



Promotional Codes

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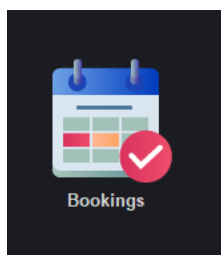


There are several different elements which will need to be considered when creating a new promotional code.

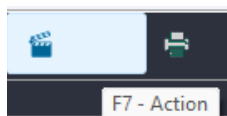
These are; understanding of the promotional code record and how it is configured, setting the promotional price grouping and price within the ESP systems booking price matrix, and understanding the rules, which set the validity of when the promotional code will be valid. First and foremost will be navigating your way through the ESP system to the promotional code.

1. Creating Promotional Codes

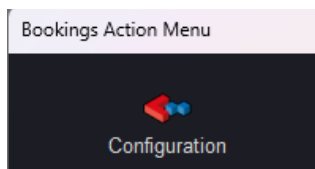
To create or amend a promotional code:



Select - **Bookings**



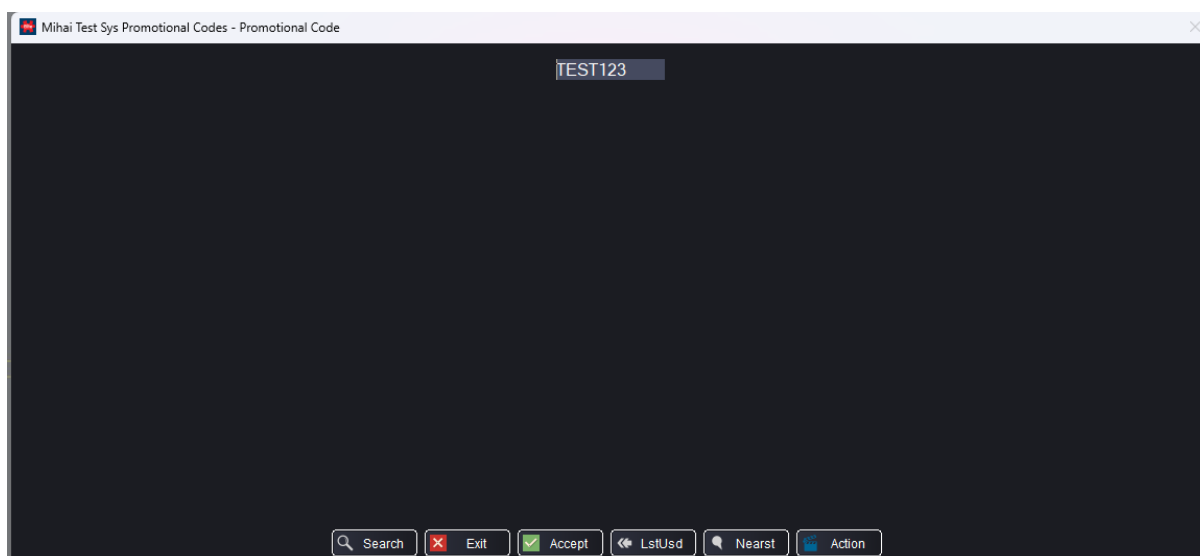
Select - **F7 – Action**



Select – **Configuration**



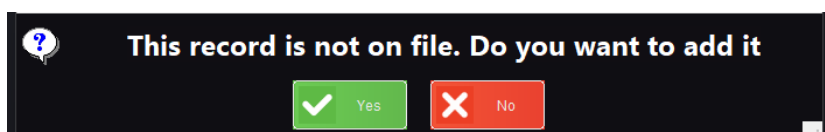
Select – **Promotion Codes**



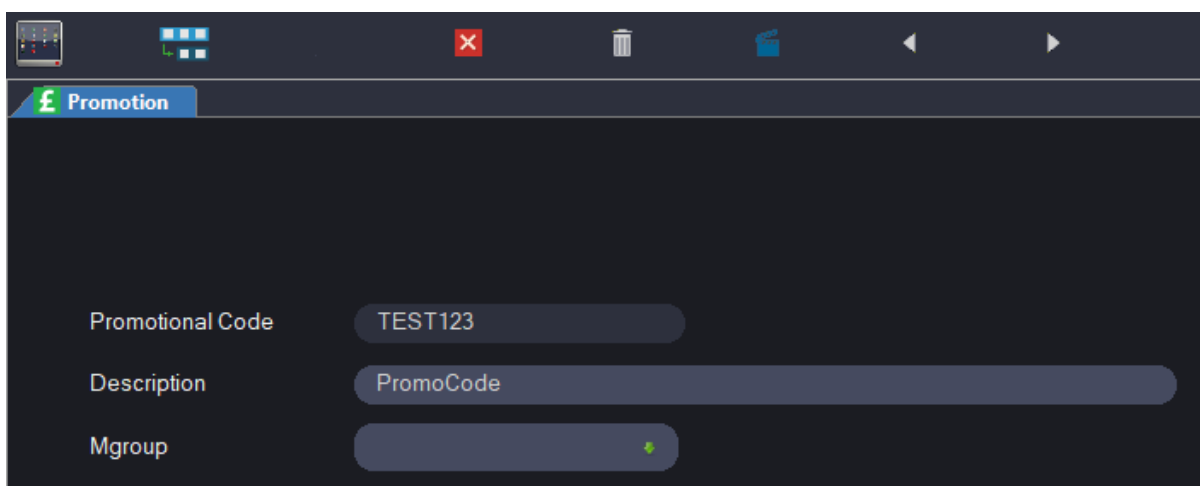
Enter a code for the promotion, this can be up to eight characters. This code will be used by the customers when making a booking.



Select – **Accept**



Select – **Yes** to add the new record.



Enter a Description for the Promo Code. This will be visible on the internet.

