



# Aloha eFrequency

*Aloha*



Report Guide

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# eFrequency Manual Adjustment

The eFrequency Manual Adjustment List report provides a list of eFrequency manual adjustments, for auditing purposes, that occurred during the selected date range.

The eFrequency information in this report is always available for historical reporting purposes.

1	2	3	4	5	6	7	8	9
Date	Card Type	Member Card Number	Member Name	Bonus Plan	Adjusted Credit	Adjustment Amount	Adjusted By	Adjustment Reason
06/29/2004	eFreq	10001000010256	Fitzgerald, Kim	Items	5.00	5.00	Fitzgerald, Kim	Forgot to show card
06/20/2004	eFreq	10001000010259	Prince, John	Visits	6.00	2.00	Simonton, Chr	Forgot to show card

Figure 1 eFrequency Manual Adjustment

#	Column	Description/Calculation
1	<b>Date</b>	The date of the eFrequency bonus plan manual adjustment.
2	<b>Card Type</b>	The name of the selected card type, as defined in the Card Setup wizard.
3	<b>Member Card Number</b>	The eFrequency member card that had credit adjusted for a plan during the selected date range. The card number may be masked based on an optional setting defined in the eFrequency Configuration wizard.
4	<b>Member Name</b>	The last and first name of the member, as defined in the eFrequency Member wizard. Member Name is blank, if the member's profile data does not contain a first or last name.
5	<b>Bonus Plan</b>	The name of the bonus plan for which the credit for the member was adjusted.
6	<b>Adjusted Credit</b>	The new amount of bonus plan credit, as entered during the adjustment.

#	Column	Description/Calculation
7	<b>Adjustment Amount</b>	The amount of the bonus plan credit adjustment. If credit was removed from the bonus plan, the amount shows as a negative value.
8	<b>Adjustment Reason</b>	The name of the person who performed the manual adjustment.

# eFrequency Member Items

The eFrequency Member Items report indicates the most purchased items by members during a selected date range. The report includes the store most visited by the member and the number of visits.



Only members who had a transaction at the selected store(s) during the selected date range appear on the report. The actual store visited most by the member during the date range could be excluded from the report based on the stores that you select on the Final Settings dialog.

eFrequency Member Items – Summary						
All Stores: 1						
Report Range: 01/01/2008 – 12/31/2008 2						
Bonus Plan: 3						
Number: 4	Name: 5	Email Address: 6	Visits: 7	Item Purchased Most: 8	Unit Visited Most: 9	Favorite Location: 10
<b>Anniversary</b>						
20005234667890	Jims, Jill		20	Chick Sand.	Austin – 15	Austin – 15
20005234667891	Richards, Richard	Richard@comcast.net	15	Burger	Dallas – 01	Fort Worth – 12
20005234667892	Damins, Darryl	Darryl@comcast.net	16	Chick Sand.	Fort Worth – 12	Fort Worth – 12
20005234667893	Lawless, Lori	Lori@comcast.net	10	Burger	Dallas – 01	Dallas – 01
<b>Anniversary Total:</b>						
			61			
<b>Birthday</b>						
20005234667894	Sells, Doug	Doug@comcast.net	8	Chick Sand.	Austin – 15	Austin – 15
20005234667895	Buye, Bob	Bob@comcast.net	9	Burger	Austin – 15	Austin – 15
20005234667896	Benson	Ben@comcast.net	3	Chick Sand.	Dallas – 01	Dallas – 01
20005234667897	Richardson, Kelly	Kelly@comcast.net	17	Burger	Dallas – 01	Dallas – 01
<b>Birthday Total:</b> 11						
			37			
<b>Grand Total:</b> 12						
			98			

Figure 2 eFrequency Member Items

#	Column	Description/Calculation
1	<b>Store</b>	The name of the store(s), area, region or store group for which the report is run.
2	<b>Report Range</b>	The date range of the report.
3	<b>Bonus Plan</b>	The name of the selected bonus plan.
4	<b>Number</b>	The card number of the member whose sales are being reported. <b>Note:</b> The card number may be masked based on an optional setting defined in the eFrequency Configuration wizard.
5	<b>Name</b>	The last name and the first name of the member whose sales are being reported. The member's Name field could be blank if the member's profile data does not contain a first and last name.

#	Column	Description/Calculation
6	<b>Email Address</b>	The email address of the member whose sales are being reported. The member's Email Address field could be blank if the member's profile data does not contain an email address.
7	<b>Visits</b>	The number of visits the member made during the report date range.
8	<b>Item Purchased Most</b>	The name of the item purchased most often by the member during the selected date range. For example, if member 123 was assigned to 5 checks during the selected date range and the following items were on the checks: 5 Chick Sand., 4 Burger, 1 French Fry, and 5 Cokes, then "Chick Sand." would be displayed, as long as Chick Sand. is in the selected category
9	<b>Unit Visited Most</b>	The name of the store visited most often by the member during the selected date range. This value will be determined based on the member visits to all stores. For example, if member 123 visits the Austin store one time and the Dallas store three times within the selected date range, then the Dallas store will be displayed. If more than one store is visited the same amount of times during a date range, then the store visited most recently in the date range will be displayed.
10	<b>%UserDefined1%</b>	The column name value reflects what you define in Aloha Enterprise.com > eFrequency Configuration > General tab > Company-defined Member Fields > Field 1. For example, if you enter "Favorite Location" in this field, then the column name will reflect "Favorite Location." If no value is entered, the column name will be "UserDefined1." The report value reflects the member's response to the column name value. For example, if the column name is "Favorite Location," then the member's response could be "Seattle," which would be what is displayed in the report.
11	<b>Bonus Plan Total</b>	The total Visits for each bonus plan.
12	<b>Grand Total</b>	The grand total of Visits for all selected bonus plans, stores, and dates of business.

