



# SOP Direction Document 1st Issue

Windows User [Type the company name] [Pick the date]

## Customer Connect Loyalty S.O.P

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#### Introduction

This document is intended to give direction on how transactions are run both in the hotel and then verified and audited in the accounting function.

It is by no means a complete document and further feedback and direction from Financial Control and or Operations is required.

#### **Member Recruitment**

Recruitment can be setup in several ways.

- In hotel card scan and issue
- Web-based enrolment
- Kiosk based enrolment

The vast bulk of members are normally recruited in the hotel . When a guest is being enrolled the card number is entered into the Front Desk screen area



Once the card is entered the screen will prompt for the authorisation password. This means that we can track team members to see who has opened accounts and also should a query arise we can see who opened the account.



After the Authorisation password is entered the Check our screen will appear (below) where points can be awarded.

W Customero	xonnect	Check	out	Ľ	AWLER2	5-PC -
RFM Rank: 000 out of 555	Nov-2012 11:32 am	Patr	on		,	XXXXXX 33
TENDER	OFFERS	REWARDS	VALUPAKS	С	Back	G
TENDE		PURC	HASES	7	8	9
Total Sale				4	5	6
Gift Card						
Cash/Other		TOTAL PURCHASES		1	2	3
Cashier Password		REDEM	PTIONS	Tab	0	Enter
This icon is whe	ere			Points Av Redeemin Account B	ailable g Balance	0 Pts 0 Pts 0 Pts
entered20	112 11:44 at	9+/- 50 97	99		4 9 2 2 3	ave and Reload

Guest details can be added if desired. Alternatively this can be added in a back office scenario at a later time using details from the signed registration form. This back office can be restricted access (see below) We can restrict access to any area on the system.

