

PRIVILEGEPLUS LOYALTY APP

LOYALTY PROGRAM

Staff Training Workshop

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AGENDA

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Support - Ticketing System & Contact Details

WHAT IS PRIVILEGE**PLUS**?



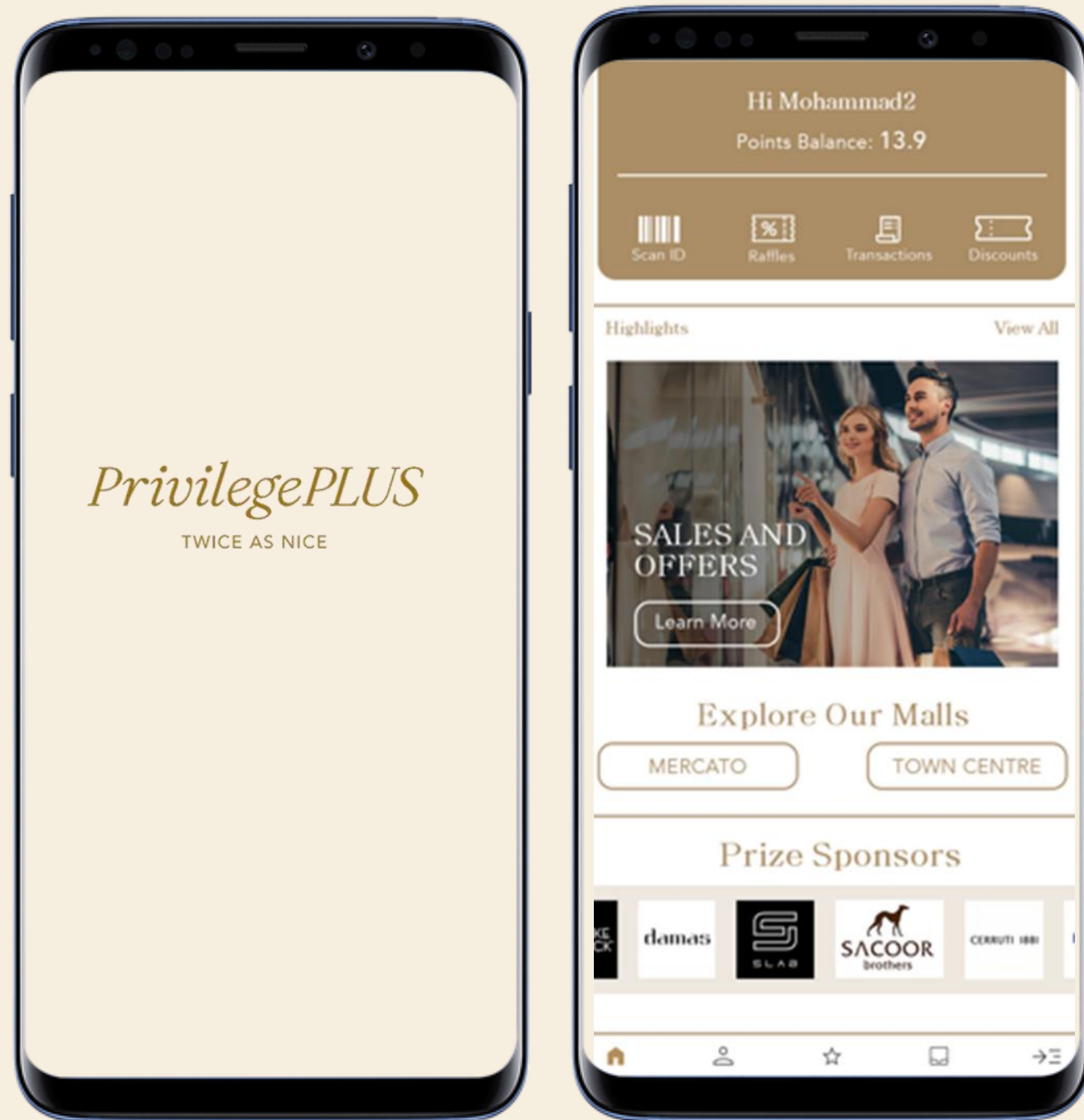
PrivilegePLUS is a Consumer Loyalty Programme designed to offer Mercato and Town Centre Jumeirah regular and loyal customers with instant discounts when shopping from participating outlets in one or both malls.



OBJECTIVES

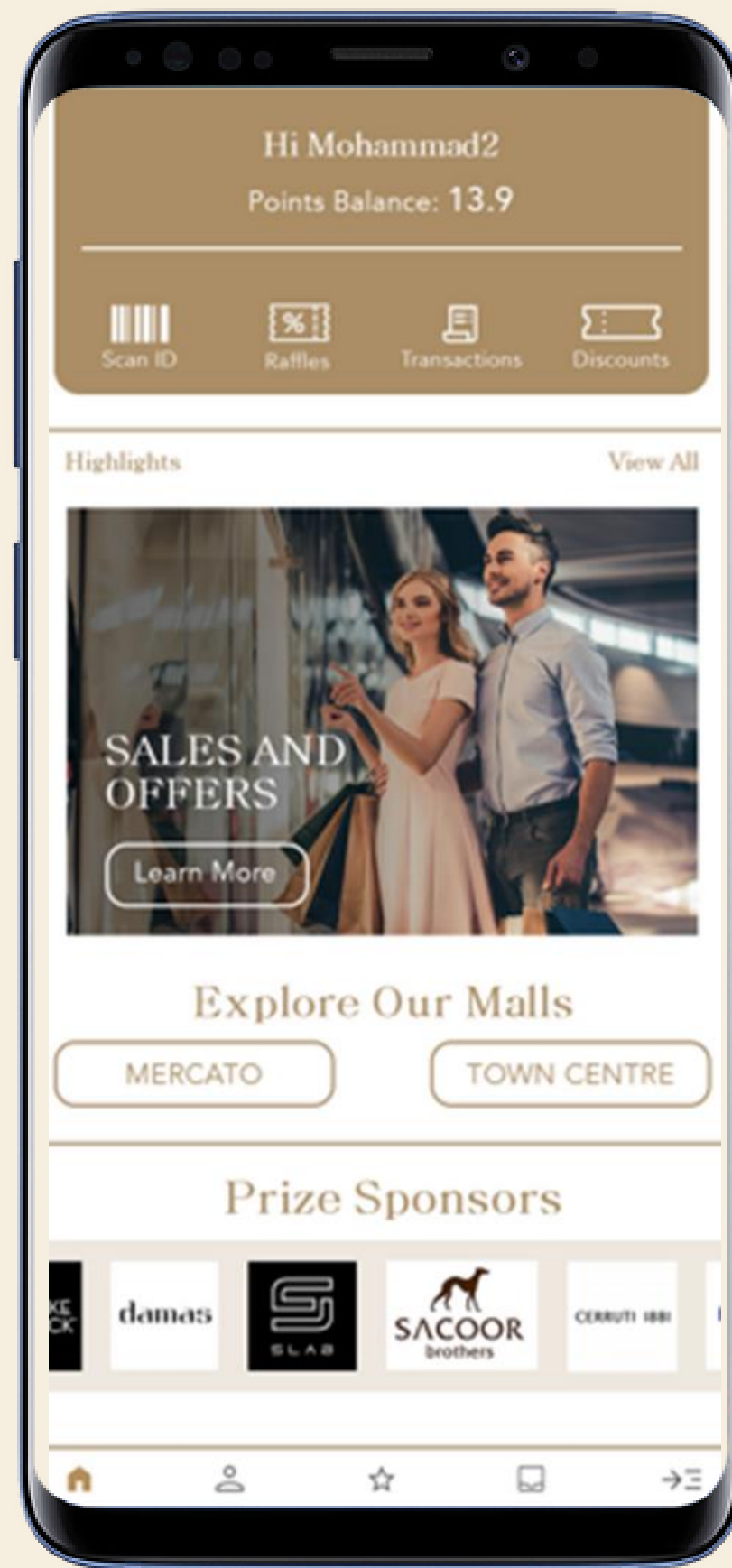
The PrivilegePLUS Loyalty Programme has been designed to retain existing customers, attract new customers, and increase repeat purchases.

