

How Unburned CLR Offers and Rewards are Returned

Note: MOP Transaction Variance

Please note that Unburned Offers and Rewards cannot be used in MOP (and upcoming MDS-Convergence) transactions. Currently, the Return of Unburned Offers and Rewards workflow applies only for the offers/rewards that were initially being redeemed in the restaurant but not completed in a transaction, and does not impact any offer/reward initially being redeemed from MOP.

Example One:

- Customer scans and adds non-repeatable Loyalty reward/offer to a CLR transaction at Kiosk in-store. Customer then changes their mind and removes the reward/offer from the order. In this case, the non-repeatable reward/offer is returned to the customer's Deals wallet after 33 minutes. This returned reward/offer can be used in a later CLR transaction in the store but not for MOP transactions.

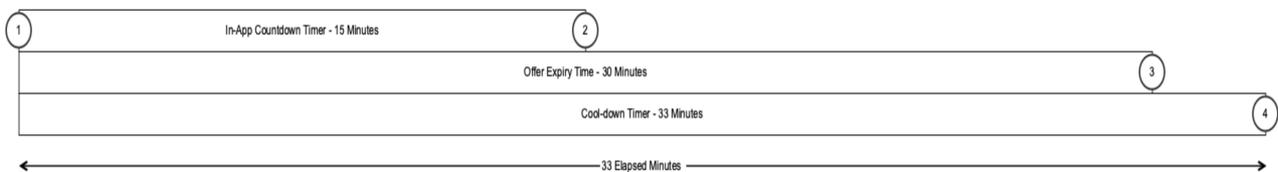
Example Two:

- Customer adds non-repeatable Loyalty reward/offer to a MOP transaction in the app. Customer then changes their mind and removes the reward/offer from the order, or does not complete the order. In this case, the non-repeatable reward/offer is released (not returned, released) after the configured Reserve Offer setting (default of 4 hours), and can be used again in any later CLR or MOP transaction.

Previously, when an offer or reward was redeemed in the app, the customer had to redeem it in the restaurant before the countdown timer ran out otherwise their offer was lost (unless it was a repeatable offer).

If the customer was unable to complete their transaction in the restaurant for any reason, the only way they could get the offer back was to contact customer services and ask for the offer to be reactivated.

We made a number of changes and so now offers and rewards redeemed in CLR markets are returned to the app if the offer was not 'burned' (included in a completed transaction). That is to say, if a user redeems an offer / reward in-app and then does not redeem it in the restaurant, or does redeem it in a restaurant but for some reason doesn't complete the order, the offer / reward will be returned to them.



- 1 - Customer taps 'Redeem' (and 'Confirm') in the app. The code is presented and a 15 minute countdown timer starts. The customer can redeem the offer in the restaurant any time during this 15 minutes.
- 2 - The 15 minute countdown timer in the app comes to an end. The offer is no longer visible in the app. The code will still be valid in the restaurant for another 15 minutes.
- 3 - The offer expiry timer runs out. The customer can no longer redeem the offer in the restaurant.
- 4 - After 3 more minutes, the cool-down timer runs out and if Plexure has not received a 'burn' command for the offer, the offer will be shown in the app again and can re-redeem the offer.

Note

When this feature is configured on, all offers and rewards that the customer redeemed which were not subsequently burned will be returned so long as that offer/reward is still running.

Example:

- Offer A is valid from Jan 1st 2018 to Dec 31st 2019
- Offer B is valid from Jan 1st 2019 to Dec 31st 2020
- Customer 1 redeems Offer A on April 4th 2019 but does not redeem it
- Customer 1 redeems Offer B on November 12th 2019 but does not redeem it
- The 'Returning unburned offers and rewards' feature is enabled on September 15th 2020
- Customer 1 is not shown Offer A as it expired at the end of 2019.
- Customer 1 is shown Offer B as it is still valid.

Therefore, if you only want this process to apply to offers and rewards redeemed AFTER the feature has been configured on, you should replace existing rewards with new ones at the time that this feature is configured on.

