Discount Code

1. The **Discount Code** feature allows laundromat operators to create promotional discounts that customers can redeem during payment. It is a flexible marketing tool that helps attract new customers, reward loyal customers, increase machine usage, and run seasonal promotions.

Customers simply enter the discount code on the payment screen before making payment to receive the discount.

How It Works

1. The operator creates a discount code in the Merchant Portal.
2. The operator decides:
   - What machines the discount applies to.
   - How much discount to give.
   - When the code is valid.
   - How many times the code can be used.
3. Share the code with customers (social media, flyers, WhatsApp, SMS, etc.).
4. Customers enter the code during payment.
5. The discount is automatically deducted if all conditions are met.

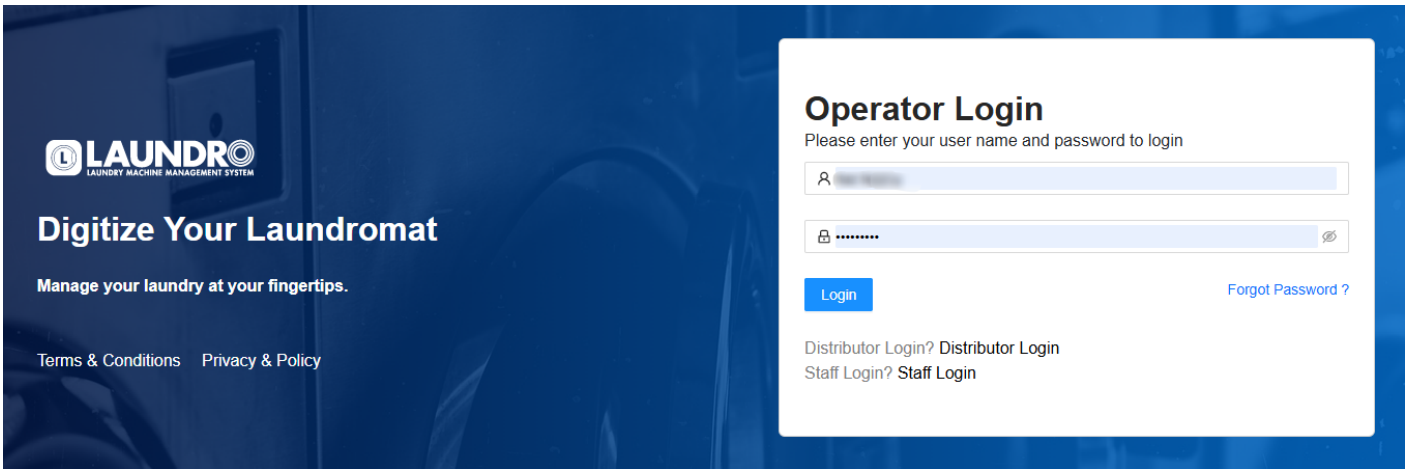
Example:

