



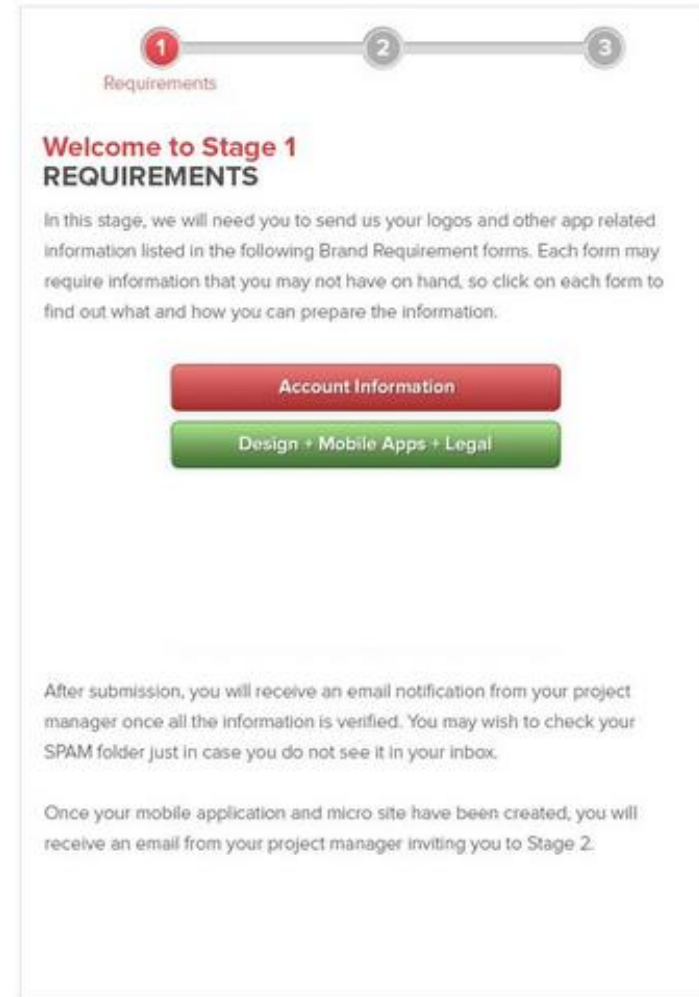
TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE PACK – USER GUIDE

SECTION 1 : GETTING STARTED

How to set up your account for the first time

GETTING STARTED > STAGE 1 REQUIREMENTS



1 Requirements 2 3

Welcome to Stage 1 REQUIREMENTS

In this stage, we will need you to send us your logos and other app related information listed in the following Brand Requirement forms. Each form may require information that you may not have on hand, so click on each form to find out what and how you can prepare the information.

Account Information

Design + Mobile Apps + Legal

After submission, you will receive an email notification from your project manager once all the information is verified. You may wish to check your SPAM folder just in case you do not see it in your inbox.

Once your mobile application and micro site have been created, you will receive an email from your project manager inviting you to Stage 2.

If this is your first time accessing your Tao Of Shop dashboard, you will be taken through a quick intro, namely the 3 stages of your Tao Of Shop project. After the intro, this will be the first stage you will arrive at - The Brand Requirements gathering stage. Click on each colored option bar to open up the webform/s for your file submission.



GETTING STARTED > STAGE 2 REVIEW

1

Requirements

2

Review

3

Welcome to Stage 2 REVIEW

1. Do note that you would have received your Android application files and micro site link from your project manager. If not, please check your SPAM email folder.
2. Next, click on 'Tour' to start learning how to use the dashboard features. Individual tours for each feature of the dashboard can be activated at anytime.
3. Start creating and publishing TEST content so that you can view it through the mobile application and micro site.
4. Next, click [here](#) to download the checklist and go through it to ensure you are able to use all the features.
5. If you have any feedback, indicate it on the checklist and send it to us using this [form](#).

Click on the Stage 2 icon to return to this page anytime.

Once you have submitted the required files to your Project Manager, you will be activated to Stage 2 of the project. By this stage, you will have your mobile app sent to you and ready for your review. Follow the steps as indicated on this page to complete your app REVIEW



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

GETTING STARTED > STAGE 3 GO LIVE

1

2

3

RequirementsReviewGo Live

Welcome to Stage 3
LET'S GO LIVE!

Your project is now ready to Go Live!

Please click [here](#) to send us your approval and select an available Go Live! date.

Month

August 2014

Date

15th

SUBMIT

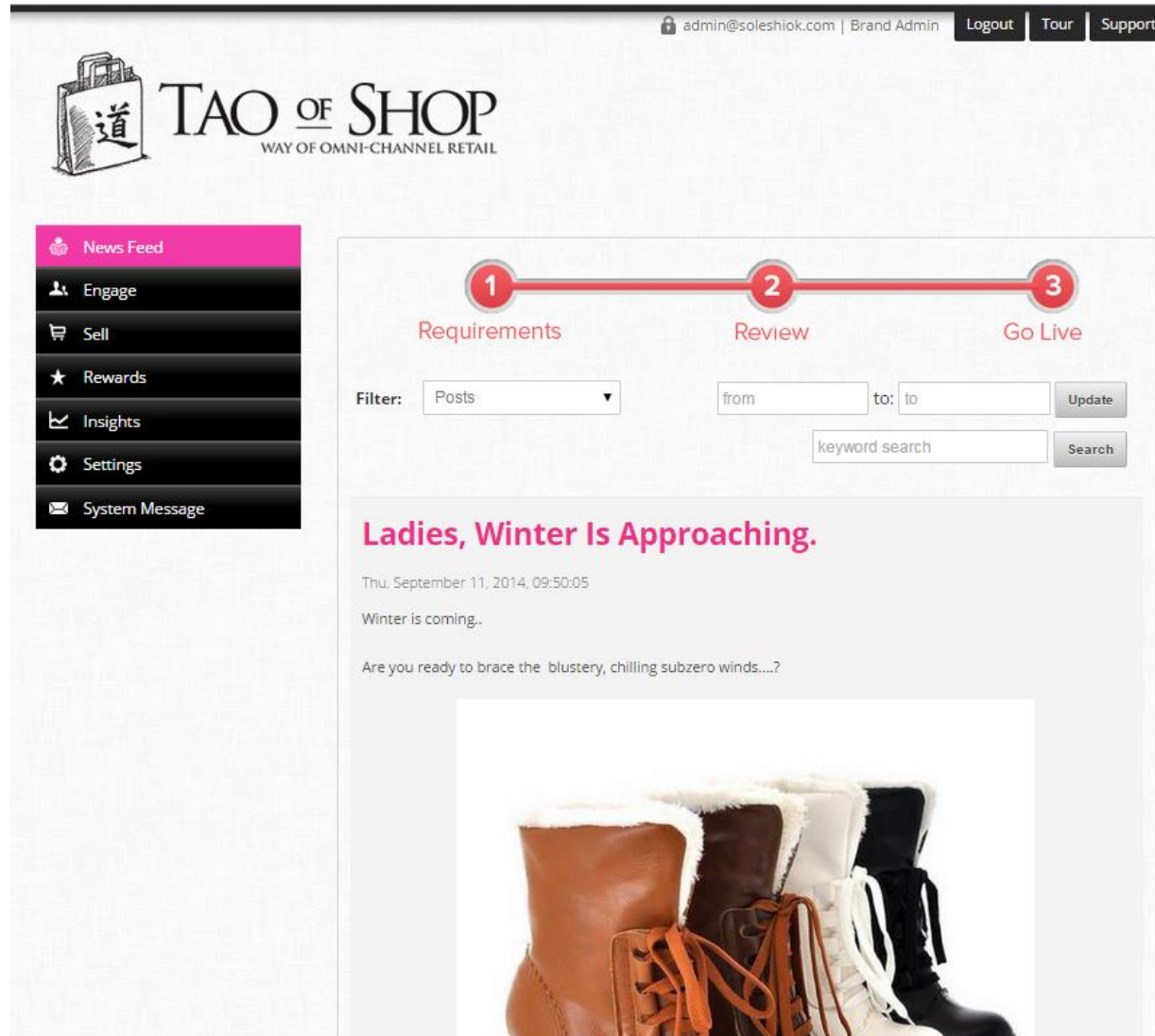
Please choose a date at least 7 days prior to your actual launch date. You may wish to continue using the dashboard to create more content OR plan your marketing content for roll out.

Once you approve your app at Stage 2, your project manager will activate Stage 3 of your project . This is when your project is ready to Go Live. You will be selecting an available date on this page. Before your launch date, ensure that your team is actively creating content and marketing collaterals.




SECTION 2 : YOUR NEWSFEED

This is your content repository - where you can view,
edit your posts, coupons that you have already
created



The screenshot shows the TAO OF SHOP admin dashboard. At the top right, there is a navigation bar with the email 'admin@soleshiok.com', the role 'Brand Admin', and links for 'Logout', 'Tour', and 'Support'. The main header features the TAO OF SHOP logo, which includes a shopping bag icon with the Chinese character '道' (Dào) and the tagline 'WAY OF OMNI-CHANNEL RETAIL'. On the left side, there is a vertical sidebar with several menu items: 'News Feed' (highlighted in pink), 'Engage', 'Sell', 'Rewards', 'Insights', 'Settings', and 'System Message'. The main content area displays a progress bar with three steps: '1 Requirements', '2 Review', and '3 Go Live'. Below the progress bar, there are search filters including a 'Filter:' dropdown set to 'Posts', date range inputs ('from' and 'to'), and a 'keyword search' field. The primary content is a post titled 'Ladies, Winter Is Approaching.' dated 'Thu, September 11, 2014, 09:50:05'. The post text reads: 'Winter is coming,. Are you ready to brace the blustery, chilling subzero winds....?'. Below the text is a photograph of four winter boots: two brown, one white, and one black.

Once you log in to your admin dashboard , the Newsfeed will be the default view. It is a repository of your created content. Before we come to that, let's look at the available modules. Click on the Tour tab found on the top right corner to activate the page tour



TAO OF SHOP

WAY OF OMNI-CHANNEL RETAIL

News Feed

Engage

Sell

Rewards

Insights

Settings

System Message

Home or News Feed

On the side navigation panel, you will find your 4 main modules & settings. Click NEXT to get a snapshot of each module function.

Previous

Next

admin@soleshiok.com | Brand Admin

Logout

Tour

Support

ENGAGEMENTS	
Current Month's Usage	
0	
Current Month's Balance	Top-up Balance
0	0
REFRESH	

from

to

Update

keyword search

Search


Boots + Heels + Shoes = ?

Fri, October 24, 2014, 02:32:52

That's right, you got it! WEDGE!

DEFINITION: Wedge boots, wedgies or lifties are shoes and boots with a sole in the form of a wedge so that one piece of material, normally rubber, serves as both the sole and the heel.

The side navigation panel offers a quick access to each of the main modules. If you are under the ENGAGE/ ENGAGE PLUS pack, the SELL module will be unavailable. To upgrade, please contact SingTel sales



TAO OF SHOP

WAY OF OMNI-CHANNEL RETAIL

admin@soleshiok.com | Brand Admin

Logout

ENGAGEMENT	
Current Month	0
Current Month's Balance	0

REFRESH

News Feed

Engage

Sell

Rewards

Insights

Settings

System Message

Engage

Create content, messages and coupons

Previous

Next

from

to

to

keyword search

Boots + Heels + Shoes = ?

Fri, October 24, 2014, 02:32:52

That's right. you got it! WEDGE!

DEFINITION: Wedge boots, wedgies or lifties are shoes and boots with a sole in the form of a wedge so piece of material, normally rubber, serves as both the sole and the heel.

Introducing you F21 latest heels!



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL



admin@soleshiok.com | Brand Admin

Logout

Tour

Support

ENGAGEMENTS

Current Month's Usage

0

Current Month's
Balance

0

Top-up Balance

0

REFRESH



News Feed



Engage



Sell



Rewards



Insights



Settings



System Message

Filter:

Posts

from

to: to

Update

keyword search

Search

Rewards

Manage Rewards and Redemption

Previous

Next

That's right, you got it! WEDGE!

DEFINITION: Wedge boots, wedgies or lifties are shoes and boots with a sole in the form of a wedge so that one piece of material, normally rubber, serves as both the sole and the heel.

Introducing you F21 latest heels!

You know what they say.. about heels for ladies..

Be it, High Heels, Wedgies, Boots with heels..



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

NEWSFEED

admin@soleshiok.com | Brand Admin Logout Tour Su

TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

News Feed Engage Sell Rewards Insights Settings System Message

Filter: Posts from to: to Update

keyword search Search

Insights Heels + Shoes = ?
View Analytics

Previous Next

DEFINITION: Wedge boots, wedgies or lifties are shoes and boots with a sole in the form of a wedge so that one piece of material, normally rubber, serves as both the sole and the heel.

Introducing you F21 latest heels!

You know what they say.. about heels for ladies..
Be it, High Heels, Wedgies, Boots with heels..

"To wear dreams on one's feet is to begin to give reality to one's dreams." - Roger Vivier

ENGAGEMENTS	
Current Month's Usage	
0	
Current Month's Balance	Top-up Balance
0	0
REFRESH	

- An overview of Insights data is offered to all our pack subscribers.
- A detailed insights data breakdown is only available to Retail packs.



TAO OF SHOP

WAY OF OMNI-CHANNEL RETAIL

ENGAGEMENTS	
Current Month's Usage	
0	
Current Month's Balance	Top-up Balance
0	0
REFRESH	

- News Feed
- Engage
- Sell
- Rewards
- Insights
- Settings
- System Message

Filter: Posts

fromto: to

Update

keyword search

Search

Boots + Heels + Shoes = ?

Settings

Reset your account password and view Account Activity details

Previous

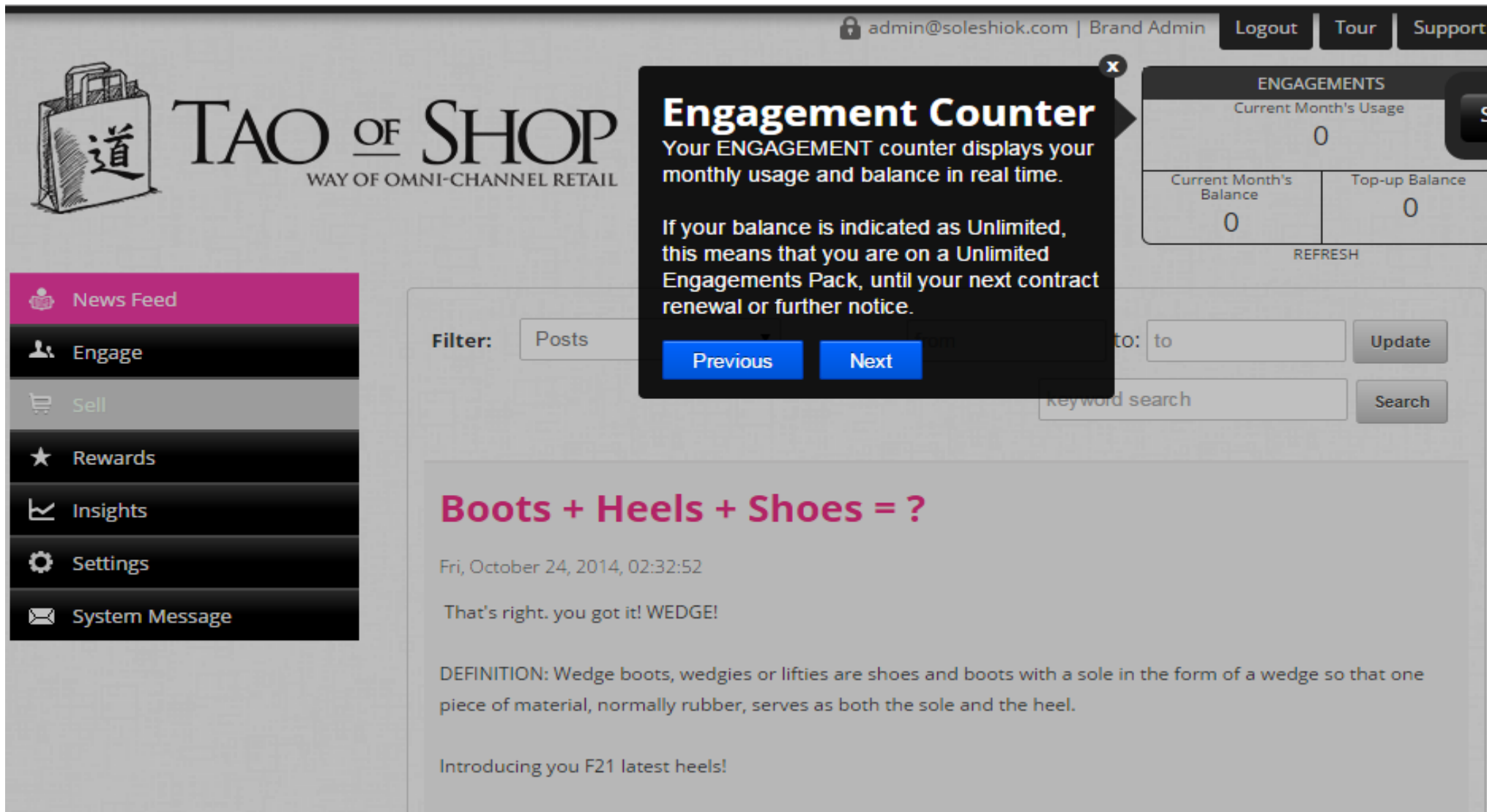
Next

wedgies or lifties are shoes and boots with a sole in the form of a wedge so that one piece of material, normally rubber, serves as both the sole and the heel.

Introducing you F21 latest heels!

You know what they say.. about heels for ladies..
Be it, High Heels, Wedgies, Boots with heels..





The screenshot displays the TAO OF SHOP admin dashboard. At the top, the user is logged in as 'admin@soleshiok.com' with roles 'Brand Admin', 'Logout', 'Tour', and 'Support'. The dashboard includes a sidebar with navigation links: News Feed (highlighted), Engage, Sell, Rewards, Insights, Settings, and System Message. The main content area shows a post titled 'Boots + Heels + Shoes = ?' dated 'Fri, October 24, 2014, 02:32:52'. The post text reads: 'That's right. you got it! WEDGE! DEFINITION: Wedge boots, wedgies or lifties are shoes and boots with a sole in the form of a wedge so that one piece of material, normally rubber, serves as both the sole and the heel. Introducing you F21 latest heels!'. An 'Engagement Counter' overlay is present, stating: 'Your ENGAGEMENT counter displays your monthly usage and balance in real time. If your balance is indicated as Unlimited, this means that you are on a Unlimited Engagements Pack, until your next contract renewal or further notice.' The counter shows 'Current Month's Usage' as 0 and 'Current Month's Balance' as 0, with a 'Top-up Balance' of 0 and a 'REFRESH' button. A search bar and 'Update' button are also visible.

- Engagements are defined as : Coupon downloads, click to view private posts, in-store check-in, earning and redemption of rewards

admin@soleshiok.com | Brand Admin
Logout
Tour
Support

TAO OF SHOP

WAY OF OMNI-CHANNEL RETAIL

ENGAGEMENTS	
Current Month's Usage	
0	
Current Month's Balance	Top-up Balance
0	0

REFRESH

- News Feed
- Engage
- Sell
- Rewards
- Insights
- Settings
- System Message

Filter: Posts
from to: to
Update

keyword search
Search

For a more detailed statement, check under Settings > Account Activity.

Previous
Next

Boots = ?

Fri, October 24, 2014, 02:32:52

That's right. you got it! WEDGE!

