



Setting up SmartLoyalty

for _____.(customer name).

Questions for the new SmartLoyalty Customer

What URL would you like to use?

RedCat will set up a subdomain such as yourbusiness.redcat.com.au . This will be the site that your customers connect to when they register their cards and check their loyalty points. You will also log on to this site to run reports and carry out simple administrative tasks.

_____.redcat.com.au

Do you have some good quality graphics?

Please send us some company images and logos that you would like us to incorporate the headers and footers of your loyalty site. (Please see the section on SmartLoyalty Graphics later in this document).

I already have / will shortly email my graphics to support@redcat.com.au

Does your existing website have a 'look and feel' that you would like SmartLoyalty to emulate?

If you send us details of your existing website we will try to incorporate some of the look and feel of that site into your loyalty site.

My existing website is _____ / I do not have an existing website.

Have you developed a Terms and Conditions document for your loyalty program?

These terms and conditions need to be placed on SmartLoyalty website.

I already have / will shortly email my SmartLoyalty Terms and Conditions to support@redcat.com.au

When loyalty members receive email confirmation of their password changes and other communications what email address would you like to appear as the Sender?

You will sometimes get replies to these messages from users that have card registration issues or account problems.

Please use this email address _____



How many cards would you like to issue initially?

RedCat will generate the details that need to be encoded on the magnetic swipe cards. These will need to be produced by a RedCat certified card provider, and we will send these details to them to manufacture. You will then be contacted by the card provider to discuss your artwork requirements for the cards. Please note that the card provider will invoice you for the production and supply of the cards.

SmartLoyalty accepts with two kinds of cards, loyalty and gift card.

A **loyalty card system** keeps track of bonus points that are accrued when your customers make purchases at your stores and allows for those points to be redeemed for your products on subsequent visits. Your customers will need to register their personal details on your SmartLoyalty site before they can redeem any points.

A **gift card system** keeps track of money that has been assigned to specific cards at the Point-of-Sale. Customers don't need to register their personal details to make a purchase with their cards.

RedCat SmartLoyalty has the functionality to support both card systems. Generally a loyalty card system is easier to administer, because it doesn't require significant reconciliation of moneys assigned to the cards.

Initially, I would like a:

- loyalty card system with ____ cards
- gift card system with ____ cards



Loyalty Card Information

What information do you want your customers to provide when they register a loyalty card?

Please indicate which of the following you want to be **required** or **optional**. If you don't want the field present on the registration form leave it blank.

<i>Field</i>	
Surname	required
Given Names	required
email	required
Favourite Store	_____
Date of Birth	_____
Sex	_____
Address 1	_____
Address 2	_____
City	_____
Postcode	_____
State	_____
Phone	_____
Mobile	_____

***(Optional)* Do you have a preferred 3 letter prefix to appear on the cards?**

Prefix: ____

***(Optional)* Do you want the cards to expire after a set period of inactivity?**

Make cards inactive after ____ (years) of inactivity.

Gift Card Information

***(Optional)* Do you have a preferred 3 letter prefix to appear on the cards?**

Prefix: ____

***(Optional)* Do you want the cards to expire after a set period of inactivity?**

Make cards inactive after ____ (years) of inactivity.



RedCat Certified Card providers.

At this stage there are two Certified providers of Magnetic Cards for SmartLoyalty, they are:

- ScreenCheck Australia Pty Ltd (08 8374 3677) www.screencheck.com.au
- RedeGroup Pty Ltd (1800 815 512) www.plasticcard.com.au

Certification involves a testing process and there may be a once off charge for new providers to be tested and certified. Please ask your preferred Card supplier to contact RedCat for specification documentation before ordering.

Contact Details.

Please provide some details regarding the person you nominate as the contact for your SmartLoyalty site.

Contact Name: _____

Contact email address: _____

Contact telephone number: _____

Estimated Completion Time.

It usually will take between 2 and 4 weeks for RedCat to complete the database/website creation and integration.

RedCat Office Use Only:	
hqStoreID: ____	HQ Location: _____
MemberAdminPointsAdd : PLUCode: ____	RevAcc: ____
MemberAdminPointsSub: PLUCode: ____	RevAcc: ____
MemberAdminMoneyAdd: PLUCode: ____	RevAcc: ____
MemberAdminMoneySub: PLUCode: ____	RevAcc: ____

Please return this form to RedCat either by mail to: RedCat Pty Ltd
Unit 4, 107 Marconi Cres
Kambah ACT 2902

or by fax to: 02 62967811 or 03 96961553

or you may email the details to: support@redcat.com.au



Notes on SmartLoyalty Graphics Customisation

RedCat SmartLoyalty has been designed for ease of graphical customisation so that your customers can visit a loyalty website that is in keeping with the brand identity of your company.

At a minimum we only need you to provide a banner style logo and background image for use on the page border.

What graphics are required for customising my site?

You can see online examples of RedCat Smart Loyalty sites here.

<http://data.redcat.com.au/SmartLoyaltyGraphics/redcat.html>
<http://data.redcat.com.au/SmartLoyaltyGraphics/example1.html>

The following graphics are required:

1. **Header** - You need to provide a banner graphic for your loyalty page. Our clients often prefer a transparent PNG file. This image needs to be no more than **860 pixels wide** and up to **128 pixels high**.

<http://data.redcat.com.au/SmartLoyaltyGraphics/resources/img/example1/header.png>
<http://data.redcat.com.au/SmartLoyaltyGraphics/resources/img/redcat/header.png>

2. **Background** - You will probably want to provide a background graphic for the page border. By default, our CSS repeats this image, so it should be either horizontally tileable or very wide.

<http://data.redcat.com.au/SmartLoyaltyGraphics/resources/img/redcat/background.jpg>
<http://data.redcat.com.au/SmartLoyaltyGraphics/resources/img/example1/background.jpg>

In addition you may wish to customise the look and feel of these features:

3. **Buttons** - By default all pages in your SmartLoyalty site will have a red buttons. If you prefer to have different buttons, you will need to provide images to replace the following graphics:

<http://data.redcat.com.au/SmartLoyaltyGraphics/resources/img/redcat/button.png>
http://data.redcat.com.au/SmartLoyaltyGraphics/resources/img/common/button_disabled.png

There is also a Photoshop template of this button image available:

<http://data.redcat.com.au/SmartLoyaltyGraphics/Templates/button.psd>

4. **CSS** - If you wish to change other aspects of the look and feel of the site you may modify menu or table colours you may create a CSS file with your customisations, like these:

<http://data.redcat.com.au/SmartLoyaltyGraphics/resources/css/skins/redcat/custom.css>
<http://data.redcat.com.au/SmartLoyaltyGraphics/resources/css/skins/example1/custom.css>

Can I download the samples that appear online?

Yes. An archive of these files is located here:

<http://data.redcat.com.au/SmartLoyaltyGraphics/SmartLoyaltyGraphics.zip>

An illustrated example

