



LS Retail

LS Omni Mobile Loyalty User Guide

LS Nav 2013 (7.1)



Contents

1	Introduction.....	3
1.1	Definitions, Acronyms and Abbreviations	3
2	Mobile Loyalty.....	4
3	Published Offers	5
3.1	Overview	5
3.1.1	The Member Offer Trigger Table	6
3.2	Information in the QR Code.....	7
3.3	Types of Offers	8
3.4	Mobile Trigger List.....	8
4	Setting up Mobile Loyalty.....	10
4.1	Add to Basket.....	10
4.2	Published Offer	10
4.3	Number Series.....	12
4.4	Creating a Published Offer	12
4.5	Viewing a List of Published Offers	15
4.6	Member Notifications	16
5	Displaying Offers.....	19
6	Using Offers	22
6.1	Getting Offers	22
6.2	When the Customer Needs to Activate an Offer	22
6.3	Different kind of Offers and Offers that look identical	23
6.4	Points and Coupons Updated	23
7	Use Case	24
7.1	Offers for Middle-Aged Golf Enthusiasts	24
8	Member Management and Mobile Loyalty.....	25
8.1	Mobile Setup steps for the staff in NAV	25
8.2	Customer's Side – Signing up for Mobile Loyalty	25
8.3	Creating Mobile Contact.....	25
9	Appendix A: Web Services used for Mobile Loyalty.....	28
10	Appendix B: Jobs.....	29

1 Introduction

The purpose of this document is to give an overview of *Mobile Loyalty* in NAV and the *Published Offers* functionality.

The following document has been added to the LS Nav 2013 (7.1) release and is a useful supplement to the main document:

- LS Omni Mobile Loyalty Data Mapping Details LS Nav 7.1

1.1 Definitions, Acronyms and Abbreviations

Term	Description
Mobile Database	Microsoft SQL Server database used by Mobile devices
QR-Code	Two dimensional bar code

2 Mobile Loyalty

The *Mobile Loyalty* functionality is an addition to the *Member Management* system introduced in LS version 6.3.

This new functionality gives the Retailer the ability to publish already specified offer or coupon to a mobile device user (Mobile Phones, Tablets) who is registered as **Member Contact** in the *Member Management System*. The Retailer can direct certain offers or coupons to a member that has registered special interests. The member can then select the offers he or she wants to trigger on the device and connect it to the POS by a QR-Code. The POS user can scan the QR-Code and activate the offers and coupons selected by the member at any time during a transaction.

A new feature has been added to the *Mobile Loyalty*, now the Member can also shop. To Pick up in store or get Items delivered.

Necessary data is replicated from the NAV database to the Mobile Database using Scheduled Jobs and Data Director. The Mobile system can only create or update data in NAV by using Web Services.

3 Published Offers

Offers and **Coupons** can be published in a simplified manner to mobile devices. The customer will only see what is important for him or her about each offer regardless of the complications in creating and using each offer.

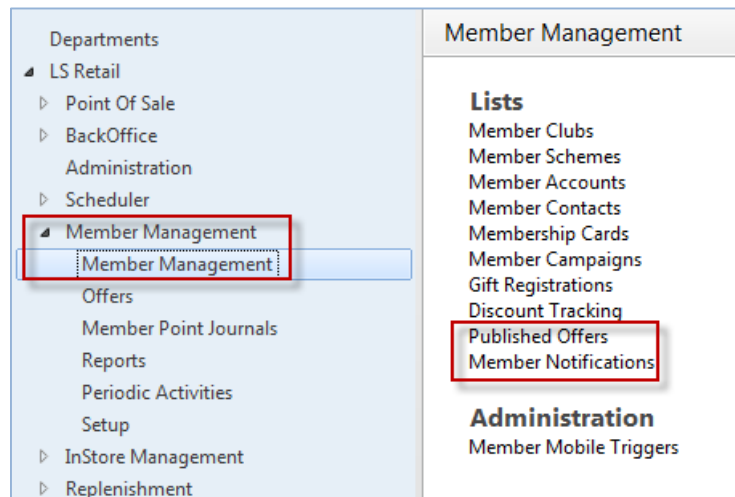
By adding **Published Offers** to the traditional way of displaying offers it can be used not only for smartphones but also as a way to display offers in/on:

- Different types of mobile phones/smartphones
- Pads
- Portals
- As a different way of displaying offers in Stores

The solution is at first mainly developed for smartphones.

In the *Quick Guides* for **Prices** and **Offers**, **Member Management** and **Coupons** there are further information on how offers, member points and coupons are used in LS Nav. Notifications can also be published to club members.

This functionality is available from the LS Retail – Member Management menu at **LS Retail > Member Management > Member Management > Lists > Published Offers/Member Notifications**:



3.1 Overview

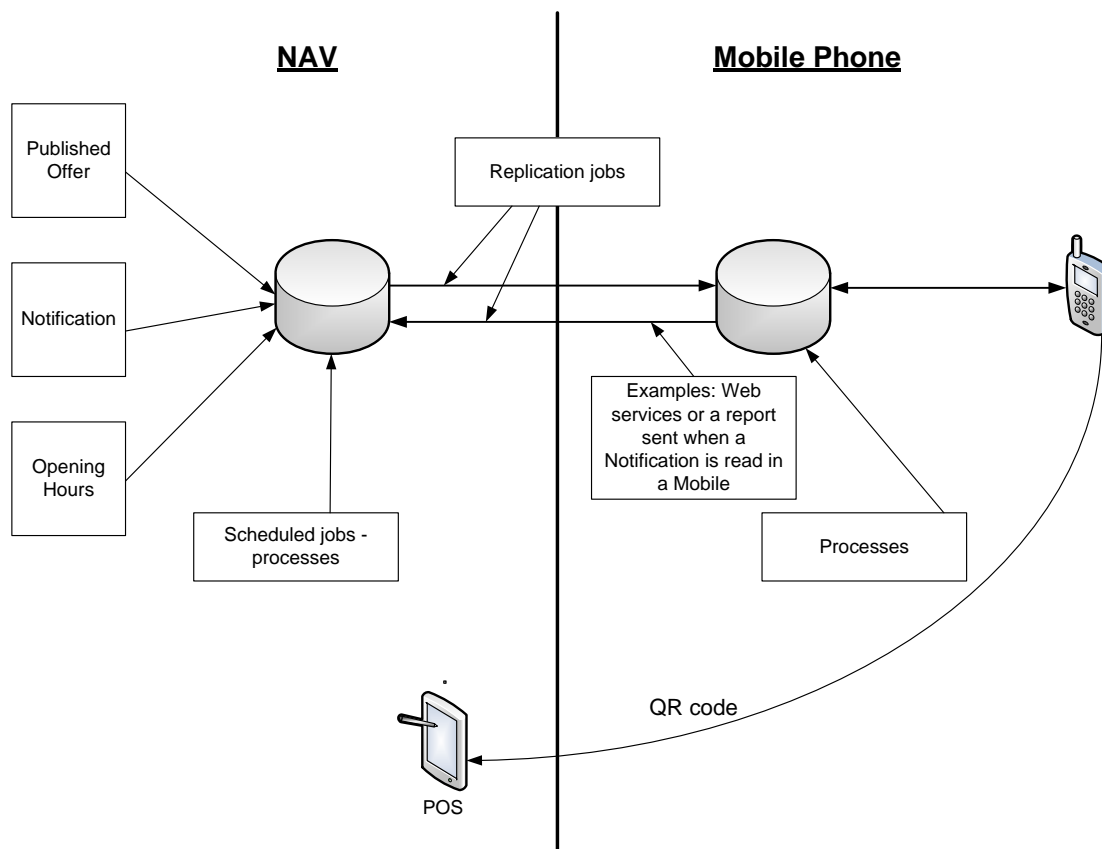
All **Offers**, **Store Coupons** and **Member Management** functionality that the LS Nav has available can be used as Published Offers. There are two main categories of offers:

- General offers that are aimed at everyone

- Specific offers that are aimed at special groups or individuals

Using smartphones and similar means to reach the customer gives the opportunity to access him or her with more direct offers than otherwise, aimed at certain people or groups. For instance big spenders that shop a lot in a department store but never visit the sports department might get a coupon sent with an offer that gives him or her 50 Euros discount in the sports department for a purchase of 150 Euros or more. This offer would pursue a valuable customer that normally buys sportswear and –equipment elsewhere to visit the sports department and possibly become a regular buyer.

