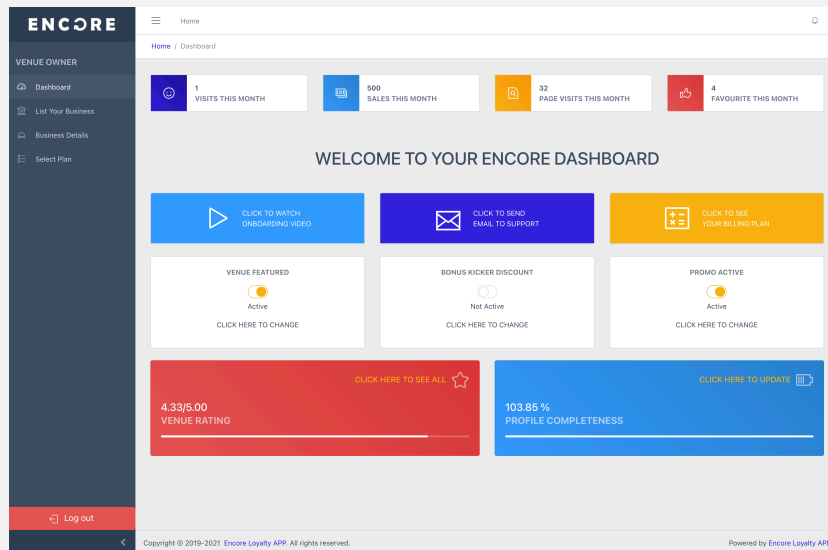


Merchant Guide v1.0
March, 2021

Welcome to Encore Rewards. This is the basic startup guide for merchants/partners in Encore Rewards.

The Encore Rewards Merchant admin panel

Manage all your business details

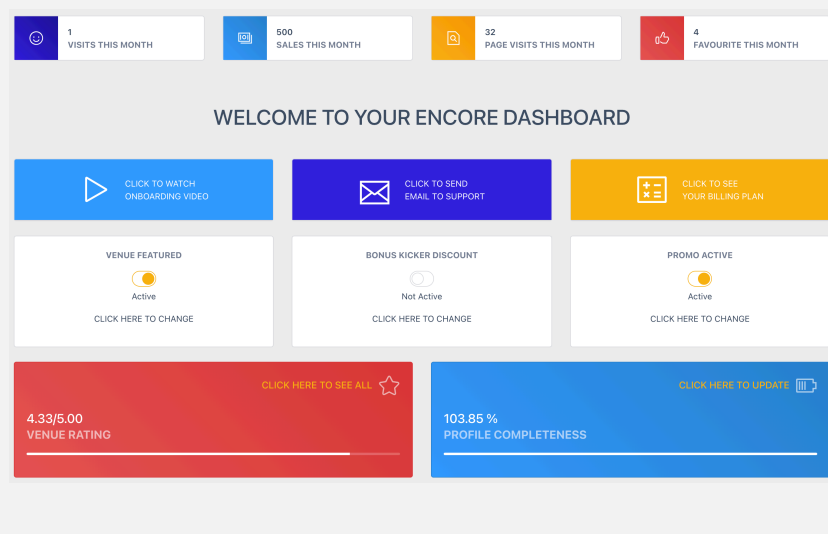


In your Encore admin panel, you can access all the information about your business. You can edit it directly and it will update in the Encore APP immediately.

You can access the admin panel here:

<https://admin.encoreapp.net/>

User credentials are sent to you in a separate message.



This is your Dashboard. Here you can see the overall Encore statistics for your business. You can see the monthly stats on how many sales, how many APP profile visits, how many venue visits, and how many added you as their favorite.

You can also access the main settings, your user reviews and your profile completeness – how many, if any, fields you can still fill out to make your business profile completely ready.



If this is your first time here, and your main business details have not yet been added to the APP, then you click on “List your business” to go to this screen:

*Business name:

*Contact name:

*Contact person phone:

*City:


*Country:

*Teaser line:

*About the business:

*Email:

*Phone, landline:

*Location: 

*Category:

*Bronze level discount:

*Silver level discount: (must be higher than Bronze %)

*Gold level discount: (must be higher than Silver %)

*Platinum level discount: (must be higher than Gold %)

*PIN code:

*Minimum purchase:

*Main image:

I agree to the terms and conditions

This is the "List your business" screen. Here you add all your main business details. These fields are the minimum required details needed for our members to get a basic idea about your business – so we can promote you the best way possible.

It might look like a lot of info is needed, but the truth is, it will only take a minute to fill out the form.

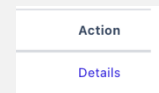
For the main business image, it's best to choose an image that will make our members want to read more about your business. It should be square format and the best resolution is 1000x1000 pixels. JPG, PNG or GIF format will all be accepted. Try to keep the photo under 200 KB in size, to load your profile page faster.

