

Praemia – Customer Loyalty Programme

Driving retail sales by innovative loyalty
program

Objective

MOTIVATE Dealer's Sales Person

Expand sales revenues, channel loyalty and market share through a well-designed, well-implemented and effective reward programme for dealer's Sales Persons by introducing incentive on every sale done through him.

Benefits of PRAEMIA

- Dealer sales person plays key role in influencing customers to buy the products they recommend.
- PRAEMIA is a loyalty program aimed at promoting the company's products by making Dealer's sales staff happy.
- It is easy, accessible and intuitive platform specially **designed** keeping in mind the level of Dealer's Sales persons.

Key features of PRAEMIA

- ❖ User Management
- ❖ Interface to create Dealer's Sales staff
- ❖ System will capture below mentioned details
 - Dealer's Sales Person Name
 - Mobile Number , Email ID (optional)
 - Dealer Name
 - Dealer Address
 - Dealer's Coupon Target

contd..

Key features of PRAEMIA

- ❖ SMS notification on User Registration, Reward points addition and redeem.
- ❖ Admin can send promotional SMS and Email to their Sales staff and internal users
- ❖ Reward Gift management

Dash Board



 Dashboard

 Sales Persons

 Coupon Management

 Promotion

 Category

 User Management

 Reports

Dashboard



Sales Persons



Coupon Management



Promotion



Category



User Management



Report



SMS



Email

Sales Persons Management

Dealer's Sales Person Registration

- Admin can create Dealer's Sales person through Manual Entry or upload through Excel

Registration Confirmation

- Post Registration, system will send registration confirmation through SMS on registered mobile number

Modification

- In case of change in mobile number, Admin can change mobile number of registered Dealer's Sales staff

Sales Person Creation



Dashboard

Sales Persons

Coupon Management

Promotion

Category

User Management

Sales Persons

Search



IMPORT

ADD NEW

[Manage City](#) [Manage Area](#)

	Name	Mobile	Email	Dealer Name	Target	Status	Total Points	Coupon Action
1	Rishi Sharma	8527070020	rshrma@yahoo.co.in	KLM Store	5000	Active	200	Add / Redeem
2	mohd imran	9654907178	mohd.m.imran@gmail.com	Rajat	1000	Active	100	Add / Redeem
3	Abhay Kumar	9645988918	abhay@yahoo.co.in	Bharti Enterprises	200	Active	100	Add / Redeem
4	Vivek Kumar	9811130906	vk_mail@gmail.com	Haryana Store	50	Inactive	50	Add / Redeem
5	Dinesh	8447737825	jatinkumar@gmail.com	Bansal Store	500	Active	240	Add / Redeem
6	Tarun Kumar	7830879910	tmkumar@yahoo.co.in	Happy Mart	5000	Active	0	Add / Redeem
7	Sapan Gupta	9654909178	span@gmail.com	SCG	500	Inactive	0	Add / Redeem

Coupon Management

Coupon Creation

- 10 Admin can create required coupon with Loyalty Points and validity.

Coupon Printing

- Post generation of coupons, coupon details can be extracted in excel sheet for printing.

Coupon Utilization

- Coupons will be placed in the product packing that goes out for sale to the Dealers.
- Dealer's sales person will text this 8 digit coupon code using his registered mobile number on given number.
- Coupon code will be validated by the system and response will be sent back to him/her

Coupon Management

Dè Bõx

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Coupon Management

Search

[GENERATE COUPON CODE](#) [EXPORT COUPON](#) 1 Point = 1 Value [Change](#)