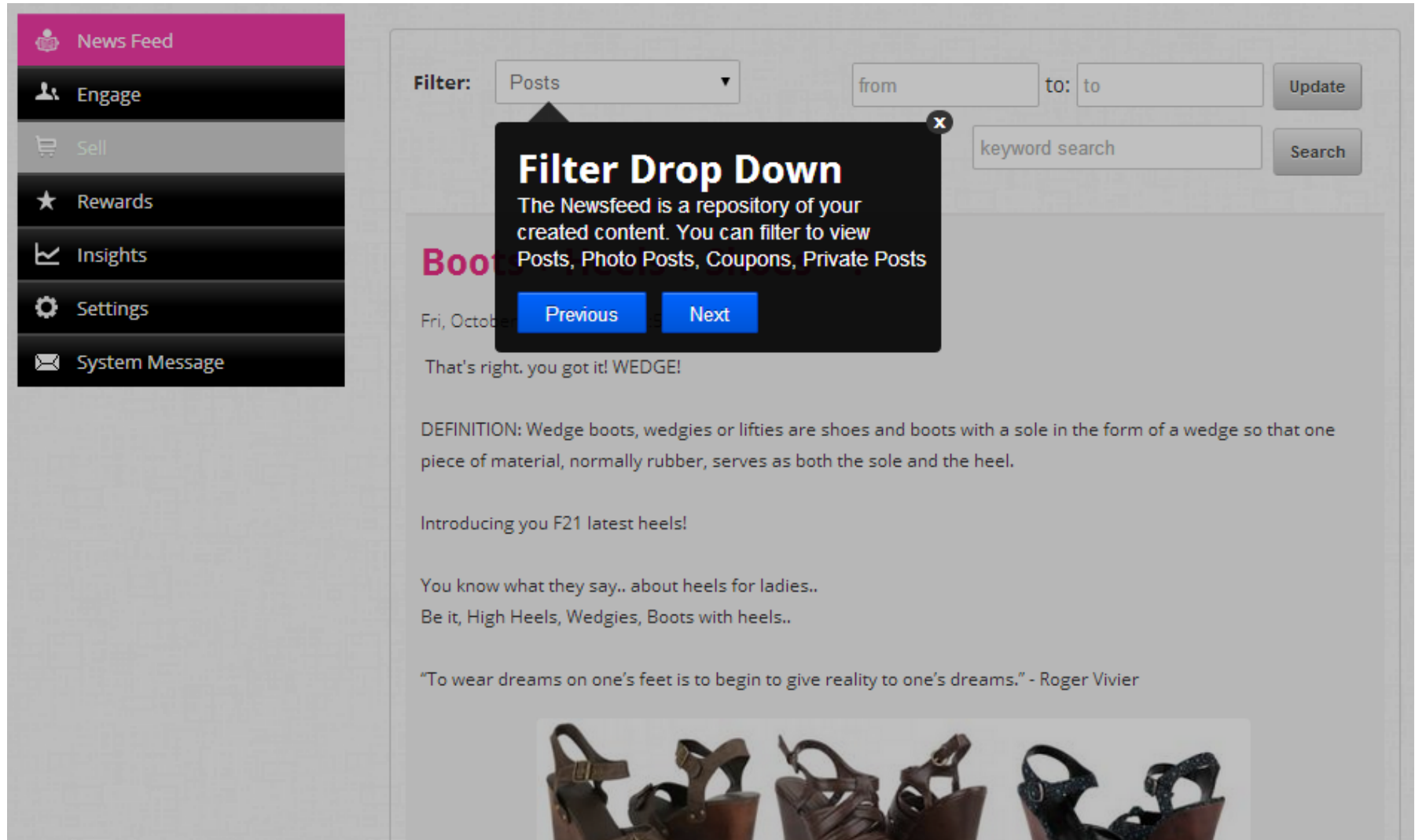
DEFINITION: Wedge boots, wedgies or lifties are shoes and boots with a sole in the form of a wedge so that one piece of material, normally rubber, serves as both the sole and the heel.

Introducing you F21 latest heels!

- Let's take a quick look at the other features on your Newsfeed before we go into detail for your Engage, Rewards and Insights module.



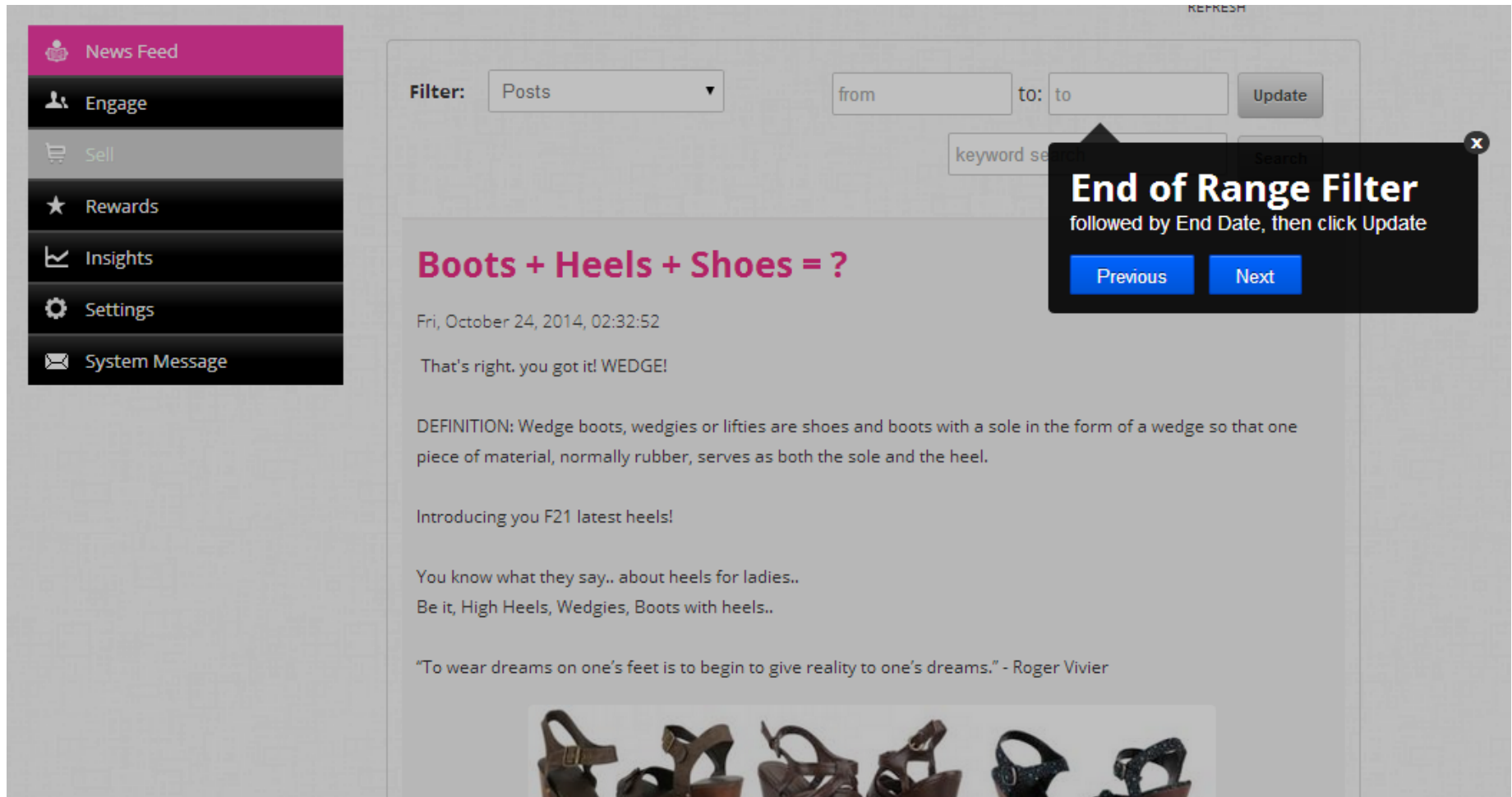
NEWSFEED



- Note : Private Posts available to ENGAGE Premium and all RETAIL packs.

The screenshot shows a web application interface. On the left is a vertical sidebar with a pink header 'News Feed' and several menu items: 'Engage', 'Sell', 'Rewards', 'Insights', 'Settings', and 'System Message'. The main content area has a 'Filter:' section with a dropdown menu set to 'Posts'. To the right of the dropdown are input fields for 'from' and 'to' dates, followed by an 'Update' button. A modal window titled 'Start of Range Filter' is open, displaying the text: 'You can also filter according to a specific date range. Enter the Start Date via a pop out calendar'. Below this text are two blue buttons labeled 'Previous' and 'Next'. The background content of the feed includes a post titled 'Boots + Heels + Shoes =' dated 'Fri, October 24, 2014, 02:32:52'. The post text reads: 'That's right, you got it! WEDGE! DEFINITION: Wedge boots, wedgies or lifties are shoes and boots with a sole in the form of a wedge so that one piece of material, normally rubber, serves as both the sole and the heel. Introducing you F21 latest heels! You know what they say.. about heels for ladies.. Be it, High Heels, Wedgies, Boots with heels.. "To wear dreams on one's feet is to begin to give reality to one's dreams." - Roger Vivier'. At the bottom of the post is a photograph of several pairs of high-heeled shoes.

- Tip : Once you've selected the Start and End date, remember to click ' Update'.



- Note : A wider date range will take a longer time for the page to load as the system is combing through tons of data!



News Feed

Engage

Sell

Rewards

Insights

Settings

System Message

Filter: Posts
from
to: to
Update

keyword search
Search

Boots + Heels + Shoes = ?

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Be it, High Heels, Wedgies, Boots with heels..

"To wear dreams on one's feet is to begin to give reality to one's dreams." - Roger Vivier



Keyword Search

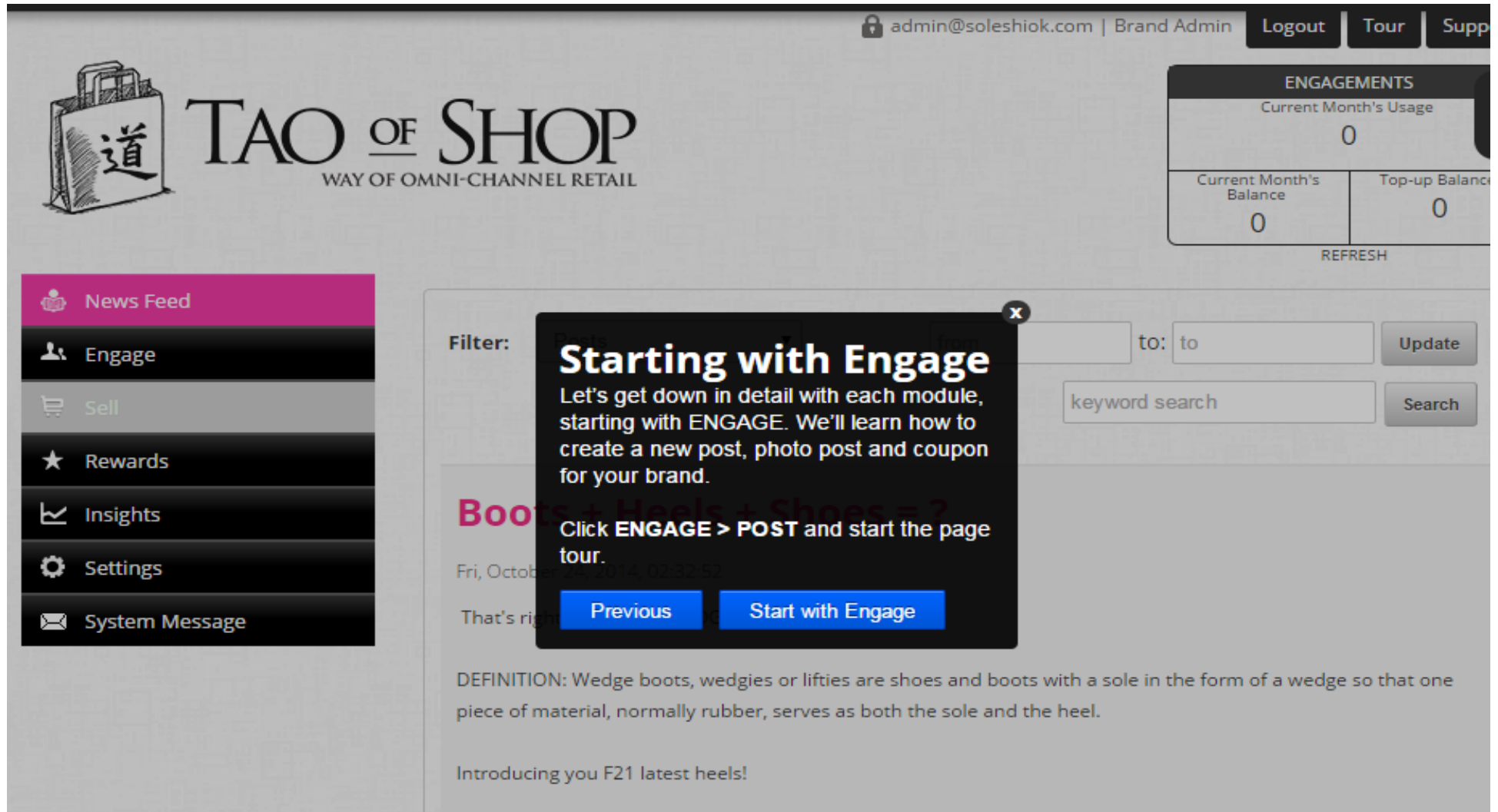
You can also do a keyword search. This pulls content based on the filter type.

Example, if you're searching for coupons with the keyword 'festive', your filter should be set to COUPONS before you enter the keyword in the search field.

Previous
Next

- Tip : Always check that your Filter type (Post, Photo post, Coupon etc.) is selected first





The screenshot displays the TAO OF SHOP admin dashboard. At the top right, the user is logged in as 'admin@soleshiok.com | Brand Admin' with links for 'Logout', 'Tour', and 'Supp'. The main header features the TAO OF SHOP logo and the tagline 'WAY OF OMNI-CHANNEL RETAIL'. On the right, an 'ENGAGEMENTS' summary table shows 'Current Month's Usage' and 'Current Month's Balance' both at 0, with a 'Top-up Balance' of 0 and a 'REFRESH' button.

The left sidebar contains navigation links: 'News Feed' (highlighted in pink), 'Engage', 'Sell', 'Rewards', 'Insights', 'Settings', and 'System Message'. The main content area shows a 'Filter:' section and a list of posts. A modal window titled 'Starting with Engage' is overlaid on the content, providing instructions: 'Let's get down in detail with each module, starting with ENGAGE. We'll learn how to create a new post, photo post and coupon for your brand.' It includes a 'Click ENGAGE > POST and start the page tour.' instruction and two buttons: 'Previous' and 'Start with Engage'.


Below the modal, a post titled 'Boots + Heels + Shoes = ?' is visible, dated 'Fri, October 24, 2014, 02:32:52'. The post content includes a definition: 'DEFINITION: Wedge boots, wedgies or lifties are shoes and boots with a sole in the form of a wedge so that one piece of material, normally rubber, serves as both the sole and the heel.' and a line 'Introducing you F21 latest heels!'.

- Each page comes with an individual Tour. When you're ready to start with any of the modules listed in the side navigation, click on the module name and scroll to the desired submodule. E.g. ENGAGE > NEW POST

SECTION 2 : ENGAGE FEATURES

How to create, edit, delete posts and coupons

ENGAGE > NEW POST



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

admin@soleshiok.com | Brand Admin

Logout

Tour

ENGAGEMENTS

Current Month's Usage	
0	
Current Month's Balance	Top-up Balance
0	0

REFRESH

News Feed

Engage

New Post

New Photo(s)

New Coupon

Sell

Rewards

Insights

Settings

System Message

Filter: Posts

from

to:

to

Update

keyword search

Search

Boots + Heels + Shoes = ?

Fri, October 24, 2014, 02:32:52


That's right. you got it! WEDGE!

DEFINITION: Wedge boots, wedgies or lifties are shoes and boots with a sole in the form of a wedge so that one piece of material, normally rubber, serves as both the sole and the heel.

Introducing you F21 latest heels!

- From the side navigation, click on ENGAGE > New Post to load the page

ENGAGE > NEW POST



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL


admin@soleshiok.com | Brand Admin


Logout

Tour

S

ENGAGEMENTS	
Current Month's Usage	
0	
Current Month's Balance	Top-up Ba
0	0
REFRESH	


 News Feed


 Engage


▶ New Post


▶ New Photo(s)


▶ New Coupon

 Sell

 Rewards

 Insights

 Settings

 System Message

New Post

Add Headers

30 characters left

Post Type:

- ☒ Image Post
- ☐ Product Post
- ☐ External URL Post
- ☐ Video(Youtube) Post

Select image file:

Choose File No file chosen

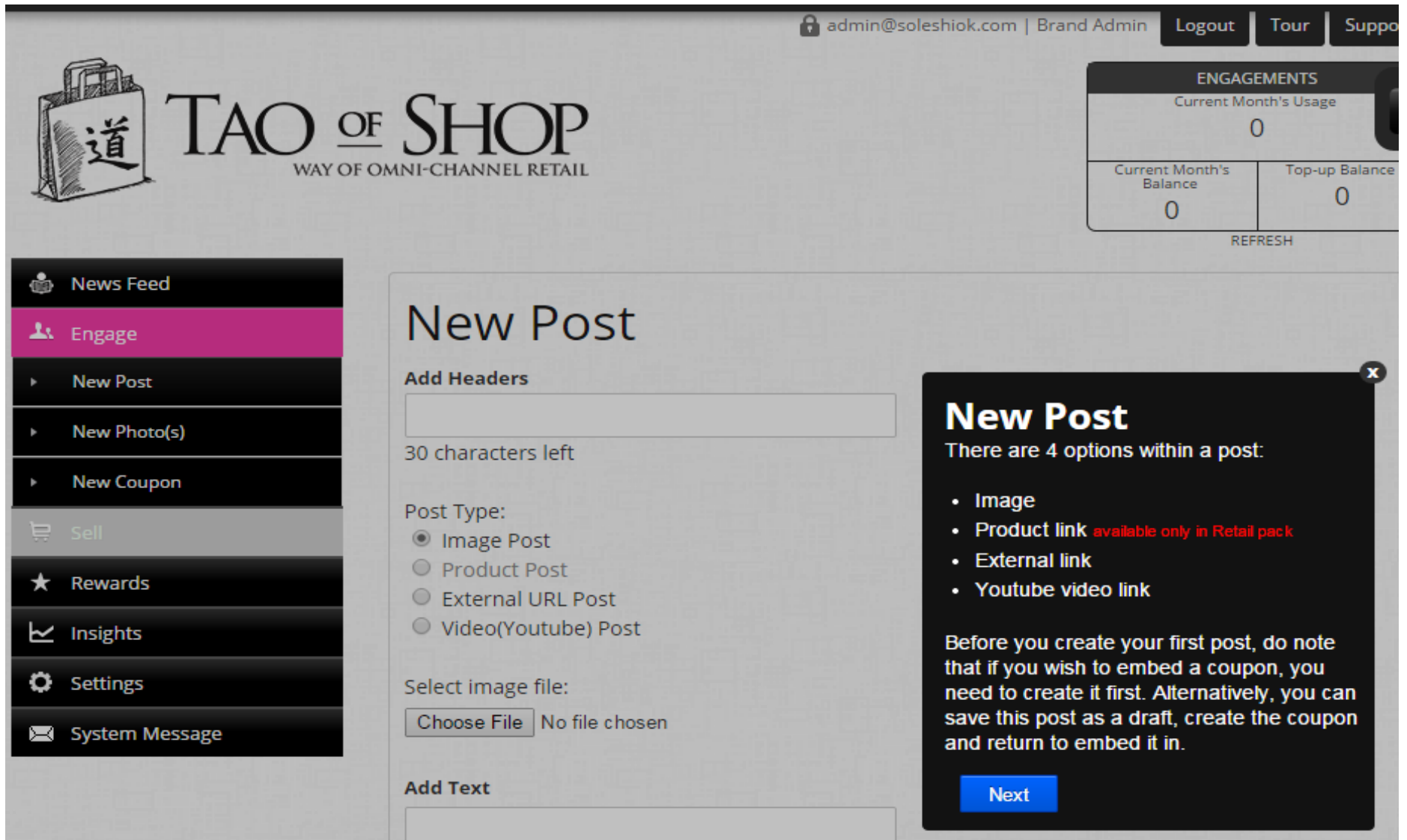
Add Text

- Once the page loads, activate your page Tour. (top right corner of your dashboard)




TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW POST



admin@soleshiok.com | Brand Admin Logout Tour Support

 **TAO OF SHOP**
WAY OF OMNI-CHANNEL RETAIL

ENGAGEMENTS
Current Month's Usage
0
Current Month's Balance
0
Top-up Balance
0
REFRESH

News Feed
Engage
New Post
New Photo(s)
New Coupon
Sell
Rewards
Insights
Settings
System Message

New Post

Add Headers

30 characters left

Post Type:

- ☒ Image Post
- ☐ Product Post
- ☐ External URL Post
- ☐ Video(Youtube) Post

Select image file:

Choose File No file chosen

Add Text

New Post

There are 4 options within a post:

- Image
- Product link **available only in Retail pack**
- External link
- Youtube video link

Before you create your first post, do note that if you wish to embed a coupon, you need to create it first. Alternatively, you can save this post as a draft, create the coupon and return to embed it in.

