



# **Coupon Quick Guide**

***Exploring  
Special Offers  
In Phoenix  
Point-of-Sale***

**Phoenix<sup>TM</sup>**  
Point of Sale

# Table of Contents

Coupon Basics & Types of Offers .....	p.3
Creating a Simple Offer .....	p.4
Limiting Offer Validity .....	p.6
Choosing Offer Requirements .....	p.8
Handling Exclusions .....	p.10
Configuring Advanced Value .....	p.12
More on Value .....	p.14
Applying and Removing offers .....	p.15
Security Concerns .....	p.16
Reporting and Analysis.....	p.16
Applying offers to Customers .....	p.17
Multiple Pricing Schemes .....	p.18
More Help .....	p.19

*Note: This manual is applicable to Phoenix Version 5\_05. Previous versions may not include all functionality mentioned; later versions may have additional functionality. Please see the Help / Release Notes for information specific to your version.*

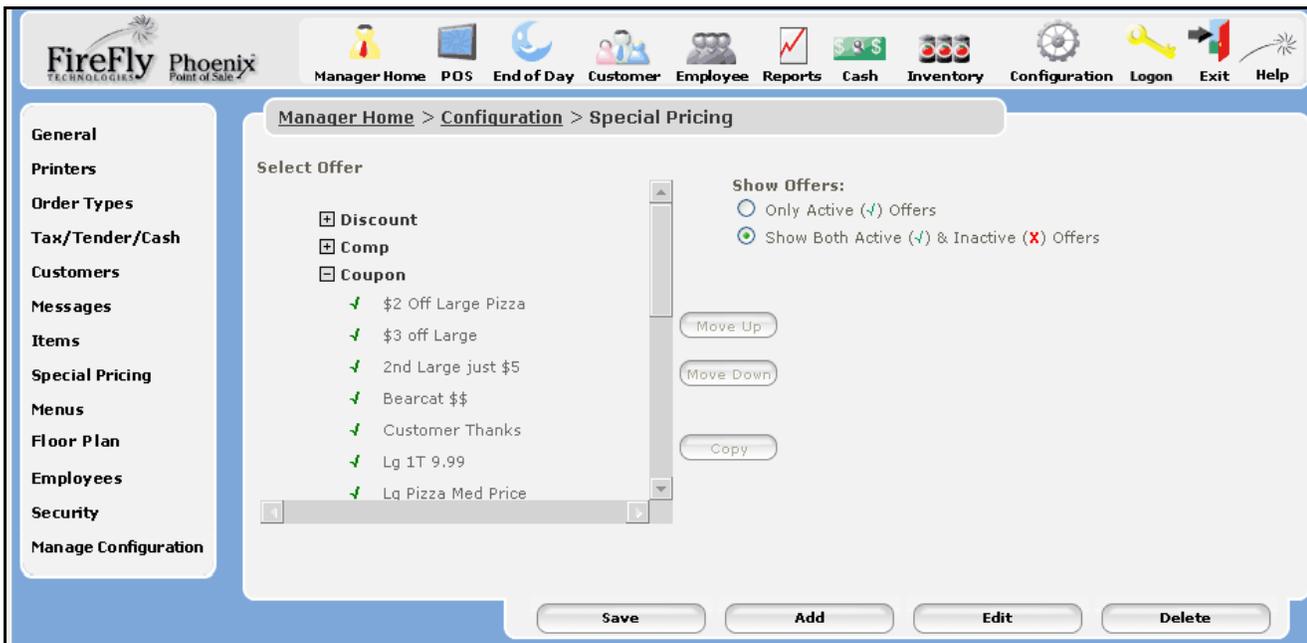
# Coupon Basics

The extensive coupon functionality in the Phoenix system is one of the system's greatest strength, giving you the ability to structure complex marketing programs while retaining strong controls.

In Phoenix, the term "Offer" encompasses all types of special pricing that may be applied during different times of the day, for special promotions, to discount certain items, to create "Value" meal combinations, and for ordinary coupons. Offers can be applied with a button on the screen, or can automatically apply if certain criteria are met. Offers can be limited and controlled in many ways.

One thing an offer can't do is charge more than the normal menu price. Thus, if you regularly charge more for certain order types or certain customers, you may want to use the Multiple Pricing feature (explained later in this guide)

Phoenix categorizes Offers into four groups for reporting and management purposes. These include:

