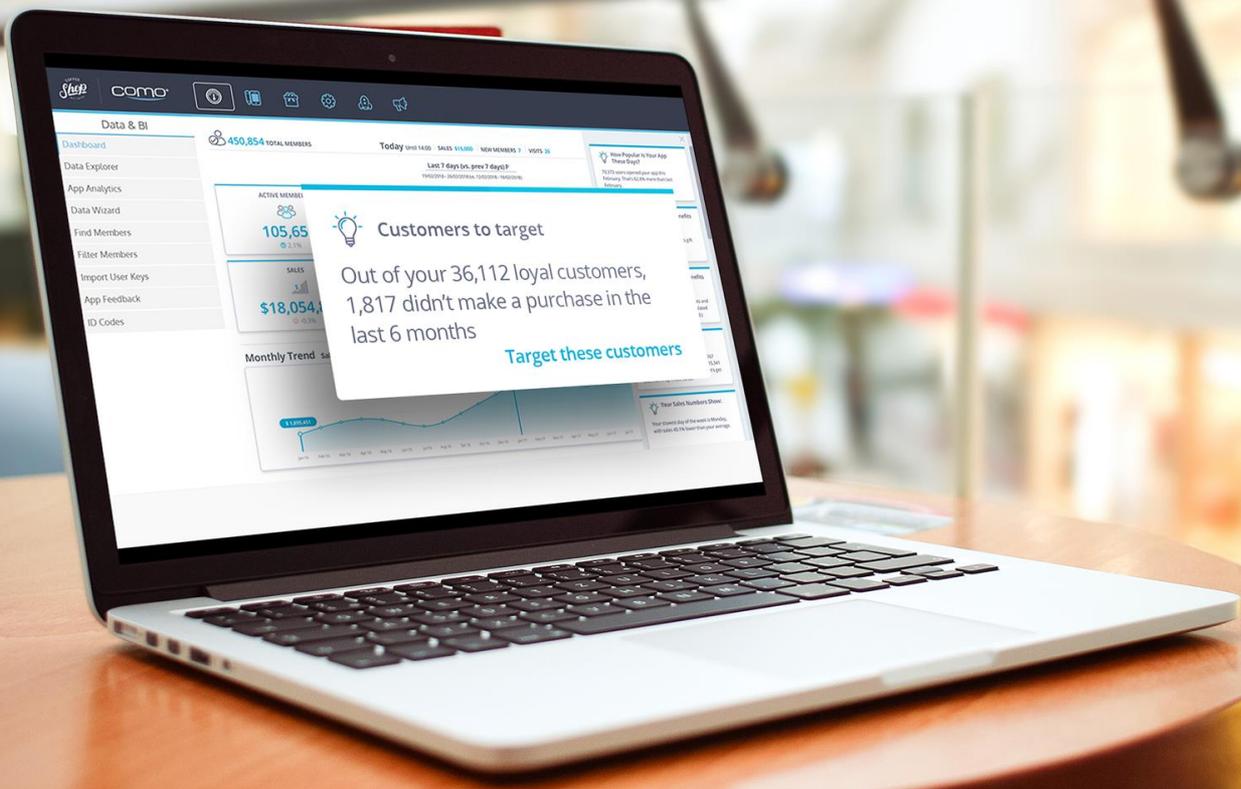


NEW FEATURES

FEBRUARY 2019



Version Content

Loyalty

- Share Points or Credit With Friends

Campaign Center

- Create Promotions for Any Customer With Promo Codes

- Create Emails with the New Editor

- One-Time: Filter by Communication Criteria

- Create Custom Punch Cards

- View Punch Card Analysis

Connectivity

- Enhancements to New Registration Form

- Consent to Program Terms via Registration API

New Gen App

- Add Claim Buttons

- Allow Users to Rate the App

- Show Multiple Wallets in Profile

- Accessibility & Design Improvements

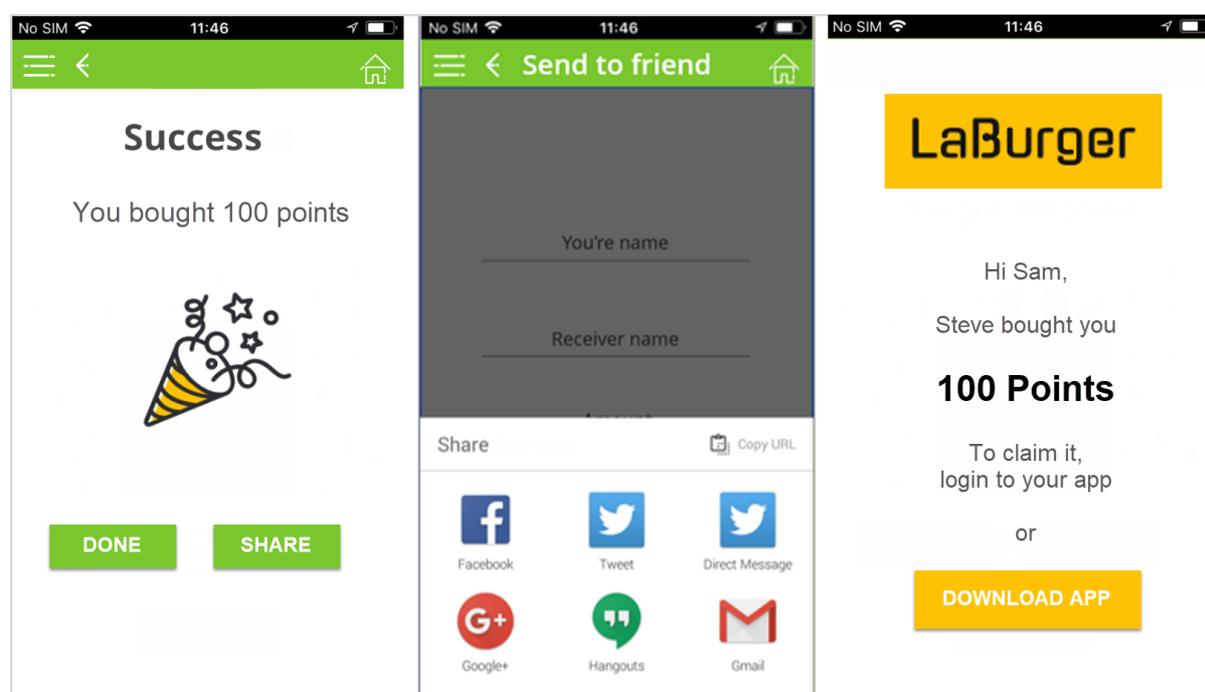
Bugs

Loyalty

Share Points or Credit With Friends

Boost registration, customer loyalty and sales by allowing members to share credit (or points) with their friends. Members can share from their