



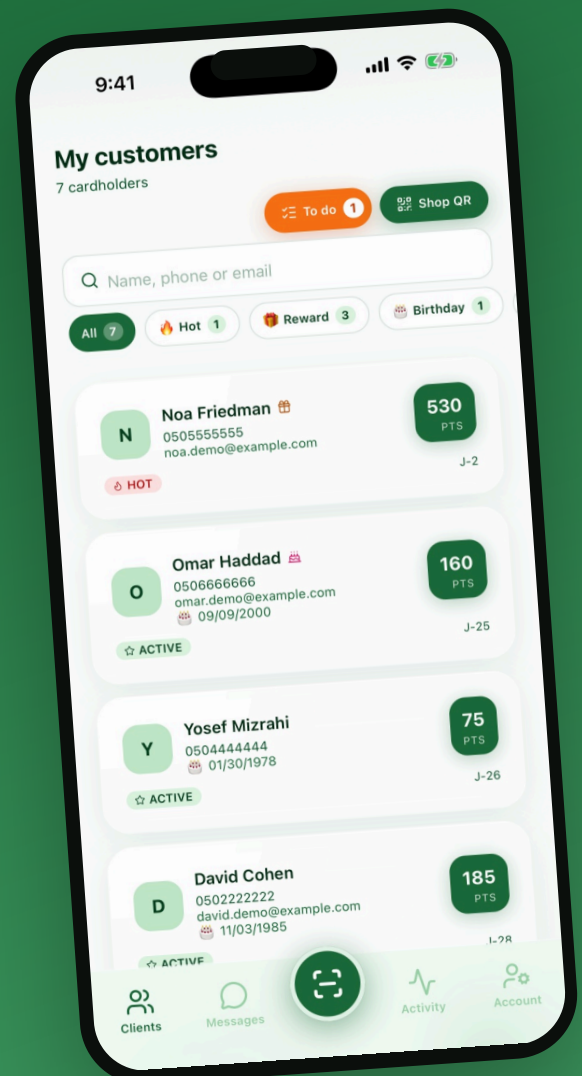
Moadon Sheli

מועדון שלי · digital loyalty card

Merchant guide

Everything you need to launch your loyalty card in Apple Wallet and Google Wallet, screen by screen, with screenshots of the app.

English version



Contents

Follow the chapters in order: in about fifteen minutes your card is ready and your first customers can add it to their phone. On every screenshot, the orange numbers show where to tap: they match the steps in the text. The example is the demo shop "Demo Coffee".

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The numbered orange dots on the screenshots show where to tap: number 1 matches step 1 of the text, and so on.

1 CHAPTER 1 Sign in

Your merchant account is created and approved by the Moadon Sheli team. Download "מועדון שלי" from the App Store or Google Play, then sign in with the email and password you received.

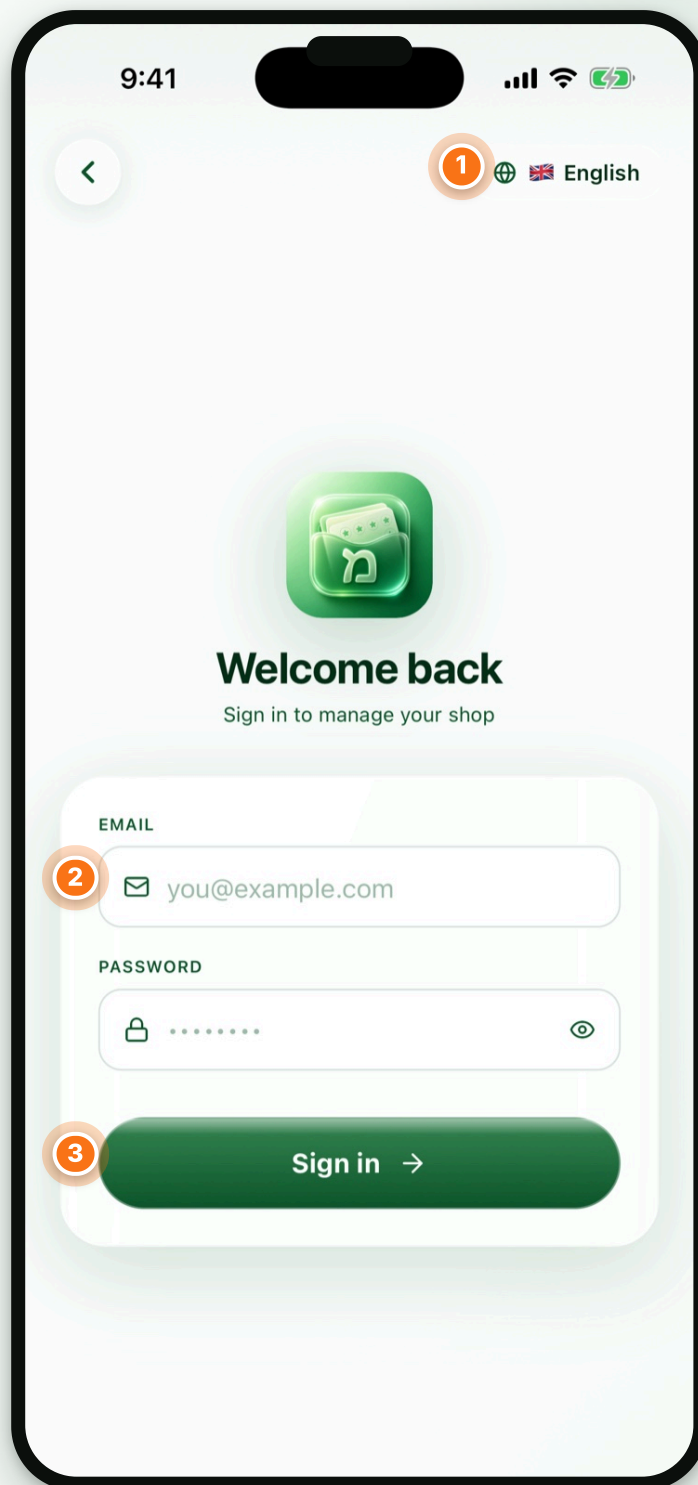
1 Choose the app language at the top right: English, French or Hebrew.

2 Fill in the **Email** and **Password** fields.

3 Tap **Sign in**.

TIP

You can also manage your shop from a computer at moadonsheli.com/app, with the same account.



