

..... Welcome to the **LifeClubTM Rewards Program**

Giving you access to instant rewards every time you shop!



Instant Rewards

Earn reward dollars
on every non-prescription purchase.



Member Offers

Exclusive entry into competitions,
special offers and great discounts.



Health Advice

Information and assistance to help you
manage your health.



Great Gifts & Prizes

You could win with great prizes,
vouchers and competitions.

LifeClubTM

It's your life, be rewarded



Welcome to the LifeClub™ Rewards Program

This is a step by step guide for training staff on the new LifeClub Rewards Program.

Step 1

The 2 blue screens will appear at all times, if they are not showing press Ctrl Alt Backspace. Make sure to read the dot points as they give you a good guide on what your next step is. You can drag the blue boxes around to your preferred location.

Step 2

The first process is to type in your cashier/clerk number; and then you can begin the transaction.



Step 3

Enrolment Processes

A. For a new enrolment, pick up a new card and scan. A prompt will then appear asking you to fill in the customers details. All mandatory fields must be entered to proceed with the transaction or press enrol later if the store is too busy. If Enrol Later is selected the customer needs to fill out the paper enrolment form for staff to update at a later time. Note: Customers will not be able to redeem until enough of the fields have been updated.



Click 'Enter Now' to update and register

It's your life, be rewarded!

Update details/register here, and press enrol (continue the transaction as per normal).



Each customer will be defaulted to Tier 1 (5% reward). If you would like to give 10% to Seniors, simply use the drop down menu and select Tier 2.

If Enrol Later is selected, a receipt will print out with the card number to be stapled to the enrolment form for processing later.

If your store did not have an existing loyalty program, please go straight to Step 4.

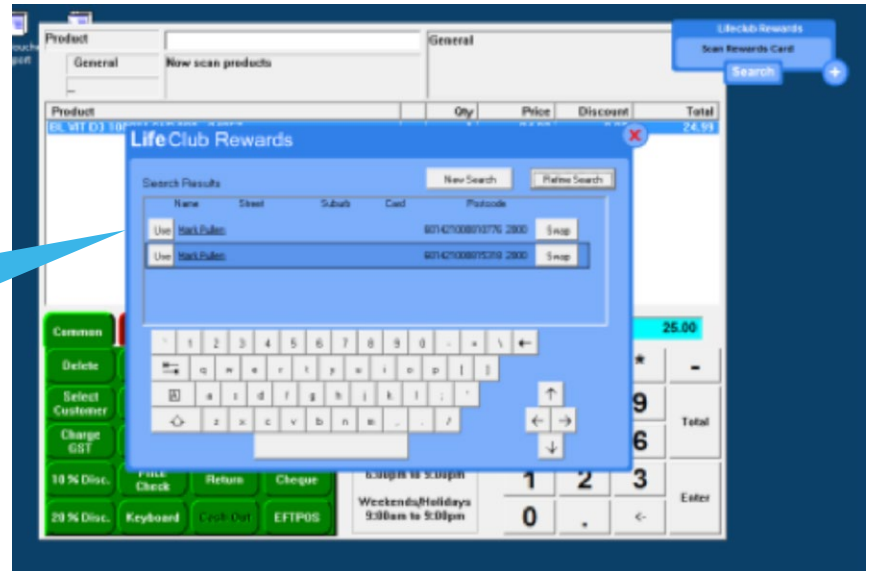
B. For transferring customers from the old program to the new LifeClub program, after you have entered your cashier/ clerk number either click 'Manual' or 'Search'. Your old customer database has been loaded and you can now find existing customers by using their old card number or first and last name.

Click the manual option and type in the customer's old card number.

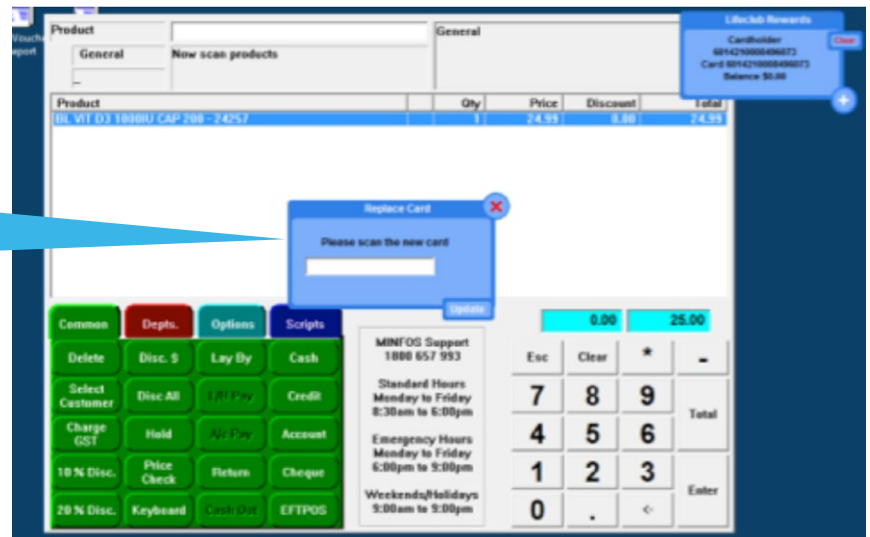
Note: If the card number shows, but the first and last name are blank/unknown still continue with the swap and you can update the details after.