# eFrequency Member Marketing

The eFrequency Member Marketing report provides a list of eFrequency members' data during a specific date range to be exported. The report includes member contact information, the unit visited most, and the date of last visit.



You will be able to exclude members who did not have any eFrequency transactions during the date range.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Card Number	Card Type	First Name	Last Name	Street 1	Street 2	City	State	Zip Code	Country	Phone #	Email Address	Birth Date	Anniversary Date	Favorites Drink	Shirt Size	%User Defined1%	%User Defined4%	%User Defined5%	# Visits	Amount Spent	Unit Visited Most	Date of Last Visit	# Rewards
22456687231468	Gold	Bob	Banker	346 Elm Street		San Francisco	CA	96920	US	998795412	bob@hotmail.com	01/03/1937	04/02	Budweiser	Large				2	76.23	LA - 98	08/01/2008	3
22456687231467	Gold	Betsy	Boop	35 Main Street		Anywhere	TX	97654	US	998795413	betsy@hotmail.com	12/12/1910	05/04	Budweiser	Small				0	0.00			0
22456687231469	Gold	Patricia	Conwell	792 Wall Street		New York	NY	10992	US	998795414	patricia@hotmail.com	05/01/1956	05/01	Budweiser	Medium				2	54.27	New York - 7	07/01/2008	0
22456687231469	Gold	T.S.	Eliot	230 Canal Street	Suite A	New Orleans	LA	70134	US	998795415	ts@hotmail.com	03/07/1898	04/01	Budweiser	Medium				3	23.70	LA - 98	08/01/2008	2
22456687231469	Gold	F. Scott	Fitzgerald	881 8th Street		Austin	TX	78542	US	998795416	fsfscott@hotmail.com	10/08/1940	10/01	Coors Light	Medium				2	8.95	New York - 7	08/01/2008	1
22456687231461	Silver	Zelda	Fitzgerald	929 Sooke Street		Memphis	TN	37654	US	998795417	zelda@hotmail.com	01/03/1955	10/01	Budweiser	Medium				2	45.22	LA - 98	08/01/2008	2
22456687231462	Silver	Ernest	Hemphillway	389 7th Avenue		New York	NY	10039	US	998795418	ernest@hotmail.com	12/12/1899	05/04	Budweiser	X Large				2	54.27	LA - 98	08/01/2008	1
22456687231461	Silver	Stephen	Ying	972 Cherry Lane		Far Far Away	IA	57063	US	998795419	steph@hotmail.com	04/01/1956	05/01	Budweiser	Large				2	65.98	LA - 98	08/01/2008	1
22456687231462	Silver	James	Patterson	862 Broadway		New York	NY	10038	US	998795420	jm@hotmail.com	03/01/1956	04/01	Coors Light	X Large				0	0.00			0
22456687231463	Silver	Leo	Talbot			Talbot													1	54.21	New York - 7	07/01/2008	3
22456687231464	Silver	Jessie	Victoria	619 Olympic		Minneapolis	MN	55643	US	998795422	jessie@hotmail.com	01/08/1948	06/07	Coors Light	X Large				1	97.00	New York - 7	07/01/2008	6
22456687231465	Silver	Oscar	Wilde	786 Oak Drive		Cincinnati	OH	45263	US	998795423	oscar@hotmail.com	04/03/1884	05/01	Guinness	Large				2	77.34	New York - 7	07/01/2008	1

Figure 3 eFrequency Member Marketing

#	Column	Description/Calculation
1	Card Number	The card number of the member. Note: The card number may be masked based on an optional setting defined in the eFrequency Configuration wizard.
2	Card Type	The card type of the member.
3	First Name	The first name of the member. The member's first name field could be blank if the member's profile data does not contain a first name.
4	Last Name	The last name of the member. The member's last name field could be blank if the member's profile data does not contain a last name.
5	Street 1	The primary street address of the member. The member's Street 1 field could be blank if the member's profile data does not contain a primary street address.
6	Street 2	The secondary street address of the member. The member's Street 2 field could be blank if the member's profile data does not contain a secondary street address.
7	City	The city of the street address of the member. The member's City field could be blank if the member's profile data does not contain a city.

#	Column	Description/Calculation
8	<b>State</b>	The state of the street address of the member. The member's State field could be blank if the member's profile data does not contain a state.
9	<b>Zip Code</b>	The postal code of the street address of the member. The member's Zip Code field could be blank if the member's profile data does not contain a zip code.
10	<b>Country</b>	: The country of the street address of the member. The member's Country field could be blank if the member's profile data does not contain a country.
11	<b>Phone #</b>	The phone number of the member. The member's Phone # field could be blank if the member's profile data does not contain a phone number.
12	<b>Email Address</b>	The email address of the member. The member's Email Address field could be blank if the member's profile data does not contain an email address.
13	<b>Birth Date</b>	The birth date of the member. The member's Birth Date field could be blank if the member's profile data does not contain a birthday.
14	<b>Anniversary Date</b>	The anniversary date of the member. The member's Anniversary Date field could be blank if the member's profile data does not contain an anniversary date.
15	<b>%UserDefined1%</b>	The column name value reflects what you define in Aloha Enterprise.com > eFrequency Configuration > General tab > Company-defined Member Fields > Field 1. For example, if you enter "Favorite Drink" in this field, then the column name will reflect "Favorite Drink." If no value is entered, the column name will be "UserDefined1." The report value reflects the member's response to the column name value. For example, if the column name is "Favorite Drink," then the member's response could be "Budweiser," which would be what is displayed in the report.

