NEW FEATURES & UPDATES

February 2016

como®

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NOTE: *The zapp version above is currently not the default version in the Como Hub. To use this version, please contact your account manager.*
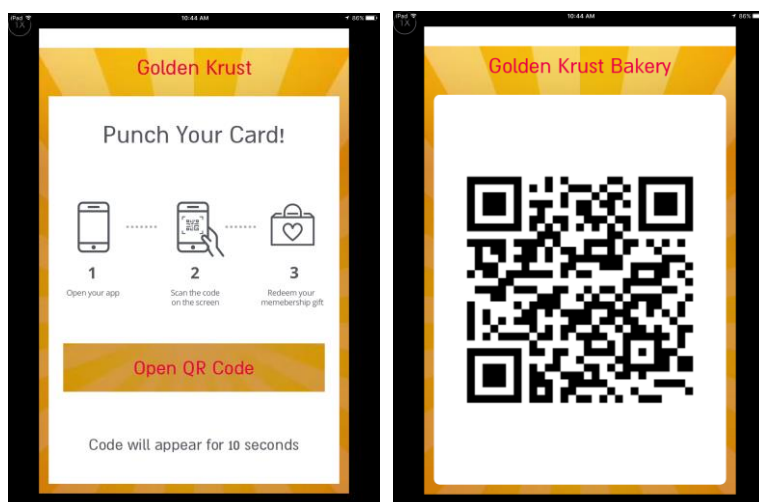
Automations Based on Scanning a Code

You can create an automation that is triggered when a member scans a code. This automation can be used to allow members to close the loop by scanning a code that they generate from the business-side app. See Closing the Loop with Action Codes for more details.
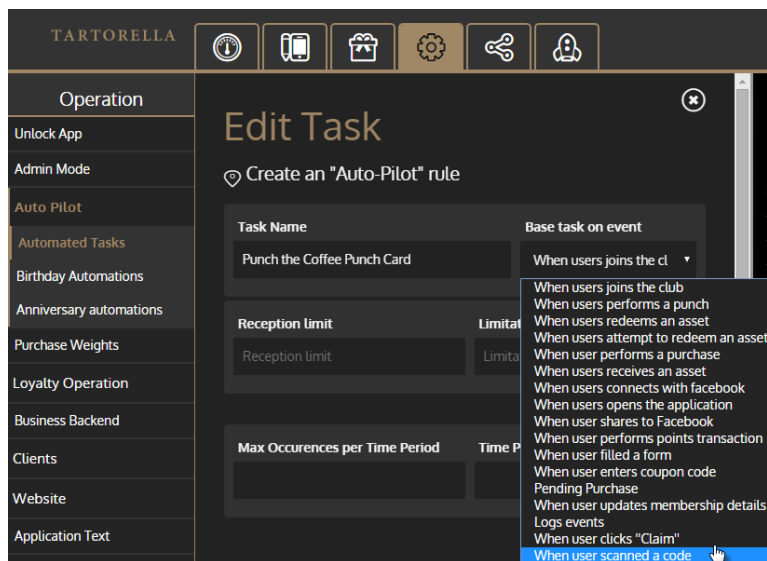
Closing the Loop with Action Codes

To keep things efficient for the business and simple for the employees, loyalty actions can be performed directly by members using *action codes*. Instead of receiving a code slip, members generate a code themselves from the business' tablet. They then scan this code into their mobile device to perform a specific loyalty action, such as punch a punch card.

Steps to setting up this method:

1. Create an automation to perform the loyalty action when a member scans a code.

   Note: To limit how often each member can perform the action by scanning a code, limit the frequency of the automation.