Or search with first and/or last name

When you find your customer, click 'Swap' (refers to a new/ replacement card being issued).



After selecting 'swap', this screen will pop up and you now scan a new card, which will allocate to this customer. All existing dollars and details will be automatically transferred. Continue transaction as normal.



Step 4

Transaction Process

You can scan the product or card in any order. For example, if you scan the product and then the card and the customer then decides to purchase another item you can scan this straight away – it is not affected by an order.



As long as the customer's details are displayed here, this purchase will register on their transaction history once you process the sale.

Once you have finalised the transaction this is a copy of the receipt to be given to the customer. Note: Their updated balance and transaction is visible on the bottom.

If the customer is offered a reward it will also be printed here so keep an eye out!



Scanning Products

When processing a transaction be sure to **SCAN** the products in rather than manually entering. It is key to use the scanner to ensure the product data is gathered accurately.

Step 5

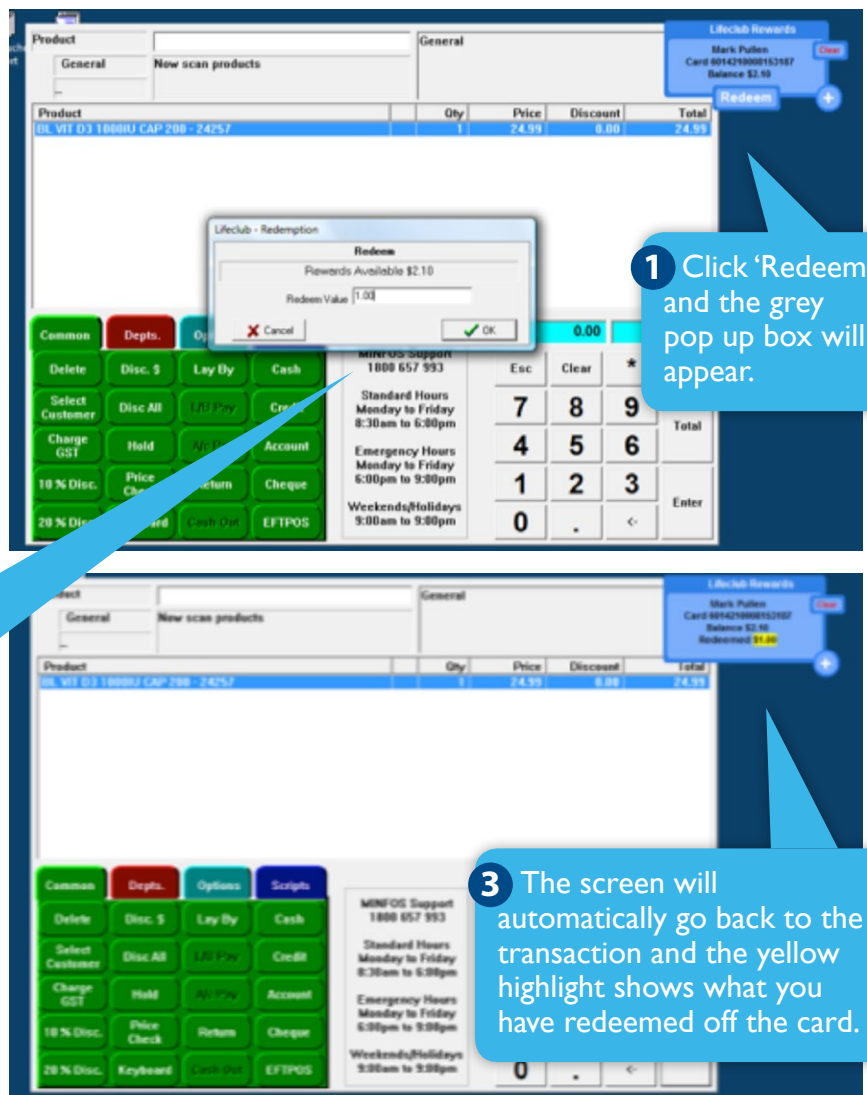
Redeeming dollars off the card

Note: Only if the customer has provided enough details will they be able to redeem. The small blue box will prompt you if they need to fill out more details to be able to redeem. You can select update and do this for the customer on the spot.

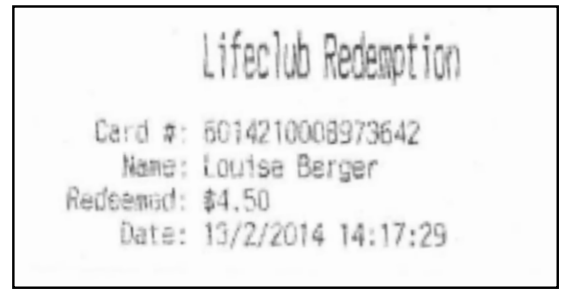
2 This will tell you how many dollars are on the card and available to be redeemed. The customer can redeem all or part of this. Simply type in the amount they wish to redeem.

1 Click 'Redeem' and the grey pop up box will appear.

3 The screen will automatically go back to the transaction and the yellow highlight shows what you have redeemed off the card.



This redemption slip will print from your printer to be kept in your till for end of day processes.



