



Simply Retail.

# SAP Mobile Consumer Assistant by GK - Product Description

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## SAP Mobile Consumer Assistant by GK - Platform

In the system landscape, the SAP Mobile Consumer Assistant by GK Platform is envisaged as a functional component for the provision of the functionality to the customer smartphone. By that, data from central SAP systems will be provided, interaction data will be disposed of, and a diverse functionality will be provided.

# Central System

## Functionalities

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### Coupons & vouchers

The extensive couponing module of the SAP Mobile Consumer Assistant by GK platform allows a vast number of diverse interactions based on coupons and vouchers. Coupons and vouchers are item or receipt-related discounts, which can be assigned in multiple ways to the customer. Out of convenience, we will only refer to coupons, whereby in context with receipt-related discounts vouchers are always included.

The various coupon types include:

- CheckIn coupons
- CheckOut coupons
- QR code triggered coupons
- Punch card coupons
- Action code-based coupons
- Paper coupons
- Web coupons

All coupons are store-related (to distribute diverse coupons in the region, up to every single store) and time-related.

They are differentiated as follows:

- Currency coupons
- Percent coupons
- Point coupons

All coupons can be redeemed by various workflows at diverse touch points by standardized integrations.

### Webcodes

Webcodes are alphanumeric codes, which enable a web shop to retrieve promotion rules of the SAP Mobile Consumer Assistant by GK Platform and apply them to the customer's basket.

### Serialized coupons

Serialized coupons are unique codes, which can be redeemed by scanning on the POS and can have various ways of distribution. Each code can be used one time and is subject to complex promotion rules. It can be used for mailings, in apps as single coupons, on kiosk systems and many more touch points. It can be optionally personalized (assigned to a user account) or anonymous.

### Third-party coupons

Many merchants cooperate with multiple partners or loyalty systems. These loyalty systems offer their own codes, which will be supplied by the participating merchants to their customers, e.g. by add-ons. Therefore, the merchant imports the third-party coupons in the SAP Mobile Consumer Assistant by GK platform and activates them through promotion rules, and when the promotion rule applies, it will be printed on the receipt. The codes can be unique, but they do not have to. An automatic budget limit is achieved by the number of imported codes.

### Promotion codes

Promotion codes are results for coupons. So the merchant can assign e.g. unique codes, and when the customer enters these codes in the app or in a web-based system, the customer will receive a coupon. This is possible both with serialized codes (e.g. Au733B) and generic codes (e.g. Vatertag 2017).

### QR code as trigger for coupons

With QR codes as trigger for flyers, teasers or other media the merchant can undertake marketing measures. Only the customer who scans the QR code with their smartphone will get the coupon.

### Integration loyalty systems

External loyalty systems can be integrated in the workflow of the SAP Mobile Consumer Assistant by GK platform and will be used per One Touch at the POS. By that, it is irrelevant whether it is an own brand (e.g. Payback, DeutschlandCard, etc.) or an individual system.

By that, it is insignificant whether the customer identifies themselves with their smartphone or with a loyalty card at the POS. So all functionalities like coupons and vouchers, punch cards or even the digital receipt can be offered to the customer.

### Loyalty system with user state

The SAP Mobile Consumer Assistant by GK platform offers an integrated loyalty system for all merchants; those who have not participated using in the applied solution yet and those who are already using it. Complex point rules can be configured and stored in an audit-proof manner. Even the expiration of points can be configured individually as well as the setting levels (bronze, silver, and gold customer etc.).

The SAP Mobile Consumer Assistant by GK platform is special in such a way that not only points are gained by transactions, but also every interaction in the retailer app (e.g. registration, scanning of QR codes, app starts, etc.) can lead to more points on demand. These points can be redeemed into vouchers (or can be used for state interpretations). In addition to the automatic distribution of points based on rules, it is also possible to do manual point distributions (i.e. action-based (e.g. public holidays, anniversaries)).

The process of purchasing or using of points can be comprehended in the app by the customer and always be combined with Push Notifications.

### Integration in controlling

If wished for, both the usage of coupons and points can be sent to external controlling systems in multiple formats (e.g. CSV, XML, EDI, etc.).

### Integration in CRM systems

The connection and inclusion to a CRM system is optional. The SAP Mobile Consumer Assistant by GK platform is fully functional, but was created in a way that it can be used as a channel in the application pool of a CRM environment to enable a central customer view (single point of truth).

### Transaction history (eReceipt)

Each transaction in the app is comprehensible for the customer. Additionally, the customer receives information about the recent transaction via Push Notifications (individually configurable) and an email with the receipt including all details.

