

RELEASE GUIDE

August 2016

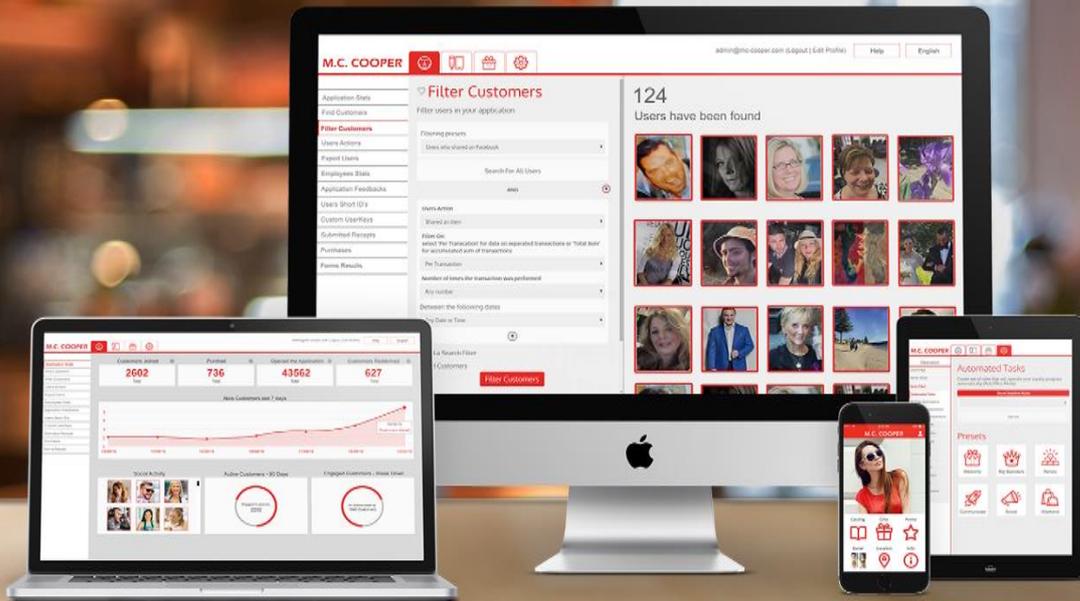


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Use Gift Cards

Allow customers to purchase plastic gift cards that can be used to buy items in the business. Unlike other assets, gift cards aren't associated with specific members and don't appear in the app—so they can be purchased and used by any customer.

How It Works

A gift card template is created in the Como Hub, along with bulks of codes. The business then creates plastic gift cards, with gift card numbers that correspond to the codes created in the Como Hub. Customers can buy these gift card in the business and load it with any amount. Whenever a customer uses the gift card to make a purchase, the purchase amount is deducted from the card's balance.

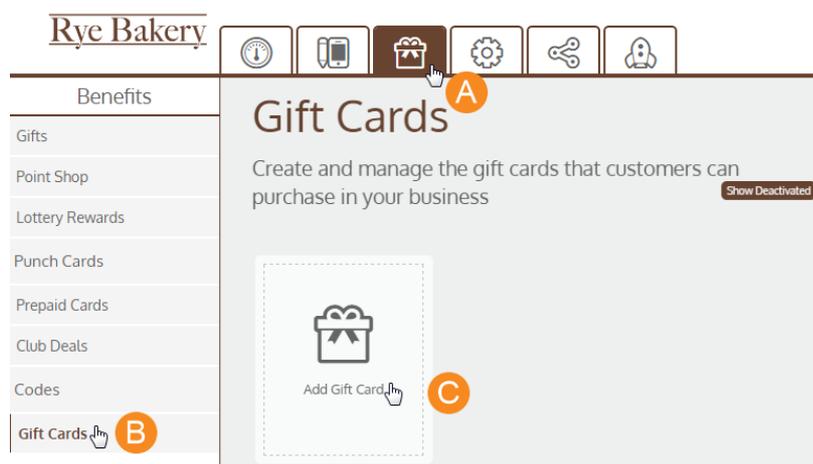
Create Gift Cards

You can create and manage gift cards from the Como Hub.

Note: The amount of the gift card cannot be specified in the Como Hub. The business can decide to create different gift cards for different amount (for example, by printing \$25 on the gift card itself and selling it for \$25). However, from our end, any amount can be loaded on any card.