The PrivilegePLUS Programme defines us from nearby shopping malls and thus makes us the preferred shopping destination and provides our shoppers with more reasons to choose Mercato and Town Centre Jumeirah over other malls in the catchment area.



PRIVILEGE**PLUS** LOYALTY APP

In order to remain relevant, we have decided to enhance our loyalty program and to take it over to a digital platform which will provide our customers as well as our member's a seamless and convenient shopping experience. We are introducing to you the ALL NEW **PrivilegePLUS Loyalty App**.



HOW PRIVILEGEPLUS WORKS

SAVE

Customers to enjoy instant discounts up to 35% in more than 100 participating stores.

EARN

Customers to collect points on their purchases from all stores, restaurants & services across both malls.

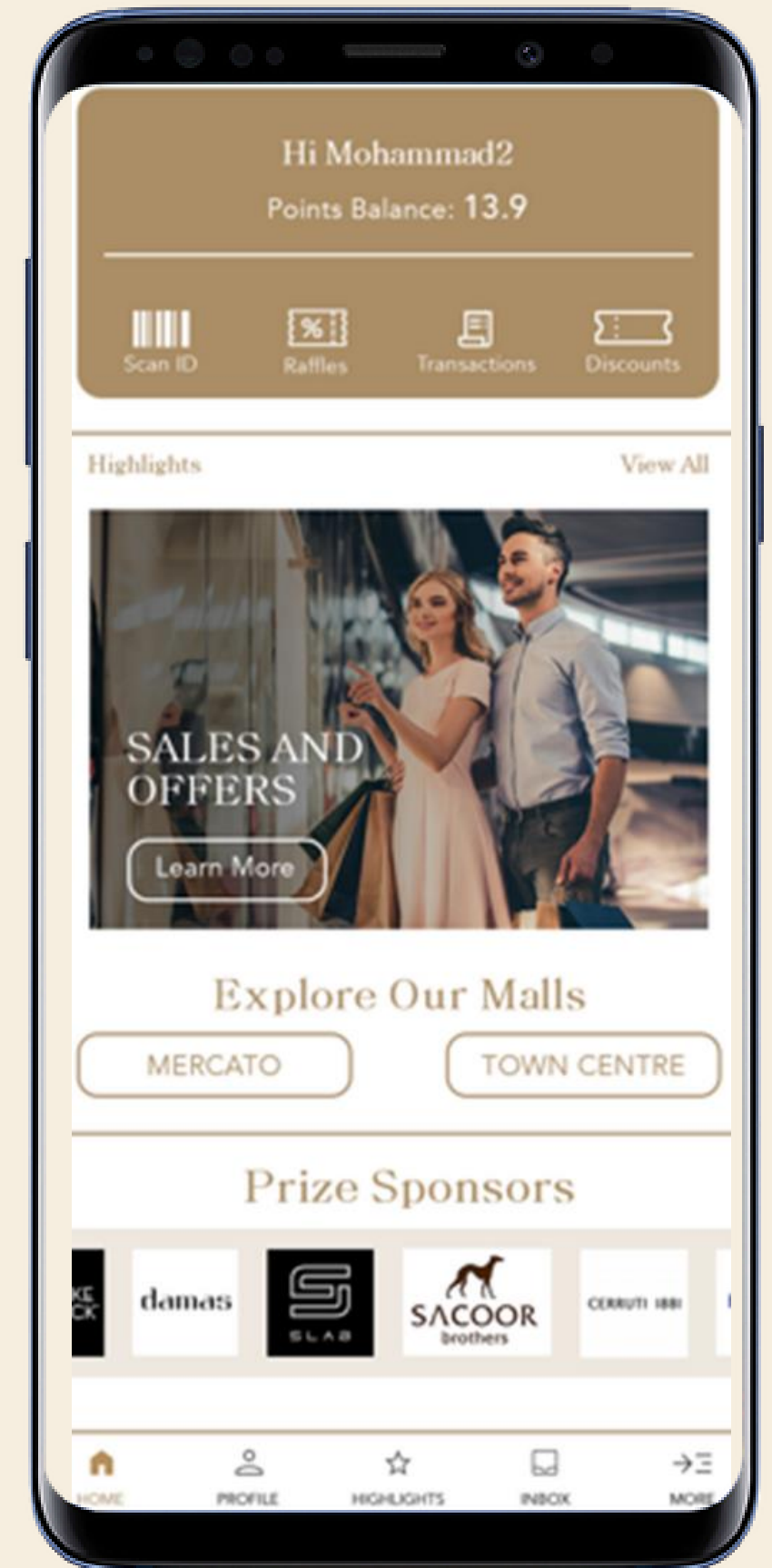
WIN

Customers stand a chance to win fabulous prizes throughout the year.

NOT JUST A LOYALTY APP... IT'S ALSO A MALL APP

Customers will be able to:

- Explore both malls - Mercato & Town Centre
- View the stores
- View the PrivilegePLUS Discounts
- View the latest Sales and Offers
- View the Mall Events
- Enter the PrivilegePLUS Draws
- Enter the mall year-round promotions - DSS, DSF, Eid, DFF etc
- View the prize sponsors
- View their purchases history, points balance and redemption history
- Receive notifications
- Edit and update profile
- Submit feedback



TYPES OF MEMBERSHIP

TYPES OF MEMBERSHIP

CUSTOMER (RESIDENT) MEMBERSHIP

Residents of UAE, eligible to avail instant discounts from PrivilegePLUS Partners stores and to join the PrivilegePLUS Raffle Draws and Mall Consumer Promotions such as; Dubai Shopping Festival, Dubai Summer Surprises, Eid Al Fitr, Eid Adha etc.

NON-RESIDENT MEMBERSHIP

Eligible to avail instant discounts from PrivilegePLUS Partner stores and to join the Mall Consumer Promotions such as; Dubai Shopping Festival, Dubai Summer Surprises, Eid Al Fitr, Eid Adha etc., but are not entitled to redeem coupons for PrivilegePLUS draws.

STAFF (RESIDENT) MEMBERSHIP

Eligible to avail instant discounts from PrivilegePLUS Partners. Prohibited to join the PrivilegePLUS and Mall Consumer Promotions raffle draws such as; Dubai Shopping Festival, Dubai Summer Surprises, Eid Al Fitr, Eid Adha etc.