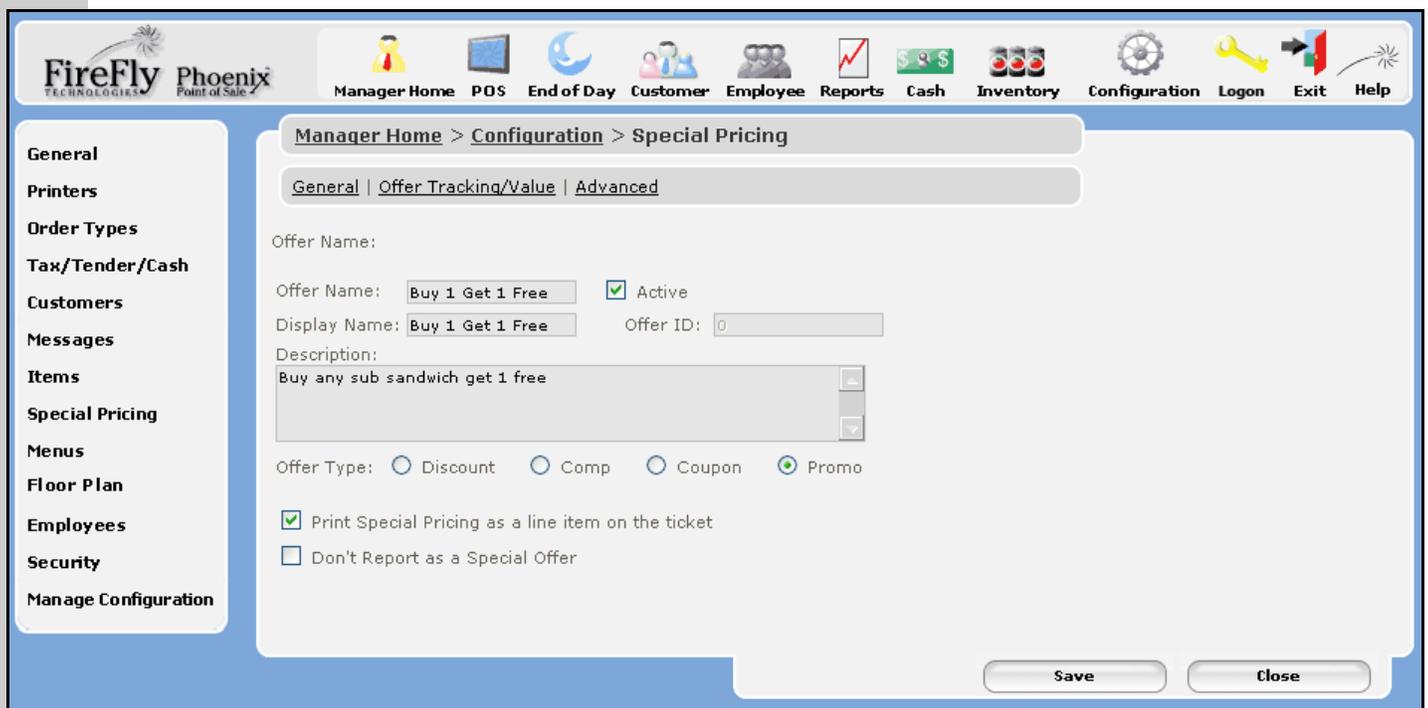


- ◆ Discounts: Often used to give \$ or % off an item or an order, discounts can be flexible in amount and their use can be limited to authorized personnel.
- ◆ Comps: Similar to discounts, comps can be set up to track different reasons.
- ◆ Coupons: Typically used when the customer brings in a coupon to receive a special price
- ◆ Promos: Typically used to indicate special internal pricing & promotions.

# Create a Simple Offer

## Adding a New Offer

1. Navigate to Manager Home / Configuration / Special Pricing
2. Click on the "Add" button
3. Give your new offer a name. Type the name again in the "Display Name" field
4. Be sure to check the "Active" button
5. Type a description if desired
6. Select the offer type (Discount, Comp, Coupon or Promo)
7. Save your offer



FireFly Phoenix  
TECHNOLOGIES Point of Sale

Manager Home POS End of Day Customer Employee Reports Cash Inventory Configuration Logon Exit Help

Manager Home > Configuration > Special Pricing

General | Offer Tracking/Value | Advanced

Offer Name:

Offer Name: Buy 1 Get 1 Free  Active

Display Name: Buy 1 Get 1 Free Offer ID: 0

Description:  
Buy any sub sandwich get 1 free

Offer Type:  Discount  Comp  Coupon  Promo

Print Special Pricing as a line item on the ticket  
 Don't Report as a Special Offer

Save Close

## Configuring Basic Offer Value

1. Click on the "General Value" link at the top of the offer screen.
2. The top portion of this screen is not required.
3. On the bottom half of the screen, check if this offer will be applied to a specific item (such as 1 pizza) or to the entire order (such as \$2 off your order).
4. Check if this offer is a \$ off, % off or Fixed Price.
5. Enter the value of the offer.
6. For discounts and comps, you can enter a default amount, but allow employees to change the default up to a maximum amount.

*Tip: You don't need to complete steps 4 and 5 if you are going to use the "Advanced" offer functions.*

### Examples of Simple Offers:

- ◆ \$2 off your order
- ◆ 50% Employee Comp on order
- ◆ 100% Manager Comp on item
- ◆ 10% Senior Discount

**Manager Home > Configuration > Special Pricing**

General | Offer Tracking/Value | Advanced

Offer Name: Buy 1 Get 1 Free

**Offer Tracking**

Offer Code:

Offer Corporate or Local:  Corporate  Local

Offer PLU #:

**Offer Value**

Entire Order or Items:  Entire Order  Specific Item

Dollar or Percentage:  Dollar  Percentage  Fixed Price

Default Amount:

Allow user to change default:

Maximum amount allowed:

Physical coupon expected:

Save Close

*Tip: The "Offer Code" is used to apply coupons without a menu button. Just click on the Options icon at the top of your screen, then on "Coupon". Enter the offer code. If the coupon is valid it will apply to your order.*

## Adding an Offer Button

If your offer is a Discount or Comp you can apply it to the order from the "Discount" button. Otherwise, you will need to add a button to the menu.

