Envoys

Menu: Manage POS / Envoys

Feature: Envoys

Editions: Cloud, Corporate*

Use this page to configure the Envoy Program.

Members Can Request to become an Envoy

When selected, this option enables members to request envoy status from within their account page. The alternative is that you must contact potential envoys and manually activate their envoy status.

The choice depends upon whether you want to publicly encourage members to become envoys, or if your envoy program is more limited.

When enabled, you must also specify Envoy Request Message. This is short text message that is shown to members when they request to become an envoy.

Point Earn Ratio

Envoys earn fractional envoy points for every loyalty point that is generated by their recruited members. This relationship is expressed as the Point Earn Ratio.

> **Example:** if recruit gets 200 loyalty points for a purchase, and the point earn ratio is 0.05, then the envoy would receive 10 envoy points.
>
> This is just an example ratio. Ensure that the ratio – and the loyalty point ratios – you enter makes sense for your organization.

This field value is the *default* ratio. Ratios can be customized for each envoy through the Member admin page.

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Bonus Loyalty Points

Bonus loyalty points can be granted to an envoy recruit when the recruit uses the an envoy's invite link to register for an account. These bonus points provide an incentive for the member to register using the envoy's link.

This field value is the *default* points value. Bonus points can be customized for each envoy through the Member admin page.

Customer Class

Another incentive for new members that have registered through an envoy can be accomplished via customer classes. Customer classes can provide preferential pricing, for example.

If the customer class is set for an envoy, any member recruited by the envoy will be assigned to that customer class.

This field value is the *default* customer class. Customer classes can be customized for each envoy through the Member admin page.

Benefit Period

The benefit period is the time span that the envoy will receive envoy points for each loyalty point generated by a recruited members, relative to the member's registration date. This value is optional; an empty value indicates that there is no date limit.

This field value is the *default* benefit period. Benefit periods can be customized for each envoy through the Member admin page.

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