Next

- When the Tour start, you can then see the pop out messages appearing next to the relevant features. You can click NEXT to go to the next pop out, or PREVIOUS to revisit any of the last pop outs.


ENGAGE > NEW POST



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGEMENTS	
Current Month's Usage	
0	
Current Month's Balance	Top-up Balance
0	0
REFRESH	

 News Feed

 Engage


▶ New Post

▶ New Photo(s)


▶ New Coupon

 Sell

★ Rewards

 Insights

 Settings

 System Message

New Post

Add Headers

30 characters left

Post Type:

- ☒ Image Post
- ☐ Product Post
- ☐ External URL Post
- ☐ Video(Youtube) Post

Select image file:

No file chosen

Post Title

Enter your header/title, up to 30 characters

Previous


Next

- Note : If you notice any greyed out features, this means that they are unavailable in your current pack.



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW POST




TAO OF SHOP


WAY OF OMNI-CHANNEL RETAIL

admin@soleshiok.com | Brand Admin

LogoutTourSup

ENGAGEMENTS	
Current Month's Usage	
0	
Current Month's Balance	Top-up Balance
0	0
REFRESH	


 News Feed


 Engage


▶ New Post


▶ New Photo(s)


▶ New Coupon

 Sell

 Rewards

 Insights

 Settings

 System Message

New Post

Add Headers

30 characters left

Post Type:

☒ Image Post

Image Post

If you wish to insert an image, leave this checked.

Select image file

Previous

Next



TAO OF SHOP

WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW POST

News Feed

Engage

New Post

New Photo(s)

New Coupon

Sell

Rewards

Insights

Settings

System Message

New Post

Add Headers

30 characters left

Post Type:

- ☒ Image Post
- ☐ Product Post
- ☐ External URL Post
- ☐ Video(Youtube) Post

Select image file:

Choose File No file chosen

Select an image file saved in your computer. The ideal dimension is a 1:1 ratio, 500x500 px and above with a maximum file size of 2mb.

Previous Next

Add Coupon

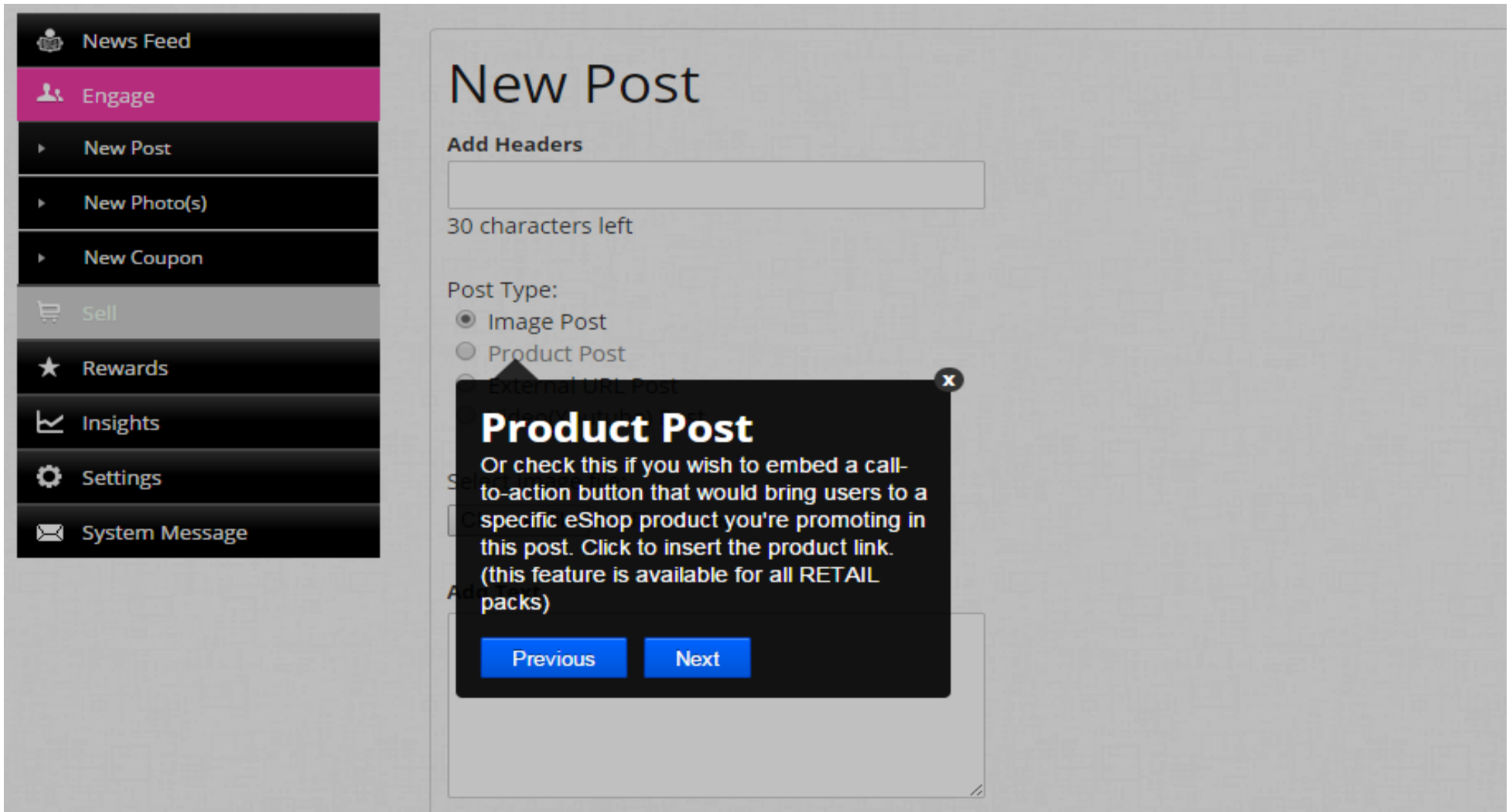
No Coupon

- Tip : The background color of your image should be standardized, preferably a clean white, neutral color.



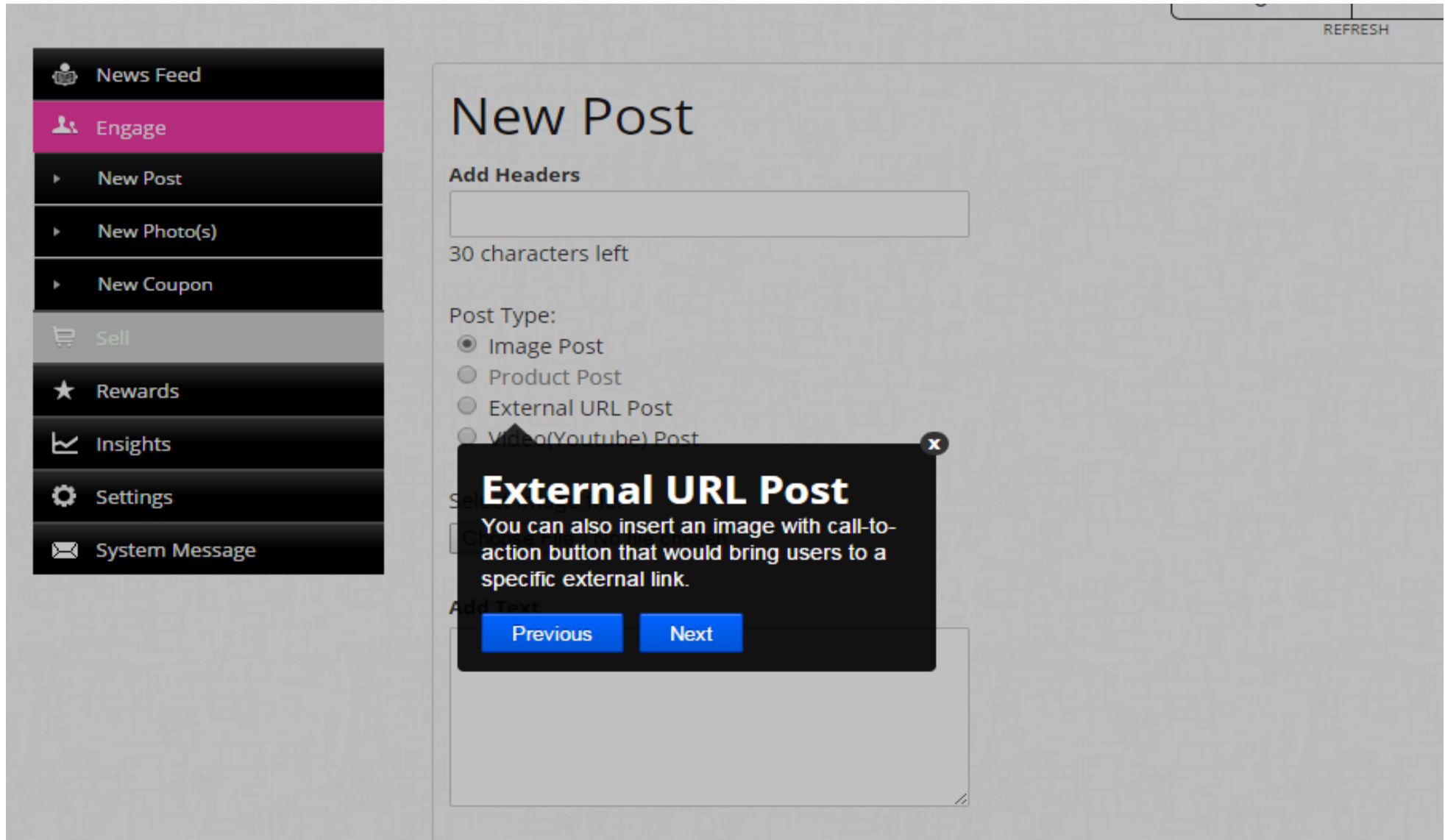
TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW POST



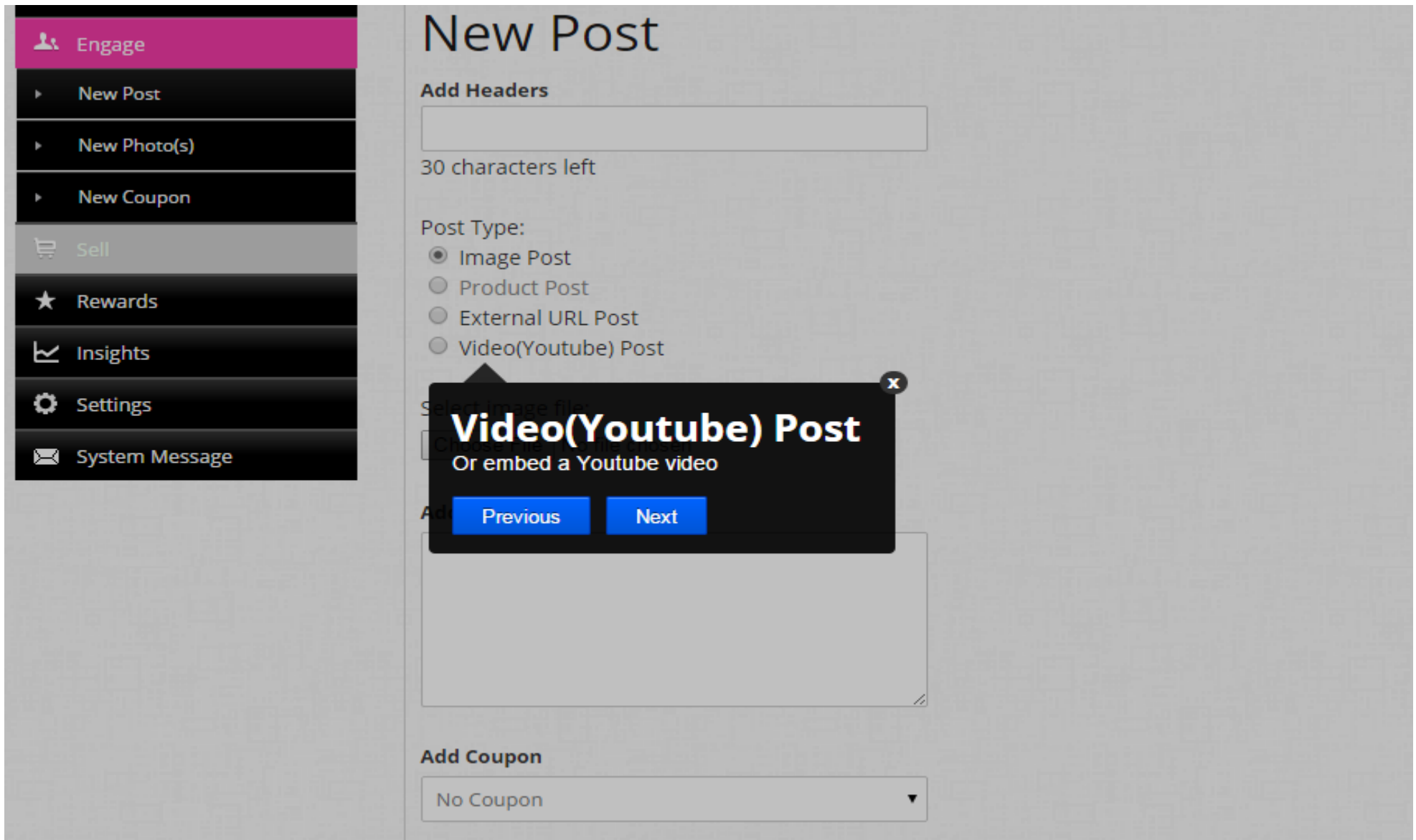
- Note : This feature is available for Retail packs

ENGAGE > NEW POST



- Note : From time to time, always check that the external link is working

ENGAGE > NEW POST



- Tip : Check that the video settings is set for public viewing

ENGAGE > NEW POST

The screenshot shows the 'New Post' form in the 'Engage' section. The left sidebar contains navigation options: News Feed, Engage (highlighted), New Post, New Photo(s), New Coupon, Sell, Rewards, Insights, Settings, and System Message. The main form area is titled 'New Post' and includes the following sections:

- Add Headers:** A text input field with a character count of '30 characters left'.
- Post Type:** Radio buttons for Image Post (selected), Product Post, External URL Post, and Video(Youtube) Post.
- Select image file:** A 'Choose File' button and the text 'No file chosen'.
- Add Text:** A large text input field for the post description.
- Add Coupon:** A dropdown menu currently showing 'No Coupon'.

A black tooltip box with a close button (x) is positioned over the 'Add Text' field. It contains the text: **Post Description**
Next, fill in the description, up to 2000 characters including spaces. Below the text are two blue buttons: 'Previous' and 'Next'.

- Tip : Once you start inputting content in this field, there would be a character counter to help ensure that you're within the character limitation.



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW POST

The screenshot shows a web interface for creating a new post. On the left is a dark sidebar with a gear icon for 'Settings' and an envelope icon for 'System Message'. The main area has a light gray background. At the top, it says 'Select image file:' with a 'Choose File' button and 'No file chosen' text. Below is a large text area labeled 'Add Text'. Then, there's a section labeled 'Add Coupon' with a dropdown menu currently showing 'No Coupon'. At the bottom, there's a 'Type of Post' section with two dropdown menus: 'Public Post' and 'Post Now'. Below these are two checkboxes: 'Post to Facebook' and 'Post to Twitter'. A black tooltip with a close button (X) is overlaid on the right side, pointing to the 'Add Coupon' dropdown. The tooltip contains the title 'Add Coupon' and the text: 'Coupons are pre-created. If you have no coupons at this stage, leave this option under 'No Coupon'. You can always save your post as a draft and come back when your coupon is ready'. At the bottom of the tooltip are two blue buttons: 'Previous' and 'Next'.

Settings

System Message

Select image file:

Choose File No file chosen

Add Text

Add Coupon

No Coupon

Type of Post

Public Post

Post Now

☐ Post to Facebook

☐ Post to Twitter

Add Coupon

Coupons are pre-created. If you have no coupons at this stage, leave this option under 'No Coupon'. You can always save your post as a draft and come back when your coupon is ready

Previous Next

- Engage and Engage Plus packs : coupons can be set for usage In-store.
- Engage Premium & all Retail packs : coupons can be set for usage In-store, Online, Both. Click to find out the [preferred flow for coupon creation](#)



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW POST

The screenshot shows the 'NEW POST' interface in the ENGAGE system. At the top right, there are two buttons: 'Start Tour' and 'End Tour'. Below these, on the left side, is a section titled 'Add Coupon' with a dropdown menu currently set to 'No Coupon'. Further down is the 'Type of Post' section, which includes two dropdown menus: 'Public Post' and 'Post Now'. Below these are two checkboxes: 'Post to Facebook' and 'Post to Twitter'. At the bottom left of this section are 'Save' and 'Publish' buttons. A tooltip titled 'Post Type' is open, pointing to the 'Public Post' dropdown. The tooltip contains the following text: 'Select to publish your post as a Public or Private Post. Use the **Private Post** function when you wish to send private messages based on Consumers' actions or to a selected consumer database.' Below this text is a note: 'NOTE: **Private Post** is not available for ENGAGE & ENGAGE Plus packs)'. At the bottom of the tooltip are 'Previous' and 'Next' buttons, and further right, 'EDIT' and 'DELETE' buttons are partially visible.

Start Tour End Tour

Add Coupon

No Coupon ▼

Type of Post

Public Post ▼

Post Now ▼

☐ Post to Facebook

☐ Post to Twitter

Save Publish

Post Type

Select to publish your post as a Public or Private Post. Use the **Private Post** function when you wish to send private messages based on Consumers' actions or to a selected consumer database.

NOTE: **Private Post** is not available for ENGAGE & ENGAGE Plus packs)

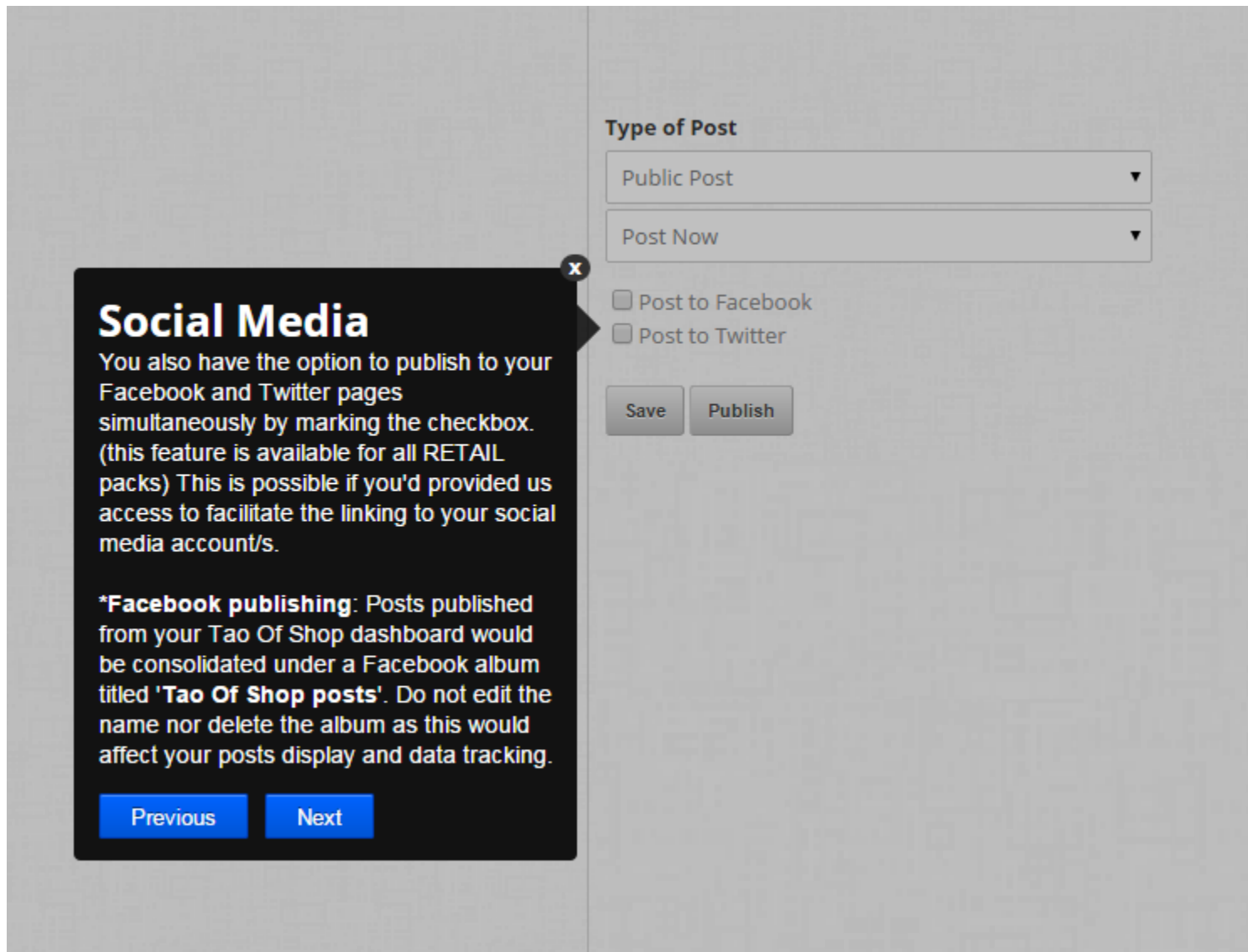
Previous Next EDIT DELETE

- Note : This feature is available for Engage Premium & all Retail packs



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW POST



The screenshot shows a web interface for creating a new post. On the left, a black tooltip titled 'Social Media' provides information about publishing to Facebook and Twitter. The main form on the right includes a 'Type of Post' section with two dropdown menus (currently showing 'Public Post' and 'Post Now'), two checkboxes for 'Post to Facebook' and 'Post to Twitter', and 'Save' and 'Publish' buttons.