The sign-in screen

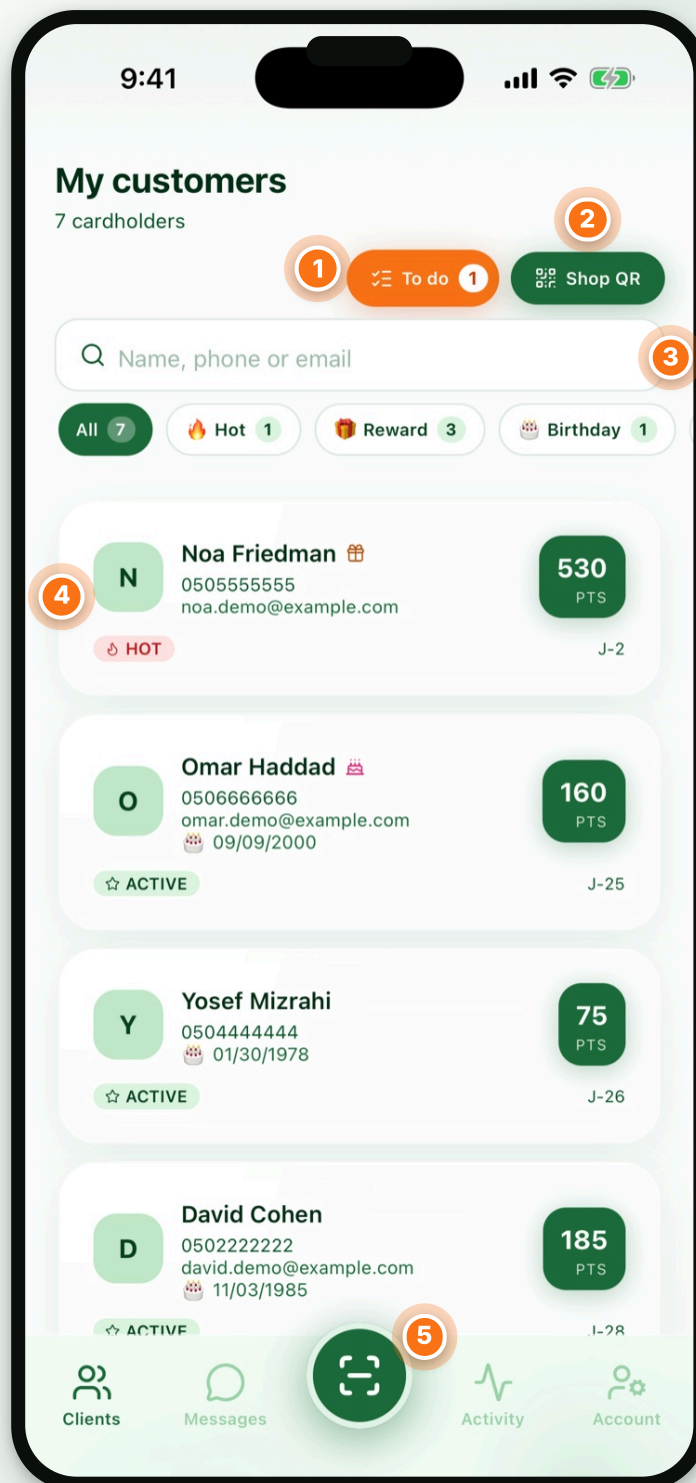
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CHAPTER 2

The home screen

The **Clients** tab is your home screen: it lists everyone who holds your card, with their points.

- 1 **To do** (in orange): the settings you still have to do, with how many are left. The button disappears when everything is ready, and comes back on its own if something goes missing again.
- 2 **Shop QR**: the QR code your customers scan to get your card.
- 3 Search a customer by name, phone or email, or filter the list: hot, reward ready, birthday...
- 4 Tap a customer to open their page.
- 5 The big green button in the middle opens the checkout screen: the **Scanner** or **Phone** tab.



Home: the Clients tab

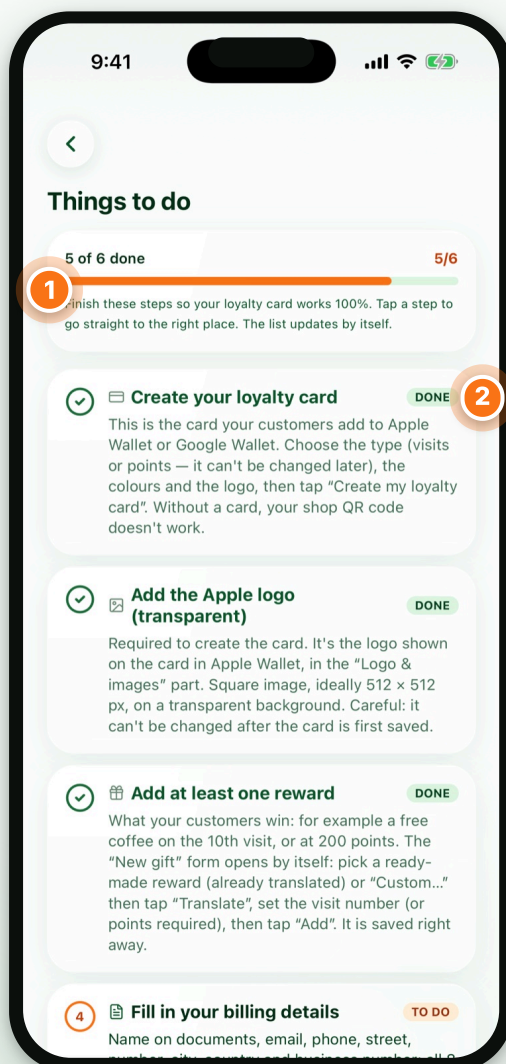
The “Things to do” list

Tap **To do**: the page lists the 6 essential settings. Each one is explained and ticks itself as soon as it is done.

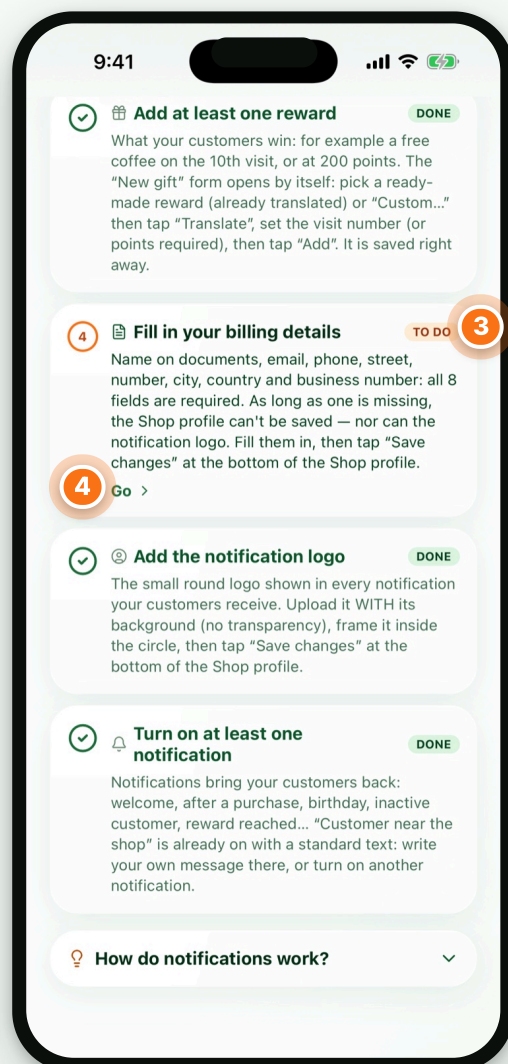
- 1 The bar shows how far you are (here: 5 steps out of 6).
- 2 Completed step: green tick and a **Done** label.
- 3 Step to do: orange number, **To do** label, and what exactly to fill in.
- 4 Tap the step or **Go**: the app takes you straight to the right place.

