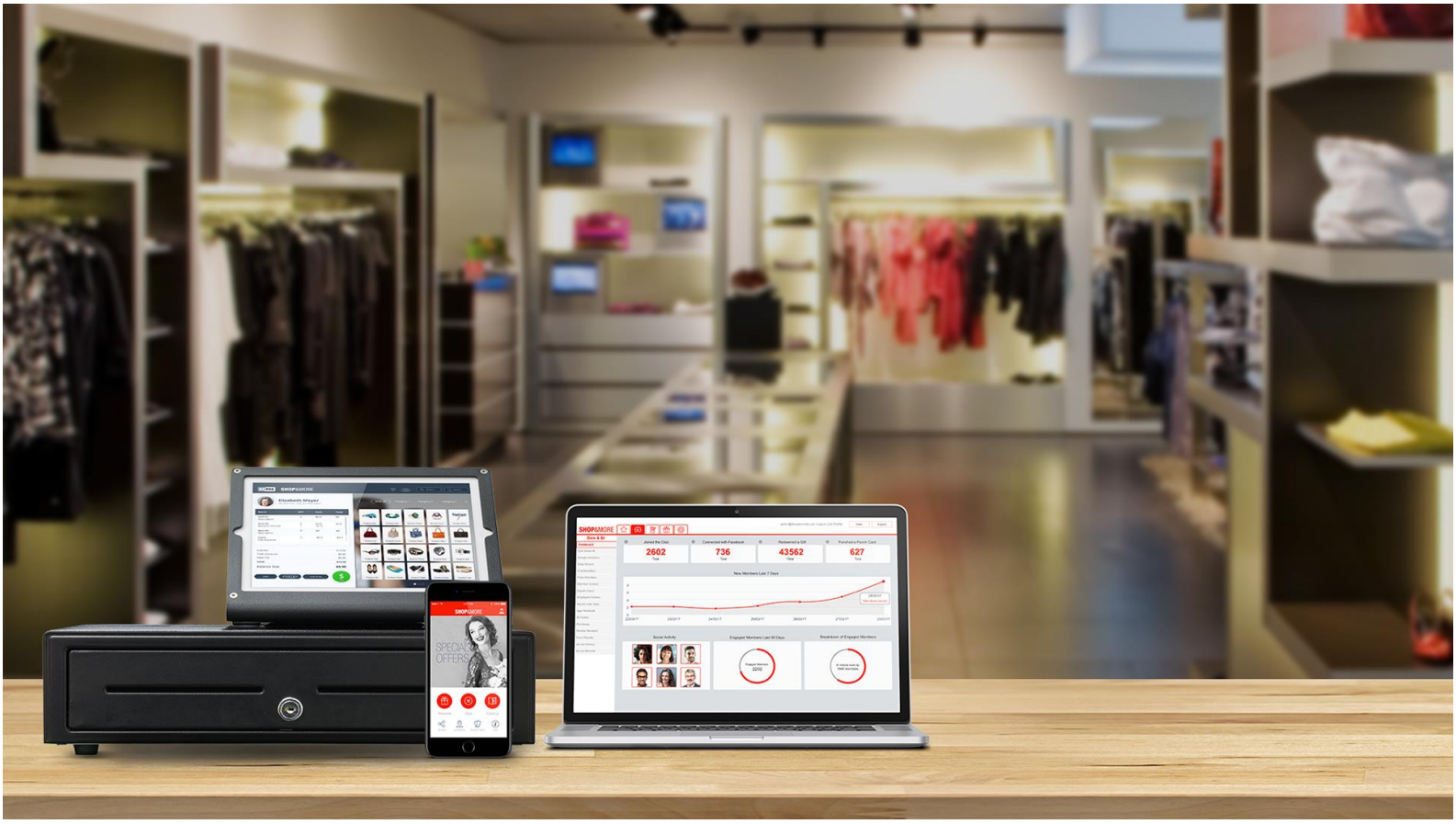
RELEASE NOTES

March 2018 Sprints 26-28



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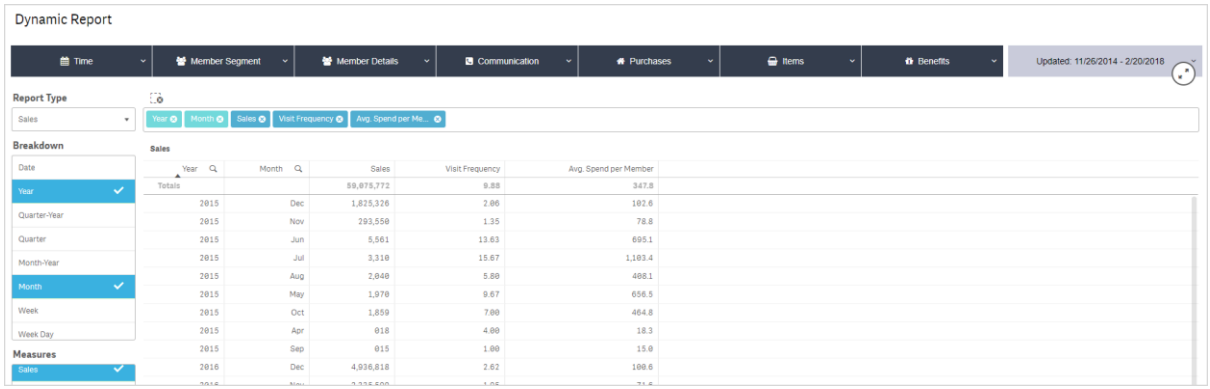
Data

Data Exporer: Dynamic Reports

Create dynamic reports on sales, benefits, and app activity from the Hub's new **Data Explorer** (rebranded from Qlik Sense). "Slice and dice" your data however you want—such as by member segment, location, year, week day, item, benefit, and more. Learn how

Note: In this phase, the upgraded filters bar will not be released.



Customer Segments by RFM

Customers are automatically segmented using to the RFM model—according to how recently they visited, how often they visit and how much they spend. Businesses can target each segment (by tag) with the relevant incentives to bring back sleepy customers, grow sales and boost loyalty. Learn how

Note: This feature is currently only available to selected businesses as a pilot.

More Purchase Data