#	Column	Description/Calculation
16	<b>%UserDefined2%</b>	The column name value reflects what you define in Aloha Enterprise.com > eFrequency Configuration > General tab > Company-defined Member Fields > Field 2. For example, if you enter “Shirt Size” in this field, then the column name will reflect “Shirt Size.” If no value is entered, the column name will be “UserDefined2.” The report value reflects the member’s response to the column name value. For example, if the column name is “Shirt Size,” then the member’s response could be “Medium,” which would be what is displayed in the report.
17	<b>%UserDefined3%</b>	The column name value reflects what you define in Aloha Enterprise.com > eFrequency Configuration > General tab > Company-defined Member Fields > Field 3. For example, if you enter “Favorite Dessert” in this field, then the column name will reflect “Favorite Dessert.” If no value is entered, the column name will be “UserDefined3.” The report value reflects the member’s response to the column name value. For example, if the column name is “Favorite Dessert,” then the member’s response could be “Cheesecake,” which would be what is displayed in the report.
18	<b>%UserDefined4%</b>	The column name value reflects what you define in Aloha Enterprise.com > eFrequency Configuration > General tab > Company-defined Member Fields > Field 4. For example, if you enter “Favorite Entree” in this field, then the column name will reflect “Favorite Entree.” If no value is entered, the column name will be “UserDefined4.” The report value reflects the member’s response to the column name value. For example, if the column name is “Favorite Entree,” then the member’s response could be “Cheeseburger,” which would be what is displayed in the report.
19	<b>%UserDefined5%</b>	The column name value reflects what you define in Aloha Enterprise.com > eFrequency Configuration > General tab > Company-defined Member Fields > Field 5. For example, if you enter “Favorite Charity” in this field, then the column name will reflect “Favorite Charity.” If no value is entered, the column name will be “UserDefined5.” The report value reflects the member’s response to the column name value. For example, if the column name is “Favorite Charity,” then the member’s response could be “Red Cross,” which would be what is displayed in the report.
20	<b># Visits</b>	The number of visits the member made during the selected date range. If there are no visits made, then the report will display zero.

#	Column	Description/Calculation
21	<b>Amount Spent</b>	The total dollar amount of purchases made by the member during the selected date range. If there are no dollars spent, then the report will display zero.
22	<b>Unit Visited Most</b>	The name of the store where the member had the most transactions during the selected date range. In the event there are one or more stores that are tied for the same amount of transactions during the date range, the report will display the store where the member had the most recent assign transaction during the date range. For example, if member 123 visits the Austin store one time and the Dallas store three times within the selected date range, then the Dallas store will be displayed in this field. If the date range for the report is 01/01/2008 – 06/30/2008, and the only assign transactions for the member are for the Austin store (once) on 06/22/2008 and the Dallas store (once) on 06/02/2008, this field will display the Austin store.
23	<b>Date of Last Visit</b>	The date of the last visit the member made.
24	<b># Rewards</b>	The total count of rewards that were received by the member during the selected date range. Note: A “received” reward is considered so when the system actually generates the reward. A reward is not considered “received” if the system queues the reward for the future visit.

# eFrequency Member Sales

The eFrequency Member Sales report contains the eFrequency Member Sales for a specified date range with member purchases, credit earned, and value redeemed.



Only members who had a transaction at the selected store(s) during the selected date range will be displayed on the report.

eFrequency Member Sales – Summary								
All Stores: <b>1</b>								
Report Range: 01/01/2008 – 12/31/2008 <b>2</b>								
Bonus Plan: <b>3</b>								
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	
Bonus Plan	Number	Name	Email Address	# of Visits/Frequency	Member Purchases	Credit Earned	Credit Type	Value Redeemed
Anniversary	20005234567890	Jms., Jill		20	510.00	510.00 Points		20.00
	20005234567891	Richards, Richard	Richard@comcast.net	15	220.00	220.00 Points		42.00
	20005234567892	Darrin, Darryl	Darryl@comcast.net	16	87.82	87.00 Points		16.25
	20005234567893	Lawless, Lori	Lori@comcast.net	10	80.22	80.00 Points		18.77
Anniversary Total:				61	897.84	897.00		97.02
Birthday	20005234567894	Sells, Doug	Doug@comcast.net	8	70.52	70.00 Points		16.00
	20005234567895	Buye, Bob	Bob@comcast.net	9	115.78	115.00 Points		87.00
	20005234567896	Benson	Ben@comcast.net	3	35.97	35.00 Points		60.01
	20005234567897	Richardson, Kelly	Kelly@comcast.net	17	600.05	600.00 Points		47.09
Birthday Total: <b>12</b>				37	822.32	820.00		210.10
Grand Total: <b>13</b>				98	1,720.16	1,717.00		307.12
Printed on 12/31/2008 at 02:57:44 PM								
Page 1								

Figure 4 eFrequency Member Sales

#	Column	Description/Calculation
1	<b>Store:</b>	The name of the store(s), area, region or store group for which the report is run.
2	<b>Report Range</b>	The date range of the report.
3	<b>Bonus Plan</b>	The name of the selected bonus plan.
4	<b>Number</b>	The card number of the member whose sales are being reported. Note: The card number may be masked based on an optional setting defined in the eFrequency Configuration wizard.
5	<b>Name</b>	The last name and the first name of the member whose sales are being reported. The member's Name field could be blank if the member's profile data does not contain a first and last name.