CUSTOMER JOURNEY

01

Download the
PrivilegePLUS Loyalty
App & register

02

Start shopping & scan
your PrivilegePLUS ID to
earn points and/or avail
instant discounts

03

Enter the raffle draws
using your points &
stand a chance to win
prizes.

PRIVILEGEPLUS MOBILE SCANNING DEVICE

WHAT IS A SCANNING DEVICE?



All participating shops will be required to scan the PrivilegePLUS member's ID on the mobile App using the provided PrivilegePLUS mobile scanning device which will be located on their counter to record the transaction.

MERCHANT JOURNEY

01

Ask the customer if they have the PrivilegePLUS Loyalty App to take advantage of the instant discount and/or earn points.

02

Upon successfully completing the sales transaction in your POS, utilize the provided mobile scanning device to SCAN the customer's PrivilegePLUS ID in the PrivilegePLUS loyalty App. This step is vital for recording the transaction and enabling the customer to earn points. Please note that the PrivilegePLUS scanning device will not be connected to your POS system.

03

Record the transaction on the scanning device to update the customer's points balance and maintain a transaction history for the merchant. Access to real-time reports will be provided to the merchant.

POINTS RATIO

- The member's earn rate remains fixed across all participating brands, with the ratio being that every AED 200 spent on purchases is equivalent to 01 point. These points can be redeemed for PrivilegePLUS raffle entries, where 01 point grants the member 01 entry into the monthly draw. Furthermore, each participation in the monthly draw automatically includes the member in the grand raffle draw.
- Customers will automatically be eligible to participate in the mall's year-round promotions, such as the Dubai Shopping Festival Draw, Dubai Summer Surprises Draw etc. For every AED 200 spent, customers will receive 1 raffle entry. The entry process is automatic, and there is no need to redeem coupons through the Application.
- Winners will be contacted by the Mall Management.
- Mercato and Town Centre Jumeirah reserves the right to change the earn rate at its sole discretion.

TRAINING – HOW TO PROCESS DIFFERENT TRANSACTIONS

REWARDING OF
POINTS TO THE
CUSTOMER

- Customers will present their PrivilegePLUS ID to the shop staff to record their purchase/s to earn points.
- Shop Staff will process the sales transaction in their POS.
- Using the PrivilegePLUS mobile scanning device, shop staff will scan the customer's PrivilegePLUS ID:
 - Go to NEW PURCHASES
 - Scan ID - the customer's name will appear
 - Enter the Receipt No. (minimum last 4 digits)
 - Enter the purchase amount
 - Transaction successful
- Customers will earn points with each successful transaction, points balance will be updated automatically.

*Customers can easily view their updated points balance in the PrivilegePLUS App by swiping up on the Home Page to refresh. Once refreshed, the page will display the new loaded points. Alternatively, they should go to the Transactions icon on the app, click on Redemptions, where they'll find a comprehensive record of all transactions, earned points, dates, and shop names.



PrivilegePLUS

TWICE AS NICE

Merchant App

Username

Password

Login

New Transaction

Welcome Craft Land

Scan customer's PrivilegePLUS ID

Customer name

Receipt No

Amount paid

Did you apply 10% PrivilegePLUS Discount?

Discount Amount: AED 0

Save

New

History

Feedback

Profile



New Transaction

Welcome Craft Land

Scan customer's PrivilegePLUS ID

●●●●●●●●●●●●●●●●

Customer name

mohammad saad

Receipt No

64648

Amount paid

AED 200.00

Did you apply 10% PrivilegePLUS Discount?

Discount Amount: AED 22.22

Save

New

History

Feedback

Profile

New Transaction

Welcome Craft Land

Scan customer's PrivilegePLUS ID

|

Customer name

Receipt No

Amount paid

Did you apply 10% PrivilegePLUS Discount?

Discount Amount: AED 0

Transaction Saved Successfully

New

History

Feedback

Profile

PROCESSING OF
EXCHANGE,
REFUND
&
VOID
TRANSACTION

- If the tenant/merchant staff identifies an incorrect data entry, such as an incorrect sales amount or refund amount on the scanning device, they should use the EXCHANGE - REFUND - VOID function within the scanning device to reverse the transaction and enter the correct information. It is important to perform the EXCHANGE - REFUND - VOID transaction in the presence of the customer.

PROCESSING OF EXCHANGE TRANSACTION

- Go to TRANSACTION HISTORY
- Search and Select the Transaction that needs to be EXCHANGED
- Click the EXCHANGE button.
- Enter the receipt No
- Enter the amount - enter the variance amount only if it exceeds the exchange value to earn points; otherwise, enter 0.00.
- Scan the customer's PrivilegePLUS ID using the device
- Click CONFIRM button
- Transaction Successful message will appear.
- Once the transaction is successfully processed, a confirmation will be sent to both the customer and the merchant.

*The data of the EXCHANGE - REFUND - VOID transaction is stored in the database for future verifications.

**Customers can easily view their updated points balance in the PrivilegePLUS App by swiping up on the Home Page to refresh. Once refreshed, the page will display the new loaded points. Alternatively, they should go to the Transactions icon on the app, click on Redemptions, where they'll find a comprehensive record of all transactions, earned points, dates, and shop names.

Transaction History

Date of transactions2023-11-28

Purchase

Search by code, first or last name

Type: Purchase

Date: 28/11/2023 19:13

Receipt No: 54546

Amount Paid: AED 200.00

PrivilegePLUS Discount: 10%

Discount Amount: AED22.22

Customer: Mohammad Saad

ExchangeRefundVoid

Type: Purchase

Date: 28/11/2023 12:29

Receipt No: 5888

NewHistoryFeedbackProfile

Transaction History

Date of transactions2023-11-28

Exchange Transaction

#Original Receipt: 54546

Exchange Receipt No

Variance Amount:

Scan customer's PrivilegePLUS ID

ExchangeCancel

Date: 28/11/2023 12:29

Receipt No: 5888

NewHistoryFeedbackProfile

Transaction History

Date of transactions2023-11-28

Exchange Transaction

#Original Receipt: 54546

Exchange Receipt No

1248

Variance Amount:

AED 100.00

Scan customer's PrivilegePLUS ID

ExchangeCancel

Date: 28/11/2023 12:29

Receipt No: 5888

NewHistoryFeedbackProfile

Transaction History

Date of transactions2023-11-28

Purchase

Search by code, first or last name

Exchange processed successfully

OK

ExchangeRefundVoid

Type: Purchase

Date: 28/11/2023 12:29

Receipt No: 5888

NewHistoryFeedbackProfile

Transaction History

Date of transactions2023-11-28

Exchange

Search by code, first or last name

Type: Exchange

Date: 28/11/2023 19:20

Receipt No: 1248

Amount Paid: AED 100.00

Customer: Mohammad Saad

Void

Type: Exchange

Date: 28/11/2023 19:14

Receipt No: 1154

Amount Paid: AED 50.00

Customer: Mohammad Saad

NewHistoryFeedbackProfile

PROCESSING OF REFUND TRANSACTION

- Go to TRANSACTION HISTORY
- Search and Select the Transaction that needs to be REFUNDED
- Click the REFUND button.
- Enter the receipt No
- Enter the amount - you have to REFUND the full amount
- Scan the customer's PrivilegePLUS ID using the device
- Click CONFIRM button
- Transaction Successful message will appear.
- Once the transaction is successfully processed, a confirmation will be sent to both the customer and the merchant.