Social Media
You also have the option to publish to your Facebook and Twitter pages simultaneously by marking the checkbox. (this feature is available for all RETAIL packs) This is possible if you'd provided us access to facilitate the linking to your social media account/s.

***Facebook publishing:** Posts published from your Tao Of Shop dashboard would be consolidated under a Facebook album titled '**Tao Of Shop posts**'. Do not edit the name nor delete the album as this would affect your posts display and data tracking.

Previous Next

Type of Post

Public Post ▼

Post Now ▼

☐ Post to Facebook

☐ Post to Twitter

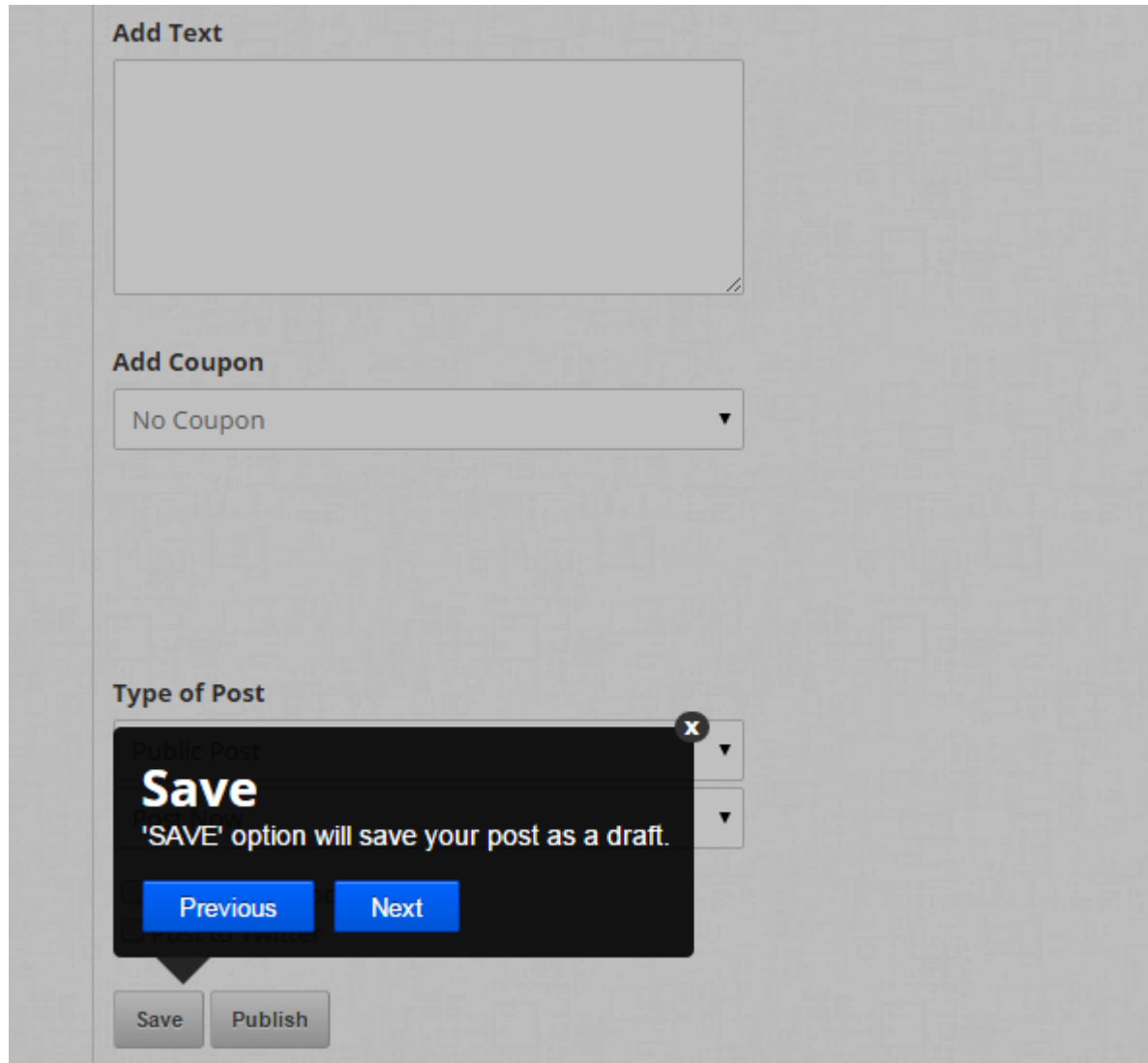
Save Publish

- Note : The publishing to Facebook and Twitter is only available for all Retail packs



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW POST



The screenshot shows a web form for creating a new post. It includes a text area labeled 'Add Text', a coupon dropdown menu labeled 'Add Coupon' with 'No Coupon' selected, and a 'Type of Post' section with two dropdown menus. A black modal box with the title 'Save' is overlaid on the 'Type of Post' section, containing the text 'Public Post', 'Save', and 'SAVE option will save your post as a draft.' Below the modal are 'Previous' and 'Next' buttons. At the bottom of the form are 'Save' and 'Publish' buttons.

Add Text

Add Coupon

No Coupon

Type of Post

Public Post

Save

'SAVE' option will save your post as a draft.

Previous Next

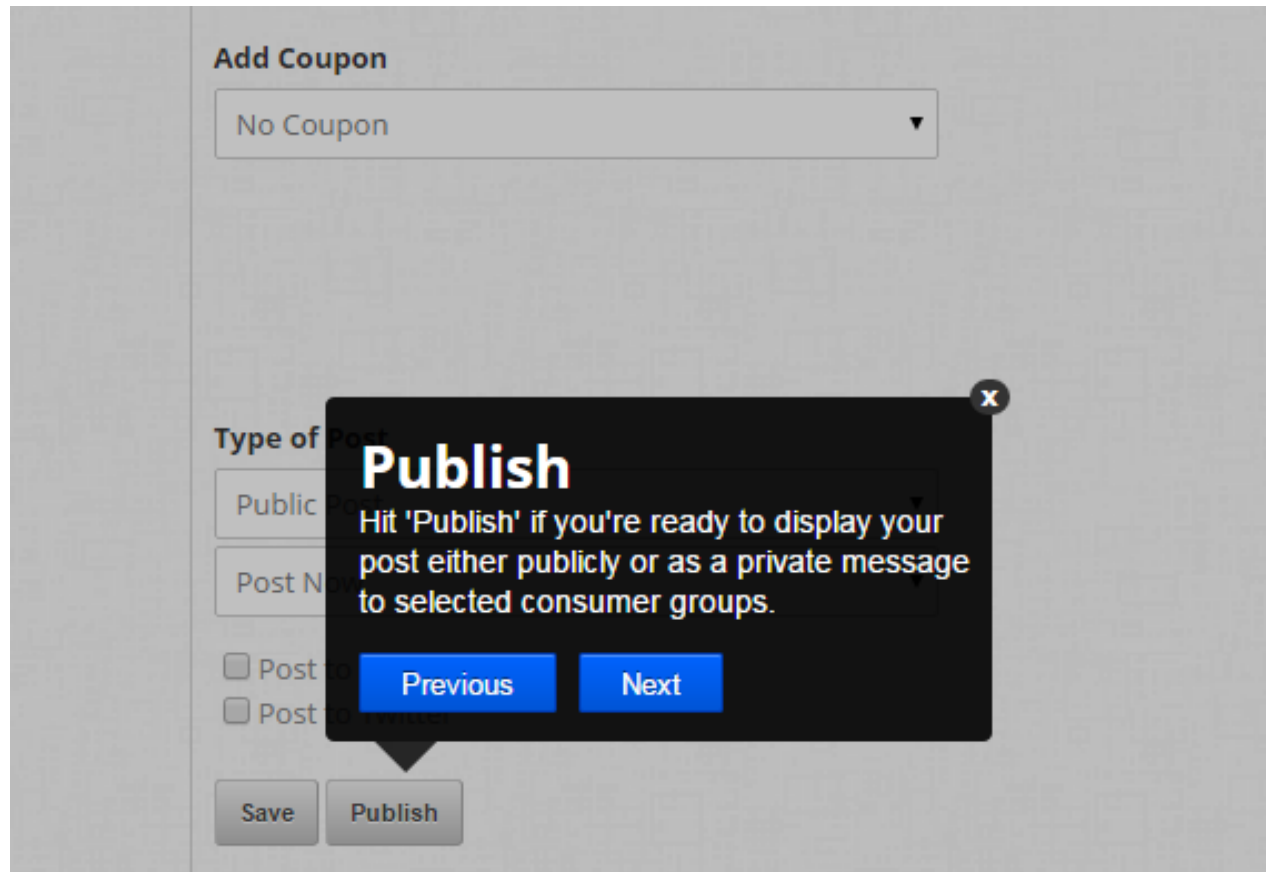
Save Publish

- Tip : If you need to embed a coupon and need time to create that, you should then save this post as a draft first , create your coupon and return to embed it in. Your post will can be found in the post listing at the bottom of the page with its status displayed as ' DRAFT'



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW POST



- Tip : Accidentally published a post to your app? Clicking on the SAVE option will hide its visibility on your consumer apps.
- Let's now move on to New Photo Post once you're familiar with creating a New Post.



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW PHOTO POST

Engage

- News Feed
- Engage**
- New Post
- New Photo(s)
- New Coupon
- Sell
- Rewards
- Insights
- Settings
- System Message

New Photo Post

Add Headers

URL (for url photo posts):

30 characters left

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Add Text

Photo Post

If you would like to post an image gallery, try the photo post option. You can upload up to 6 images with an optional external link.

[Next](#)

Note : Creating a Photo Post is similar to that of a New Post. The 2 options are :

- The ability to attach multiple images, forming a gallery
- The ability to embed an external link

ENGAGE > NEW PHOTO POST

New Photo Post

Add Headers

URL *(for url photo posts):*

30 characters left

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Add Text

New Photo Post
Enter your header/title, up to 30 characters

PreviousNext

ENGAGE > NEW PHOTO POST

New Photo Post

Add Headers

URL *(for url photo posts):*

30 characters left

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Add Text

URL

Optional: You can also insert an external link.

NOTE: If you publish this post without a link, you would not be able to insert a link thereafter.

Previous

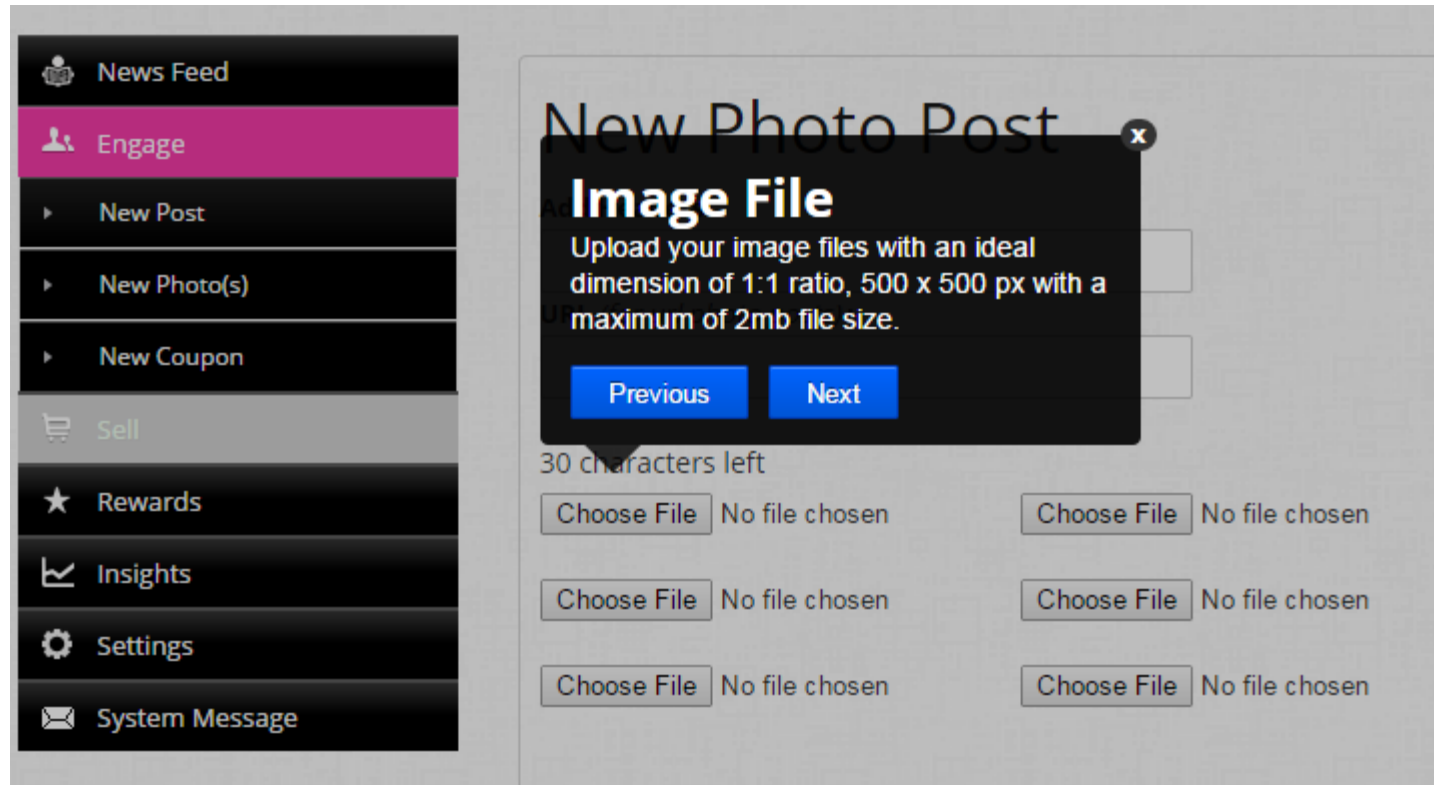
Next

- Note : Publishing this with an external link will save the post permanently under this option. You can edit the external link at any time.



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW PHOTO POST

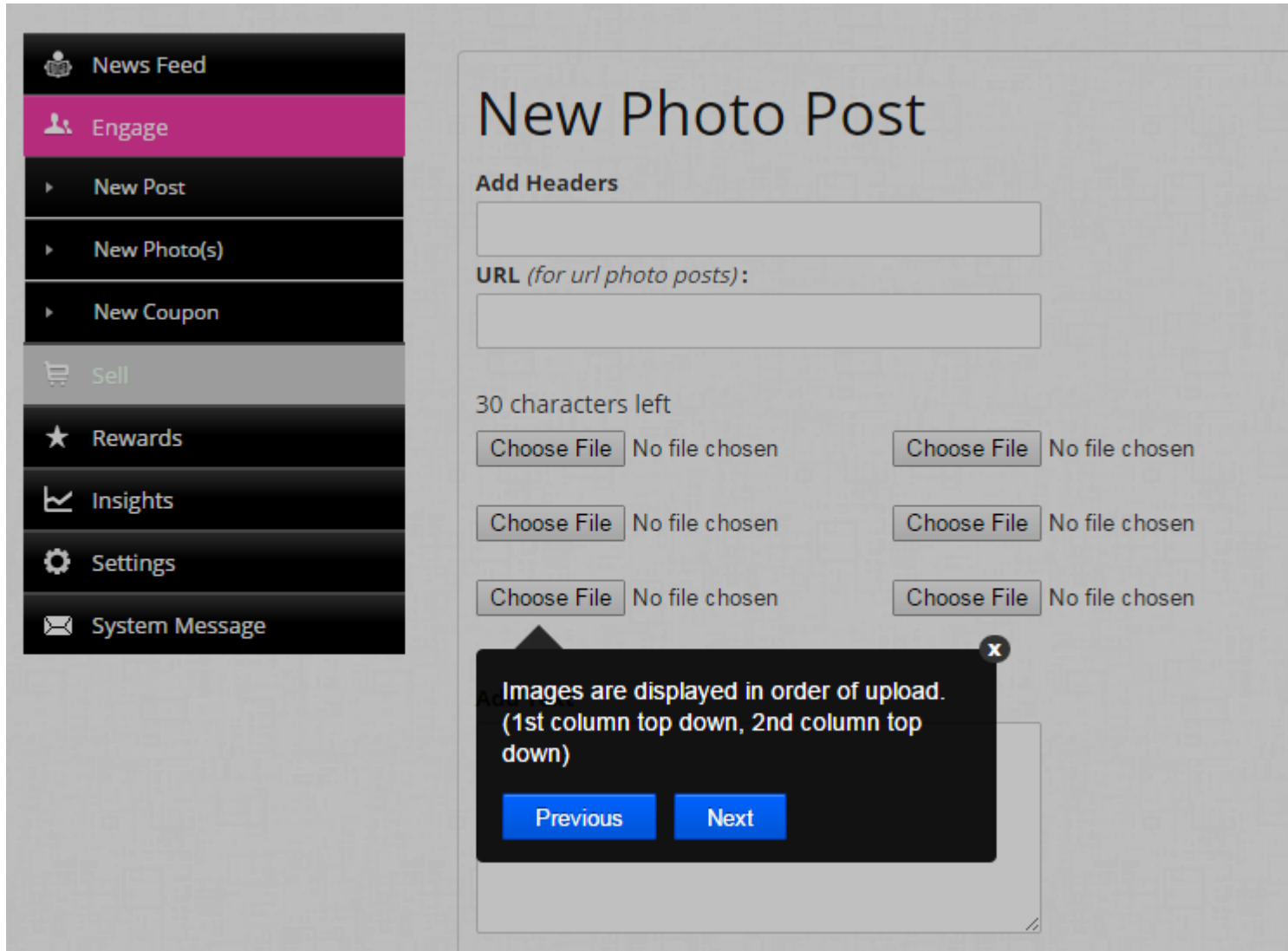


- Tip : For more details on your ideal image file size, click [here to](#) view our Knowledge base article.



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW PHOTO POST



News Feed

Engage

New Post

New Photo(s)

New Coupon

Sell

Rewards

Insights

Settings

System Message

New Photo Post

Add Headers

URL (for url photo posts):

30 characters left

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Images are displayed in order of upload.
(1st column top down, 2nd column top down)

Previous Next

- Tip : The sequence of image upload would be Top-down first column, followed by Top-down second column. For an image representation, click [here to view](#) our Knowledge base article.



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW PHOTO POST

New Photo Post

Add Headers

URL *(for url photo posts):*

30 characters left

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Add Text

Description

Next, fill in the description, up to 2000 characters, including spaces

PreviousNext



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW PHOTO POST

Add Text

Add Coupon

No Coupon ▼

Type of Post

Public Post ▼

Post Now ▼

☐ Post to Facebook

☐ Post to Twitter

Save **Publish**

Add Coupon
Coupons are pre-created. If you have no coupons at this stage, leave this option under 'No Coupon'. You can always save your post as a draft and come back when your coupon is ready

Previous **Next**

- Tip : If you're undecided on the flow(should you create a coupon or post first?), click [here to view](#) our Knowledge base article.