		USER IDEN	TIFICATION / LOGO	INFORMATION		
Note: The system ships with a de	fault ADMIN	I logon with all authorizat	tion signoff codes set at 999	<ol> <li>To create additional lo</li> </ol>	igons, please fill out	the required attributes belo
line like stifter til som Nor			Enter a maximum of 10	aloha.numeric digite	1.7.2.6.6	10000000000
User Identification / Logon Nan	ne mary		Enclose a maximum or ro	angender nammen no sing no.		
Full User Name	Mary O	Neill	For clarification purpos	s only to assist in the assoc Strong passwords require	at least one upper cas	to an actual person. e. one lower case
Password	***		Weak	one number and 8 or more	e characters in all.	
Confirm Password	8.8.8		Enter up to 22 alpha-nu Consider using all num	neric digits, required for auth tric passwords in non-WebD	entication and/or overi lesk, keyboardless env	de authorizations, granted below ironments.
			and the second		and a share	
		AUT	HORIZATION SIGNOF	FCODES		
Authorizations are required for co	mpleting ce	rtain transactions. Cher	k any authorizations you w	ant to grant this user. V	/hen any of the grar	nted authorizations are requ
this user's password, entered abo	we, may be	used.				
Manager and Transaction Ov Can authorize transactions excee perform general manager function	eride. Iding limit, ca Ins.	n issue customer adjustment.	s, can	Allow gift card registra For registering gift cards or for point-of-purchase r	ation. with preset denominati registration.	ions (backoffice access also req
Allow cashier signoff Certain transactions, such as gift	cards tender.	required a cashier signoff.		Allow gift card reloads For reloading gift cards ( resetting PIN codes.	and PIN reset. adjusting gift card valu	es and/or expiration dates) and
			MODULE ACCESS RI	GHTS		
Set restricted levels of system ac	cess for this	s user. For instance, ca	shier's are not generally pro	ided backoffice access,	as all cashier funct	ionality is available from the
front-desk!		and the second se	4	2020 /// // // // ///	ration Area	
front-desk!	ule			Can Access Administ	alion mea	
front-desk!	ule SLOCKED	FULL ACCESS		Can Access Administ	BLOCKED	FULL ACCESS
front-desk! Can Access Backoffice Mod Promotion Manager	ule BLOCKED	FULL ACCESS		Can Access Administ	BLOCKED	FULL ACCESS
front-desk! Can Access Backoffice Mod Promotion Manager Schedules	ule BLOCKED G	FULL ACCESS		Can Access Administ Locations Tab Database Tab	BLOCKED	FULL ACCESS
front-desk! Can Access Backoffice Mod Promotion Manager Schedules Email Distribution	ule BLOCKED G G	FULL ACCESS		Can Access Administ Locations Tab Database Tab Lists Tab	BLOCKED	FULL ACCESS
front-desk! ✓ Can Access Backoffice Mod Promotion Manager Schedules Email Detribution SMS Messaging	ule SLOCKED G G G G G	FULL ACCESS		Can Access Administ Locations Tab Database Tab Lists Tab Enrolment Tab	BLOCKED	FULL ACCESS
front-deskl Can Access Backoffice Mod Promotion Manager Schedules Email Datribution SMS Messaging Deect Mail	ule BLOCKED G G G G G G	FULL ACCESS		Can Access Administ Locations Tab Database Tab Lists Tab Enrollment Tab Security Tab	BLOCKED	FULL ACCESS
front-deskt Can Access Backoffice Mod Promotion Manager Scheoules Email Datibution SM Metaloging Direct Mail Member Manager	ule BLOCKED G G G G G G	FULL ACCESS		Can Access Administ Locations Tab Database Tab Lists Tab Envolment Tab Security Tab Settings Tab	BLOCKED G G G G G G G G	FULL ACCESS
ront-deskl ✓ Can Access Backoffice Mod Promotion Manager Schealles Emal Dribbution SMS Messaging Direct Mail Member Manager Sales Hanager	ULE BLOCKED G G G G G G G	FULL ACCESS		Can Access Administ Locations Tab Database Tab Lists Tab Enrollment Tab Security Tab Settings Tab Logo Tab	BLOCKED G G G G G G G G G G G G G G G G G G G	FULL ACCESS
front-deskt Can Access Backoffice Mod Promotion Manager Schrokles Emal Dathbution SMS Nesaging Direct Mail Member Manager Sales Manager Reports Manager	Ule BLOCKED G G G G G G G G G G G G C	FULL ACCESS		Can Access Administ Locations Tab Database Tab Lists Tab Encolment Tab Security Tab Security Tab Settings Tab Logo Tab	BLOCKED G G G G G S Sk Cashier Program	FULL ACCESS

Above we can see that Mary O'Neill is allowed to add points and access the Reports area only

Below we can see the back office area where members details are recorded. This area can be closed off to all but nominated staff to allow for guest registration.

MODE: UPDATE - Navigate members, pres	s SAVE to apply changes.	V Filtered
PATRON LIST 3333333333	Loyalty Member: Patron Last Date of: - Store Viat Point Balance 75 Pts - Redemption	FUNDRAISER ACCOUNT DESIGNATION To designate this account as a special FUNDRAISER account, select the appropriate FUNDRAISER campaign below. Fundraiser
	3333333333 Card No. 1 Card No. 2	accounts will recieve points, as per the campaign definition, for every sales transaction a referring member makes.
E.e.	Company Name	Fundraiser Campaign Selection
×	Additional name or reference	C) REFERRAL INFORMATION If this member was referred by another member or organization, enter the card# of the referring member or organization below.
	House Name Street Address	Referring Card Number
e+/-	IRELAND 07-Nov-2012 Country Member Since	Name of referring member
	Day Phone Ext. Night Phone Ext. Fax	Reward (active referral promotion required)
	Mobile)Cell Phone E-Mail (ex, john@xyzcorp.com)	Sconcitration
	N/A N/A N/A N/A Birthday Month Anniversary Month	LIST MEMBERSHIP
	Revards Program Postal Mail	
1 🖬 1 Members	Inactive     Created by: ADMI	✓ Loyalty Member

#### **Awarding Points**

Points are awarded in the Checkout Screen, The staff member awards points by entering the sale amount and the loyalty platform calculates the points to be awarded.