#	Column	Description/Calculation
6	<b>Email Address</b>	The email address of the member whose sales are being reported. The member's Email Address field could be blank if the member's profile data does not contain an email address.
7	<b># of Visits/Frequency</b>	The number of visits the member made during the report date range.
8	<b>Member Purchases:</b>	The total dollar amount of sales made by the member during the report date range.
9	<b>Credit Earned</b>	The credit earned for the plan bonus plan. Credit Earned will include credit that has been adjusted by the eFrequency Manual Adjustment utility. Credit adjusted by the eFrequency Manual Adjustment utility could be reported as a negative credit if the manual adjustment decreased the credit for the member's plan. Note: Pending credit will not be included in Credit Earned.
10	<b>Credit Type</b>	The type of credit earned on the check (e.g., Points, Dollars, Items, Visits, Lottery).
11	<b>Value Redeemed</b>	The total value redeemed by the member during the report date range. This is an eCard redemption only value.
12	<b>Bonus Plan Total</b>	The total sum of Visits, Member Purchases, Credit Earned, and Value Redeemed for each selected bonus plan
13	<b>Grand Total:</b>	The grand total of Visits, Member Purchases, Credit Earned, and Value Redeemed for all selected bonus plans, stores, and dates of business.

# Member Activity by Bonus Plan List

The Member Activity by Bonus Plan List report displays a list of all member card numbers that received credit or rewards during the selected date range. The report includes activity for all stores. The report is only available in Detail (by Date) format.

The eFrequency information in this report is always available for historical reporting purposes.

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**Member Activity by Bonus Plan List**

All Stores: Report Range: 08/20/2004 To: 07/01/2004

1 Bonus Plan	2 Date	3 Member Card Number	4 Member Name	5 Store	6 Check Number	7 Credit Earned	8 Credit Type	9 Reward Name	10 Reward Status
08/23/2004									
		10001000010256	Fitzgerald, Kim	O'Fallon, MO - 83366	10001	249.55	Dollars	\$2 Off Promo	Issued
					10001			\$50.00 Add Value	Issued
					10002	11.25	Dollars		
		10001000010257	Andras Cantu, April	O'Fallon, MO - 83366	10003	11.85	Dollars		
					10002	82.70	Dollars	\$2 Off Promo	Issued
					10004	74.45	Dollars		
	08/23/2004 Total:			6		428.90	Dollars		
\$50/50%				6		428.90	Dollars		

Figure 5 Member Activity by Bonus Plan List

#	Column	Description/Calculation
1	<b>Bonus Plan</b>	The name of the bonus plan, as defined in the eFrequency Bonus Plan wizard. Lottery bonus plans only show members who actually won the lottery and received the reward.
2	<b>Date</b>	The selected date for the report.
3	<b>Member Card Number</b>	The eFrequency member card that earned credit for the plan during the selected date range. The card number may be masked based on an optional setting defined in the eFrequency Configuration wizard.
4	<b>Member Name</b>	The last and first name of the member, as defined in the eFrequency Member wizard. Member Name is blank, when the member's profile data does not contain a first or last name.

#	Column	Description/Calculation
5	<b>Store</b>	The name and ID of the store where the member earned credit for the bonus plan. Store Name is blank if credit was increased through a manual adjustment performed in the eFrequency Lookup wizard.
6	<b>Check Number</b>	The POS check number for which the member earned credit for the bonus plan.
7	<b>Credit Earned</b>	The credit earned for the plan on the check. Pending Credit is not included in the Credit Earned amount. Credit is pending until the member check is closed.
8	<b>Credit Type</b>	The type of credit earned on the check. Credit Type is different based on the bonus plan type: Currency Based = Dollars, Frequency Based = Visits, Items Based = Items, Lottery = Lottery, Points Based = Points
9	<b>Reward Name</b>	The name of the reward, as defined in the eFrequency Bonus Plan wizard, that was issued for credit earned on the check.
10	<b>Reward Status</b>	The status of the reward that was earned on the check. The status could be Issued, Rejected, or Queued.

# Member Pre-tax Sales List

The Member Pre-tax Sales List – Summary By Store provides you a detailed list of members that generated sales during the selected date range and their purchases pre tax. In addition to pre tax sales, you can view the average per visit by member and the number of times they visited.