Coupon Code	Points	Status	Category	Unique Name	Used By	Used Date	Created Date
WSXCAYNQ	100	Used	Denims	jean_9072017	Rishi Sharma	07-09-2017	07-09-2017
4WYBAD39	100	Unused	Denims	jean_9072017	--	--	07-09-2017
5M4B72ND	100	Unused	Denims	jean_9072017	--	--	07-09-2017
ZY6BGXNP	100	Unused	Denims	jean_9072017	--	--	07-09-2017
GP2746VX	100	Unused	Denims	jean_9072017	--	--	07-09-2017
6YPE72R5	100	Unused	Denims	jean_9072017	--	--	07-09-2017
K14ZUHFC	100	Unused	Denims	jean_9072017	--	--	07-09-2017
WG1RZ6K5	100	Unused	Denims	jean_9072017	--	--	07-09-2017
2H4GS8DC	100	Unused	Denims	jean_9072017	--	--	07-09-2017
X7GQP694	100	Unused	Denims	jean_9072017	--	--	07-09-2017
2BSXY3VR	20	Unused	Shirts	Shirts-Oct-2017	--	--	06-09-2017
ZHU8NEMF	20	Unused	Shirts	Shirts-Oct-2017	--	--	06-09-2017
TF3YB1U5	20	Used	Shirts	Shirts-Oct-2017	Dinesh	06-09-2017	06-09-2017

Coupon Management

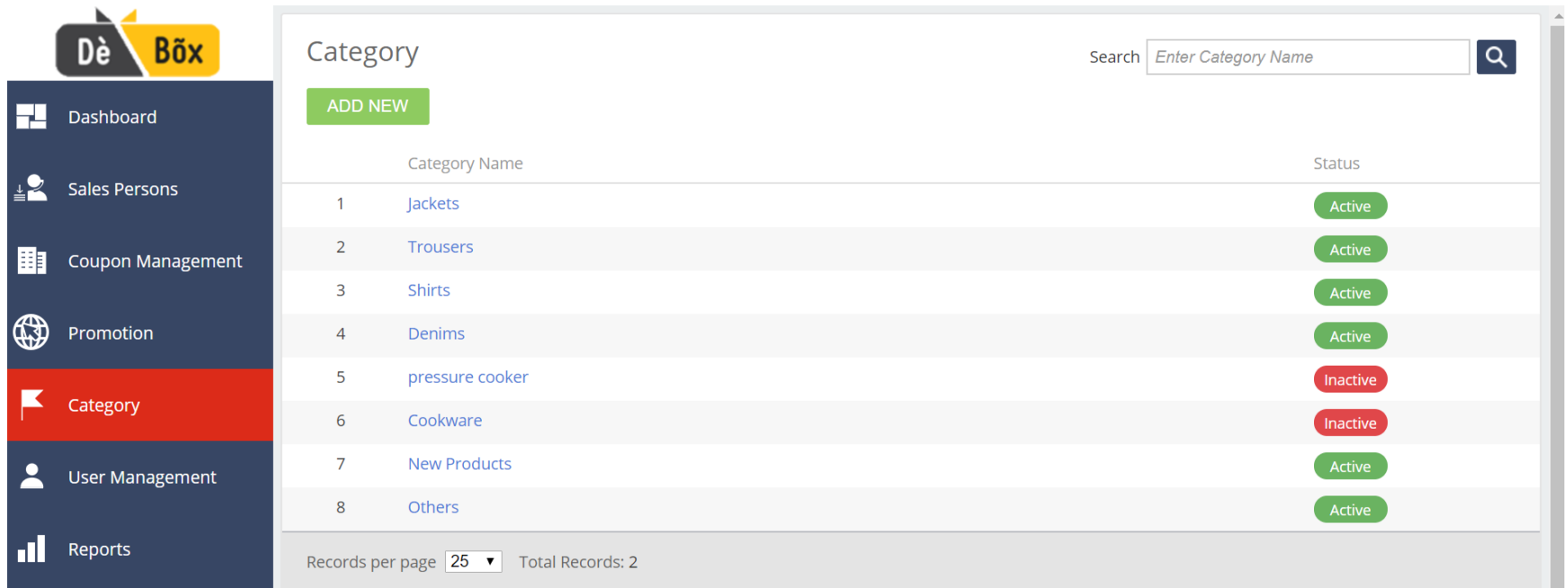
The screenshot shows a web application interface for coupon management. On the left is a dark sidebar with navigation items: Dashboard, Sales Persons, Coupon Management (highlighted in red), Promotion, Category, User Management, Reports, SMS, and Email. The main content area is titled 'Coupon Management' and features a 'GENERATE' button. A modal window titled 'Generate Coupon Code' is open, containing the following fields:

- Unique Name*
- Number of coupons*
- Points*
- Promotion * (dropdown menu showing 'No Category')

At the bottom of the modal are 'GENERATE' and 'CANCEL' buttons. In the background, a table lists existing coupons with columns for Coupon Code, Quantity, Status, Category, Name, and Used Date. A search bar 'Enter Coupon Code' and a search icon are visible at the top right of the table area.