The following schema describes the interaction between the NAV system and the Mobile devices.



3.1.1 The Member Offer Trigger Table

The *Member Offer Trigger* table contains information about to whom to display a *Published Offer*. Offer can be published to all club members, to all club members in a certain scheme, to all contacts linked to an account or to a single contact.

The table consists of the following fields:

- **Entry No.** Unique ID, counter.
- **Type.** Type can be: Club, Scheme, Account or a Contact to which the offer is published to.
- **Code.** Code for the Type.
- **Contact No.** Contact Number when the Type is Contact.
- **Trigger Type.** The Trigger Type can be: Offer, Coupon or Notification.
- **Trigger ID.** Code for the Trigger Type.
- **Query Needed.** True - checkbox checked - if triggering an offer needs to be evaluated (with a query). An example could be the Birthday of a Contact. Not supported in LS Nav 2013.
- **Starting Date.** Starting Date to Display.
- **Ending Date.** Ending Date to Display.
- **Disabled.** Will be set to true when expired.
- **Last Changed.** Date when the record was last changed.
- **Repl. Counter.** Replication Counter.

3.2 Information in the QR Code

The QR code contains a XML document. The Mobile App creates the code when the customer has decided which offers and coupons he or she wants to accept or use. It also contains identification information about the customer.

When the QR-code is scanned at the POS the POS can identify the customer by the Membership Card ID. Then all coupons are registered in the POS like they were scanned individually. Item point offers are also stored in a queue and processed if and when an item is scanned that triggers the offer.

A device user can receive published offers and select them on its device. When the customer has selected the offers and / or coupons the device creates a QR-Code and displays it on the device for scanning. The QR code includes information about the contact in a XML format like this:

```
<mobiledevice>
  <contactid>M0000008</contactid>
  <accountid>MA000006</accountid>
  <cardid>10021</cardid>
  <coupons>
    <cid>PUB0008</cid>
  </coupons>
  <offers>
    <oid>PUB0015</oid>
  </offers>
</mobiledevice>
```

For the above information the QR-Code looks like this:

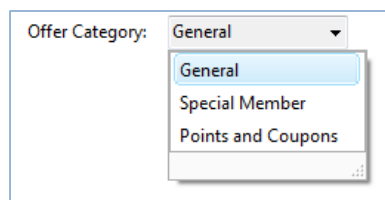


When the QR-Code is processed on the POS then the POS will validate that the QR-code information is still valid. For example if the customer has selected an **Item Point Offer** the POS checks the Point balance. Once a coupon or some points have been used, his/hers account is updated. The QR code will always be linked to the latest information on the user.

3.3 Types of Offers

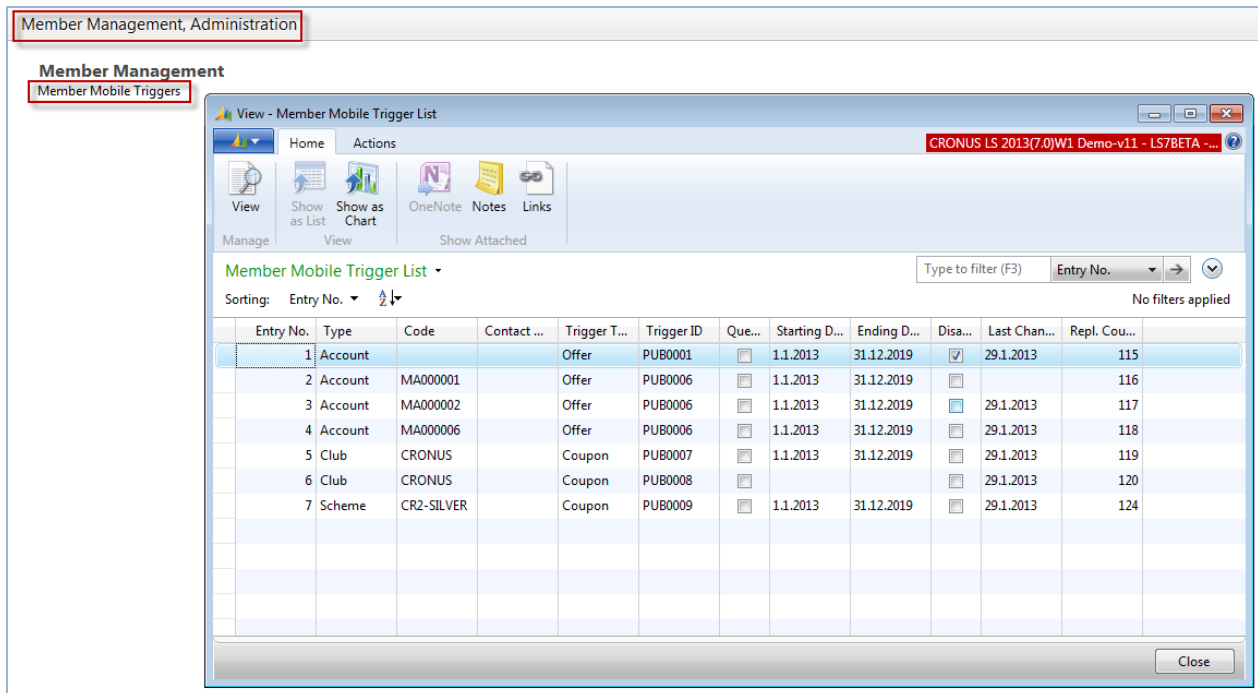
The different types of offers, the General offers and the Specific offers have different purposes.

- **General Offers** are offers that are not aimed at a specific group or individuals. They can for instance be promotions for a new product or an offer valid for a very limited time to attract more people to a certain store at some given time or for a given reason.
- **Specific Offers** are always aimed at a special group. It can be aimed at a special:
 - Club
 - Scheme
 - Account
 - Contact
- **Points and Coupons.**



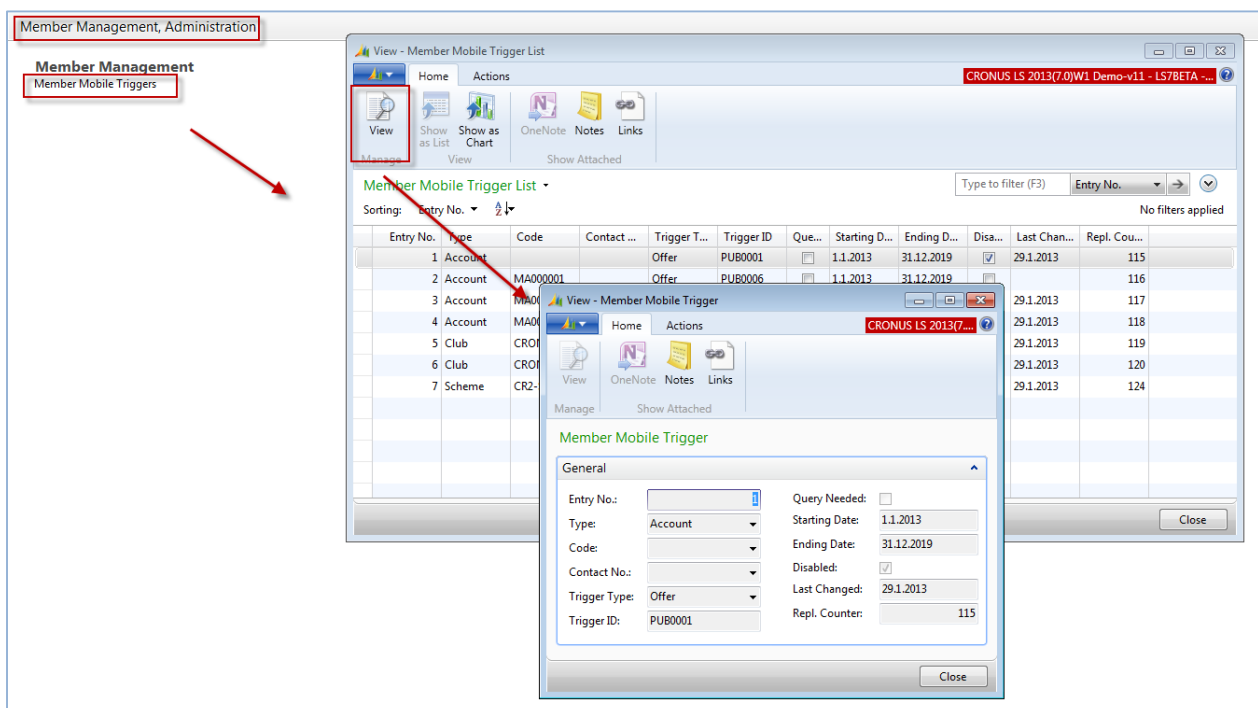
3.4 Mobile Trigger List

The Mobile Trigger list created by the M_UPDATE_TRIGGERS Scheduler Job, can be viewed at **LS Retail > Member Mgmt > Administration Member Management > Member Mobile Triggers**.