W Customero	connect	Check	out	L	AWLER2	5-PC -
ELast Visit: 07- RFM Rank: 000 out of 555	Nov-2012 11:32 am	Patr	on		)	(XXXXX 3333
TENDER	OFFERS	REWARDS	VALUPAKS	С	Back	G
	TRAN	SACTION				
TENDE		PURC	HASES	7	8	9
	75.00					
Gift Card				4	5	6
	1					
				1	2	3
Cash/Other	75.00	TOTAL PURCHASES				
Cashier Password .	***	REDEN	IPTIONS	Tab	0	Enter
				Points Av	ailable	0 Pts 0 Pts
				Account E	Balance	0 Pts
07-Nov-20	012 11:44 am				4	
		e+. 6		COLDON SS and	0 👬 s	ave and Reload

In the above image a Cashier Password must be entered. We can also see where the sale amount is tendered and the enter button is pressed when the transaction is completed.

Below we can see that we have added in a reference number as well. This could be the last 4 digits of the invoice number and this links the allocation of points to a transaction...



#### How are these Transactions Monitored and Accounted

1, At the end of shift the cashier/receptionist can go to the reports section of the system as shown below. If the receptionist clicks on the Sales category on the right hand side of the page (see arrow)

	NAME	DESCRIPTION	LAST RUN DATE	
and the	Attrition306090	attrition 30, 60, 90		
	Cashier Performance	Summary of performance by cashier		Categories
	Complaint Detail	Detail listing of complaint activity by patron		
	Complaint Summary	Summary of complaint activity by patron		ALL REPORTS
0	Contact List Detail	Details about participation in Email, SMS and Postal marketing		
Ö	Customer Extended Detail	Extended Detail Data (detail entry form)		EMAL
E Ö	Email Deliverability Overview	Overall deliverability attributes of email database		C Executor
<u> </u>	Email Invalid List	Listing of accounts with Email flagged INVALID		ENROLLMENT
ŏ	Email Opt-Out Listing	Listing of accounts with opt-out Email status		G FUNDRAISER
<u> </u>	Enrollment Activity	Summary of enrollments		
-	Enrollment Data Entry Audit	Hilights missing data elements for enrollment records		GIFT CARD
	Enrollment Listing	Enrollment Listing, by Period		
	Enrollment Listing Extended	Enrollment Listing (Extended Version)		
	Enrollment Renewal Listing	Audit Membership Renewals		Кюяк
	Enrollments Online	Enrollments which occur from Web (MyRewards)		0
0	Fundraiser Account Review	Shows all defined fundraiser accounts with cumulative activity		MEMBERSHIP
Ö	Fundraiser Contribution Detail	Shows each member's contribution to their chosen fundraiser account		OVERVIEW AND STATS
ŏ	Fundraiser Summary	Summary of Fundraiser Activity		
ŏ	Fundraiser Transaction Detail	Shows each member's transaction detail against fundraisers		
ŏ	Gift Card Activity	Shows detailed Gift Card Transaction Activity		
-	Gift Card Activity By Card#	Shows detailed Gift Card activity group by card#		
	Gift Card Balance	Shows gift card balances for cards with balances		SALES
	Gift Card Donations	Gift Card Donations Issued		O Service Account
-	Gift Card Invoice	Generate Invoices for Gift Card Transaction Activity		SPENDING ACCOUNT
-	Gift Card PIN Changes	Transaction Log for Gift Card PIN# Changes		TRANSACTION
-	Gift Card Redemptions	Shows gift card redemption activity by month		
	Gift Card Reloads	Gift Card Reload Activity		User Add-Ins
	Gift Card Sales	Gift Card Sales, Donations and Credits		
	Gift Card Statistics	Statistical Overview of Gift Card Activity (sales vs. utilization)		-
		2		∃

Below we can see the available reports under the category of Sales. The arrow highlights the recommended report titled Sales by Station and Cashier.