Step 6

Redeeming dollars off the transaction

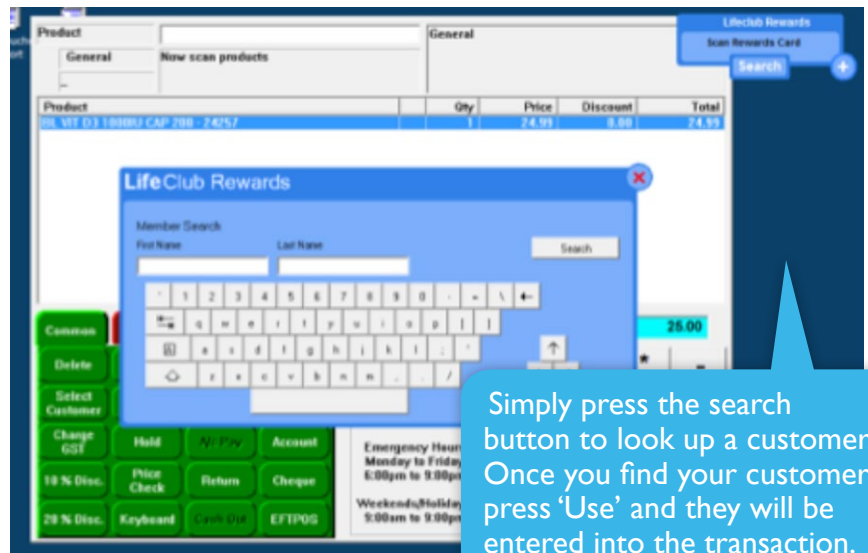
Once you have redeemed the dollars off the customer's card, you will now need to take the dollar amount off the total purchase value.

It is recommended that you create one of your tender buttons as a 'LifeClub Rewards' option you can select to take the money off the final total.

Other Procedures

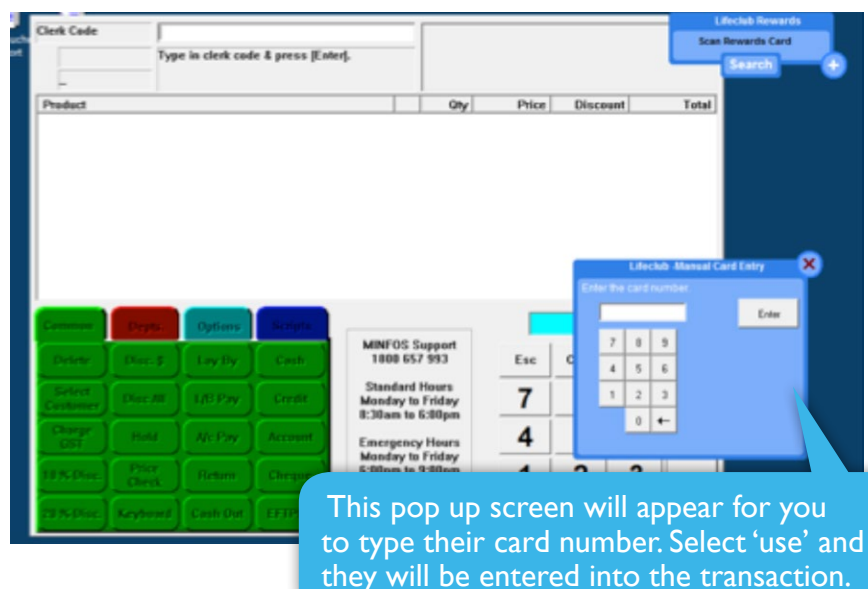
Looking up a customer if they don't have their card present:

You can still process a transaction manually if the customer doesn't have their card available.



If the scanner is not registering the card:

If for some reason the scanner is not picking up the barcode, the customer's card number is written on the back under the barcode for you to process manually. If the main loyalty screen is not showing, press Alt Ctrl Backspace to select 'Manual'.



Update Customer Details

Customer details can be updated in-store at any time, simply follow the steps below. Don't forget to let the customer know they can also update their details at any time through their MyJournal online account (see page 11).

1 Once you have scanned the card or searched for the customer, simply click on the plus sign located on the small blue nag to open up the drop down menu

2 Simply click on 'Update Details' to change information regarding your customer.

3 Once you have updated the necessary fields, press 'Update'.

Replacement card (Fix It)

If a customer has misplaced their card, you can replace it in-store and all their details and reward dollars will automatically transfer over to the new card. Simply press 'Search', use first and last name to find your customer and then press 'Swap'. It will prompt you to scan a brand new card, which is now allocated to this customer. Continue processing the transaction as normal. This works the same as step 3B above.

Processing Vouchers / Offers

This process is for redeeming an offer a customer may have received from a mailer, email or a voucher on the bottom of their last receipt. Please follow the steps below.

1. The customer comes in who has received a mailer, email or voucher on the bottom of their receipt.
2. They will either already have a new card OR still have the old GraphiCard number.
3. Find them in the system by:
 - a. Scanning their new card.
 - b. Searching and swapping their old card over to the new if need be (refer to step 3).
4. Once scanned, you will see '+ 1 voucher' on the small blue box on the screen.
5. Click on the plus sign, and then 'Voucher'. Another box will prompt showing the offer available, select 'USE' if the customer wishes to redeem. Note: you will have to press the cross button to close the screen and continue with the transaction.