Example Scenarios

Redeem = Tapping the 'Redeem' button in the app or adding the offer (scanning or using the numeric code) to a transaction in the restaurant

Burn = Offer was in a transaction that was completed (tendered/paid)

Scenario	Steps	Outcome
1	Redeem non-repeatable offer in-app	The offer will be returned to you, at the top of the list in the deals section

Scenario	Steps	Outcome
	Do not redeem it in-restaurant Wait until offer countdown time ends	
2	Redeem non-repeatable offer in-app Redeem it in-restaurant before the countdown timer ends Do not complete the transaction in-restaurant Wait until offer countdown time ends	The offer will be returned to you, at the top of the list in the deals section
3	Redeem non-repeatable offer in-app Redeem it in-restaurant before the countdown timer ends Complete the transaction in-restaurant	The offer will not be returned to you
4	Redeem an offer Do not burn the offer Repeat Re-redeem the offer until maxRefreshCount(10 times)	The offer should not reappear in the deal list
5	Redeem an offer where countdown time is lower then cooldown time Do not burn the offer Wait until offer countdown time exceed, but cooldown time has not met.	* Offer should not reappear in the deal list
6	Redeem an offer Do not burn the offer Offer reappear in the offer list Wait until offer reach expire date (endDate)	Expected: offer should not reappear in the deal list
7	Redeem repeatable offer A where countdown is lower then cooldown Do not burn it Wait until countdown is over but before cooldown has past Redeem repeatable offer A again	The redemptionCount increases on repeatable offer
8	Redeem repeatable offer A where countdown is higher then cooldown Do not burn it Wait until countdown is over Re-Redeem repeatable offer A	The redemptionCount has not increased because it has re-redeemed the repeatable offer A
9	Redeem a reward Burn the reward	* Points should be subtracted * No new instance of reward should appear in offer list
10	Redeem a reward Do not burn the reward Wait until reward countdown time ends	* Points should be subtracted * A new instance of the reward, with 0 cost, should appear in the deal list
11	Redeem a reward Do not burn the reward Repeat Re-redeem the reward until maxRefreshCount(10 times)	* Points should be subtracted * Reward should not reappear in the deal list
12	Redeem an reward where countdown time is lower then cooldown time Do not burn the reward Wait until reward countdown time exceed, but cooldown time has not met.	* Points should be subtracted * Reward should not reappear in the deal list
13	Redeem an reward Do not burn the reward reward reappear in the offer list Wait until reward reach expire date (endDate)	* Points should be subtracted * Reward should not reappear in the deal list
14	Redeem reward A Redeem reward B Burn reward A	* Points should be subtracted for single reward A and reward B price * 1 instance of reward B are in deal list with 0 cost
15	Redeem reward A Redeem reward B Do not burn both reward	* Points should be subtracted for single reward A and reward B price * 1 instance of reward A appears in deal list with 0 cost * 1 instance of reward B appears in deal list with 0 cost
16	Redeem reward A Redeem reward B	* Points should be subtracted for single reward A and reward B price * 1 instance of reward A are in redeeming mode

Scenario	Steps	Outcome
	Do not burn both reward Re-redeem reward A instance	* 1 instance of reward B are in deal list with 0 cost
17	Redeem reward A Redeem reward B Do not burn both reward Re-redeem reward A instance and reward B instance	* Points should be subtracted for single reward A and reward B price * 1 instance of reward A are in redeeming mode * 1 instance of reward B are in redeeming mode
18	Redeem reward A Redeem another reward A Do not burn the reward	* Points should be subtracted for 2 reward A price * 2 instance of reward A appears in deal list with 0 cost
19	Redeem reward A Redeem another reward A Do not burn the reward Re-redeem one of the instance of reward A	* Points should be subtracted for 2 reward A price * Instance 1 of reward A are in redemption mode * Instance 2 of reward A appear in deal list with 0 cost
20	Redeem reward A Redeem another reward A Do not burn the reward Re-redeem both instance of reward A	* Points should be subtracted for 2 reward A price * Instance 1 of reward A are in redemption mode * Instance 2 of reward A are in redemption mode
21	Redeem reward A Redeem another reward A Do not burn the reward Re-redeem reward A instance 1 Burn reward A instance 1 Re-redeem reward A instance 2	* Points should be subtracted for 2 reward A price * Instance 1 of reward A should not appear in deal list * Instance 2 of reward A are in redemption mode
22	Redeem punchcard A reward X Burn punchcard reward X	Punchcard reward X should not reappear in deal list
23	Redeem punchcard A reward X Do not burn the punchcard reward X	Punchcard reward X reappear in deal list
24	Redeem punchcard A reward X Redeem punchcard A reward Y Do not burn both reward	* Punchcard A reward X reappear in deal list * Punchcard A reward Y reappear in deal list
25	Redeem punchcard A reward X Redeem punchcard B reward Y Do not burn both reward Redeem punchcard B reward Y	* Punchcard A reward X reappear in deal list * Punchcard B reward Y reappear in deal list
26	Redeem punchcard A reward X Do not burn both reward Re-redeem punchcard A reward X Re-redeem punchcard B reward Y	* Punchcard A reward X are in redemption mode * Punchcard B reward Y are in redemption mode
27	Redeem punchcard A reward X Redeem another punchcard A reward X Do not burn both reward	* Punchcard A reward X instance 1 reappear in deal list * Punchcard A reward X instance 2 reappear in deal list
28	Redeem punchcard A reward X Redeem another punchcard A reward X Do not burn both reward Re-redeem punchcard A reward X instance 1 Re-redeem punchcard A reward X instance 2	* Punchcard A reward X instance 1 are in redemption mode * Punchcard A reward X instance 2 are in redemption mode
29	Redeem punchcard A reward X Redeem another punchcard A reward X Do not burn both reward Re-redeem punchcard A reward X one of the instance Burn punchcard A reward X Re-redeem punchcard A reward X second instance	Punchcard A reward X are in redemption mode
30	Log in as 'Customer 1' Redeem 'Offer A'	Customer 2 will see 'Offer A' but will not be able to redeem it. They will see:

Scenario	Steps	Outcome
	Log in 'Customer 2' on same device before countdown timer ends Attempt to redeem 'Offer A'	"This offer has already been redeemed on this device' "
31	Log in as 'Customer 1' Redeem 'Offer A' Log in 'Customer 2' on same device after countdown timer ends Attempt to redeem 'Offer A'	Customer 2 will see 'Offer A' but will not be able to redeem it. They will see: "This offer has already been redeemed on this device' "

Frequently Asked Questions

Q) Why would an offer / reward that is redeemed not be burned?

A) There are lots of reasons for an offer not to be successfully burned after it is redeemed. Some of the reasons are not particularly good reasons for giving the customer the reward again but we aren't able to know their reasons so we have to assume that the positives of this feature for customers with genuine reason for needing the offer returned outweigh the negative reasons. Here are some examples:

- Customer redeemed the offer / reward in the app but then simply couldn't visit the restaurant before the countdown timer ran out
- Customer redeemed the offer / reward in the app without reading the warnings and so didn't know it would only be available for a certain amount of time
- Customer redeemed the offer / reward in the app (and perhaps also in-restaurant) but then decided to redeem a different offer/reward instead, not realising that multiple offers / rewards in the same transaction was not possible in their market
- Customer redeemed the offer / reward in the app (and perhaps also in-restaurant) but then finds that the reward was not available at the restaurant / point of distribution that they wanted to use
- Customer redeemed the offer / reward in the app (and perhaps also in-restaurant) but then finds out that the products they wanted are not available (stock outages / missed day-part cutover etc)

Q) Will this feature be on in my market by default

A) This feature is 'on' by default (meaning all CLR markets will see this behaviour applied by default without needing to raise any Service Café requests for it to be configured on) but is currently configured 'off' whilst we test how this works in production. When we have completed our testing, this will be configured on for all CLR markets without you needing to do anything.

Q) Will this work in non-CLR markets?

A) No. Offers in non-CLR markets will never be 'burned' as there is no 'burn' step if there is no CLR so this feature isn't applicable.

Q) Will the offer / reward be returned if the campaign has expired?

A) No. Any offers / rewards that are passed their end date will not be returned.

Q) How many previously unburned offers / rewards will be returned?

A) All of the offers / rewards that you are eligible to see will be shown. So long as it is in date, you will see it, there is no limit on seeing only the 'x' most recent returned offers / rewards or anything like that.

Q) How many times can a customer re-redeem an unburned offer / reward?

A) Customers will be able to re-redeem each individual instance of a returned unburned offer / reward ten times.

Q) What will happen to offers / rewards that are setup as 3rd Party / Show & Go?

A) Since these offers / rewards are not subject to the 'burn' step in a CLR flow, these offers / rewards will not be returned to customers after they are redeemed and the countdown timer runs out. Only offers setup as CLR offers using the 'Short Code' redemption type will be eligible to be returned if redeemed and not burnt.

Q) If I have 'Earn & Burn' loyalty in my market and the customer burns points to redeem a reward but then does not have this reward burned in a completed CLR transaction, do they get the points back?

A) No. Customers will not get points back as the points were burned at the point they were exchanged for a reward in the app. It's the reward that wasn't burned in the restaurant that is being returned.

Q) Will customers know that the reward will be returned to them?

A) The app itself does not indicate that an offer / reward is due to be returned. Customers may work out that some offers / rewards are returned to them automatically if they aren't 'burnt' in a transaction but they may not notice. You can of course tell them about this feature through in-app banner ads, updated tutorial explanations etc

Q) Where will the returned offers / rewards appear?

A) Offers and rewards will appear back in the deals screen. Since the weighting of the returned offers/rewards compared to current offers/rewards is not known and since we imagine that the customer considers this a useful offer as they had previously interacted with it, we place it the top of the list.

Q) How long will it take for an unburned offer / reward to be returned?

A) There is a 3 minute cool-down period after the offer expiration