2. Create an action code generator corresponding to this automation.

3. Add the action code generator to the Admin Panel.

4. Add the QR scanner to the app.

To create an action code generator:

1. From the **Offers** tab, click **Codes** and then click **Action Code Generator**.
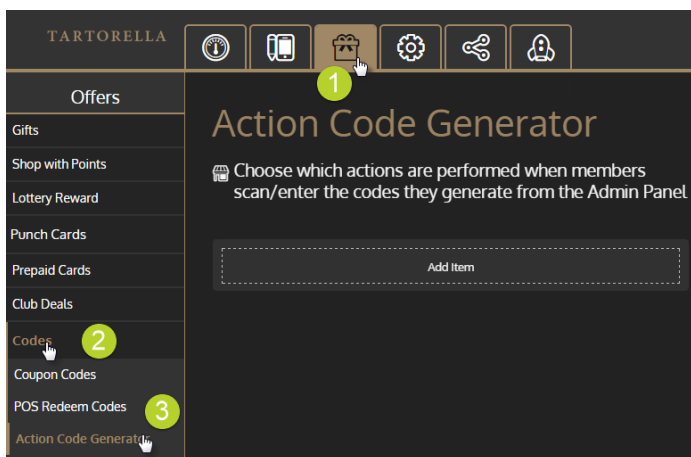
2. Click **Add Item**.

3. Enter a **name** and select which **automation** to trigger by scanning the generated codes. Then click **Save**.
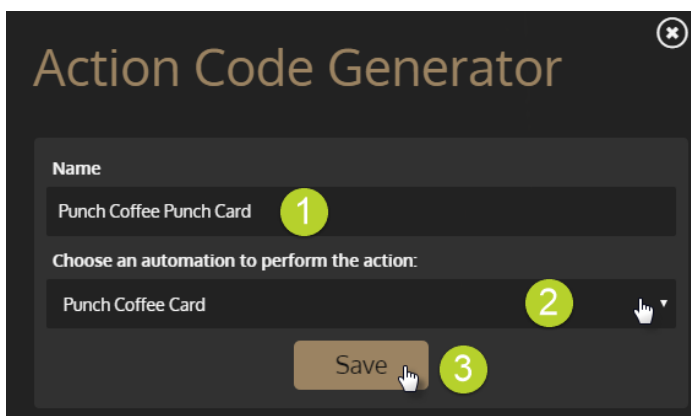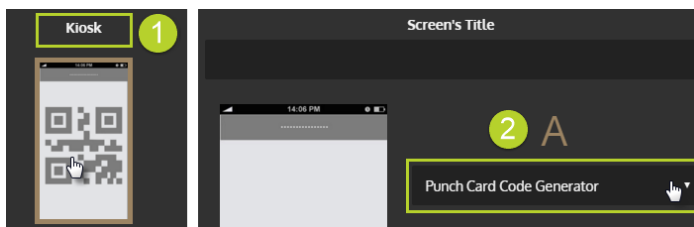
To add the action code generator to the Admin Panel:

1. Create a layout block for the action code generator:
   a) For the action button, select **Open Code Generator.**
   b) Select an action code generator.
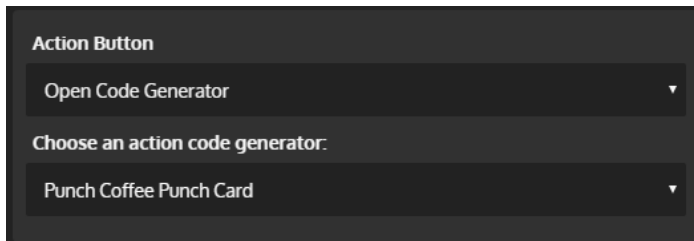
2. Select the **Kiosk** layout for the Admin Panel and add the action code generator to the tile.

Filter Customers – Relational Operators for Fields

Filter members using relational operators (<, >, <=, >=, =) for fields when relevant, such as for date-related fields. This is a great way to perform actions for an even more targeted group of members. For example, send a beer punch card only to members who are 18+ by searching for all members who have birthdays before (<=) February 22, 1998.

These relational operators can be found from **Dashboard > Filter Customers > Find Customers**.
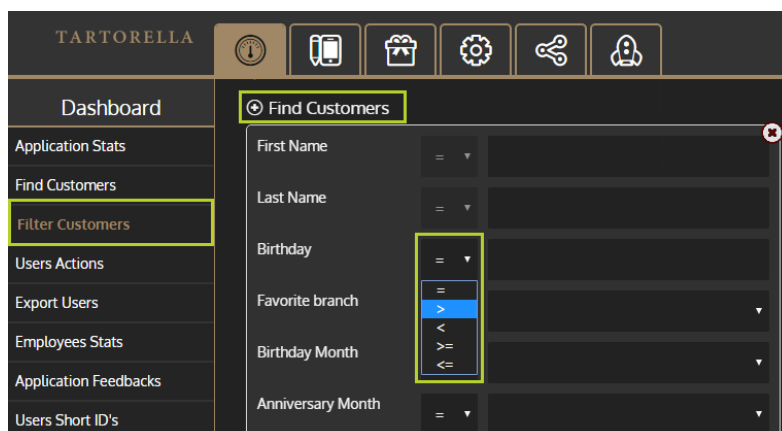
Filter Customers – Purchased Items Fields

