antavo
Loyalty Management Platform

Flexible Coupons

Golden Poppy

PRODUCT RELEASE BROCHURE

Executive Summary

More flexible coupon management

Coupons are an essential part of any loyalty program. They're the most common type of incentive and customers have come to expect them, even though coupons aren't necessarily the most memorable kind of reward.

Because coupons are such a necessity, accessibility and user-friendly management are key.

From the customer's perspective, a good coupon system is easy to understand and unused coupons can be returned for the same amount of points they were bought.

From the program owner's perspective, coupon offers should be easy to manage and unlock new possibilities for personalization.

In its Golden Poppy Product Release,

Antavo demonstrates its latest platform features, which allow more flexibility in coupon use and management:

Customers can:

- Share coupons with other members of the affiliate account

- Return unused coupons

Program owners can:

- Enjoy more in-depth coupon filtering

- Enable automatic coupon redemption

- Update coupons groups more effectively

Viktor Fasi

Head of Product at Antavo
Loyalty Management Platform

"Making the product engaging for customers and easy to use for program owners are our top goals. Streamlining the coupon process supports both of those: make the customers' experience with your brand outstanding and save time for you, so you can focus on the future instead of execution."

Table of Contents

Sharing Coupon Ownership

Available exclusively in loyalty programs that use Antavo's affiliate account system, coupon sharing allows the customer who is the head of the account to **manage responsibilities among other members** (such as friends or family members).

This feature not only unlocks the ability for others to use a previously acquired coupon, but also decides for each individual affiliate member **whether they can claim a coupon, redeem it, or both**.
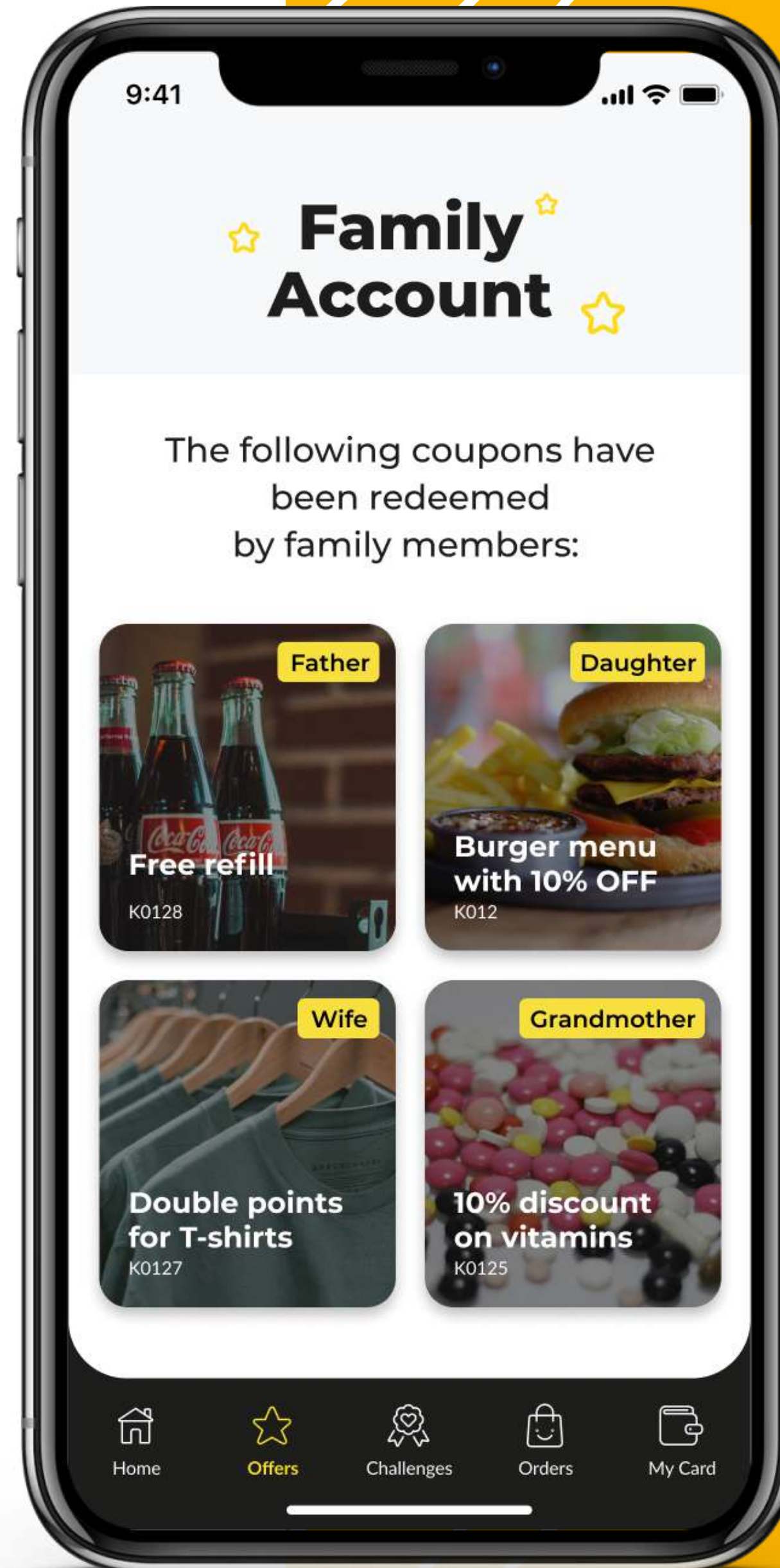
Benefits