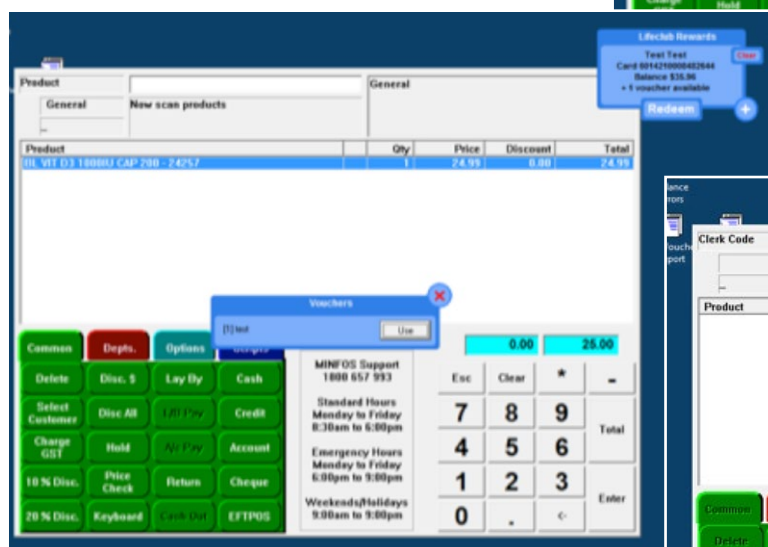
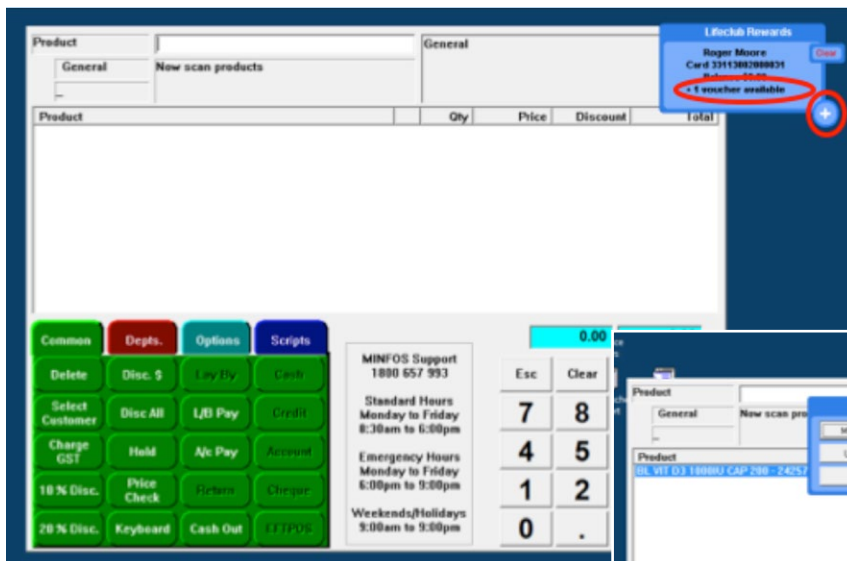
6. 'Voucher' will be highlighted yellow in the small blue box confirming the offer has been redeemed off the card.

7. Redeeming different types of rewards:

a. Points Offer: If the reward is say Triple LifeClub Dollars, this only needs to be taken off the card.

Once you have completed the above it will process automatically and can be viewed on the bottom of the customers receipt, or the customer can go online to their MyJournal account later to review their transactions.

b. Monetary Offer: If the reward is for example 'Receive \$5 off your next transaction', you will need to redeem the offer off the card as well as off the total transaction value on the till. Perform the above processes for redeeming off the card, and then refer to Step 5 for redeeming off the till.

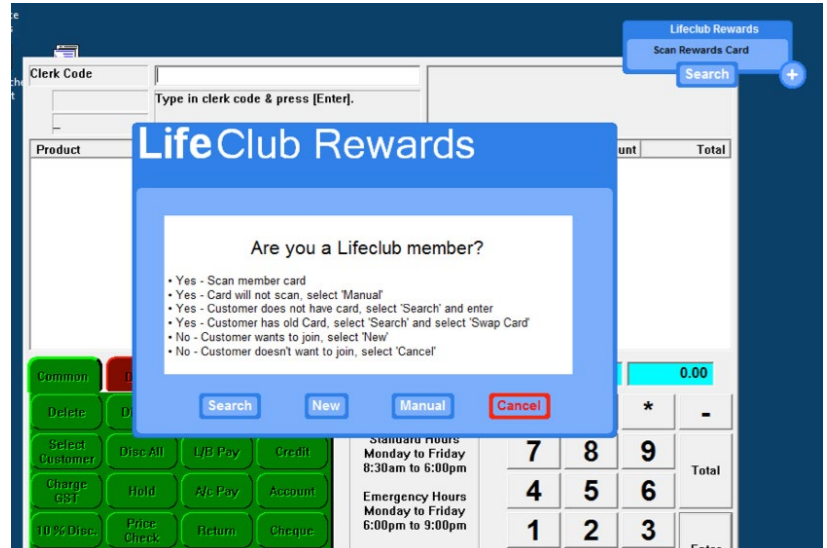


LifeClub Manual Adjustments

LifeClub stores are now able to manually add reward dollars on to customer's loyalty card. Please follow the below steps. Note: You need to type in the reward dollar value, not the transaction value.