1. Go to Manager / Configuration / Menus
2. Select the menu screen you wish to modify
3. Click on an available button space on the matrix. The button set up area will appear on your right.

**Manager Home > Configuration > Menus**

Pizza

Button Setup:

ButtonType: Offer

TextColor:

Text Style: Normal

Graphic File:  Clear Browse

Offer Options: Offer  Browse

Button Name:

Size: Small

OK Cancel

4. Choose button type = Offer
5. For Offer set up, browse and select the coupon you just added.
6. Modify the name, color, button size, graphic, etc.
7. Press OK
8. Press Update Now to save your changes.

# Limiting Offer Validity

Now that you've created a simple offer you are ready to try some of the Advanced features. The first "Advanced" page lets you control when and how an offer becomes valid.

## Valid Dates, Days, Times and Order Types

It's simple to limit your offer validity to a certain date range, certain times of day, days of the week, or for certain order types.

Examples of Validity Restrictions:

- ◆ Happy hour pricing from 4 pm—6 pm
- ◆ Senior Day 10% off on Tuesday only.
- ◆ October Special—\$2 off pick up orders

## More Validity Options:

**Customer Groups** allow you to limit offers only to customers who belong to a particular group, such as a school or charity. Create a group for employees and families, for VIP customers, or employees of key local businesses to give them discounts. Make sure that the "ALL" groups box is checked if you do not want to limit by group.

**Minimum Purchase Required** allows you to create offers such as "Buy one get one free entrée with \$20 purchase", \$5 off your order with \$15 purchase, etc. The "Before" or "After" discount setting controls whether the minimum applies before or after the discount.

The screenshot shows the FireFly Phoenix Point of Sale software interface. The top navigation bar includes icons for Manager Home, POS, End of Day, Customer, Employee, Reports, Cash, Inventory, Configuration, Logon, Exit, and Help. The breadcrumb trail is Manager Home > Configuration > Special Pricing. The left sidebar lists various menu items: General, Printers, Order Types, Tax/Tender/Cash, Customers, Messages, Items, Special Pricing, Menus, Floor Plan, Employees, Security, and Manage Configuration. The main content area is titled 'Offer Name: Buy 1 Get 1 Free' and contains the following configuration options:

- Offer Validity**
  - Valid date range: From: [ ] To: [ ]
  - Valid time of Day: Start: 05:00 PM End: 11:00 PM
  - Valid days of Week:  All  Mon  Tue  Wed  Thu  Fri  Sat  Sun
  - Valid Order types:  All  Dine In  To Go  Drive Thru  Bar  Table  Delivery  Eat-in  Pick-up
  - Valid Customer types:  All  Residential  Business  Lodging
- Valid Customer Groups:  All,  Add Your Own,  Angels,  Bethany Church
- Minimum purchase required: \$ [ ] **Before** discount
- Not valid with other auto offers
- Not valid with any other offer:  For this item  For entire order
- Discount  Comp  Coupon  Promo
- Auto Apply:**
  - Automatically select offer if criteria is met
  - Manually select the offer

At the bottom of the configuration area are three buttons: Save, Next >>>, and Close.

**Not Valid with Other Offers.** Check this box to limit the use of this offer when other offers are also being used, either for an individual item or an entire order. You can further control this to specify whether other coupons, comps, promos or discounts are allowed. For example, you may wish to limit the use of two coupons on 1 item, but allow the use of a "Comp" on an item that already had a coupon applied.

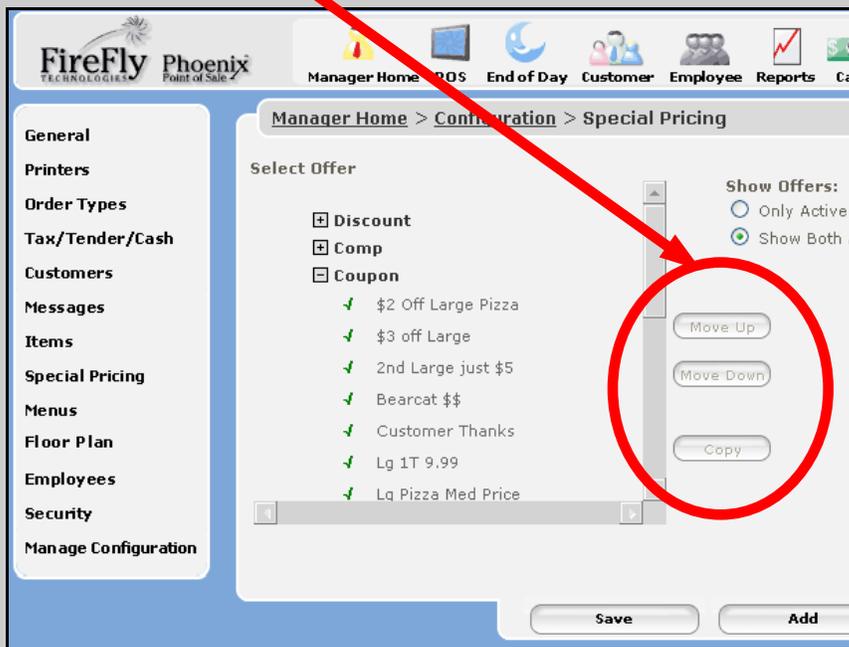
### Applying Offers Automatically

If you want the offer to automatically apply to any valid order or item, check the Auto Apply box. This simplifies the process for your employees, so they don't have to remember to select the offer. This is particularly useful for offers such as:

