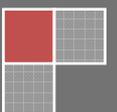


2012

# Reports Guideline

## How to access Reports for KPI's

This report is not intended to be complete and is a working document. It is the property of Customer Connect Loyalty Ltd and is for Clients of CCL only.



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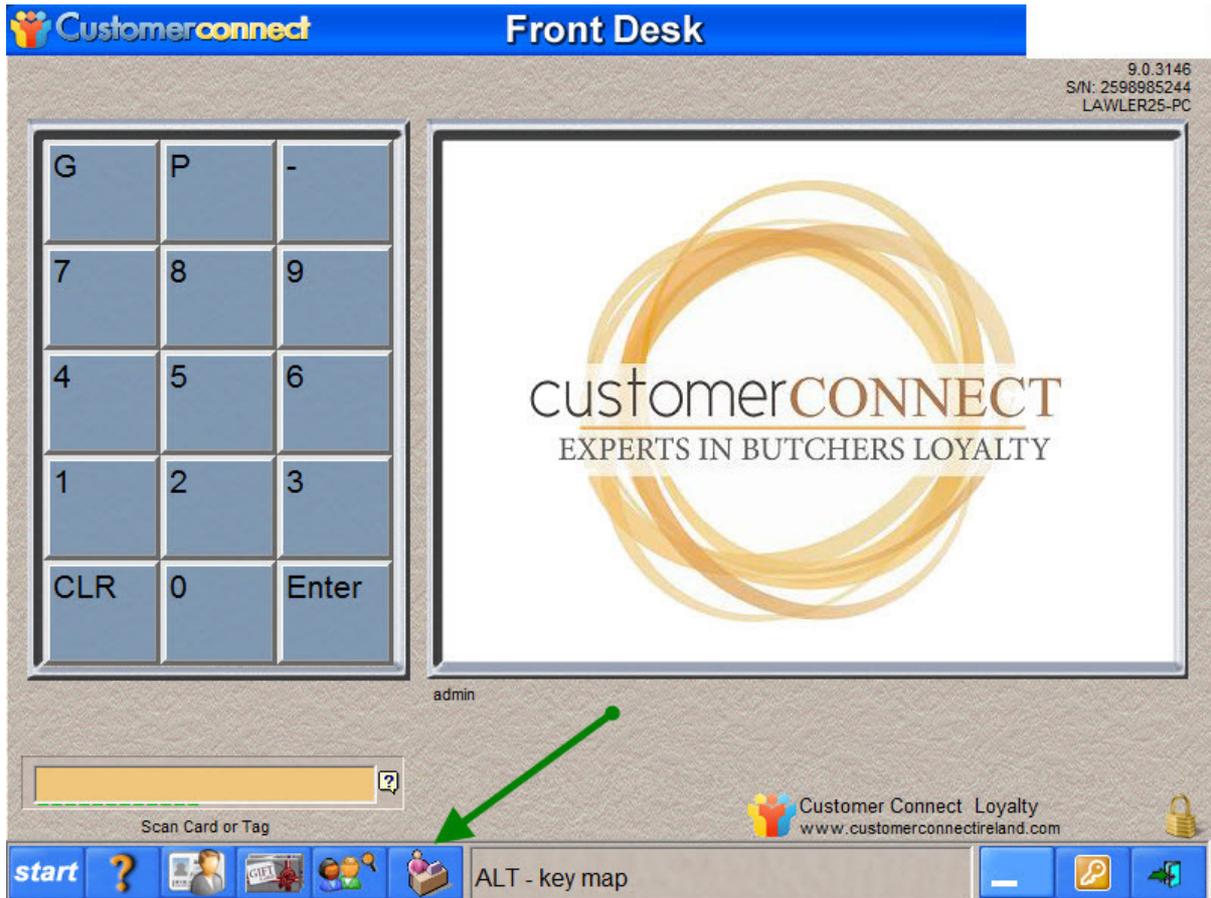