1	NAME	DESCRIPTION	LAST RUN DATE	
*E. 0	Fundraiser Transaction Detail	Shows each member's transaction detail against fundraisers		
	Gift Card Sales	Gift Card Sales, Donations and Credits		Categories
	Sales Activity	Sales Activity shown by Month		
	Sales By Cashier	Sales Activity shown by Cashier, by Month		ALL REPORTS
	Sales By Company	Sales Activity Detail for Company		
	Sales By Reference	Sales Activity Organized by Reference Input		EMAL
-	Sales By Segment	Sales by Customer Category		C Europeuror
	Sales By Station, Cashier	Sales Activity shown by Staton, Cashier, Month	07-Nov-2012	CHRISCOMENT
	Spending Account Funding	Funding Report for Loyalty Spending Accounts		
-				GIFT CARD
				OWW
				Kiosk
				MEMBERSHIP
150 M				OVERVIEW AND STATS
				Que
				GALES
				SPENDING ACCOUNT
				User Add-Ins
-	O Barret Data Estruction Available	Bennt Data Extraction Schedulard		

Below we can see the date parameters need to be set. In this case the date of the shift is entered. This is a real time report so the report start and finish dates would normally be the same.

NAME	DESCRIPTION	LAST RUN DATE	
Fundraiser Transaction Detail	Shows each member's transaction detail against fundraisers		
Gift Card Sales	Gift Card Sales, Donations and Credits		Categories
Sales Activity	Sales Activity shown by Month		
Sales By Cashiel	Sales activity shown by Cashier by Mohin		ALL REPORTS
Sales By R	Penet Criteria and Filtera		EMAL
Sales By Se	Report Criteria and Filters		ENROLLMENT
Spending A Start Date	07-nov-2012		
End Dat	07-Nov-2012	$\nabla$ $\nabla$	GIFT CARD
			Overview and Stats
			PROMOTION
		OK Cancel	SALES
		1974 (2)	SPENDING ACCOUNT
			0
			User ADD-INS

Below we can see the actual report...



- 1. The report is exported in all formats required here
- 2. Cashier name is Mary
- 3. This is the reference number used by Mary. Example the invoice number.
- 4. This is the computer that each transaction was processed on.
- 5. This is the guest card number involved in the transactions.
- 6. The report dates.

#### **Further Security Re Cashing Up**

If a thermal receipt printer is installed at each hotel Reception area then a receipt can be issued for each loyalty transaction (see below) These can be attached to the Cashiers cashup submission at the end of a shift.

BUTCHERS BLOCK-BLACKPOOL VIP Rewards 021 4932576
Patron: Finbarr Malone
TOTAL: Ç150.00
Member credited with 300 pts this transaction.
Total Loyalty Account Balance is 694 points.
Transaction 0000989097 24-Oct-2012 12:18 pm ** STORE COPY **

#### **Redeeming Points/Rewards**

Rewards can be redeemed I.E. issued to Customers from Head Office or alternatively they can be issued by the team at reception in each hotel.

To redeem rewards the staff member needs to go to the Checkout screen of that customer

W Customer	connect	Check	out	L	AWLER2	5-PC -
Last Visit: 07 Point System RFM Rank: 000 out of 55	7-Nov-2012 01:08 pm	Finbarr I	Malone		)	XXXXXX 333
TENDER	OFFERS	REWARDS	VALUPAKS	С	Back	G
	TRANS Earn 185 more points	ACTION for €50 Hotel Vouch in	3			
TEND	ER ENTRY	PURC	HASES	7	8	9
Total Sale						
Gift Card				4	5	6
				1	2	-
Cash/Other	0.00				2	3
		REDEM	PTIONS	Tab	0	Enter
Reference #				Tab	Ŭ	Linci
Cashier Password				Points Av	/ailable	515 Pts
				Redeemin	ng Balance	0 Pts 515 Pts
07-Nov-	2012 01:08 pm			-		
				IT.		
		e+- (0_ e-e		R SS m	i 🧕 🚂 c	ancel and Exit

See above the Rewards button is in Blue which highlights that the Guest qualifies for rewards. This Blue rewards button should be clicked by the issuing staff member.