THE 6 THINGS TO SET UP

- 1 Create the loyalty card
- 2 Apple logo (transparent)
- 3 At least one reward
- 4 Billing details
- 5 Notification logo
- 6 At least one notification turned on



Progress and completed steps



A step to do, with “Go”

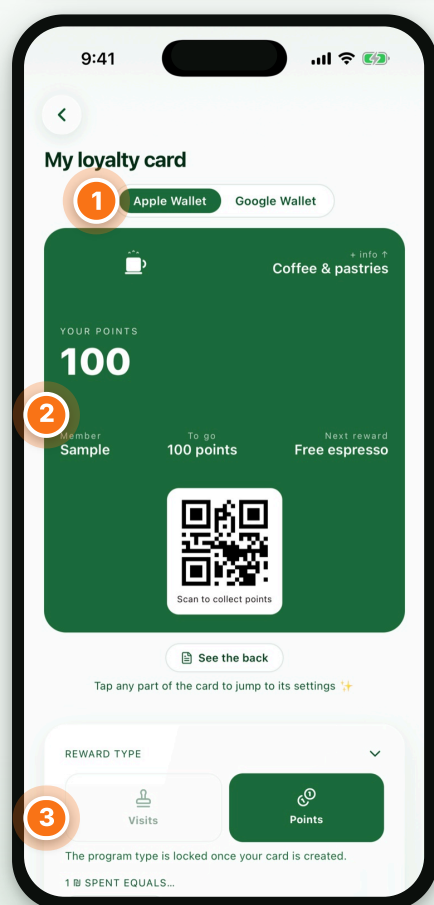
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CHAPTER 4

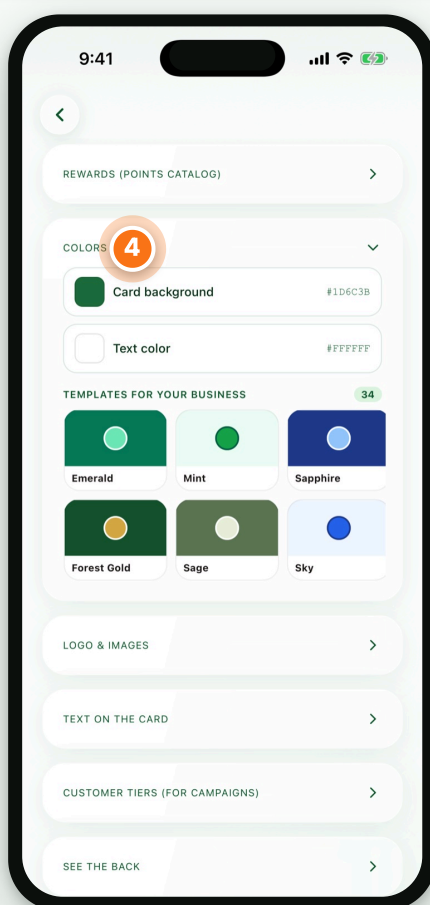
Create your loyalty card

Account tab → **Create my loyalty card**, then **Create my loyalty card** again on the next screen. Once the card is created, the row is called **My loyalty card** and the **Edit** button reopens the editor. The preview shows the card exactly as your customers will see it on their phone.

- 1 Switch between **Apple Wallet** and **Google Wallet** to see the card on iPhone and on Android.
- 2 Tap any part of the card (logo, points, texts...): the app opens the matching setting.
- 3 **Reward type: Visits** (one stamp per visit) or **Points** (based on the amount spent).
- 4 **Colors:** the card background and text, or one of the templates made for your business.
- 5 The **Create my loyalty card** button at the bottom of the page stays grey until you have chosen the reward type and a colour (or a template) and added the **Apple logo (transparent)** (next chapter). Tap it, then **Save** in the confirmation window: your shop QR code is active right away.