accumulated balance, or even buy credit through the app or POS. After they share credit with a friend from their phone via SMS, Facebook, email, WhatsApp, etc., the friend can claim it after logging in to the business app (or by downloading the app first).

Note: Only members can buy credit and the friend must be a member and app user to claim it. To allow members to buy credit from the app, the business must have an add-on payment service.



Campaign Center

Create Promotions for Any Customer With Promo Codes

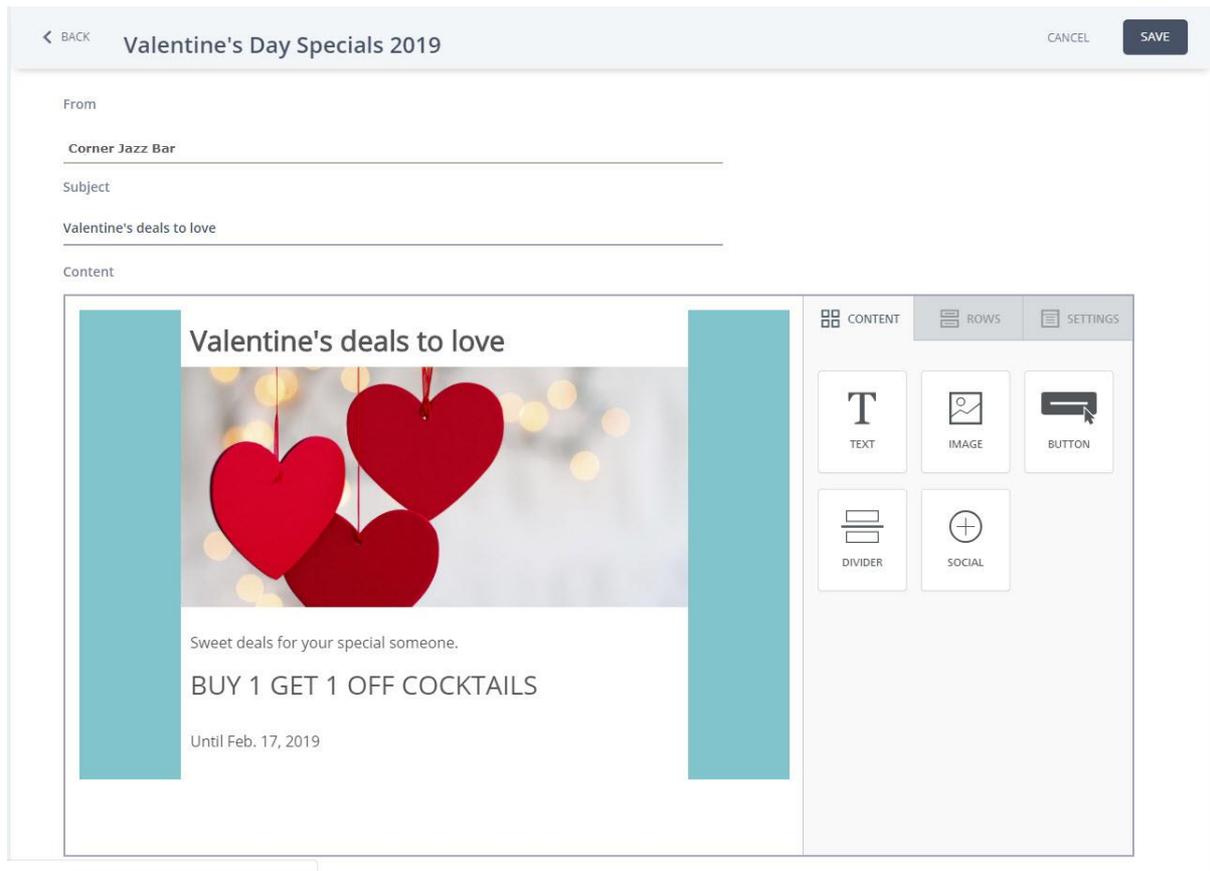
Create promo codes that can be used by any customer (both members and non-members). For example, feature the promo code on your business website, post it on your social media pages, send it to your mailing lists, or even convert it to a QR code to showcase throughout your business.