## Reports Guidelines

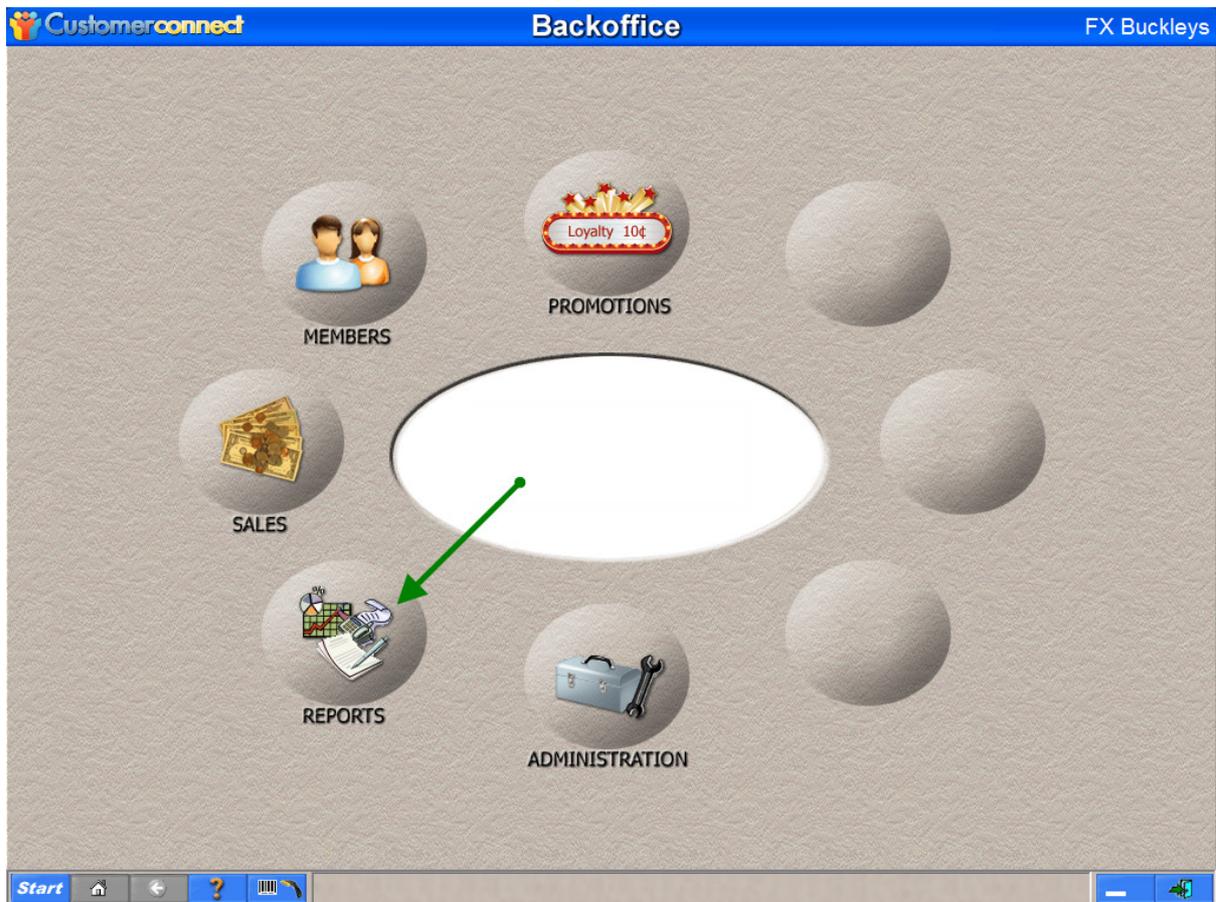
This is the beginning of a detail guideline for reports. We will add to this as we move along and any suggestions you can make are always welcome. It is in no way intended to be complete.

## Missing Customers

We have built this into one report and its at the top if the Report Screen . To get to the reports screen please click on the small icon at the bottom of our Front Desk Screen



Once You are in the Back office area please click on the Reports Module Button



When you go into the reports Module you can see the top report Titles Attrition306090

Double click on this to open it. Remember that **This report will be empty if your system was upgraded in October as 30 days wont have passed yet**