Shared coupon ownership is a must-have feature for malls or companies whose main target demographic is families.
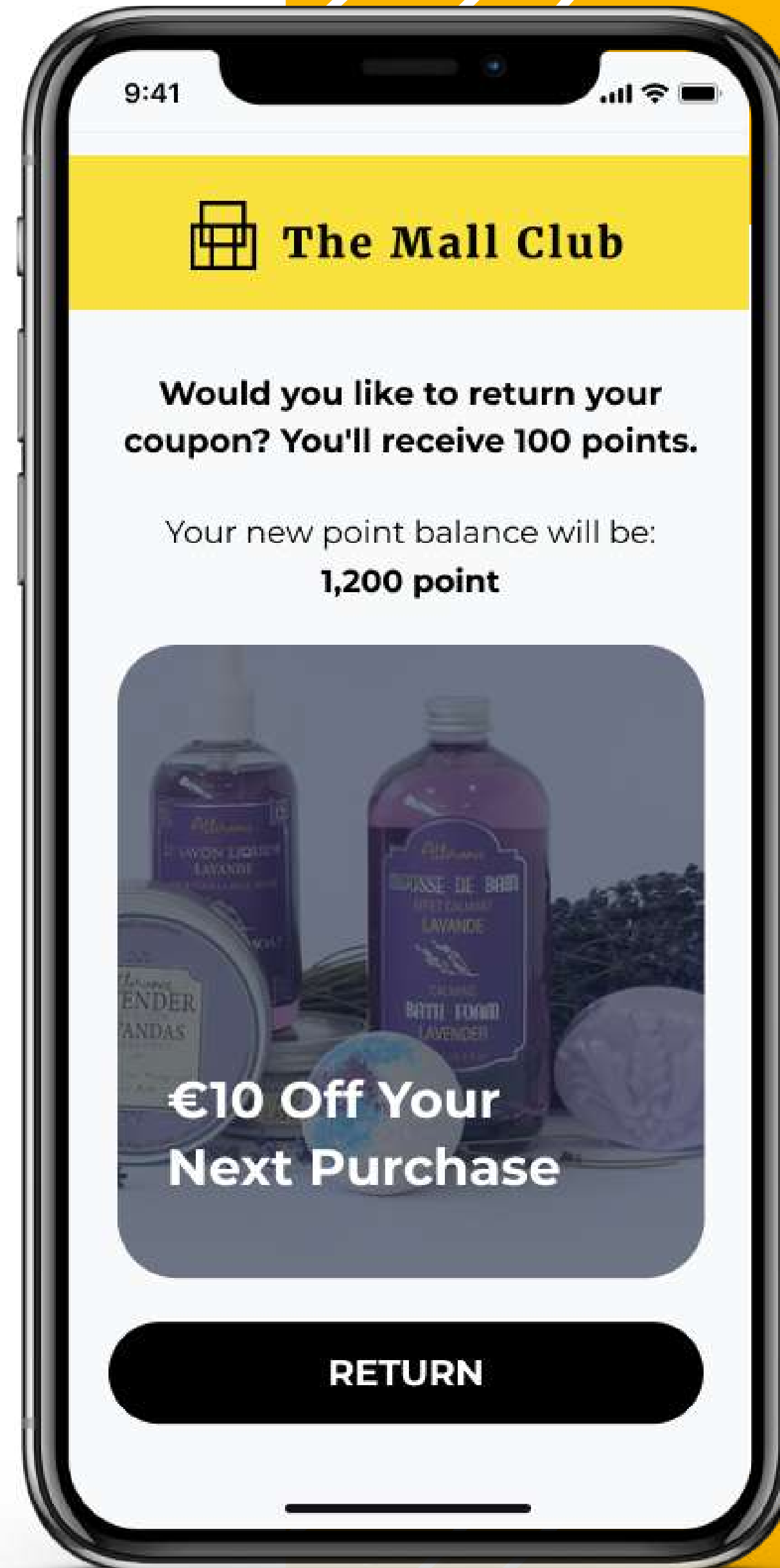
It significantly increases the engagement rate for the loyalty program, as customers other than the head of the account can claim coupons. It's also a flagship feature to emphasize the family-friendly nature of the reward system.