Below it can be seen that the Guest (Finbarr Malone) qualifies for one reward for 500 points.

This reward can be Clicked out and then the staff member completes the transaction as through the Checkout screen below. We can see on the screen under the heading Redemptions the reward is listed here and beside that the staff member must enter the reference number and cashier password again to complete the security trail.



Below we can see a receipt which must be signed by the customer to verify the Reward issue.



This receipt should be kept as evidence just as a credit card slip would be kept.

A further security step is to require the cashier to print at the end of the shift a Redemtion Detail Report.

NAME Complaint Detail	DESCRIPTION Detail listing of complaint activity by patron	LAST RUN DATE	
Complaint Summary	Summary of complaint activity by patron Shows all defined fundraiser accounts with cumulative activity		Categories
Fundraiser Contribution Detail	Shows each member's contribution to their chosen fundraiser account Summary of Fundraiser Adhity Shows each member's transaction detail anainst fundraisers		ALL REPORTS     EMAIL
Loyalty Point Invoicing Promotion Detail	Nutli-Store Invoice Generation for Reconciling Point Redemptions Promotion Effectiveness, by Run		
Promotion Summary Redemption Listing	Summarizes effectiveness of your marketing campaign Redemption Detail by Month		GIFT CARD
Redemption Listing by Cashier Redemption Summary	Redemption Detail by Cashier Redemption Summary by Month		
Referral Listing Referral Summary	Member Referrals - Detail version Member Referrals - Summary Version Listing of Inbound SMS Text Messages		C Kiosk
			OVERVIEW AND STATS
			SALES
			SPENDING ACCOUNT
			User Add-Ins
Report Data Extraction Available	Report Data Extraction Scheduled	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	

See above the redemption Detail Report Link

Don't Forget to set the date parameters

		AVAILABLE REPORTS PROMOTION		
	NAME	DESCRIPTION	LAST RUN DATE	
In the second se	Complaint Detail	Detail listing of complaint activity by patron	Sector L	
	Complaint Summary	Summary of complaint activity by patron		Categories
	Fundraiser Account Review	Shows all defined fundraiser accounts with cumulative activity		
	Fundraiser Contribution Detai	Shows each member's contribution to their chosen fundraiser account		ALL REPORTS
C	Fundraiser Report Filters	Survice and Annual State		
	Fundraiser	Report Criteria and Filters		EMAL
	Loyalty Poin			ENROLLMENT
	Promotion Promotion	07-nov-2012		FUNDRAISER
	Redemption of Date	07 Nev 2012	_	GIFT CARD
	Redemptio	01-100-2012	1	
	Recempto			INVOICE
	Referral Su			Kiosk
1	SMS Text In			
				MEMBERSHIP
				OVERVIEW AND STATS
		ок	Cancel	SALES
				SPENDING ACCOUNT
				Uses App-lies
	-			
	Report Data Extraction Availal	e Generation Scheduled	and the second second	



This Report could be submitted with the cashiers end of shift report.

- 1. Export Feature to export to pdf or other formats
- 2. Cashier Name
- 3. Member Card number
- 4. Reward Issued
- 5. Hotel Name
- 6. Points Redeemed
- 7. Report Dates

#### **Offers Redeemed**

Offers are redeemed in almost the same fashion as rewards and even show on the same reports. The difference is that points are <u>not</u> required for Offers. Offers are based on guest spend or visit patterns or birthdays and anniversaries.