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Transaction History

Date of transactions 2023-11-28

Purchase

Search by code, first or last name

Type: Purchase
Date: 28/11/2023 19:15
Receipt No: 1659
Amount Paid: AED 600.00
PrivilegePLUS Discount: 10%
Discount Amount: AED66.67
Customer: Mohammad Saad

ExchangeRefundVoid

Type: Purchase
Date: 28/11/2023 19:13
Receipt No: 54546

NewHistoryFeedbackProfile

Transaction History

Date of transactions 2023-11-28

Refund Transaction

#Original Receipt: 1659

Refund Receipt No

Refund Amount

Scan customer's PrivilegePLUS ID

RefundCancel

Date: 28/11/2023 19:13
Receipt No: 54546

NewHistoryFeedbackProfile

Transaction History

Date of transactions 2023-11-28

Refund Transaction

#Original Receipt: 1659

Refund Receipt No

2265

Refund Amount

AED 200.00

Scan customer's PrivilegePLUS ID

RefundCancel

Date: 28/11/2023 19:13
Receipt No: 54546

NewHistoryFeedbackProfile

Transaction History

Date of transactions 2023-11-28

Purchase

Search by code, first or last name

Type: Purchase
Date: 28/11/2023 19:13
Receipt No: 54546

ExchangeRefundVoid

Refund Processed Successfully

OK

NewHistoryFeedbackProfile

Transaction History

Date of transactions 2023-11-28

Refund

Search by code, first or last name

Type: Refund
Date: 28/11/2023 19:21
Receipt No: 2265
Amount Paid: AED 200.00
Customer: Mohammad Saad