Return a Coupon

This capability enables loyalty program members to **manually "return" an unused coupon**, without reaching out to customer support.

Upon completing the voiding process, the coupon will be removed from the member's account, and any points that were used to obtain it will be refunded.

This process doesn't work once a coupon has been used during checkout.

9:41

The Mall Club

Would you like to return your coupon? You'll receive 100 points.

Your new point balance will be:
1,200 point

**€10 Off Your Next Purchase**

RETURN

Benefits

Offering members the ability to return unwanted, or accidentally-purchased coupons gives them more freedom in the loyalty program.

It also helps to generate gratitude towards the reward program, as people don't need to deal with customer service to get their points refunded.

Custom Coupon Search Filters

A feature that's geared towards program owners—more specifically the management team—Antavo's extended filtering for the coupon search **allows users to look up coupons based on factors other than the coupon code**, including the expiration date, corresponding promotional campaign, age, or any available data field.
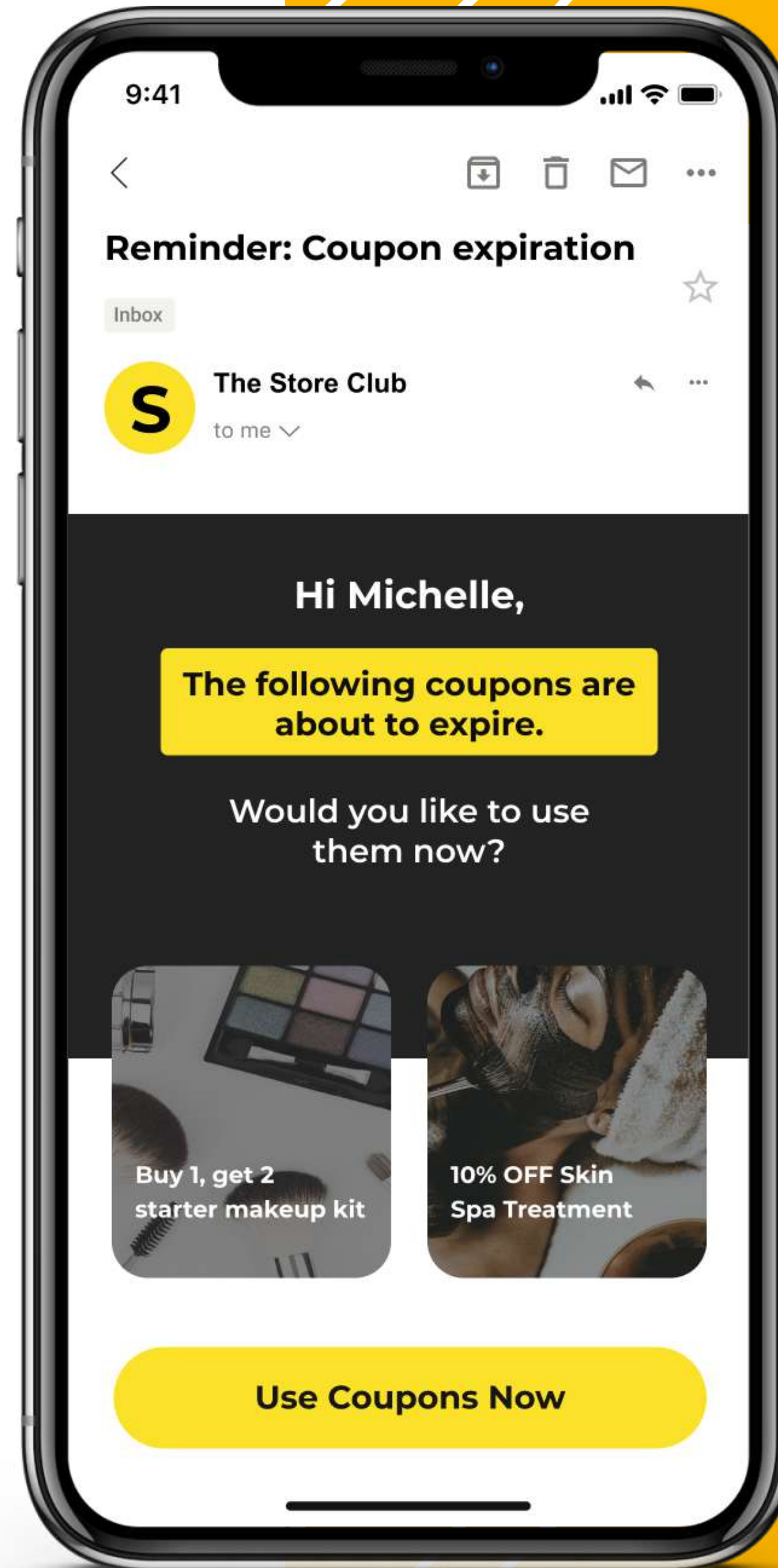
Benefits

Looking up coupon owners based on various aspects allows you to initiate personalized communication.

For instance, you can search for coupons nearing their expiration date and reach out to customers that hold those coupons with a customized email reminder.

Auto-redeem Coupons

Automating 'the add coupon' action is another improvement aimed at **improving coupon management for program owners**. In the past, assigning a coupon to a transaction required two API requests.

