

Sonny's POS 20.1 – What's New!

SMS TEXT MESSAGING MARKETING - ENHANCEMENTS

Manual Text Marketing

Manual Text Marketing – Allows clients the ability to market their products and services, as well as offer discounts and promotions to several groups of customers via text through Twilio.

This Back-Office application has been expanded to allow clients to schedule text marketing messages to pre-set groups of customers. Once the group has been created, it cannot be changed, modified, or removed. Some groups will allow for a 1-month (up to 3 months from the scheduled date) filter to be applied to target more recent customers.

Below are the names of the groups and their criteria:

1. **Active Recurring Members**

- Active recurring plan

2. **New Recurring Members**

- Customers who purchased a recurring plan within the configured number of months (up to 3 months prior)

3. **Cancelled Recurring Members**

- Customers who cancelled their recurring plan with the configure number of months (up to 3 months prior)

4. **Non-Recurring Members**

- Customer who do not have a recurring plan but may have enrolled in Loyalty or provided their phone number so other way





5. **All Customers**

- All customers that have a phone number

6. **E-Commerce Customers**

- Registered for Ecommerce or purchased a product on Ecommerce (currently customers can only register after purchasing a product)

Manual SMS Messages List Page

Manual SMS Messages								Search & Filter + Create Message	
Message ID	Site Code	Group Name	Title	Message	Status	Scheduled Date	Active		
1	TEST1	Cancelled Recurring Members	Test SMS Manual	Try this discount code to buy recurring plan Best Wash Unlimited Plan	Scheduled	2020-03-06	✓		
6	TEST1	Cancelled Recurring Members	Test1971	dqwerwrew	Scheduled	2020-03-11	✓		
1	TEST2	Cancelled Recurring Members	Test SMS Manual	Try this discount code to buy recurring plan Best Wash Unlimited Plan	Scheduled	2020-03-06	✓		
6	TEST2	Cancelled Recurring Members	Test1971	dqwerwrew	Scheduled	2020-03-11	✓		

The **Search & Filter** option allows customers to filter by Site, Status, and Group.


- **All** – Lists all created messages
- **Scheduled** – Lists all created messages that are pending future delivery
- **Not Scheduled** – Lists all created messages that have not been scheduled
- **Processing** – Lists all created messages that are currently being sent
- **Sent** – Lists all created messages that have been sent
- **Cancelled** – Lists any messages that were cancelled before being sent out

How to Schedule an SMS Message


To schedule a message, select 'Create Message'

Create Manual Text Marketing Message

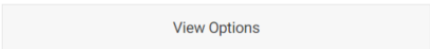
Title *

Enter SMS Title  Title of the SMS Message.


Recipient Group *

New Recurring Members  These are pre-configured groups

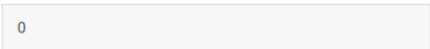
➤ Available From Site




Month Range Filter *

1 Month Back  **Month Range Filter:** Used to look up the transaction date in order to qualify a customer.
Apply filter: Filter customers starting at the scheduled date and search the number of months prior


Number of Recipients

0  Number of Recipients.




Message *


 0 / 140

Message Counter:

0 

Scheduled Date/Time *

 Mar 10, 2020 00:00AM   **Select the date and time when the message will be sent. Please note the scheduled time will be based on the timezone of the first physical site.**

Include a Discount?  No **If enabled will include a discount. Not able to remove discount after code(s) have been generated.**

- **Title** is the name of the SMS message being sent
- **Recipient Group** contains the list of groups described above; only one group can be selected per message.
- **Available from Site** is a filter that associates a customer to either their billing site for recurring plans or the last site where a customer had a transaction (purchasing a wash or prepaid item). Multiple sites can be included. Customers are only associated with one site at any one point in time.
- **Months Range Filter** used to look up the transaction date in order to qualify a customer. Filters customers starting at the scheduled date and search the number of months prior.

- **Number of Recipients** is based on the group selected and the months filter if applicable. It displays the number for qualified customers at the present time. This number can change once the message is sent.
- **Message** is the actual text message being sent, within the box is a character counter. Below is a message counter, 140 characters = 1 message
- **Schedule Date/Time** is when the message will be sent out. Users must enter a date/time to save and send out the message.

Text Marketing is the ability to include a discount

Message *




This is just a sample message to see if this really works.

59 / 140

Message Counter:

1

Scheduled Date/Time *


 Mar 13, 2020
 
 06:55PM
 

Select the date and time when the message will be sent. Please note the scheduled time will be based on the timezone of the first physical site.

Include a Discount? ☒ Yes

If enabled will include a discount. Not able to remove discount after code(s) have been generated.

Discount

Category *

Promotion/Coupon

Used for reporting and filtering.