A screenshot of a software interface for configuring a promotion. The form has a dark background with light text. At the top left, there is a tab labeled 'Promotion' with a green 'E' icon. Below the tab, there are several input fields: 'Promotional Code' with the value 'TEST123', 'Description' with the value 'PromoCode', 'Mgroup' with a dropdown menu open, 'Price Column' with a dropdown menu open, 'Suppl Option', and 'Rule'. The 'Mgroup' dropdown menu is open, showing a list of options: 'Visitor', 'Guest', 'Member', 'WebProm1', 'WebProm2', and 'WebProm3'. The 'Price Column' dropdown menu is also open, showing a list of options: '0', '1', '2', '3', '4', '5', '6', '7', '8', '9', '10', '11', '12', '13', '14', '15', '16', '17', '18', '19', '20', '21', '22', '23', '24', '25', '26', '27', '28', '29', '30', '31', '32', '33', '34', '35', '36', '37', '38', '39', '40', '41', '42', '43', '44', '45', '46', '47', '48', '49', '50', '51', '52', '53', '54', '55', '56', '57', '58', '59', '60', '61', '62', '63', '64', '65', '66', '67', '68', '69', '70', '71', '72', '73', '74', '75', '76', '77', '78', '79', '80', '81', '82', '83', '84', '85', '86', '87', '88', '89', '90', '91', '92', '93', '94', '95', '96', '97', '98', '99'. The 'Mgroup' dropdown menu is highlighted in blue.

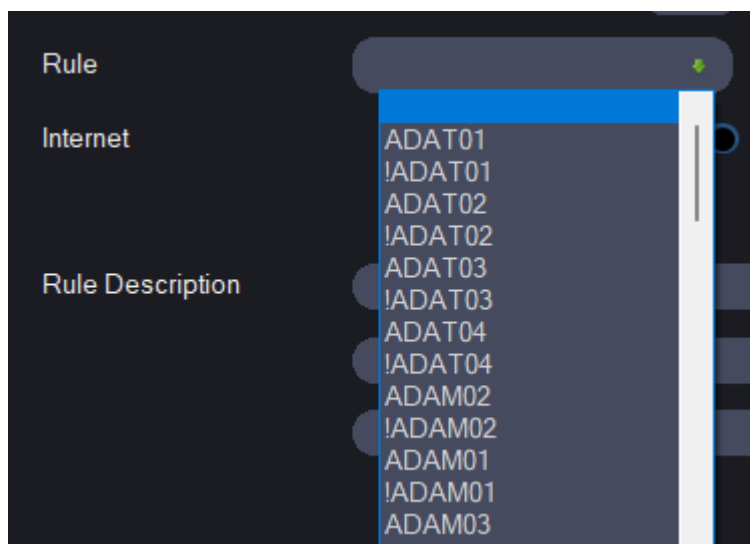
Select the MGroup. This is the pricing group to which the Promotion Code applies.

