

## **How to Provide Customized Marketing Using the TSP100 and futurePRNT**

Did you ever think that purchasing a POS printer would directly affect an increase in sales and returning customers? The TSP100 has completely revolutionized the idea of the “simple” receipt printer with its inclusion of futurePRNT marketing software! Never before has there been a free marketing tool so easy to use allowing users to brand receipts and customize their own promotions. No two businesses are the same, so why settle for any other printer that won’t let yours show its individuality? Increase your customer return rate and stand apart from your competition using the TSP100 and futurePRNT!

**Give your customers incentive to return by offering them coupons that interest them based on what they purchased using the innovative Text Trigger tool!**

This document explains how to use the futurePRNT Configuration Utility to trigger coupons based on key words. The Text Trigger tool allows you to specify a key word that will trigger a coupon. If your POS software allows you to print the time of the transaction on the receipt, you would be able to add “AM” as a key to trigger morning hour specials such as breakfast or early bird sale coupons. The only limitation is what text your POS software allows you to print on your receipts!

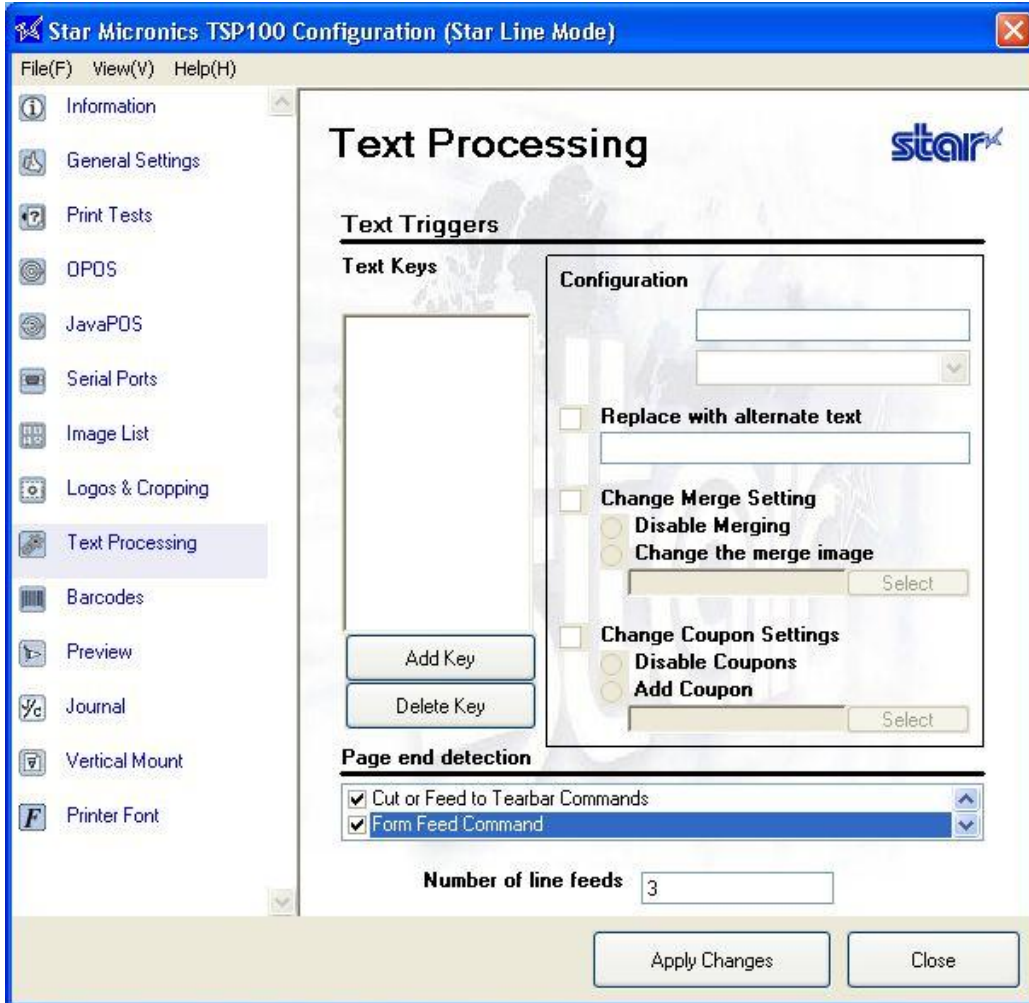
After running the TSP100’s Installation CD found in the box, the futurePRNT Configuration Utility can be accessed by clicking the Windows Start button and navigating Programs > StarMicronics > Star TSP100 > Configuration Utility.