The Job can be run by selecting **Actions/Update Triggers**.

By clicking a selected trigger each of them can be viewed in details.



4 Setting up Mobile Loyalty

4.1 Add to Basket

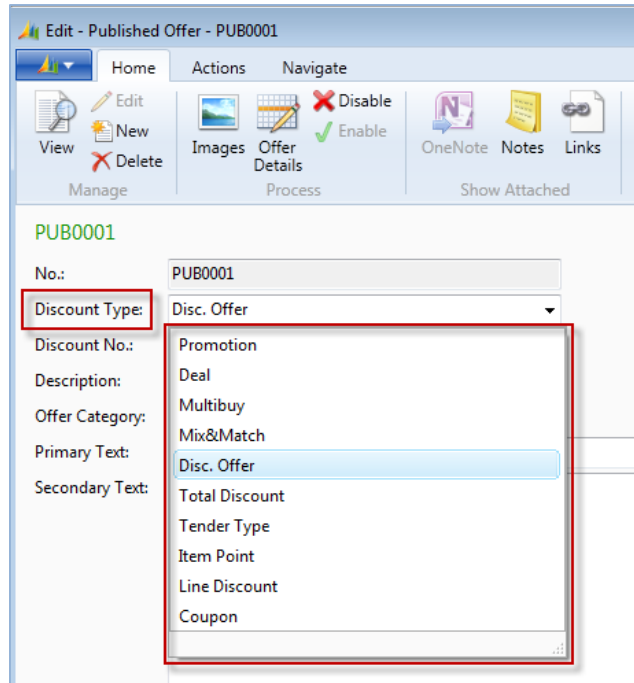
To activate the option to *Add to Basket* the Retailer has to add data to WI NC Price table by running Create/Update Data for Replication that is also used in *eCommerce*. After adding the data to WI NC Price the data has to be available in PriceToSell in the Mobile Loyalty database by running the M_2Mobile_Norm and/or the M_2Mobile (Action) Job.

4.2 Published Offer

Since all offers can become *Published Offers* these offers are set up the same way as offers are normally set up within the LS Nav. With the **Published Offer Card** an offer can be registered as a *Public Offer*. It is actually linked to any type of normal offer and text information and pictures can be added.

The following list gives an overview of the offers and coupons that are now in use and all of them can be a part of *Published Offers*:

- **Promotion.** Temporary price change
- **Deal.** Offers sold at special price
- **Multibuy.** Discount triggered by quantity sold
- **Mix & Match.** Complex item combinations to give a discount or deal price
- **Disc. Offer.** Appears as discount from regular price
- **Total Discount.** Discount dependent of the total sales amount
- **Tender Type Discount.** Discount dependent of the Tender Type used as payment
- **Item Point.** Price can be paid partly by using member points
- **Line Discount.** Line Discount applied automatically or on user demand
- **Coupon.** Using store coupon for discount or as a part of payment



Edit - Published Offer - PUB0001

Home Actions Navigate

View Edit New Delete Images Offer Details Disable Enable OneNote Notes Links

Manage Process Show Attached

PUB0001

No.: PUB0001

Discount Type: Disc. Offer

Discount No.: Promotion

Description: Deal

Offer Category: Multibuy

Primary Text: Mix&Match

Secondary Text: Disc. Offer

Total Discount

Tender Type

Item Point

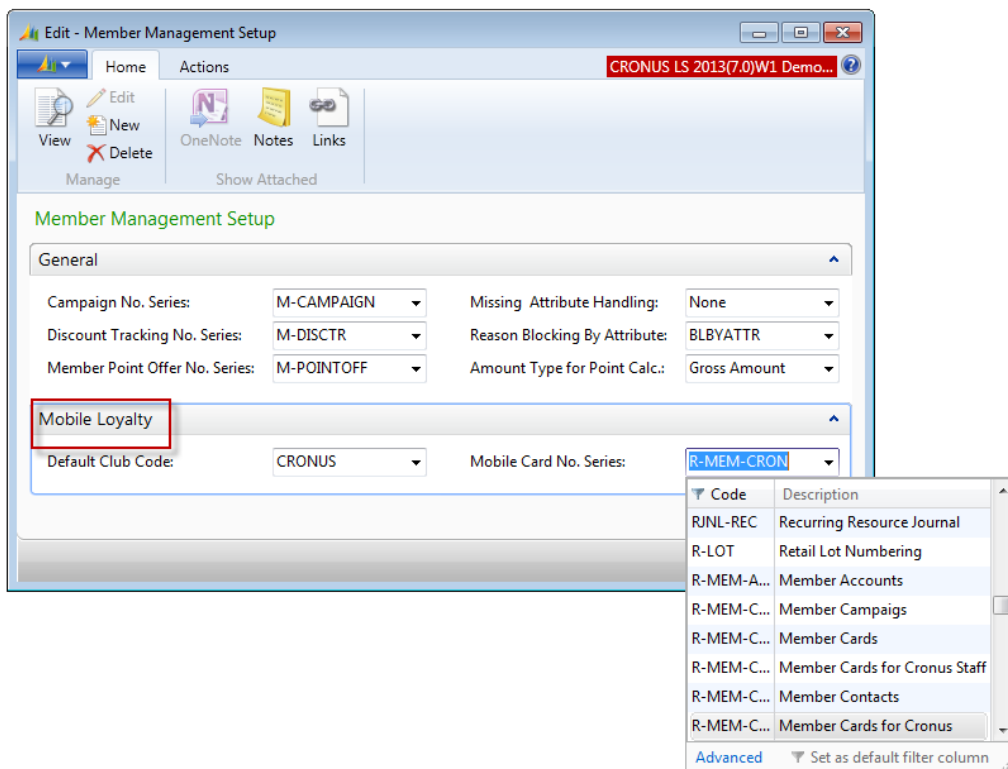
Line Discount

Coupon



In the **Member Management Setup** there are new fields where *Mobile Loyalty* can be set up or edited.

LS Retail > Member Mgmt > Setup > Administration > Member Management Setup



Edit - Member Management Setup

Home Actions

View Edit New Delete OneNote Notes Links

Manage Show Attached

Member Management Setup

General

Campaign No. Series: M-CAMPAIGN Missing Attribute Handling: None

Discount Tracking No. Series: M-DISCTR Reason Blocking By Attribute: BLBYATTR

Member Point Offer No. Series: M-POINTOFF Amount Type for Point Calc.: Gross Amount

Mobile Loyalty

Default Club Code: CRONUS Mobile Card No. Series: R-MEM-CRON

Code Description

R-JNL-REC Recurring Resource Journal

R-LOT Retail Lot Numbering

R-MEM-A... Member Accounts

R-MEM-C... Member Campaigns

R-MEM-C... Member Cards

R-MEM-C... Member Cards for Cronus Staff

R-MEM-C... Member Contacts

R-MEM-C... Member Cards for Cronus

Advanced Set as default filter column

If you want to know which cards are created by mobile devices you can have a separate number series for them set here. If not you can specify the same number series as for other **Membership Cards** (Club or Scheme series).