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW PHOTO POST

Add Text

Add Coupon

No Coupon ▼

Type of Post

Public Post ▼

Post Now ▼

☐ Post to Facebook

☐ Post to Twitter

Type of Post

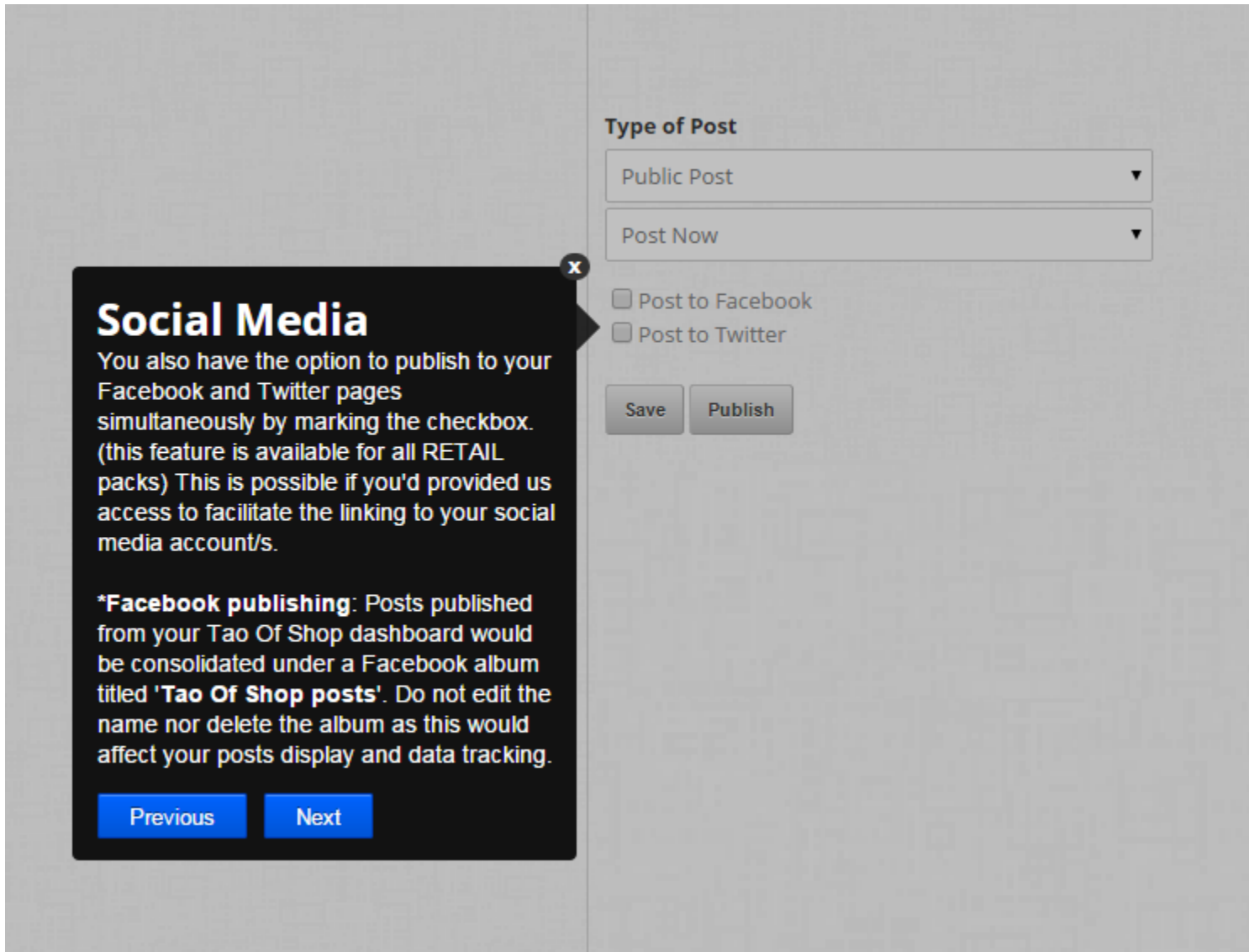
Select to publish your post as a Public or Private Post. Use the Private Post function when you wish to send private messages based on Consumers' actions or a selected consumer database.

- Note : Private Post feature is available for Engage Premium & all Retail packs



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW PHOTO POST



The screenshot shows a web interface for creating a new photo post. A modal window titled 'Social Media' is open, providing information about publishing to social media. The background interface includes a 'Type of Post' section with two dropdown menus: 'Public Post' and 'Post Now'. Below these are two checkboxes: 'Post to Facebook' and 'Post to Twitter'. At the bottom of the background interface are 'Save' and 'Publish' buttons.

Social Media

You also have the option to publish to your Facebook and Twitter pages simultaneously by marking the checkbox. (this feature is available for all RETAIL packs) This is possible if you'd provided us access to facilitate the linking to your social media account/s.

***Facebook publishing:** Posts published from your Tao Of Shop dashboard would be consolidated under a Facebook album titled '**Tao Of Shop posts**'. Do not edit the name nor delete the album as this would affect your posts display and data tracking.

Previous Next

Type of Post

Public Post ▼

Post Now ▼

☐ Post to Facebook

☐ Post to Twitter

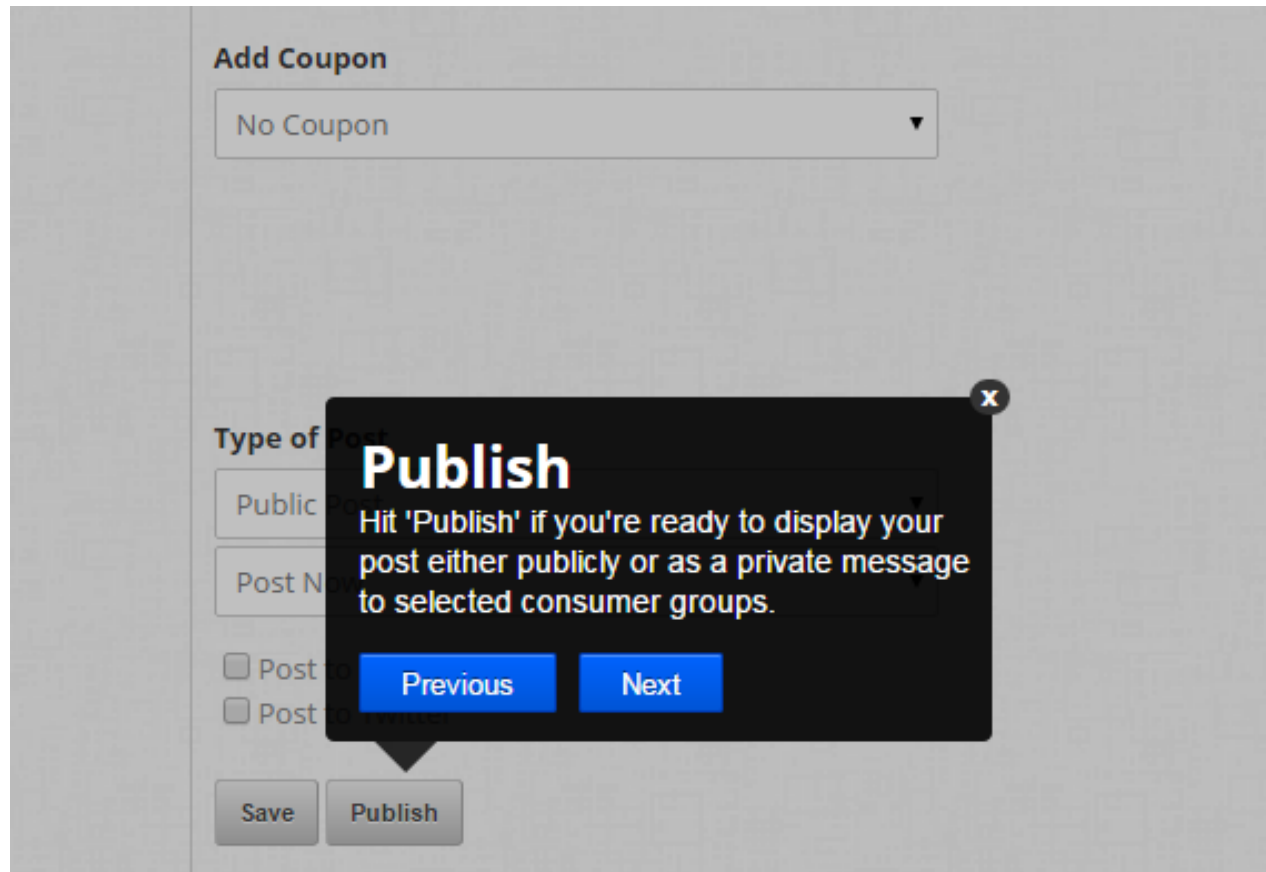
Save Publish

- Note : The publishing to Facebook and Twitter is only available for all Retail packs



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW PHOTO POST



- Tip : Accidentally published a post to your app? Clicking on the SAVE option will hide its visibility on your consumer apps.



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW PHOTO POST

Photo Post Listing

Scroll down to view created posts under the listing here. You'll be able to visualise this after creating some content.

If it is a DRAFT, the post status will be displayed next to your content title.

You can also DELETE or EDIT each post.
NOTE : Deleting would impact the analytical data of the post.

[Previous](#)[End](#)[Save](#)[Publish](#)

Commemorate the night of death	PUBLIC	EDIT	DELETE
Top heels 2014!	PUBLIC	EDIT	DELETE
Groovy Kids shoes	PUBLIC	EDIT	DELETE
SPRING BOOTS	DRAFT PUBLIC	EDIT	DELETE
Weekends Heels!	DRAFT PUBLIC	EDIT	DELETE
Jan collection to Die For	DRAFT PRIVATE	EDIT	DELETE
Derbies	PUBLIC	EDIT	DELETE
Degrees of Happiness	PUBLIC	EDIT	DELETE
Spring Shoes You Can't Resist	PUBLIC	EDIT	DELETE

1 | 2 | 3

- Once you're familiar with how you create a post, let's move on to Coupons. End the Tour and proceed to Engage > Coupons



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW COUPON



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGEMENTS	
Current Month's Usage	
0	
Current Month's Balance	Top-up Balance
0	0
REFRESH	

- News Feed
- Engage**
- New Post
- New Photo(s)
- New Coupon
- Sell
- Rewards
- Insights
- Settings
- System Message

New Coupon

Add Header

Coupon Title

30 characters left

A short description about your coupon *

Discover the Unique Taste That Warms Your Heart! A bowl of pipping hot porridge, coupled with chicken thats finger licking awesome, washed down with our special iced lemon tea... all for

short description about your coupon? make it attractive! (limit 300 characters left)

Coupon Value

<value>

Minimum Purchase

<value>

Type of Transaction

Single Transaction per User

Num Times

1

Coupon

Coupons are a great call-to-action to drive footfall and sales!

NOTE: You can't publish a coupon on its own. You will need to first create a coupon and then embed it when creating and publishing a post.

Next

DOLLAR



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW COUPON

New Coupon

Add Header

Coupon Title

30 characters left

A short description about your coupon *

Discover the Unique Taste That Warms Your Heart! A bowl of pipping hot porridge, coupled with chicken thats finger licking awesome, washed down with our special iced lemon tea... all for

short description about your coupon? make it attractive! (limit 300 characters left)

Coupon Value

<value>

Minimum Purchase

<value>

Type of Transaction

Single Transaction per User

Num Times

1

☐ Coupon for In-Store Redemptions only

New Coupon
Enter your coupon title within 30 characters, including spaces
[Previous](#) [Next](#)



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

New Coupon

Add Header

Coupon Title

30 characters left

A short description about your coupon *

Discover the Unique Taste That Warms Your Heart! A bowl of pipping hot porridge, coupled with chicken thats finger licking awesome, washed down with our special iced lemon tea... all for

short description about your coupon? make it attractive! (limit 300 characters left)

Coupon Value

<value>

Minimum Purchase

<value>

Type of Transaction

Single Transaction per User

Num Times

1

☐ Coupon for In-Store Redemptions only

Coupon Description

Fill your coupon description within 300 characters, including spaces

[Previous](#) [Next](#)



ENGAGE > NEW COUPON

New Coupon

Add Header

30 characters left

A short description about your coupon *

short description about your coupon? make it attractive! (limit 300 characters left)

Coupon Value

Minimum Purchase

Type of Transaction

Num Times

☐ Coupon for In-Store Redemptions only

Coupon Value

Next, the discount of the coupon, which can be an absolute dollar amount or a percentage discount.

[Previous](#) [Next](#)

- Note : This feature is available for Engage Premium & all Retail packs



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW COUPON

New Coupon

Add Header

Coupon Title

30 characters left

A short description about your coupon *

Discover the Unique Taste That Warms Your Heart! A bowl of pipping hot porridge, coupled with chicken thats finger licking awesome, washed down with our special iced lemon tea... all for

short description about your coupon? make it attractive! (limit 300 characters left)

Coupon Value

<value>

Minimum Purchase

<value>

Type of Transaction

Single Transaction per User

Num Times

1

☐ Coupon for In-Store Redemptions only

Minimum Purchase

Is there a minimum purchase amount your consumer has to fulfill before this coupon can be applied? If not, indicate '0'

[Previous](#) [Next](#)

- Note : This value would appear under the T&Cs of the coupon your consumer downloads.



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW COUPON

Coupon Value

Minimum Purchase

Type of Transaction

Num Times

☐ Coupon for In-Store Redemptions only

WHEN is your coupon Valid?

Date / Time * Starts ☐ AM ☐ PM

* Ends ☐ AM ☐ PM

Tags

Coupon Category

Product Category

>

tag contents here

Num Times
Set the number of times each consumer can use this coupon
[Previous](#) [Next](#)



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW COUPON

Coupon Value

Minimum Purchase

Type of Transaction

Num Times

Date Start
Set its validity by indicating the start and end date

Previous Next

WHEN is your

Date / Time * Starts ☐ AM ☐ PM

* Ends ☐ AM ☐ PM

Tags

Coupon Category
Product Category

>

tag contents here

*assign tags to current tag

OPTIONS



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW COUPON

Coupon Value

Minimum Purchase

Type of Transaction

Num Times

☐ Coupon for In-Store Redemptions only

WHEN is your coupon Valid?

Date / Time * Starts

☐ AM ☐ PM

Date / Time * Ends

☐ AM ☐ PM

Tags

Coupon Category
Product Category

>

tag contents here

Date End
down to the very minute!
[Previous](#) [Next](#)



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW COUPON

Tags

Coupon Category

Product Category

*assign tags to current tag

OPTIONS

WHAT's in the fine print

Terms & Conditions

Terms and Conditions apply

Ensure that you have a comprehensive set of Terms & Conditions to protect your brand and avoid confusion. 300 characters left

Coupon Tags

Tag the correct Coupon and Product category by clicking on each category, followed by the arrow icon.

Select from the dropdown options

Previous

Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW COUPON

Tags

Coupon Category
Product Category

>

tag contents here

*assign tags to current tag

OPTIONS

WHAT's in the fine print

Terms & Conditions

Terms and Conditions apply

Ensure that you have a comprehensive set of Terms & Conditions to protect your brand and avoid confusion. 300 characters left

Submit

Preview

Terms & Conditions

With a limit of 300 characters, your terms and conditions should be crafted to fit that specific coupon.

Previous

Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW COUPON

Tags

Coupon Category
Product Category

>

tag contents here

*assign tags to current tag

OPTIONS

WHAT's in the fine print

Terms & Conditions

Terms and Conditions

Ensure that you
Terms & Conditions
avoid confusion. 300 characters left

Submit Preview

Preview
When completed, you may click on
"PREVIEW" to preview and proof read the
content.

Click anywhere on the screen to exit the
preview.

Previous Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGE > NEW COUPON

Tags

Coupon Category
Product Category

>

tag contents here

*assign tags to current tag

OPTIONS

WHAT's in the fine print

Terms & Conditions

Terms and Conditions apply

Submit

Click "SUBMIT" to activate your coupon.
When you are ready for your customers to
view or use it, create a post and embed it
to be published.

Previous Next

Submit Preview



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

Submit

Preview

Coupon List

Your published coupon will be listed here. If it is EXPIRED, the post status will be displayed.

IMPT: Do note that EDITING the coupon content impacts consumers who have already downloaded your coupon.

Previous

Next

\$5 Discount Coupon	EXPIRED	EDIT
5% off Instore purchase		EDIT
10% off online voucher		EDIT
Halloween 5%		EDIT
Winter SALES	EXPIRED	EDIT
NDP 49% Discount	EXPIRED	EDIT
10% discount	EXPIRED	EDIT
\$20 discount coupon		EDIT
5% for \$100 Purchase		EDIT
Cleaning Kit @ \$1	EXPIRED	EDIT
Free SoleShiok Shoe Bag		EDIT



ENGAGE > NEW COUPON

Tip

If you're creating a coupon for testing purposes, include 'TEST' in your title so that you'll know which coupons to delete before you launch your app!

[Previous](#)[Next](#)

\$5 Discount Coupon	EXPIRED	EDIT
5% off Instore purchase		EDIT
10% off online voucher		EDIT
Halloween 5%		EDIT
Winter SALES	EXPIRED	EDIT
NDP 49% Discount	EXPIRED	EDIT
10% discount	EXPIRED	EDIT
\$20 discount coupon		EDIT
5% for \$100 Purchase		EDIT
Cleaning Kit @ \$1	EXPIRED	EDIT
Free SoleShiok Shoe Bag		EDIT

- Once you're familiar with ENGAGE, check out the rest of the available modules.



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SECTION 3 : REWARD FEATURES

How to create, edit Advocacy actions and Points



ENGAGEMENTS	
Current Month's Usage	
0	
Current Month's Balance	Top-up Balance
0	0
REFRESH	

- News Feed
- Engage
- Sell
- Rewards
- Advocacy Points
- Seniority
- Redemption
- Insights
- Settings
- System Message

Create Advocacy Points

Fields with * are required

Action*

Check In

Points*

Set the number of points consumers will earn for each action selected above. For Purchases, set points per \$1 earned. The total points would be rounded off.

Limit*

Set the daily limit for each action selected. For Purchases, the

REWARDS > ADVOCACY POINTS

Create Advocacy Points

*Fields with * are required*

Action*

Check In ▼

Points*

Set the number of points consumers will earn for each action selected above. For Purchases, set points per \$1 earned. The total points would be rounded off.

To encourage consumers to engage more with your brand, you can set reward points for a list of Advocacy actions here. Creating these actions also activate data tracking. For instance, if you're keen to know the rate of consumers checking in to your outlets due to a promotion, setting up the **MANUAL CHECKIN** action would allow you to do just that.

Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

REWARDS > ADVOCACY POINTS

Create Advocacy Points

*Fields with * are required*

Action*

Check In ▼

Points*

Set the number of points consumers will earn for each action selected above. For Purchases, set points per \$1 earned. The total points would be rounded off.

Limit*

Set the daily limit for each action selected. For Purchases, the daily limit will apply to the number of transactions per day.

Create

All the available Advocacy actions would be found in the dropdown list here. (SHARE, REGISTRATION, PURCHASE, CHECKIN, MANUAL CHECKIN)

Select the action before proceeding to the points.

Previous Next

- Note : Purchase points is applicable for ENGAGE Premium and all RETAIL packs

Create Advocacy Points

*Fields with * are required*

Action*

Check In ▼

Points*

Set the number of points consumers will earn for each action selected above. For Purchases, set points per \$1 earned. The total points would be rounded off.

Limit*

Set the daily limit for each action selected. For Purchases, the daily limit will apply to the number of transactions per day.

Create

Input the points your consumers gain each time they perform this action (no decimals allowed, e.g. 1.5 points)

Previous Next



Create Advocacy Points

Fields with * are required

Action*

Check In ▼

Points*

Set the number of points consumers will earn for each action selected above. For Purchases, set points per \$1. earned. The total points would be rounded off.

Limit*

Set the daily limit for each action selected. For Purchases, the daily limit will apply to the number of transactions per day.

Create

Set the DAILY limit here. For example, you can set a SHARE action to gain 1 point, up to 5 times a day.

Previous

Next

Advocacy Points



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

REWARDS > ADVOCACY POINTS

Create Advocacy Points

*Fields with * are required*

Action*

Check In ▼

Points*

Set the number of points consumers will earn for each action selected above. For Purchases, set points per \$1 earned. The total points would be rounded off.