Void

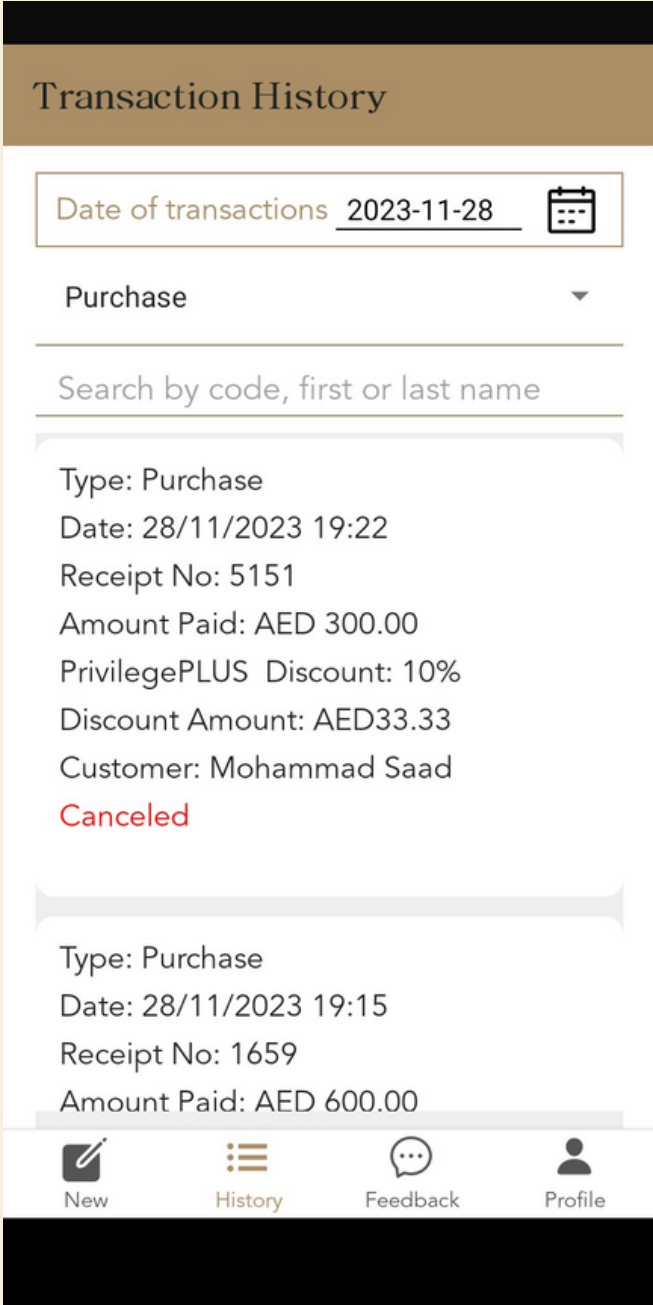
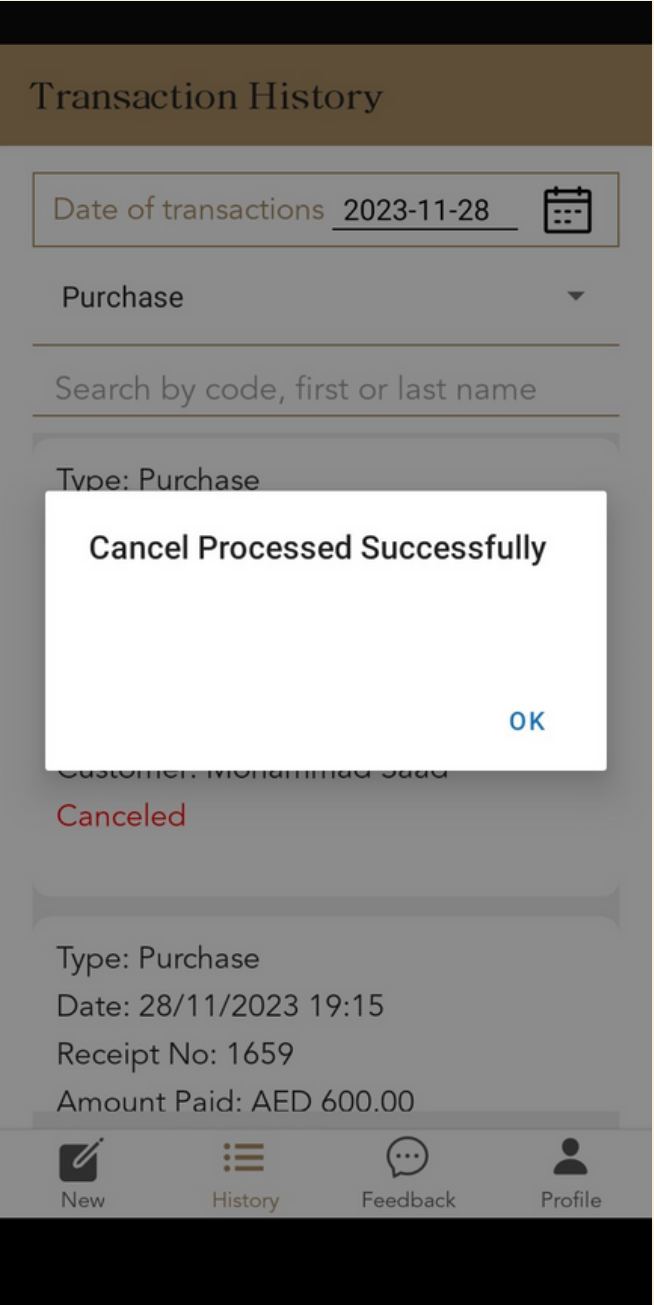
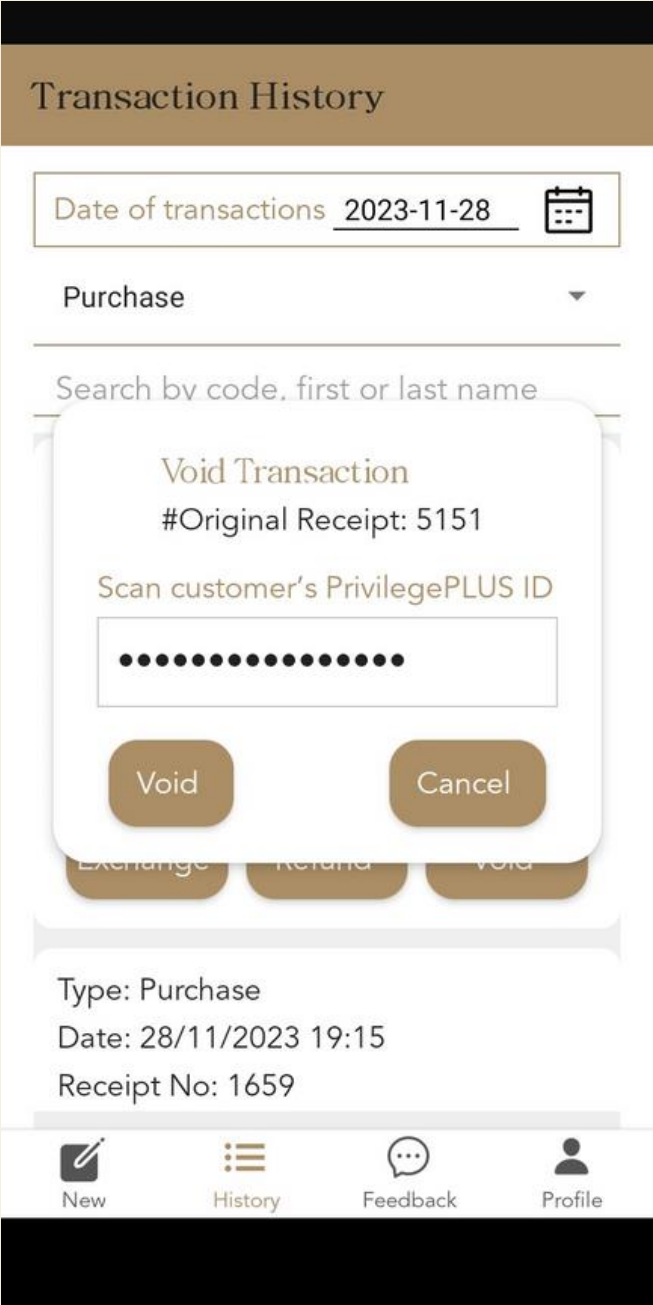
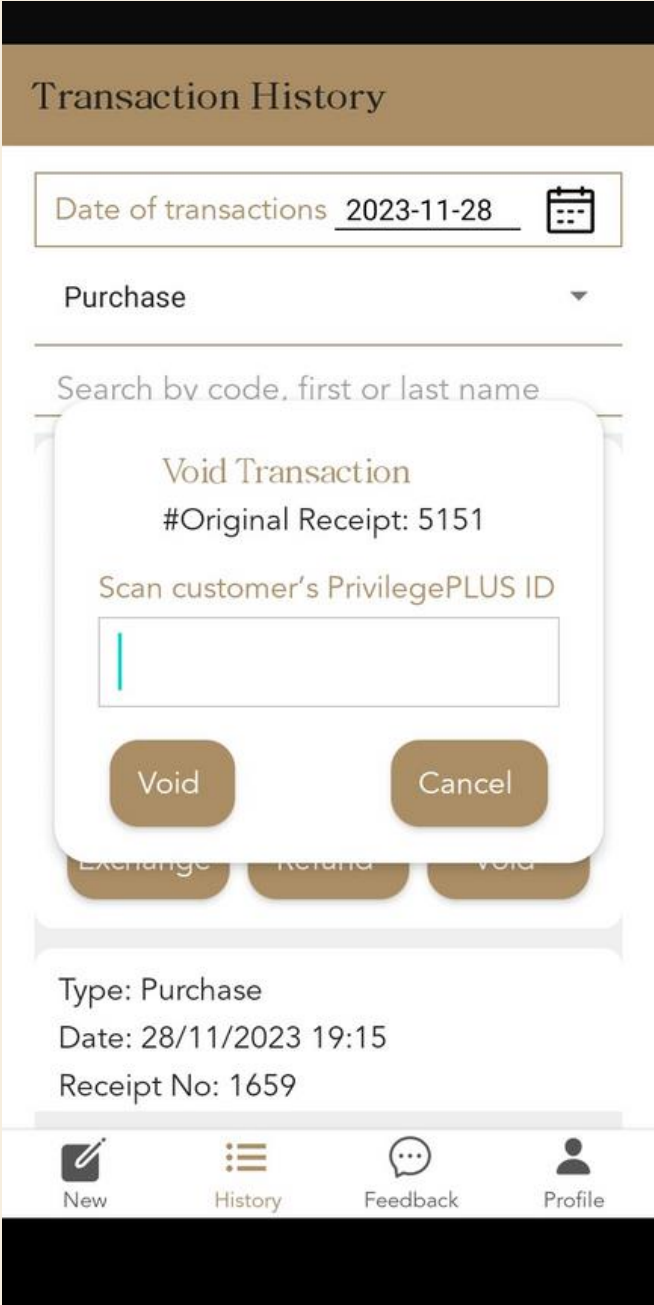
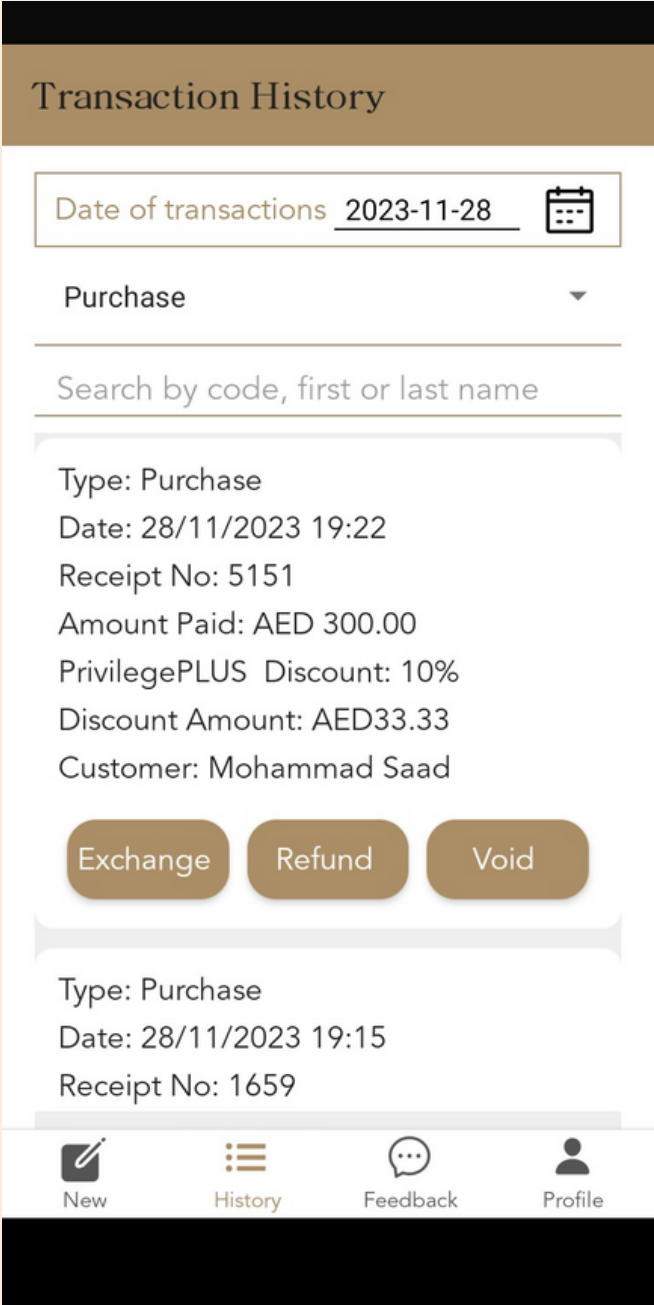
Type: Refund
Date: 28/11/2023 19:16
Receipt No: 6659
Amount Paid: AED 200.00
Customer: Mohammad Saad