A screenshot of the same software interface as above, but with the 'Price Column' field highlighted with a red border. The 'Mgroup' dropdown menu is now closed and shows the selected value 'Member'. The 'Price Column' dropdown menu is also closed and shows the selected value '0'. The 'Promotional Code' field contains 'TEST123' and the 'Description' field contains 'PromoCode'.

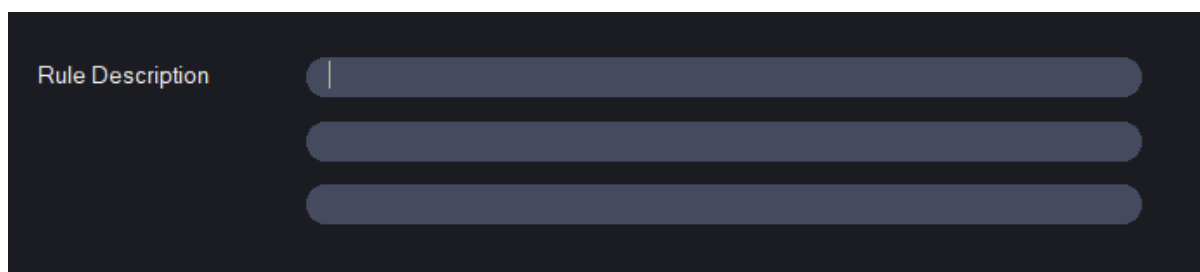
The Price Column denotes which column in the Pricing Matrix the Promotion starts from. (0 means it starts from the first column.)

A screenshot of the 'Valid From' and 'Valid To' date selection fields. Each field has a calendar icon on the left and two slashes on the right, indicating that the date has not been entered yet.

Enter the date the Promo Code is valid from and valid to.



Select the relevant Rule for the Promo Code. (See Section 3 for further information on Rules)

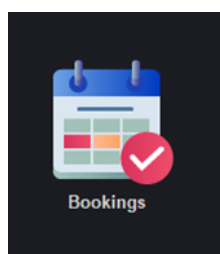


Enter the Rule Description. This is the text that will be displayed when the booking does not meet the criteria of the Promo Code Rule.

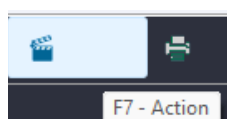
2. Setting the Promotional Code Price

The ESP System has three MGroups setup for the purposes of Internet Booking Promotions, these are WebProm1, WebProm2 and WebProm3. The MGroup field and the Price Column filed within the Promo Code record link back to the Pricing Matrix.

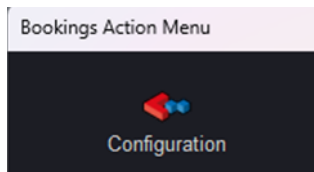
The steps to price the new promo code are:



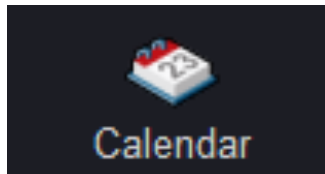
Select – **Bookings**



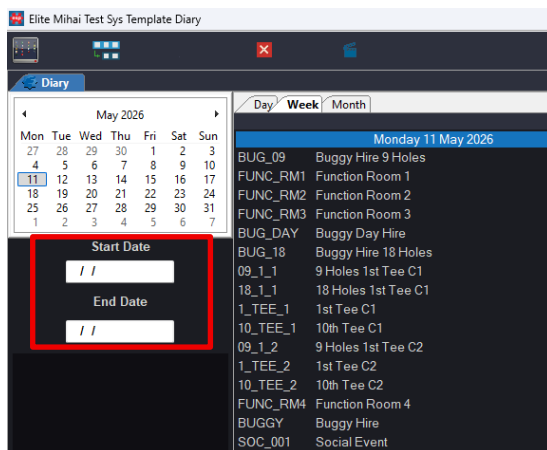
Select – **F7 – Action**



Select – Configuration

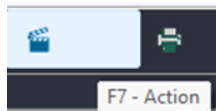


Select - Calendar

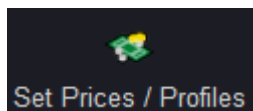


Enter the **Start Date** for the first date you wish to set the prices for.

