

Coupon code set-up

In BPOS you can track your ROI {return on investment} for different types of coupons. Following the steps below you will be able to determine what coupon source is generating you the most traffic. First you need to decide what coupon sources you have. Example, you may have two local newspapers, you may put coupons in a local “value pack”, and you may have coupons that can be printed from your website. Second you need to decide whether you want to have the coupons reduce profit on “goods”, “services” or both.

You will need to come up with a product code scheme for these coupons. These product codes will need to be set-up in the inventory file in BPOS. You determine what you want these codes to be. Below are some sample product codes.

- CP-TIMES-G (this is for a newspaper coupon for goods items)
- CP-TIMES-S (this is for a newspaper coupon for service items)
- CP-RADIO-G (radio could be replaced with the call letters of your local radio station)
- CP-RADIO-S (the S stands for Service and the G in the above stands for Goods items)
- CP-WEB-G
- CP-WEB-S (these could be for coupons from your web site)

Each coupon code should be set-up as a non-stocking item, goods or service, and taxable or nontaxable depending on your state sales tax laws. You should also assign them to their own department code and use a Manufacturer’s Code of “ZCP”. This will make running a transaction or movement reports easier.

To set-up these items in inventory please reference HELP AV #460. To view this AV, click HELP>RUN AV BY REF#, enter 460 and click OK.

If you have other questions please contact the HITS TECHNICAL SUPPORT CENTER at 800422-2032.