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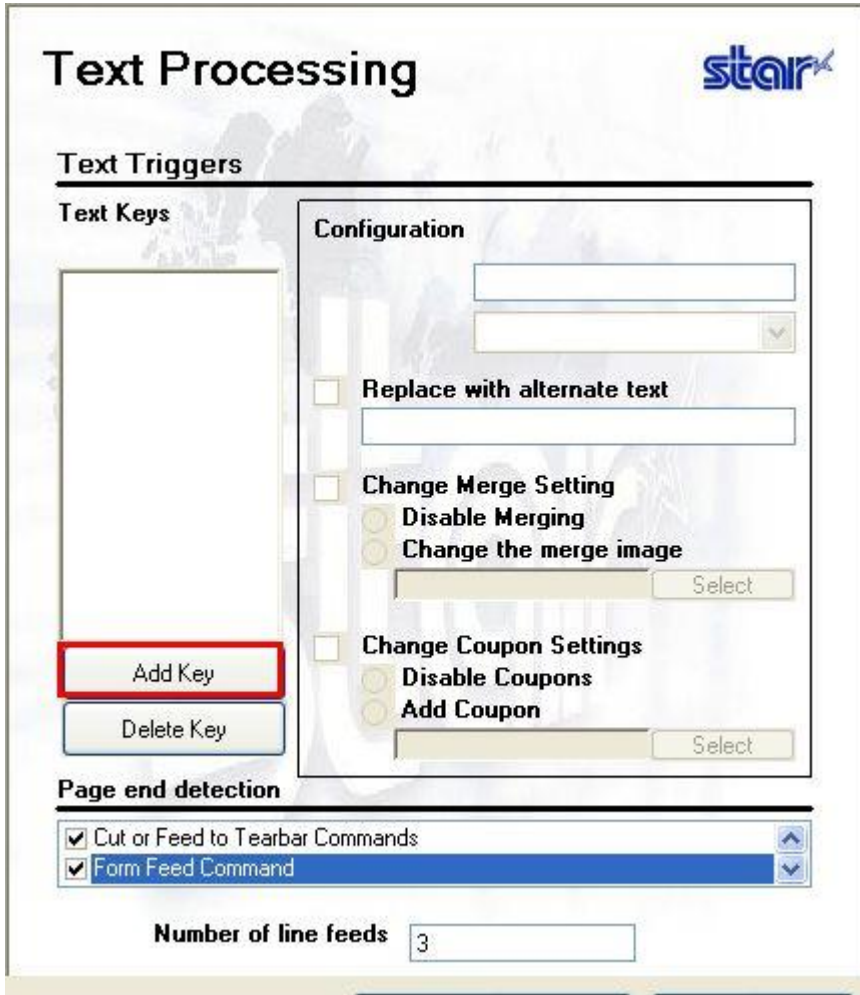
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## Assigning Text Triggers for Customized Marketing

1. Ensure the desired images have been added to the Image List in the futurePRNT Configuration Utility. For instructions on how to add graphics to the Image List, visit the FAQ section of <http://www.starmicronics.com/>



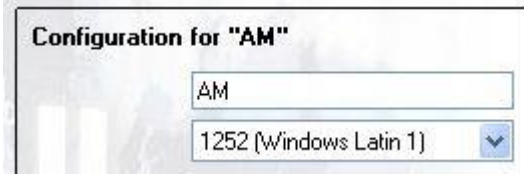
2. Select "Text Processing" in the left hand menu bar.



3. Click the “Add Key” button.



4. Enter the key word you would like the futurePRNT Configuration Utility to recognize. The key word can be any plain text character, including numbers and symbols, but **cannot** be an image or True Type font. Click the “OK” button.



5. Once entered, the text key will appear in the right hand column.



6. If you wish to replace the text with a different character or character string, place a checkmark next to "Replace with alternate text". Enter the replacement text. In this case, the string "AM" will be replaced with "PM".



7. While a watermark is a great tool for branding and an easy way to show professionalism, you might not want to print it on every document sent to the TSP100. An example might be merchant and customer credit card receipts. If desired, trigger a unique character or character string on the credit card receipt to disable the watermark.

This section also allows for the changing of the merge image. If running a raffle or contest, trigger a word on the winning receipt and change the standard watermark to a flashy "You Won!" image. Trigger different merge images for different promotional items... The possibilities are endless!



8. The Change Coupon Settings section is what will allow you to dictate what coupon customers receive, all depending on the type of information your POS software is able to send for printing. If a customer purchases a promotion item, trigger the name of the item and provide a coupon which prompts the customer to return. For example, if a customer purchases windshield wiper blades for a car, make a key named "windshield wiper" to trigger a coupon for wiper fluid.

Other examples are to trigger coupons by time or month, what the customer purchased, if the customer paid by cash or credit, how many of one item was purchased, the amount spent, and more. The possibilities of triggers are only limited by your POS software! These examples are explained shortly.

If desired, you can simply disable all coupons for end of day reports, credit card statements, and etc. Simply trigger a unique word found on these printouts.

9. Click the "Apply Changes" button.

## Promotion Suggestions and How to Trigger Them

All text triggers depend on what information your software sends to the printer. Below are some suggestions and samples for different kinds of promotions. The possibilities for types of triggers are limited only by your software.

### Time of Day

Sometimes, the breakfast crowd isn't the same as the dinner crowd. Trigger morning breakfast specials in the AM hours by setting "AM" as the key. Likewise, print dinner coupons at dinner time by creating a "PM" key. Coupons can also be triggered by hour with the use of a colon after the number. Ex: "2:" will trigger a special for 2:00.

### Month

Run monthly coupons or promotions by using the month as the key! Depending on how your software outputs the date, the key can be "March", "3/", etc. This is perfect for holiday specials, seasonal promotions, and more.

### Item Purchased

Want to influence your customer to return soon? Provide individualized marketing based on what was purchased to keep customers returning to your location for future needs. If a customer purchases a toothbrush, define "toothbrush" as a key and provide a coupon for toothpaste on his or her next visit. The number of triggered coupons are only limited by the amount of products offered!

### Quantity of One Item Purchased

Trigger a coupon for an item your customer purchases many of. Print a sample receipt from the POS software and analyze how the items are shown on the receipt. An example:

Bottled Water x 2	\$3.98
Soda x 1	\$1.99

In the above format, the key would be set to "Bottled Water x" to trigger a coupon for a product purchased in any quantity. If you want to trigger a coupon when someone purchases three bottles of water, the key would be set to "Bottled Water x 3".

### Type of Payment

Trigger a coupon for customers depending on the payment method. Advertise opening a new credit card or gift card to cash-paying customers. If your company offers its own credit card, trigger a percentage off coupon to existing card customers making credit purchases.