The live card preview



Colours and templates

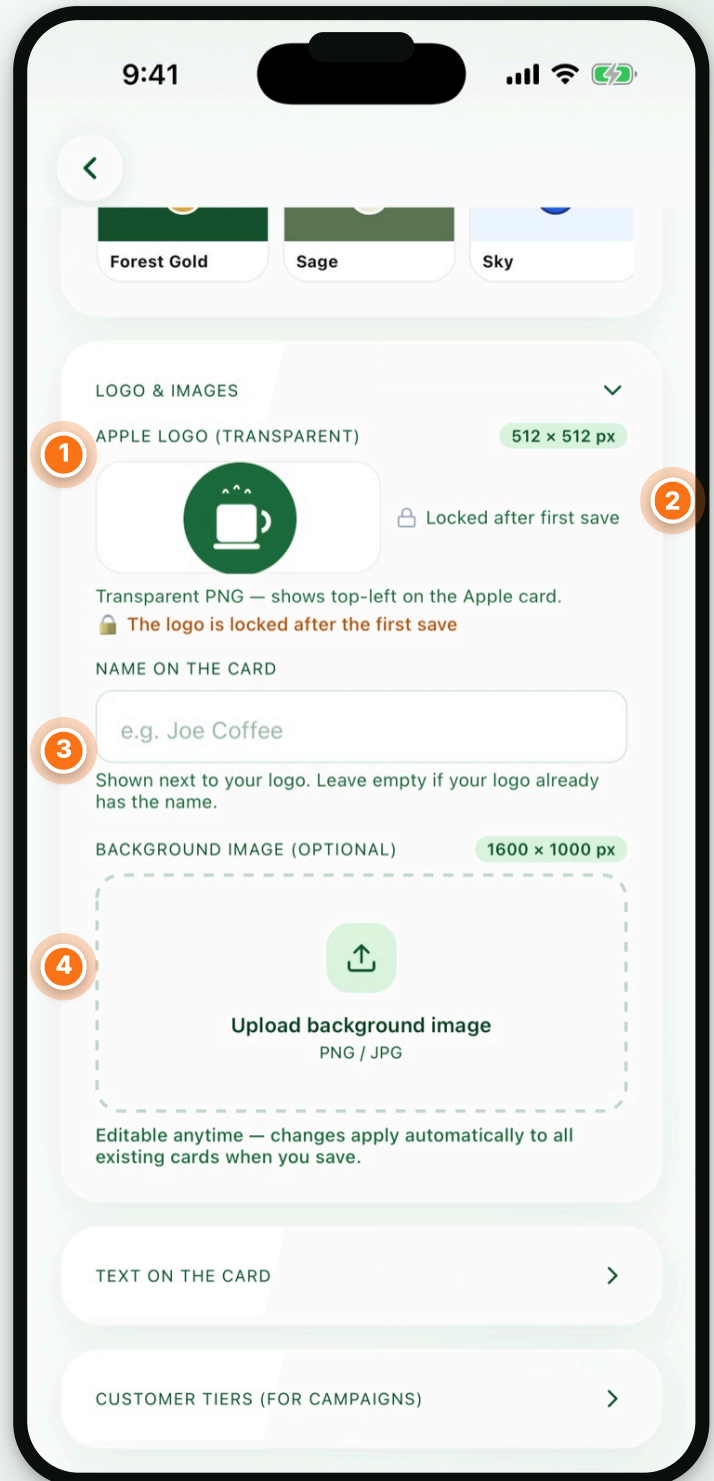
IMPORTANT

The reward type and the Apple logo can't be changed after the card is created: check them before you confirm.

The card logo and images

In the card editor, open **Logo & images**.

- 1 Apple logo (transparent):** required. A square PNG on a transparent background, ideally 512 × 512 px. It shows at the top left of the Apple card.
- 2** This logo is **locked after the first save**: pick the right version from the start.
- 3 Name on the card** (optional): shown next to the logo. Leave it empty if your logo already contains the name.
- 4 Background image** (optional, 1600 × 1000 px): you can change it at any time, and it also updates the cards already on phones.

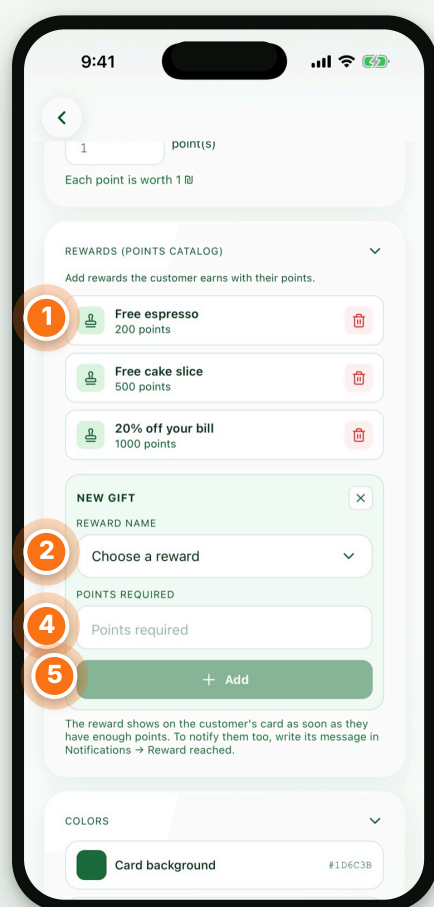


Logo & images

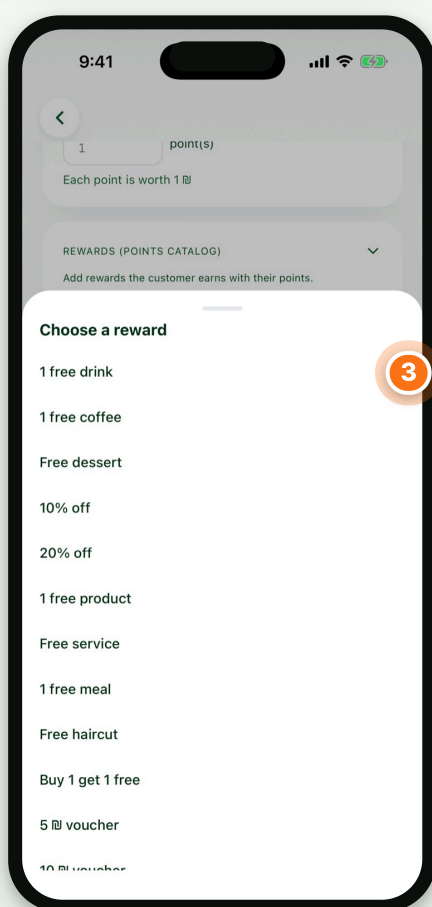
6 CHAPTER 6 Add your rewards

In the card editor (after creation: **Account** → **My loyalty card** → **Edit**), the **Rewards** part says what your customers win, and when. If you come from “Things to do”, the **New gift** form is already open.

- 1 The rewards you already created, with the threshold of each one. The red bin deletes one.
- 2 In **New gift**, tap **Choose a reward** (if the form is closed, first tap **Add a reward**).
- 3 Pick a ready-made reward, already translated, or **Custom...** at the bottom of the list: write it, then tap **Translate**.
- 4 Fill in **Points required** (or **Visit number** for a visits card).
- 5 Tap **Add**: the reward is saved right away.



Your rewards and the “New gift” form



Ready-made rewards, already translated

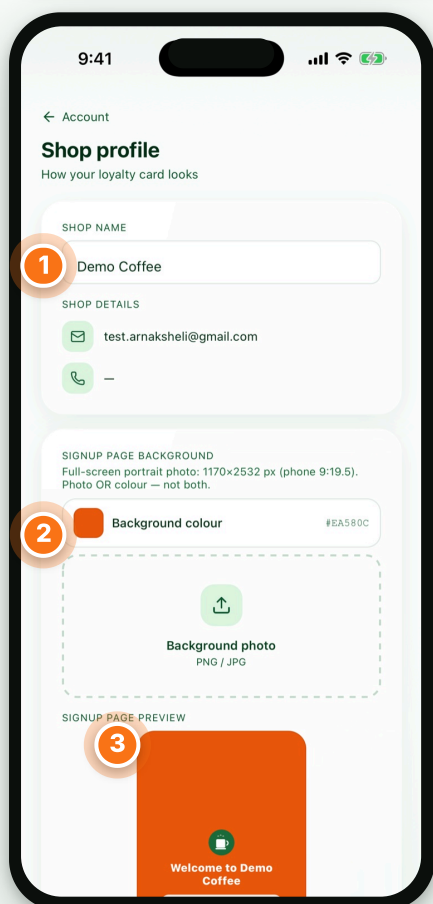
TIP

The reward shows on the customer's card as soon as they have enough points (or visits). For them to also get a notification, write that reward's message in “Reward reached” (chapter 9) and tap **Activate**.