Available For Ecommerce

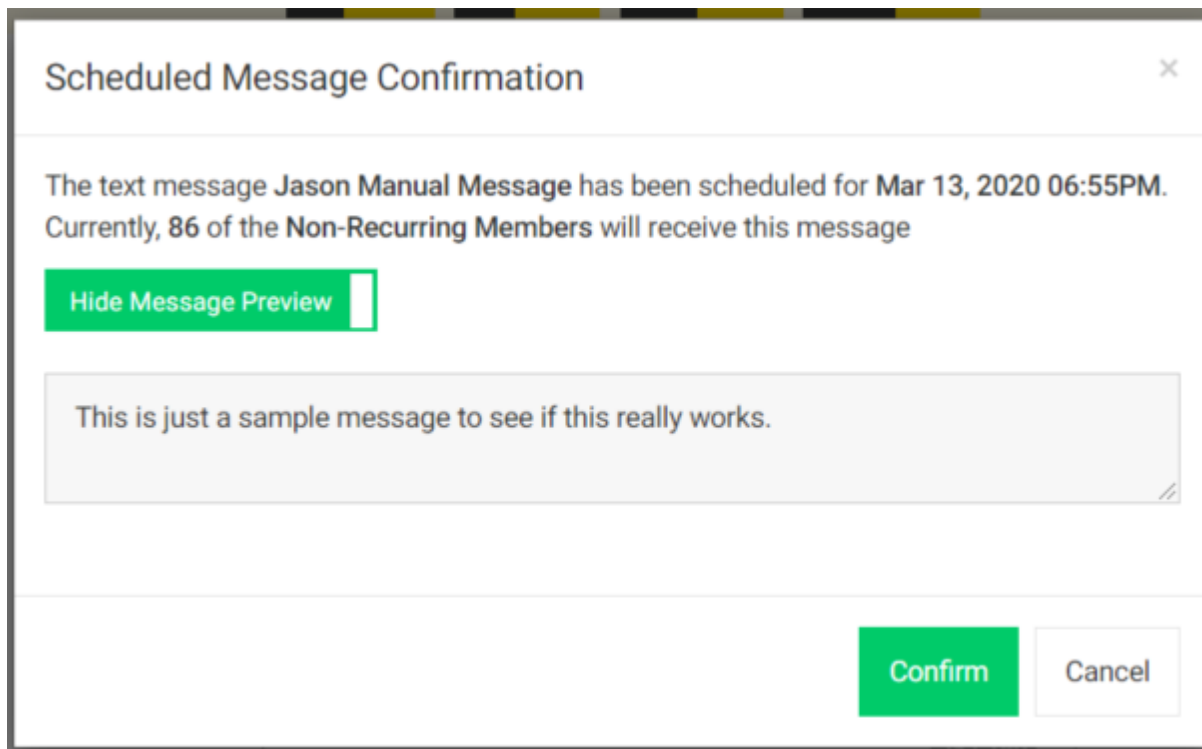
ECOMM (ECOMM) ☒ No

Available to be applied from ECommerce Site. Only Single Item discounts allowed.

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- Users will be able to configure a one-time-use code discount that is added to the SMS message.
- Simply click 'Yes' to include a discount and populate the necessary values.
- Each discount is unique and specific to that one SMS message and cannot be re-used in other SMS messages.

- Once a discount has been configured and the Text Marketing message has been saved, the discount cannot be removed.
- Upon clicking Save, a confirmation will display providing the user with an opportunity to make changes or proceed with scheduling. It will display the name of the message, the schedule date and time, the number of recipients as of that moment, and the discount if one is included.
- A previewer is provided to view the text message that will be sent.



Scheduled Message Confirmation [X]

The text message **Jason Manual Message** has been scheduled for **Mar 13, 2020 06:55PM**.
Currently, **86** of the **Non-Recurring Members** will receive this message

Hide Message Preview

This is just a sample message to see if this really works.

Confirm **Cancel**

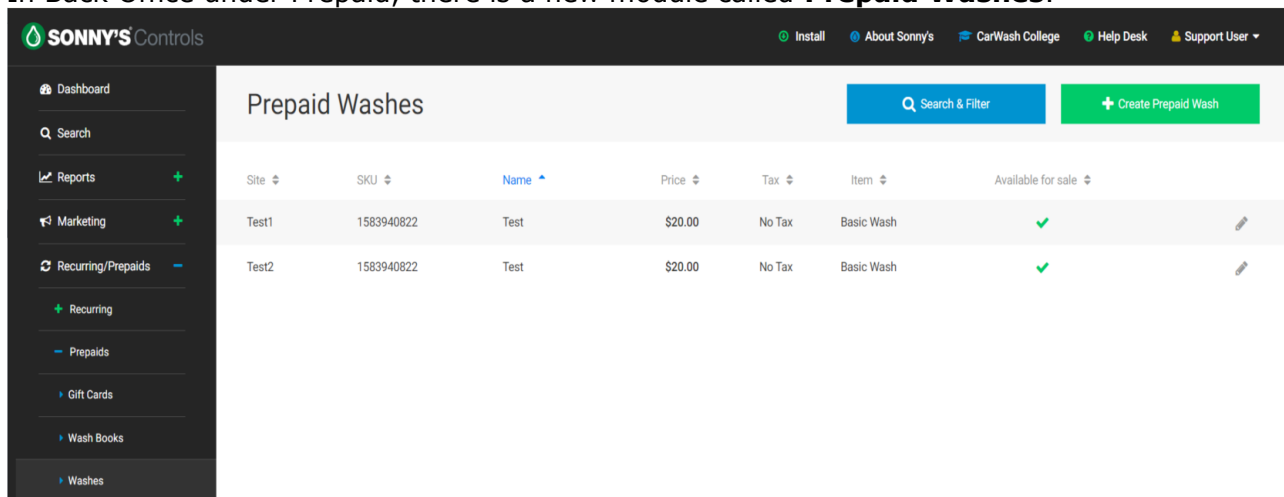
BACK OFFICE FEATURES

New Department Type - Prepaid Wash

Prepaid Wash – In line with the other prepaid departments (recurring plan, wash book, and gift card), clients can configure Prepaid Wash item categories for reporting purposes

- A **Prepaid Wash** is simply a regular wash item purchased in advance on Ecommerce. Clients can create a Prepaid Wash item and then add it to their Ecommerce product offering, just like any other prepaid items.

- Clients who subscribe to Ecommerce will have the option to sell **Prepaid Washes** online (in the next release, **Prepaid Washes** will be sellable from the Point of Sale). They are not available for sale on the Point of Sale and cannot be configured as a Point of Sale button.
- In Back Office under Prepaid, there is a new module called **Prepaid Washes**.



The screenshot shows the SONNY'S Controls web application. The top navigation bar includes links for Install, About Sonny's, CarWash College, Help Desk, and Support User. The left sidebar contains a menu with Dashboard, Search, Reports, Marketing, Recurring/Prepays, Recurring, Prepays, Gift Cards, Wash Books, and Washes. The main content area is titled 'Prepaid Washes' and features a 'Search & Filter' button and a '+ Create Prepaid Wash' button. Below these is a table with the following data:

Site	SKU	Name	Price	Tax	Item	Available for sale
Test1	1583940822	Test	\$20.00	No Tax	Basic Wash	✓
Test2	1583940822	Test	\$20.00	No Tax	Basic Wash	✓

Note: Prepaid Washes mirror other prepaid items such as wash books and recurring plans without the Redemption options.

Name *

Used on Reports, the POS and Customer Receipts.