Once you fill out the fields and click "Save and Add the venue", your business will be live on the Encore APP.



If you are already set up on the Encore APP, click "Business Details" to see and update all the different details about your business.

On this screen, click this button to go to your details.



Name and address
About
Internet
Gallery
Discount levels
ID and Company License
Settings

***Business name:**

***Contact name:**

Contact person email:

***Contact person phone:**

Address:

Address 2:

Area:

Zip code:

***City:**

***Country:**

***Phone, landline:**

***Phone, mobile:**

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The NAME AND ADDRESS tab:

Here you can edit and add business name, address and contact details etc.

Your name and contact details will not be shown in the app.

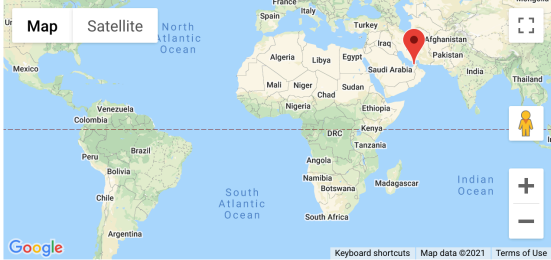
Name and address
About
Internet
Gallery
Discount levels
ID and Company License
Settings

***Category:**

Is this a branch: **Click if branch**

***Teaser line:**

***About the business:**

***Location:** 

The opening hours:

I agree to the [terms and conditions](#)

The ABOUT tab:

Details about your business, a short teaser line, the location and opening hours.

Name and address About **Internet** Gallery Discount levels ID and Company License Settings

*Email:

Website:

Facebook URL:

Instagram URL:

YouTube URL:

Twitter URL:

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[Save Venue](#)

The INTERNET tab:

This is where you add/edit the online details such as your website URL, email and your social media channels.

Name and address About Internet **Gallery** Discount levels ID and Company License Settings

Logo Image: [Upload](#)

*Main Image: [Upload](#)

Gallery Image 1: [Upload](#)

Gallery Image 2: [Upload](#)

Gallery Image 3: [Upload](#)

Gallery Image 4: [Upload](#)

Gallery Image 5: [Upload](#)

Gallery Image 6: [Upload](#)

Gallery Image 7: [Upload](#)

Gallery Image 8: [Upload](#)

Gallery Image 9: [Upload](#)

Gallery Image 10: [Upload](#)

The GALLERY tab:

This is where you upload your main image and your gallery images.

For the main business image, it's best to choose an image that will make our members want to read more about your business. It should be square format and the best resolution is 1000x1000 pixels. JPG, PNG or GIF format will all be accepted.

Try to keep the photo under 200 KB in size, to load your profile page faster.

Name and address About Internet Gallery **Discount levels** ID and Company License Settings

*Bronze level discount: 17.5

*Silver level discount: (must be higher than Bronze %) 20

*Gold level discount: (must be higher than Silver %) 22.5

*Platinum level discount: (must be higher than Gold %) 25

Bonus 'Kicker' discount: ON - Bonus 'Kicker' discount ACTIVE

Bonus discount: 5

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Save Venue

The DISCOUNT LEVELS tab:

This is where you set the discount levels. Remember as they increase, the next level has to be higher discount % than the previous.

The BONUS KICKER discount is the extra loyal discount you can activate in your business. It counts if a member comes to your business multiple times, on their 5th visit they will get the extra discount you set here.

Name and address About Internet Gallery Discount levels **ID and Company License** Settings

ID National Card and Trade License

Front of National ID

Back of National ID

Trade/business license

I agree to the terms and conditions

Save Venue

The ID AND COMPANY LICENSE tab:

Here you upload the personal identification (National ID) for the person in charge of the company and the official business license documents for your company.

[Name and address](#)
[About](#)
[Internet](#)
[Gallery](#)
[Discount levels](#)
[ID and Company License](#)
[Settings](#)

Be a 'Featured venue':

***PIN code:**

Activate Encore points:

Activate Promo:

***Minimum purchase:**

Black-out dates:

Terms:

Alcohol: Is alcohol served? (if applicable)

Family friendly: Is the venue family/kids friendly? (if applicable)

Handicap: Is the venue handicap accessible/friendly? (if applicable)

Wifi: Wifi available? (if applicable)

Vegan: Vegan options available? (if applicable)

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The SETTINGS tab:

The settings screen lets you choose if you want your business profile to be featured on the APP front page (this might have an additional cost), if you want to accept that members can use and accumulate Encore points in your venue/business.