Limit*

Set the daily limit for each action selected. For Purchases, the daily limit will apply to the number of transactions per day.

Create

Remember to click CREATE.

Previous Next

REWARDS > ADVOCACY POINTS

Advocacy Points

Advocacy Points

4 items

Once your Advocacy action is created, it will display in this table here. You'll be able to visualise this better once you've activated the action after this tour.

Previous

Next

	Action	Points	Limit
<u>X</u>	<u>Purchase</u>	1	10
<u>X</u>	<u>Share</u>	5	10
<u>X</u>	<u>Registration</u>	5	1
<u>X</u>	<u>Manual Check in</u>	10	5



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

REWARDS > ADVOCACY POINTS

Advocacy Points

Advocacy Points

4 items

Action	Points	Limit
<div>X</div> <div>Purchase</div>	1	10
<div>X</div> <div>Share</div>	5	10
<div>X</div> <div>Registration</div>	5	1
<div>X</div> <div>Manual Check in</div>	10	5

1) Clicking on the action name allows you to edit.

2) Clicking on the 'X' icon deletes it completely. Once deleted, this action will return to the dropdown list on top. (you will need to refresh the page to view it)

Previous

Next

REWARDS > ADVOCACY POINTS

Create Advocacy Points

*Fields with * are required*

Action*

Check In ▼

Points*

Set the number of points consumers will earn for each action selected above. For Purchases, set points per \$1 earned. The total points would be rounded off.

Limit*

Set the daily limit for each action selected. For Purchases, the daily limit will apply to the number of transactions per day.

Create

Once you're familiar, go back to POST to create a test PRIVATE POST based on the selected action, e.g. SHARE. Experience how a consumer would receive a private message from you when they next share a post or product from your apps.


Previous End


- We've come to the end Rewards > Advocacy Points. Let's proceed to Redemption.





TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL


REWARDS > REDEMPTION


 News Feed


 Engage


 Sell


 Rewards


 Advocacy Points

 Seniority

 Redemption

 Insights

 Settings

 System Message

Redemption Items

*Fields with * are required*

Expiry Date*

Name*

Points*

Quantity*

Status

☒ Visible

☐ Hidden



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

REWARDS > REDEMPTION

Redemption Items

*Fields with * are required*

Expiry Date*

Name*

Points*

Quantity*

Redemption Items

Redemption Items are created to facilitate redemption by your consumers using accumulated reward points. Consumers can view the list of items via your app while actual redemption is done at your physical outlets. To track redemption, use your Store Assist App to scan consumers' virtual membership card > select item > Redeem.

Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

REWARDS > REDEMPTION

Redemption Items

*Fields with * are required*

Expiry Date*

Name*

Points*

Quantity*

Status

☒ Visible

☐ Hidden

First, set the expiry date. Once expired, this item will continue to appear in the redemption list but no longer be redeemable.

Previous Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

REWARDS > REDEMPTION

Redemption Items

*Fields with * are required*

Expiry Date*

Name*

Points*

Quantity*

Status

☒ Visible
☐ Hidden

Name your redemption item. Be concise yet descriptive. If consumers view the list via your mobile app, only the item name will be seen.

Previous Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

REWARDS > REDEMPTION

Redemption Items

*Fields with * are required*

Expiry Date*

Name*

Points*

Quantity*

Status

☒ Visible

☐ Hidden

Set the points required for redemption

Previous Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

REWARDS > REDEMPTION

Redemption Items

*Fields with * are required*

Expiry Date*

Name*

Points*

Quantity*

Status

☒ Visible
☐ Hidden

Set available quantity. (Once the cap is reached, consumers will not be able to redeem any more of this item. This quantity can be adjusted by you at any time)



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

REWARDS > REDEMPTION

★ Rewards

▸ Advocacy Points

▸ Seniority

▸ Redemption

📈 Insights

⚙️ Settings

✉️ System Message

If you wish to pre-upload items, you can adjust the visibility status here. To hide a redemption item from the list, indicate the status as HIDDEN.

PreviousNext

Fields with * are required

Expiry Date*

Name*

Points*

Quantity*

Status

☒ Visible

☐ Hidden

Publish



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

REWARDS > REDEMPTION



Once your Redemption Item is created, it will display in this table here. You'll be able to visualise this better once you've created an item after this tour.

[Previous](#)[Next](#)

Redemption Items

11 items

Sort by: Name | Time Logged

Name	Hide	Points	Quantity	Expiry	Status
 birthday	<input checked="" type="checkbox"/>	10	1000	18/07/2014	EXPIRED
 Mystery gift	<input type="checkbox"/>	1	50	31/07/2015	ACTIVE



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

REWARDS > REDEMPTION

Status

☒ Visible
☐ Hidden

Redemption Items

1) Click on the Redemption Item name to edit.

2) Click on the 'X' icon to delete.

Previous Next

	Name	Hide	Points
X	birthday	<input checked="" type="checkbox"/>	10
X	Mystery gift	<input type="checkbox"/>	1
X	Fratelli Rossiti shoe polish set	<input type="checkbox"/>	20



REWARDS > REDEMPTION

Redemption Items							11 items
							Sort by: Name Time Logged
	Name				Expiry	Status	
X	birthday				18/07/2014	EXPIRED	
X	Mystery gift				31/07/2015	ACTIVE	
X	Fratelli Rossiti shoe polish set	<input type="checkbox"/>	20	1000	31/12/2014	ACTIVE	
X	Crossband multi coloured shoe leather laces for kids	<input type="checkbox"/>	10	100	28/11/2014	ACTIVE	

The status column indicates the validity of the item. INACTIVE status indicate that the item has gone past its expiry date. To edit, click on the redemption item name to extend the redemption date.

Previous

Next

- We've come to the end Rewards > Redemption. Let's move on to INSIGHTS.

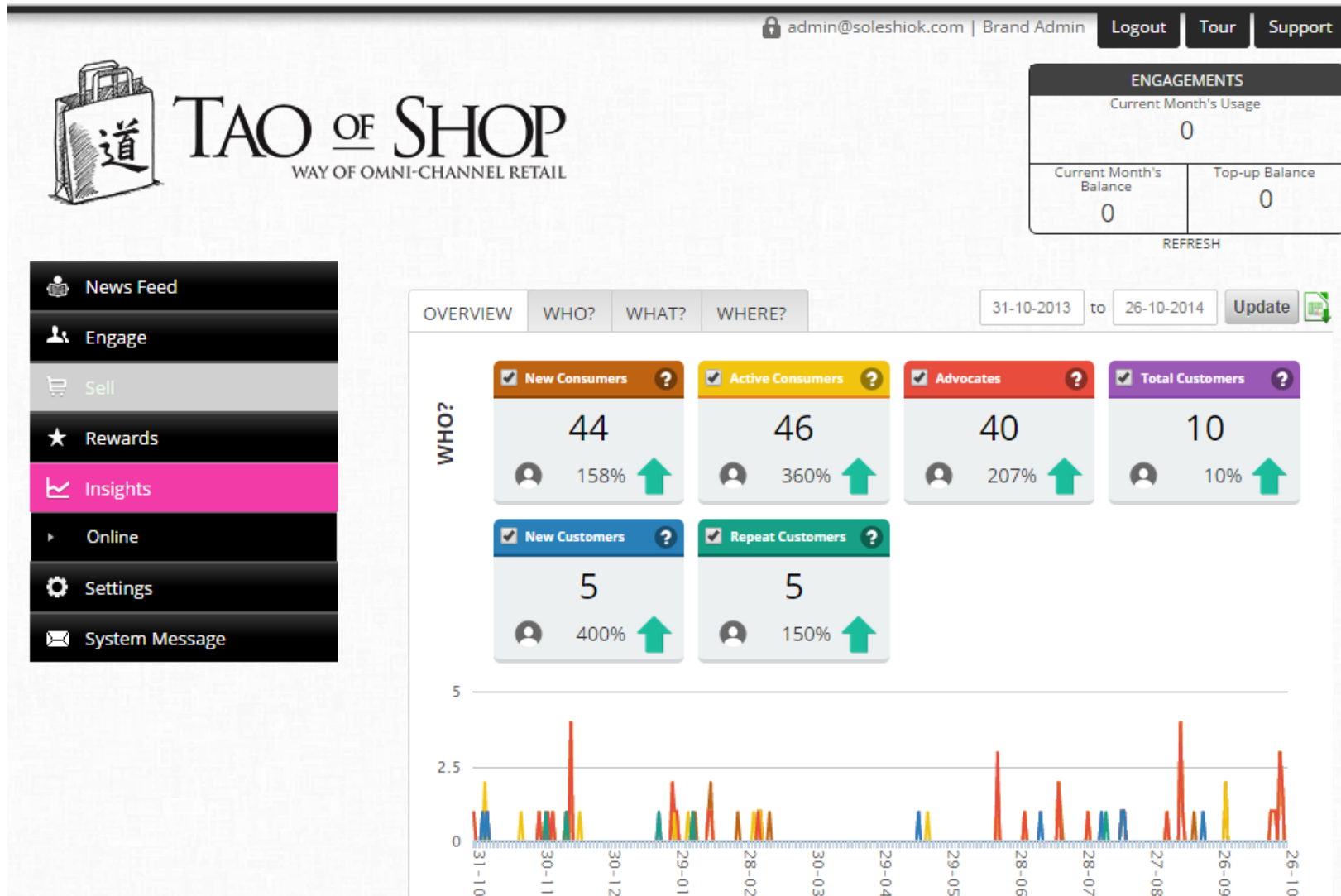


TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SECTION 4 : INSIGHTS

How to access and understand your Insights

INSIGHTS



- Tip : To access Insights, scroll down from your side navigation bar, click on Insights > Online> Overview



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGEMENTS

Current Month's Usage

0

Start Tour

Current Month's Balance

0

Top-up Balance

0

REFRESH

News Feed

Engage

Sell

Rewards

Insights

Online

Settings

System Message

OVERVIEW WHO? WHAT? WHERE?

31-10-2013 to

26-10-2014

Update



Insights Overview

Using customer insights and data to personalize marketing and sales is key. OVERVIEW is a summation of WHO, WHAT, WHERE. WHO your customers are, WHAT they are viewing, downloading and buying, WHERE the touch points are.

Next

Advocates

40



207%



Total Customers

10



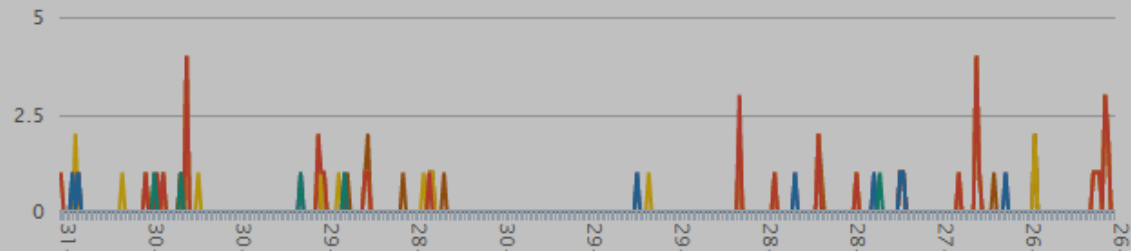
10%



400%



150%

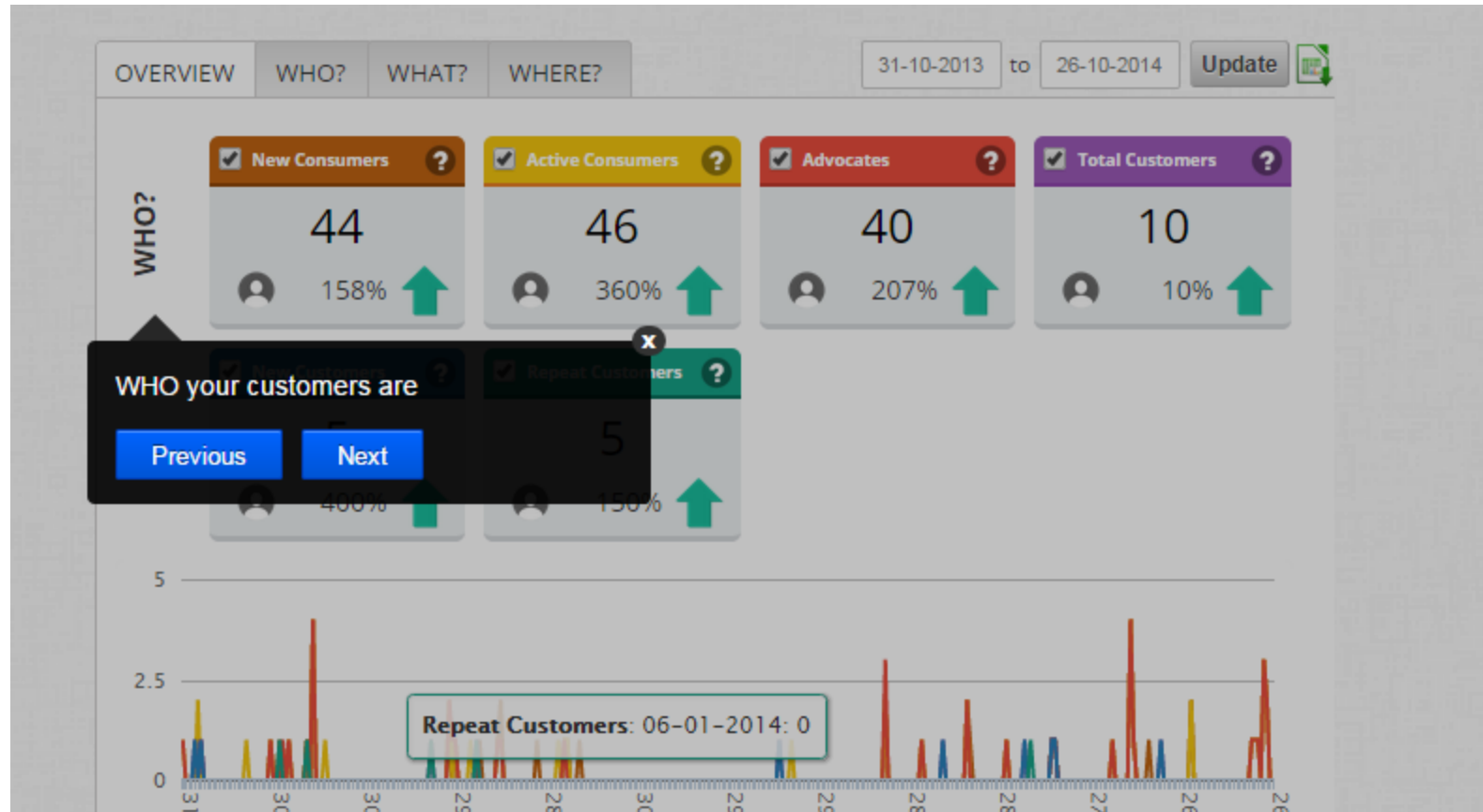


- Tip : Click to read our Knowledge base article [here](#)



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

INSIGHTS

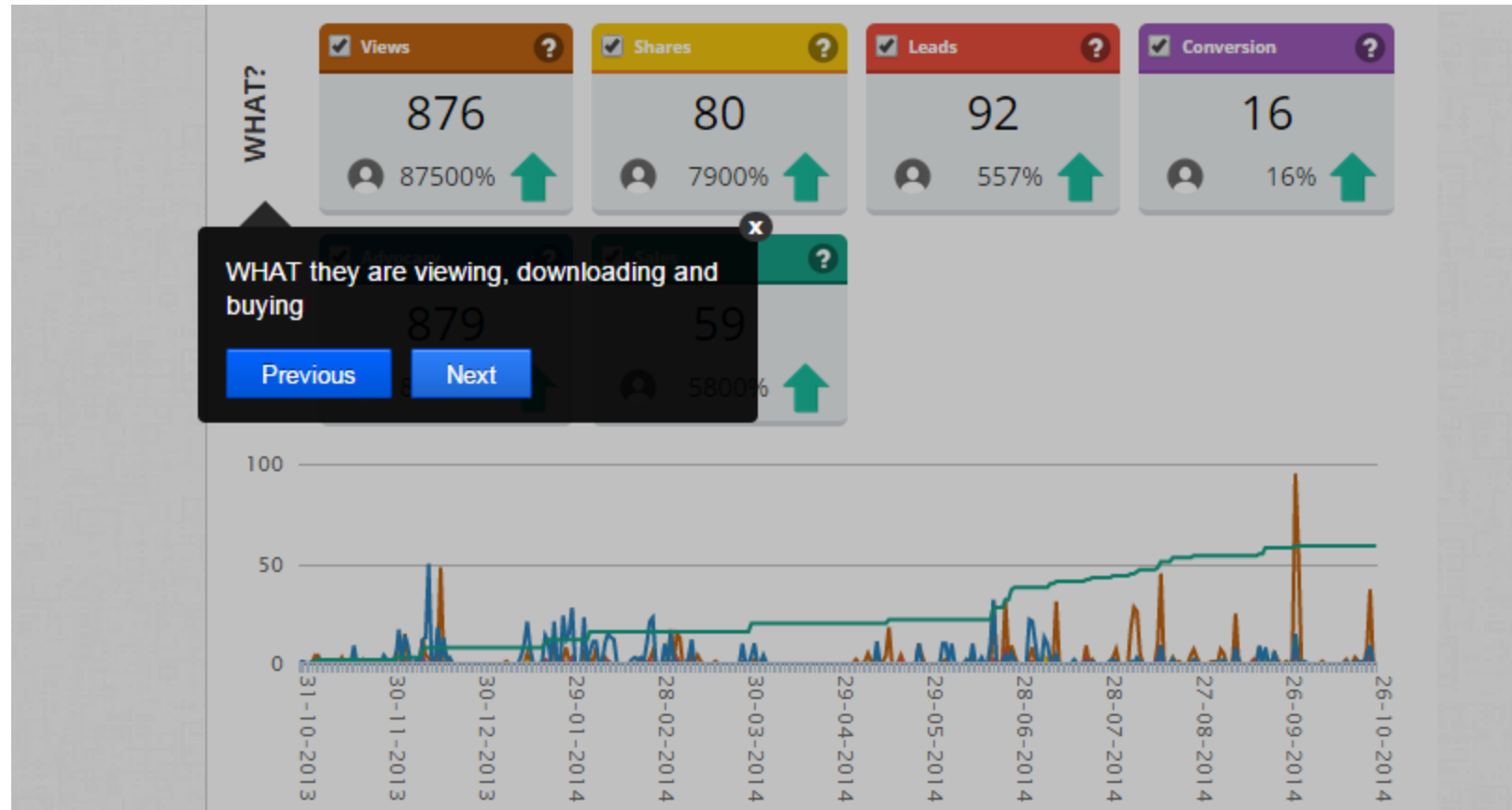


- Tip : Click on each human icon to download specific consumer data in that segment.