- ◆ Value Meals or Packs
- ◆ Happy hour pricing or special day of the week promos
- ◆ Special discounts for certain customer groups

The "Not valid with other auto offers" allows you to control the way auto offers interact. For instance, if you have "Salad & Breadsticks" offer AND a "Soup and Salad" offer, if your customer orders Salad, Breadsticks and Soup, you may not want both offers to apply.

**Tip:** If two offers conflict, the system will allow the offer with the higher priority. The priority is determined by the order of the offers on the main offer list page. You can move offers up and down the priority list using the "up" and "down" buttons to the right of the list.



# Choosing Offer Requirements

Many offers require that the customer purchase specific items. The Advanced Inclusions screen is where you can set up the specific item requirements for your offer.

1. Select the first required item from your list of items on the left. You can select a specific item, a category, or an entire department
2. Configure the item on the right. Choose the required size, quantity, and topping quantity for your item.
3. Click on the "ADD" button
4. Repeat the process for additional required items.

If you offer choices, you can change the "AND" function to an "OR" function which allows you to create of group of possible selections (all must be within the same department. Choices of separate departments require separate coupons).

On this screen, we select ALL items which must be ordered for the offer to be valid, even if not all the items will be discounted.

*Tip: Your offer may specify a size or topping quantity, but often you'll let a customer order a bigger size or more toppings for an added fee. If that's the case, be sure you allow it in Phoenix by choosing the "Greater than or equal to" option.*

### Example 1: Large Pizza \$3 off.

Select 1 item from the "Pizza" department.

Set size >= Large

No changes to topping count

"ADD" and "Save"

The screenshot shows the FireFly Phoenix POS system interface. The top navigation bar includes icons for Manager Home, POS, End of Day, Customer, Employee, Reports, Cash, Inventory, Configuration, Logon, Exit, and Help. The left sidebar menu lists various system settings like General, Printers, Order Types, etc. The main content area is titled 'Manager Home > Configuration > Special Pricing' and shows the configuration for an offer named '\$3 off Large'. Under 'Select Included Requirements', 'Pizza' is selected. The 'Size' is set to 'Large' with the '>=' operator selected. The 'Quantity' is '1' and 'Topping Count' is '0'. The 'Inclusions' section shows '1 >= Large Pizza'. At the bottom, there are buttons for 'Clear', 'Delete', 'Edit', 'Exclusions', '<<< Back', 'Save', 'Next >>>', and 'Close'.

**Manager Home > Configuration > Special Pricing**

General | Offer Tracking/Value | Advanced

Offer Name: Free Stix w/2 LG 2Top

Select Included Requirements:

- Pizza
- Sandwiches
- Appetizers
- Grill
- Dinners
- Salad
- PL Salad Sand
- Drinks
- PJ Beer
- PJ Liquors
- pizza toppings
- Microbrews
- merchandise

Size: Large

Quantity: 2

Topping Limits: At least this many

Inclusions:

- 2 >= Large Pizza >= 2 Toppings
- AND
- 1 Breadsticks

Buttons: Clear, Delete, Edit, Exclusions, <<< Back, Save, Next >>>, Close

**Example 2: Free Breadsticks with purchase of 2 Large 2 topping pizzas.**

Select Pizza department

Set size >= Large

Quantity = 2, Topping count at least 2, ADD

Select Breadsticks from Appetizer dept.

No size selection, no topping count selection. Quantity = 1. ADD, Save

**Example 3: 2 Medium Hawaiian or Pepperoni Plus for \$18.**

Select 1 Hawaiian, size = Medium, Quantity = 1. ADD

Select 1 Pepperoni Plus, size = Medium, Quantity = 1. Choose OR, then ADD

Specify that 2 items must be selected from this group. Save.