You can filter members according to purchased items using the following item-related fields:

- Item Code
- Item Name
- Department Code
- Department Name
- Item Quantity

By entering a *Department Code* or *Department Name*, you can specify a type of item without having to list all items separately. For example, if you want to send a wine coupon to members who have purchased wine, you can search for members who have purchased items from the wine department.

Filter by Purchase Tags

For a business that has a POS integration, a member's purchases can be filtered according to *purchase tags*. Unlike other tags (i.e. user, filter and view tags), purchase tags are not created in the Como Hub but in the POS itself. For example, a gas station that has a store might use one purchase tag for gas and a different one for items from the store. Here are the ways to filter according to purchase tags:

- From **Filter Customers**, a search filter based on **Purchases** or based on **Purchased Items** can present all members who have made a purchase with a specific purchase tag.

- From **Purchases**, you can present all purchases that were made with a specific purchase tag.

Clickable Member Details in Email Notifications

When a member completes a form or an alert is triggered, the business receives an email notification. The email contains the form results or details of the specific activity that triggered the alert—along with the corresponding member details. Member details such as their membership key or name can be clicked to open their member profile in the Como Hub. This makes it easy to further explore the information presented in the email.

Local Time Displayed in Como Hub

Times in the Como Hub are displayed in the local time zone of the business. This includes times displayed in the **Latest Logs** in the member profile (in the Dashboard tab), other activity logs in the Como Hub, and the validity times for assets (gifts, punch cards, etc.). However, the times that appear in exported data remain in the GMT time zone.

Position of Tile Headers

From **Content** > **Branding** > **Design**, you can select to position your tile headers either above or below the tile icons.

Limit the Frequency of an Automation

To limit the number of times an automation can occur for each member *in total,* use the **Reception Limit** field. To limit the number of times an automation can occur for each member *within a specific time period,* use the **Max Occurrences per Time Period** and **Time Period** fields.

For example, limit the number of punches a member can get from a specific automation to 2 per day:
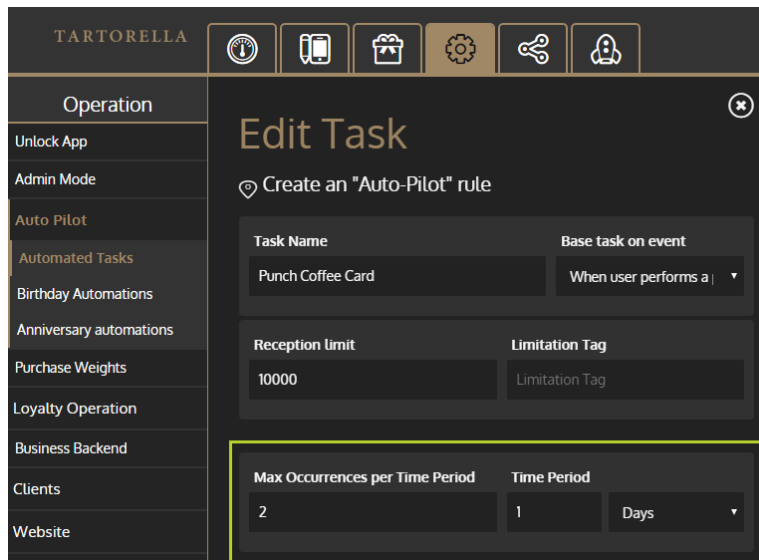
Action Button – Open a Specific Asset Screen