### POS Integration

The standardized and version-controlled integration in the POS system is made by a JAVA Plugin. This is an inherent part of the standard functionality of the GK/Retail and GK OmniPOS. Other POS manufacturers can also be seamlessly integrated to implement the SAP Mobile Consumer Assistant by GK platform at the POS using this plugin. The POSPlugin can be updated and rolled-out separately or together with the POS.

### Web shop integration

The SAP Mobile Consumer Assistant by GK services can also be used for the integration in web shops.

### Frontend White Label Apps & SDKs

Within the scope of the SAP Mobile Consumer Assistant by GK Platform, GK provides the necessary apps based on Android or iOS as a White Label solution for a project. If the retailer already has an app, the functionalities of the SAP Mobile Consumer Assistant by GK Platform can be embedded with a native SDK for Android, iOS and JavaScript. The embedding of the SDKs is also possible for Smart TV apps (Apple TV, Fire TV).

### AppBanner

Application banner, displaying on the main screen of the mobile app, could be defined in the SAP Mobile Consumer Assistant by GK. It could be linked to coupons, vouchers, newsletters, offers, recipes, normal URL links and etc.

### Flyers

Each retailer wants to inform their customers about its recent discounts. This could be done via e-flyers published from the SAP Mobile Consumer Assistant by GK. The classic flyers can be assigned to tablets, smartphones, and Smart TVs based on their stores.

### Offers

What applies to flyers also applies to offers. It is possible for the retailer to publish separate configurable items in the offers. In this case, the user can have more action choices such as checking

item's detail or adding it to user's shopping list. Moreover, offers could be distinguished by offer groups to better organize them.

### Mobile CMS

To display and maintain privacy policy and terms of use within the app, a Mobile Content Management System is necessary, which is also available in the SAP Mobile Consumer Assistant by GK. News provided with date can also be sent by this.

### Push Notification incl. linking to business objects

With the regular usage of push notifications, the app usage can be increased by up to 70%. This is why the SAP Mobile Consumer Assistant by GK platform offers both standardized sending of push notifications and linking with business objects (coupons, news, offers, etc.) within the platform. So the customer can directly access a coupon via the push notification.

### Context-based Marketing full-size teaser

Each retailer wishes to suggest marketing campaigns via full sized teasers within the app at multiple interaction points or met conditions. This can be the case directly after the app starts or by using the store search. This is also included in the SAP Mobile Consumer Assistant by GK Platform. Also, cross linking and different rules of display are possible.

### Punch cards

The classic punch cards are included in the SAP Mobile Consumer Assistant by GK platform as well. This way, the retailer can offer any old punch cards to the customer with different design (e.g. brand-based (Coca Cola, Nivea) or seasonal based (summer, winter...)). Stamps can be assigned for interactions or items. A push notification will be sent to the customer when a stamp is collected as well as when the punch card has been filled and the customer received a voucher or coupon for their next purchase.

### Newsletters

News is inevitable every day. The SAP Mobile Consumer Assistant by GK platform provides the possibility for retailers to publish newsletters to users. The newsletter is able to be linked to other business objects so that users could be directed more easily when they click on the newsletter.

### Recipe

The SAP Mobile Consumer Assistant by GK provides a very well organized recipe system to let retailer publish perfect recipes. First of all, the recipe could be grouped. The group could be defined by retailer itself to such as appetizer or dessert. Second step is to really create a recipe. It contains ingredients, suitability for certain number of persons, nutrition, cooking steps and even image or video tutorial.

### Automatic campaign control based on target groups

Since we are focusing on simplicity for both the customer and the retailer, it is possible to automatize campaigns based on target groups. Those target groups can be imported to and created on the SAP Mobile Consumer Assistant by GK platform. A classic example of such an automated campaign is the birthday voucher, which a customer will automatically receive. This voucher only has to be configured once and will be distributed to all users (if it is their birthday) on a daily basis. This can also be applied



to app starts, registrations, clicks on business objects, inactivity or transactions. For this, each interaction within the app can be used as a trigger.

### Statistics

After all those above services are published by the retailer and used by the customers. The statistics are generated. They are well formed and organized by the SAP Mobile Consumer Assistant by GK platform so that retailer can have a good look at them.

# Contact

GK SOFTWARE SE  
Waldstraße 7  
08261 Schöneck

Germany

Tel.: +49 (0) 3 74 64 84 – 0

Fax : +49 (0) 3 74 64 84 - 15

E-mail: [documentation@gk-software.com](mailto:documentation@gk-software.com)

[www.gk-software.com](http://www.gk-software.com)