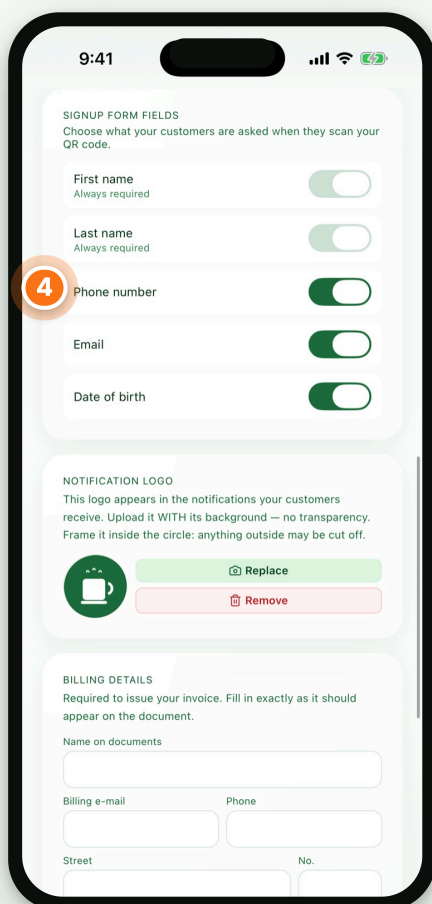
7 CHAPTER 7 The Shop profile: the signup page

Account tab → **Shop profile**. At the top, everything a customer sees when they scan your shop QR code.

- 1 **Shop name:** the name your customers see.
- 2 **Signup page background:** a colour OR a vertical photo (1170 × 2532 px), not both.
- 3 **Signup page preview:** the page as your customers will see it.
- 4 **Signup form fields:** first and last name are always required; turn phone, email and date of birth on or off.



The top of the Shop profile



The signup form fields

TIP

Keep at least the phone or the email: without either of them, a returning customer loses their points. Without a date of birth, no birthday notification is sent.

Notification logo and billing

Further down in the **Shop profile**.

1 Notification logo: the small round logo shown in every notification. Upload it **WITH** its background (no transparency) and frame it inside the circle.

2 Replace to pick another one, **Remove** to delete it.

3 Billing details: name on documents, email, phone, street, no., city, country and business / VAT no. All 8 fields are required.

4 Tap **Save changes**.

IMPORTANT

As long as a billing field is empty, the Shop profile can't be saved — not even the notification logo.

9:41

NOTIFICATION LOGO

This logo appears in the notifications your customers receive. Upload it **WITH** its background — no transparency. Frame it inside the circle: anything outside may be cut off.

1

2

3

4

Replace

Remove

BILLING DETAILS

Required to issue your invoice. Fill in exactly as it should appear on the document.

Name on documents

Billing e-mail

Phone

Street

No.

City

Country

Business / VAT no.

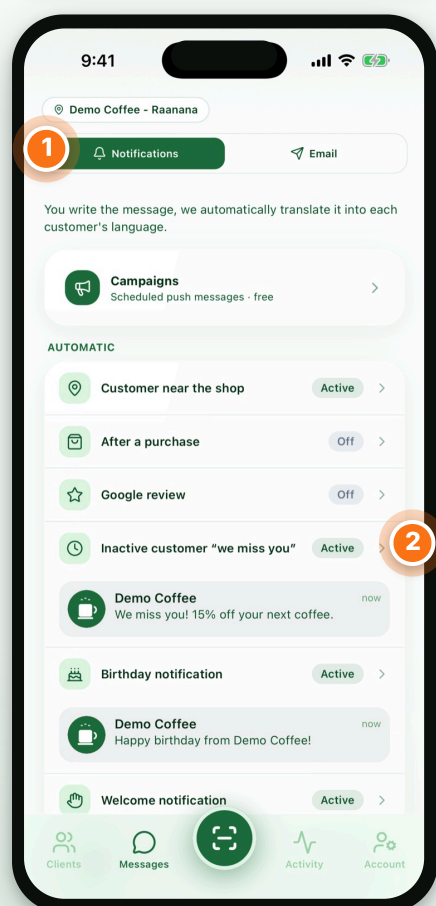
Save changes

Notification logo and billing

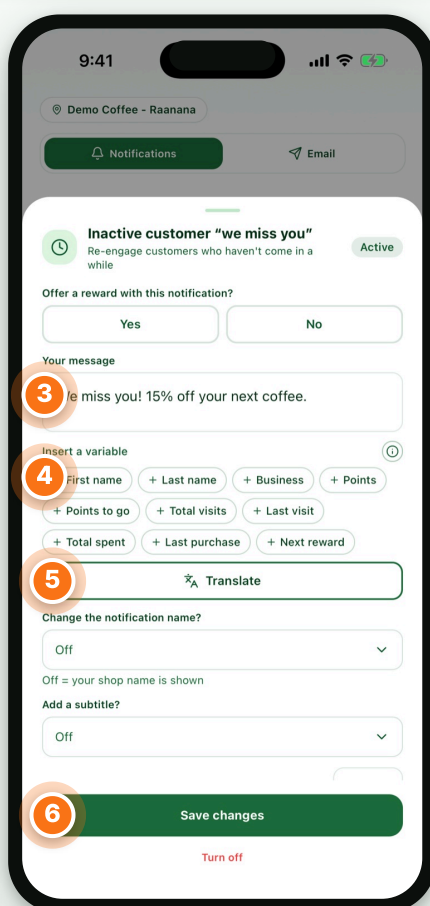
Automatic notifications

They go out on their own at the right time: welcome, after a purchase, birthday, inactive customer, reward reached, Google review... You write the message once, and each customer gets it in their language.

- 1 **Messages** tab → **Notifications**.
- 2 Each notification shows **Active** or **Off**. Tap the one you want to set up.
- 3 Write your message in **Your message**.
- 4 **Insert a variable** adds each customer's first name, points, next reward...
- 5 Tap **Translate**: the message is translated into Hebrew, English and French. You can review and correct the translations.
- 6 Tap **Save** (**Save changes** if it is already on): it switches to **Active**. For Welcome, Birthday and Inactive customer, first answer **Yes** or **No** to "Offer a reward with this notification?"; for Google review, first fill in the **Google review link**.



