

# NEW FEATURES

NOVEMBER 2018



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## Data

### Data Explorer – Improved Filters & Navigation

To provide a better user experience, the design of the navigation and filters of the Data Explorer were enhanced. You can also now view the date range for the data which is available for your business.

The screenshot shows the Como Data Explorer interface. The top navigation bar includes the Como logo and user information (ben@zpony.com). The left sidebar lists various data and BI tools. The main content area displays a 'Dynamic Report' for 'Sales' data. The report is filtered by 'Member\_Status' (ok) and 'Membership\_Registration' (registered). The report type is set to 'Sales' and the breakdown is set to 'Year'. The measures include 'Sales (Ticket)', 'Sales (Item)', and '# Buying Members'. A table shows the data for '# Buying Members' from 2017 to 2018, with a total of 1,001.

Year	Month-Year	# Buying Members
Totals		1,001
2017	Nov 2017	13
2017	May 2017	6
2017	Apr 2017	6
2017	Jun 2017	4
2017	Jul 2017	5
2017	Aug 2017	14
2017	Sep 2017	13
2017	Oct 2017	27
2017	Dec 2017	5
2018	Feb 2018	12
2018	Jan 2018	7
2018	Mar 2018	2
2018	Apr 2018	18
2018	May 2018	6
...	...	..

### Enhanced Points & Credit Log

From their Hub profile, you can view logs when members receive or used points (or credit). You can now more easily see from where their balance was updated—for example, if they accumulated points for their purchase.

### Como API – Payment Card Details

When customers perform a purchase at the POS (or other services that implemented the Como API such as ordering sites), Como can now receive additional payment details—including the type of credit card used.

## Campaign Center

### View Deal Analysis

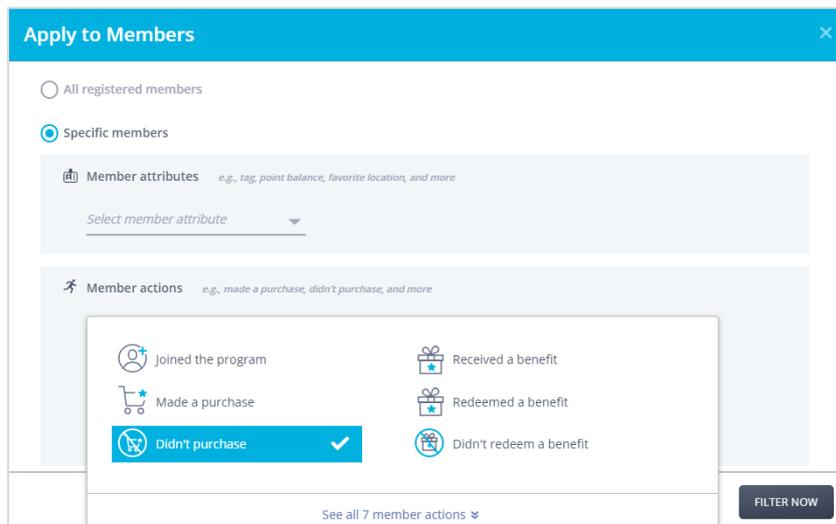
View KPIs of your deals to measure their success, including how many times the deal was applied, for how many distinct members and the total discount applied from this deal.

## Add Deal Limits

Limit the number of times a deal can be applied for each member in total, or for each member within a specific time period (such as once per day). For example, give a special employee discount that can be used only once per month.

## One-Time Filters by Member Actions

Filter members according to their actions and perform one-time activities on them. For example, send a push to members that didn't purchase in the last 2 months, or a reminder to members that received a specific benefit but didn't yet redeem it. Note: Currently, only the top 7 actions are available.



## Add Purchase Conditions for Gifts

Create gifts that can only be redeemed in specific purchases. For example, allow members to only redeem gifts in specific locations, or if they spend over a certain amount in the purchase.

## Create Scratch Cards

Create scratch cards to give members a gift with an element of surprise and interactive experience. Note: Scratch cards are not yet supported for the new gen app.

## Create Classic Punch Cards

Create punch cards which provide members with a free item when they buy a certain number of these items. For example, buy 5 coffees and get the 6<sup>th</sup> for free.

