

IGA Rewards Program - Setup Required in Surefire

Your store has decided to implement the IGA Rewards program, offered by Metcash. The following information will allow you to set up your system and offers.

1. How to Configure your System

Step 1: Add a Customer Group for the Program

1. Navigate to the BOS Tools menu > **Codes and Descriptions** > **Customer Group**.
2. Click **New**.
3. In **Code**, type a code to identify this customer group.
4. In **Description**, type **IGA Rewards**.
5. Click **Save**.

Step 2: Add a Price Level for the Program

1. Navigate to the BOS Tools menu > **Codes and Descriptions** > **Price Level**.
2. Click **New**.
3. In **Code**, type a one digit code to identify this price level
Set to [2] if this is the first price level for your store; a higher code indicates a cheaper price.
4. In **Description**, type **[IGA Rewards]**.
5. Click **Save**.
6. Click the **Customer Loyalty** tab.
7. Click **New**.
8. In **Description**, type **[IGA Rewards]**.
9. Select the **Price Level** you set in step 3.
10. Click **Save**.

Refer to TECH-4d Fact Sheet if you want to print savings text under the products on the receipt.

Step 3: Set up your Cards in Surefire

Metcash allocate a range of card numbers for your store, and will provide IGA Rewards cards (or you can source these yourself). You must configure the card prefix and assign the above two privilege groups, so that Surefire POS recognises them as a valid scanned card, and applies any special pricing or discounts which are associated to the card.

1. Navigate to the BOS **System** menu > **Location Setup** > **Configure** > **Account** > **Customer Card**.
2. Click **New**.
3. In **Prefix**, type the first digits of the card number that are on every card issued.
4. In **Barcode Length**, type **[13]**.
5. In **Title**, type **[IGA Rewards]**.
6. Select the **Allow Unknown Customer** check box.
7. Select **Learn Customer** ONLY if you want to auto-create an AR cash account in the BOS whenever a new card is issued at POS. The account name will be 'new customer'.
8. Select the **Customer (Price) Level** you created in step 3. This will be a number.
9. In **Customer Group**, type **[IGA Rewards]**.
10. Click **OK**.

Refer to Tech-2d Fact Sheet if you need more detailed instructions on configuring customer cards.

Once your setup is complete, check that the cards scan and trigger your member-only offers at POS.

2. How to Set up Member-Only Offers

The IGA Rewards program consists of two types of member-only offers:

- Weekly promotions
- Campaign discount offers.

To promote these offers, Metcash can provide IGA Rewards ticket templates in SignIQ or on 9up stationary.

Creating the Weekly Promotions

IGA Stores are required to run 200 SKU's on member-only specials each week (IGA Express 50 SKU's). These can be a combination of:

- Manually created promotions on the **Stock** screen > **Promotions** tab (or in bulk using the Bulk Promotion Utility). In the **Loyalty Pricing** field, you'll select [IGA Rewards], so that customers only get the promotion if their IGA Rewards Card is scanned into the sale. *Refer to the PRO-2e fact sheet or PRO-2i fact sheets.*
- Specific Metcash hosted promotions. All products with a specified promotional indicator/s can become limited to member-only offers. There is a \$300 xGST charge for Support to update the Host Import.

Support Instructions: Confirm the indicator/s and Price Level that will be used. In the Metcash V7 Host command file, add a parameter for loyalty promotions to the batch line that calls the Metcash V7 Host:
CALL Met_HostV7_XMLtoDB.cmd FAL 1 "/SP=LOYALTYPROMO1INDLIST=XX"
Where 1 is the price level (1,2,3), and XX is the indicator used; separate each indicator with a comma [,].

(Just ask if you'd like us to also complete the system setup on page 1 for you, as we'll be happy to help with this task when we're remote connected to your store.)

Creating the Campaigns

Metcash will occasionally have special campaigns, such as a Spend and Save discount offer, or a Buy and Get One Free discount offer. You'll manually create these discounts within the Surefire Discount Wizard tool.

Metcash will distribute specific instructions for each campaign, to assist you with the discount creation.

3. How it Works at the POS Register

Metcash provide your store with a store specific sign-up URL. You should follow the agreed signup process. The customer can start using their new card immediately, and receive any active member-only offers.

Step 1: Scan the members IGA Rewards Card.

Step 2: Scan the products/campaign barcode in the campaign or promotion.

Promotions will show at the member price, provided their card was scanned first.

Click **Cash Payment** or **Process Payment** to see any active discounts applied.

Note: If your store has **multiple cards** with *differing* reward pricing in your business, a customer that uses multiple cards (e.g. an IGA Rewards card and a seniors card) will receive the best promotion and all eligible discounts. The transaction is recorded against the last **learned** card that is scanned at POS.

Need Help?

Help with Surefire:	Log a ticket in the Surefire Service Desk Portal
Card scanning issues	Call us 1300 724 667
Member pricing	Email us support@surefire.com.au
Hosting promotions	
Help with the IGA Rewards Program:	Email info@igarewards.com.au Call 02 9741 3195