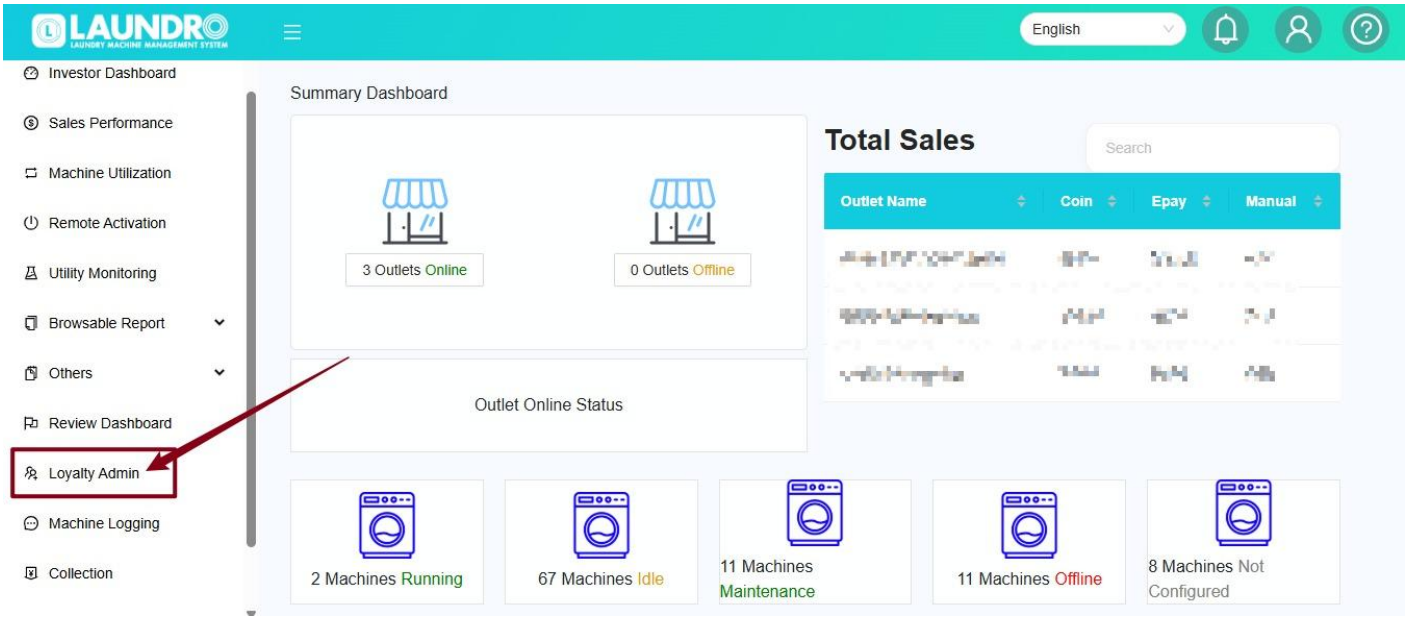
Machine Price: **RM10**

Discount Code: **SAVE2**

Discount: **RM2**

Customer Pays: **RM8**





Types of Discount Code

1. General Discount Code

A **General Discount Code** is a single code that can be shared with many customers.

Example:

```
WELCOME10
```

Everyone uses the same code.

Best Use Cases

- Grand opening promotion
- Holiday campaigns
- Facebook or Instagram promotions
- Store anniversary
- Weekend specials

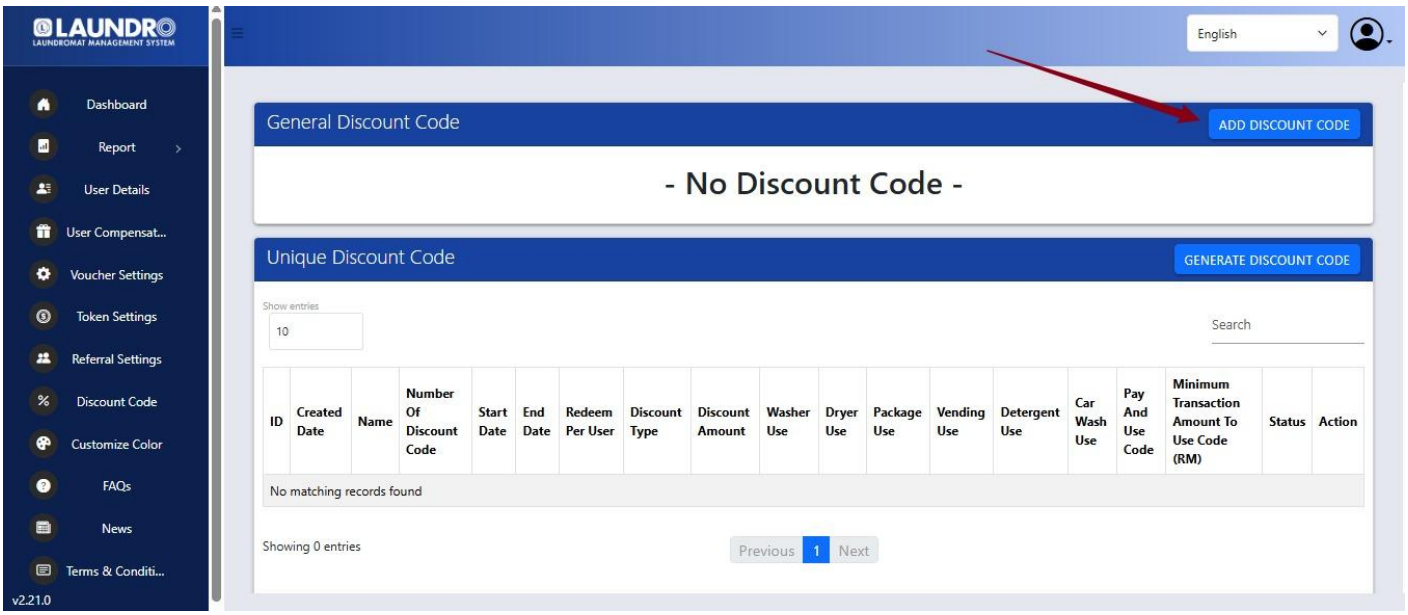
Example

Promotion:

> Use code **WELCOME10** to enjoy RM2 off your first wash.

Every customer enters:

```
WELCOME10
```



2. Unique Discount Code

A **Unique Discount Code** automatically generates multiple one-time codes.

