Community Gift Cards

E-mail Notifications

July 2018

Introduction

There are a variety of e-mail communications that are sent by the Community Gift Cards system. This document intends to identify and describe the different communications that are sent, the actions that trigger those communications, and the targets / recipients for those communications.

A number of e-mail communications are sent through the use of a queue, so as not to slow down other processing. That is, when an action occurs that should trigger an e-mail, the system will often queue up the e-mail, and a separate queue handler (scheduled to run every few minutes) will handle the actual sending of e-mails.

There are some instances where an e-mail is sent in "real-time" as opposed to through the queue handler, and this document will highlight those cases.

Please note that this document may be updated as and when required, either as new process flows are introduced to the system or when existing process flows are updated.

Summary – E-mail Notifications

The table below identifies the Process Flows, the Targets (recipients) of the e-mail, identification of the Timing (queued or real-time), and a Description of the triggering events as well as a high-level description of the contents of the communication.

There are a few different targets:
- System administrator: the CommunityGiftCards support team
- Account administrator: the account owner (this is YOU)
- Location administrator: the primary e-mail address associated with the businesses/locations in your network
- Card buyer: the person that bought the card (this may be different than the Card holder)
- Card holder: the person that received the card (could also be the buyer, if the buyer bought the card for him/herself)

Process Flow	Target	Timing	Description
Help system	System admin	Real-time	When you submit a new ticket via the HELP screen, or you update your ticket after the administrator has already followed up with you, or when you decide to close your own ticket, an e-mail is sent to the system administrator with the details.
Help system	YOU	Real-time	When the system administrator updates the ticket as a follow-up to your submission or update, or when the system administrator closes your ticket.
System Notifications	System admin	Real-time	When you deposit funds into your account to adjust your balance via the BALANCE screen.
Account Set Up	System admin	Queued	Logo uploaded. We have provided a default logo that is used on screens and at the top of e-mail communications. If this logo is adequate, you don't need to do anything. If, on the other hand, you want to use your own logo, you can upload a logo image file via the Documents/Logo screen. In order to ensure that your logo meets our standards, and that it doesn't stray too far from our brand, we need to approve your logo for use in the system. We are notified when you upload a new logo into the system, so that we may review it and either approve or reject that logo.
Account Notifications	YOU / System admin	Queued	Balance. While you have a negative balance in your account, the system will automatically send you a "Balance needs attention" e-mail every 7 days. NOTE that we also get a copy of this e-mail. If your BALANCE goes unaddressed for too long, your account may be inactivated, resulting in the system becoming unavailable to you – including new gift card purchases, redemptions, etc.
Account Notifications	YOU	Queued	Funds Transfers. For each location in your network, you specify the "disbursement" schedule (next day, once per week, once per month, etc.). The system uses this information, along with card redemptions that have occurred, to determine when to send an EFT (for Canadian accounts) or ACH (for US accounts) file for processing. When the system sends such a file, you will receive a notification that such a file has been sent.
Account Notifications	YOU	Queued	Bounce e-mails. Whenever an e-mail could not be sent to either a location in your list, or to a card holder, you will get an email telling you about the email address that "bounced" (this will also show up in the Dashboard). This will give you the opportunity to resend appropriate emails after you change the email address on file.
Location Set Up	Location admin	Real-time	Device activation. After you've successfully set up a location in your "network", you will want to send a "device activation" e-mail. Location administrators will open that e-mail and click on the link that is included. Doing so will store a "cookie" on the device in question, so that when that same device is used to access gift card redemption screens, etc., it is recognized as belonging to that location. Using this method, multiple internet-capable devices (back-office computers, front desk tablets, etc.) can click on the same link in order to register through device activation.