Category *

Used for reporting and filtering.

SKU *

A unique SKU has been generated. You may replace this with your own unique SKU.

> Available For Sale

Selling

Price *

☐ Prompt for Price

Check Prompt for Price if you wish to enter a price manually with each sale at the POS.

> Tax Rate

Consult your state and local tax laws before completing this section.

Redemption

Wash Item *

Wash is redeemable at sites where the Wash is sold. Changes to the Prepaid Wash Item will affect all current accounts.

How to Add Prepaid Washes to Ecommerce Products

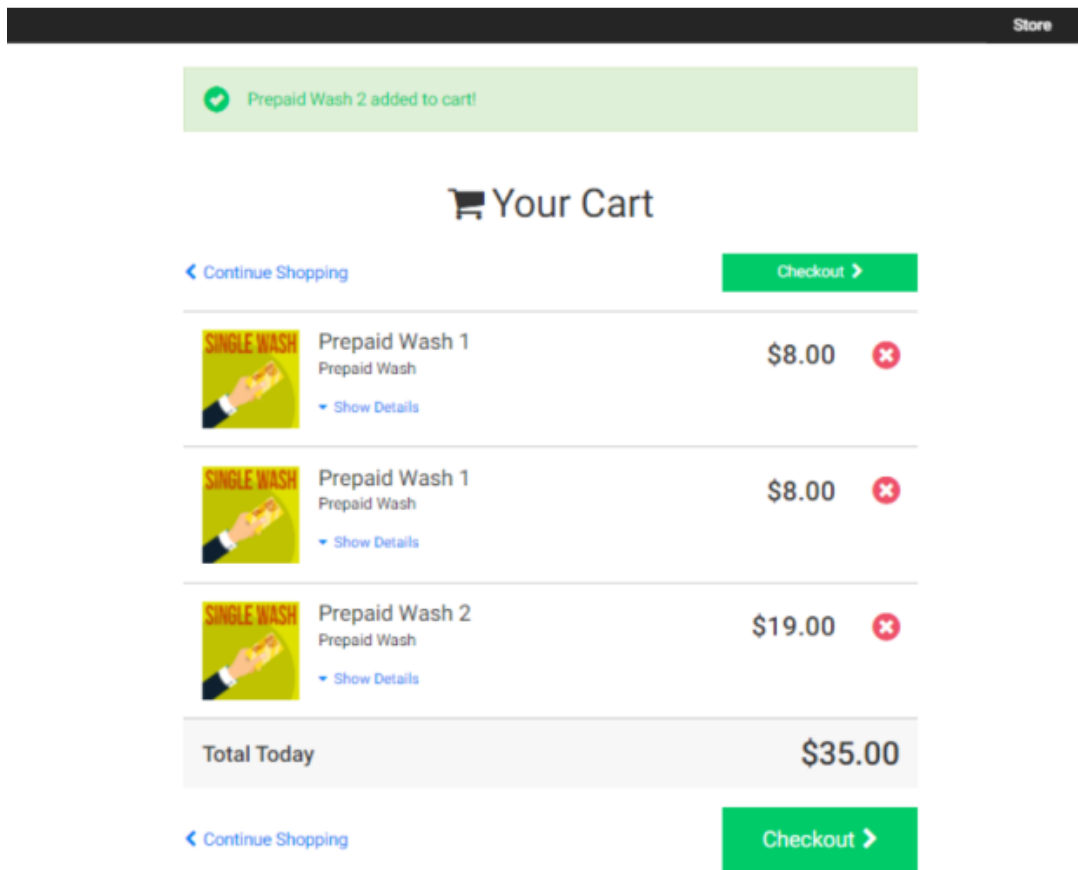
- The Prepaid Wash create form is the same as all other product offerings.



The Prepaid Wash create form is the same as all other product offerings.

How to Purchase a Prepaid Wash Online

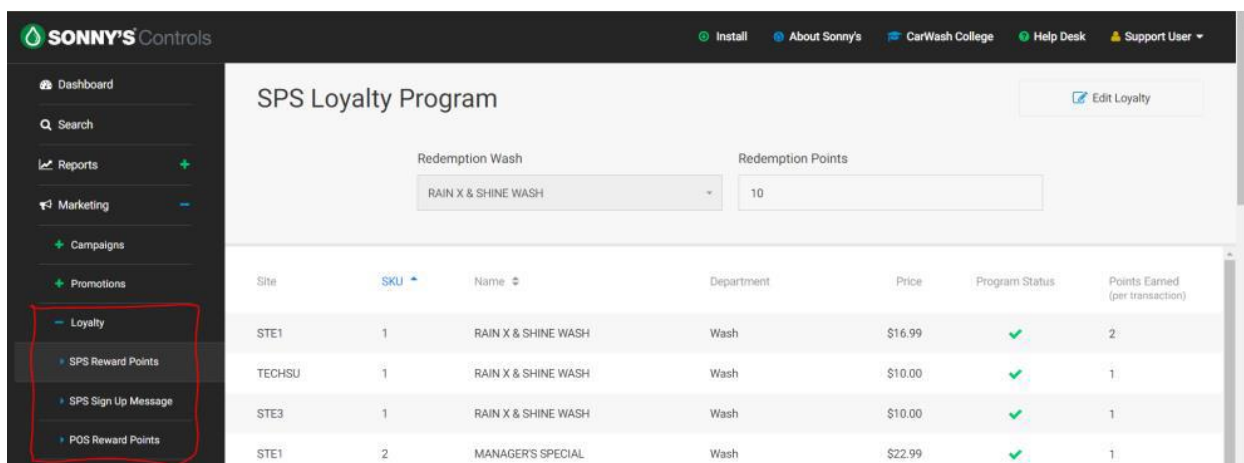
- Customers will be able to purchase one or several prepaid washes online. For each prepaid wash purchase they will receive a barcode. Customers can purchase several of the same Prepaid Wash. Barcodes will be grouped by Prepaid Wash item (2 count of Prepaid Wash 1 would yield 2 consecutive barcodes).
- Prepaid Washes will not be sold via License Plate Recognition. Customers will not be prompted to enter in a license plate when buying a Prepaid Wash. If the customer purchases a recurring plan/wash book, that requires a license plate, AND they purchase a prepaid wash, the prepaid wash will not be associated with the license



License Plate Recognition - Sonny's Pay Station Loyalty Program and Sonny's Pay Station Sign Up Messaging

SPS Loyalty by LPR - A new featured called **SPS Loyalty by LPR**, allows clients who have LPR, to now be able to set up their SPS Loyalty Program.