AVAILABLE REPORTS		
ALL		
NAME	DESCRIPTION	LAST RUN DATE
Attrition306090	attrition 30, 60, 90	13-Nov-2012
⌚ Cashier Performance	Summary of performance by cashier	
⌚ Complaint Detail	Detail listing of complaint activity by patron	
⌚ Complaint Summary	Summary of complaint activity by patron	
⌚ Contact List Detail	Details about participation in Email, SMS and Postal marketing	
⌚ Customer Extended Detail	Extended Detail Data (detail entry form)	03-Oct-2012
⌚ Email Deliverability Overview	Overall deliverability attributes of email database	
⌚ Email Invalid List	Listing of accounts with Email flagged INVALID	
⌚ Email Opt-Out Listing	Listing of accounts with opt-out Email status	
⌚ Enrollment Activity	Summary of enrollments	
⌚ Enrollment Data Entry Audit	Highlights missing data elements for enrollment records	
⌚ Enrollment Listing	Enrollment Listing, by Period	
⌚ Enrollment Listing Extended	Enrollment Listing (Extended Version)	23-Oct-2012
⌚ Enrollment Renewal Listing	Audit Membership Renewals	
⌚ Enrollments Online	Enrollments which occur from Web (MyRewards)	
⌚ Fundraiser Account Review	Shows all defined fundraiser accounts with cumulative activity	
⌚ Fundraiser Contribution Detail	Shows each member's contribution to their chosen fundraiser account	
⌚ Fundraiser Summary	Summary of Fundraiser Activity	
⌚ Fundraiser Transaction Detail	Shows each member's transaction detail against fundraisers	
⌚ 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	
⌚ Gift Card Donations	Gift Card Donations Issued	
⌚ Gift Card Invoice	Generate Invoices for Gift Card Transaction Activity	
⌚ Gift Card PIN Changes	Transaction Log for Gift Card PIN# Changes	
⌚ Gift Card Redemptions	Shows gift card redemption activity by month	
⌚ Gift Card Reloads	Gift Card Reload Activity	
⌚ Gift Card Sales	Gift Card Sales, Donations and Credits	
⌚ Gift Card Statistics	Statistical Overview of Gift Card Activity (sales vs. utilization)	

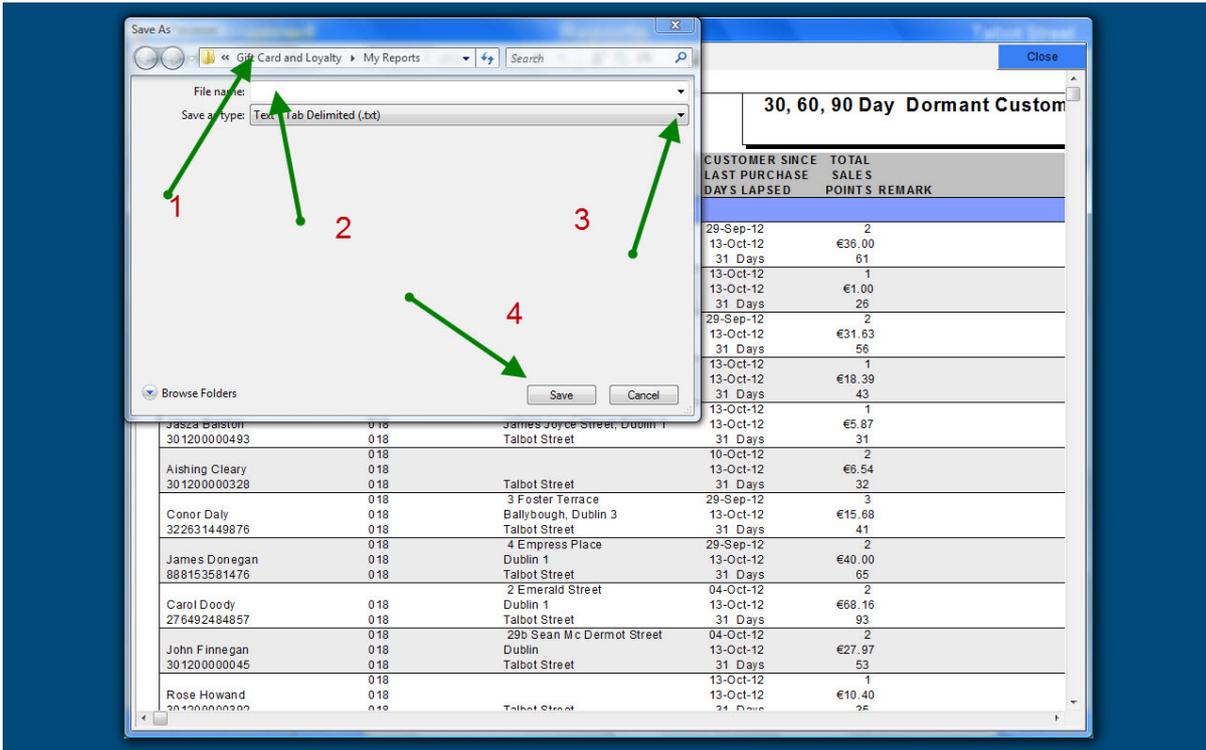
Below you can see what the report will look like when opened