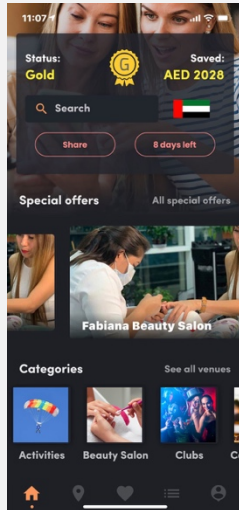
You can also choose to activate a special promotion, this is the sliding image carousel in the top of the APP main page.

Here you also set the minimum order/spend amount, any black out days (when the discount is not applicable) or any other terms (for ex. if it can be combined with other offers).

Finally, you can indicate all the different facilities and amenities etc. you have in your business.

The Encore Rewards app redeem discount process

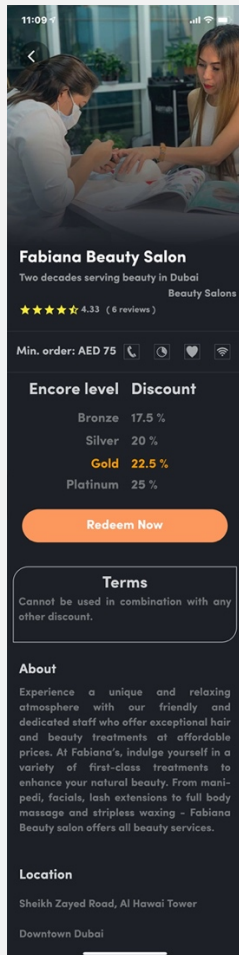
What to do when a customer/guest/client would like to redeem their discount.



This is the front page of the app. The top shows the members tier level and how much they have saved in local currency. It also shows the countdown to when they have to redeem to keep or increase their member tier level.

The big image slider is the PROMO carousel, the category carousel, the Featured venues/businesses and so on.

In the bottom we have the menu with front page link, map over venues, favorites list, venues/partner list and search and member profile pages.



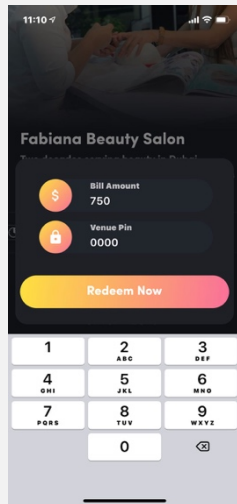
This is the venue/partner (your business) profile page in the Encore app. First, we see the square main image, then name and teaser line, the category and any reviews you might have.

Then the minimum order and the terms as well as all the other details, amenities, facilities etc. for the business.

Below that, we have the 4 different discount levels. The current tier level for the member will be highlighted in yellow and the others will be grey.

Once a customer wants to redeem a discount, we use the REDEEM NOW button. More on this in the next steps.

The profile page also shows the business description, location, gallery and more.

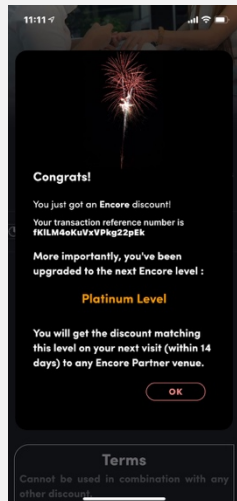


HOW TO REDEEM

When the customer wants to pay and redeem the Encore member discount, you as business owner or your staff will click the REDEEM NOW button and type in the bill amount and the UNIQUE pin code you've selected for your business.

This pin code is unique for your business, which means no other Encore partner can have the same pin code. Should you choose a pin code used by another Encore partner, the system will tell you that the code is occupied and you will have to choose another code.

After filling out the two fields, you click REDEEM NOW and you will be sent to the confirmation screen.

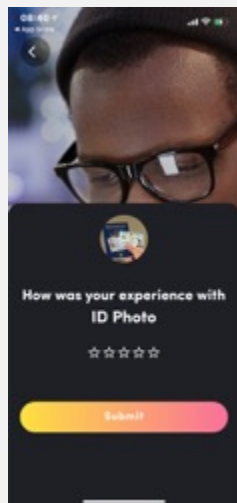


REDEEM CONFIRMATION

This confirmation screen tells the member which tier level they upgraded to, and that they have to redeem again within a certain number of days to remain or upgrade their level.

A member of Encore will not keep the same discount level forever, they are required to keep redeeming within a certain time period, in order upgrade their tier level or they will be downgraded to the previous tier level.

If they have reached the highest level, Platinum, they have to redeem within the same time period to stay at the highest level.



ADDING REVIEW

If the member has not yet reviewed the business they are redeeming at, they will be asked to give a review of it.

They simply choose the number of stars they think the business deserves and click SUBMIT.

This was the quick guide for the Encore admin panel and the REDEEM process. Please let us know if you have any questions or comments.