

Customer Care Portal, CCP

GMAL offers a Customer Care Portal (CCP) with Plexure through which markets are able to manage their customer details and service program. Typically, CCP is managed by the market's customer support teams/agents.

It has a number of different reports, explained in each section below.

- [Transaction History](#)
- [Consumer Details](#)
- [Consumer Search](#)
- [Active Offers and Punchcard Rewards](#)
- [Loyalty Cards \(Loyalty and Punchcard Markets Only\)](#)
- [Personal Information Report](#)
- [POS Sale History \(CLR and Loyalty Markets only\)](#)
- [CCP/PCC Guide](#)

The CCP links are listed below, and compatible with Chrome browser. Users can log in with the same details they use for the other Plexure environments if they have access enabled for CCP.

1. <https://lgm695-prod-ccp.vmobapps.com/> for Production (lgm695)
2. <https://tjl540-stage-ccp.vmobapps.com/> for Staging (tjl540)

⚠ Actions Log on CCP

Please note that all actions taken on CCP are logged and available upon request by market team if there is a need to investigate any fraudulent activities that may have occurred on CCP, such as awarding a lot of reward points to select accounts.

Transaction History

This report is a record of a customer's used offers and rewards. The used offers can be reset on this page.

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Reset Coupons

Search Consumers

Logout

Results for

Coupon Name	Start Date	End Date	Status	When Redeemed	Coupon Type	
Two Chicken Burgers & Large Fries & Soft Drink 500ml for only 4,35€	4/10/2018 6:05:00 AM	4/16/2018 6:00:00 AM	Expired	4/12/2018 3:02:46 PM +01:00	Burning	Reset
Two Chicken Burgers & Medium Fries & Soft Drink 400ml for only 3,95€	4/10/2018 6:05:00 AM	4/16/2018 6:00:00 AM	Expired	4/12/2018 3:06:13 PM +01:00	Burning	Reset
McDouble + średnie frytki + średni napój	4/8/2018 11:00:00 PM	4/22/2018 10:59:00 PM	Expired	4/13/2018 11:34:53 AM +01:00	Respawning	Reset
2 x Duże lody z polewą	4/8/2018 11:01:00 PM	4/22/2018 10:59:00 PM	Expired	4/13/2018 11:35:34 AM +01:00	Respawning	Reset
McChicken + Large French Fries -3.40€	4/12/2018 8:00:00 AM	5/15/2018 10:55:00 AM	Expired	4/12/2018 3:02:06 PM +01:00	Burning	Reset

Consumer Details

This report contains the registration details of the customers as well as the tags that are currently applied to them. A market has the ability to change these details for a customer from this page.

There is also the ability to lock a customer at the bottom of the page:

⚠ PLEASE NOTE:

As at Feb 2023, the "Withdraw Membership" button has been removed from Plexure CCP on Staging and Production to prevent accidental mis-use.

Please always use only the "Erase Personal Info" on the "Personal Information" section to delete a customer account as an email notification will be sent to the user to inform them that their account is deleted for the "Erase Personal Info" function (designed for GDPR requirement).

- Ticking the "Lock" box will prevent the customer from using the GMA Lite app to
 - Earn Points
 - Burn Points for Rewards
 - Redeem Rewards/Offer

(Note the user will not get notification that their account has been locked, and they will not be logged out of the GMA Lite app automatically)

i For Markets on MDS SSO

For markets on MDS SSO, please ensure that Customer "Lock" is carried over to the MDS side by blacklisting the same email address in AWB. Apart from Blacklisting, other customer details will not be editable in AWB.

Consumer Search

Consumer Search gives the user the ability to search by Email Address, Customer Service Id, or Device Id (if known).

Device Id: Generated by APIs (not the device). This will show the latest device used. If you want to see all devices associated with the email address, this can be done via Campaigns. When searching by Device Id, only 8 characters are needed.

- Android devices: the last 8 characters of the device's long "Device ID" string (ignore "==")
NB that for Android devices the characters are case sensitive
- iOS devices: the first 8 characters of the device's long "Device ID" string

Market: Consumer will only show in the market selected within the app. A Market PCC user will only have their market available to select.

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Edit Profile Search Consumers Logout

Email Address

First Name

Last Name

Username

Gender

Birthday

Mobile Number

Extended Data

Tags

- OfferRedeemed_1_plus_60_Days
- SampleGroup17
- TestControlGroupA
- Activity_OfferRedeemedLast30days_7_or_Less
- OpenedApp_1_14_Days
- Activity_NumAppSessionsLast30days_8_plus
- OfferRedeemed_1_plus_28_Days
- merchantid665
- Activity_OfferRedeemedLast30days_2_plus
- swiss_migrated_accounts
- OfferRedeemed_1_plus_14_Days
- OfferRedeemed_2_plus_21_Days
- Activity_RegistrationInterval_161-365
- not_second_historic
- Activity_NumAppSessionsLast30days_10_plus
- CLR_Testing_group
- TestControlGroup_Jeddah

Active Offers and Punchcard Rewards

This report shows all the offers – including Punchcard rewards – currently available to the customer, and is displayed in the same order as seen by customer in the app.

An time-specific/daypart offer may be shown as unavailable for redemption in grey and italics font, similar to how the offer is shown as greyed in the app. Please note that this list is based on the device time in Production and server time (set to Sweden globally) on Staging.