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Member Pre-tax Sales List - Summary By Store

All Stores:  
Report Range: 01/01/2006 - 12/31/2006

1 Store	2 Card Type	3 Card Number	4 Member Name	5 Pre-tax Sales	6 Member Visits	7 Average per Visit
Khuyen's Cafe - 16						
	10061 - KP's eFreq Card					
		66748.....0003	Abigale	35.25	3	11.75
		66748.....0005	Prince, John	31.50	2	15.75
		66748.....0001	Doe, Jane	27.75	3	9.25
		66748.....0002	Buchanan, Christie	13.50	1	13.50
		66748.....0004	Doe, James	12.00	2	6.00
	10061 - KP's eFreq Card			120.00	11	10.91
	Khuyen's Cafe - 16 Total:			120.00	11	10.91

Figure 6 Member Pre-tax Sales List Summary By Store

#	Column	Description/Calculation
1	<b>Store</b>	The name and ID of the store where the member earned credit for the bonus plan. Store name is blank if credit was increased through a manual adjustment performed in the eFrequency Lookup wizard.
2	<b>Card Type</b>	The name of the selected card type, as defined in the Card Setup wizard.
3	<b>Card Number</b>	The eFrequency member card number that earned credit for the plan during the selected date range. You can mask the card number based on an optional setting defined in the eFrequency Configuration wizard.
4	<b>Member Name</b>	The last and first name of the member, as defined in the eFrequency Member wizard. Member Name is blank, when the member's profile data does not contain a first or last name.
5	<b>Pre-tax Sales</b>	The total net sales before tax during the report range.
6	<b>Member Visits</b>	The total number of checks to which the member was assigned during the report range.
7	<b>Average per Visit</b>	The average sales per member visit. (Pre-tax Sales / Member Visits)

# Member Sales Comparison by Category

The Member Sales Comparison by Category report compares eFrequency member purchases to non-member purchases, by category.

The eFrequency information in this report can be generated for up to 90 days of historical data.



Due to the possible amount of data for this report, the generation of this report is slow. It is recommended to send this report to your eDesktop or email address.

Aloha		aloha@enterprise.com		Member Sales Comparison by Category - Detail By Store							
All Stores:											
Report Range: 09/23/2004 To: 09/23/2004											
1 Store	2 Date	3 Category	4 Member Item Sales	5 Member Item Sales %	6 Member Item Count	7 Member Avg Item Price	8 Non-Member Item Sales	9 Non-Member Item Sales %	10 Non-Member Item Count	11 Non-Member Avg Item Price	
OFallon, MO - 63366											
09/23/2004											
		All Items	12.23	0.43	12	1.02	16.34	0.57	7	2.33	
		BEER	67.57	0.82	26	2.60	14.93	0.18	8	1.87	
		Everything	162.89	0.99	63	2.59	1.18	0.01	3	0.39	
		FOOD	46.00	0.78	14	3.50	14.00	0.22	4	3.50	
		LIQUOR	10.32	0.56	11	0.94	8.25	0.44	3	2.75	

Figure 7 Member Sales Comparison by Category - Detail By Store

#	Column	Description/Calculation
1	Store	The name and ID of the selected store.
2	Date	The selected date range for the report.
3	Category	The name of the selected category for the report.
4	Member Item Sales	The dollar amount of item sales generated by eFrequency members.
5	Member Item Sales %	The percent of member sales compared to total category sales. (Member Item Sales/total item sales for the category)

#	Column	Description/Calculation
6	<b>Member Item Count</b>	The number of items ordered by members for the selected category.
7	<b>Member Avg Item Price</b>	The average item price for items ordered by members from the selected category. (Member Item Sales / Member Item Count)
8	<b>Non-Member Item Sales</b>	The dollar value of item sales generated by non-members
9	<b>Non-Member Item Sales %</b>	The percent of non-member sales compared to total category sales. (Non-Member Item Sales/total item sales for the category.)
10	<b>Non-Member Item Count</b>	The number of items ordered by non-members for the selected category.
11	<b>Non-Member Avg Item Price</b>	The average item price for items ordered by non-members from the selected category.

# Member Sales Comparison by Day Part

The Member Sales Comparison by Day Part report provides a comparison of member vs. non-member sales, by day part.

The eFrequency information in this report can be generated for up to 90 days of historical data.



Due to the possible amount of data for the report, the generation of this report is slow. It is recommended to send this report to your eDesktop or email address.

Aloha		Member Sales Comparison By Day Part - Summary By Store											
Store: Aloha Cafe		Report Range: 01/28/2005 To: 01/28/2005											
1	2	3	4	5	6	7	8	9	10	11	12	13	
Store	Day Part	# Member Checks	# Non-Member Checks	Member Check %	Member Item Sales	Non-Member Item Sales	Member Item Sales %	Non-Member Item Sales %	Member Item Sales Per Chk	Non-Member Item Sales Per Chk	Member Item Sales Per Person	Non-Member Item Sales Per Person	
Aloha Cafe - 9999													
	AFTERNOON	28	1	3.00%	462.50	9.00	2.97%	0.05%	44.28	9.00	15.84	181.04	
	LUNCH	7	1	2.00%	47.50	18.50	1.31%	0.05%	15.00	18.50	5.33	0.00	
Aloha Cafe - 9999 Total:		35	2	94.59%	500.00	27.50	0.95%	0.05%	29.29	13.75	55.56	3.06	
Grand Total:		35	2	94.59%	500.00	27.50	0.95%	0.05%	29.29	13.75	55.56	3.06	

Figure 8 Member Sales Comparison By Day Part - Summary By Store

#	Column	Description/Calculation
1	Store	The name and ID of the selected store.
2	Day Part	The name of the day part selected for the report.
3	# Member Checks	The number of checks that had a member assigned.
4	# Non-Member Checks	The number of checks that did not have a member assigned.
5	Member Check %	The percentage of total checks that were generated from members. (# of Member Checks/ total number of checks)
6	Member Item Sales	The dollar value of item sales for the day part generated by eFrequency members.