The list of notifications



Write, translate, save

IMPORTANT

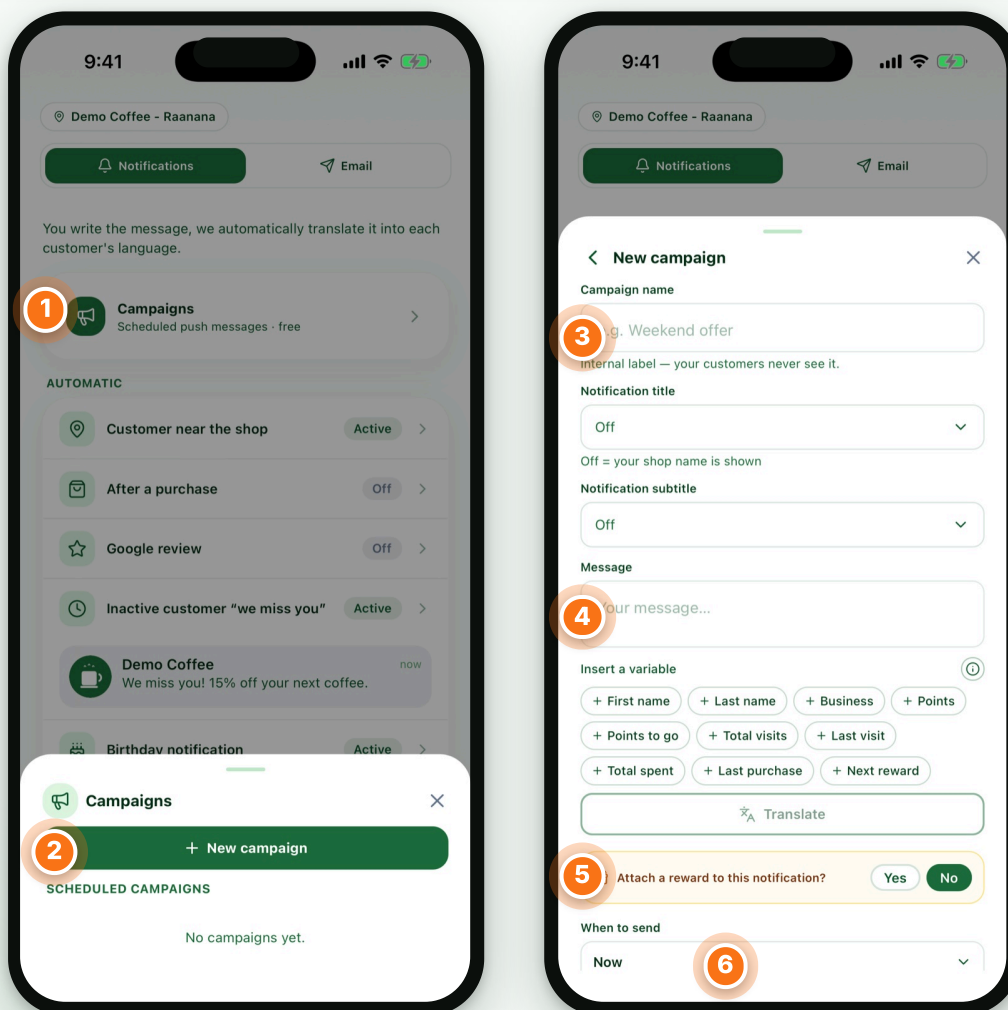
If you edit a message, the notification turns off: translate it again, then save again.

TIP

"Reward reached" works differently: open it, tap each reward, write its message, translate it and tap **Activate**. "Customer near the shop" is already on: on Android the customer gets a notification; on iPhone, Apple shows the card on the lock screen (no notification).

Send a message to all your customers, now or on the date you choose. It's free.

- 1 At the top of the Notifications screen, tap **Campaigns**.
- 2 Tap **New campaign**.
- 3 **Campaign name**: an internal label; your customers never see it. The notification title and subtitle are optional (title off = your shop name is shown).
- 4 Write the **message**, add variables if you like, then tap **Translate**.
- 5 **Attach a reward** (optional): it shows on the customer's card for the number of days you choose.
- 6 **When to send**: now, once, every day or every week. Choose the **Audience** (**Everyone** or **By tier**), tap **Save campaign**, check the summary, then tap **Launch campaign**.



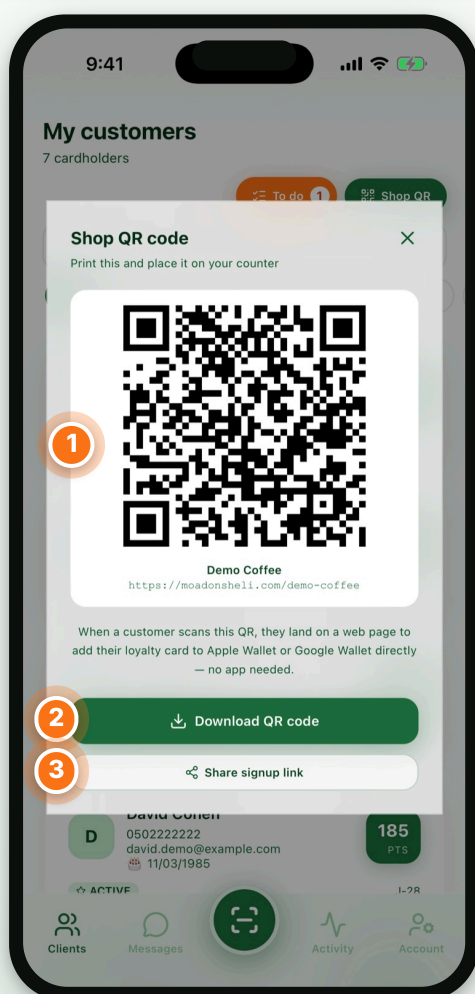
Campaigns

A new campaign

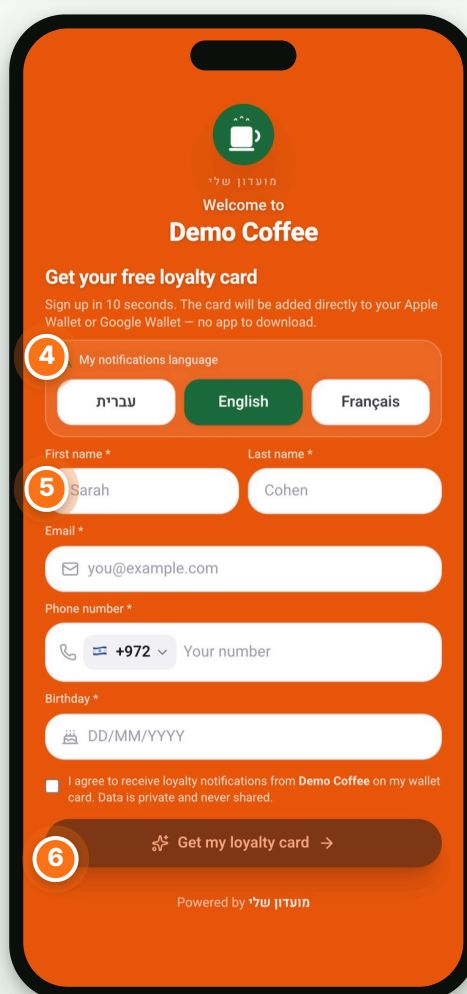
Shop QR: sign up your customers

On the home screen, tap **Shop QR**. Print it or show it at the counter: customers scan it with their phone camera, nothing to install.

- 1 Your QR code, with the address of your signup page.
- 2 **Download QR code**: the image to print.
- 3 **Share signup link**: send the page by WhatsApp, email...
- 4 The customer picks the language of their notifications.
- 5 They fill in the form (the fields you chose in the Shop profile) and agree to receive notifications.
- 6 They tap **Get my loyalty card**: the card is added to Apple Wallet (iPhone) or Google Wallet (Android), and they appear in your customer list right away.



