

RELEASE GUIDE

October 2016



Table of Contents

Use Smart Actions	1
Add Comments to Member Profiles.....	2
Save Anonymous Purchases	3
Enhanced Data for the SubmitPurchase API Call.....	3
New SubmitEvent API Call	3
Search Your App List.....	3

Use Smart Actions

Smart actions represent a set of advanced modules that include smart automations, smart gifts and smart club deals. Smart actions offer many advantages over the classic automations, gifts and club deals—including more sophisticated conditions, easier configurations, additional features, and advanced capabilities.

Smart Automations: New Features & Capabilities

- New [conditions](#) available for every trigger—based on membership details, date & time, and days & times. For example, you can trigger automations only on specific days of the week at certain times, schedule automations in advance to begin on a certain date, or create automations based on member tiers (i.e. tags).
- New operators for conditions—including “is not one of” and “doesn’t contain”
- [Scenarios](#) – specify what will happen in different cases, allowing for simpler configurations (what would have been created as multiple automations can now be created as one automation with multiple scenarios).
- [Item groups](#)—define very specific groups without listing all item codes separately (using conditions based on item code/name, and department code/name). These groups are automatically saved to reuse in other conditions and automations.
- New automation [triggers](#):
 - Purchases an asset (in the Point Shop)
 - Tagged or untagged
 - External event submitted (by a 3rd party that integrated with Como)
 - Overflows punch card (i.e. gets more punches than they have left on their card)
 - Pays with Como Wallet (based on budget, point, gift card and Zooz payments)
- New features:
 - Action delays—specify how much time to delay an action from occurring once the automation is triggered. For example, send new members a push notification the day after they join the club to encourage them to come in the store.
 - Action tags—add tags to actions in specific automations to group and identify related actions. For example, send members a custom push notification if they received an asset during a specific campaign.
 - Occurrences—control how many times an action is performed each time the automation is triggered, based on how many times the member purchased certain items or how much members spent on certain items.

Learn more about using [smart automations](#) and [smart automations for punch cards](#).

Smart Gifts & Club Deals: New Features & Capabilities

- [Conditions](#) for redeeming gifts and using club deals—based on membership details, date & time, days & times, purchase details and shopping cart. For example, create different gifts/club deals based on tiers (VIP, student, etc.), based on days of the week, and based on how much the member spends or what they buy.
- Advanced [discount](#) configurations (which are defined, calculated and validated entirely by Como, instead of the POS) including:
 - Percent or amount off specific items in the purchase
 - Free item discounts – such as buy 1 shirt and get the 2nd for free
 - Limits for discount amounts, number of times discount is applied, etc.
- [Scenarios](#)—define different benefits based on different conditions. For example, give 10% off to members that buy 2 items and 15% off to members that buy 3 items, or better discounts to VIP members or at different times of the day (like happy hour).
- [Item groups](#) – define very specific groups without listing all item codes separately (using conditions based on item code/name, and department code/name). These groups are automatically saved to reuse in other conditions and gifts/club deals.

Learn more about using [smart gifts](#) and [smart club deals](#).

Add Comments to Member Profiles

You can add comments with valuable information to a member’s profile in the Como Hub. For example, “the member complained about not receiving a punch so their punch card was punched manually”. Each comment has a time stamp and the email of the Como Hub user that added it.

Last Purchases

ID	Total	Purchase Date	
166625	23.50	31/05/2016 01:41:54	view

Add comments

Date: 26/10/2016 17:02:14
 Member complained about not receiving a punch so she was compensated with the punch manually.
 Added by ben@zipory.com

Save Anonymous Purchases

Some POS companies also send purchase data of customers who aren't identified club members (using the SubmitPurchase API call). Whether or not Como saves this data depends on a setting in the Como Hub. The default for this field was changed to save this purchase data.

Enhanced Data for the SubmitPurchase API Call

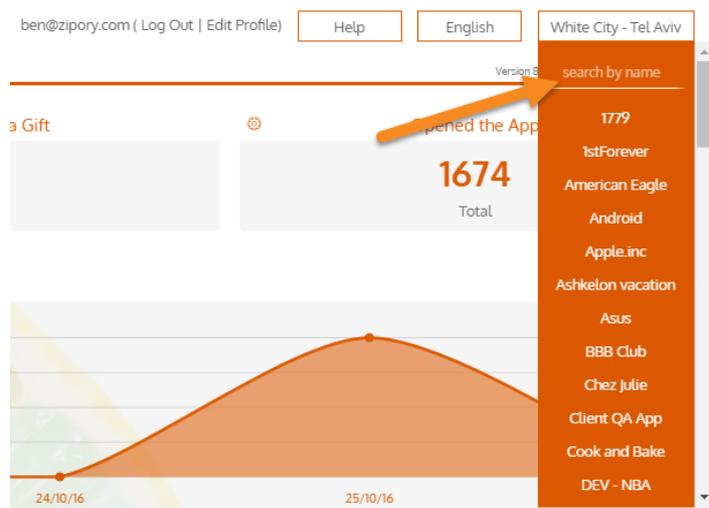
New fields added to the SubmitPurchase API call allow us to collect more purchase data from the POS on the item level—such as the gross price, the amount discounted off the item and the amount of budget or points used to buy the item. In addition, we can also receive the total general discount amount—the total discount on the purchase which the POS didn't assign to specific items but to the purchase total.

New SubmitEvent API Call

This API call allows Como to receive information from any 3rd party about external events that occurred to specific club members. Based on this information, you can segment members and automatically perform certain actions on them (like send them a special coupon or a push notification).

Search Your App List

A search box was added for the app list in the Como Hub—allowing you to easily search for apps according to either name or location ID.



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