NewHistoryFeedbackProfile

PROCESSING OF VOID TRANSACTION

- Go to TRANSACTION HISTORY
- Search and Select the Transaction that needs to be VOIDED
- Click the VOID button.
- Scan the customer's PrivilegePLUS ID using the device
- Click CONFIRM button
- Transaction Successful message will appear.
- Once the transaction is successfully processed, a confirmation will be sent to both the customer and the merchant.

*Customers can easily view their updated points balance in the PrivilegePLUS App by swiping up on the Home Page to refresh. Once refreshed, the page will display the new loaded points. Alternatively, they should go to the Transactions icon on the app, click on Redemptions, where they'll find a comprehensive record of all transactions, earned points, dates, and shop names.



REPORTS

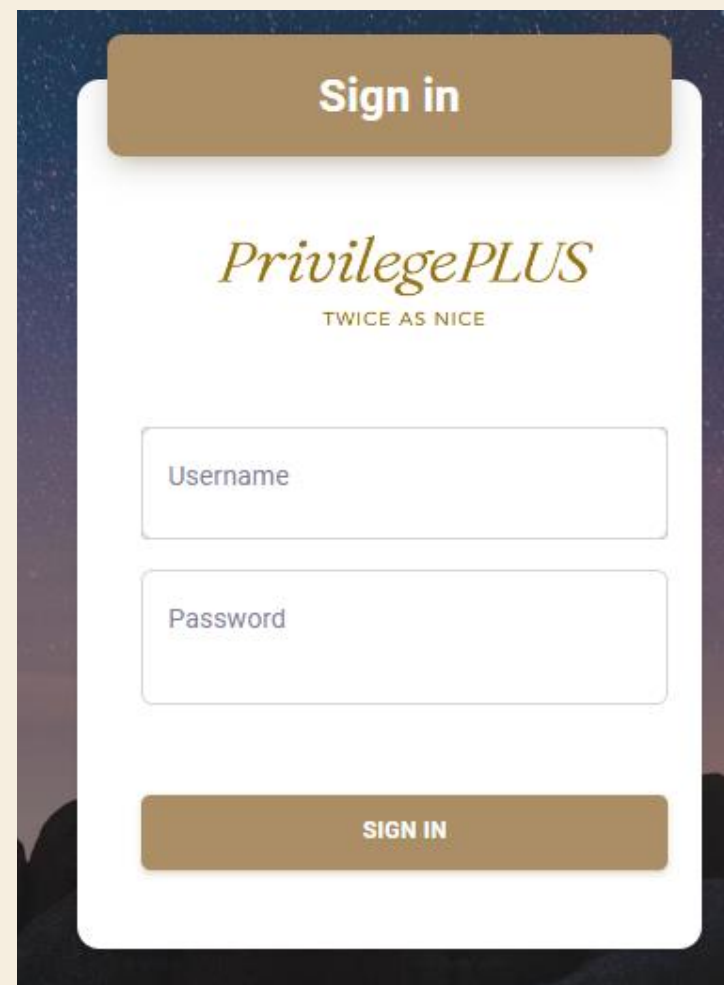
Tenants will benefit from accessing the following reports:

- **Real-Time Reports:** Tenants can access real-time reports that provide up-to-date information on various aspects of their transaction history, including sales trends and recent transactions such as sales and refunds. These reports offer immediate insights into their business operations.
- **Monthly Report (by given period):** Tenants have the ability to view their transaction history on a daily, weekly, monthly, quarterly, semi-annually or annually basis for any chosen period. This report allows them to track their sales performance over time and identify patterns or trends.
- **Other Analytical Reports:** Tenants can request additional analytical reports customized to their specific needs. These reports will be provided upon approval from the PrivilegePLUS program manager, taking into account the tenant's requirements and the program manager's review. The content and nature of these reports may vary based on individual preferences and business goals.

Step-by-step process to access the Tenant Transactions Report:

- Login to the Merchant Portal: Begin by logging into our dedicated merchant portal using your provided credentials.
 - Dash board Access details: (the dashboard is available on the web via this link) recommended to access it in Chrome:

<https://dev-dashboard.privilegeplusloyaltyrewards.com/dashboard>



- Navigate to Reports: On the left-hand navigation pane, click on the " Tenant Transactions Report" section.
- Set Date Range: To narrow down the data, set a specific date range. This will help in retrieving data for a specific timeframe, be it daily, weekly, or monthly, after that click search.
- You can filter by type of transaction after that click search.

PrivilegePLUS

home

Tenant Transactions Report

Tenant Transactions Report

Start Date

End Date

Transaction Type

SEARCH

Export to: PDF

10

entries per page

DATE	PRIVILEGEPLUS ID	RECEIPT NO.	TRANSACTION AMOUNT	POINTS	TRANSACTION TYPE
12-09-2023	3959582669751847	Bxbdn	AED 1000.00	5	Purchase
10-10-2023	3959582669751847	Fggth	AED 1200.00	6	Purchase
17-09-2023	0569592496215363	Rr11	AED 100.00	0.5	Purchase
07-08-2023	9806719714252565	gggg	AED 100.00	0.5	Purchase
17-09-2023	0569592496215363	Rrrr	AED 49.00	0.24	Exchange

- Download or View: Once the desired parameters are set, you can download the report in various formats such as PDF , XLS, XLSX & CSV.