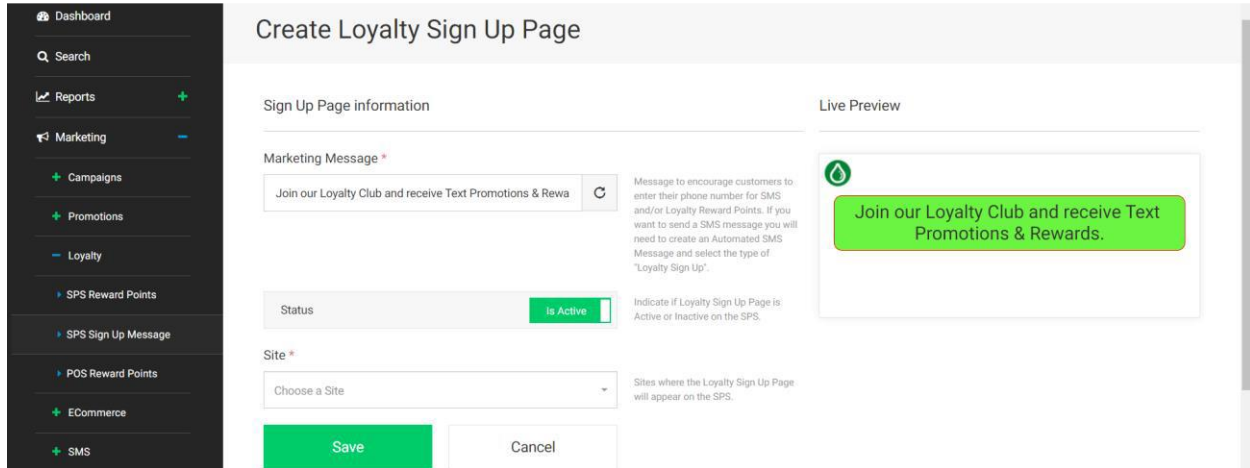
In the BO, a new menu option has been created under **Marketing** called **Loyalty** which groups all modules related to Loyalty. The client must set up their SPS Loyalty Program found under **SPS Rewards Points** (SPS Loyalty program works with both LPR and RFID).



Site	SKU	Name	Department	Price	Program Status	Points Earned (per transaction)
STE1	1	RAIN X & SHINE WASH	Wash	\$16.99	✓	2
TECHSU	1	RAIN X & SHINE WASH	Wash	\$10.00	✓	1
STE3	1	RAIN X & SHINE WASH	Wash	\$10.00	✓	1
STE1	2	MANAGER'S SPECIAL	Wash	\$22.99	✓	1

The **LPR SPS Loyalty Program** requires a phone number to be associated with a license plate. There is a new SPS page called Loyalty Sign Up, that contains a phone number entry pad and allows clients to add a customized message (100-character limit) to market to customers.

Note: In the BO under **Marketing > Loyalty**, select **SPS Sign Up Message**



- Client can enter in their own customized message or use the default message provided (clicking the circle arrow brings back the default message).
- The page will not appear if it isn't Active.
- Clients can create different messaging for different sites, but each site can only have one active message.

Must Enable the Loyalty Sign Up page to Display on the Sonny's Pay Station

- Clients must configure their SPS to display the page.
- Each site that has a SPS, will have the below parameters.
- Wash Purchase Phone Number Collection must be enabled

Sonny's Pay Station Configuration

Allow RFID Numbers to be Manually Entered

Yes ☒

When set to **Yes**, RFID number can be manually entered at the Sonny's Pay Station.

Wash Purchase Phone Number Collection

Yes ☒

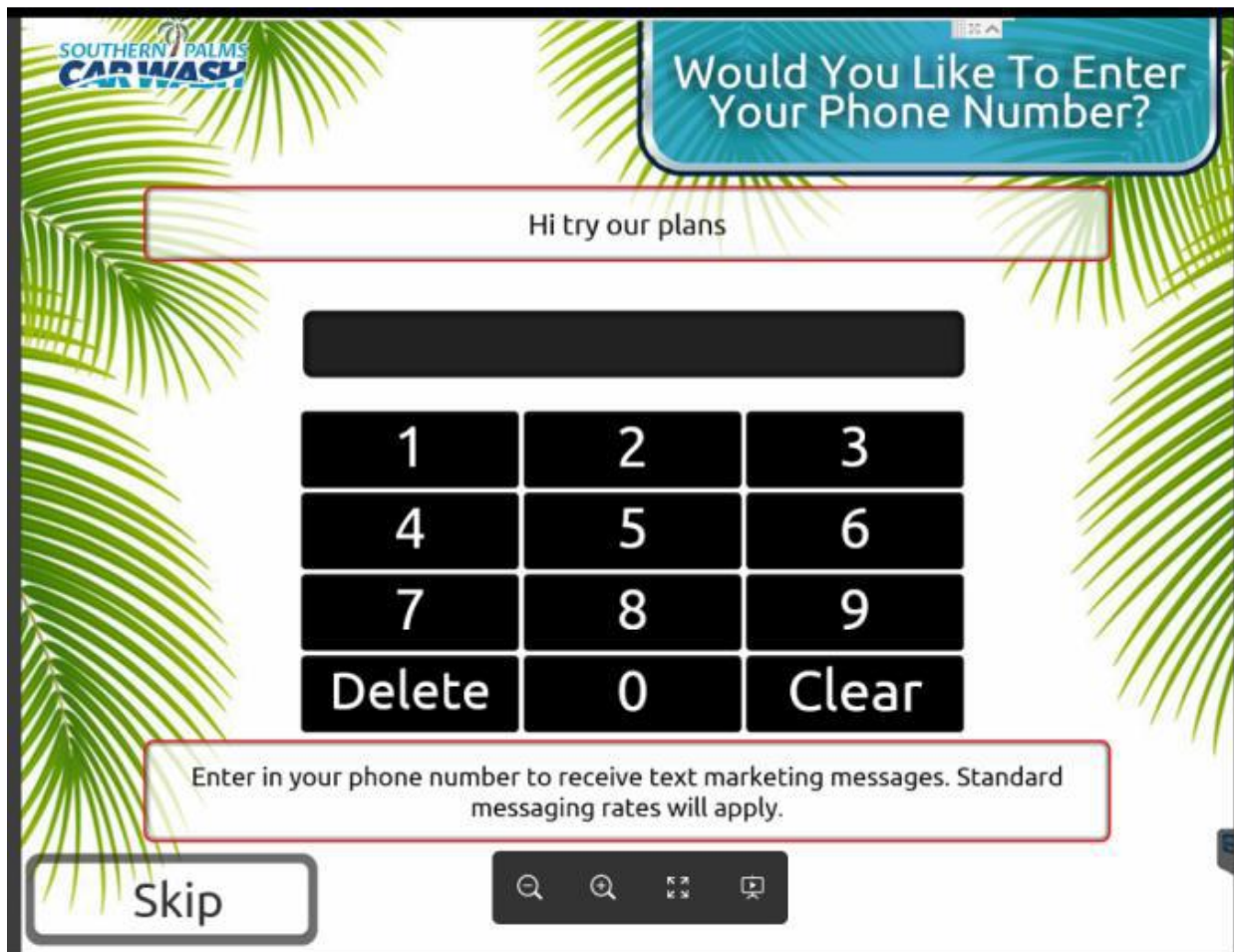
If set to **Yes**, the pay station will present a customer that doesn't already have a license plate with a phone number attached an option to opt in to receive text messages.