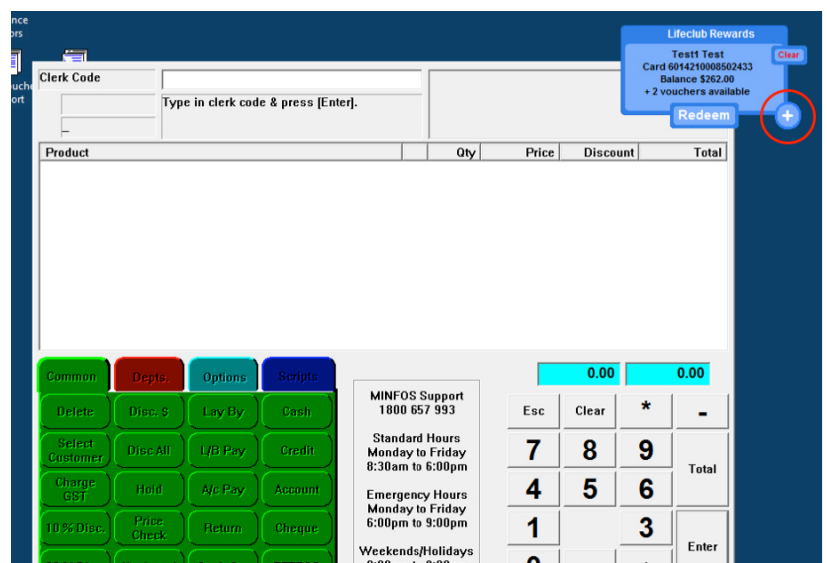
Step 1

Begin at the refreshed screen, as shown.



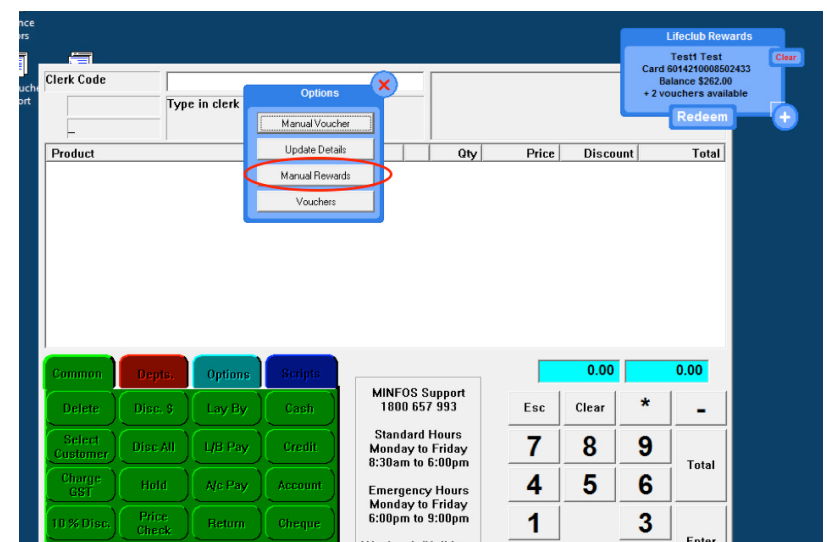
Step 2

Simply scan the card, or search for the customer and select 'Use', to populate the customer's details in to the small blue nag as shown. Click on the '+' sign to open the menu screen.



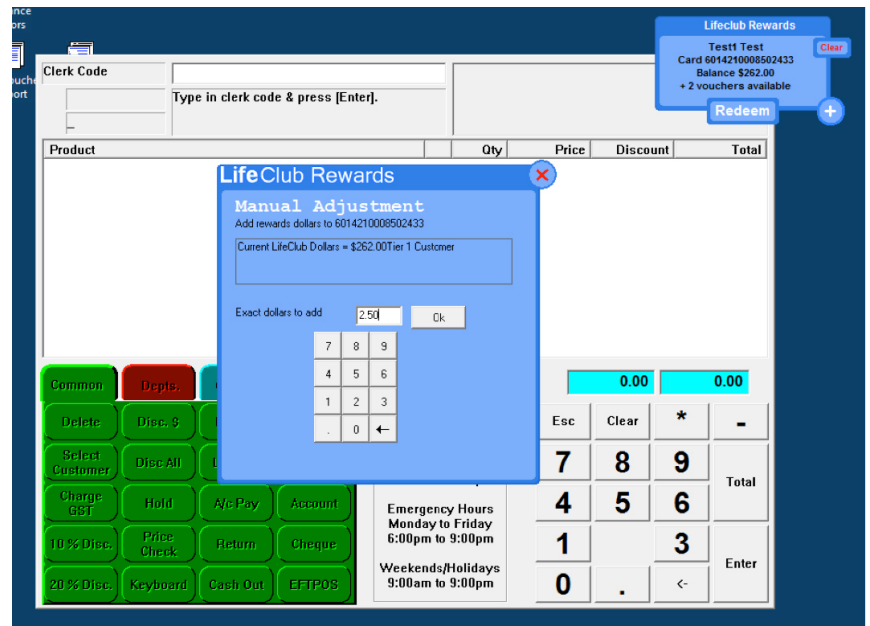
Step 3

Click 'Manual Reward' from the menu.