Example:

```
ABX92L
QW83NP
LM920K
```

Each customer receives a different code.

Best Use Cases

- Reward campaigns
- Customer compensation
- Lucky draw winners
- Employee benefits
- Corporate partnerships
- Preventing customers from sharing the same discount code

Example

Generate 100 discount codes.

Each customer receives one code.

Once redeemed, that code cannot be used again.

Discount Code Settings

Discount Code

The code customers will enter during payment.

Example

```
SAVE5
WELCOME
FIRSTWASH
```

Choose a code that is easy to remember.

Select Period

Defines when the discount is active.

Example

Start Date:

1 August

End Date:

31 August

The code will automatically expire after the end date.

Use Case

Run promotions during:

- Public holidays
- School holidays
- Weekend campaigns
- Grand opening events

Redeem Per User

Limits how many times each customer can use the code.

Example

Value:

```
1
```

Each registered customer can only redeem the code once.

Use Case

Perfect for:

- First-time customer promotions
- One-time welcome rewards

Redeem Per Day (General Discount Only)

Limits how many times the same discount code can be redeemed in one day.

Example

```
100 redemptions per day
```

After 100 uses, the code becomes unavailable until the next day.

Use Case

Control promotional costs while still running public campaigns.

Number of Discount Codes (Unique Discount Only)

Defines how many unique codes will be generated.

Example

Generate:

```
500
```

The system creates 500 different codes.

Use Case

Distribute one unique code to each customer.

Discount Type

Choose how the discount is calculated.

Fixed Amount

Subtracts a fixed value.

Example

Machine Price:

RM12

Discount:

RM2

Customer Pays:

RM10

Percentage

Subtracts a percentage.

Example

Machine Price:

RM20

Discount:

10%

Customer Pays:

RM18

Discount Amount

Enter the value of the discount.

Examples

Discount Type	Value
Fixed	RM3
Percentage	20%

Applicable Outlet

Choose where the discount can be used.

Options:

- All outlets
- Selected outlets only

Example

A company has three laundromats.

The promotion is only available at:

- Branch A
- Branch B

Customers cannot redeem the code at Branch C.

Machine Type Selection

Choose which services accept the discount.

Available options include:

- Washer
- Dryer
- Package
- Vending
- Detergent
- Car Wash
- Pay & Use Code

Example 1

Only select:

 Washer

Customers can only use the discount for washing machines.

Example 2

Select:

 Dryer

Perfect for promoting dryer usage during rainy seasons.

Example 3

Select:

 Vending

Offer discounts on detergent or laundry products.

Minimum Transaction Amount

Set the minimum purchase required before the discount can be applied.

Example

Minimum Spend:

RM20

If the customer's total is RM18, the code cannot be used.

If the total is RM25, the code is accepted.

Best Use Cases

- Increase average customer spending.
- Encourage customers to purchase additional services or products.

Customer Payment Flow

1. Select a machine.
2. Choose the washing or drying program.
3. Enter the discount code in the **Discount Code** field.
4. The system validates the code.
5. If valid, the discount is applied automatically.
6. Complete the payment.

Common Use Cases

Grand Opening Promotion

Goal: Attract new customers.

Settings:

- General Discount Code
- Code: `WELCOME`
- RM3 Discount
- Valid for 30 days
- Redeem once per user

□□ Birthday Reward

Goal: Reward members.

Settings:

- Unique Discount Code
- Generate one code for each birthday customer
- RM5 Discount
- Valid for 7 days
- One redemption only

□□ Rainy Day Campaign

Goal: Increase dryer usage.

Settings:

- General Discount Code
- Code: `DRYNOW`
- RM2 Discount
- Apply to Dryer only
- Weekend only

□□ Increase Customer Spending

Goal: Encourage larger purchases.

Settings:

- Minimum Transaction: RM20
- RM5 Discount
- Applicable to Washer and Dryer

Customers spending RM20 or more receive RM5 off.

□□ Customer Service Recovery

Goal: Compensate customers after a service issue.

Settings:

- Generate Unique Discount Code
- One code per affected customer
- Valid for 14 days
- One redemption only

This ensures only the intended customer can use the discount.

Tips & Best Practices

- Use **General Discount Codes** for public promotions and marketing campaigns.
- Use **Unique Discount Codes** for customer rewards, compensation, or exclusive offers.
- Set an **expiry date** to prevent old promotions from being reused.
- Use **Redeem Per User** to avoid repeated use by the same customer.
- Use **Minimum Transaction Amount** to encourage higher spending.
- Limit discounts to specific machine types if you want to promote a particular service, such as dryers during the rainy season or vending products.

This feature gives operators full control over promotional campaigns while providing customers with a simple and convenient way to enjoy discounts directly during payment.

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