Process Flow	Target	Timing	Description
			NOTE that device activation e-mails contain a unique key, and that unique key is only valid for 3 hours. If location administrators wait too long, you will need to send a new device activation e-mail. Note also that external systems that have access to the API, can also send device activation e-mails as needed.
Location Set Up	Location admin	Real-time	Location Central. After a location has registered its device(s), and you have saved the settings for that location (such as whether it uses a Webhook, or some other integration method), you will want to send an e-mail to that location to view/update their settings. As an example, if they want to identify and/or update the list of items that are "visible" and can be "bought" by gift card holders when they are AT their place of business, this is a way for the location admin to get access to a screen where they can do so. Other types of settings could be to "connect" their POS (Point of Sale) system to the CommunityGiftCards system. NOTE that this email is valid for 3 hours only, but accessing the LocationCentral screen is something that location admins can do at any time (as long as the device that is trying to access the screen has the right privileges).
Location Set Up	Location admin	Real-time	Direct Deposit. We provide a template for you to use as a direct deposit form. Go to Documents/Logo and download that template, then take that template and create your own direct deposit form (save it as a PDF file on your computer). The direct deposit form is used to receive signatures from your locations/businesses confirming that they are allowing you to perform funds transfers TO their accounts after cards are redeemed at their place of business. Locations can store their signed forms in the system as a scanned-in "image" file, and they can also store a scanned-in image file of a VOIDED check, which you will then view to put their banking information into the system. This email communication is triggered after you have created your own direct deposit form template (PDF format), and you can send the e-mail to locations that have not yet uploaded their image files. The PDF file comes across to them as an "attachment" in the email. There is a link that is included in the email, that the location admin can click on in order to get to a web page where they can upload their 2 files. NOTE that this email is only valid for 7 days. If location admins wait too long, you may need to send a new direct deposit form email to them.
Location Set Up	Location admin (Bank verification success), or YOU (Bank verification error)	Queued	If you are using the bank verification process (read the Getting Started guide), whereby you make small deposits for locations in your network, some emails are sent to the location administrator or YOU. These emails are triggered by the special bank verification process – the system checks the status of bank account deposits through the gateway to send out the appropriate notification. Bank Verification – success. When locations receive this e-mail, they need to click on the link, which takes them to a page where they can enter the small amount that was deposited into their account … when the amount they enter matches the amount that was deposited, their bank account information is then verified. Bank Verification – failure. If your deposit did **not** make it into the location's bank account, YOU get an email notifying you as such, so that you can edit bank account information for the location in question and resubmit the transaction.
Location Notifications	Location admin	Queued	Item List Snapshot. For those locations that "store" their item list in the CommunityGiftCards system (you have identified that their integration method is "StoredItems"), an e-mail **can**

Process Flow	Target	Timing	Description
			be sent on a regular basis with a snapshot of what items they have in the system. The previously mentioned LocationCentral screen is where the location admin specifies not only their item list, but also specifies what type of notifications they want to get (if any), and how often they want to receive them.
Location Notifications	Location admin	Queued / real-time	Card redemption A location can either be a regular location, or a "special" location that is a Charity. See the Charities screen for a description of how charities are handled in the system. In the case of regular businesses, card redemptions must be carried out using one of the registered devices for that location, which means that the card holder must be AT that place of business in order to use their card (with one exception, for phone-based redemptions). In the case of charities, gift card holders do not need to be physically at the location in order to redeem their card (that is, to make a donation). Both result in a "card redemption" action. If the location is a charity, a queued email will be sent to that location when a donation takes place. If the location is a regular location, and stores its items in the system, the location admin can specify whether they receive a new email every time a redemption occurs or not. Note that locations that are integrated with POS systems do *not* get card redemption emails, as their POS system has the detail it needs to see what goods were sold or services rendered. Similarly, those locations that are associated with a Webhook, do *not* get redemption e-mails, as the external system has the detail it needs to see what goods were sold or services rendered.
Location Notifications	Location admin	Real-time	Gift card details. When a card holder visits a place of business to use their card, they can provide the location with a print out. Using a QR code reader (such as those found on most phones/tablets), the location can use one of the registered devices to "scan" the print-out, which will automatically bring up the web page where they can redeem the card holder's card. However, if the location does not have a QR code reader, and doesn't want to type in the long Card Code, the card holder him/herself can either forward their e-mail to that location (which means that the location would need to provide an e-mail address), or click on the link themselves and use a button to forward the e-mail to the location (this way, the location does not need to provide the e-mail address to the card holder). When this second option is used, the card holder's "geo-location" is used (if the card holder allows it) and locations in your network are displayed in the order of the distance that the location is to the card holder. By default, this would mean that the location that the card holder is AT, should show up first. Once the location receives the email, they can click on the link and get to the redemption screen.
Location notifications	YOU / Location admin(s)	Real-time	Messages. Via the MESSAGES screen, you can send e-mail messages to your location/business contacts. You choose which contacts should be included (a subset of all contacts, or all contacts on file). You receive the e-mail, and the location administrators are on BCC.
Location notifications	Location admin	Queued	Rewards Points Updates. YOU have control of whether locations get notifications of rewards points updates (read more in the rewards system documentation), and if you have specified that locations should be notified, then whenever the

