Alhokair Group CRM Functional Scope

Module	Scope
Member Unified Profile	Capture member ID – customers mobile number should be the customer ID ▪ To Create Member from POS Terminal & Mobile App (Not HQ or website) following details: o a. Phone Number o b. Name o c. Email Address o d. Date of Birth ▪ Ability to add/modify/remove the customer personal data manually. ▪ Member can be enrolled from POS and mobile app using real time API. ▪ During card activation for a member from POS or the mobile App, member and card details will be sent to CRM. CRM will activate the card and associate it with the member. ▪ Card Activation email will be sent on registered mail id and push notification will be shared with the customer on his mobile app ▪ Customer will be able to view Associated card number on the mobile app ▪ Customer will be able to see order history in mobile app ▪ CRM will display RFM details of the customer (Last Order, Spending in last 30days, 90 days, 365 days, lifetime sales). ▪ CRM will display loyalty program details (points summary, points to next level of member, lifetime points, points earned in current year) ▪ User will be able to view all the member related email communications in CRM ▪ user will be able to view member points transaction (point earning, point redemption) ▪ CRM shows any coupon applicable for the member. It will also show the coupons redeemed by the member
Member Tiers	Able to define multiple customer levels based on max. and minimum thresholds of loyalty points

	Once the member of loyalty points meets the specific tier threshold, customer tier will be automatically upgrade or downgraded in near real time process
Member Segments	Define segment using marketing list feature based on RFM details captured (30, 60, 90,365 days only) in the member profile ▪ Create custom segments using the fields captured in member profile, using OOB Marketing functionality.

Stores/ Amusements Parks	Able to define multiple stores in the system manually
	    ▪ Able to capture Site ID, Store Name and address manually against each store
	    ▪ Able to see store wise transactions.
	    ▪ New stores will be created in CRM manually

Card Management	Card Types
	    • Able to define multiple types of loyalty cards in CRM
	    ▪ Card numbers
	    • Create a card with card number (member can only have either physical or virtual card with the same card number but not both)
	    • Assign card to a Member manually, from POS or mobile app
	    • System displays transactions related to the card
	    • Card deactivation workflow
	    • Cash (purchased cash and cash bonus) balance will be maintained at the card level
	    • Point Balance will be maintained at the member level

Points Earning Rule	• Able to define Points earning base rule (points earned per amount spent) • Pointes earning rule can be applied to a customer tier only

	• Points earning rule will be applicable only on cash transactions i.e. buying a new card with cash or cash recharge/ top up against a card • Single points earning rule across all card types • Define Point Calculation rule based on purchase value with purchase made • Define Point calculation rule based on campaign code (unique per member segment) with campaign • Define calculation rule validity (date) • POS will send points to accrue for a member. Conversion of gaming tickets to points earned will be calculated by POS and given to CRM against the member
Points Redemption Rule	• Able to define points redemption rule (points required to redeem a reward item (e.g. toy) • For each redemption rule, there will be corresponding redemption code. This code will be used at the point of redeeming points against the rewards • Redemption transaction for points redeemed will be maintained • Single points redemption rule across all card types
Order	• Able to record sale order in the system cash transaction for card purchase and recharge from POS and mobile app. This will not be done manually • Deduction of cash balance against a game played will be maintained in CRM. This information has to be provided by the POS terminal (or card reader) at each game (no mobile app considered)
Promotion Management	• Able to create promotion in the system with unique code • Define target audience based specific condition using Dynamics 365 CRM marketing list feature

	- Able to activate the promotion - Able to deactivate the promotion - Define qualification criteria for promotions - Minimum cash transaction (new purchase or recharge) - Birthday-based promotions (for cash bonus) can be created with or without a transaction to any one of the associated cards of the customer - Birthday-based promotions (for points) can be created with or without a transaction to customer profile - Able to Define loyalty points and non-point reward as reward for the promotion - Point Based Reward - Fixed - Multiplier Order Amount Based - Non point reward - Bonus Cash - Only one promotional code or coupon code will be applicable to a transaction - Validation criteria for the promotion or coupon code will be defined (dates, days of the week and timings) - Point calculation rule based on campaign code (unique per member segment) with campaign

Following are the requirements in scope for the Mobile App Development.
- The customer can purchase virtual card from mobile app or physical card from POS.
- In case of purchase of virtual card, the card number is assigned from available pool of card numbers. (These card numbers are provided by Intercard).
- The points are loaded to the card from intercard which are synced to CRM via Intercard APIs.
- Customers can top up virtual as well as physical cards from the mobile app. They may choose an available package or any random amount.
- The amount loaded to the card comes with a validity date however card in itself does not have any expiration date.
- Customer can have more than one cards for different theme parks. However he can have either virtual or physical card per card number.
- In Intercard system, when a new card is purchased it is noted as card transaction where as when customer swipes card at gaming console the transactions generated are Spend transactions.

Data Migration Scope

The partner will migrate the following as part of data migration activity.

- Master Records (Customers with the previous point balance, stores)
- Customers/member details with balance point
- Store master
- Existing cards information like card number, cash balance, card type will be migrated to CRM
- No historical sales transactions

The Master records and balances as specified above will be brought in using the data migration framework. During the analysis phase, Partner's consultants will understand the data requirements, data volume, data structure. from the key business users and will come up with data mapping templates or the data migration templates for the entities in scope. These excel sheets will need to be filled in with appropriate data by ALH in the format provided.

> Once the data is migrated, Partner will only verify if the data provided is in the correct format and ensure that all records that were part of the migration process has been migrated. Reports from the existing repository will be provided to ALH for validation of the imported data.

Non-Functional Scope

- In case of loss of card – the points can be transferred from one card to another. POS system can issue a new physical card where they can transfer virtual card points to physical card.
- Rewards are of two types –
- Redemption Tickets – customers will play games and win these. Which can be redeemed at POS only to purchase a toy or any such thing. This will not be tracked via mobile application
- Reward points – With cash purchase customer will earn reward points which will come from LMS.
- Customers can buy cards from mobile app with payment such as credit cards, apple pay, wallets.