**Privilege Rewards**  
Talbot Street

**30, 60, 90 Day Dormant Custom**

CUSTOMER	PHONE 1 PHONE 2 FAX	EXT EXT	ADDRESS	CUSTOMER SINCE LAST PURCHASE DAYS LAPSED	TOTAL SALES POINTS	REMARK
<b>30 TO 60 DAYS OUT</b>						
706429249491			Talbot Street	29-Sep-12 13-Oct-12 31 Days	2 €36.00 61	
503245730722			Talbot Street	13-Oct-12 13-Oct-12 31 Days	1 €1.00 26	
Arther	018	018		29-Sep-12	2	
598698863810	018	018	Talbot Street	13-Oct-12 31 Days	€31.63 56	
Joye	018	018		13-Oct-12	1	
30120000528	018	018	Talbot Street	13-Oct-12 31 Days	€18.39 43	
Jasza Baiston	018	018	Apt 23 Montgome House	13-Oct-12	1	
30120000493	018	018	James Joyce Street, Dublin 1	13-Oct-12 31 Days	€5.87 31	
Aishing Cleary	018	018		10-Oct-12	2	
30120000328	018	018	Talbot Street	13-Oct-12 31 Days	€6.54 32	
Conor Daly	018	018	3 Foster Terrace	29-Sep-12	3	
322631449876	018	018	Ballybough, Dublin 3	13-Oct-12 31 Days	€15.68 41	
James Donegan	018	018	4 Empress Place	29-Sep-12	2	
888153581476	018	018	Dublin 1	13-Oct-12 31 Days	€40.00 65	
Carol Doody	018	018	2 Emerald Street	04-Oct-12	2	
276492484857	018	018	Dublin 1	13-Oct-12 31 Days	€68.16 93	
John F Innegan	018	018	29b Sean M c Dermot Street	04-Oct-12	2	
30120000045	018	018	Dublin	13-Oct-12 31 Days	€27.97 53	
Rose Howard	018	018		13-Oct-12	1	
30120000309	018	018	Talbot Street	31 Days	€10.40 25	

1. Click these arrow buttons to scroll through the list
2. Click on this disc to export the data see below for more instructions



After the export disc is clicked the above Tile will appear

1, is where the export will be saved to on your PC

2, This is where you can name your file, Its best to name it say XYZ Butchers Attrition Report 14<sup>th</sup> Nov. 2012. This way you can find it and save all you data in a logical well named order

3, **PLEASE clicl this drop down arrow and select Excel as the format for saving your file other wise it will be unreadable.**

4, once you have all of the above completed then click this save button.

## Summary by Store Points Redeemed And Claimed

There are two reports that will help you in this regard.

1, Summary by Store

2, Summary by Store Last 8 Weeks

**Customerconnect Reports** Talbot Street

**AVAILABLE REPORTS**  
MEMBERSHIP

NAME	DESCRIPTION	LAST RUN DATE
Contact List Detail	Details about participation in Email, SMS and Postal marketing	
Customer Extended Detail	Extended Detail Data (detail entry form)	03-Oct-2012
Enrollment Data Entry Audit	Highlights missing data elements for enrollment records	
Enrollment Listing	Enrollment Listing, by Period	
Enrollment Listing Extended	Enrollment Listing (Extended Version)	23-Oct-2012
Enrollment Renewal Listing	Audit Membership Renewals	
Enrollments Online	Enrollments which occur from Web (MyRewards)	
Member Activity Audit	Audits Member Account Activity	
Member Activity Summary	Enrollment listing, in card# order, one member per line.	
Member Expiration Forecast	Lists loyalty accounts expiring in specified period.	
Member Statistics by Store	Summary by store of points issued, claimed and member visits	03-Oct-2012
Membership	Active Memberships (not expired)	
Postal Address Invalid List	Listing of accounts with Postal Address flagged INVALID	
Referral Listing	Member Referrals - Detail Version	
Referral Summary	Member Referrals - Summary Version	
SMS Text InBound	Listing of Inbound SMS Text Messages	
Spending Account Activity	Activity for Loyalty Spending Accounts	
Spending Summary	Status of Loyalty Spending Accounts - Summary Version	
Store Summary	Summary of enrollments, visits and points (last week, last 8wks, ytd)	01-Oct-2012
Top Members Report (RFM)	List top members according to RFM rank	

**Categories**

- ALL REPORTS
- EMAIL
- ENROLLMENT
- FUNDRAISER
- GIFT CARD
- INVOICE
- KIOSK
- MEMBERSHIP**
- OVERVIEW AND STATS
- PACKAGE
- PROMOTION
- SALES
- SPENDING ACCOUNT
- TRANSACTION
- USER ACC-INS

Report Data Extraction Available    Report Data Extraction Scheduled

Windows taskbar: Start, Home, Back, Forward, Search, Taskbar icons, System tray.

1. Click on Membership Category on the right hand side
2. Select the report you need in this case Summary By Store of points issued , claimed and members visits.
3. This report is the same as above but covers the last 8 weeks

Below we click on the report numbered 2 above.. Summary by Store of Points Issued, claimed and member visits.