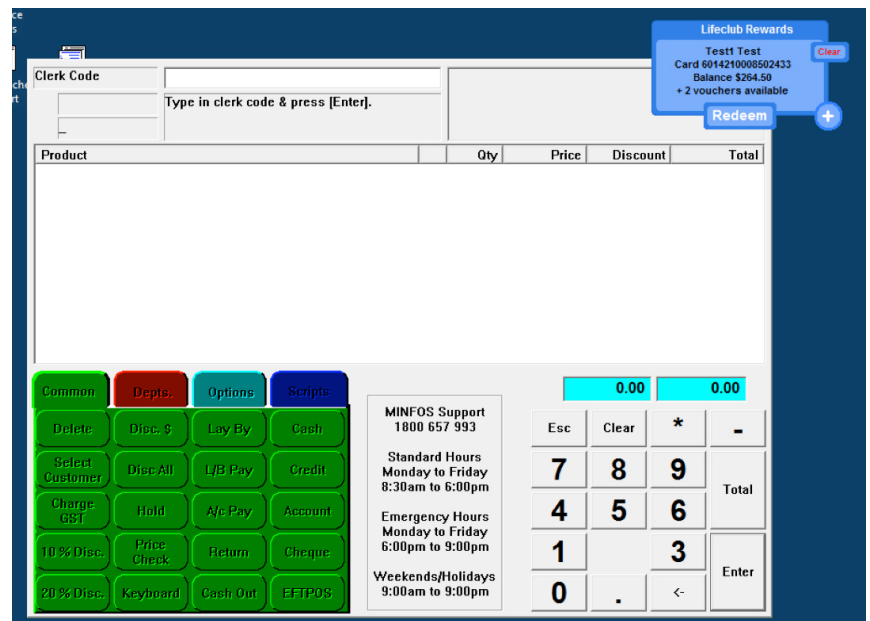
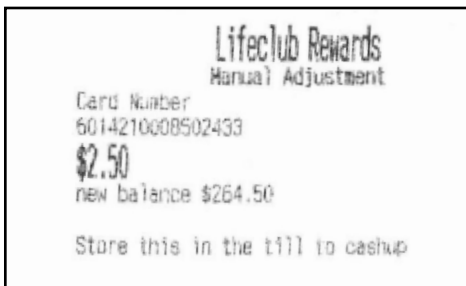


Step 4

The box shown will appear letting you know the customer details, current balance and what tier level they are on. Simply type in the reward dollar amount you would like to add to this card. For example, below will be adding \$2.50 reward dollars. Press 'ok' to finish.



Once 'Ok' is selected, the small blue nag will appear with the customers balance updated. The below receipt will print confirming the reward dollars added.