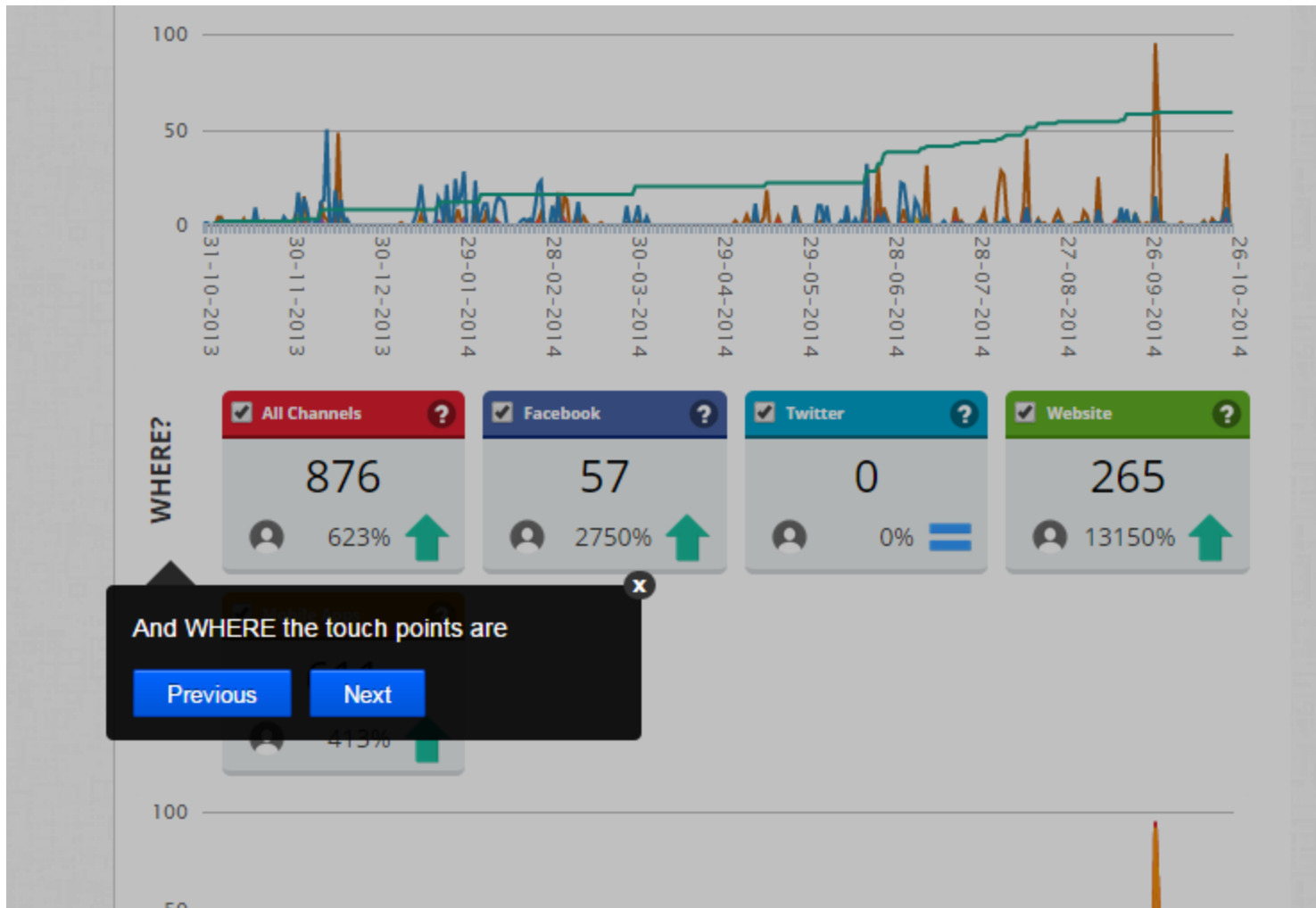
TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

INSIGHTS



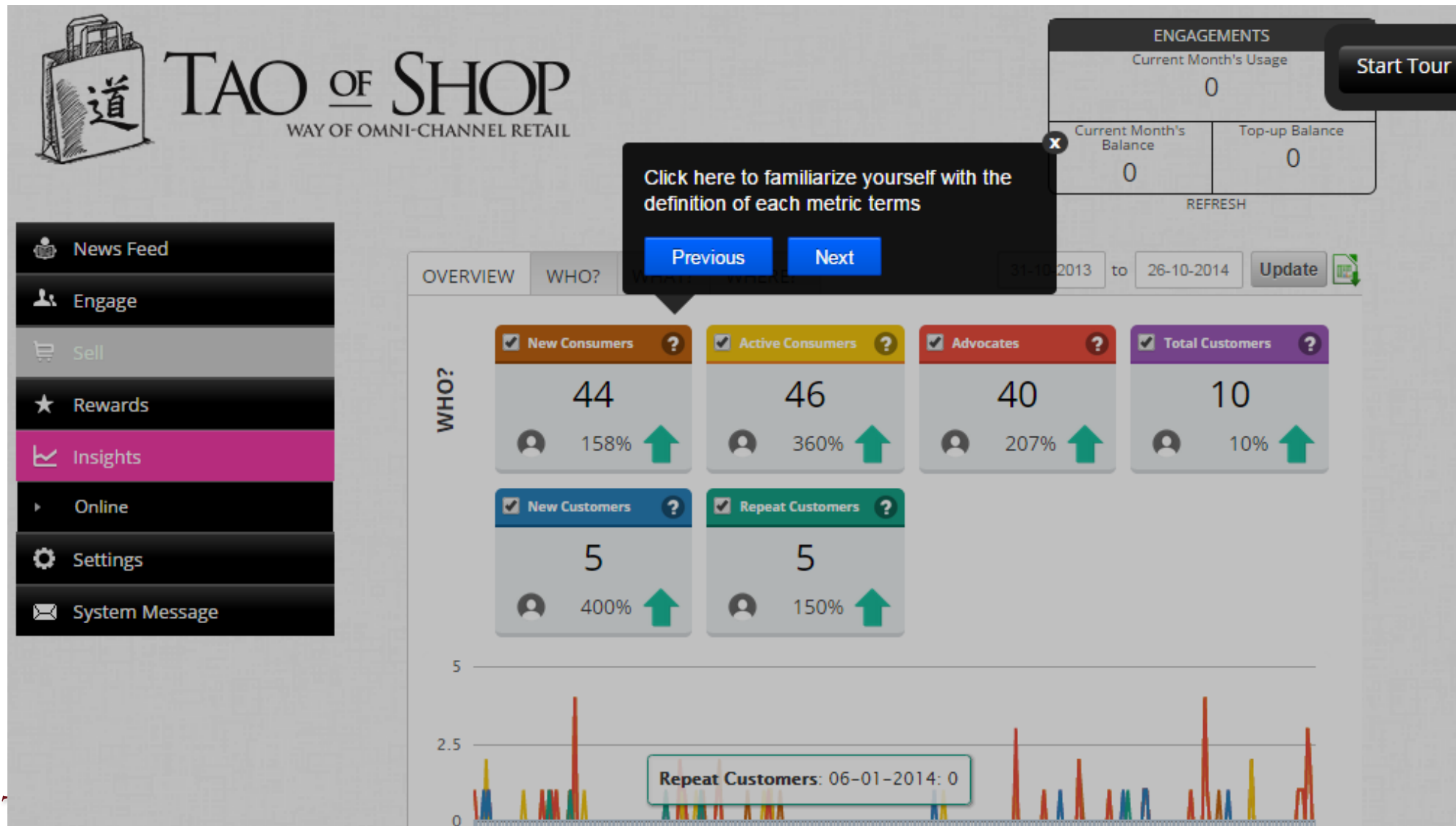
TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

INSIGHTS



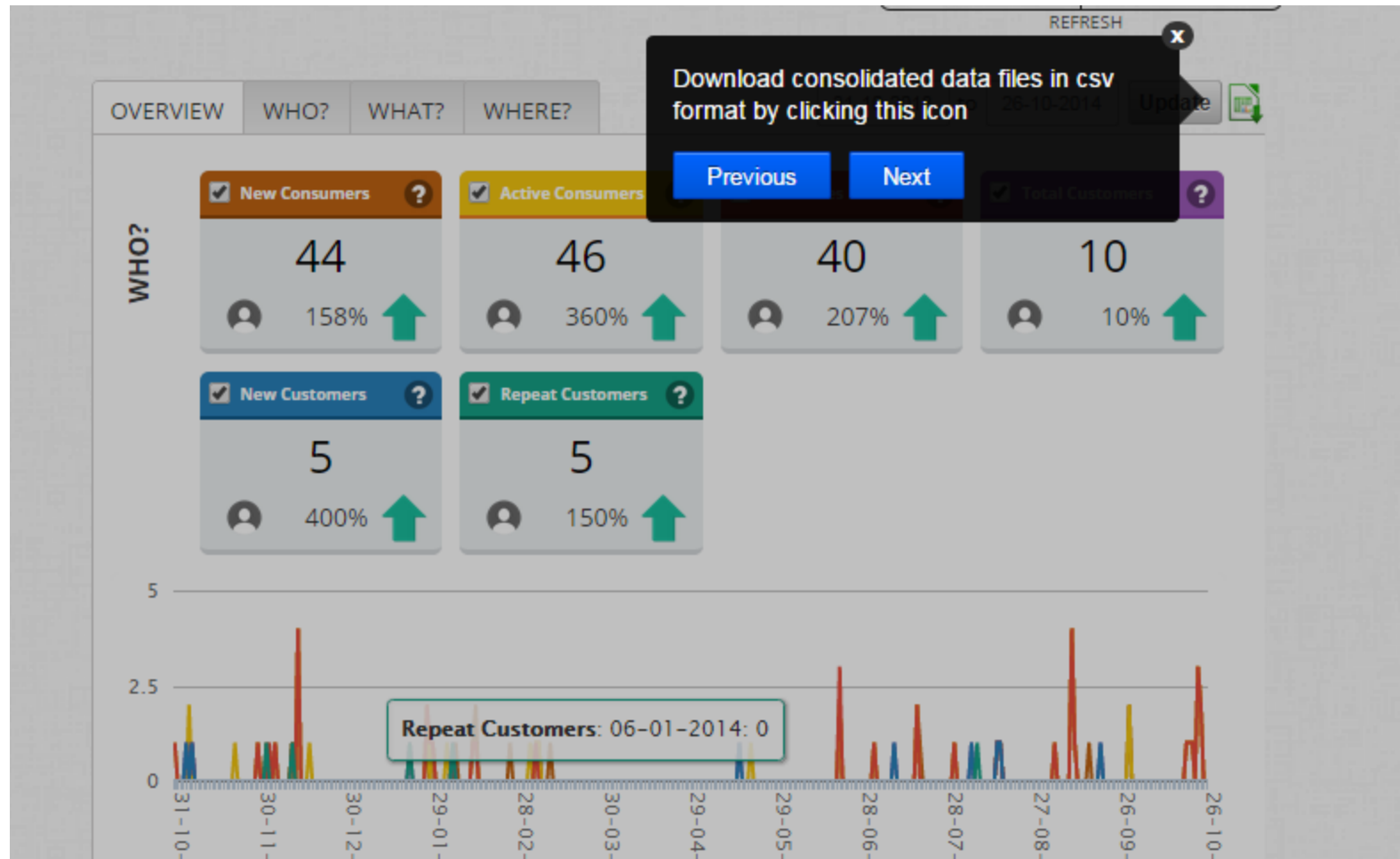
TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

INSIGHTS



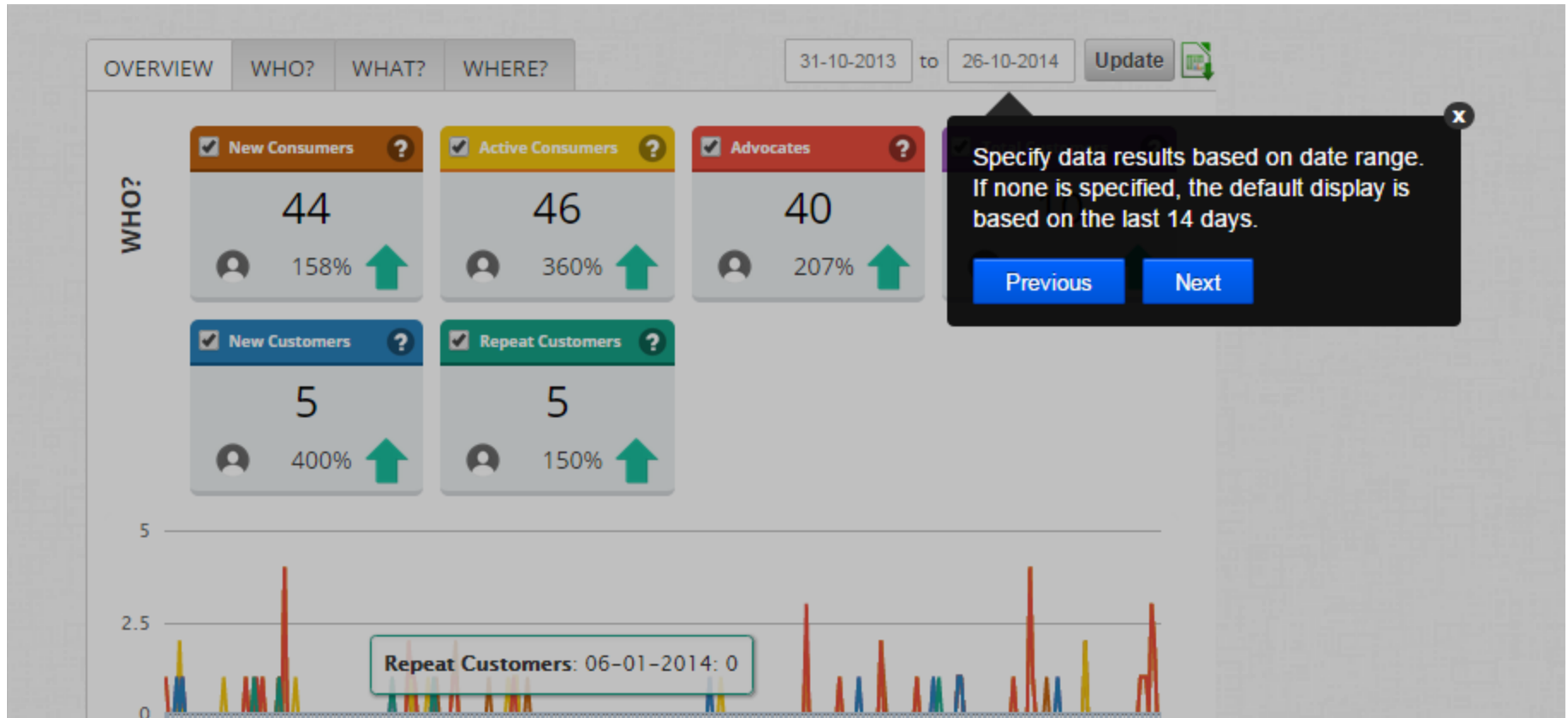
TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

INSIGHTS



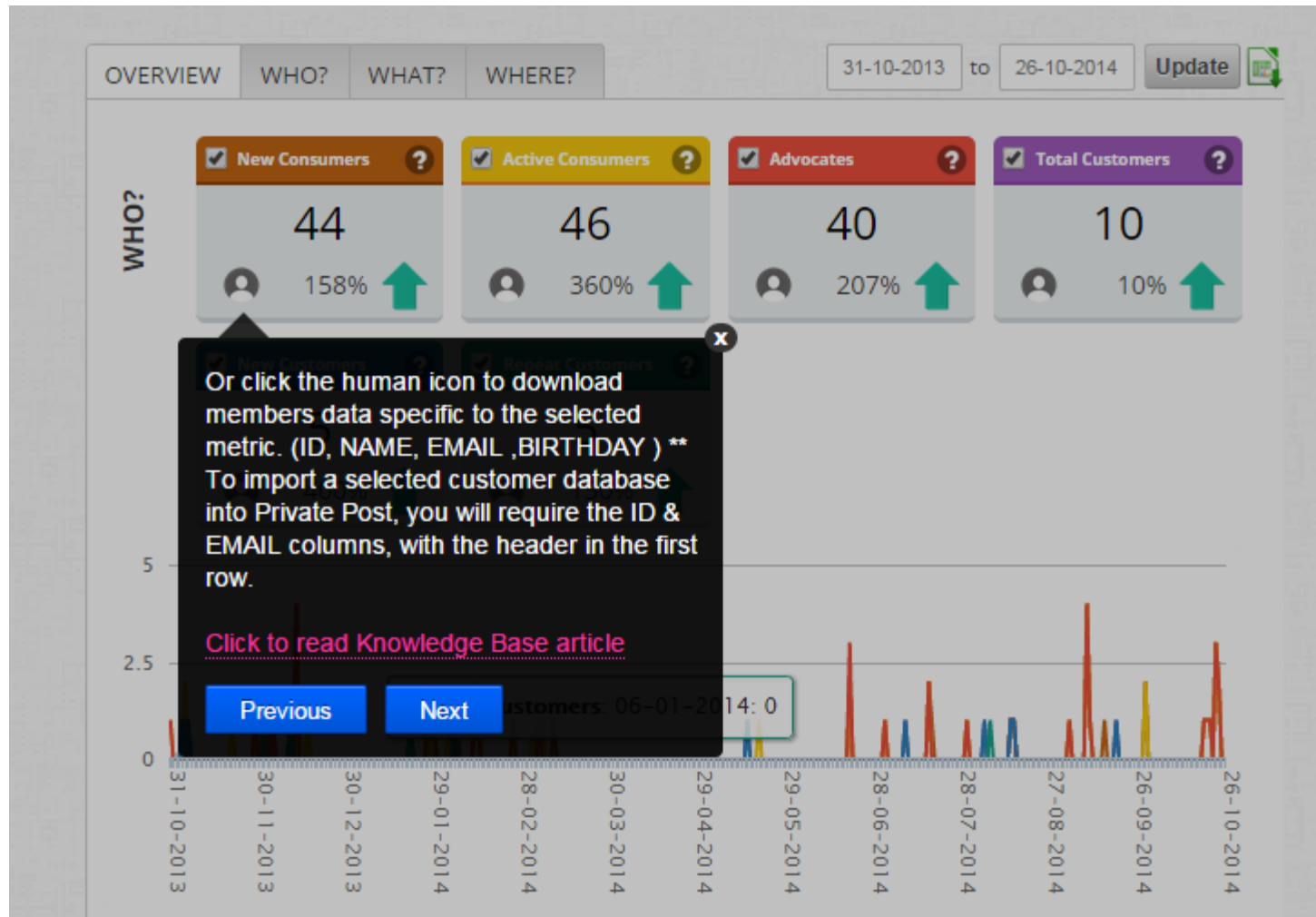
TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

INSIGHTS



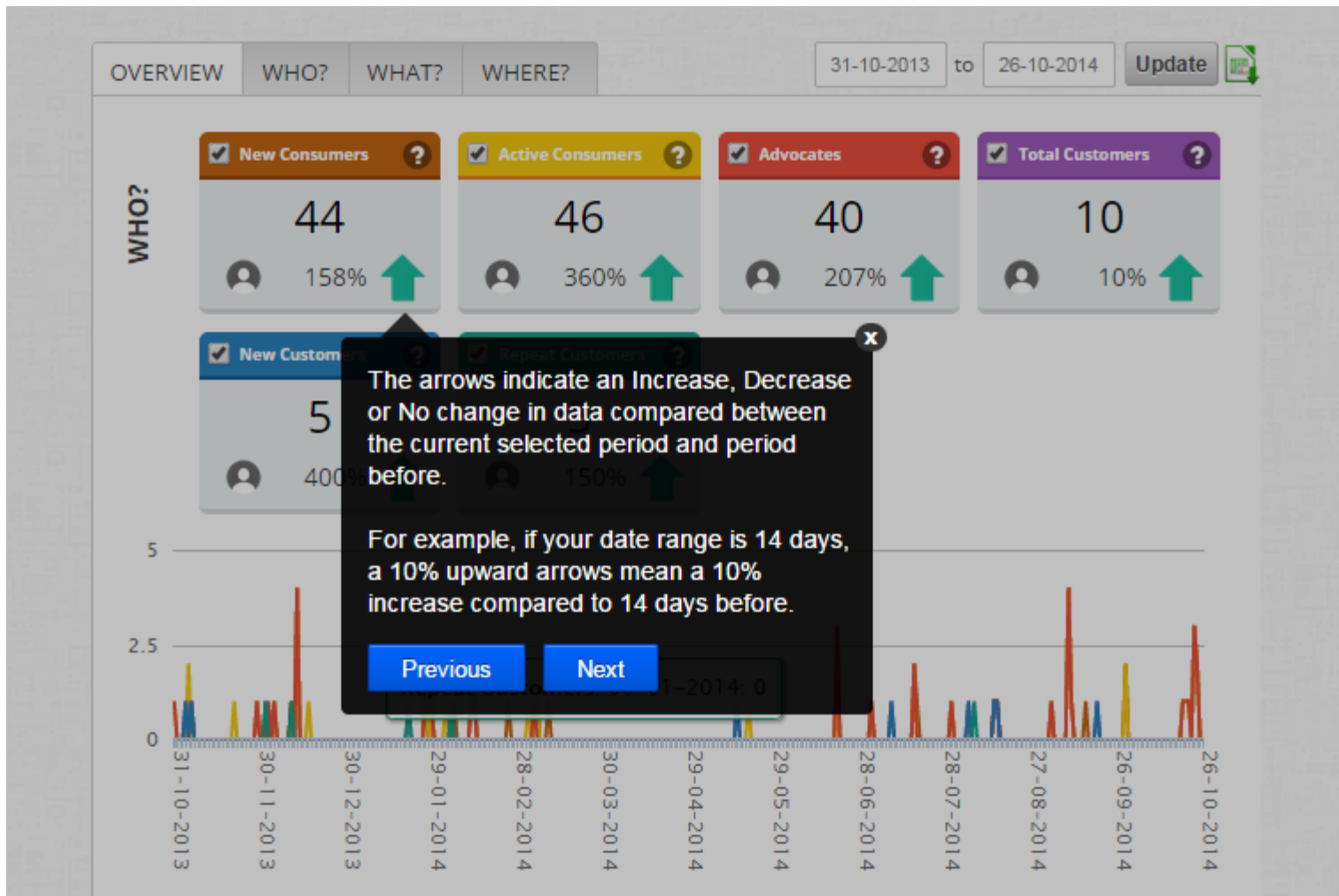
- Note : If the selected date range is wide, it might take a longer time for the page to load.