4.3 Number Series

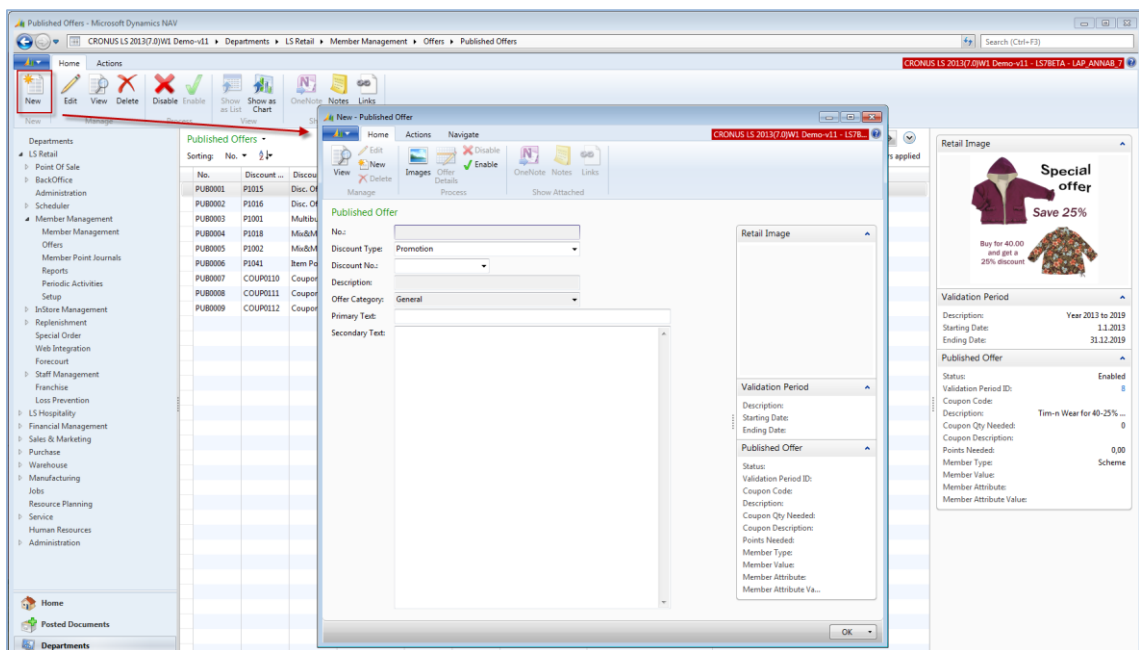
Number Series for Published Offers is set at **LS Retail > BackOffice > Sales and Marketing > Pricing > Offers and Coupons > Offers > Additional > Published Offers**.

If there is already available a number series for *Published Offers* you will use that, otherwise create a new one in the **Published Offers Nos.**

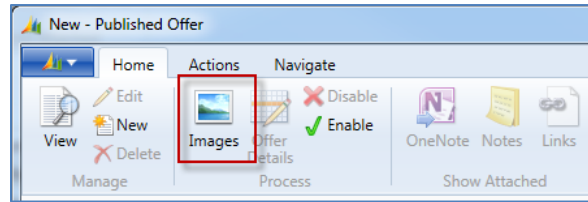
4.4 Creating a Published Offer

Creating a published offer (chosen from available offers or coupons) is mostly done through the same procedure. Here is an example:

1. Open **LS Retail > Member Management > Offers > Lists > Published Offers** and select the button **New**.



2. Select **Discount Type** and **Discount Number**. Only offers and coupons that have already been created can be selected.
3. **Primary** (short) and **Secondary** (long) text and an **image** (**Image** button) should then be added to the **Published Offer** which will then be displayed as additional information on the mobile device. Other details can be added as well as more images. This can be useful for showing an item from more than one site for example.

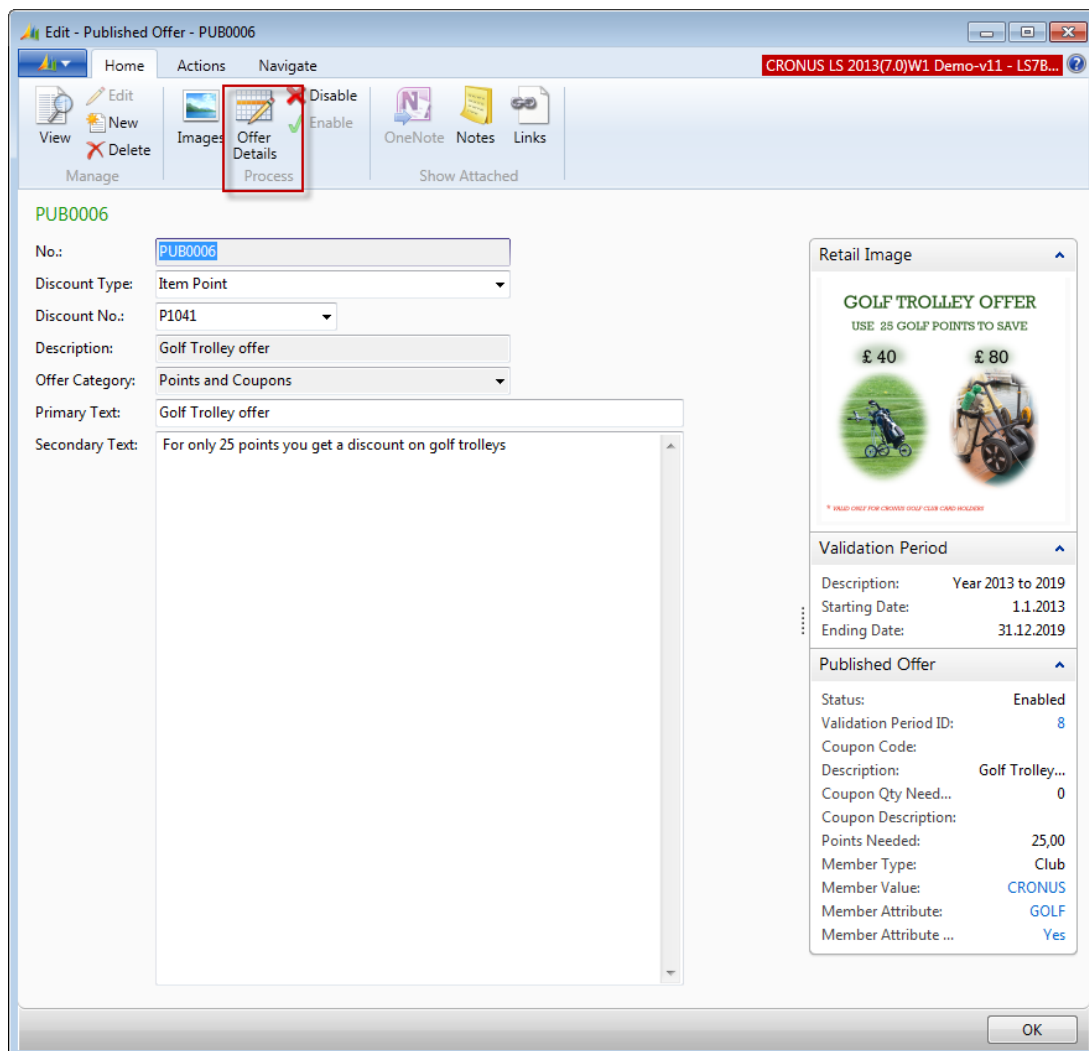


4. Enable the **Published Offer** by pressing Action **Enable**.



Images are stored at separate location to serve as an **Image Library** for the entire system. Documentation for this functionality will be created.

For more details the correspondent button is used. This can be text or extra images showing the item in the offer for instance from different sides. On the right hand side the **Published Offer** Factbox will be visible and there the information about the offer, copied from the original offer/deal can be viewed.



CRONUS LS 2013(7.0)W1 Demo-v11 - LS78...

PUB0006

No.: PUB0006

Discount Type: Item Point

Discount No.: P1041

Description: Golf Trolley offer

Offer Category: Points and Coupons

Primary Text: Golf Trolley offer

Secondary Text: For only 25 points you get a discount on golf trolleys

Retail Image

GOLF TROLLEY OFFER
USE 25 GOLF POINTS TO SAVE

£ 40 £ 80

* VALID ONLY FOR CRONUS GOLF CLUB CARD HOLDERS

Validation Period

Description: Year 2013 to 2019

Starting Date: 1.1.2013

Ending Date: 31.12.2019

Published Offer

Status: Enabled

Validation Period ID: 8

Coupon Code:

Description: Golf Trolley...

