axis diplomat 2016 eBusiness Modules

eBusiness Promotional Vouchers

Manage voucher codes that can be used to offer discounts and offers at the checkout of your axis vMerchant web site.

Why offer Vouchers rather than simply set up special pricing on the web site?

Vouchers are a great marketing tool in a number of ways:

Firstly, because they are simply a code consisting of letters and numbers that you send to customers, they can be sent to a restricted sector of your customer base. For example, you could use the Gap Analysis capabilities of **axis diplomat** to identify those customers that have bought printers from you but no consumables, and send that specific range of customers a voucher that entitles them to discounts on printer consumables. This way, you are not offering discounts to customers that are already buying those products.

You can also use voucher codes to learn more about what is effective within your customer base, by sending different voucher codes to different customer types, or with different messages, are monitoring the effectiveness of each campaign.

Vouchers also give you an effective way of measuring results from other marketing avenues. For example, if you place an advertisement in a particular paper, magazine or trade publication, you can include a specific voucher in that advert - in this way, you will have a very simple measure of how effective that advert was.

Finally, there are a number of web sites now devoted to sharing voucher codes amongst their subscribers. It is not unheard of for companies to deliberately "plant" their own voucher codes on such sites as a way of reaching new audiences.

How does it work?

Within **axis diplomat**, you create any number of voucher codes. Each voucher code can have a start date/time and an expiry date/time. A voucher can either give a fixed discount (e.g. £5) or a percentage discount, say 10%, either off of all products or off of a specific range of products.

In order to restrict a voucher to specific ranges of products, you specify the eBusiness group(s) that the voucher applies to when creating the voucher code.

You can also specify a minimum amount that has to be spent in order to get the discount specified in the voucher.

For customers with multiple currencies, fixed discount amounts can be specifed for each currency that the voucher can apply to (for example one voucher can give a £5, €7 or $7 discount). The minimum spend for that voucher to be valid can also be specified separately for each currency.
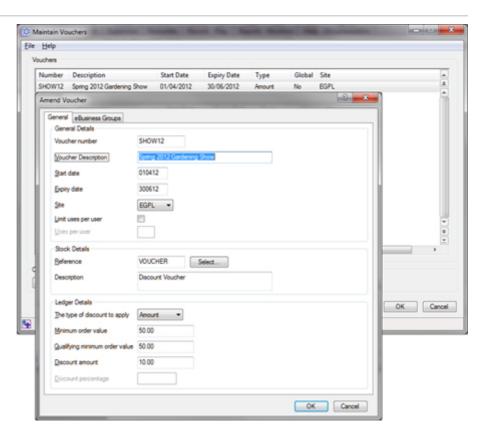
Creating Vouchers

Here, a voucher has been created that is valid from the beginning of April until the end of June and, for a spend of £50 or more, entitles the shopper to a £10 discount.

It could, alternatively, offer a discount of £5 per qualifying item bought, a 5% discount or a free gift.

Qualifying items are specified by listing their eBusiness Groups on the secondary tab.

axis vMerchant will automatically detect the existance of one or more valid vouchers and add a voucher prompt to the checkout:

Any orders placed that include a voucher will have a negative (discount) line added to the sales order when it is imported into **axis diplomat**. The stock code used will be the one specifed when the voucher was setup (see above). By using different stock items for different vouchers, you are able to use all of the sales analysis within **axis diplomat** to find out more about your customer's spending patterns. If, for example, you ran a promotional voucher on batteries, you could use Gap Analysis to determine how many customers used that voucher who did or did not subsequently buy more batteries.