Coupon Code	Quantity	Status	Category	Name	Used Date
WSXCA...					
4WYBA...					
5M4B72...					
ZY6BGX...					
GP2746...					
6YPE72...					
K14ZUH...					
WG1RZ...					
2H4GS8DC	100	Unused	Denims	jean_9072017	--
X7QP694	100	Unused	Denims	jean_9072017	--
2BSXY3VR	20	Unused	Shirts	Shirts-Oct-2017	--
ZHU8NEMF	20	Unused	Shirts	Shirts-Oct-2017	--
TE3YB11E	20	Used	Shirts	Shirts-Oct-2017	06-09-2017

Category Management



The screenshot displays a web application interface for Category Management. On the left is a dark blue sidebar with the 'Dè Bõx' logo at the top. The sidebar contains several menu items: Dashboard, Sales Persons, Coupon Management, Promotion, Category (highlighted in red), User Management, and Reports. The main content area is titled 'Category' and features a search bar with the placeholder text 'Enter Category Name' and a magnifying glass icon. Below the search bar is a green 'ADD NEW' button. A table lists eight categories, each with a status indicator. The categories are: 1. Jackets (Active), 2. Trousers (Active), 3. Shirts (Active), 4. Denims (Active), 5. pressure cooker (Inactive), 6. Cookware (Inactive), 7. New Products (Active), and 8. Others (Active). At the bottom of the table, there is a pagination control showing 'Records per page' set to 25 and 'Total Records: 2'.

	Category Name	Status
1	Jackets	Active
2	Trousers	Active
3	Shirts	Active
4	Denims	Active
5	pressure cooker	Inactive
6	Cookware	Inactive
7	New Products	Active
8	Others	Active

Records per page: 25 Total Records: 2

Category Management

The screenshot displays a web application interface for Category Management. A modal window titled "Category Details" is open, showing the following information:

- Category Name : Jackets
- Created by : Admin
- Created date : 6 September, 2017 08:19:50 AM
- Status : Active

The modal also features "EDIT" and "CANCEL" buttons. In the background, a table lists categories with their IDs and names, and a status column with "Active" or "Inactive" indicators. A sidebar on the left contains navigation options: Dashboard, Sales Persons, Coupon Management, Promotion, Category (highlighted), User Management, Reports, SMS, and Email. The top right includes a search bar with the placeholder "Enter Category Name".

Category	Status
1 Jackets	Active
2 Trousers	Active
3 Shirts	Active
4 Denims	Active
5 pressure	Inactive
6 Cookwar	Inactive
7 New Products	Active
8 Others	Active

User Management

Dè Bõx

Dashboard

Sales Persons

Coupon Management

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User Management

Search

ADD NEW

	Name	Mobile	Email	Permission	Status
1	Vipul Mathur	8884416006	ceo@americanbulls.in	Edit	Active
2	Rohit	8586983712	rohit@americanbull.in	Edit	Active
3	Anand	9560313355	anand@americanbull.in	Edit	Active
4	Jjgish Kumar	9718440123	pcm@gmail.com	Edit	Active

Records per page Total Records: 4

User Management

The screenshot displays a web application interface for user management. A modal window titled "User Details" is open, showing the following information:

- Name : Vipul Mathur
- Mobile : 8884416006
- Email : ceo@americanbulls.in
- Status : Active
- Created by : Admin
- Created date : 16 August, 2017 08:54:30 AM
- Updated by : Admin
- Updated date : 6 September, 2017 08:23:09 AM

At the bottom of the modal are "EDIT" and "CANCEL" buttons. The background interface includes a sidebar with navigation options: Dashboard, Sales Persons, Coupon Management, Promotion, Category, User Management (highlighted), Reports, SMS, and Email. The main content area shows a "User Management" header with an "ADD NEW" button and a search bar. Below the search bar is a table of users:

	Name	Permission	Status
1	Vipul Mathur	Edit	Active
2	Rohit	Edit	Active
3	Anand	Edit	Active
4	Jigish Kumar	Edit	Active

Records per page: 25

Rewards Management

Dè Bõx





- Dashboard
- Sales Persons
- Coupon Management
- Promotion
- Category
- User Management
- Reports
- SMS
- Email

Rewards

Search

DELETE **ADD NEW**

[Check All](#)

		Image	Rewards Points	Details
<input type="checkbox"/>	1		3000	Titan Watch
<input type="checkbox"/>	2		5000	Sony Camera
<input type="checkbox"/>	3		10000	Samsung Mobile Phone
<input type="checkbox"/>	4		2000	Iron
<input type="checkbox"/>	5		1000	Grinding Mixture

SMS Feature

Dè Bõx

SMS

Dashboard

Sales Persons

Coupon Management

Promotion

Category

User Management

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SMS

Email

Select Sales Person

Enter Mobile Number



Check All	Name	Mobile Number
<input type="checkbox"/>	Rishi Sharma	8527070020
<input type="checkbox"/>	mohd imran	9654907178
<input type="checkbox"/>	Abhay Kumar	9645988918
<input type="checkbox"/>	Vivek Kumar	9811130906
<input type="checkbox"/>	Dinesh	8447737825
<input type="checkbox"/>	Tarun Kumar	7830879910
<input type="checkbox"/>	Sapan Gupta	9654909178
Users		
<input type="checkbox"/>	Vipul Mathur	8884416006
<input type="checkbox"/>	Rohit	8586983712
<input type="checkbox"/>	Anand	9560313355
<input type="checkbox"/>	Jigish Kumar	9718440123
<input type="checkbox"/>	Admin	1234567890

Compose SMS

Total Remaining Characters 160

SEND SMS

Dè Bõx

IT | Training | Consulting

Email Feature

Dè Bõx

- Dashboard
- Sales Persons
- Coupon Management
- Promotion
- Category
- User Management
- Reports
- SMS
- Email**

Email

Select Sales Person

Check All	Name	Email
<input type="checkbox"/>	Rishi Sharma	rshrma@yahoo.co.in
<input type="checkbox"/>	mohd imran	mohd.m.imran@gmail.com
<input type="checkbox"/>	Abhay Kumar	abhay@yahoo.co.in
<input type="checkbox"/>	Dinesh	jatinkumar@gmail.com
<input type="checkbox"/>	Tarun Kumar	tmkumar@yahoo.co.in
Users		
<input type="checkbox"/>	Vipul Mathur	ceo@americanbulls.in
<input type="checkbox"/>	Rohit	rohit@americanbull.in
<input type="checkbox"/>	Anand	anand@americanbull.in
<input type="checkbox"/>	Jigish Kumar	pcm@gmail.com
<input type="checkbox"/>	Admin	support@webfreezesolution.com

Compose Mail

Subject

Mail Contents

File Edit Insert View Format

Tools

Formats **B** *I*

Reports

Dealer's Sales person Wise Report

Dealer Target wise v/s achievement Report

City wise Report

Or Any Customized Report Required by client

Reports

Dè Bõx

- Dashboard
- Sales Persons
- Coupon Management
- Promotion
- Category
- User Management
- Reports**
- SMS
- Email

Sales Persons Report

Sales Person Report

Sales Person	City	Area	Dealer Target	Achieved Points	Achieved Target
Rishi Sharma	Delhi	Central Delhi	5000	200	4%
mohd imran	Mumbai	Andheri	1000	100	10%
Abhay Kumar	Lucknow	Gomti Nagar	200	100	50%
Vivek Kumar	Kolkata	Howrah	50	50	100%
Dinesh	NOIDA	Sector 18	500	240	48%
Tarun Kumar	Delhi	South Delhi	5000		0%
Sapan Gupta	Ahmednagar		500		0%

Total Records: 7



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