Coupon Qty Need... 0

Coupon Description:

Points Needed: 25,00

Member Type: Club

Member Value: CRONUS

Member Attribute: GOLF


Member Attribute ... Yes

OK

Example:**Connect an Item Point Offer to Published Offer:**

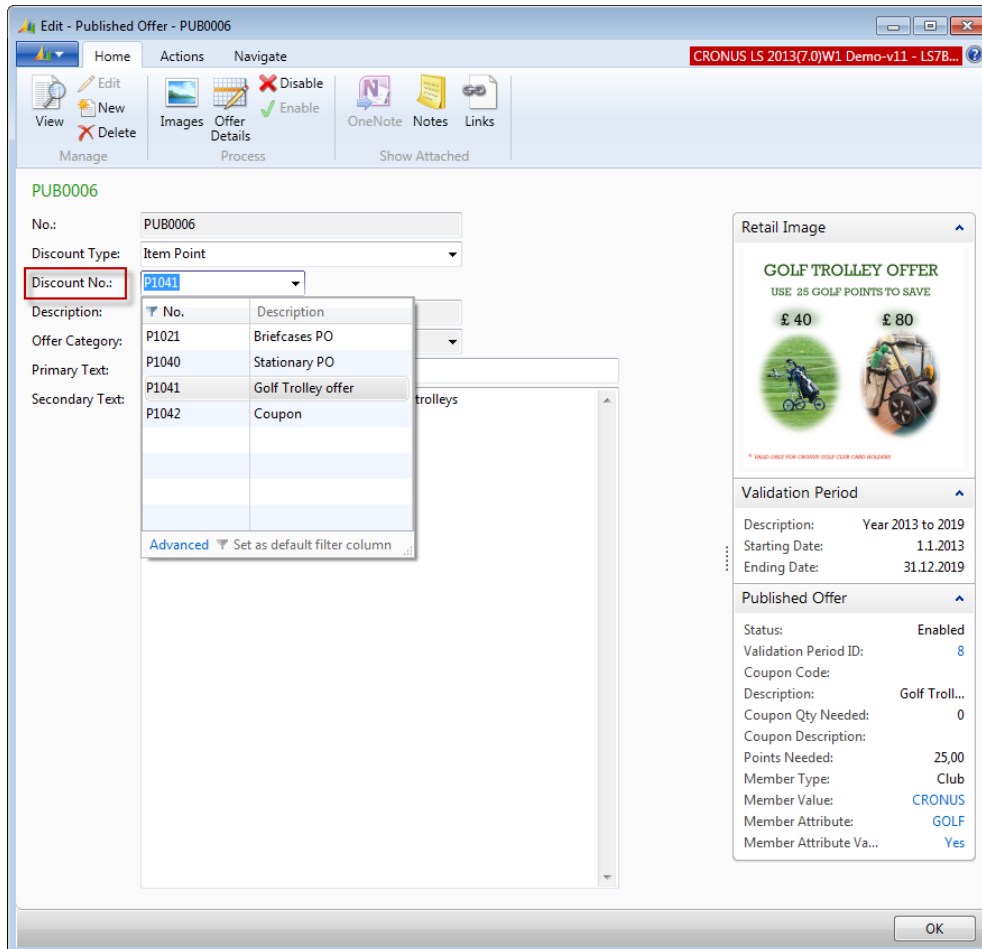
1. Select **Discount Type = Item Point** and select between **Item Point Offers** in the **Discount No.** field.

Published Offers ▾

Sorting: No. ▾ 

No.	Discount ...	Discount ...	Description	Status	Offer Cat...	Primary Text	Secondary Text
PUB0001	P1015	Disc. Offer	Tim-n Wear for ...	Enabled	General	Tim-n Wear for 40-25...	Unbelievable savings on new arriv...
PUB0002	P1016	Disc. Offer	DAVI-LINE-10% ...	Enabled	General	DAVI-LINE-10% off	10% off selected DAVI-LINE mens...
PUB0003	P1001	Multibuy	Multibuy - 5 - 5 ...	Disabled	General	Multibuy - up to 15% ...	Office supplies, buy 5 for 5% off, ...
PUB0004	P1018	Mix&Match	Buy 1 Scarf&2-4 ...	Disabled	General	30% off on Scarf and ...	30% discount when you buy 1 sca...
PUB0005	P1002	Mix&Match	Beach Combo - ...	Enabled	General	Beach Combo - 20%	20% off swimsuit and skirt or swi...
PUB0006	P1041	Item Point	Golf Trolley offer	Enabled	Points and...	Golf Trolley offer	For only 25 points you get a disco...
PUB0007	COUP0110	Coupon	Special Trophy o...	Enabled	Points and...	Special Trophy offer - ...	Great deal on Trophies, both larg...
PUB0008	COUP0111	Coupon	Dining table(6pe...	Enabled	Points and...	Dining table(6pers) - ...	A great deal on this 6 person dini...
PUB0009	COUP0112	Coupon	Free MP3 Player	Enabled	Points and...	Free MP3 Player	This offer is for Cronus Silver me...

2. The Published Offers list shows the already existent Published Offers. Each can be edited by double-clicking on them to view them in the editing mode.
3. As **Discount Type**, select: **Item Point**.
4. Find the right **Item Point Offer** under **Discount No.** and select it.



Enable/Disable Published Offers:



You can only Enable a **Published Offer** if the linked **Offer** is *Enabled*. If the linked offer is changed from *Enabled* to *Disabled* the **Published Offer** is set as *Disabled* as well. Disabling an Enabled **Published Offer** will not affect the status of the linked Offer.




To activate new or modified **Published Offers** on a Mobile Device the Job or process M_UPDATE_TRIGGERS must be run and then the data must be pushed to the Mobile Database by running the Data Replication Job M_2MOBILE (or M_2MOBILE_NORM).

4.5 Viewing a List of Published Offers

The list of published offers can be viewed on the same page where they are created, **LS Retail > Member Mgmt > Member Management/Offers > Published Offers**. They can be viewed as a whole or filtered by **Number**, **Discount No.** and **Type** or any other of the options given in the headers of the columns on the page.

Published Offers							
Sorting: No. ▾		Type to filter (F3)		No. ▾		No filters applied	
No.	Discount ...	Description	Status	Offer Cat...	Primary Text	Secondary Text	
PUB0001	P1015	Disc. Offer	Tim-n Wear for ...	Enabled	General	Tim-n Wear for 40-25...	Unbelievable savings on new arriv...
PUB0002	P1016	Disc. Offer	DAVI-LINE-10% ...	Enabled	General	DAVI-LINE-10% off	10% off selected DAVI-LINE mens...
PUB0003	P1001	Multibuy	Multibuy - 5 - 5 ...	Disabled	General	Multibuy - up to 15% ...	Office supplies, buy 5 for 5% off, ...
PUB0004	P1018	Mix&Match	Buy 1 Scarf&2-4 ...	Disabled	General	30% off on Scarf and ...	30% discount when you buy 1 sca...
PUB0005	P1002	Mix&Match	Beach Combo - ...	Enabled	General	Beach Combo - 20%	20% off swimsuit and skirt or swi...
PUB0006	P1041	Item Point	Golf Trolley offer	Enabled	Points and...	Golf Trolley offer	For only 25 points you get a disco...
PUB0007	COUP0110	Coupon	Special Trophy o...	Enabled	Points and...	Special Trophy offer - ...	Great deal on Trophies, both larg...
PUB0008	COUP0111	Coupon	Dining table(6pe...	Enabled	Points and...	Dining table(6pers) - ...	A great deal on this 6 person dini...
PUB0009	COUP0112	Coupon	Free MP3 Player	Enabled	Points and...	Free MP3 Player	This offer is for Cronus Silver me...



USE 25 GOLF POINTS TO SAVE

£ 40 £ 80

Validation Period

Description: Year 2013 to 2019

Starting Date: 1.1.2013

Ending Date: 31.12.2019

4.6 Member Notifications

It is possible to publish notifications to members from the system. These notifications are managed from the **LS Retail > Member Management > Lists > Member Notifications** menu.

A list of **Member Notifications** is displayed.

To create a new **Notification** press action **New**. A **Member Notification** card is displayed:

New - Member Notification

Home

Actions

Navigate

View

Edit

New

Delete

Images

OneNote

Notes

Links

Manage

Process

Show Attached

CRONUS LS 2013(7.0)W1 Dem...

