos	Cantidad	(€)	
Total	44,98 €	1	87050538	1	22,49 €	
Cliente		2	87050538	1	22,49 €	
Fecha	2020-12-11 00:15:00					
Tienda	MANGO.COM # ESPAÑA (PENÍNSULA Y BALEAR)					
Historial de puntos ganados						
Política de puntos	Línea de origen	Puntos ganados	Desglose de puntos			
Básico	1	225				
Básico	2	225				
			Compra	Recuperados	Devolución	
			Ganados	Gastados	Anulados	
	1	225	0	0	0	
	2	225	0	0	0	
	Total	450	0	0	0	

Example: the customer has earned 450 likes and has not spent any for this purchase. Therefore, she/he accumulates +450 likes.

### Purchase made by redeeming likes



Detalles del ticket: 1204171814350000

Detalles		Lineas		
ID pedido	C4HIEZD0	Orden	Producto	Cantidad
Total	45,56 €	1	67045974	1
Cliente	MANGO.COM # ESPAÑA (PENINSULA Y BALEAR)	2	67080552	1

Fecha: 2020-05-12 13:43:00  
Tienda: MANGO.COM # ESPAÑA (PENINSULA Y BALEAR)

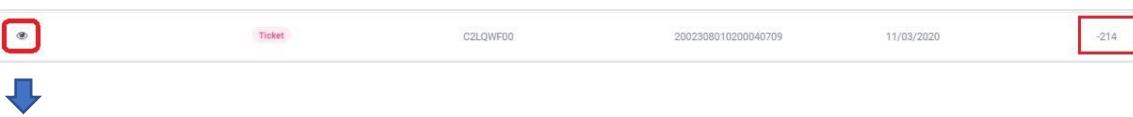
Historial de puntos ganados			Desglose de puntos		
Política de puntos	Línea de origen	Puntos ganados	Línea	Ganados	Compra
Básico	1	344	1	344	-1120
Básico	2	112	2	112	-364
	Total	456	Total	456	-1484

Example: the customer has earned 456 likes and spent 1484 likes. Therefore, she/he loses -1028 likes

### Refund

When making a return, the customer recovers the likes used (which have not expired) and loses the likes earned with the item that she/he is returning.

In the return detail we always have a link to the original purchase.



Detalles del ticket: 2002308010200040709				
Detalles		Líneas		
ID pedido	CLOGWFOO	Orden	Producto	Cantidad
Total	-51,01 €	1	67015721	-1
Cliente				
Fecha	2020-03-11 12:11:00			
Tienda	MANGO.COM # ESPAÑA (PENINSULA Y BALEAR)			

Devoluciones				
	Línea	origin	Total(I)	Puntos
Ticket origen			1	510
1202212632150000				

Desglose de puntos				
	Compra		Devolución	
Línea	Ganados	Gastados	Recuperados	Anulados
1	0	0	NaN	-510
Total	0	0	296	-510

Example: the customer spent 296 likes and earned 510 likes on the purchase. When making the return, she/he recovers the 296 likes used and loses the 510 likes earned with the returned item. Therefore, she/he loses -214 likes.

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