#	Column	Description/Calculation
7	<b>Non-Member Item Sales</b>	The dollar value of item sales for the day part generated by non-members.
8	<b>Member Item Sales %</b>	The percent of member item sales compared to total day part sales. (Member Item Sales/total sales for the day part)
9	<b>Non-Member Item Sales %</b>	The percent of non-member item sales compared to total day part sales. (Non-Member Item Sales/total sales for the day part)
10	<b>Member Item Sales per</b>	The average check amount for checks to which a member was assigned. (Member Item Sales/# Member Checks)
11	<b>Non-Member Item Sales per Check</b>	The average check amount for checks to which a member was not assigned. (Non-Member Item Sales/# Non-Member Checks)
12	<b>Member Item Sales per Person</b>	The PPA (per person average) for checks to which a member was assigned. (Member Item Sales/number of guests for member checks)
13	<b>Non-Member Item Sales per Person</b>	The PPA (per person average) for checks to which a member was not assigned. (Non-Member Item Sales/number of guests for non-member checks)

# Member Sales Detail List

The Member Sales Detail List report provides you with the members that generated the most/least amount of sales for the selected date range. The report includes activity for all stores.

The eFrequency information in this report is always available for historical reporting purposes.

1	2	3	4	5	6
Card Type	Member Card Number	Member Name	Member Sales	Member Visits	Average Sales per Visit
eFreq					
	10001000010256	Fitzgerald, Kim	527.44	25	21.10
	10001000010257	Andras Cantu, April	279.05	13	21.47
	10001000010258	Robinson, Lida	117.58	11	10.69
	10001000010259	Prince, John	46.22	4	11.56
	10001000010262	Dickson, Sue	25.50	3	8.50
	10001000010261	Keathley, Heather	16.71	2	8.36
	10001000010260	Prince	4.29	1	4.29
eFreq Total:			1,016.79	59	17.23
Grand Total:			1,016.79	59	17.23

Figure 9 Member Sales Detail List

#	Column	Description/Calculation
1	<b>Card Type</b>	The name of the selected card type, as defined in the Card Setup wizard.
2	<b>Member Card Number</b>	The eFrequency member card that earned credit for the plan during the selected date range. The card number may be masked based on an optional setting defined in the eFrequency Configuration wizard.
3	<b>Member Name</b>	The last and first name of the member, as defined in the eFrequency Member wizard. Member Name is blank, when the member's profile data does not contain a first or last name.
4	<b>Member Sales</b>	The total sales amount for checks to which members were assigned during the report range.

#	Column	Description/Calculation
5	<b>Member Visits</b>	The total number of checks to which the member was assigned during the report range.
6	<b>Average Sales per Visit</b>	The average sales per member visit. (Member Sales/Member Visits)

# Member Sign-Up Via Member Setup

The Member Sign-Up Via Member Setup report displays members that were added to the program within the selected date range from the eFrequency Member wizard, or who were imported from a legacy frequent buyer program, and states member activity since joining the program. Members added via the POS appear on the Member Sign-Up Via POS report.

The eFrequency information in this report is always available for historical reporting purposes.

1 Sign-Up Date	2 Card Type	3 Member Card Number	4 Member Name	5 Last Visit Date	6 Last Visit Store Name
7/27/2004	Loyalty Card	10135....0007	Noorani, Ambreen	07/27/04	Aloha Café - 9999
<b>Loyalty Card Total:</b>			<b>1</b>		
<b>7/27/2004 Total:</b>			<b>1</b>		
8/3/2004	eFrequency Card	10135....0008	Marshall, Dan	08/02/04	Bedford - 114
<b>eFrequency Card Total:</b>			<b>1</b>		
<b>8/3/2004 Total:</b>			<b>1</b>		
8/4/2004	eFrequency Card	10135....0011	Sanford, Fred	08/04/2004	Riverwalk - 112
<b>eFrequency Card Total:</b>			<b>1</b>		
<b>8/4/2004 Total:</b>			<b>1</b>		
8/5/2004	eFrequency Card	10135....0003	Felts, Marshall	08/05/2004	Aloha Café - 9999
<b>eFrequency Card Total:</b>			<b>1</b>		
<b>8/5/2004 Total:</b>			<b>1</b>		
<b>Grand Total:</b>			<b>4</b>		

Figure 10 Member Sign-Up Via Member Setup - Detail

#	Column	Description/Calculation
1	<b>Sign-Up Date</b>	The date the member signed up for the eFrequency program.
2	<b>Card Type</b>	The name of the card type assigned to the member.

#	Column	Description/Calculation
3	<b>Member Card Number</b>	The eFrequency member card that was assigned to the member. You can mask the card number based on an optional setting defined in the eFrequency Configuration wizard.
4	<b>Member Name</b>	The last and first name of the member, as defined in the eFrequency Member wizard. Member Name is blank, when the member's profile data does not contain a first or last name.
5	<b>Last Visit Date</b>	The last date the member used their eFrequency card.
6	<b>Last Visit Store Name</b>	The store name and ID where the member last used their eFrequency card.

# Member Sign-Up Via POS

The Member Sign-Up Via POS report displays members that have joined the program within the selected date range at one of the selected stores, and states member activity since joining the program. Members added to the program from the eFrequency Member wizard, or members who were imported appear on the Member Sign-Up Via Member Setup report.

The eFrequency information in this report is always available for historical reporting purposes.