The date parameters are offered and we need to choose the dates preferred.

AVAILABLE REPORTS MEMBERSHIP		
NAME	DESCRIPTION	LAST RUN DATE
⌚ Contact List Detail	Details about participation in Email, SMS and Postal marketing	
⌚ Customer Extended Detail	Extended Detail Data (detail entry form)	03-Oct-2012
Enrollment Data Entry Audit	Hilights missing data elements for enrollment records	
Enrollment Listing	Enrollment Listing by Period	
Enrollment		
Enrollment		
Enrollments		
⌚ Member Act		
⌚ Member Act		
Member Ex		
⌚ Member St		
⌚ Membershi		
⌚ Postal Addr		
Referral Lis		
Referral Su		
⌚ SMS Text In		
Spending A		
Spending S		
⌚ Store Sumr		
⌚ Top Membe		

**Report Criteria and Filters**

Members Enrolled on or after..... 14-Oct-2012 ...

Members Enrolled on or prior to..... 13-Nov-2012 ...



**MASTER REPORT**

**Membership Statistics Report**  
Report Period: 2012-10-14 TO 2012-11-13  
Days In Period: 31

LOCATION NAME	POINTS EARNED	MEMBER VISITS	NEW ENROLLMENTS	AVG ENROLL PER DAY	POINTS CLAIMED	TOTAL ACTIVE MEMBERS
	45,748.00	2,308	331	10	1,500.00	2,490
	34,350.00	2,354	845	20	400.00	1,766
	80,098.00	4,723	976	31	1,900.00	4,257.00

Above is the report as it will appear on screen.

1. This is the store name so if you have more than one store they will be listed here
2. Points Earned, this is net of points redeemed ie points earned and points redeemed added together will give you total points issued.
3. Member Visits , this is how many times cards were swiped in the period.
4. New enrolments
5. Points redeemed or claimed

## Loyalty Sales

To see how much loyalty related sales i.e. the actual sales that points were issued on please go to the categories section on the right hand side of your Reports screen

The screenshot shows the 'Customerconnect Reports' interface. The main area is titled 'AVAILABLE REPORTS SALES' and contains a table with the following data:

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	
Sales Activity	Sales Activity shown by Month	13-Nov-2012
Sales By Cashier	Sales Activity shown by Cashier, by Month	
Sales By Company	Sales Activity Detail for Company	13-Nov-2012
Sales By Reference	Sales Activity Organized by Reference Input	
Sales By Segment	Sales by Customer Category	
Sales By Station, Cashier	Sales Activity shown by Station, Cashier, Month	
Spending Account Funding	Funding Report for Loyalty Spending Accounts	

On the right side, there is a 'Categories' list with radio buttons for various report types. The 'SALES' category is selected and highlighted in yellow. A red '1' and a green arrow point to this category. A red '2' and a green arrow point to the 'Sales Activity' report in the table.

At the bottom of the screen, there are status indicators: 'Report Data Extraction Available' and 'Report Data Extraction Scheduled'. The Windows taskbar is visible at the very bottom.

1. Click the Sales Button on the right hand Side
2. Select the relevant Report, in this case Sales Activity by Month

Below you can see the totals for the above report. These totals are at the end of the report which you can go to by clicking on the forward arrow heads at the top of any report

					<b>Sales Act</b>			
					Report Date: 13/1			
					Report Period: 2012-10-14 TO 2012			
DATE	TYPE	GROSS SALE	NET SALE	POINTS ISSUED	TRAN NO.	REFERENCE NO.	CARD NUMBER	TRANSACTION DETAILS
10/15 13:09	P	€0.35	€0.35	0.00	980731		338066874227	
10/15 13:07	P	€10.11	€10.11	10.00	980725		464402103437	
10/15 12:58	P	€3.00	€3.00	3.00	980703		301200000110	
10/15 12:57	P	€10.00	€10.00	10.00	980898		301200000204	
10/15 12:14	P	€2.18	€2.18	2.00	980594		227329504888	
10/15 12:05	P	€5.40	€5.40	5.00	980571		845888370841	
10/15 11:56	P	€13.81	€13.81	14.00	980548		862041203981	
10/15 11:43	P	€9.39	€9.39	9.00	980532		127247646053	
10/15 11:27	P	€3.47	€3.47	3.00	980498		959881471362	
10/15 11:16	P	€11.38	€11.38	11.00	980467		538095137888	
10/15 11:12	P	€11.94	€11.94	12.00	980453		301200000121	
10/15 10:54	P	€3.50	€3.50	4.00	980429		301200000165	
10/15 10:46	P	€9.90	€9.90	10.00	980418		922833144758	
10/15 10:36	P	€5.40	€5.40	5.00	980396		934316973364	
10/15 10:25	P	€8.74	€8.74	9.00	980373		854267828828	
10/15 9:42	P	€28.98	€28.98	29.00	980325		811341544347	
<b>October - 2012</b>		<b>€21,428.71</b>	<b>€21,428.71</b>	<b>21,435.00</b>				
<b>STORE TOTALS</b>		<b>€34,756.83</b>	<b>€178.00</b>	<b>178.00</b>				
<b>GRAND TOTALS</b>		<b>€178.00</b>	<b>€34,756.83</b>	<b>178.00</b>				