Set a button to open a specific asset screen, such as a gift or punch card screen. For example, businesses who have only one punch card can allow members to open the punch card screen directly—instead of first opening a punch card list containing only one punch card. When selecting the button's action, under **Client's Actions**, select **Open Specific Asset Screen** and then which asset.
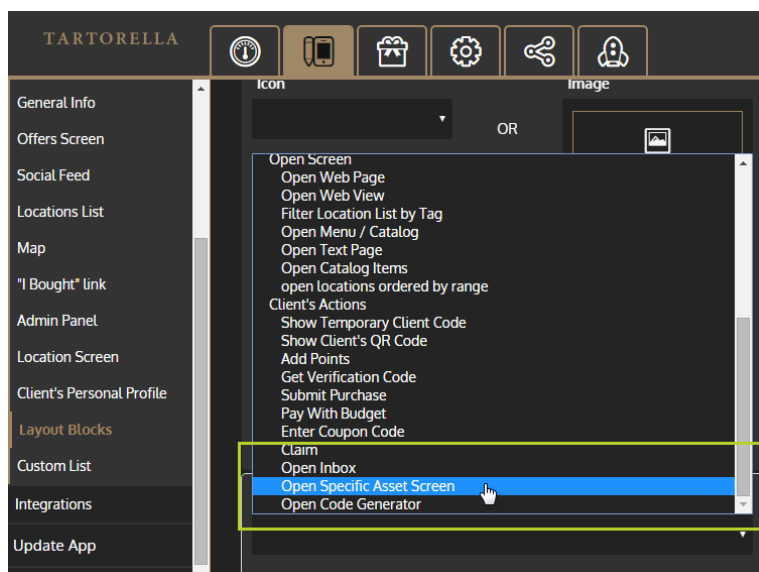
Filter by Push-Enabled iOS Devices

From **Dashboard** > **Filter Customers** > **Find Customers**, filter members based on whether or not push notifications are enabled on their iOS device. For example, filter members whose iOS devices are <u>not</u> push-enabled so you can connect with them by email or text message (SMS) instead.

<u>Note</u>: Since it cannot be verified whether or not non-iOS devices enable push notifications, members with non-iOS devices (such as Android devices) are <u>excluded</u> from the results.
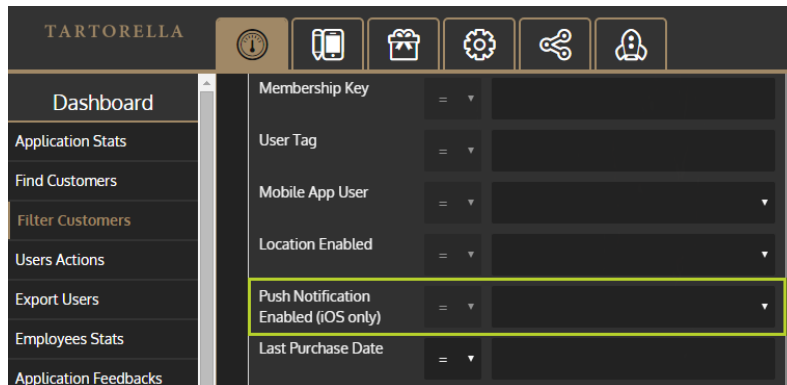
Sort Filtered Locations by Distance (Nearby)

By tapping **Nearby**, you can sort locations in the app by distance from the device—where the nearest locations are presented on top. Locations can be sorted by distance <u>even if they are filtered by tag.</u> For example, if the **Nearby** button is switched on and locations are filtered by non-smoking, only non-smoking locations are displayed with the nearest on top.
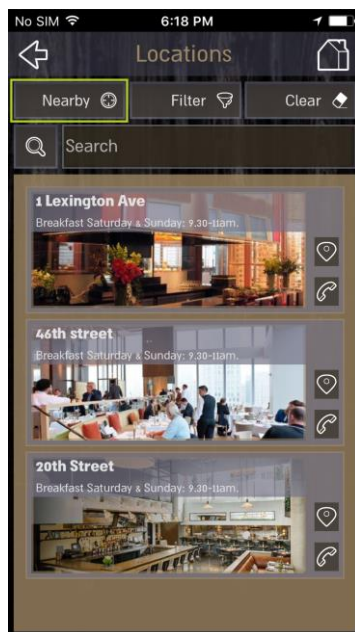
Add Badges to Catalog Items and Gifts

A *badge,* an icon representing a tag, is displayed on all locations, catalog items and gifts with this tag. For example, if your app includes a menu, create a badge for all items that are vegan or spicy. Up to four badges can appear on each catalog item or gift, while only one can appear on each location. Note: When you create a badge, enter the tag name exactly as it appears on the tagged item.