For Punchcard,

- eligible rewards will be shown in the list Active Offers when it's been awarded. Example, if the Punchcard rules is "Buy 5 Coffees, Get 1 Free", then upon meeting the requirement of 5 Coffees, the reward will be automatically available within the customer's Deals screen and will also be shown in the list of Active Offers on CCP. If the customer has 2 eligible rewards (eg, customer has bought 10 coffees without using the rewards), both of the rewards will be shown in the Active Offers list on CCP.
- the end date shown for the reward is based on the dynamic number of days for expiration that the market has set for the Punchcard's rewards. Example, if market sets the dynamic number of days to 7 for an eligible reward and the reward was earned/awarded on 14 Jan 2020, the end date will show 20 Jan 2020 in the table below. The start date will always be start date of the reward start date in the Plexure set up.

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Offers Search Consumers Logout

Active Offers for:

Title	Description	Start Date	End Date	Start Time	End Time	Days of Week
Two Chicken Burgers & Large Fries & Soft Drink 500ml for only 4,35€	Two Chicken Burgers & Large Fries & Soft Drink 500ml for only 4,35€	2018-06-24	2018-07-01			Everyday
McChicken™ McMenu™ for only 4,50€	McChicken™ McMenu™ for only 4,50€	2018-06-24	2018-07-01			Everyday
Two Cheeseburgers & Medium Fries & Soft Drink 400ml for only 3,95€	Two Cheeseburgers & Medium Fries & Soft Drink 400ml for only 3,95€	2018-06-24	2018-07-01			Everyday
Deluxe Fries for only 1€	Deluxe Fries for only 1€	2018-06-24	2018-07-01			Everyday
Two Chicken Burgers & Medium Fries & Soft Drink 400ml for only 3,95€	Two Chicken Burgers & Medium Fries & Soft Drink 400ml for only 3,95€	2018-06-24	2018-07-01			Everyday
Two Sundae ice creams for only 2€	Two Sundae ice creams for only 2€	2018-06-24	2018-07-01			Everyday

Loyalty Cards (Loyalty and Punchcard Markets Only)

There is the ability to add points to an individual user.

- For Loyalty markets,** there will be only 1 card shown as there can be only 1 active Loyalty program at any point in time. The customer care agent will be able to add points to a customer's Loyalty card, or remove as well, by adding "-" sign before the actual amount. For example: -1000 will remove 1000 points from customer's balance.

- For **Punchcard markets**, the number of cards may be more than 1, depending on the number of cards configured for Punchcard program. Example, there may be a McCafe Coffee card and a Desserts card. The customer care agent will be able to add points (also known as punches) to a customer's Punchcards.

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Loyalty Cards

Search Consumers

Logout

Active Loyalty Cards for:

Loyalty Cards	Type	Balance		
Greece Loyalty Points Card	Earn and Burn	0	0	Add

Personal Information Report

Customers are able to request a download of the personal information we hold on them in Plexure. The request to Plexure is initiated through the Personal Information report in CCP.

Once the request is received at Plexure, this triggers an automated process to collect the data on the customer. The customer receives an email, with a link he can access to view and download the data. GDPR allows us 30 days to resolve the request, but the process to gather the customer's data is estimated not to require more than 24 hours.

There is also the ability to erase a customer's data through this section of CCP. This button triggers an automated process. Plexure will remove selected data elements/attributes in order to prevent the identification of a specific data subject. GDPR allows us 30 days to resolve the request, but the erasure process should not require more than 24 hours.

There is an option to receive a portable format. This will mean that the only information shared will be the information contained on the My Account section.

The non-portable version contains a much more exhaustive list, including My Account information, tags, device, offer history, consent information, app startup history, ad history, login history, and loyalty card history.

POS Sale History (CLR and Loyalty Markets only)

For transactions with a CLR offer or reward, the POS sales transaction details are available here. For Loyalty, the number of points earned and/or burned in the transaction will be reflected as well as the customer's points balance at the end of the transaction.

No.	Date	Total Amount	Sales Items
1	<p>Sale Id: 4000033_41920202 Date created: 5/25/2019 1:40:00 AM</p> <p>Offer Ids: 17899,17899,17899,17899,17899</p> <p>Pod Type: Sale Type: Day part: Order take platform: Transaction kind: External Venue Id: 4000033 Status: Transaction Successful Loyalty Cards Count: 1</p> <p>Title: Austria Loyalty LIVE Points Balance: 4 Previous Balance: 104 Points Earned: 0 Points Burned: 100 Points Reverted: 0</p>	<p>Total amount: 0 Tax total amount:</p> <p>Before Discount Total Amount: Before Discount Tax Total Amount: Gross amount: Tender Types:</p>	<p>Sales Items: 2 Products: 8338,8329</p> <p>Product Code: 8338 Quantity: 0 Unit Price: 0</p> <p>Product Code: 8329 Quantity: 0 Unit Price: 0</p>
2	<p>Sale Id: 4001021_44039207 Date created: 5/25/2019 6:05:00 PM</p> <p>Offer Ids: Pod Type: Sale Type: Day part: Order take platform: Transaction kind: External Venue Id: 4001024 Status: Transaction Successful Loyalty Cards Count: 1</p> <p>Title: Austria Loyalty LIVE Points Balance: 114 Previous Balance: 100 Points Earned: 14 Points Burned: 0 Points Reverted: 0</p>	<p>Total amount: 16,200000702949453 Tax total amount:</p> <p>Before Discount Total Amount: Before Discount Tax Total Amount: Gross amount: Tender Types:</p>	<p>Sales Items: 4 Products: 5177,5185,3010,3123</p> <p>Product Code: 5177 Quantity: 1 Unit Price: 9.89999618530273</p> <p>Product Code: 5185 Quantity: 1 Unit Price: 3.5</p> <p>Product Code: 3010 Quantity: 1 Unit Price: 2</p> <p>Product Code: 3123 Quantity: 1 Unit Price: 0.400000059504645</p>