1	2	3	4	5	6	7	8	9
Store	Sign-Up Date	Card Type	Sign-Up Check Number	Sign-Up Employee	Member Card Number	Member Name	Last Visit Date	Last Visit Store Name
OFallon, MO - 63366								
	06/23/2004	eFrequency Card						
		10002	Smith, Susie		10135.....0006	Andras Cantu, April	07/07/2004	Aloha Cafe - 9999
		eFrequency Card Total:			1			
	06/23/2004 Total:				1			
	06/28/2004	eFrequency Card						
		10004	Smith, Susie		10135.....0000	Prince, John	10/07/2004	Aloha Cafe - 9999
		eFrequency Card Total:			1			
	06/28/2004 Total:				1			
	07/01/2004	eFrequency Card						
		10001	Jones, Bob		10135.....0003	Prince	10/01/2004	OFallon, MO - 63366
		10002	Smith, Susie		10135.....0004	Keathley, Heather	08/04/2004	Aloha Cafe - 9999
		10003	Jones, Bob		10135.....0005	Dickson, Sue	07/21/2004	OFallon, MO - 63366
		eFrequency Card Total:			3			
	07/01/2004 Total:				3			
	OFallon, MO - 63366 Total:				5			
	Grand Total:				5			

Figure 11 Member Sign-Up via POS - Detail By Store

#	Column	Description/Calculation
1	Store	The name and ID of the store where the member signed up for the eFrequency program.
2	Sign-Up Date	The date the member signed up for the eFrequency program.
3	Card Type	The name of the card type assigned to the member.
4	Sign-Up Check Number	The number of the POS check associated with the member signing up for the program.

#	Column	Description/Calculation
5	<b>Sign-Up Employee</b>	The last and first name of the employee who owned the check when the member signed up for the program.
6	<b>Member Card Number</b>	The eFrequency member card assigned to the member. You can mask the card number based on an optional setting defined in the eFrequency Configuration wizard.
7	<b>Member Name</b>	The last and first name of the member, as defined in the eFrequency Member wizard. Member Name is blank, when the member's profile data does not contain a first or last name.
8	<b>Last Visit Date</b>	The last date the member used their eFrequency card.
9	<b>Last Visit Store Name</b>	The store name and ID where the member last used their eFrequency card.

# Member Standing by Bonus Plan List

The Member Standing by Bonus Plan List report lists each member, the credits earned, and the outstanding credits they can earn, per bonus plan. You can use this report to estimate when members' rewards will be issued, for budgeting/ordering purposes. The report is not store or date sensitive, meaning the report will show activity for all stores and dates, rather than selected stores or a date range.

The eFrequency information in this report is always available for historical reporting purposes.

1 Bonus Plan	2 Threshold	3 Reward Name	4 Reward Type	5 Member Card Number	6 Member Name	7 Credit Earned	8 Credit Type	9 Outstanding
\$50/50%	250.00							
	\$50.00 Add Value							
		eCard Add Value						
				100000000000062		3.00	Dollars	247.00
				100000000000746	Price, Nick	3.00	Dollars	247.00
				100000000000756		3.00	Dollars	247.00
				100000000000789		9.00	Dollars	241.00
				100000000000019		17.00	Dollars	233.00
				100001111111111	Keathley, Heather	28.00	Dollars	222.00
				100000000000001	Buchanan, Christie	43.47	Dollars	206.53
				100001111111113	Heiker, Vnoe	48.00	Dollars	202.00
				100001111111114	Mint, Franklin	201.50	Dollars	48.50

Figure 12 Member Standing by Bonus Plan List

#	Column	Description/Calculation
1	<b>Bonus Plan</b>	The name of the bonus plan, as defined in the eFrequency Bonus Plan wizard. Lottery bonus plans do not appear on the report.
2	<b>Threshold</b>	The threshold for the reward tier. The lowest threshold is reported first.
3	<b>Reward Name</b>	The name of the reward, as defined in the eFrequency Bonus Plan wizard, that was issued for credit earned on the check.
4	<b>Reward Type</b>	The type of reward assigned to the reward tier. The reward type can be: Reward Voucher, Corporate Issued, Real-Time Discount, or eCard Add Value.

#	Column	Description/Calculation
5	<b>Member Card Number</b>	The eFrequency member card that earned credit for the plan. The card number may be masked based on an optional setting defined in the eFrequency Configuration wizard.
6	<b>Member Name</b>	The last and first name of the member, as defined in the eFrequency Member wizard. Member Name is blank, when the member's profile data does not contain a first or last name. Members without any credit earned for the plan, or members who have met or exceeded the credit needed to earn a reward, do not appear on the report. Please refer to the Reward History by Bonus Plan report to see members who have met or exceeded the reward threshold and received a reward for the plan.
7	<b>Credit Earned</b>	The total credit earned for the reward level. Credit earned could potentially reflect as a negative number, if credit earned on a check prior to the reward being earned is removed. Pending Credit is not included in the Credit Earned amount. Credit is pending until the member check is closed.
8	<b>Credit Type</b>	The type of credit earned on the check. The Credit Type is different based on the bonus plan type: Currency Based = Dollars, Frequency Based = Visits, Items Based = Items, Points Based = Points.
9	<b>Outstanding</b>	The amount of credit that is needed to earn the reward. If the member has earned the reward for that level, the outstanding credit should report as 0 outstanding. The outstanding credit could be greater than the threshold minus credit earned, if the credit earned is a negative value due to credit being removed after issuing a reward.

# Member Visits Detail List

The Member Visits Detail List report indicates the members that generated the most/least number of visits for the selected date range. The report includes activity for all stores.

The eFrequency information in this report is always available for historical reporting purposes.