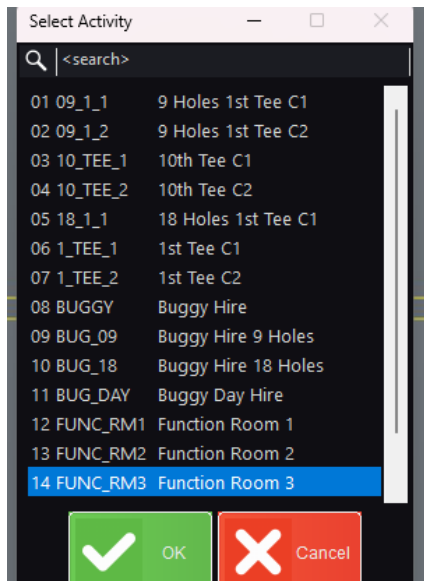
Enter the **End Date** for the last date you wish to set the prices for.



Select – F7 – Action



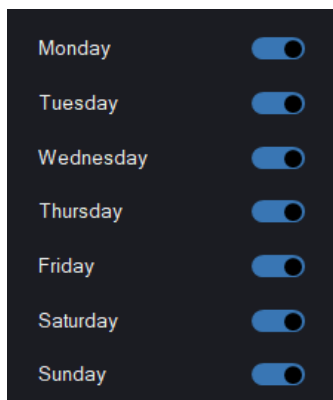
Select – Set Prices / Profiles



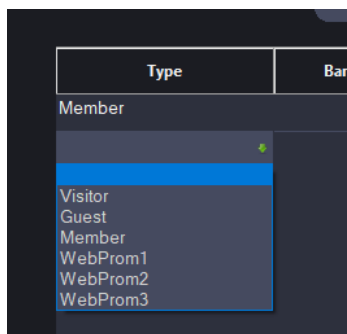
Select the Activity you wish to add the promotion to.



The screen above will be displayed. The columns labelled Band 0 to Band 9 represent the 10 different time bands you can have throughout the day. If you are only having 1-time band, enter 23:59 into Band 0.

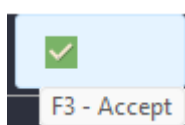


Select the days of the week you wish to set the prices for during the date range you have selected.

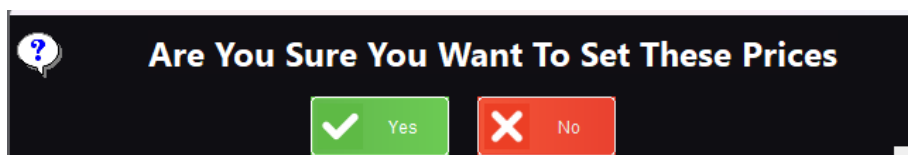


In the grid at the bottom of the page, double-click on the left-hand column to open the drop-down list. Select the WebProm you wish to price. (WebProm1, WebProm2 or WebProm3)

The WebProm you are pricing needs to match the one in the the MGroup field of the Promo Code record.



Select – **F3 - Accept**



Select – **Yes** to set the prices.

3. Promo Code Rules Explained

Each promotional code is linked to a rule and each rule stipulates what days the promotional code will be valid for, a minimum of how many players will validate the promotional code and at what time of the day the promotional code will be valid. Each rule has specific criteria which will be explained in greater detail below.

If the rule field within a Promotional Code record is left blank then the Promotional Code will be valid for every visitor booking that is completed on the internet. It is vitally important that each Promotional Code has a rule attached.

Each rule code is 8 characters long and is split into three sections. On the most part each section is 2 characters long with the only deviation from this being the first section which specifies the days. The tables below explain the coding used in each section. We have tried as much as possible for the rule codes to follow a standard that will be as informative and simple as possible to understand.