#### Go to the Checkout screen

Customere	connect	Checkout		LAWLER25-PC -			
Last Visit: 07-Nov-2012 01:51 pm Marguerite I Point System RFM Rank: 000 out of 555			e Malone	XXXXXX 4444			
TENDER	OFFERS	REWARDS	VALUPAKS	С	Back	G	
Earr	TRAN	CTION	For 2				
TENDE	RENTRY 🗿	PUR	CHASES	7	8	9	
Total Sale							
Gift Card				4	5	6	
	0.00			1	2	3	
Cash/Other	0.00	TOTAL PURCHASES	MPTIONS				
Reference #		THE DE		Tab	0	Enter	
Cashier Password .							
				Points Av Redeemin	ailable 19	50 Pts 0 Pts	
				Account 8	Balance	50 Pts	
07-Nov-20	012:01:51 pm			-FC)	4	-	
2. 02/		+. 6			1 1 1 1 S	ave and Reload	

Above you can see the Offers button is highlighted so this means that this guest qualifies for an offer.

Below we can see this Guest is entitled to a Bottle of House Wine.

Last Visit: 07-Nov-2012 01:51 pm Point System	Marguerite	XXXXXX 4444			
TENDER OFFERS	REWARDS	VALUPAKS	С	Back	G
OFFER REDEL     Earn 450 more points for Sunda	MPTION ay Night B <u>B</u> Stay F	for 2	7	8	9
A Bottle Of House Wine Birthdays					
V			4	5	6
			1	2	3
			Tab	0	Enter
			Points Ava Redeemin Account E	ilable g	50 Pts 0 Pts 50 Pts
			(F)	1	
🎍 🤐 👢 🚺 💽 🔮	/ 💽 🗺	93		Sa Sa	ave and Reload

The wine is 'clicked' out and the screen returns to the Tenders Screen

Customerconnect Customerconnec		Checkout Marguerite Malone		LAWLER25-PC -		
				XXXXXX 4444		
TENDER	OFFERS	REWARDS	VALUPAKS	С	Back	G
Fa	TRANSA	CTION	For 2			
TEND	ER ENTRY	PURC	HASES	7	8	9
Total Sale	40.00					
Gift Card				4	5	6
				1	2	2
Cash/Other	40.00				2	3
		OTAL PURCHASES REDEN	IPTIONS	Tab	0	Enter
Reference #	4567	1)A Bottle Of Hou	Wine	Tab	Ŭ	Linter
Casiller Password				Points Ava	ailable	50 Pts
				Account E	g Balance	50 Pts
07-Nov-	2012 01:51 pm				3	* -
E Park		+ 6		COLDON		

Above we can see under Redemptions the bottle of wine is listed and the cashier completes the transaction as normal entering reference number and cashier password.

#### **Offer Redemption**

As with rewards Redemption, Offers are listed in the same report which the cashier can print at the end of shift. And the Customer again signs the receipt when an offer is Redeemed.

		AVAILABLE REPORTS PROMOTION		
NAME		DESCRIPTION	LAST RUN DATE	
Compl	laint Detail	Detail listing of complaint activity by patron		
Compl	laint Summary	Summary of complaint activity by patron		Categories
- Fundra	aiser Account Review	Shows all defined fundraiser accounts with cumulative activity		
Fundra	aiser Contribution Detail	Shows each member's contribution to their chosen fundraiser account		ALL REPORTS
Fundra	aiser Summary	Summary of Fundraiser Activity		
Fundra	aiser Transaction Detail	Shows each member's transaction detail against fundraisers		EMAIL
Loyalty	Point Invoicing	Multi-Store Invoice Generation for Reconciling Point Redemptions		
Promo	tion Detail	Promotion Effectiveness, by Run		C Environment
Promo	tion Summary	Summarizes effectiveness of your marketing campaign		FUNDRAISER
Reden	nption Listing	Redemption Detail by Month		0
Reden	ption Listing by Cashier	Redemption Detail by Cashier		GIFT CARD
Reden	nption Summary	Redemption Summary by Month		
Referra	al Listing	Member Referrals - Detail Version		
Referra	al Summary	Member Referrals - Summary Version		Кюзк
SMS T	ext InBound	Listing of Inbound SMS Text Messages		
				OVERVEW AND STATE
				SALES
				SPENDING ACCOUNT
				User Add-Ins
Rec	port Data Extraction Available	Report Data Extraction Scheduled		

See above the Redemption Detail by Cashier



Don't forget to set the date parameters.