Note: In this phase, you can create one fixed (reusable) promo code for each promotion.

Create Emails with the New Editor

Easily create emails for campaigns using the new user-friendly, drag-and-drop design. For example, send monthly newsletters, promote new items to relevant customers or send your holiday offers. The new email editor allows you to:

- Format text including font, size, color, alignment, etc.
- Drag content types like text, images, buttons, dividers, and social
- Add background colors, customize layouts, and more



One-Time: Filter by Communication Criteria

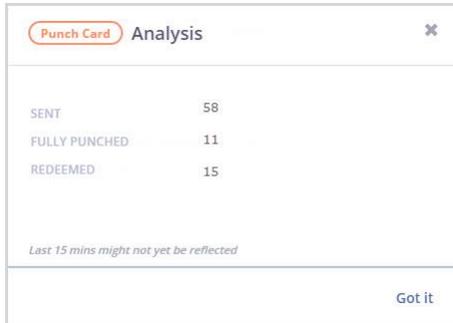
Select members for one-time activities according to whether or not they received communications via email or push. For example, send an SMS to members who didn't successfully receive the latest promotional email.

Create Custom Punch Cards

Create punch cards that reward members with a custom discount—such as 50% off specific items, or a coupon for \$20 off their purchase. In addition, create cases to give different rewards for different locations or POS's.

View Punch Card Analysis

View KPIs for the punch cards you create to measure the success of your rewards—including how many cards were sent, redeemed, or fully punched.



Punch Card Analysis	
SENT	58
FULLY PUNCHED	11
REDEEMED	15

Last 15 mins might not yet be reflected

Got it

Connectivity

Enhancements to New Registration Form

In the previous release, the new registration form was enhanced with a new modern and slick design (which will be released gradually to all businesses). Here are some additional enhancements:

- After they autoregister at the POS, members can add additional details via link they receive
- Registration form can be fully supported as an iFrame in external website
- Registration form supports additional accessibility requirements

Consent to Program Terms via Registration API

Data privacy regulations require all members to explicitly view and consent to program terms. Members automatically consent when they register through the app or registration iFrame. Now there is also an option to allow members to consent when they register through an external platform via the registration API.

Note: The external platform must allow members to view and consent explicitly to program terms, and this option must be enabled for the relevant business.

New Gen App

A new generation of Como apps is available to selected businesses as a pilot—offering newly designed screens and flows to provide a better user experience. Additional features and capabilities are now supported for the new generation app, and more will be added in the coming releases.

Add Claim Buttons

The new gen app now supports the claim button, which can be added to an app screen to trigger a rule when the member taps it. For example, present catalog of coupons that members can claim by tapping the claim button, which triggers a rule to send them the coupon as a gift.

Allow Users to Rate the App

The new gen app now supports the **Rate the App** button, which allows app users to rate the app in the app stores.

Show Multiple Wallets in Profile

For businesses that use multiple wallets (i.e., both points and credit), they can choose to display both in the profile widget.

Accessibility & Design Improvements

Further improvements were made to the new gen app to support accessibility. In addition, color opacity was removed from certain colors in the color scheme to provide optimal design.

Bugs

[Click to view a list of all the business bugs released in this version.](#)

como[®]

www.como.com