MERCATO

The Good Life

PrivilegePLUS

TWICE AS NICE

Town Centre

Leicester

Transaction Report - By Tenant

Start Date: 01/09/2023 - End Date: 31/10/2023

Tenant Name: null

Date	PrivilegePLUS ID	Receipt No.	Transaction Amount	Points	Transaction Type
05/09/2023	9806719714252585	Aaaa	250.00	1.25	Purchase
05/09/2023	5015521779413361	1209	250.00	1.25	Purchase
07/09/2023	2754190325272205	1223	500.00	2.5	Purchase
12/09/2023	3655582669751847	Babdn	1,000.00	5	Purchase
13/09/2023	3655582669751847	Hhhu	1,000.00	5	Purchase
13/09/2023	3655582669751847	Hhhu	-1,000.00	-5	Void
13/09/2023	3655582669751847	Fff	-200.00	-1	Void
13/09/2023	3655582669751847	Fff	200.00	1	Purchase
15/09/2023	362018940315684	0000	1,000.00	5	Purchase
17/09/2023	0569582496215363	Rr11	100.00	0.5	Purchase
17/09/2023	0569582496215363	Yyuu	150.00	0.75	Purchase
17/09/2023	0569582496215363	Gggg	-100.00	-0.5	Refund
17/09/2023	0569582496215363	Rrr	-49.00	-0.24	Exchange
17/09/2023	0569582496215363	Gggf	500.00	2.5	Purchase
17/09/2023	0569582496215363	Eeee	150.00	0.75	Purchase
17/09/2023	0569582496215363	Yyyyh	-150.00	-0.75	Refund
17/09/2023	0569582496215363	Ttyr	-100.00	-0.5	Refund
17/09/2023	0569582496215363	Hhhhr	2,000.00	10	Purchase
17/09/2023	0569582496215363	Jhth	-250.00	-1.25	Refund
17/09/2023	0569582496215363	Gkjrc	-150.00	-0.75	Exchange
17/09/2023	0569582496215363	Ykfg	7,800.00	39	Purchase
17/09/2023	0569582496215363	Gbsa	-400.00	-2	Refund
19/09/2023	6538715570681624	Hhbb	250.00	1.25	Purchase
19/09/2023	6538715570681624	500r	500.00	2.5	Purchase
19/09/2023	0391104929515847	Test3condition	300.00	1.5	Purchase
21/09/2023	0391104929515847	rrr	280.00	1.4	Purchase
19/10/2023	3655582669751847	Ggggh	1,000.00	5	Purchase
19/10/2023	3655582669751847	Rat5	-1,000.00	-5	Exchange
19/10/2023	3655582669751847	Fggth	1,200.00	6	Purchase

SCANNING DEVICE DO'S & DONT'S

DOs for PrivilegePLUS Mobile Scanning Device:

- Use the scanning device to validate PrivilegePLUS membership and perform loyalty transactions.
- Handle the device safely and follow the recommendations of the loyalty program management.
- Accept transaction requests from eligible and valid members.
- Utilize the scanning device to accurately record the sales transactions associated to the PrivilegePLUS Loyalty App, ensuring they are completed in the presence of the customer during the billing process.
- In case the device is not functional, you have the option to either guide the customer to the mall customer service or manually record the transactions within a 7-day period.

DON'Ts for PrivilegePLUS Mobile Scanning Device:

- Use the scanning device for credit or debit card payments.
- Exchange, lend, or sell the device to any other party.
- Install, uninstall, update the operating system, or modify the device or its software.
- Remove the device from your shop premises.
- Refuse PrivilegePLUS or mall promotion transactions, unless there is a violation of program or membership terms.
- Make falsified or illegitimate transactions using the scanning device.

SUPPORT – TICKETING SYSTEM

PrivilegePLUS PLUS Support - Ticketing System:

- The online support request system for PrivilegePLUS device and App support is designed to efficiently assist tenants while ensuring that assigned tasks and actionable notifications are promptly directed to the designated team for timely issue resolution. The status of each support request can be monitored in real-time by Customer Service or associated team through a user-friendly dashboard.

PrivilegePLUS Support request procedure:

- Following are the steps to submit a support request to the Mercato and Town Centre team when the PrivilegePLUS device or App is not working as intended.
- Step 1: Visit
 - (Mercato) <https://www.mercatoshoppingmall.com/pplsupport/>
 - (Town Centre) <https://www.towncentrejumeirah.com/pplsupport/>
- Step 2. Fill out the form in above link for example:

PrivilegePLUS

TWICE AS NICE

PrivilegePLUS Support Request

Shop Name *

Fun City

Location *

Mercato

Support Requested For *

- ☐ Device Hardware Problem or Power Failure
- ☐ Malfunctioning Device Accessories (Charger, Cable)
- ☐ No Internet Connectivity
- ☐ PrivilegePLUS App not Functioning
- ☒ PrivilegePLUS Login Issues (Unable to Sign In)
- ☐ Other PrivilegePLUS App Problems
- ☐ Reporting Customer Concerns or Problems

Issue Description:

Not able to login into the PrivilegePLUS App.

Please describe relevant details of the problem or context about the request including any error messages or codes if available.