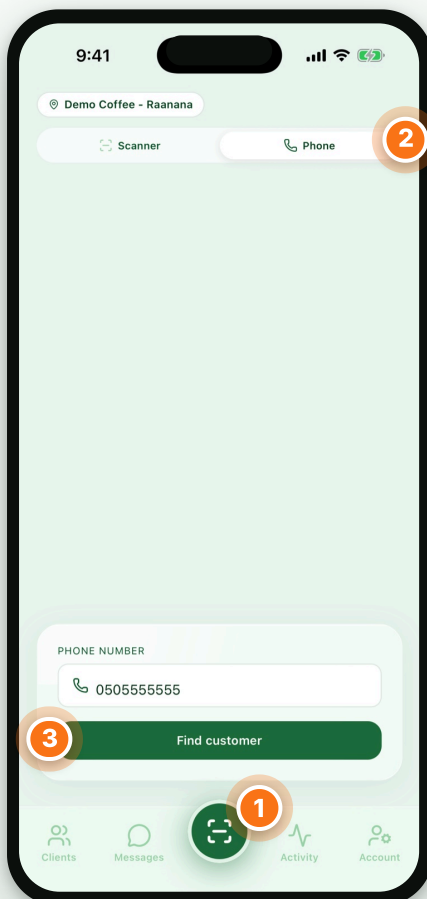
Your shop QR code



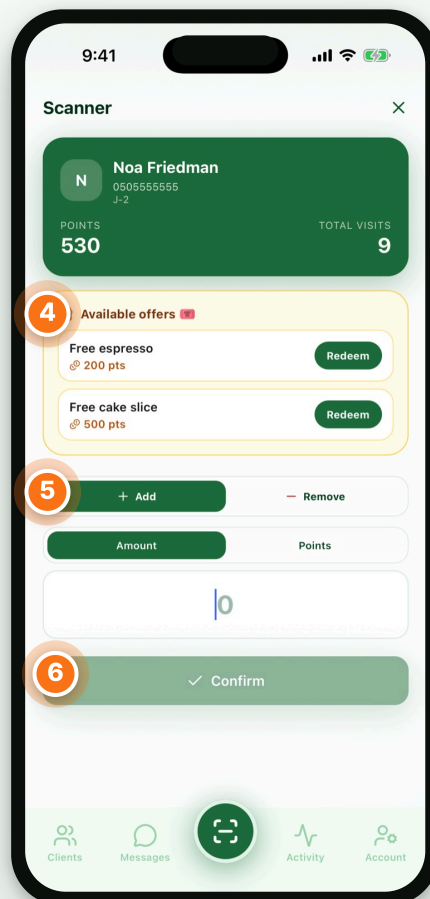
The page your customer sees

At every visit, add the customer's points or visit: their card updates on their phone.

- 1 Tap the big green button in the middle.
- 2 Scan the QR code on the customer's card (in their Wallet), or tap **Phone**.
- 3 Type their number, then tap **Find customer**.
- 4 **Available offers:** the rewards they can use. **Redeem** uses one.
- 5 Choose **Add** (or **Remove**), then **Amount** in ₪ or **Points**, and type the number.
- 6 Tap **Confirm**.



Find the customer



Add points

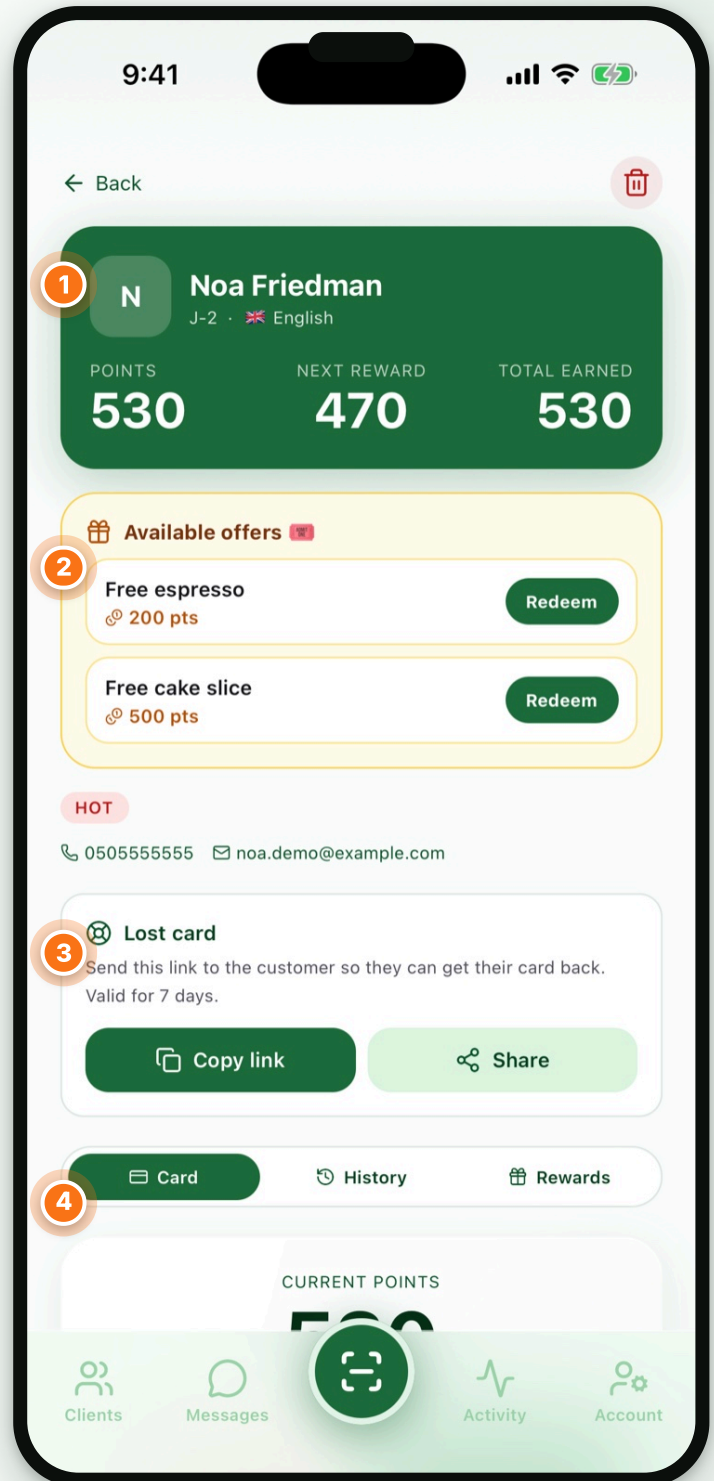
TIP

Visits card: no Amount / Points choice. Choose **Add** (or **Remove**), leave 1 or type the number of visits, then tap **Confirm**.

