

Etail Systems Tip Sheet

Objective: To add different types of vouchers in COMS.

The following tells you how to achieve this;-

Voucher codes and gift card codes are two ways in which you can apply discount to your site. There are a few variations and options you can have, which will be detailed in the following guide.

Creating a voucher

To access the 'Vouchers' tab, go to 'Sites → 'Vouchers'. Here you will see any existing vouchers (the page will have nothing in the list if you have no vouchers). To add a new vouchers click 'Add New Promotion Code'.

Promotion Code	Description	Status	Valid from	Valid to	Created date	Created by	Edit
SUMMER12	Summer 12 10% off everything	Live	19/04/12	19/07/12	19/04/12 21:26	david.herington	
	£5 Gift Voucher	Live	19/04/12	19/07/12	19/04/12 21:27	david.herington	
	123	Live	04/11/11	04/02/12	04/11/11 13:03	david.wright	
CZXCZX	dsdsdfsf	Live	08/06/10	08/09/10	08/06/10 14:22	david.wright	
WWW	Gold Discount	Live	03/06/10	03/09/10	03/06/10 16:53	david.wright	
DANCE	20% off Dance shoe	Live	01/04/10	31/07/10	06/04/10 17:11	david.herington	
	£5 off voucher	Live	01/04/10	30/06/10	06/04/10 17:13	david.herington	
SHIP100	Free shipping over £100	Live	01/01/10	31/12/20	06/04/10 17:15	david.herington	
SHIP	Free shipping	Live	01/01/10	31/12/20	06/04/10 17:15	david.herington	
TEST01	10% Product discount (£50-500)	Live	01/01/10	31/12/10	06/04/10 17:09	david.herington	

A dropdown box will appear:

You will have three options;-

1. Multi Use Promotional Code

This is one code that can be used multiple times (by the same person or different people)

2. Single Use Unique Gift Vouchers

These are unique gift vouchers that can be used only once – once they have been used, no one else can use them. **NB: Please note, single use doesn't mean that this code can be used once by each person, it can only be used once & then that's it.**

3. Site Discount

This will automatically apply discount to the whole site.

Select your desired voucher and this screen will appear.

The screenshot shows the 'New Promotion code' form with the following fields and values:

- Voucher type:** Multi use Promotional code
- Usage:** Any
- Promotional Code:** (empty)
- Description:** (empty)
- Start Date:** 04/08/2014
- End Date:** 03/11/2014
- Product discount %:** 0.00
- Invalid for Offer prices:** ☐ This promotion will not be applied to any Products which are on Special offer - Product discounts only
- Gift wrap discount %:** 0.00
- Shipping discount %:** 0.00
- Loyalty points bonus:** None
- Order discount:** None
- Order value limit:** Minimum total order value incl VAT at which discount starts: 0.00
- Product restriction:** Exclude: ☐ By default 'Product restrictions' mean the discount is only applied to products IN this list. Check to EXCLUDE listed products from the promotion or voucher.
- Department restriction:** Exclude: ☐ Check to EXCLUDE products with this Department from the promotion or voucher.
- Brand restriction:** Exclude: ☐ Check to EXCLUDE products with this Brand from the promotion or voucher.
- Manufacturer restriction:** Exclude: ☐ Check to EXCLUDE products with this Manufacturer from the promotion or voucher.

Voucher type – if you selected the wrong one on the previous screen, you can change it from this dropdown.

Usage – There are 4 options here: **'Any'** which applies to every and all orders, **'Manual Order Only'** (only orders that you put through the back office of the site for the customer), **'Membership Class Only'** (if you have membership & different ranks of membership set up, then only they can use this code when they're logged in) and **'Site Promotion Code Only'**, which is for use on the front end of the site by customers.

Promotional Code – This only applies to Multi Use and Site Discount – you type in here what you want customers to type in to receive the discount e.g. if you're giving 10% off as your website has just launched, it could be LAUNCH101.

Description – This is for your records – it might be that it's a friends & family discount, so you can put that here to remind yourself.

Start Date / End Date – You can have your promotional codes running from certain dates & times – select these here.

Product Discount – If you want this discount to have a percentage off **EACH** product, rather than a set price, enter the percentage here.

Invalid for Offer Prices – You can tick this box if you don't want the discount to apply to any products on special offer.

Gift Wrap Discount – If you just want this discount to apply to gift wrap, put the **percentage** you want off here e.g. if it's free gift wrap you want to give customers, put 100.00

Shipping Discount – This is the same as with gift wrap, put the percentage you want off shipping in this box. There's also a tick box which gives you the option to just apply this discount to UK deliveries.

Loyalty points bonus – if you have the loyalty scheme enabled, you can set a voucher to give them loyalty points. The options are: '**None**' (so no loyalty points are added), '**Absolute**' which means the number you enter in the box is the amount of points they'll get, or '**Percentage**' which means they'll get a **percentage upgrade** to any existing points they already have (e.g. if you set it as 100% their current loyalty points will double).

Order Discount – The dropdown here has 3 options – None, Absolute & Percentage. '**None**' means there will be no set discount (the percentages further up the list will apply instead), '**Absolute**' is a set amount that a customer will get off their order, which you type in the box next to the dropdown menu. Absolute discounts are 'face value' including VAT. '**Percentage**' is the discount off the **ALL** of the products when added together. These are discounts which are "face value" including VAT.

Order Value Limit – To take advantage of a discount, you can set a **minimum** spend (including VAT) here.

Order Value Limit (2) – Below this is the **maximum** order value which discount can be applied. It can be left blank for no upper limit.

NB: If you want to override ALL OTHER minimum order values on your site e.g. to allow people to use

the voucher under your site's minimum order value, then tick the box.