Step 5

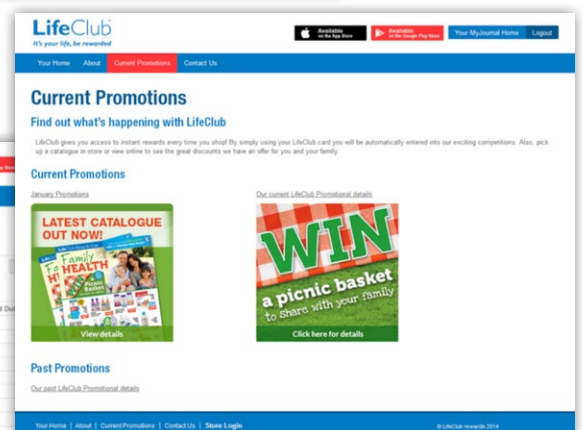
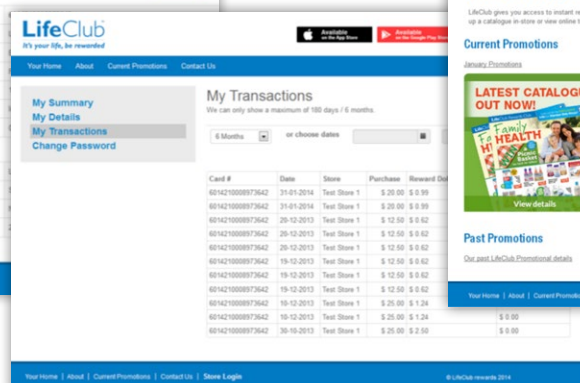
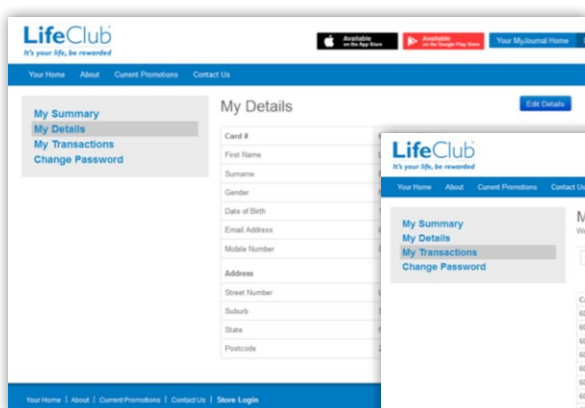
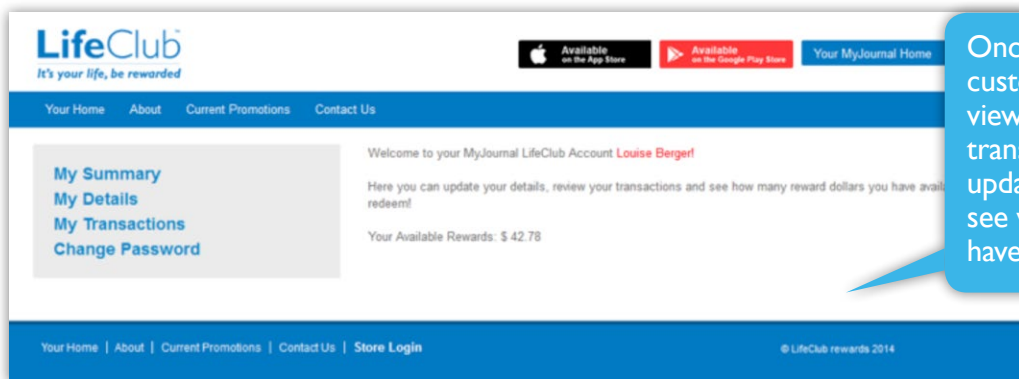
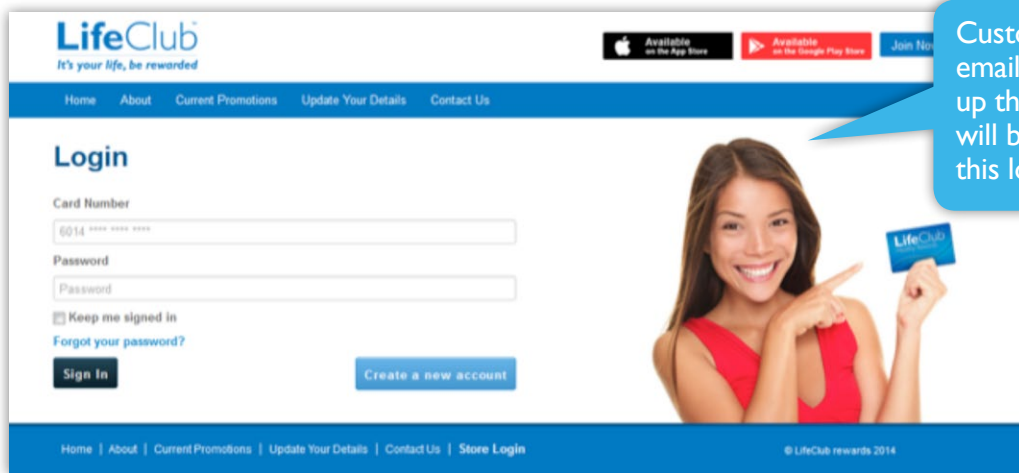
Either continue with the transaction, or if the customer isn't purchasing anything simply press the 'Clear' button located on the right corner of the small blue nag. Simply press 'Alt, Ctrl, Backspace' to refresh the large blue nag.

My Journal

Another added benefit of the new LifeClub program is the customer online portal, MyJournal. This allows customers to access their details, rewards and history online at any time.

When customers enrol in-store and provide an email address, an activation email is sent to the customer with instructions on how to set up their MyJournal account.

Below you will see screen shots of MyJournal and what customers view. At the bottom of every receipt there is a prompt reminding customers that they can go to www.lifecub.com.au/rewards at any time to review their account and update their details. This is a great way to get customers to interact and engage with the Loyalty program.



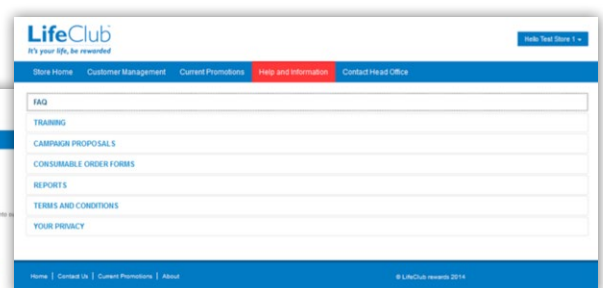
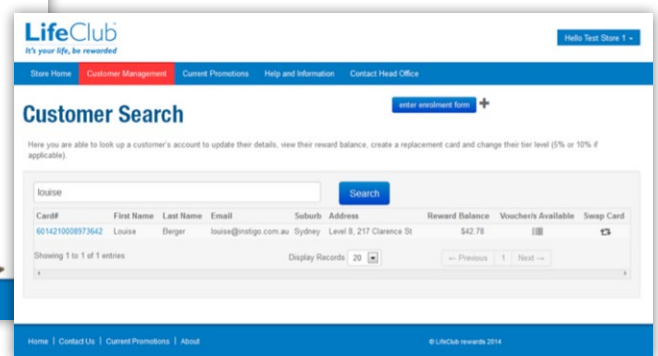
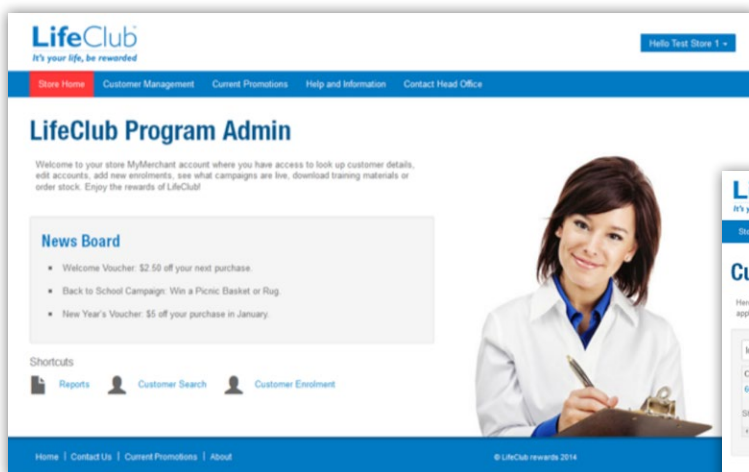
My Merchant – Store Login