## Calculating Figures From the Reports

Lets take a look at how we can calculate figures from the reports.

### 1. Average Spend

- a. Divide Sales for the month in the above report by Member visits and this will give you average loyalty visitor spend.

### 2. Average Visit Per Customer

- a. Divide total visits by total Membership

### 3. Loyalty Yield What's Yours....?

1. **Only from Customer Connect Loyalty !** We have started to use a measurement which we have devised for our Butcher clients it's called Loyalty yield. Its calculated by Yield. The yield is taken as a percentage of the maximum achievable turnover. Maximum achievable turnover is based on 80% of the registered members of a loyalty scheme shopping 3 times in a month using the average spend of that store. For example a store has 1500 members with an average loyalty member spend of €17 per visit . Max revenue = 1200 (80% of 1500) \* 3 (visits) \* €17 = €61200

- Now that you have €61,200 as the maximum revenue achievable then you calculate (by using the CMS panel and location activity Snapshot) your loyalty revenue as a percentage of the max revenue. E.g. loyalty turnover for October say 33,000 therefore your yield is 53.9%
- Yield is a good measure because it's a combination of visits and average spend so it gives a real reflection of how effective any growth is

## Return on Offers On The Loyalty Platform

When you are running automated offers on the platform you can measure the return you are getting from these below

The screenshot shows the 'Customerconnect Reports' interface for 'Talbot Street'. The main section is titled 'AVAILABLE REPORTS PROMOTION'. It contains a table with columns for NAME, DESCRIPTION, and LAST RUN DATE. The table lists various reports such as 'Complaint Detail', 'Fundraiser Account Review', 'Promotion Summary', and 'Redemption Listing'. A sidebar on the right lists categories like 'ALL REPORTS', 'EMAIL', 'ENROLLMENT', 'FUNDRAISER', 'GIFT CARD', 'INVOICE', 'KIOSK', 'MEMBERSHIP', 'OVERVIEW AND STATS', 'PACKAGE', 'PROMOTION', 'SALES', 'SPENDING ACCOUNT', 'TRANSACTION', and 'USER ADD-INS'. The 'PROMOTION' category is highlighted in yellow. Three red arrows and numbers indicate the steps: 1. Click on the 'PROMOTION' category in the sidebar. 2. Click on the 'Promotion Summary' report in the table. 3. Click on the 'Redemption Listing' report in the table.

NAME	DESCRIPTION	LAST RUN DATE
Complaint Detail	Detail listing of complaint activity by patron	
Complaint Summary	Summary of complaint activity by patron	
Fundraiser Account Review	Shows all defined fundraiser accounts with cumulative activity	
Fundraiser Contribution Detail	Shows each member's contribution to their chosen fundraiser account	
Fundraiser Summary	Summary of Fundraiser Activity	
Fundraiser Transaction Detail	Shows each member's transaction detail against fundraisers	
Loyalty Point Invoicing	Multi-Store Invoice Generation for Reconciling Point Redemptions	
Promotion Detail	Promotion Effectiveness, by Run	
Promotion Summary	Summarizes effectiveness of your marketing campaign	01-Oct-2012
Redemption Listing	Redemption Detail by Month	
Redemption Listing by Cashier	Redemption Detail by Cashier	
Redemption Summary	Redemption Summary by Month	
Referral Listing	Member Referrals - Detail Version	
Referral Summary	Member Referrals - Summary Version	
SMS Text InBound	Listing of Inbound SMS Text Messages	

- Click on Promotions Category
- Select Summarises the effectiveness Of Your Marketing campaign