Member Notification

No.:

Type: Account ▾

Code: ▾

When Display: Always ▾

Valid From Date: ▾

Valid To Date: ▾

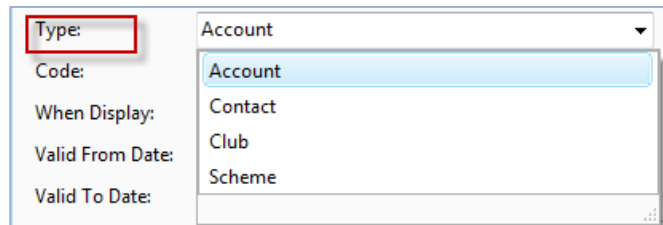
Primary Text:

Secondary Text:

Retail Image

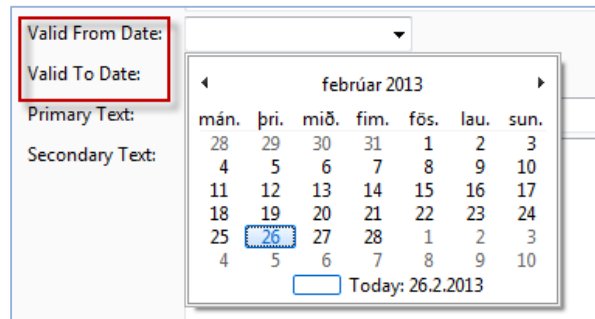
OK ▾

1. Select the **Type** of notification you want to send. The options are: *Account*, *Contact*, *Club* and *Scheme*.

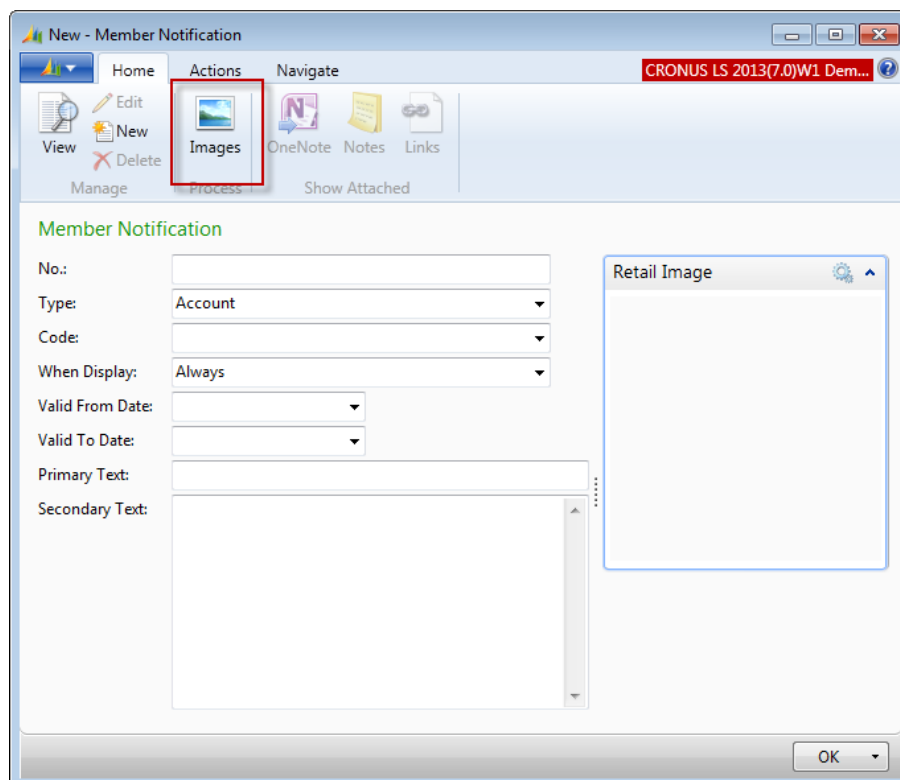


The **Notification** will be visible to the **Member Contacts** (or single contact) that you specify.

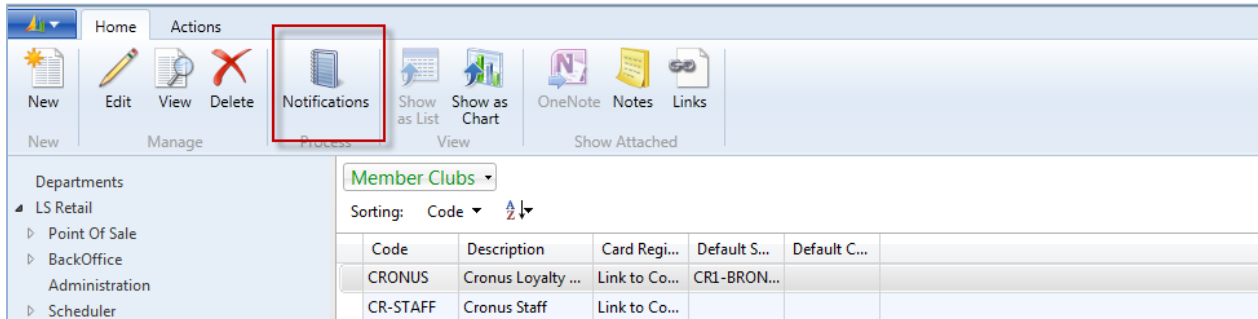
2. Select **Code**.
3. Select **When to Display**. The options are: *Always* and *Once*.
4. Select validation period, **Valid From Date** and **Valid To Date**. It can be selected from a calendar.



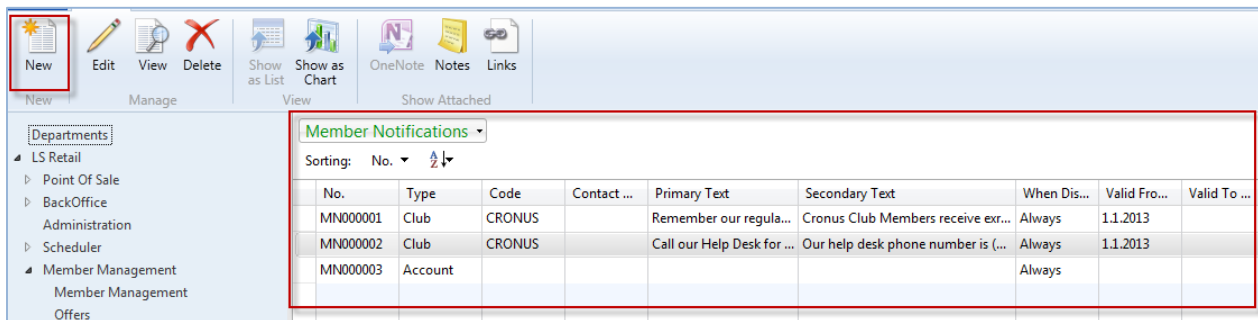
5. For **Primary Text** and **Secondary Text** enter text as needed.
6. Add an **Image** from the Image Library by selecting the **Image** button.



Notifications can also be viewed from the **Member Club** List or Card by pressing the **Notifications** button:



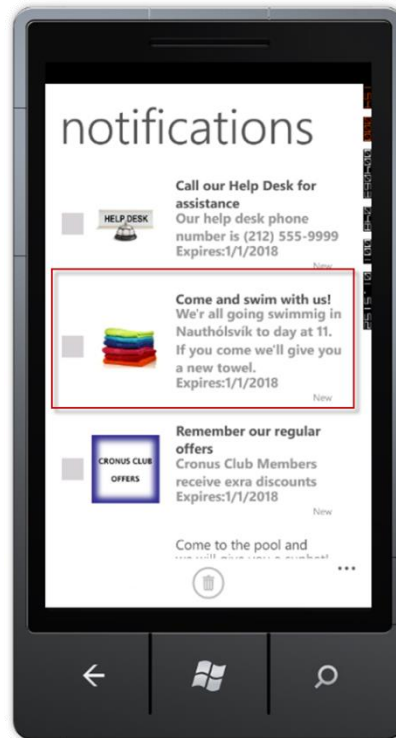
A list of **Notifications** for the selected **Member Club** will be displayed:



From here you can edit a **Notification** or create new. **Notification** can also be manipulated the same way directly from the **Member Schemes**, **Member Accounts** and **Member Contacts** lists and cards.

To activate new and modified **Notifications** on the Mobile Devices the M_2MOBILE (or M_2MOBILE_NORM) Job must be run.

Once the notification has been sent to the phone it appears there under **Notifications**.