Order value limit:	Minimum total order value incl VAT at which discount starts:	<input type="text" value="100.00"/>	<input type="checkbox"/> Override ALL other minimum order values when applying Promotion.
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Product Restriction – Here, you can exclude certain products from your discount code (which many do if they don't make much mark up on a product). You can TICK the box which will make everything in your restricted list EXCLUDED from the discount. Leave the box UNTICKED if you want the discount to apply to products IN the list.

Department Restriction – Here, you can exclude certain departments from your discount code. You can TICK the box which will make everything in your restricted list EXCLUDED from the discount. Leave the box UNTICKED if you want the discount to apply to departments IN the list.

Brand Restriction – Here, you can exclude certain brands from your discount code. You can TICK the box which will make everything in your restricted list EXCLUDED from the discount. Leave the box UNTICKED if you want the discount to apply to brands IN the list.

Manufacturer Restriction – Here, you can exclude certain manufacturers from your discount code. You can TICK the box which will make everything in your restricted list EXCLUDED from the discount. Leave the box UNTICKED if you want the discount to apply to manufacturers IN the list.

NB: Once you create the voucher (see below) a new tab will appear called "Restrictions" where you can set up your Products, Departments, Brands or Manufacturers which will be included/excluded in your voucher.

Once you've completed these fields, click 'Update Promotion Code'.

NB: The 'Site Discount' and 'Single Use Unique Gift Vouchers' don't have the 'Usage' option.

If you want to make a product list for inclusion/exclusion from the discount, you need to click the 'Product restriction' tab that will now have appeared. To add a product to the list, type part of the product title/model number in the box and click 'search'. A dropdown will appear, and you need to select which product you wish to add (this has to be done one at a time). Once you've selected it, click the 'Add product' button. Use the same method to restrict departments, brand & manufacturers.

Adding a voucher

You are here > Client: Etail Demo > Site: Etail Demo > Sites > Vouchers

Information
How to guide demo promotion code has been added

Promotions & Vouchers **Product restrictions**

Promotion / Voucher will ONLY be applied to these products

Client ref.	Description	Live
No Products selected		

Add Product: No products available

If you wish to remove a product from the list, click the 'remove' button.

Information
Content added to promotion

Promotions & Vouchers **Product restrictions**

Promotion / Voucher will ONLY be applied to these products

Client ref.	Description	Live
AST-01	Astoria Cricket Trousers	Live <input type="button" value="Remove"/>

Add Product: No products available

If you're wanting to use the 'Single Use Unique Gift Vouchers', you need to create the unique codes for each person.

NB: This is not the code in the description!

You need to click on the 'Vouchers' tab, and enter a date. A remark is helpful if you've given someone this instead of a refund for example, so you know why it has been issued. If you're selling gift codes on your site, you can email this code out to the customer (you manually send an email with this in). To create the code and make it valid, click 'create voucher'.

Promotions & Vouchers **Product restrictions** **Vouchers**

Voucher	Remark	Issue Date	Expiry Date	Valid	Redeemed
5b696951-e5aa-48ef-aac9-9736b14ed2fd	xdd	02/08/2012	29/08/2012	Yes	<input type="button" value="Remove"/>
ad75b7fd-4d7f-4724-b758-fe9c091f1883		19/04/2012	02/05/2012	Yes	

New Voucher expiry date: Remark:

When the code has been redeemed, it will appear in the 'Redeemed' list, as the order number which you can click & it links through to the order in COMS. If the code is out of date and hasn't been redeemed, the 'Valid' column will tell you if it's active or not. If you have manually invalidated a gift voucher, it will also say "No" on the "Valid" column.

Voucher Promotion codes

Code or Description: Valid between: Status:

No of results: 11 Results per page: 20 Page: 1

Promotion Code	Description	Status	Valid from	Valid to	Created date	Created by	Edit
GUIDE	How to guide demo	Live	04/09/12	04/12/12	04/09/12 14:50	kim.ross	<input type="button" value="Edit"/>
SUMMER12	Summer 12 10% off everything	Live	19/04/12	19/07/12	19/04/12 21:26	david.herington	<input type="button" value="Edit"/>
	£5 Gift Voucher	Live	19/04/12	19/07/12	19/04/12 21:27	david.herington	<input type="button" value="Edit"/>
123		Live	04/11/11	04/02/12	04/11/11 13:03	david.wright	<input type="button" value="Edit"/>
CZXCZX	dsdsdfsd	Live	08/06/10	08/09/10	08/06/10 14:22	david.wright	<input type="button" value="Edit"/>
WWW	Gold Discount	Live	03/06/10	03/09/10	03/06/10 16:53	david.wright	<input type="button" value="Edit"/>
DANCE	20% off Dance shoe	Live	01/04/10	31/07/10	06/04/10 17:11	david.herington	<input type="button" value="Edit"/>
	£5 off voucher	Live	01/04/10	30/06/10	06/04/10 17:13	david.herington	<input type="button" value="Edit"/>
SHIP100	Free shipping over £100	Live	01/01/10	31/12/20	06/04/10 17:15	david.herington	<input type="button" value="Edit"/>
SHIP	Free shipping	Live	01/01/10	31/12/20	06/04/10 17:15	david.herington	<input type="button" value="Edit"/>
TEST01	10% Product discount (£50-500)	Live	01/01/10	31/12/10	06/04/10 17:09	david.herington	<input type="button" value="Edit"/>

If you want to edit any of your voucher codes, you use the main voucher panel and click on the notepad. You can also suspend or mark any of the vouchers dead from here by clicking the red button, then the corresponding buttons.

If you have many codes, you can search for by date, if they're live/dead/suspended/new and by title.

If you need help with adding vouchers, please email support@etailsystems.com or call 0844 482 0908.