First, we shall take a simple rule code and examine it in detail:

Rule Code: ADPM04

By splitting the rule code into three sections each containing two letters, we have:

- 1: AD
- 2: PM
- 3: 04



Using **Table A** below, we can see that the first part of the rule code AD means that the rule will be valid on any day. Using **Table B** for the second part we can see that PM means the rule code will be valid for any time after midday and lastly **Table C** 04 shows that the rule code is valid for booking with a minimum of a four participants.

Table D is a table that may not always be used when decoding the rule codes. This table is only brought into use when we need to specify certain days such as only on a Tuesday or not on Thursday Friday or Saturday as specified in Table A.

Following the tables are some more examples of rule codes and a structured walkthrough of how to decode them.

There is a standard set of rules that have been generated and despatched to your booking system which we believe that will cover all bases with regards to when you may want to run a promotion.

Rules are created and maintained by ESP, if however, there is something we have missed off or you believe that you require another rule then it may possible for a new rule to be created. In such cases please contact your Account Manager to discuss this request.

Presently all the rules that have been created within the ESP system fall into the categories below.

Table A

Days Code using the First two letters taken from the rule code	Description
AD	Any Day
WD	Week Day
WE	Week End
X567*	Excluding Days 5, 6, 7 (Friday, Saturday, Sunday) (Could be any day or days using the specific day numbering. See Table D for day numbering.)
D2*	Day 2 Only (Tuesday) (Could be any day using the specific Day number. See table D.)

Table B

Time Code using the next two letters	Description
AM	Before Midday
PM	After Midday
AT	Any Time
11	Before Eleven (could be any hour using 24 hours clock format)



Table C

Number of Players Code using the last two letters	Description
01	Minimum 1 participants
02	Minimum 2 participants
03	Minimum 3 participants
04	Minimum 4 participants

Table D

Day Number used within the ESP Rules Codes	Day of the week
1	Monday
2	Tuesday
3	Wednesday
4	Thursday
5	Friday
6	Saturday
7	Sunday

Here are a few examples of Rules codes with a description of each code.

Rule Code: **ADAT02**, which we can colour code to ease the explanation to ADAT02. The first 2 digits relate to Table A, the middle 2 digits relate to Table B and the last 2 relate to Table C. By using the information in each of the tables AD means any day. AT means any time and 02 means a minimum of a two ball. So, this rule will be activated on any day at any time for a minimum of a two ball.

Rule Code: **WDAM04**, by following the same procedure as before we can colour the rule code to coincide with the Tables above (WDAM04). Again, using the information from the tables, this rule code will be activated on any week day for a booking in the morning for a 4 ball only.

Rule Code: **X567AM03**, this time we need to use the information that is within Table D also to decipher the numbering on the days of the week (X567AM03). Using Table D days 5,6 and 7 relate to Friday, Saturday and Sunday. So X567 stands for excluding Friday, Saturday and Sunday. AM is for



any booking in the morning, and 03 is for a minimum of a 3 ball. So, this code is valid on any day except Friday, Saturday and Sunday for a morning booking with a minimum of a 3 ball.

Exclamation Marks

When assigning the rule to the promotional code within the ESP system you will notice that for each different rule code there is another entry which has an exclamation mark in front of it. In the realms of logic this exclamation mark means 'NOT'. Everything which has a 'NOT' in front of it will react in exactly the opposite way than it would if there were no 'NOT' present.

Let's think about the effects if the rule code is 'WEPM04' and we change the Rule assigned to the promotional code to be '!WEPM04'.

We first start by decoding the rule itself. Using the tables above we can see the rule is for a minimum of a four ball at any time after midday on any weekend day.

By breaking the rule code up into its three sections and making them the opposite of what they are we can achieve what the system will perceive to be the rule for '!WEPM04'.

WE which means any weekend day will become no weekend day.

PM which means any time after midday will become no time after midday.

04 which means a minimum of a 4 ball will become a maximum of a four ball.

So, the rule code will allow bookings with a maximum of four participants at any time after midday on any non-weekend day.

By breaking each rule code like this it is possible to decode the opposites just as easily as the rule codes themselves.