1 Card Type	2 Member Card Number	3 Member Name	4 Member Visits	5 Member Sales	6 Average Sales per Visit
eFreq					
	10001000010250	Fitzgerald, Kim	25	527.44	21.10
	10001000010257	Andras Cantu, April	13	279.05	21.47
	10001000010258	Robinson, Lida	11	117.58	10.69
	10001000010259	Pince, John	4	46.22	11.56
	10001000010262	Dickson, Sue	3	25.50	8.50
	10001000010261	Keathley, Heather	2	16.71	8.36
	10001000010260	Pince	1	4.29	4.29
eFreq Total:			59	1,016.79	17.23
Grand Total:			59	1,016.79	17.23

Figure 13 Member Visits Detail List

#	Column	Description/Calculation
1	<b>Card Type</b>	The name of the selected card type, as defined in the Card Setup wizard.
2	<b>Member Card Number</b>	The eFrequency member card number that earned credit for the plan during the selected date range. You can mask the card number based on an optional setting defined in the eFrequency Configuration wizard.
3	<b>Member Name</b>	The last and first name of the member, as defined in the eFrequency Member wizard. Member Name is blank, when the member's profile data does not contain a first or last name.
4	<b>Member Visits</b>	The total number of checks to which the member was assigned during the report range.
5	<b>Member Sales</b>	The total sales amount for checks to which members were assigned during the report range.

#	Column	Description/Calculation
6	<b>Average Sales per Visit</b>	The average sales per member visit. (Member Sales/Member Visits)

# Reward History by Bonus Plan List

The Reward History by Bonus Plan List report enables you to view issued rewards, by bonus plan name.

The eFrequency information in this report is always available for historical reporting purposes.

1	2	3	4	5	6	7	8	9
Store	Bonus Plan	Date	Reward Name	Member Card Number	Member Name	Check Number	Member Email	Address
OFallon, MD - 63366	\$50.50%	6/23/2004	\$2 Off Promo	10001000010256	Fitzgerald, Kim	10001	kim@email.com	1320 Tennis Drive Bedford TX 76022
				10001000010257	Andras Cartu, April	10004	april@email.com	123 Main Street Dallas TX 75104
			\$2 Off Promo Total:			2		
			\$50.00 Add Value	10001000010256	Fitzgerald, Kim	10001	kim@email.com	1320 Tennis Drive Bedford TX 76022
			\$50.00 Add Value Total:			1		
		6/23/2004 Total:				3		
	\$50.50% Total:					3		

Figure 14 Reward History by Bonus Plan List

#	Column	Description/Calculation
1	Store	The name and ID of the selected store where reward(s) were earned for the bonus plan.
2	Bonus Plan	The name of the bonus plan, as defined in the eFrequency Bonus Plan wizard. Lottery bonus plans do not appear on the report.
3	Date	The date when the rewards were issued.
4	Reward Name	The name of the reward, as defined in the eFrequency Bonus Plan wizard.
5	Member Card Number	The eFrequency member card that earned the reward. You can mask the card number based on an optional setting defined in the eFrequency Configuration wizard.

#	Column	Description/Calculation
6	<b>Member Name</b>	The last and first name of the member, as defined in the eFrequency Member wizard. Member Name is blank, when the member's profile data does not contain a first or last name.
7	<b>Check Number</b>	The POS check number for which the member earned the reward.
8	<b>Member Email</b>	The email address of the member, as defined in the eFrequency Member wizard. Member Email is blank, if the member's profile data does not contain an email address.
9	<b>Member Address</b>	The Street 1, Street 2, City, State, and Postal Code of the member, as defined in the eFrequency Member wizard. Member Address is blank, if the member's profile data does not contain the Street 1, Street 2, City, State, or Postal Code. A maximum of 150 characters (2 lines of 75 each) can display in the column.

# Reward Status List

The Reward Status List report displays a list of members who earned a reward, during the selected date range, that was rejected or queued. Rewards are rejected or queued based on the Company Configuration settings in the eFrequency Configuration wizard. The report will include activity for all stores.

Rewards that were initially queued but issued on a subsequent check within the selected date range do not appear on the report.

The eFrequency information in this report is always available for historical reporting purposes.

1	2	3	4	5	6	7
Date	Member Card Number	Bonus Plan	Member Name	Reward Name	Reward Type	Reward Status
07/01/2004	10001000010261	Lottery	Keathley, Heather	Lotto RT Comp	Real-Time Discount	Queued

Figure 15 Reward Status List

#	Column	Description/Calculation
1	<b>Date</b>	The date a reward was earned, but rejected or queued.
2	<b>Member Card Number</b>	The eFrequency member card that earned the reward. The card number may be masked based on an optional setting defined in the eFrequency Configuration wizard.
3	<b>Bonus Plan</b>	The name of the bonus plan, as defined in the eFrequency Bonus Plan wizard.
4	<b>Member Name</b>	The last and first name of the member, as defined in the eFrequency Member wizard. Member Name is blank, when the member's profile data does not contain a first or last name.

#	Column	Description/Calculation
5	<b>Reward Name</b>	The name of the reward, as defined in the eFrequency Bonus Plan wizard, that was earned on the check.
6	<b>Reward Type</b>	The type of reward earned. The reward type can be: Reward Voucher, Corporate Issued, Real-Time Discount, or eCard Add Value.
7	<b>Reward Status</b>	The status of the reward that was earned on the check. The status could be Rejected or Queued, based on the Company defined setting in the eFrequency Configuration wizard.