Your Full Name *

Cathy

Please enter your full name

Email Address *

cathy@dummyemail.com

example@example.com

Contact Number *

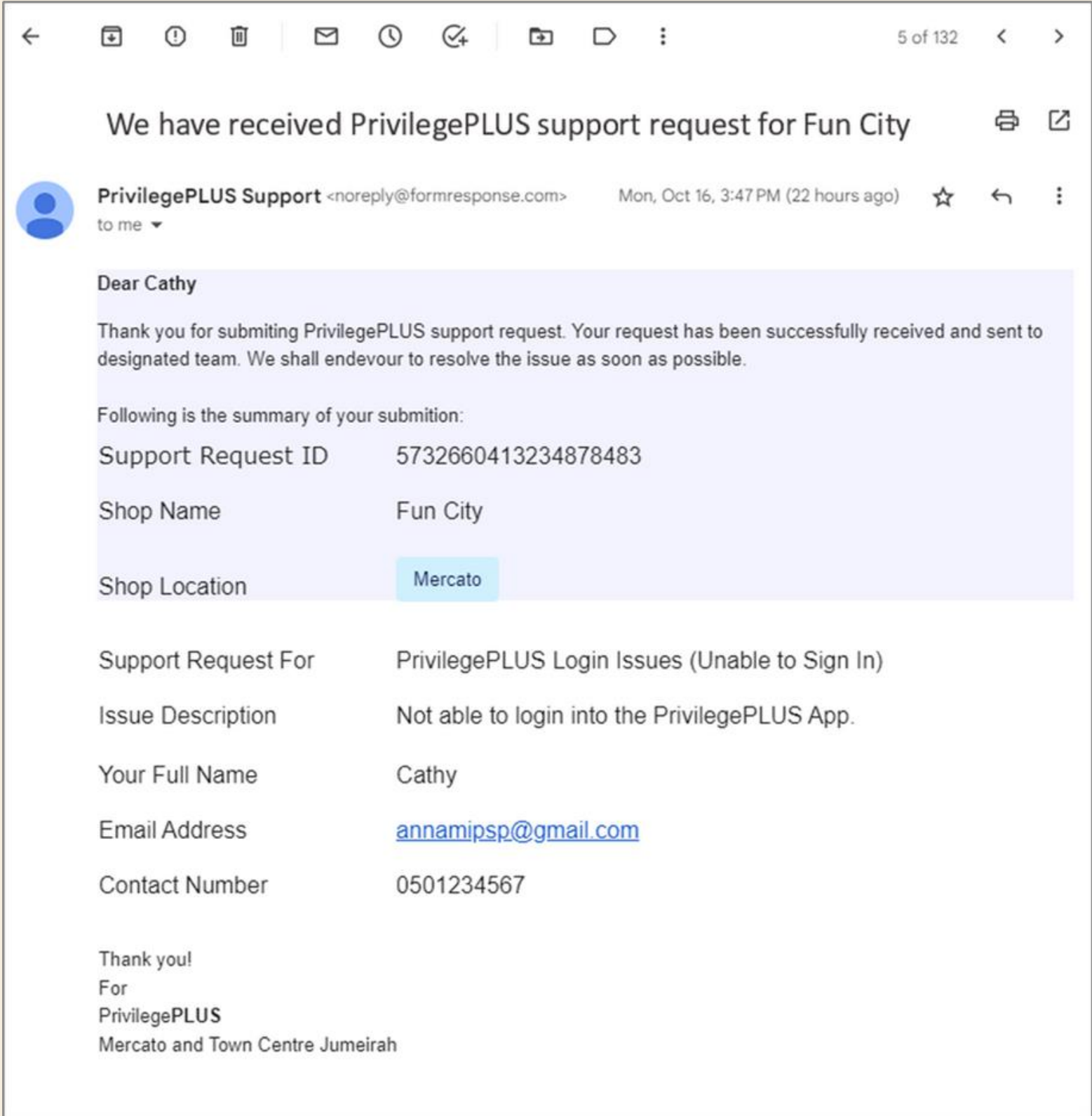
0501234567

Please enter contact number

Submit

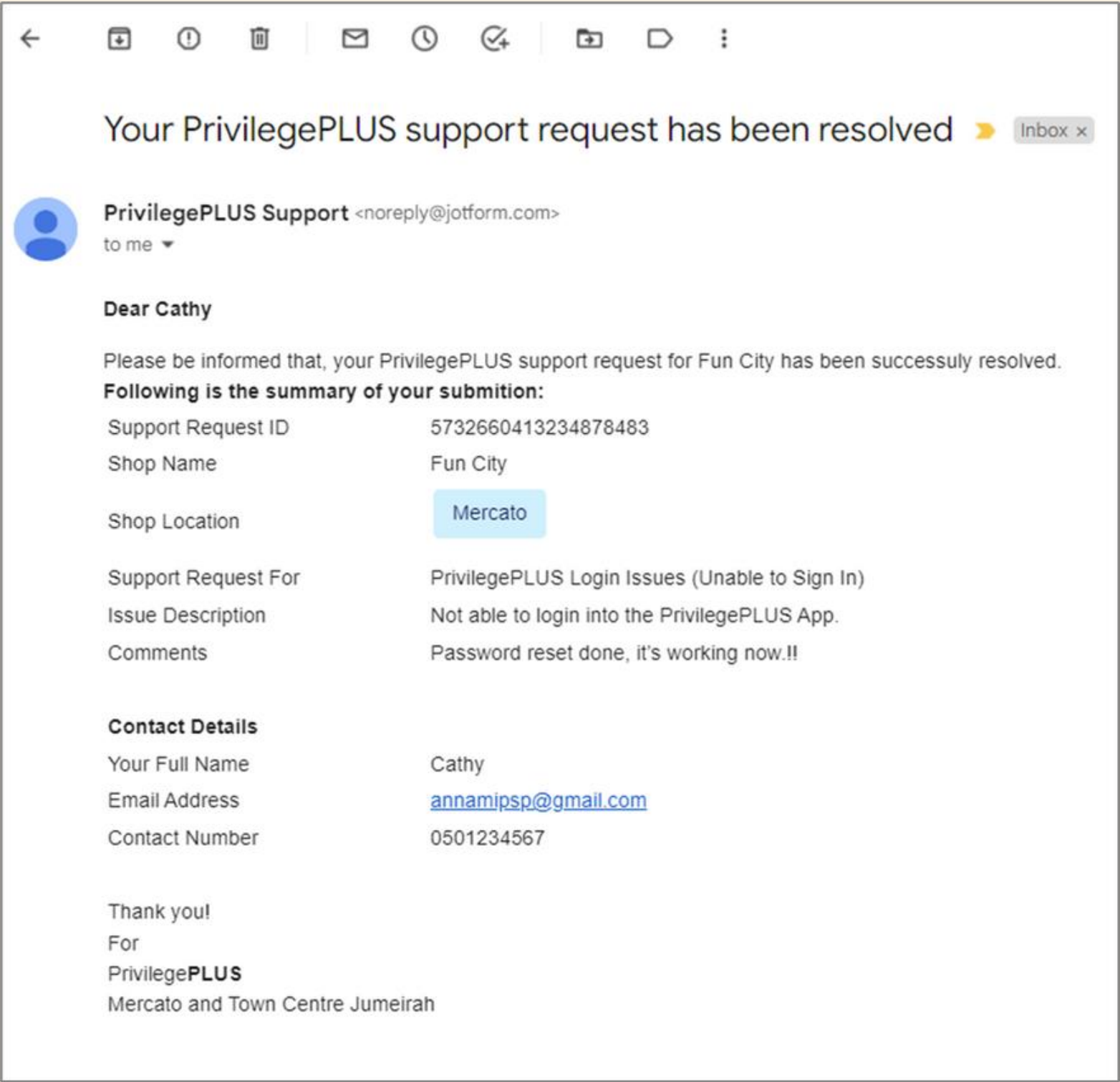
PrivilegePLUS Support request procedure:

- Upon support request submission; the requester will receive an acknowledgement email confirming the receipt of the support request.
- For example:



PrivilegePLUS Support request procedure:

- As soon the support request is attended and resolved by the Mercato and Town Centre team, the requestor will receive a confirmation email stating that the support requested is attended successfully.



WHAT WE SEEK FROM THE
TENANTS/MERCHANTS...

YOUR ASSISTANCE & COOPERATION MATTERS



Encourage customers to
download the app



record the transaction
accurately



care of the device



communicate with us

GLOSSARY

- "Member" or "Customer" refers to an individual who has successfully registered a PrivilegePLUS Account and engages in shopping activities at Mercato Mall and/or Town Centre Jumeirah.
- "Tenant" or "Merchant" or "Participating Brand" represents a shop, outlet, or brand that operates a physical store at Mercato Mall and/or Town Centre Jumeirah.
- "Earn" or "Earning" occurs when a member receives points as a reward for making a qualifying transaction at a participating brand.
- "Instant Discount" means the agreed instant discount from participating brands which the member will avail at any time when making a purchase upon presentation of PrivilegePLUS ID.
- "Points" refers to the value of points accumulated by members of PrivilegePLUS through shopping using the PrivilegePLUS Loyalty App. These points are earned by making qualifying transactions and can be redeemed for PrivilegePLUS Coupons.
- "PrivilegePLUS Coupons" or "PrivilegePLUS Entries" signifies the raffle entries utilized to participate in the PrivilegePLUS Raffle Draws.
- "Mall Coupons" or "Mall Entries" represents the raffle entries used to take part in Mall Consumer Promotions, such as Dubai Shopping Festival, Dubai Summer Surprises, Eid Al Fitr, Eid Adha, etc.
- "Promotion" refers to an activation or competition in which members can participate by earning points and converting them into raffle coupons.

THANK YOU!
DO YOU HAVE ANY QUESTIONS?

Elizabeth Rothman

(PrivilegePLUS Loyalty Manager)

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Customer Service Team

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Town Centre:

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