LifeClub has developed an easy to access interactive web portal for stores to view their own customer and loyalty data, called My Merchant. By going to **www.lifeclub.com.au** and clicking on the 'Store Login' link at the bottom of the screen you will be able to start viewing your database.

My Merchant allows you to:

1. Review current promotions, and/or catalogues
2. Manage your customers by;
 - a. Updating details
 - b. Entering enrolment forms
 - c. Swapping/Replacing existing customers
 - d. Reviewing customers transaction history and seeing rewards available
3. Review Reports through Summa (new interactive reporting system)
4. Order LifeClub cards and merchandise
5. Download training materials
6. Read through FAQ's

If you are unaware of your login details, please contact LifeClub on 02 9248 2600.



Troubleshooting

Help Desk Line: 02 9248 2600.

The LifeClub Help Desk is available to assist with any queries or issues you may have. We are available from 8:30am to 5:30pm Monday to Friday, as well as on email at info@lifeclub.com.au.

Here are a few tips for general trouble shooting:

If your printer has been reconfigured the following errors may occur, and if so please call the help desk.


- The loyalty blue box pop ups no longer appear at the start of each transaction.
- The member's details that appear in the small blue loyalty box on screen are not clearing when the transaction has been completed and the receipt has been printed.
- The member's loyalty details no longer appear at the bottom of the customers receipt.

If a communication error pops up when cards are scanned and continues for more than 60 minutes, please address the below questions:

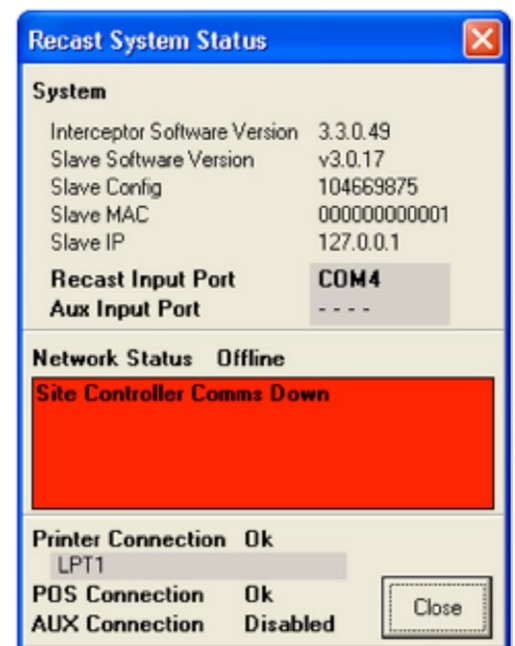
Is your internet working?

Check that you can open a web browser (such as Internet Explorer) and view a web page to confirm that the Internet is available and working in your store. If the store internet is down you will continue to get the communication error message until it is re-enabled.

Is the Site Controller online?

If the Site Controller is offline, the  icon will be visible and flashing in the task bar. Right click on this icon and then select 'status' from the menu list. If the "Site Controller Comms Down" error message is showing in red (see right), then proceed to locate the Site Controller and check its status. See section below on 'Locating and Checking Site Controller'.

Finding out these details will assist the help desk in understanding the error and finding the solution promptly when you call.



Note: Customers are still able to earn dollars when this message pops up, so please continue to scan cards. Redemption will not be available during this error.

If you are installing new computers, please address the below:

Should your store be intending to install new computers please remember that the loyalty software will not be present on your new computer and you will need to contact the help desk so arrangements can be made to install the program onto your new computer.

Locating and Checking the Site Controller

To communicate with the Loyalty database a grey and black network box called a Site Controller has been installed into your pharmacy. It looks like this:



This Site Controller is attached to your computer network and is typically connected close to your broadband Internet ADSL modem.

The Site Controller serves as a communication link between your POS terminals and the Loyalty server and it is vital that it is left on and connected to the network at all times.

The Site Controller has two Green LED lights on the front; one indicates power, and the other indicates internal disk activity. The power light should always be on; the disk light will flash according to system activity (which may be infrequent).

At the back of the Site Controller (see below) you should see a network cable plugged in (normally this will be an orange cable). Where this cable plugs in there are two LED lights on the edge of the socket. An Orange LED light should be on and flashing and a Green LED light should be on and solid.



Other reasons for calling the help desk line:

- To order more LifeClub stock: Enrolment forms, cards, posters, Counter mats or stands, balloons, tote bags, lanyards or t-shirts.
- To see a customer's transaction history
- To manually add dollars onto a customer's card
- To close customer accounts/cards
- To load a campaign to reward customers
- To receive detailed reports regarding your loyalty performance
- For any other issues and questions