**Manager Home > Configuration > Special Pricing**

General | Offer Tracking/Value | Advanced

Offer Name: 2 MD Pep or Haw \$18

Select Included Requirements:

- Hawaiian 1
- Hawaiiin
- Margherita Pizza
- Steves Supreme
- Sp Price Topping
- Special Pizza 4
- Special Pizza 2
- Pepperoni Plus
- Hawaiian
- NC Toppings
- Cheese only
- JMB CHZ

Size: Medium

Quantity: 2

Topping Limits: At least this many

Inclusions:

- 2 OF ANY BELOW (Group 1 Start)
- 1 Medium Pepperoni Plus
- OR
- 1 Medium Hawaiian (Group 1 End)

Buttons: Clear, Delete, Edit, Exclusions, <<< Back, Save, Next >>>, Close

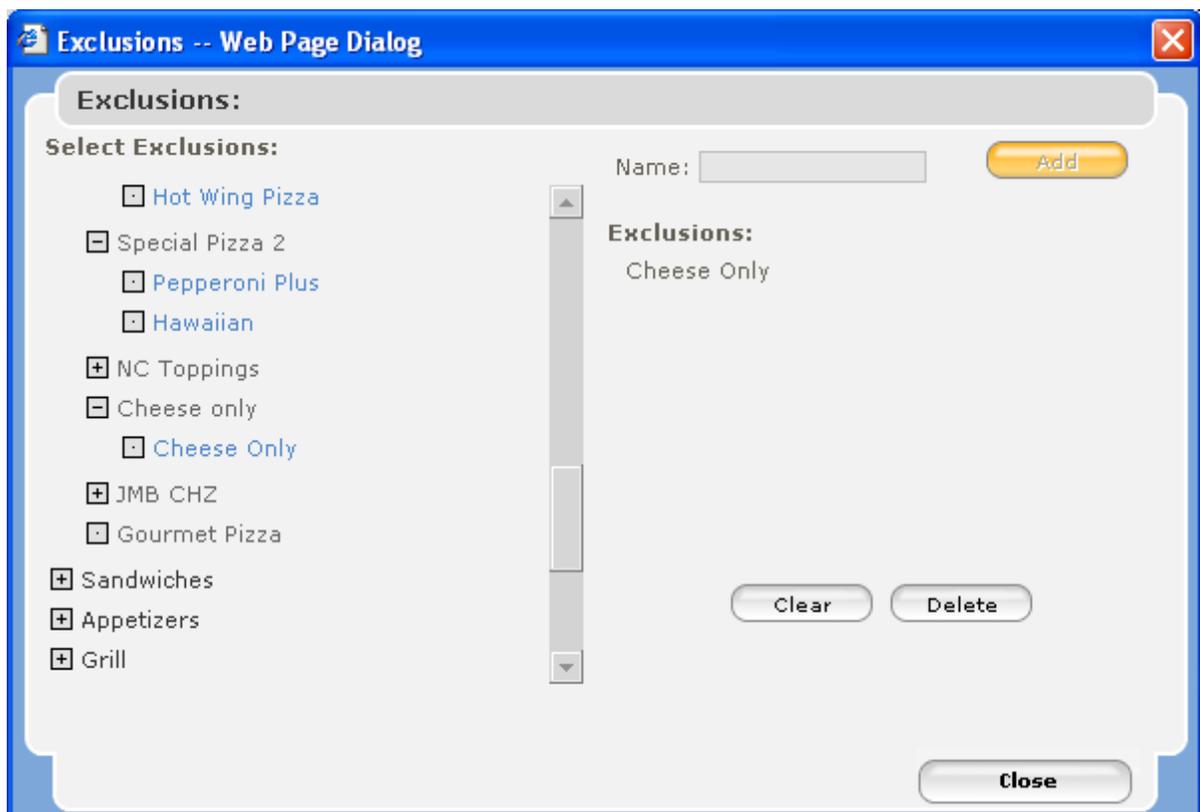
# Handling *Exclusions*



The Exclusions feature allows you to exclude certain items from the offer validity. This can be used in two primary ways:

1. To limit individual items which are normally a part of the group you have selected. For example, if your offer is valid on all Specialty Pizzas except for the Cheese Only.

In this case you would specify the category "Specialty Pizza" as valid, then press the "Exclusions" button and select the "Cheese Only" on this list.



2. To limit certain items which are not included in an overall % discount. For example, if you offer a 10% discount to seniors, but wish to exclude alcohol. Even without specifying any "Included" items you can press "Exclusions" and pick the Alcohol department(s).

## Limiting Valid Crust Types:

Another way to limit your selection is to specify valid sizes and crust types. When picking the correct size for each included item, the "Other" details button lets you get really specific. To use this screen, check all valid sizes and crust types. For example, you may wish to select the Golden or Stuffed but not Original crust.

**Manager Home > Configuration > Special Pricing**

General | Offer Tracking/Value | Advanced

Offer Name: \$3 off Large

Select Included Requirements:

- Pizza
- Sandwiches
- Appetizers
- Grill
- Dinners
- Salad
- PL Salad Sand
- Drinks
- PJ Beer
- PJ Liquors
- pizza toppings

Size: Pizza  
Large

=  >=  <=

Other **Details**

Quantity: 1 Topping Count: 0

Topping Limits: At least this many

And / Or

Replace Cancel

Inclusions:

1 >= Large Pizza

**Select Size/Sub-Sizes -- Web Page Dialog**

Select Size/Sub-Sizes:

Size	Crust
<input type="checkbox"/> Mini	<input type="checkbox"/> Original
<input type="checkbox"/> Small	<input checked="" type="checkbox"/> Golden
<input checked="" type="checkbox"/> Medium	<input checked="" type="checkbox"/> Stuffed
<input checked="" type="checkbox"/> Large	
<input checked="" type="checkbox"/> Jumbo	

Save Close

# Configuring Advanced Value

The next "Advanced" screen lets you specify the "Value" that applies to each included items.