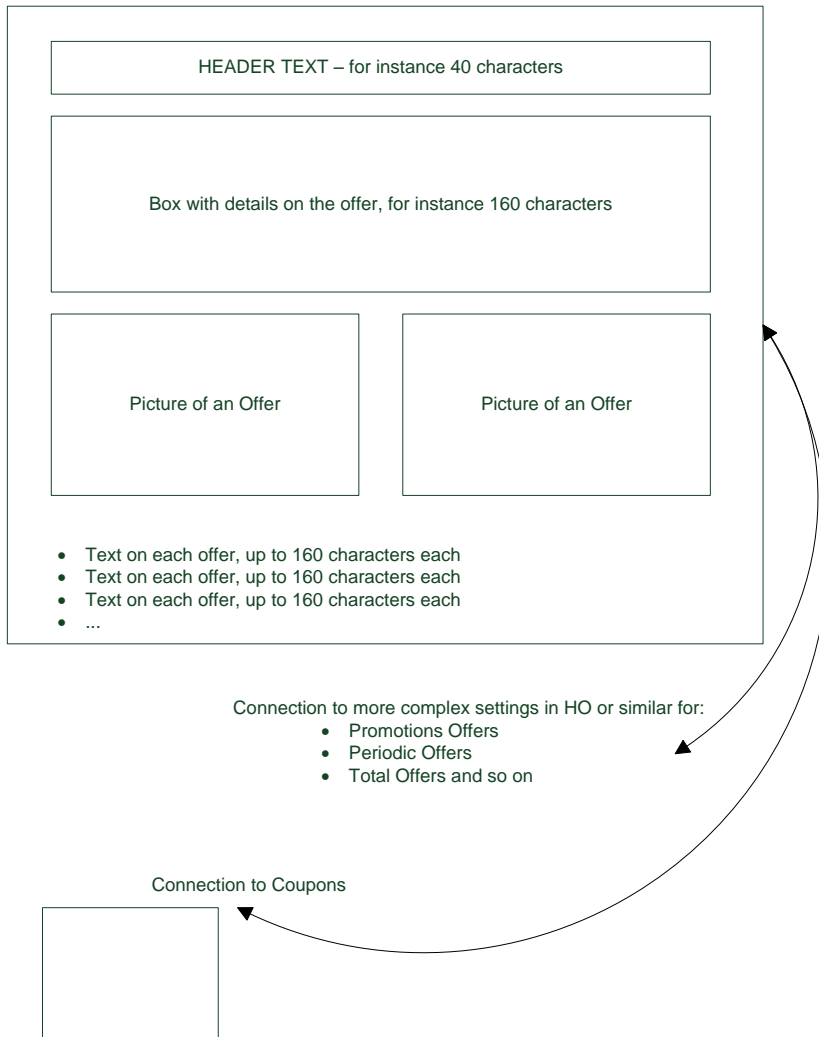


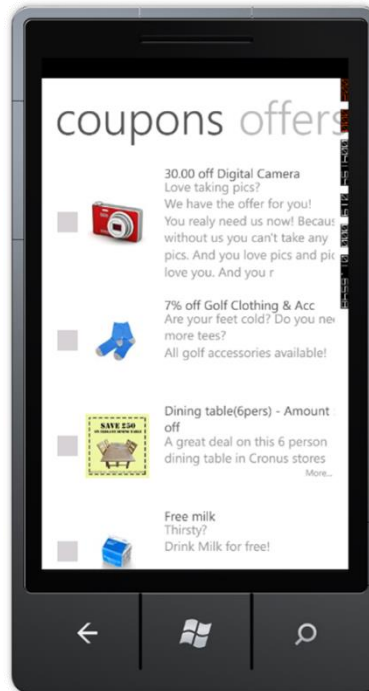
5 Displaying Offers

The main issue when it comes to **Published Offers** is to display the offers in as simple way as possible. Behind the scenes there may be connections with several types of offers and coupon activity but what the user sees is a simplified view that consists most often of:

- Header
- Text to describe the offer
- Details on the offer's components
- Picture showing the offer/s

There can be several ways to view the offer, for instance on a smartphone or a webpage but a likely way to display an offer could be like this:





As soon as an offer is filtered it becomes specific.

A simple example of a general offer is 10% discount given on a certain day at a certain store. Specific offers are more complicated and may for instance be linked to attributes in the customer's profile. This gives several options in the future releases. For instance he or she may be a golf enthusiast, thus getting all golf offers, get a special offer on his or hers birthday another aimed at people aged 40-60 years or get a special gender based offer. More information on different offers is in the chapter on *Using Offers*.

6 Using Offers

6.1 Getting Offers

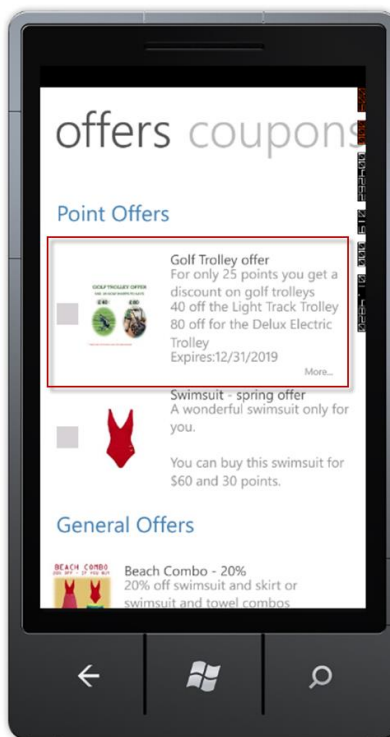
The offers are always pushed to the customer. Each customer can have several offers sent to him to a smartphone. General offers sent to everyone and specific offers aimed at his/hers interest, club, scheme or some attribute in his or hers account, such as age, gender or income will be a part of the future releases. The customer will only see the offers valid for him/her. Thus a member in a silver scheme will not see the offers aimed at the gold members and vice versa. The offers will all look similar in the customer's smartphone/device even though some may be based on usage of points or coupons and others mix and match offers, to name a few.

The customer can in advance decide which offers he or she wants to use. Offers that earlier where activated by prompting a salesperson on the POS to ask a customer whether he or she had a coupon or wanted to use some points as a part of a payment can now be studied, compared and selected wherever the customer chooses.

6.2 When the Customer Needs to Activate an Offer

Some of the offers require active action on the customer's behalf. These include the following:

- When the customers have to decide whether they want to use points to activate an offer



- When the customers have to decide whether they want to use a coupon

6.3 Different kind of Offers and Offers that look identical

The customer can have similar offers displayed and in some cases different offers can look identical for him or her. An example could be one that has the attribute “Golf” linked to his or hers account. The following offers might be available:

1. Golf set for 400 Euros and 20.000 points. This is an Item Point Offer, but the customer is only seeing it as an offer that allows him or her to use points.
2. Golf set for 150 Euros and 50.000 points. The same applies to this offer as the first one, in the background it is an Item Point Offer.
3. Golf set for 400 Euros and a coupon that is valid for 20.000 points. This offer is in fact identical to the first offer but allows the customer to use a coupon instead of using earned points.
4. If the customer buys a golf set and a golf trolley together he or she will earn 1000 points and get 10% discount. This can be done as a Mix & Match offer.
5. Offer that displays 6 different items for golfers. If the customer buys any 3 of those he or she will only pay for two of them (the two more expensive ones). This is a Mix and Match offer but the customer only sees the header, picture, text and details on the items that the offer covers.
6. Coupon that gives 30 Euros discount on all golf items except golf sets if the user buys for 300 Euros or more. In this case the coupon is used plainly as a coupon. The coupon is sent to the customer’s smartphone but an earlier version would have been that the customer went to a kiosk to pick up such a coupon or had it sent by mail or found it in a magazine.

Whenever points are used a transaction is booked in the system but what the customer sees is just that the number of the points used is deducted from the number of the points he or she sees as a number in the smartphone or similar equipment.

6.4 Points and Coupons Updated

When the customer has used some points and coupons, gained more points by purchasing some goods or the point and coupon status has changed in some other way the status will be updated in his or hers smartphone/device. For mobile phones this will happen on the mobile side where information is pulled on regular basis from the LS Nav. This may for instance happen every 30 minutes. The update will also take place every time the mobile user logs in again to the mobile loyalty system.

7 Use Case

7.1 Offers for Middle-Aged Golf Enthusiasts

A customer is a member of the Cronus club and has earned membership in the silver scheme of the club. She is aged 45, a golf player and her income is reasonably over the average. On the club's website in her private account she has found out that she can earn points and get discounts, coupons and offers by marking a checkbox for golf enthusiasts.

She is in a large department store taking a look at the offers and coupons she has stored in her smartphone. She finds that she has 14 offers and coupons and she has to activate some of them if she wants to use them. What she does not know is that the origin of the offers is of different kind. They are all displayed in the same manner with a header, text, picture and details of the items included in the offer, fitting perfectly on the smartphone screen.