Save

Cancel

Pay Station Flow

- Whenever a customer selects a wash, the system will check to see if the license plate of the vehicle is associated with a phone number.



- If there isn't a phone number associated, the Loyalty Sign Up page is displayed with a custom message and a phone entry pad, otherwise it will not.
- Entering the phone number will opt-in the customer into the Clients loyalty program as well as allow the client to send text marketing messages.

SPS Loyalty Sign Up Messaging

An additional feature for Loyalty Sign Up is the ability to send out an SMS message with or without a discount code. When a customer provides their phone number, an automated SMS message can be sent out welcoming the customer to the Loyalty program and/or any other

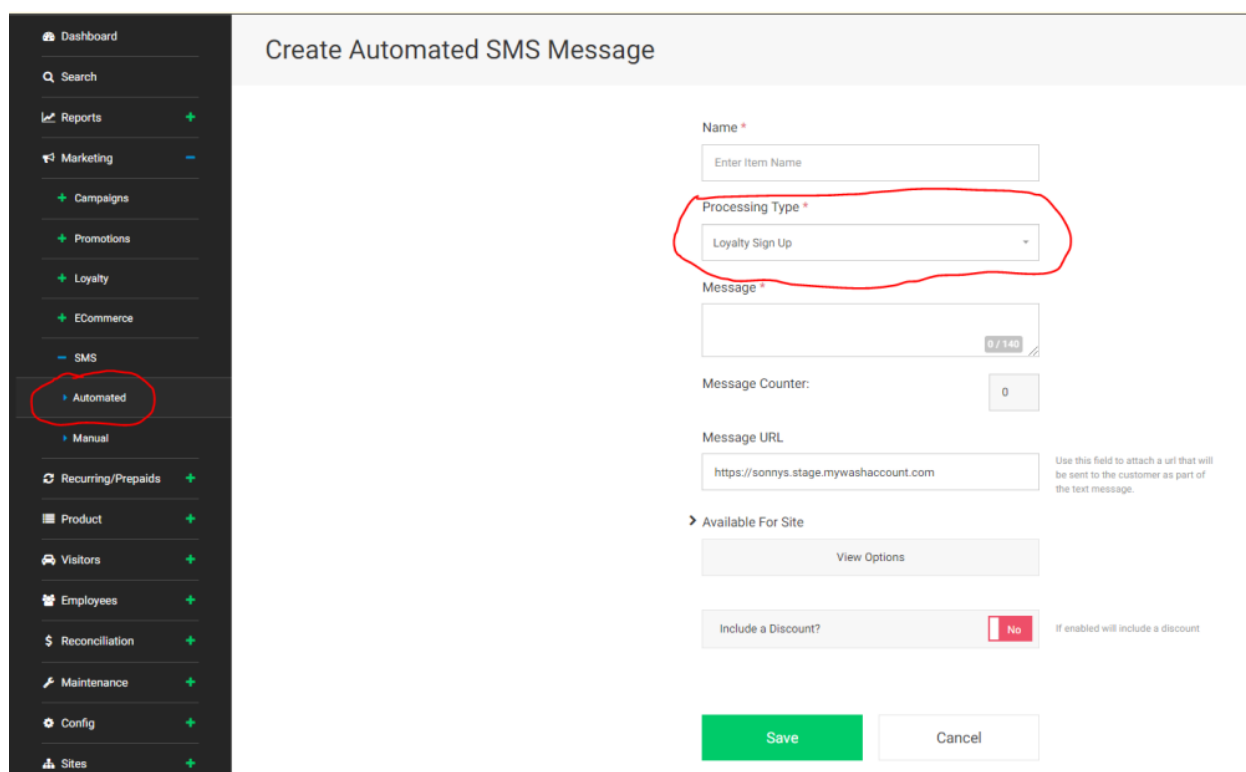
marketing message. Additionally, a one-time-use discount code can be included in the message as well.

How to Set up SPS Loyalty Sign Up Messaging

Must have service with Twilio. Customer will contact Twilio @ (855) 910-8712 and obtain the API token, Authentication ID and the phone number. Information should be provided to the Controls helpdesk for completion of set up.