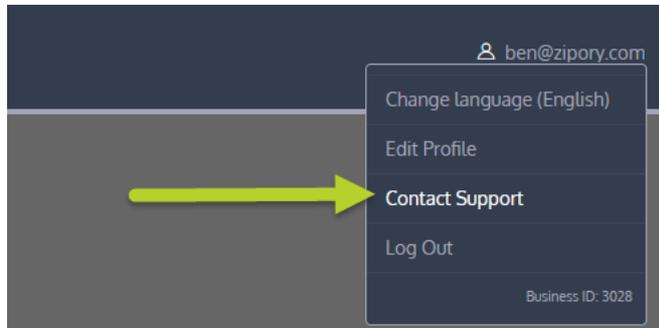
## Target Members Based on Auto Segments

You can now more easily add conditions for activities and gifts based on our [auto customer segmentation](#). For example, target members that haven't visited in a while, your Big Spenders, or members that prefer a specific location.

## User Experience

### Contact Support from Como Hub

Open a support ticket right from the Como Hub from the profile menu in the header.



## New Gen App

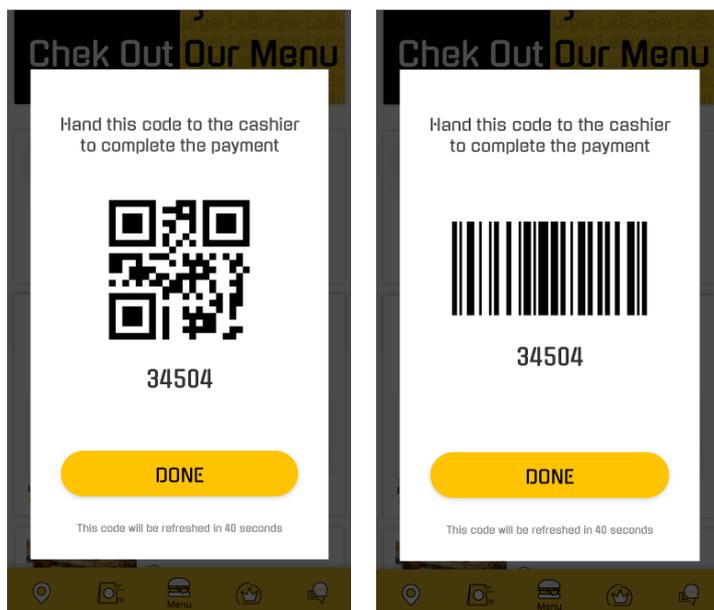
A new generation of Como apps is available to selected businesses as a pilot—offering newly designed screens and flows to provide a better user experience. Additional features and capabilities are now supported for the new generation app, and more will be added in the coming releases.

### New Gen App: Copy Colors

To make it easier for businesses with Como apps to upgrade to the new gen app, there is now an option to automatically migrate app colors from their current color scheme.

### New Gen App: Pay in Store with Points/Credit

Allow members to generate payment codes from the new gen app to pay at the POS with their points or credit balance. You can also select whether to display this code as numeric, QR or barcode.



## New Gen App: Enter Coupon Codes

Allow members to enter coupon codes in the new gen app—to trigger rules that send them rewards.

## New Gen App: Better Icon Names

Icon names are now more informative and easy to understand—by indicating where they are used in the app and what the icon represents so you can more easily customize them to your needs.

## Bugs

The following bug fixes will be released:

CNP-14972 existing locations can't be edited in locations area / Location Group name contains

CNP-14832 Find and Filter differences within Member Tag field

CNP-14784 Hub 2.0 - Birthday rule run at an improper time

CNP-14711 Create condition based on external member id is giving error message - Hub 2

CNP-14697 Duplicated location within application

CNP-14546 Transactions aren't being analyzed if Customer identifier (appClientId, temporaryToke) expires during the transaction

CNP-14506 Cannot export filtered data (Filter/DataExplorer)

CNP-14395 HUB 1.0 - Featured Location & Sort by functionality disabled

CNP-14170 Custom Icons isn't showing in the hub

CNP-13856 Zapp: Percentage mark (%) disruptive punch card's text content

CNP-12591 Zapp: Mobile Zap - Support Gifts with no buttons (Hub 1 and Hub 2.0)

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