1. Pick the first item on your inclusions list on the left.
2. In the top, middle box, specify the quantity of this item that will be discounted (usually 1). (The size does not usually need to be specified again here)
3. In the top, right box, choose the type of value. This can be a \$ amount, % off, a fixed price, or choose to use the price of a different size.
4. Next enter the value amount.
5. Press the "ADD" button back over in the middle box.
6. Continue to configure your remaining items
7. Press Save.

A few words of advice here. Try to avoid the fixed price option if you will be allowing customers to modify their selections greatly. For instance, if your offer is something like "Buy a Large Pizza, get a Medium 2 topping for \$5" you could select the Medium 2 top and set it as a fixed price of \$5. However, if the customer adds a 3rd topping, they will still be charged only \$5.

In this case, you are better off calculating the \$ amount of the suggested discount. If your Medium 2-top is regularly \$8, enter a \$3 off value. Now the customer can add a topping and pay the extra topping price.

But what happens if they only want 1 topping? Maybe you don't want to give them the full \$3 discount because they are not buying a 2 top in the first place. In this case, you could set the value as \$5 fixed price, then use the field "Max item discount" to limit the maximum discount amount to \$3.

## Example 1: Large Pizza \$3 off.

*Tip: If your offer is a "Combo meal" like Soup, Salad & Drink for \$5.99 (1.50 savings), you can choose to apply the whole \$1.50 to just one item, or split up the value among all 3 items.*

FireFly Phoenix Point of Sale

Manager Home POS End of Day Customer Employee Reports Cash Inventory Configuration Logon Exit Help

Manager Home > Configuration > Special Pricing

General | Offer Tracking/Value | Advanced

Offer Name: \$3 off Large

Included Requirements:  
1 >= Large Pizza

Define Item:  
Size: [Dropdown]  
Quantity: 1  
Topping Count: [Dropdown]  
Topping Limits: At least this many  
Replace

Define the offer value: Group  
 \$ off  % off  Fixed price  
Amount: \$ 3.00  
Max item discount: \$ [Input]  
 Use a price for a different size:  
Special add'l topping price: [Input] %  
Special add'l single item price: \$ [Input]  
Maximum quantity: [Input]

Configured Offer Value:  
1 \$3.00 off

General Value Options:  
Maximum # of times to apply this offer per order: [Input]  
Maximum value of the offer: \$ [Input]  
Apply to Lowest priced valid item  
 Free delivery included

Clear Delete Edit

<<< Back Save Close

**Example 2: Free Breadsticks with purchase of 2 Large 2 topping pizzas.**

**FireFly Phoenix** Point of Sale

Manager Home | POS | End of Day | Customer | Employee | Reports | Cash | Inventory | Configuration | Logon | Exit | Help

Manager Home > Configuration > Special Pricing

General | Offer Tracking/Value | Advanced

Offer Name: Free Stix w/2 LG 2Top

**Included Requirements:**  
 2 >= Large Pizza >= 2 Toppings  
 AND  
 1 Breadsticks

**Define Item:**  
 Size: [Dropdown]  
 =  >=  <=  
 Other [Details]  
 Quantity: [Input]  
 Topping Count: [Input]  
 Topping Limits: [Dropdown]  
 [Add]

**Define the offer value: Group**  
 \$ off  % off  Fixed price  
 Amount: \$ [Input]  
 Max item discount: \$ [Input]  
 Use a price for a different size: [Dropdown]  
 Special add'l topping price: [Input] %  
 Special add'l single item price: \$ [Input]  
 Maximum quantity: [Input]

**Configured Offer Value:**  
 1 100% off  
 [Clear] [Delete] [Edit]

**General Value Options:**  
 Maximum # of times to apply this offer per order: [Input]  
 Maximum value of the offer: \$ [Input]  
 Apply to [Lowest] priced valid item  
 Free delivery included

<<< Back | Save | Close

**Example 3: 2 Medium Hawaiian or Pepperoni Plus for \$18.**

**FireFly Phoenix** Point of Sale

Manager Home | POS | End of Day | Customer | Employee | Reports | Cash | Inventory | Configuration | Logon | Exit | Help

Manager Home > Configuration > Special Pricing

General | Offer Tracking/Value | Advanced

Offer Name: 2 MD Pep or Haw \$18

**Included Requirements:**  
 2 OF ANY BELOW (Group 1 Start)  
 1 Medium Pepperoni Plus  
 OR  
 1 Medium Hawaiian  
 (Group 1 End)

**Define Item:**  
 Size: [Dropdown]  
 =  >=  <=  
 Other [Details]  
 Quantity: [Input]  
 Topping Count: [Input]  
 Topping Limits: [Dropdown]  
 [Add]

**Define the offer value: Group**  
 \$ off  % off  Fixed price  
 Amount: \$ [Input]  
 Max item discount: \$ [Input]  
 Use a price for a different size: [Dropdown]  
 Special add'l topping price: [Input] %  
 Special add'l single item price: \$ [Input]  
 Maximum quantity: [Input]