To create gift cards:

1. From the **Benefits** tab, click **Gift Cards** and then **Add Gift Card**.



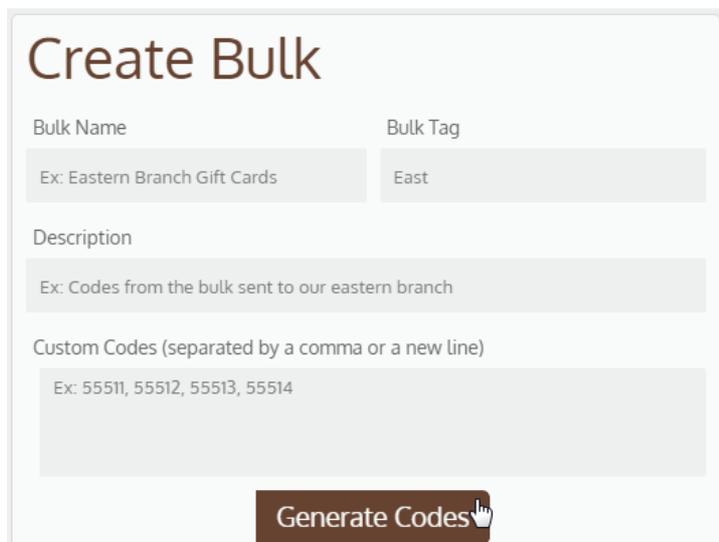
2. Enter the gift card details and click **Save**.

Note: When selecting the validity and activation/deactivation dates, check the customer protection laws regarding gift cards, which may apply to your customers.

Field	Description
Title	Add a title (doesn't appear in the app)
Description	Add a description (doesn't appear in the app)
Background Image	Required - Add an image (doesn't appear in the app)
Value	Estimated value of the gift card
Cost	Actual cost of the gift card
Min Payment Amount	Minimum amount that can be deducted from the card in one purchase
Max Payment Amount	Maximum amount that can be deducted from the card in one purchase
Can the gift card be reloaded?	To allow customers to add more money to the gift card, select Yes . Otherwise, select No .
Valid From	Select from which date the gift card can be used. You can also specify the hour, minute and second.
Valid Until	Select until which date the gift card can be used. You can also specify the hour, minute and second.
Deactivate After	Select how many minutes/hours/days/weeks after the gift card is purchased that it can <i>no longer</i> be used. For example, if you choose to deactivate after 30 days, the customer can only use the gift card up to 30 days after it was purchased.
Activate After	Select how many minutes/hours/days/weeks after the gift card is purchased that it can be used. For example, if you choose to activate after 1 day, the customer can only use the gift card starting from the day after it was purchased.
Add Tags	This field is not currently in use.

3. Create a bulk of codes (used as the gift card numbers) and click **Generate Codes**.

Note: Bulks of gift card codes must be created using custom codes (separated by a comma, or copied and pasted from the column of a spreadsheet). Multiple bulks can be created for each gift card template.



Create Bulk

Bulk Name: Ex: Eastern Branch Gift Cards

Bulk Tag: East

Description: Ex: Codes from the bulk sent to our eastern branch

Custom Codes (separated by a comma or a new line): Ex: 55511, 55512, 55513, 55514

Generate Codes

4. To return to the main Gift Card page, click **Save**.

Manage Gift Cards

Once a gift card template is created, you can edit the gift card details, add new bulks of codes, or deactivate it. Deactivated gift cards are moved to the deactivated folder in the Como Hub and can no longer be purchased or used by customers.

Note: Once a gift card is created, the Como Hub cannot be used to track which cards are used, who purchases or uses the card, nor how much is used from each card. Currently, the business also cannot check the balance left on a gift card.

POS Setup

The gift card feature requires businesses to have a POS integration, with the Pay with Budget API call. To allow customers to pay for only part of their purchase using their gift card and rest using another method of payment (for example, if there isn't enough money on the card), the POS should also allow partial payments. Gift cards are loaded at the POS by submitting a budget payment with a negative amount. Although the Pay with Budget API call is used to perform gift card transactions, all Como Hub settings for budget payments are not related to gift cards.

Gift Cards & Accumulation

Gift cards can be used or purchased by either members or non-members. If an identified member uses or buys a gift card, they can accumulate points/budget on these purchases or trigger any other purchase-based automation (if the POS configures Pay with Budget as a payment type, and not a discount). However, you can also choose to exclude the purchase of the gift card itself from accumulating points/budget from the accumulation automation.

Use Catalog Mode (Admin Panel Layout)

Allow businesses to open their catalog in Admin Mode and lock the device on catalog mode. This is a great way for businesses to present their catalogs digitally to their customers in the business. For example, restaurants can place on their tables tablets that display their menu. The customers can navigate the catalog, like they do in the regular app, except that they cannot exit the catalog itself.

Note: To use catalog mode on more than one device at a time (for example, to place a tablet with the menu on each table of the restaurant): for each device, generate a code to enter Admin Mode from the account of a *different* Como Hub user. For example, generate the code for tablet #1 from the Hub account of employee1@como.com and for tablet #2, from the account of employee2@como.com.