Process Flow	Target	Timing	Description
			location has "given" rewards points to card holders, they will get a notification e-mail. Rewards Percentages Updates. If YOU have changed the percentages that locations offer for the various reward levels, those locations may get an email telling them that this change has occurred – the email will contain information regarding the percentages they offer for the different levels.
Location notifications	Location admin	Real-time	Short-term access to redemption: If a location is having difficulty with being able to do card redemptions, because the system does not recognize their devices, YOU have the option of sending them a special "short-term" access email .. they will click on the link, which will take them to the page where they can redeem gift cards even through their device is not recognized. First, go to the Gift Cards section of the Dashboard. At the top, in the Recent Card Access by Non-Registered Devices section, click on "Show Details". The system will show you cards that have recently been accessed – you have the option of selecting what is shown as the card code and the "nearest" location (or the map is shown with all locations and those that are nearest are shown first), or of selecting a specific location and searching for a gift card – then you click on the "Send One-Time Email" button.
New card bought	Buyer/Recipient	Queued	When someone buys a gift card, they can either buy it for themselves, or they can buy it for someone else. When they buy it for themselves, they are sent an e-mail with their card details. When they buy it for someone else, they can specify whether they want the system to send this e-mail to their recipient (with potential to "defer" the send until later – perhaps on the recipient's birthday), or that they will send it to their recipient themselves. The system will take care of sending these e-mails as and when required.
Card "top-up"	Buyer/Recipient	Queued	Gift cards can be "topped up" with additional funds/credit. When this occurs, an e-mail is sent to the person that added the funds.
Card used	Buyer/Recipient	Queued	As cards are "redeemed", the buyer (if he/she bought the card for themselves), or the recipient (if different than the buyer), receives "card redemption" notices. This is a way for them to ensure that their card is not being used fraudulently, as the email can contain instructions for reporting fraudulent activity.
Card used (charity)	Buyer/Recipient	Real-time	Since charitable donations do *not* require for a card holder to necessarily be physically *at* the location accepting the donation, an extra step is taken … a short "verification" email is sent to the card holder, and in order for them to complete their donation, they will need to enter the verification code that they receive in that email, on the donation screen, in a timely manner.
Card used	Buyer/Recipient	Queued	Rewards Points and/or Rewards Level updates. If locations have "given" rewards to gift card holders, those gift card holders could get emails telling them if their new rewards points totals and/or rewards level updates. Read the "Rewards System" documentation to get more details.
Card Story Submission	YOU	Real-time	New Story Submission. You have the option of specifying that the bottom of the e-mail above ("Card used"), includes a link that allows the gift card holder to submit a story … this story includes a picture, a caption, the card holder name (unless they want to remain anonymous), and a description (what they bought, how much fun they had, etc.). When the recipient submits their story, you receive an e-mail notification that a new story was submitted – stories must be "approved" by YOU before being made visible on the Look-What-I-Bought widget or in Facebook posts, tweets, etc. You

Process Flow	Target	Timing	Description
			will log in to the dashboard to either Accept or Reject the story after you receive this notification email.
Card Story Submission	Buyer/Recipient	Real-time	New Story Approval. As soon as you Accept a story submission, the recipient gets an e-mail telling them as such. This email will include the "permalink" (a web page that is specific to their story) that they can click on – there, the recipient can post their story to Facebook, or add it to their Twitter feed, or Pinterest, etc.
NEW Location	Prospective location admin	Real-time	If you've uploaded your "merchant list" to the system when creating locations, and you've uploaded them as "inactive", you can use the platform to send an email to all of those locations, inviting them to join your gift card program. Each of those emails will have a unique link, and when your merchant clicks on the link, you specify what information you want them to fill out (including bank account information or not).
NEW Location	YOU	Real-time	If one of your merchants has signed up by clicking on the link at the bottom of the email above, you will get an email notifying you that a new merchant has signed up (their Location will now be "active").
NEW Location	YOU	Real-time	Another option for getting merchants to sign up, is to display the "Join-Our-Program" widget somewhere on your web site. Your members would click on the widget in order to get to a "Location Join" page. When they've submitted their basic information such as their business name, their email address, their location on the map, and what "categories" they would like to be included in, you will get an email. When you see this email, log into the Dashboard … the home page will show you which requests for joining are currently outstanding – this is where you can accept their entry (and can edit the categories they belong to). After you've accepted their entry, they will be in the system as an "inactive" location, and you would follow the "sign-up" process outlined above.

Clean-Up

For support purposes, the system keeps a copy of all emails sent, including the Target, any CC/BCC headers, Subject, and the contents, for a period of 60 days.

After 60 days, those copies are removed from the system entirely.