To improve our data, the POS API now allows the POS to report the total tax amount and the validations on purchase amount were removed to ensure that valid purchases are not rejected.

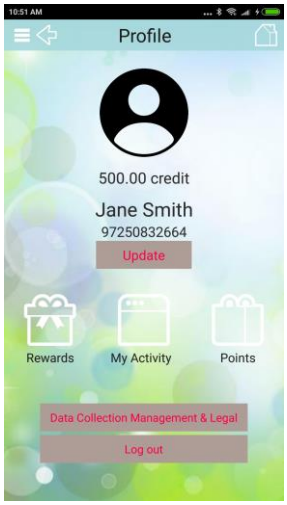
Regulations

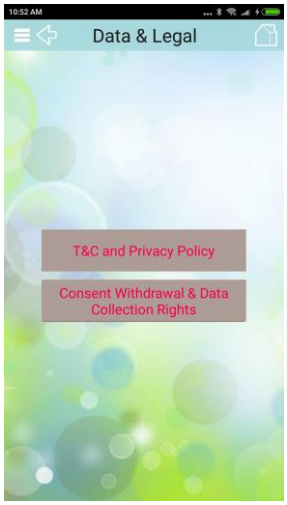
GDPR: Right to be Forgotten

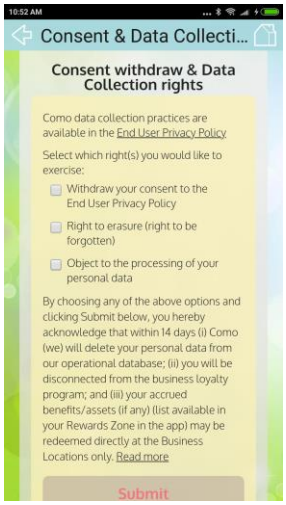
In preparation for the new European regulations (which effect all businesses in all countries), members can more easily exercise their right to be forgotten. Here's how it works:

1. Members can request to be deleted (along with their personal data)— using the new legal screen in the member profile, or in other ways (like via app feedback or via business directly).
2. The business is notified and must make any necessary arrangements to allow members to redeem any eligible benefits directly at the business.
3. Within 14 days, the member is deleted manually from the Hub with their personal data and benefits. Using the delete button, all their details are automatically anonymized and any reports that were generated more than a year ago will be deleted.