In the Back Office:

Under SMS, users would click Automated to create a SMS Message that will automatically be sent out once the customer enters in their phone number. (Ideally the combination of license plate and phone number will be unique, but a customer can have more than one vehicle and be prompted to enter in a phone number for each)



Create Automated SMS Message

Name *

Enter Item Name

Processing Type *

Loyalty Sign Up

Message *

0 / 140

Message Counter: 0

Message URL

https://sonnys.stage.mywashaccount.com

Use this field to attach a url that will be sent to the customer as part of the text message.

> Available For Site

View Options

Include a Discount? No

If enabled will include a discount

Save Cancel

- To send a discount code with the Automated SMS message, simply click Yes to include a discount and populate the necessary values.
- Each discount is unique and specific to that one SMS message.

- The discount will appear at the bottom of the message as a number code (no barcode).

Reporting - Prepaid Washes Sales and refunds

- Sales Reports are updated to reflect transactions for Prepaid Wash Department items.

Sales Overview

- Prepaid Washes will be captured as a Prepaid Sale (just as is with other prepaid items sold)
- Prepaid Wash refunds will be captured as a Prepaid Refund (just as is with other prepaid items sold)
- Discounts applied to a Prepaid Wash sale will be captured as a Prepaid Discount
- Tax in a prepaid wash purchases as Tax, and prepaid wash refunds with tax as Refunded Tax.

Sales Detail

- A Prepaid Wash department with a default category for Prepaid Wash has been added to the Sales Detail report. All Prepaid Wash sales will be captured here.

Line Item Sales

- Prepaid Wash items purchased will be reflected in the LIS report.
- Prepaid Wash redemptions will also be reflected showing a Prepaid Wash tender that was used to redeem the item (just like other Prepaid tenders).

Refunds

- Prepaid Washes are redeemed using a barcode. Refunds are not allowed on redemptions. The POS will instruct users to issue a refund for the original purchase of the Prepaid Wash, not the redemption. In the case where there were multiple items purchased with the redemption (redeem only from POS) a refund of the other items can be issued. A message stating to refund the original Prepaid Wash purchase transaction will also display.

Note: All other Prepaid Wash impacts to reports will be the same as any other Prepaid item.

Recurring Billing vs Redemption Detail report

This report expands on the current Recurring Billing vs Redemption report by listing each site where redemptions were made. Instead of just displaying the total number of redemptions NOT made at the billing site, the Detail version shows the sites where the redemptions were made at.

Recurring Billing vs Redemption Detail

Mar 1, 2020 12:00 AM - Mar 31, 2020 11:59 PM ▾

Sites

 ✕

Plans

 ✕

[Apply](#)

Print
 Export ▾

Unlimited BASIC Wash

SPLASH CW JFK				
Site Code	Accounts	Redeemed at Site	Redeemed at other Sites	% Redeemed at Site
JFK	1375	393	8	98.00%

Redemption Detail

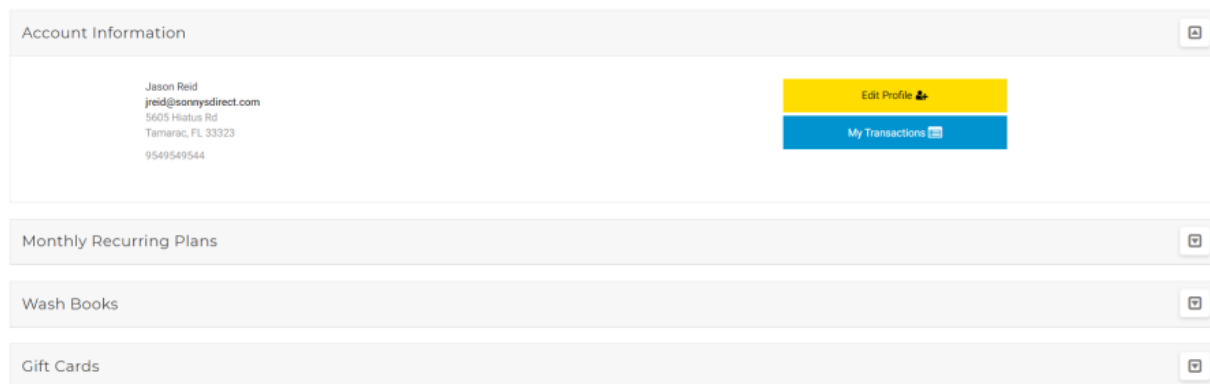
Site Code	Total Redemptions
CWY	1
GEY	4
CONGO	3

ECOMMERCE ENHANCEMENTS

A New layout to the My Accounts page has been implemented.

- Account information is now display at the top where you can Edit Profile and view past transactions.
- Products are grouped together by a collapse and expand function.

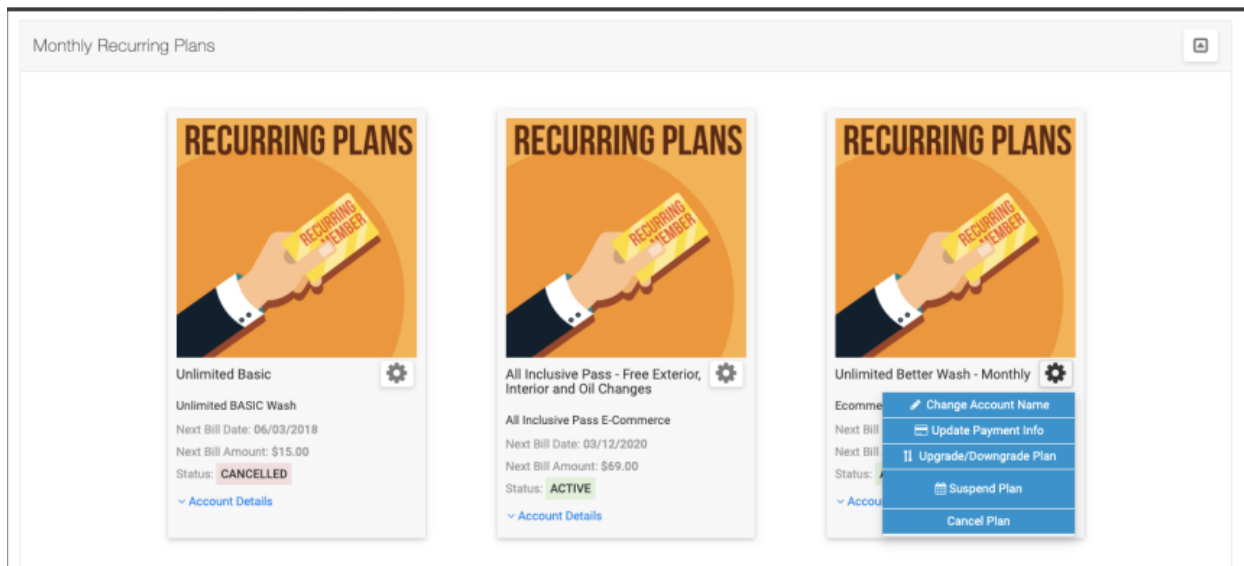
Account



When you expand the Monthly Recurring Plans by clicking on the drop-down arrow on the far right, your monthly plans will be displayed.