## Refresh Your Budget Balance on the Wallet Screen

For businesses that allow members to add or accumulate budget, a member's budget balance appears on their **Wallet** screen. A **Wallet** screen can be customized from the **Custom List** layouts. Members can easily update the budget balance displayed on their **Wallet** screen by tapping **Refresh**.
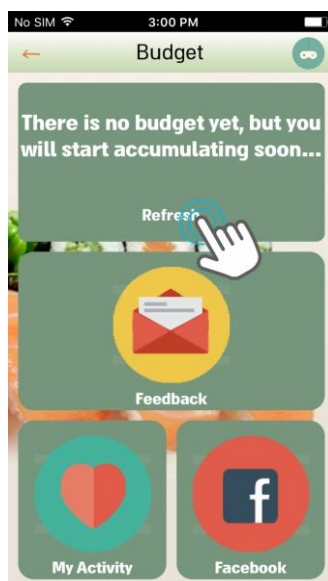
Discount Rounding Types

Select how to round discounts that members receive on their purchases at the POS—through gift vouchers or club deals. For example, 10% off a purchase of $54 is $5.40 off. Depending on how you choose to round it, the member receives a discount of either $5 or $6. From **Operation** > **Business Backend**, you can round discounts in the following ways:

Rounding Type	How It's Rounded:	Example
None	Not rounded	A discount of $5.40 remains $5.40
Round Up	Up to the nearest whole unit of currency	A discount of $5.40 is rounded up to $6
Round Down	Down to the nearest whole unit of currency	A discount of $5.80 is rounded down to $5
Round	To the nearest whole unit of currency: - Up if the discount's decimal ≥ 0.5 - Down if the discount's decimal < 0.5	A discount of $5.50 is rounded to $6 A discount of $5.40 is rounded to $5
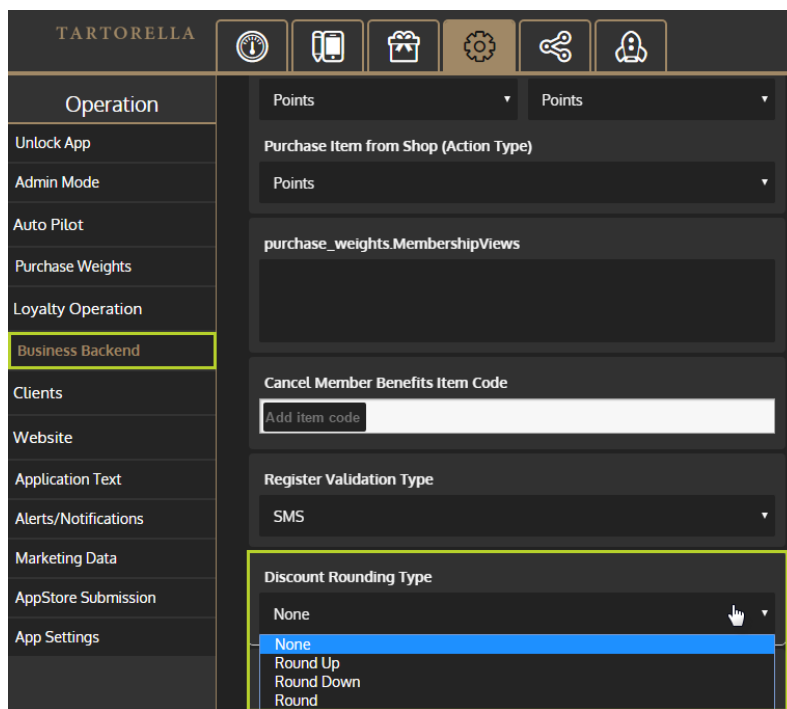
URL Scheme to Open Como Apps from Other Apps

Allow apps that aren't empowered by Como to open your app from theirs. For example, an app that provides e-menus can allow their users to directly open a Como restaurant app.

To allow other apps to deep link to yours, you need to: a) resubmit your app to the app store with a new build, b) update your zapp and c) provide them with this URL scheme: AppNameLocationID:// .

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