## Guest Loyalty Club

## Promotion Summary Report

13/01/2011 TO 14/03/2012

PROMOTION	TOTAL OFFERS ISSUED	TOTAL OFFERS	TOTAL OFFERS REDEEMED	TOTAL Spent	EFFECTIVENESS
Birthday					
Birthdays	1,452	1,275	177	€11,156.07	12.10%
	<b>1,452</b>	<b>1,275</b>	<b>177</b>	<b>€11,156.07</b>	<b>12.10%</b>
Anniversary					
Anniversaries	944	724	220	€6,930.68	23.30%
	<b>944</b>	<b>724</b>	<b>220</b>	<b>€6,930.68</b>	<b>23.30%</b>
Appreciation					
Best Member	170	120	50	€671.64	28.20%
	<b>170</b>	<b>120</b>	<b>50</b>	<b>€671.64</b>	<b>28.20%</b>
Miss You					
Miss You	197	195	2	€190.00	1.02%
	<b>197</b>	<b>195</b>	<b>2</b>	<b>€190.00</b>	<b>1.02%</b>
New Member					
New Member	874	720	154	€4,991.23	17.2
	<b>874</b>	<b>720</b>	<b>154</b>	<b>€4,991.23</b>	<b>17.2</b>
Raffle					
Raffle	3	2	1	€0.00	33.33%
	<b>3</b>	<b>2</b>	<b>1</b>	<b>€0.00</b>	<b>33.33%</b>
<b>TOTAL CAMPAIGN</b>	<b>3,637</b>	<b>3,034</b>	<b>600</b>	<b>€23,939.62</b>	

Above is a Report of Offers redeemed on the loyalty platform, we can see here that in the top line for example there were 1452 birthday offers issued, 177 of these offers were redeemed and when the customers redeemed these offers they spent €11,156.07 in the process.

## Monitoring and Measuring Redemptions

Below we can see the redemptions for a certain period (the dates you require are prompted for by the platform when you select the report)

Report Preview

Privilege Rewards

Redemption Detail Act  
Report Date: 14/11/12  
Report Period: 10/11/12

1a 1 75

DATE/TIME	MEMBER	TRAN NO.	QTY	ITEM REDEEMED	POINTS REDEEMED
11/5/12 10:58	922833144758	1,029,850	1	1lb Award Winning Sausages For 99cents	100
11/5/12 11:03	922833144758	1,029,895	1	1lb Award Winning Sausages For 99cents	100
11/12/12 17:47	301200000150	1,058,432	1	5 Boneless Pork Chops for €1.99	200
<b>November - 2012</b>					<b>400</b>
<b>STORE TOTALS</b>					<b>400</b>
<b>GRAND TOTALS</b>					<b>400</b>

## Customers With Missing Data

If you find that you are missing data on Customers such as email addresses for example you can easily print a report in card number order to review this.

Customerconnect Reports Talbot Street

### AVAILABLE REPORTS MEMBERSHIP

NAME	DESCRIPTION	LAST RUN DATE
Contact List Detail	Details about participation in Email, SMS and Postal marketing	
Customer Extended Detail	Extended Detail Data (detail entry form)	03-Oct-2012
<b>Enrollment Data Entry Audit</b>	<b>Highlights missing data elements for enrollment records</b>	
Enrollment Listing	Enrollment Listing, by Period	
Enrollment Listing Extended	Enrollment Listing (Extended Version)	23-Oct-2012
Enrollment Renewal Listing	Audit Membership Renewals	
Enrollments Online	Enrollments which occur from Web (MyRewards)	
Member Activity Audit	Audits Member Account Activity	13-Nov-2012
Member Activity Summary	Enrollment listing, in card# order, one member per line.	13-Nov-2012
Member Expiration Forecast	Lists loyalty accounts expiring in specified period.	
Member Statistics by Store	Summary by store of points issued, claimed and member visits	13-Nov-2012
Membership	Active Memberships (not expired)	13-Nov-2012
Postal Address Invalid List	Listing of accounts with Postal Address flagged INVALID	
Referral Listing	Member Referrals - Detail Version	
Referral Summary	Member Referrals - Summary Version	
SMS Text InBound	Listing of Inbound SMS Text Messages	
Spending Account Activity	Activity for Loyalty Spending Accounts	
Spending Summary	Status of Loyalty Spending Accounts - Summary Version	
Store Summary	Summary of enrollments, visits and points (last week, last 8wks, ytd)	13-Nov-2012
Top Members Report (RFM)	List top members according to RFM ranking	13-Nov-2012

Report Data Extraction Available    Report Data Extraction Scheduled

Start

Categories

- ALL REPORTS
- EMAIL
- ENROLLMENT
- FUNDRAISER
- GIFT CARD
- INVOICE
- KIOSK
- MEMBERSHIP
- OVERVIEW AND STATS
- PACKAGE
- PROMOTION
- SALES
- SPENDING ACCOUNT
- TRANSACTION
- USER ACC-INS