Instead of having the product image to the left and user account details, along with the blue action item boxes on the right, the UI has been simplified and streamlined, to contain all that information with the product image.

The “gears” symbol (circled in the image below), opens the blue action item boxes.

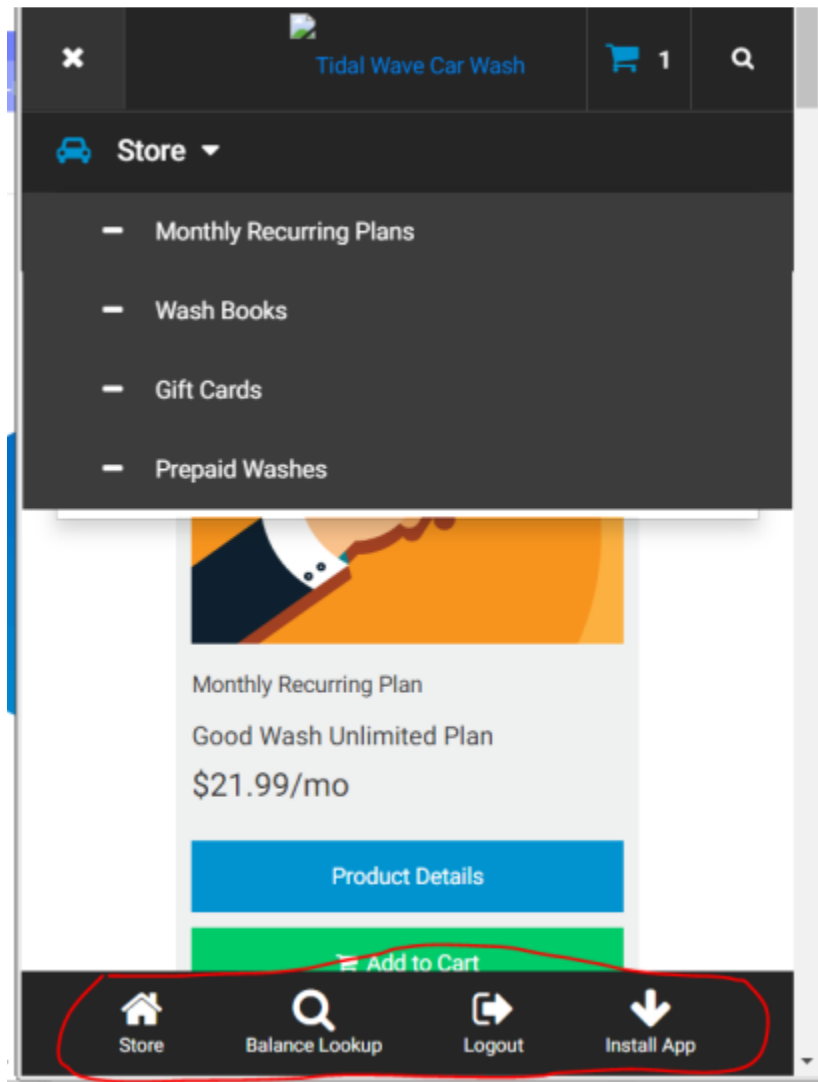


Product Barcodes in Ecommerce My Acct Page

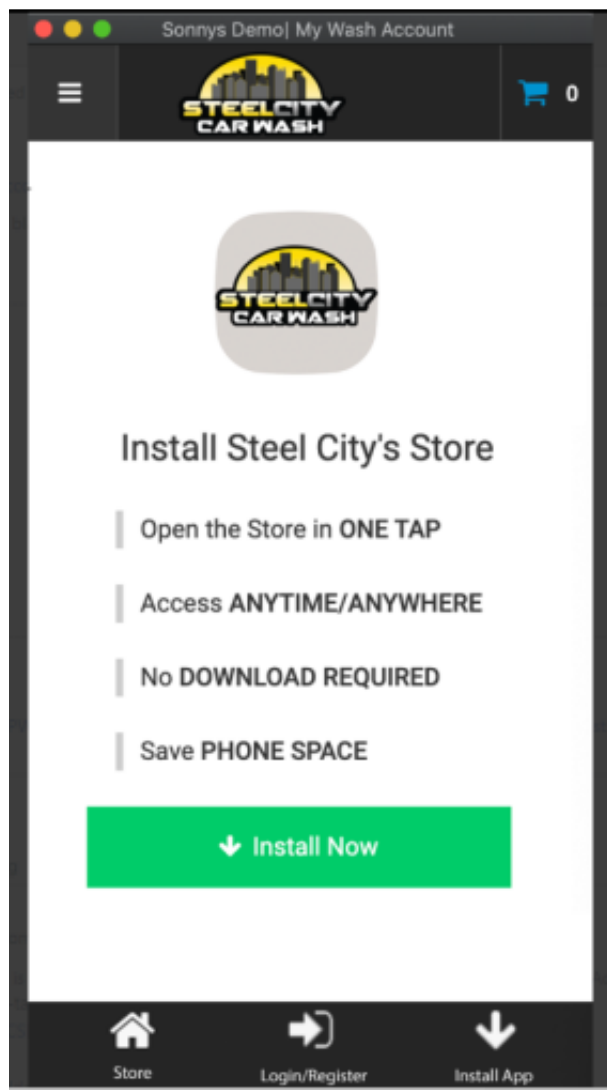
Wash books and Gift cards barcodes will now be displayed on the customers My Accounts page, allowing customers to login to their My Accounts and scan the barcode from their phone rather than print it out.