**Configured Offer Value:**  
 2 OF Group 1  
 1 \$5.00 off  
 [Clear] [Delete] [Edit]

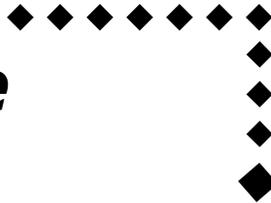
**General Value Options:**  
 Maximum # of times to apply this offer per order: [Input]  
 Maximum value of the offer: \$ [Input]  
 Apply to [Lowest] priced valid item  
 Free delivery included

<<< Back | Save | Close

## More on



# Value



The Advanced Value screen has a few other fields worth knowing about:

**Define the offer value: Group**

\$ off  % off  Fixed price

Amount: \$

Max item discount: \$

Use a price for a different size:  
 ▼

Special add'l topping price:  %

Special add'l single item price: \$

Maximum quantity:

**General Value Options:**

Maximum # of times to apply this offer per order:

Maximum value of the offer: \$

Apply to  priced valid item

Free delivery included

**1. Max item discount:** This field lets you control the maximum discount for 1 item within the offer. Used for fixed price and % off offers.

**2. Max times to apply this offer:** This field lets you control how many times the offer can apply to an order.

**3. Max value of the offer:** This field lets you control the total value of the offer for all items. Obviously isn't necessary when it's a \$\$ off type offer but can be useful for % discount and fixed price offers.

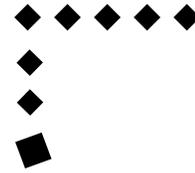
**4. Apply to "Lowest" or "Highest" priced item:** Controls which items on the ticket this offer will apply to. For example, "Buy 1 large, get a free small". Customer orders a Large, a Small Pepperoni (\$7) and a Small Cheese Only (\$5). Do you want the free pizza to be the Pepperoni (highest) or the Cheese (lowest)?

**5. Free Delivery:** Changes the delivery fee to 0 (and says "Free Delivery" on the ticket) if the order is a delivery order. This can be used even if you haven't specified valid items or any other options on this screen. For instance, you might have a very simple 100% off comp and include free delivery.

→ These 3 fields are not active at this time.

*Tip: If you set a "Fixed Price" offer with a price that is higher than the item's normal price, you will get a "negative" discount on the ticket. This can look a little strange on your offer reports.*

# Tips for Applying Offers



Offers can be applied to an order in 4 primary ways:

1. Use a menu button
2. Use the "Discount" screen
3. Auto Apply
4. Use the Options / Coupon screen to enter the offer code.

## 1. Menu Button

Create a menu button tied to the offer. See page 5 for more information on how to do this.

2. Click on the "Discount" button below the virtual ticket to see all offers which are type "Discount" or "Comp".

3. Auto Apply—set the offer to auto apply in Configuration / Advanced.

4. Using offer codes is a great way to ensure accurate coupon tracking. Enter an alphanumeric code in the set up area as shown below. Then, in the POS, click on Options, Coupon and enter the code to apply the coupon.

FireFly Phoenix Point of Sale  
Manager Home POS End of Day Customer Employees  
Manager Home > Configuration > Special Pricing  
General | Offer Tracking/Value | Advanced  
Offer Name: \$3 off Large  
Offer Tracking  
Offer Code: w93434  
Offer Corporate or Local:  Corporate  Local  
Offer PLU #: 10  
Offer Value  
Entire Order or Items: Dollar or Percentage:  
 Entire Order  Dollar  
 Specific Item  Percentage  
 Fixed Price  
Default Amount: 3.00  
Allow user to change default:   
Maximum amount allowed:   
Physical coupon expected:

Enter Coupon Code  
Enter Coupon Code:  
Coupon Code:   
Ok Cancel

## Applying Offer in Quantity:

If you have ordered an item with the "Quantity" button, you might want to apply a coupon in quantity as well. Apply the coupon once using the menu button, discount button OR Coupon code. Then, with the item selected on the virtual ticket, touch the coupon line. It will highlight in light blue. Then touch the Quantity button and enter the # of times you wish the coupon to apply.

You can also use the + button below the menu to apply a coupon multiple times using a coupon button.

## Removing Offers:

- ◆ Uncheck the offer button OR
- ◆ Select the item on the virtual ticket, then select the offer. It will highlight in light blue. Press the Clear button to delete this offer.

# What about Security



Limiting who can apply discounts and comps is an important part of your overall cash management & security policy. Phoenix offers you several levels of security for your offers.

Security is tied to the “Discount” button. On this screen you will see a list of Discounts and Comps. So if you have an offer which needs security on who can apply it, make it a discount or a comp.

Limit access to the discount screen by setting the security for employee workgroups in Configuration / Security. If you have certain discounts or comps that all employees can use, put these on your menu with a button.

Further control your security by setting a limit to the % discount that an employee is authorized for. This is also set on the Configuration / Security screen. This may mean that an employee can get to the discount screen and apply a 50% comp, but not a 100% comp.

Both access to the discount screen and the overall % limits are subject to manager override if needed.

Requiring certain offers to be entered by coupon code rather than a menu button also helps to prevent unauthorized use by customers and employees.