The origins of the offers are:

Club:	4 offers for the members in the Cronus Club
Scheme:	2 offers for the silver scheme
Account:	4 offers based on the information and choices she has made in her account
General:	4 offers sent to everyone that fulfill certain criteria

When she selects an offer for golf set paying 200 Euros and 40.000 points this offer is a product of her marking the golf checkbox with a "yes". Other criteria such as age or income have no effect on the fact that she gets the offer. However, if she had not marked the checkbox for golf fans, she would get the same offer because of her age and income in a campaign that is being launched for middle aged above average income people that are seen as a feasible group to be encouraged to take up golf.

8 Member Management and Mobile Loyalty

In the User Guides for Member Management and Member Management – Changes and New Features there are further information on how you set up Member Management.

8.1 Mobile Setup steps for the staff in NAV

For information on these issues, see the Member Management Quick Guide LS Retail 6.3.

- Member Management Setup.
- Contact handling for Member Club.
- Account Handling for Member Club.
- Account Schemes.
- Blocking
- Offers
- Coupons

For information on these issues, see Member Management Changes and New Features User Guide LS NAV 2013 (7.1).

- Manual IDs.
- Member Logins – Reset Password and Member Device.
- Account type Private.
- Card No. Extended to Text 100.
- Blocking and Reason Codes.

8.2 Customer's Side – Signing up for Mobile Loyalty

On the customer's side certain steps have to be taken in order to create an account to use the **Mobile Loyalty**.

8.3 Creating Mobile Contact

An account is created for the user. The procedure is as follows:

1. The user creates a new **Contact**.
2. And chooses **Profiles/Member Attributes** for the new **Contact**.
3. The **Contact** is linked to a **Device ID** in Back Office.
4. And a **Card ID** is also linked to the **Contact**.

Mobile Users can use several benefits of **Member Management**. And by signing in to **Mobile Loyalty** they get member offers in their mobile Devices.

1. Once the account has been created the customer will get a **Device ID** in NAV via Web Service.
2. A contact is created in NAV using the Web Service in **LS Retail > Member Management > Member Management > Lists > Member Contacts**.

Member Contacts ▾ Type to filter

Sorting: Account No., Contact No. ▾ ↕

Contact No.	Name	Main Cont...	Phone No.	Mobile Phone No.	Account No.	Club Code	Scheme C...
MO000001	Stefan Tomson	<input checked="" type="checkbox"/>	78985645	55566677	MA000001	CRONUS	CR1-BRONZE
MO000003	Paul Tomson	<input type="checkbox"/>	88779977	21232354	MA000001	CRONUS	CR1-BRONZE
MO000004	Brit Tomson	<input type="checkbox"/>	78656588	55532569	MA000001	CRONUS	CR1-BRONZE
MO000002	Sabina Garcia	<input checked="" type="checkbox"/>	66554422	55533355	MA000002	CRONUS	CR1-BRONZE
MO000005	Teresa Vorley	<input checked="" type="checkbox"/>	55663322	88778877	MA000003	CRONUS	CR1-BRONZE
MO000008	Tom Thomson	<input checked="" type="checkbox"/>	55864597	98545468	MA000006	CRONUS	CR1-BRONZE
MO000009	Jane Johnson	<input checked="" type="checkbox"/>	88844477	98755664	MA000007	CRONUS	CR1-BRONZE
MSA000001	Paul Miller	<input checked="" type="checkbox"/>	0626777342	0276767634	MSA000001	CR-STAFF	STAFF
MSA000002	Vivian Hamilton	<input checked="" type="checkbox"/>			MSA000002	CR-STAFF	STAFF
MSA000003	Rachel Martin	<input checked="" type="checkbox"/>			MSA000003	CR-STAFF	STAFF

3. The contact is linked to an account in NAV at **LS Retail > Member Management > Member Management > Lists > Member Accounts**.

Member Accounts ▾ Type to filter (F3) No.

Sorting: No. ▾ ↕

No.	Status	Account Type	Description	Main Cont...	Main Contact Name
MA000001	Active	Family	Stefan Tomson	MO000001	Stefan Tomson
MA000002	Active	Private	Sabina Garcia	MO000002	Sabina Garcia
MA000003	Active	Company	The Swing Company	MO000005	Teresa Vorley
MA000006	Active	Private	Tom Thomson	MO000008	Tom Thomson
MA000007	Active	Private	Jane Johnson	MO000009	Jane Johnson
MA000008	Active	Family			
MSA000001	Active	Private	Paul Miller	MSA000001	Paul Miller
MSA000002	Active	Private	Vivian Hamilton	MSA000002	Vivian Hamilton
MSA000003	Active	Private	Rachel Martin	MSA000003	Rachel Martin

4. A **Card ID** is created and linked to account and contact in NAV using Web Services at **LS Retail > Member Management > Member Management > Lists > Membership Cards**.


Membership Cards ▾

Sorting: Card No. ▾ ↕

Card No.	Status	Club Code	Account No.	Contact No.	Cardholder Name
10001	Active	CRONUS	MA000001	MO000001	Stefan Tomson
10002	Active	CRONUS	MA000001	MO000003	Paul Tomson
10003	Active	CRONUS	MA000001	MO000004	Brit Tomson
10004	Free	CRONUS			
10005	Free	CRONUS			
10006	Free	CRONUS			
10007	Free	CRONUS			
10008	Active	CRONUS	MA000002	MO000002	Sabina Garcia
10009	Active	CRONUS	MA000003	MO000005	Teresa Vorley
10010	Free	CRONUS			

5. The **Account** is automatically linked to a Club and a Scheme in NAV though **Mobile Setup**.

Membership Cards ▾

Sorting: Card No. ▾ 

Card No.	Status	Club Code	Account No.	Contact No.	Cardholder Name
10001	Active	CRONUS	MA000001	MO000001	Stefan Tomson
10002	Active	CRONUS	MA000001	MO000003	Paul Tomson
10003	Active	CRONUS	MA000001	MO000004	Brit Tomson
10004	Free	CRONUS			
10005	Free	CRONUS			
10006	Free	CRONUS			
10007	Free	CRONUS			
10008	Active	CRONUS	MA000002	MO000002	Sabina Garcia
10009	Active	CRONUS	MA000003	MO000005	Teresa Vorley
10010	Free	CRONUS			

- For each **Account** there is one or more **Contacts** in the setup for the CRONUS Club Mobile Loyalty solution.
- After the Customer has been created as a **Contact** and got an **Account** he or she can view the **Published Offers** available on their mobile device.

9 Appendix A: Web Services used for Mobile Loyalty

The following web services have been implemented for the Mobile Loyalty system. They can also be used by other systems or functions:

Request ID	Description	Web Request is Active
MM_MOBILE_CONTACT_CREATE	Mobile Contact Create	Yes
MM_MOBILE_CONTACT_UPDATE	Mobile Contact Update	Yes
MM_MOBILE_CREATE_DEVICE_USER	Mobile User Device Create	Yes
MM_MOBILE_GET_ITEMS_IN_STOCK	Mobile Get Items per Store in Stock	Yes
MM_MOBILE_GET_PROFILES	Mobile Get Attribute Setup	Yes
MM_MOBILE_LOGON	Mobile Logon	Yes
MM_MOBILE_PWD_CHANGE	Mobile Password Change	Yes
MM_MOBILE_PWD_RESET	Mobile Password Reset	Yes
MM_MOBILE_CARD_TO_CONTACT	Link Membership Card to Contact	Yes

This information is available in the **Cronus LS Demo Company**.

10 Appendix B: Jobs

The following table shows the **Jobs** that are generated with WI Default Data page 10012868 that support the replication of data from NAV to the Mobile database. This information is available in the Cronus LS Demo Company.

For further information on the Jobs and Subjobs see the memo file for LS Omni Mobile Loyalty Data Mapping Details LS NAV.

Data Replication:

Job ID	Description
M_2MOBILE	Pushes changes from NAV to the Mobile Database. (By Actions)
M_2MOBILE_NORM	Pushes all relevant data from NAV to the Mobile Database (Normal)
M_TR2_MOBILE	Pushes all Transactions related to members from NAV to the Mobile Database. (Headers, sales lines and payments).
MOB_2_NAV	Pushes all data from the Mobile Database to NAV (Normal). In the version 7 only statistical information about the activities of the mobile user is stored. This is available for later use.

Processes:

Job ID	Description
M_CALC_STORE_HOURS	Calculates opening hours for each store. If opening hours is changed this job must be run
M_UPDATE_TRIGGERS	This job updates the mobile triggers (Member Offer Trigger table). It calculates new triggers and updates the existing ones. This must be run on regular basis to make changes available to the Mobile application.