1. Product purchased
2. Barcode generated
3. Access my account and there's a link to view the barcode so that the user can scan them at the pos or pay station.
4. If the barcode is expired-notifying it's expired or out of redemptions when I select the view

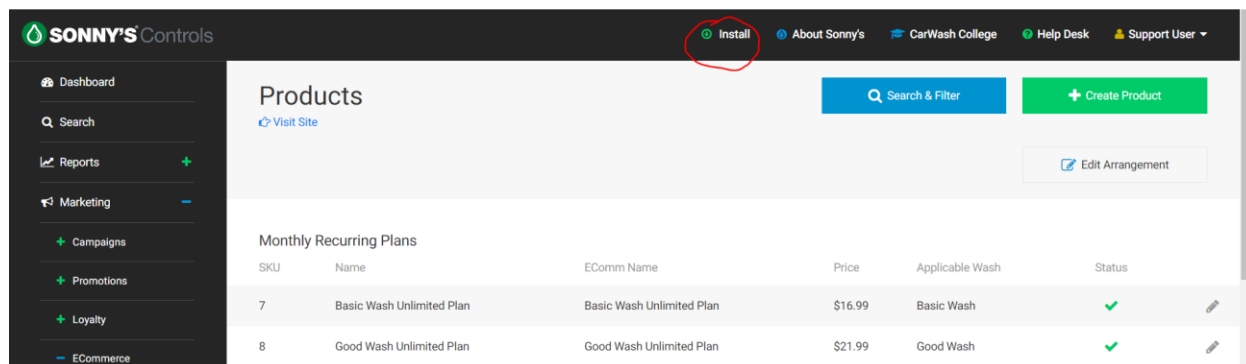
Updated Mobile View of Ecommerce



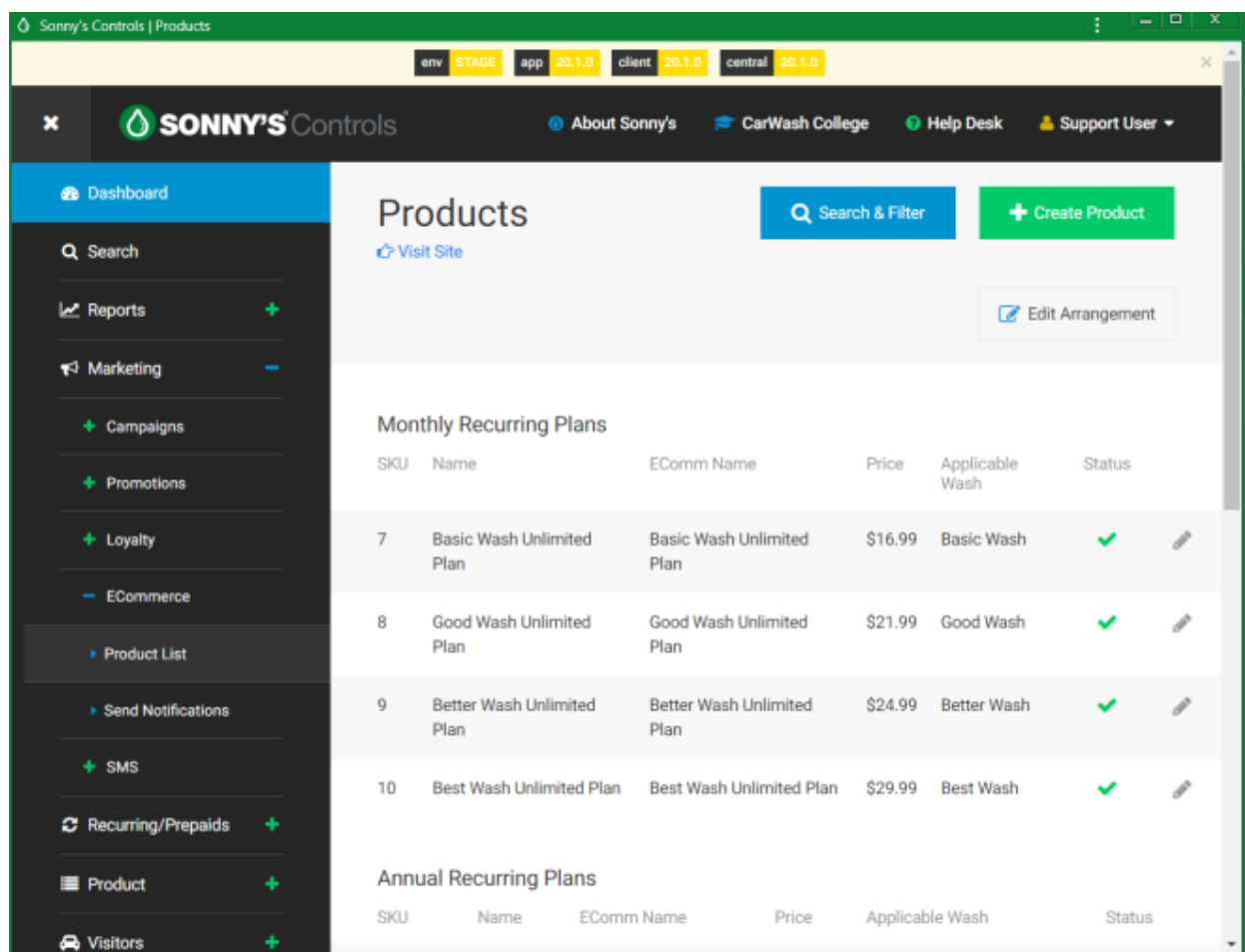
Only when viewing from a mobile device, when the user clicks "Install App", this simple, clean page displays with download instructions.



Note: A link is provided on the desktop to install the Progressive Web App from the Back Office. If customer already has it installed, the system will prompt them to open from the installed app.



The installed view when you click on install from the screenshot above:



DIGITAL QUEUE

Displaying services next to vehicle information