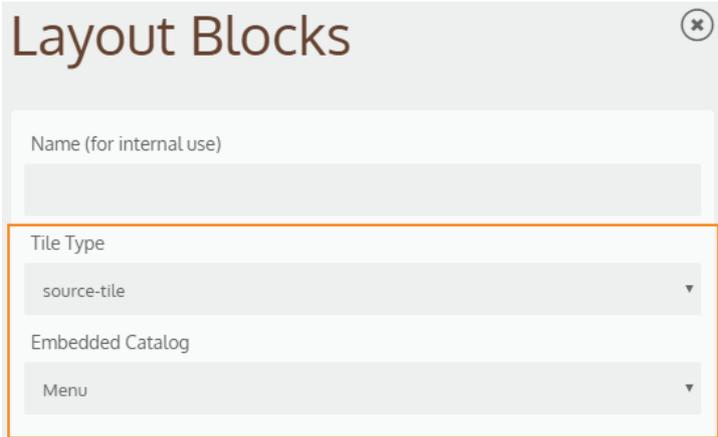
Below are the differences of how catalogs appear in Admin Mode (as opposed to the app):

- Back button (from the category list screen) and home button aren't displayed
- Left and right buttons aren't displayed
- Currently, the filter and search bar aren't displayed
- The catalog can only be exited by exiting the app itself

To set up the catalog mode:

1. Create a layout block that opens the catalog (**Content > Layout > Layout Blocks**).

Note: For the **Tile Type**, select **source-tile** and then select the catalog to embed.



The screenshot shows a configuration window titled "Layout Blocks" with a close button in the top right corner. It contains three main sections: "Name (for internal use)" with an empty text input field; "Tile Type" with a dropdown menu currently showing "source-tile"; and "Embedded Catalog" with a dropdown menu currently showing "Menu". An orange rectangular box highlights the "Tile Type" and "Embedded Catalog" sections.

2. Select the **Catalog Mode** layout for the Admin Panel (**Content > Layout > Admin Panel**).
3. Enter Admin Mode on the business' device.

Improved SMS Unsubscribe Link

When members receive a text message (SMS) from the business, they can tap a link in the message itself to unsubscribe from receiving text messages. This link was replaced with a shorter version to improve their user experience.

Manage App Fonts from the Como Hub

Directly from the Como Hub, fonts used for app text (and marketing materials generated from the Como Hub) can be added or edited. This helps you further customize apps to the business' look and feel.

Notes:

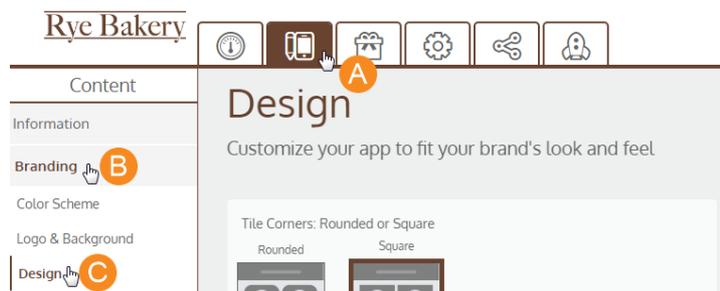
- When a business provides a font for upload, we need to see written proof that they purchased this font to make sure it's legal to upload it.
- Font files should be in **otf** format (in order to work on both iOS and Android devices).
- Fonts are associated with a particular language, to ensure the characters of that language are optimally displayed. However, it may also be suitable for other languages as well. For private fonts, the language is chosen based on the language selected in the settings for the app.
- The **Primary Font** is used for the body text, while the **Bold Font** is used for headers in the app. You can upload a black/bold version of your primary font as the bold font, or use a different font entirely.

Add Private Fonts

Add private fonts for a particular app, that can only be used by this app.

To add private fonts:

1. From the **Content** tab, click **Branding** and then **Design**.



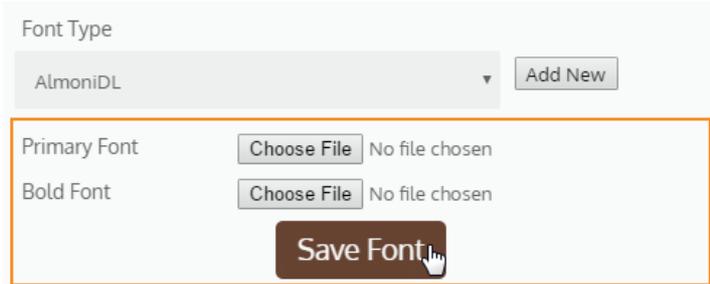
2. Under **Font Type**, click **Add New**.



Font Type

AlmoniDL ▼ Add New

3. Upload files for the font and click **Save Font**.



Font Type

AlmoniDL ▼ Add New

Primary Font Choose File No file chosen

Bold Font Choose File No file chosen

Save Font

4. Click **Save**.

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