1. Select membership from the category section on the right hand side
2. Select the Highlights Missing Elements report

**Customerconnect** Reports Talbot Street

### AVAILABLE REPORTS MEMBERSHIP

NAME	DESCRIPTION	LAST RUN DATE
Contact List Detail	Details about participation in Email, SMS and Postal marketing	
Customer Extended Detail	Extended Detail Data (detail entry form)	03-Oct-2012
Enrollment Data Entry Audit	Highlights missing data elements for enrollment records	

**Report Criteria and Filters**

Start Date..... 15-Oct-2012

End Date..... 14-Nov-2012

Include..... ACTIVE members only

OK Cancel

Report Data Extraction Available    Report Data Extraction Scheduled

1. Above Set the required Date parameters for your report then select OK

Report Preview

### Privilege Rewards Talbot Street

**Enrollment Data Entry A**  
 15/10/2012 TO 14/11  
 Active Member:

**ENROLLMENTS ENTERED BY ADMIN**

ACTIVE MEMBERS									
Holder:	#	ph:	ph:	fc:	Join:	Expiry:	Gender:	BDay:	Co:
	#310200000038				Join: 15-Oct-12	Expiry:	Gender:	BDay:	Co:
	Street:		CSZ:		Email:			Mail List:	
Holder:	#108810280404				Join: 15-Oct-12	Expiry:	Gender:	BDay:	Co:
	Street:		CSZ:		Email:			Mail List:	
Holder:	#305049790057				Join: 15-Oct-12	Expiry:	Gender:	BDay:	Co:
	Street:		CSZ:		Email:			Mail List:	
Holder:	#305009780574				Join: 15-Oct-12	Expiry:	Gender:	BDay:	Co:
	Street:		CSZ:		Email:			Mail List:	
Holder:	#305049780574				Join: 15-Oct-12	Expiry:	Gender:	BDay:	Co:
	Street:		CSZ:		Email:			Mail List:	
Holder: Phil Brennon	#301200000201	ph: 018	ph: 018	fc: 018	Join: 15-Oct-12	Expiry:	Gender:	BDay: 6	Co: Street: 6 Foley Apartments
			CSZ: ,	Dublin 1	Email: irishqualitydecor@gmail.com			Mail List:	
Holder: Thomas Burke	#589508132801	ph: 01 8853553	ph: 018	fc: 018	Join: 15-Oct-12	Expiry:	Gender:	BDay: 3	Co: Street:
			CSZ: ,		Email:			Mail List:	
Holder: Mary Byrne	#301200000534	ph: 018	ph: 018	fc: 018	Join: 15-Oct-12	Expiry:	Gender:	BDay: 4	Co: Street: Apt 49 The Strand
			CSZ: ,	Dublin 3	Email: byrne700@gmail.com			Mail List:	
Holder: Chris Collins	#310200000391	ph: 018	ph: 018	fc: 018	Join: 15-Oct-12	Expiry:	Gender:	BDay: 4	Co: Street: 90 Crossbles Yard
			CSZ: Ossary Road,	Dublin 3	Email: collinch@td.ie			Mail List:	
Holder: David Deering	#301200000052	ph: 018	ph: 018	fc: 018	Join: 15-Oct-12	Expiry:	Gender:	BDay: 11	Co: Street: 39 Summer Street North, Dublin 1
			CSZ: ,		Email: daviddeering1984@hotmail.com			Mail List:	
Holder: Samantha Donegan	#171084647407	ph: 018	ph: 018	fc: 018	Join: 15-Oct-12	Expiry:	Gender:	BDay: 8	Co: Street: 4c Liberty House
			CSZ: ,	Dublin 1	Email: samdonegan@live.co.uk			Mail List:	
Holder: Martin Eustace	#399920075238	ph: 018	ph: 018	fc: 018	Join: 15-Oct-12	Expiry:	Gender:	BDay: 3	Co: Street: Apt 12 Blackrook House
			CSZ: 28 Newtown Ave,	Dublin	Email:			Mail List:	
Holder: Pyhllis F	#301200000301	ph: 018	ph: 018	fc: 018	Join: 15-Oct-12	Expiry:	Gender:	BDay:	Co: Street: 56 Beauvale Park
			CSZ: Beaumont,	Dublin	Email:			Mail List:	

Above you can see the report to like all reports to make best use of it its better to export it to Excel as we have shown with other reports by selecting the Disc as shown by the green arrow above. Don't forget to save the file as an excel otherwise it will be unreadable.