

Class Calendar Vouchers

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Introduction

With the new version of Class Calendar, you can issue a range of different vouchers to customers and potential customers. These vouchers can be redeemed for part or all of the value of bookings on the Class Calendar system.

Vouchers have a wide range of uses:

- *Like gift tokens or 'red letter days'* - you can issue a course voucher, in return for payment. The course voucher can be used to pay for a booking at a future time. Alternatively, you can issue a cash voucher that can be redeemed for a specific monetary value.
- *Customer loyalty schemes* - you can issue a promotional voucher to a specific customer. The promotional voucher can be used to obtain a discount on all or some specific future bookings, for a given period.
- *Promotional exercises* - you can publish any number of promotional voucher codes in advertising materials (usually a different code in each advertisement). Any customer can obtain a discount using the code. You can monitor the use of these vouchers in order to gauge the effectiveness of each advertisement.

To redeem a voucher, all you need to know is its serial number and its six-digit security code. Vouchers are a bit like currency - anyone who has these numbers can use the voucher. But the numbers are extremely difficult to guess!

Voucher Types

Course Vouchers

Class Calendar has made course vouchers available for some time, and the new regime does not change how these are used.

Course vouchers are redeemable against the whole value of one place on one specific course. A course voucher always covers the whole value of the place, irrespective of the price at the time of booking. A course voucher can only be redeemed once.

When issued, a course voucher can be set to expire after a specific number of days, or can be valid indefinitely. The default issue price of a course voucher is the list price of the course which it covers. However, school administrators are allowed to set any issue price, including free-of-charge.

Cash Vouchers

Cash vouchers are new to Class Calendar.

Cash vouchers are redeemable for a specific monetary value. A cash voucher may be applicable to all courses offered by the school, or may be applicable to just one, or a specific list of courses.

Cash vouchers can cover more than one place booking in a single order. For example, a £100 cash voucher can cover two £50 places. If the value of the order is less than the value of the cash voucher, then any residual value of the voucher is converted into customer credit. For example, if a £100 cash voucher is used to book a £75 place, then the customer is given a £25 credit for future bookings. Like a course voucher, a cash voucher can only be redeemed once.

When issued, a cash voucher can be set to expire after a specific number of days, or can be valid indefinitely. The default issue price of a cash voucher is its redemption value. However, school administrators are allowed to set any issue price, including free-of-charge.

Promotional Vouchers

Promotional vouchers are also new to Class Calendar.

Like cash vouchers, promotional vouchers are redeemable for a specific monetary value. A promotional voucher may be applicable to all courses offered by the school, or may be applicable to just one, or a specific list of courses.

A promotional voucher can be redeemed any number of times, until its expiry date has passed. This applies to multiple orders, and to multiple places within a single order. For example, if the value of the promotional voucher is £10, and it is used to book two places, then its redemption value on that order is £20.

If the value of an order is less than the value of the place being booked, then the residual value of the promotional voucher is discarded - customers do not receive credit for any unused part of a promotional voucher.

When issued, a promotional voucher must be set to expire after a specific number of days. The issue price of a promotional voucher is always nil. Only school administrators can issue promotional vouchers.

Issuing Vouchers

To issue vouchers, log on as a school administrator or sales staff and go to the Vouchers view. Select the voucher type, and click 'issue vouchers'.

For course vouchers, select the course from the drop-down list. The default issue price will be automatically entered into the 'Issue price' field.

For cash vouchers and promotional vouchers, select the course coverage and the redemption value. If the voucher is a cash voucher, the default issue price will be automatically entered into the 'Issue price' field.

When you click on 'issue vouchers' you are taken to the checkout. You can complete the order now, or continue with any other activity - the vouchers you have specified will remain in the shopping cart until you complete the checkout or remove the vouchers at a later time.

When the order is completed, the new voucher serial numbers and security codes will be listed. These are also emailed to you. Make sure that you look after these numbers.

Issuing Vouchers to Customers

A voucher - unlike a class booking - is not associated with specific customer. Because of this, it is not necessary to 'act for customer' when you complete an order that contains only vouchers.

But you can act on behalf of a customer when issuing vouchers, if appropriate - for example, because you are selling a course voucher or cash voucher to that customer. If you do this, then both you and the customer will be emailed with the new voucher codes.

Take care when issuing vouchers - before completing the order, check that you are acting for the correct customer.

Redeeming Vouchers

Vouchers can be redeemed by customer self-service, or by a member of staff acting for a customer - voucher numbers can always be added to an order where there is some outstanding value to be settled. (The only exception occurs in the case of rebooking fees, which can never be covered by vouchers.)

For orders that contain multiple bookings or multiple redeemed vouchers, some rules apply: in simple terms, the Class Calendar system examines all bookings in descending order of value, and all redeemed vouchers in descending order of value - and attempts to match these. For example, if the order contains two bookings of different value and one voucher, the system will redeem the voucher against the higher-value booking.

Adding or removing further bookings or vouchers to an order will cause the voucher redemptions to be re-evaluated. This can cause vouchers to be discarded from the shopping cart, for example when a booking is removed.

Monitoring Vouchers

You can monitor the status of any one voucher, or any collection of vouchers - in the Vouchers view, you can enter a voucher code, or select a collection of vouchers by course coverage and other criteria.

Invalidating Vouchers

Vouchers become invalid under the following conditions:

- *Redemption* - course vouchers and cash vouchers can only be used once, so if the voucher is redeemed in an order, it is invalidated.
- *Expiry* - A voucher can be used at any time up to and including its expiry date. After this date, it is invalidated.
- *Loss of course* - If a voucher is issued for one specific course and that course is deleted, then the voucher is invalidated.

Vouchers cannot be invalidated individually.