Through the auto-redeem feature, Antavo's system automatically connects the two and **requires only one API request.**

Before

After

Benefits

Through auto-redemption, sending in the 'add coupon' action is easier, and requires fewer API calls.

*During peak seasons, when hundreds of thousands of calls are sent in, this **50% reduction** offers significant savings in terms of bandwidth, expenses and resources.*

Coupon Update After Pool Changes

Antavo's Loyalty Management system governs coupons through pools, which **act as a pre-made template** for various coupon categories.

In the past, making changes to the pool didn't impact previously created coupons of its kind. But with this new improvement, any kind of changes made to a specific pool **can be applied retroactively to previously created coupons.**

Benefits

This feature allows more control and better promotion management. Now changing a coupon pool does not require experts to go back to previously generated coupons and apply changes individually.

More importantly, reversing mistakes is much faster, too.

Silver Appreciation 25%

Name *	Silver Appreciation 25%
Source *	generated
Pattern *	GOLD-######
Type *	percentage
Value	25

Updating coupons

Update criteria *
- ○ Do not update coupons
- ● Update unassigned coupons only
- ○ Update not yet redeemed coupons only
- ○ Update all coupons

antavo
Loyalty Management Platform

Enter the Next Era of Customer Loyalty

Learm more about our enterprise-grade customer retention technologies

Contact Antavo
and get in touch with our experts!

Ebooks   **Demo**

www.antavo.com