

# How Do I Redeem Coupons in Retail Pro?

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If you are a dealership using the Retail Pro Dealer Management System (DMS) and are using Rider Rewards, there are two methods that can be used to redeem Rider Reward coupons.

## 1. Method of payment:

This is the preferred method to use when redeeming coupons in Retail Pro, and the method that we **RECOMMEND THAT YOU USE.**

Using this method to redeem coupons allows you to add a tender option to Retail Pro (typically it is called Rider Buck, Rider Reward, Reward Coupon, etc.) just like a credit card. It essentially breaks the items and payments down (i.e., \$100.00 item, \$50.00 VISA payment, \$50.00 reward coupon payment).

If you do not have this as an option, you can reach out to Retail Pro, and they should be able to set this up for you.

## 2. Line Item Discount:

While this method does work for redeeming coupons, it is less preferred because it reduces the cost of the inventoried item. For example, if an item is normally \$100.00, and the customer is using a \$50.00 coupon, now it will look as though the item only costs \$50.00.

IF you are using this method of accepting coupons, you will **NEED** to make sure that whoever is redeeming coupons has the words Retail Pro or :RP in the last name field in their Employee Directory profile.

## Why Does This Matter?

When coupons are redeemed, Rider Rewards is set up to automatically add a negative entry into the customer's account for the monetary value of the coupon redeemed to prevent them from earning reward points on rewards spent. Here's an example:

A customer purchases a \$100.00 jacket, and they use a \$50.00 coupon to help pay for that item.

1. The system rewards 100 points for the **cost** of the item.
2. The system adds -50 points to the account for the redemption of the coupon.
3. The total points matches the amount that they paid for (i.e.,  $100 - 50 = 50$ . \$50.00 spent means 50 points are earned. You only receive points for actual money that is spent).

Adding a line item discount changes this formula because it CHANGES the cost of the item. For example, if you add a line item discount of -\$50.00 to a \$100.00 item, now the item only costs \$50.00, which means the customer will only receive 50 points for the transaction, which would be correct BUT the system then comes in and removes 50 points for the redemption of the coupon, meaning they would earn 0 points for the purchase of the item.

So, as stated earlier, if you are choosing to use line item discounts as your method of accepting coupons in Retail Pro, you will need to place either Retail Pro or :RP in the last name field of the cashier's profile in the Employee Directory who is redeeming coupons in Retail Pro. Doing this will PREVENT the negative entry from being added onto your customers' accounts, thus rewarding them with the correct total of points.

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