BF Loyalty Points Overview.doc

Last Updated: 22-Jul-2013

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1   Modification History

Date	Who	Comments
22-Jul-13	Solveda	Initial

2   Loyalty Points Overview

2.1   Document Purpose

- This document is not to be used for the actual requirements or specifications for the Loyalty Points feature

- Rather it is used to provide a high-level overview and indicate which specifications should be referenced

2.2   Feature Overview

- Loyalty Points are a retailers way of providing incentives for repeat business

- When customers purchase products they are credited with Loyalty Points

- Within BigFish, the initial focus will be:
    - Identification and storage of the Loyalty Program Identifier
        - Specific to the customer
    - Web service based lookup of available points for redemption

- The retailer will have responsibility for:
    - Collection and addition of points will be the responsibility of the retailer
        - Consider offline sales accumulating additional points
    - Providing the web service details

3   System Parameters

- Spec "*BF Admin Module Admin.doc*", Appendix A

Key	Category	Description	Default Value
CHECKOUT_LOYALTY_METHOD	CHECKOUT	A value indicating if Loyalty Card redemptions are available during checkout and which service is to be used. Valid values are NONE and TEN (test that returns 10 points).	NONE
CHECKOUT_LOYALTY_CONVERSION	CHECKOUT	A value indicating the conversion of	1

		Loyalty Points to money. A value of 1 and 10 loyalty points would equal 10 monetary units. A value of 10 and 10 loyalty points would equal 1 monetary unit. A value of 0.1 and 200 loyalty points would equal 20 monetary units.	

4 eCommerce Considerations

4.1 Loyalty Points Identifier

- A PARTY_ATTRIBUTE will be used to identify the Loyalty Program #
  - ATTR_NAME = "LOYALTY_POINT_ID"
  - ATTR_VALUE = The Account or Program number

- For Clients who know their customers Loyalty Point ID it will be their responsibility to update this via a Feed process
  - This will use the structure CustomerAttribute
    - Name and Value

- This will be maintainable in various places within an eCommerce implementation:

- On Registration:

  - Part of the Customer Registration and Change Profile

  - Implemented as a "Optional Attribute"
    - Spec "*BF Customer Account Management.doc*"

  - Part of the DIV Sequencing Strategy
    - Page PersonalInfo
    - Spec "*BF Admin Module DIV Sequencer.doc*"

- On Checkout:

  - To provide an opportunity to display the Loyalty Points ID, and more importantly, allow a Customer to enter an ID if their ID is not already part of their User Profile

  - Offered optionally on "Show Cart" and "Order Summary" pages
    - spec "*BF Cart and Check Out.doc*"

  - Part of the DIV Sequencing Strategy
    - Pages changed
      - ShowCart
      - OrderSummary
      - OnePageCheckout
    - New attribute LoyaltyPoints
    - Spec "*BF Admin Module DIV Sequencer.doc*"

4.2   Order Items, showing the redemption

- Within the Checkout flow, after a Loyalty Points action has taken place, the Order Items are updated to reflect the adjusted summary totals

    - Part of the DIV Sequencing Strategy
        - Pages changed:
            - ShowCartOrderItemsSummary
            - OrderSummaryOrderItemsSummary
            - OrderConfirmOrderItemsSummary
            - LightBoxOrderItemsSummary
        - New attribute LoyaltyDiscount
        - Also note usage change for attribute TotalAdjustAmount
        - spec "*BF Admin Module DIV Sequencer.doc*"

4.3   Loyalty Points Redemption

- If the Loyalty Point ID is known, or entered, then an appropriate Web Service is called in order to retrieve the number of points available

    - Conversion performed as per rules for parameter CHECKOUT_LOYALTY_CONVERSION to get monetary equivalent
    - Apply money to Order Summary to reflect adjusted balance

- On successful Order "Submit", adjust point balance remaining

- Spec "*BF Cart and Check Out.doc*"

5   Feeds Considerations

- Spec "*BF Admin Module Feeds.doc*"

- Order Export
    - Will include Loyalty Point Redemptions

- Customer Feed
    - Allows for import of PARTY_ATTRIBUTE.LOYALTY_POINT_ID
    - Already covered since attribute CustomerAttributes iterates through the PARTY_ATTRIBUTES and extracts ATTR_NAME, ATTR_VALUE

6   Admin Module Considerations

- Allows for view and edit of the PARTY_ATTRIBUTE.LOYALTY_POINT_ID
    - Spec "*BF Admin Module Customer.doc*"
    - 7/22: TODO

- Allows for similar redemption as the eCommerce implementation
  - Spec "*BF Admin Module Cart and Checkout.doc*"
  - 7/22: TODO

- Shows Loyalty as a adjustment in the Order Summary
  - Spec "*BF Admin Module Orders.doc*"
  - 7/22: TODO