Note: Profile screens of all apps will be gradually updated to a new layout that enables this flow.







Accessibility

To comply with IL accessibility regulations, voice over for app screens was improved and accessibility features are now supported in the web views that are integral to the main app flows—including registration form, update form, login form, profile, legal, forms and surveys. Note: This requires both zapp version update and app resubmission.

Connectivity

Send App ID Codes by SMS/Email

Third-party platforms (like ordering sites) can use the new *getIdentificationCode* API call to ask Como to send members their temporary ID code by SMS or email. The code can then be used by the member to securely identify and so they don't have to provide additional codes for this purchase such as the verification code to pay by points.

Stability

New Server Infrastructure

To improve stability and performance, the server infrastructure was migrated from Google App Engine to Kubernetis. While improvements can already be seen, the scope and extent of these improvements will be determined moving forward.

Decimal Settings

All monetary fields (such as purchase amounts) are now *only* displayed and inputted in "dollars"—including in the Hub logs, app, and web views (like the purchase history screen). In addition, points are displayed with 2 decimal places in the Hub for businesses configured "with decimal".

Smart Migrations & More

To improve platform stability:

- all "old" gifts were automatically converted into Smart Gifts
- old punch cards and birthday automations were removed (not just hidden)

To prevent bad configurations, the default for Redeem Code Type is now Autogenerated Codes and a validation was added to prevent adding conditions/actions when Redeem Code Type is None.

Engagement

Marketing Email Enhancements

The following enhancements were made to our marketing email capability:

- All business data displayed in the footer is now configurable from the Hub settings
- New stats in email reports: open rate, click rate and delivery rate
- All template emails are now treated as marketing emails—to legally protect businesses

Unsubscribe Improvements

The following changes were made related to allowing marketing SMS or emails:

- Default SMS unsubscribe method per territory (aligned with their legal requirements)
- New logs for when members subscribe, or unsubscribe (via Hub, app, import, or API)
- Ability for customer support to unsubscribe members from the Hub
- More control to prevent unauthorized subscribing via import or API
- Allow Email added to the registration form fields, and email added as default field in the form
- Option to configure the default of checkboxes in registration form, such as Allow SMS

Bulk SMS in US (Short Code)

The requirements were completed to receive Short Code approval and bulk marketing SMS is now supported in the US.

Functionality

Zooz Payment ID

To provide better support, purchases in the Hub can now be linked to payments in the Zooz panel using the Zooz Payment ID.

Beacon Filters

Filter member or add automation conditions based on receiving a beacon signal from a specific beacon device—using the new Major and Minor fields. Additionally, the dwell event was removed from the Hub as it's not yet supported.

Coupon Code Actions

Add an additional button action to perform when the coupon code succeeded—such as present a confirmation pop-up, or open a specific app screen (like the Gift List).

Quick Wins

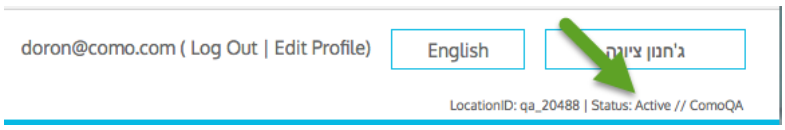
Filter by Multiple Item Codes/Branch IDs

Add search filters which include multiple item codes or multiple branch IDs (separated by a comma)—for example, to filter members that made a purchase containing specific items, or at certain locations.

Business SF Status in Hub

Using the Salesforce API, a new service was developed to extract data from the Salesforce database. This allows us to automatically present the Salesforce business status in the Hub header, and other related details in the Hub settings. For example, you can see in the header if the business is active.

In addition, developers can now focus their queries on data from real/active businesses when extracting important product data (such as usage of a functionality).



Bugs

View all business bugs fixed in this release

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