Also, limiting the ability of employees to modify a dispatched delivery will prevent the unauthorized addition of coupons after the delivery is complete.

## Reporting and Analysis

How well are your coupons working? Phoenix gives you the reporting tools to evaluate them.

The first step is to ensure that you are tracking coupons individually. Make sure to set up separate offers for each media outlet, so you can analyze where your advertising dollars are most effective. Organize your coupon screen so that employees can easily determine which offer to apply. Issuing a unique offer code and applying offers by this code is a great way to ensure accurate tracking.

The Special Price Summary Report gives you a good overview of which offers are getting redeemed. The Special Price Detail Report lets you analyze individual orders for each offer.

Another way to slice your offer data is to analyze which customers redeem certain offers. You can use the Advanced Search features in the Manage Customer area to select customers who use coupons on a regular % of their orders, or those who have redeemed a particular offer.

What about those offers that you don't really count as offers—those that are just a part of your normal pricing? When setting up the offer, on the first screen, you can check the “Don't report as a special offer” box. This will keep these offers from adding to your total offer reporting.

*Hint: The Special Pricing Detail report will highlight in red any orders that had an offer applied after the initial order was taken. This is a great way to double check on possible fraud.*

# Applying Offers to Credit Customers

Phoenix gives you the ability to apply offers to individual customers to be redeemed on a future visit. This is great for offering an individual customers a "Comp" if you make a mistake, and also to reward customers for their business. For instance, you could search for customers who ordered more than 10 times last month and credit them with a free appetizer on their next order. What a nice surprise! Best of all, once the customer uses "their" offer, it will be automatically removed from their record so they can't use it again.

To apply an offer to a customer or group of customers:

1. First set up the offer in your system.
2. Go to Manage Customers and search for your customer or list of customers.
3. Press Apply Offer button
4. Select the offer and apply.

Now each customer is credited with that offer. When you look up the customer in the POS, you will have the option to auto apply the offer or save it for a future order.

The screenshot shows the Phoenix POS software interface. At the top, there's a navigation bar with icons for Manager Home, POS, End of Day, Customer, Employee, Reports, Cash, Inventory, Configuration, Logon, Exit, and Help. Below this is the 'Manager Home > Manage Customers' section. A search form is visible with fields for Phone #, First Name, Last Name, Apartment, Street #, Street Name, Company, City, State, and Zone. A table of customers is displayed with columns for First Name, Last Name, and phone numbers. An 'Offer Selections -- Web Page Dialog' is open in the foreground, showing a list of offers under categories like Discount, Comp, and Coupon. A red arrow points from the 'Apply Offer' button in the dialog to the 'Apply Offer' button in the background interface, which is circled in red.

The screenshot shows a 'Customer Credit' dialog box. It has a title bar with a close button. The main content area says 'Customer Credit:' and 'This customer has offer credit(s) Customer Thanks'. Below this are three buttons: 'Auto Apply', 'Offer Details', and 'Do Not Apply'. At the bottom, there is explanatory text: 'Press Auto Apply to apply the offer once required items are ordered. Press offer Details to see information about this offer. Press Do Not Apply to save this offer for a future date.'

All normal offer restrictions apply based on the offer you set up. If you auto apply the offer, it will apply once you have ordered any required items.

You can report on the effectiveness of this by reviewing the "Customer Credit Summary" under Operations reports. The customer credit detail report (v.5\_12

*Tip: At this time there is no way to credit customer with a "Variable" amount. The exact offer must be set up in your system ahead of time.*

and higher) will show you who applied the offer and why.

# Multiple



# Pricing



Sometimes, you wish to change prices on a number of items for a given situation — something much more extensive than just a coupon. That's where the Multiple Pricing feature comes in.

This feature allows you to create a whole new pricing scheme for your existing menu items to be implemented "on demand" for individual orders. This is great for school pricing, hotel pricing, etc.

To set up Multiple Pricing:

1. Go to Configuration / General / Store Set Up and click on "Activate Multiple Pricing"

2. Go to Configuration / Items.  
Click on the Alternate pricing button and "Add New" to create a new pricing scheme. Give it a name, such as "Hotel Prices". Save the scheme.

3. Now, choose the items you wish to modify. You can choose a category level if you wish, such as "Pizza Toppings". Edit, click on Pricing.

4. Now you will see a "Alternate Pricing" field. IT will show 'Default'. Select your new "Hotel Prices"

5. The pricing matrix can now be edited from your default prices. Save these prices for your Hotel pricing scheme.

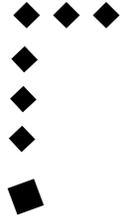
In the POS, to activate the alternate pricing:

1. Take an order
2. Select Options / Multiple Pricing
3. Select the alternate scheme of your choice
4. The prices will now change. The pricing scheme will show at the top of the virtual ticket.

Touch on the pricing scheme name to change it back.



# Getting more Help



Need help with a particular offer?

Contact Technical support. We're here to help!

**Technical Support**  
**1-866-678-4911**

**Or e-mail us at**

**[support@fireflypos.com](mailto:support@fireflypos.com)**