Below is the redemption detail report...

	1 of 1 P P = ] & Q P	Close
Tower H	BD Rewards lotel & Leisure Centre 6 Vaterford, Waterford . 05 1862300	Redemptions By Cas 7 Report Date: 07/ Report Period: 11/7 1
DATE/TIME MEMBER	TRAN NO. QTY ITEM REDEEMED	POINT S REDEEMED
07/11/2012 13:55 4444444444 07/11/2012 13:25:38 333333333	1038022 1 A Bottle Of House Wine 1037860 1 Sunday Night B&B Stay For 2	0.00 5 500.00
CASHIER TOTALS	3	4 5 500 500
GRAND TOTALS		500

This Report could be submitted with the cashier's end of shift report.

- 1. Export Feature to export to pdfs or other formats
- 2. Cashier Name
- 3. Member Card number
- 4. Offer Issued
- 5. Points redeemed (in this case the points are at '0' because its an Offer
- 6. Hotel Name
- 7. Report Dates

#### **Reception End of Shift Cash Up**

In Summary the cashier submits two reports at the end of shift

- 1. Sales by Station and Cashier
- 2. Redemption Detail By Cashier
- 3. The Rewards and Offers Receipts Signed by Customer (99% of transactions are points issued so these receipts will not be common)

#### **Activity Summary Across Hotels**

Anytime a report can be run that will give a summary report of activity across the hotels.

Cashier Performance Complaint Summary Enrollment Activity	DESCRIPTION Summary of performance by cashier	LAST RUN DATE
Cashier Performance Complaint Summary Enrollment Activity	Summary of performance by cashier	
Complaint Summary Enrollment Activity	Current at a melaint activity to nation	
Enrollment Activity	Summary of complaint activity by parton	Categories
	Summary of enrollments	
Fundraiser Account Review	Shows all defined fundraiser accounts with cumulative activity	ALL REPORTS
Fundraiser Summary	Summary of Fundraiser Activity	
Gift Card Statistics	Statistical Overview of Gift Card Activity (sales vs. utilization)	S EMAR
	e Summary by store of points issued, claimed and member visits	07-Nov-2012
Package Status Summary	Overview/Summary of Packages Issued	ENROLLMENT
Promotion Summary	Summarizes effectiveness of your marketing campaign	
Redemption Summary	Redemption Summary by Month	
Referral Summary	Member Referrals - Summary Version	GIFT CARD
Spending Summary	Status of Loyalty Spending Accounts - Summary Version	
Store Summary	Summary of enrollments, visits and points (last week, last 8wks, vtd)	07-Nov-2012
		Mosecusie     Overvier and Stors     Overvier and Stors     Procention     Procention     Suss     Suss     Suss     Suss     Suss     User Aco-Ins

MASTER REPORT			Membership Statistics Report Report Period: 2012-10-8 TO 2012-11-7 Days In Period: 31			
LOCATION NAME Castleknock Hotel & Country Club	POINT S EARNED	MEMBER VISITS	NEW ENROLLMENTS 0	AVG ENROLL PER DAY	POINT S CLAIMED	TOTAL ACTIVE MEMBERS
Faithlegg House Hotel & Golf Club FBD Hotels Setup Temple Bar Hotel Tower Hotel & Leisure Centre	23.00 349.00	0 1 9 10	0 3 0 2	0	500.00	0 3 0 2
		1		1	2	
					2	

Below we can see the hotels listed and the activity in each...

Above is a Summary Activity Report

The hotels are listed on the left

- 1. This is the <u>net</u> points issued for the period. le Points issued less points redeemed.
- 2. This is the points redeemed total.

At any time therefore you can see the points liability of each hotel...