INSIGHTS



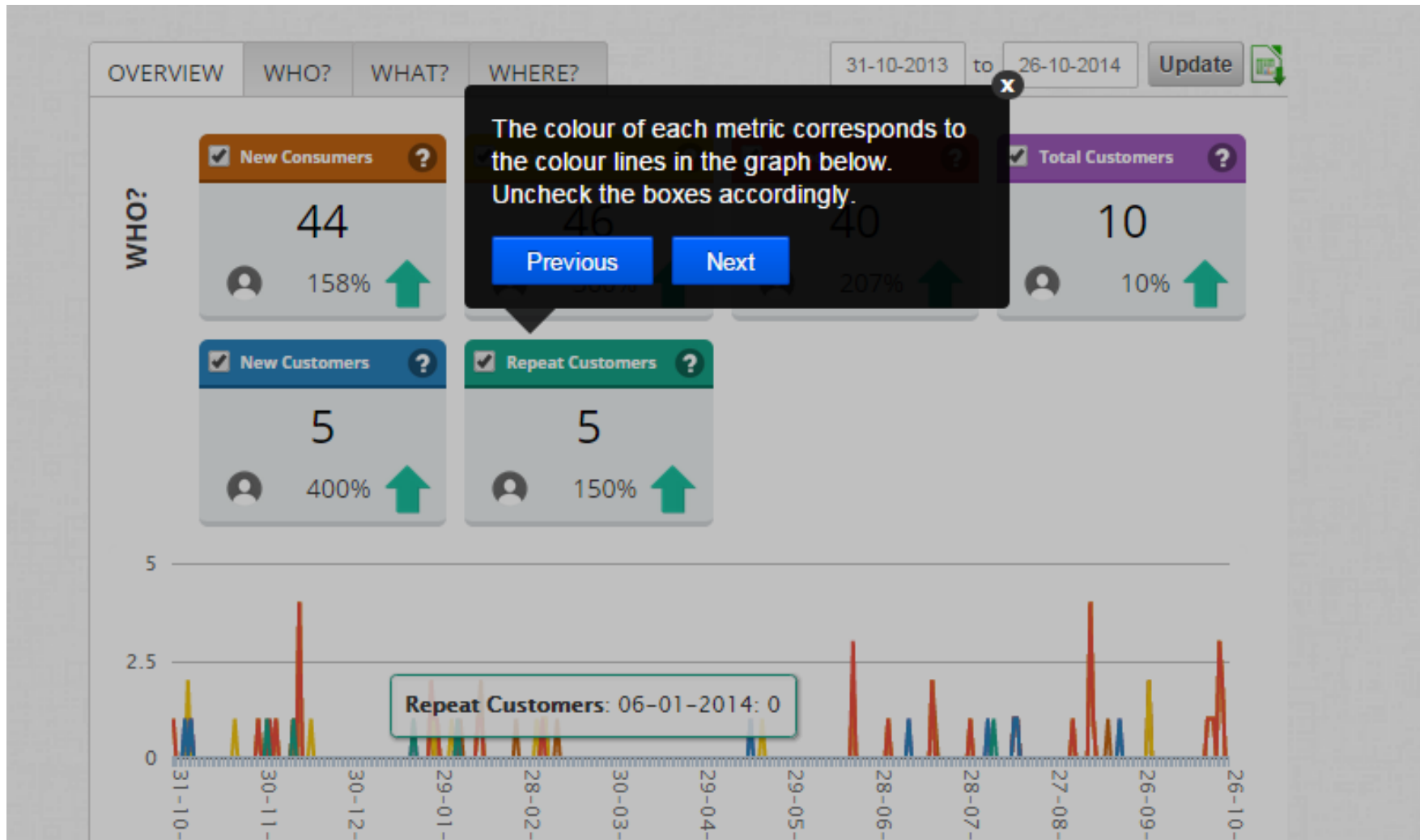
TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

INSIGHTS



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

INSIGHTS



- Note : The detailed breakdown of WHO, WHAT, WHERE is available for Engage Premium and all Retail packs. Find out exactly what drives the highest engagement, coupon downloads, conversion, and more.




TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SECTION 5 : SETTINGS

How to reset your password and view account details

SETTINGS > MY ACCOUNT

admin@soleshiok.com | Brand Admin Logout Tour Support

 **TAO OF SHOP**
WAY OF OMNI-CHANNEL RETAIL

News Feed Engage Sell Rewards Insights **Settings** My Account Account Activity System Message

MY ACCOUNT

SAVE

Account Details

Email: admin@soleshiok.com
Name: soleshiok

Password

Re enter password

My Account Settings

On the My Account page, you can view your account email , name and reset your password.

Password should be changed on a regularly basis and kept digitally secure.


Next


ENGAGEMENTS	
Current Month's Usage	
0	
Current Month's Balance	Top-up Balance
0	0
REFRESH	


Start Tour


- Tip : if you're working with a team, be sure that the changing of password is communicated well, and kept safe.


SETTINGS > MY ACCOUNT


 News Feed

 Engage

 Sell


 Rewards

 Insights

 Settings

▸ My Account

▸ Account Activity

 System Message

MY ACCOUNT

SAVE

Account Details

This is the set of information provided by you prior to the creation of the Admin Dashboard Account.

Previous

Next

Email: admin@soleshiok.com

Name: soleshiok

Password


Re enter password





TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL


SETTINGS > MY ACCOUNT


 News Feed

 Engage

 Sell


 Rewards

 Insights

 Settings

▸ My Account

▸ Account Activity

 System Message

MY ACCOUNT

SAVE

Account Details

Email: admin@soleshiok.com

Name: soleshiok

Password

Re enter password

Enter the new 8 digit alphanumeric password (with random letters, digits and punctuation).

The more complex your password, the tougher to crack.

Previous

Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SETTINGS > MY ACCOUNT

MY ACCOUNT

SAVE

Account Details

Email: admin@soleshiok.com
Name: soleshiok

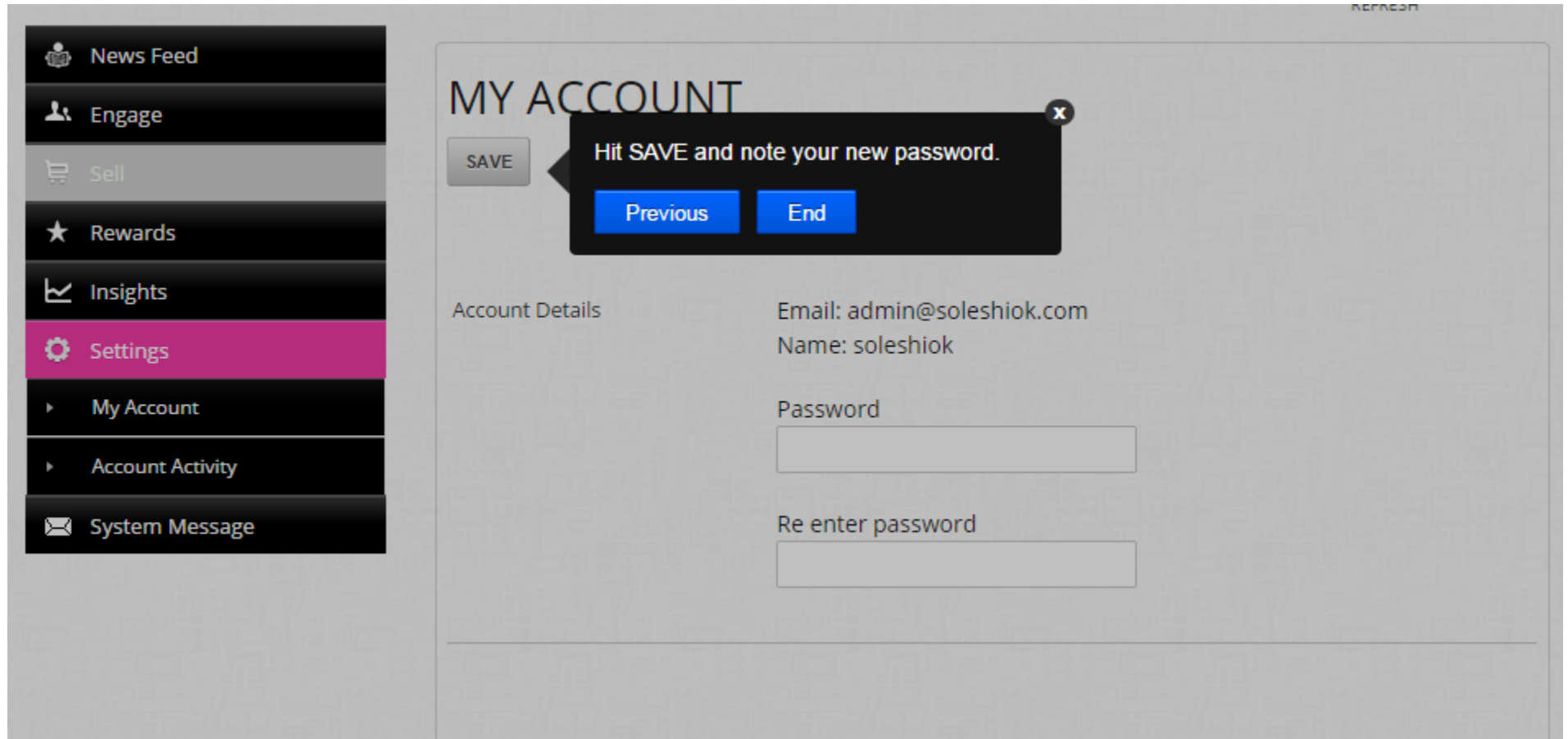
Password

Re enter password

Re-confirm the password

Previous **Next**

SETTINGS > MY ACCOUNT



The screenshot shows a web application interface for 'MY ACCOUNT' settings. On the left is a dark sidebar with navigation items: 'News Feed', 'Engage', 'Sell', 'Rewards', 'Insights', 'Settings' (highlighted in pink), 'My Account', 'Account Activity', and 'System Message'. The main content area is titled 'MY ACCOUNT' and features a 'SAVE' button. A black modal box with a close 'x' icon is overlaid on the 'SAVE' button, containing the text 'Hit SAVE and note your new password.' and two blue buttons labeled 'Previous' and 'End'. Below the modal, the 'Account Details' section displays 'Email: admin@soleshiok.com' and 'Name: soleshiok'. There are two password input fields labeled 'Password' and 'Re enter password'. A 'REFRESH' link is visible in the top right corner of the main content area.

News Feed

Engage

Sell

Rewards

Insights

Settings

My Account

Account Activity

System Message

MY ACCOUNT

SAVE

Hit SAVE and note your new password.

Previous End

Account Details

Email: admin@soleshiok.com

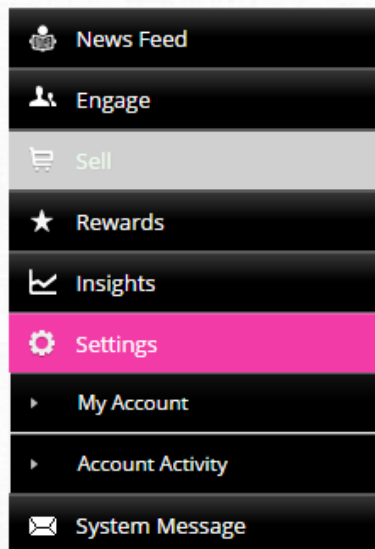
Name: soleshiok

Password

Re enter password

REFRESH

SETTINGS > ACCOUNT ACTIVITY



ACCOUNT ACTIVITY

Date Joined | August 29, 2013

Statement Period | Sep 01, 2014 - Oct 01, 2014

Select Statement | January 2013 ▼

SUMMARY

Account ID | admin@soleshiok.com

Your Current Pack | TAO OF SHOP ENGAGE PREMIUM


Monthly Package Engagements |

Package Engagements for this Month	No.
Current Month's Usage	0
Current Month's Balance	0



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SETTINGS > ACCOUNT ACTIVITY



OF SHOP
OF OMNI-CHANNEL RETAIL

admin@soleshiok.com | Brand Admin

Logout

Tour

Support

Account Activity
On the Account Activity page, you can find your account information, including subscription date, statement, Engagement numbers.

Start Tour

End Tour

Current Month's Balance	Top-up Balance
0	0

REFRESH

Next

ACCOUNT ACTIVITY

Date Joined

| August 29, 2013

Statement Period

| Sep 01, 2014 - Oct 01, 2014

Select Statement

January 2013 ▼

SUMMARY

SETTINGS > ACCOUNT ACTIVITY

ACCOUNT ACTIVITY

Date Joined

| August 29, 2013

Statement Period

| Sep 01, 2014 - Oct 01, 2014

Select Statement

January 2013 ▼

SUMMARY

Account ID

| admin@soleshiok.com

Your Current Pack

| TAO OF SHOP ENGAGE PREMIUM

This is your subscription start date

Previous

Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SETTINGS > ACCOUNT ACTIVITY

SUMMARY

Account ID | admin@soleshiok.com

Your Current Pack | TAO OF SHOP ENGAGE PREMIUM

Monthly Package Engagements |

Package Engagements for this Month	No.
Current Month's Usage	0
Current Month's Balance	0

** No rollover for next month's billing*

The account ID

Previous

Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SETTINGS > ACCOUNT ACTIVITY

Account ID

admin@soleshiok.com

The pack you're currently subscribed to

Previous

Next

Your Current Pack

TAO OF SHOP ENGAGE PREMIUM

Monthly Package

Engagements

Package Engagements for this Month	No.
Current Month's Usage	0
Current Month's Balance	0

** No rollover for next month's billing*

Top-up Packs Purchased			
	10 April 2014	1 Pack	500 Engagements
	20 April 2014	1 Pack	500 Engagements

- Note : Your monthly Engagements will not be rolled over to the next month

SUMMARY

Account: admin@soleshiok.com

Your Current Plan: **TAO OF SHOP ENGAGE PREMIUM**

Monthly Package Engagements |

Package Engagements for this Month	No.
Current Month's Usage	0
Current Month's Balance	0

** No rollover for next month's billing*

x

And the monthly package Engagements that come with this subscription

[Previous](#)[Next](#)

SETTINGS > ACCOUNT ACTIVITY

SUMMARY

Account ID | admin@soleshiok.com

Your Current Pack | TAO OF SHOP ENGAGE PREMIUM

This table shows you the breakdown of your monthly package Engagements

Previous

Next

Package Engagements for this Month	No.
Current Month's Usage	0
Current Month's Balance	0

** No rollover for next month's billing*

SETTINGS > ACCOUNT ACTIVITY

Account ID | admin@soleshiok.com

Your Current Pack | TAO OF SHOP ENGAGE PREMIUM

Monthly Package
Engagements |

Package Engagements for this Month

x No.

Current Month's Usage

This is your current Month's Usage

0

Current Month's Balance

Previous

Next

0

** No rollover for next month's billing*

Top-up Packs Purchased

| 10 April 2014

1 Pack

500 Engagements

| 20 April 2014

1 Pack

500 Engagements



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SETTINGS > ACCOUNT ACTIVITY

Monthly Package Engagements

Package Engagements for this Month	No.
Current Month's Usage	0
Current Month's Balance	0

** No rollover for next month's billing*

Top-up Packs Purchased

10

20

500 Engagements

Top-up Engagements for this Month	No.
Current Month's Usage	0

This is your current Month's balance, which refreshes every month. There is no rollover to the next billing month.

If your balance is indicated as Unlimited, this means that you are on a Unlimited Engagements Pack, until your next contract renewal or further notice.

Previous

Next



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SETTINGS > ACCOUNT ACTIVITY

Package Engagements for this Month	No.
Current Month's Usage	0
Current Month's Balance	0

** No rollover for next month's billing*

Top-up Packs Purchased	10 April 2014	1 Pack	500 Engagements
	20 April 2014	1 Pack	500 Engagements

Top-up Engagements for this Month	No.
Current Month's Usage	0
Top-up Balance	1,500

The usage

Previous

Next

Top-up Engagements Expiring | 15 May 2014 1,500 Engagements



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SETTINGS > ACCOUNT ACTIVITY

Package Engagements for this Month	No.
Current Month's Usage	0
Current Month's Balance	0

** No rollover for next month's billing*

Top-up Packs Purchased	10 April 2014	1 Pack	500 Engagements
	20 April 2014	1 Pack	500 Engagements

Top-up Engagements for this Month	No.
Current Month's Usage	0
Top-up Balance	1,500

The balance

Previous

Next

Top-up Engagements Expiring | 15 May 2014 1,500 Engagements





TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SETTINGS > ACCOUNT ACTIVITY

Top-up Engagements for this Month	No.
Current Month's Usage	0
Top-up Balance	1,500

Top-up Engagements Expiring | 15 May 2014 1,500 Engagements

 Export report on all Engagements for this period

 **Export Report**

Expiring top-up engagements, if any and the date

[Previous](#) [Next](#)

Consumer registration and views of public posts are free. Engagements are defined as : coupon downloads,click to view private posts, in-store check-in, earning and redemption of rewards.

- Note : The Top up Engagements are valid for 12 months

SETTINGS > ACCOUNT ACTIVITY

Top-up Engagements for this Month	No.
Current Month's Usage	0
Top-up Balance	1,500

Top-up Engagements Expiring | 15 May 2014 1,500 Engagements



Export report on all Engagements for this period



Export Report

This is the ENGAGEMENT report based on the month selected. To export the CSV file, click on the green excel icon here.

Previous

Next


Consumer registration and views of public posts are defined as : coupon downloads,click to view private posts, in-store check-in, earning and redemption of rewards.




TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

SETTINGS > ACCOUNT ACTIVITY

Top-up Engagements Expiring | 15 May 2014 1,500 Engagements

 Export report on all Engagements for this period

 **Export Report**

Consumer registration and views of public posts are free. Engagements are defined as : coupon downloads,click to view private posts, in-store check-in, earning and redemption of rewards.


Here's a quick definition of **ENGAGEMENTs**, of which your **ENGAGEMENT** activity numbers is based.

Previous **End**

TOS version 1.0

- We've come to the end of Settings > Account Activity. Let's proceed to System Message.

SYSTEM MESSAGE



TAO OF SHOP

WAY OF OMNI-CHANNEL RETAIL

admin@soleshiok.com | Brand Admin

LogoutTourSupport

News Feed

Engage

Sell

Rewards

Insights

Settings

System Message

ENGAGEMENTS

Current Month's Usage

0

Current Month's Balance

0

Top-up Balance

0

REFRESH

ACCOUNT ACTIVITY

Date Joined | August 29, 2013

Statement Period | Sep 01, 2014 - Oct 01, 2014

Select Statement | January 2013

SUMMARY

- Tip : System messages will automatically appear on the top navigation bar of your dashboard. You can also click on the system message tab to reopen the message

SYSTEM MESSAGE

There is no new system message at this moment. When there is a new update, you will see this notification panel when you next log in to the dashboard.

[X]

admin@soleshiok.com | Brand Admin

Logout

Tour

Support



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL

ENGAGEMENTS	
Current Month's Usage	
0	
Current Month's Balance	Top-up Balance
0	0

REFRESH

News Feed

Engage

Sell

Rewards

Insights

Settings

System Message

ACCOUNT ACTIVITY

Date Joined | August 29, 2013

Statement Period | Sep 01, 2014 - Oct 01, 2014

Select Statement | January 2013

- Tip : The message can be closed at any time via the 'X' option at the top right corner.



TAO OF SHOP
WAY OF OMNI-CHANNEL RETAIL



TAO OF SHOP

WAY OF OMNI-CHANNEL RETAIL

THANK YOU FOR USING OUR USER GUIDE.

PLEASE VISIT OUR KNOWLEDGE BASE [HERE](#).

FOR FEEDBACK, PLEASE DROP US A NOTE VIA OUR SUPPORT LINK [HERE](#)