The customer page

Tap a customer in the list to open their page.

- 1 Their points, how many are left until the next reward and the total earned, plus the language of their notifications.
- 2 **Available offers:** Redeem uses a reward.
- 3 **Lost card:** send them the link (**Copy link** or **Share**) to get their card back with all their points. Valid for 7 days.
- 4 The **Card**, **History** (every visit) and **Rewards** tabs.

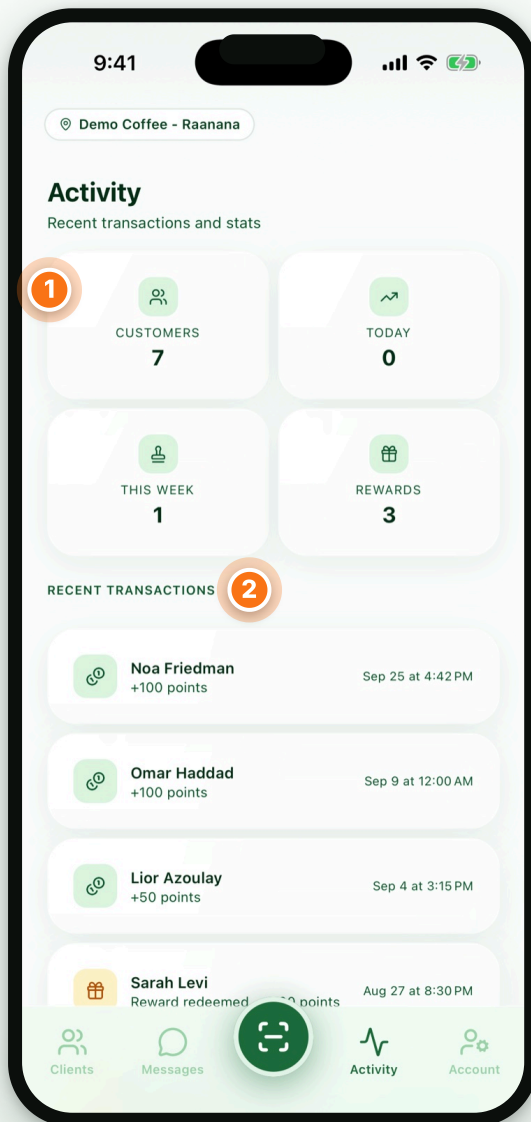


A customer's page

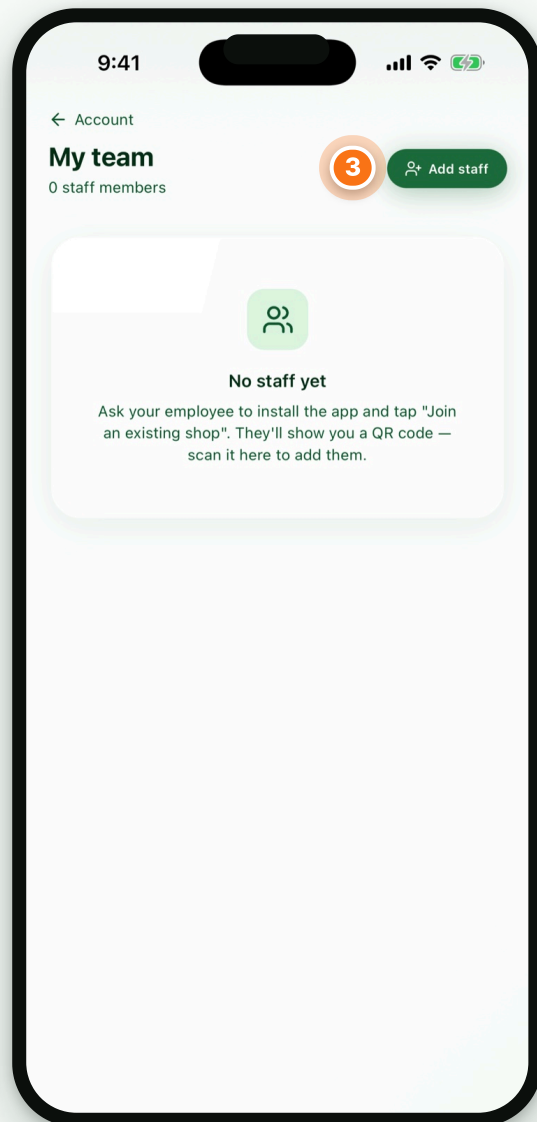
Activity and your team

The **Activity** tab sums up your shop; **My team** (in Account) gives your staff access.

- 1 Number of customers, today's and this week's visits, rewards used.
- 2 **Recent transactions:** every addition of points or visits, with the date.
- 3 **Account** → **My team** → **Add staff**: scan the QR code on their phone (they install the app and tap **Join an existing shop**), or create their account yourself.
- 4 Then choose what they are allowed to do: scan, add points, redeem rewards, see customers...



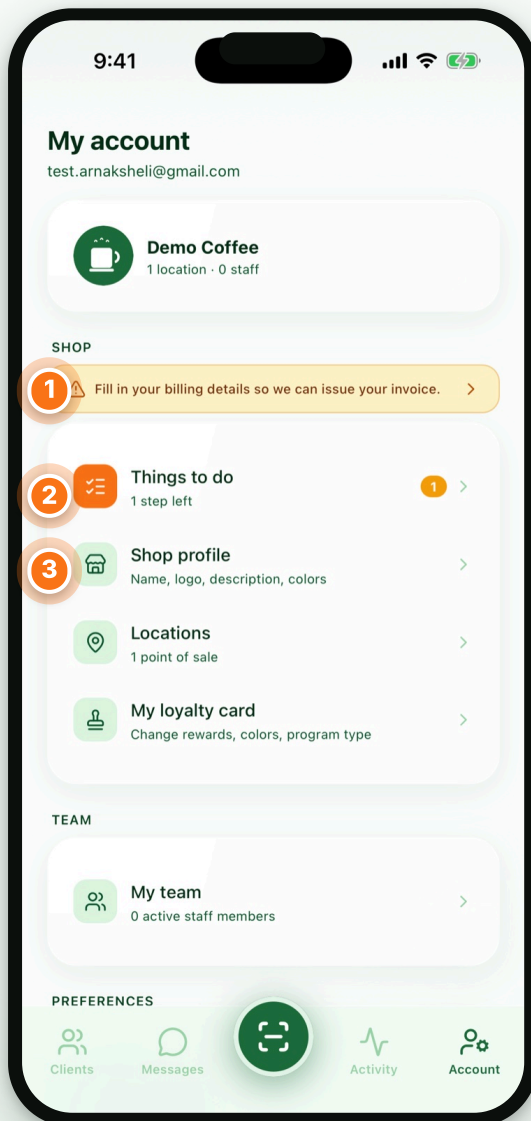
Your shop's activity



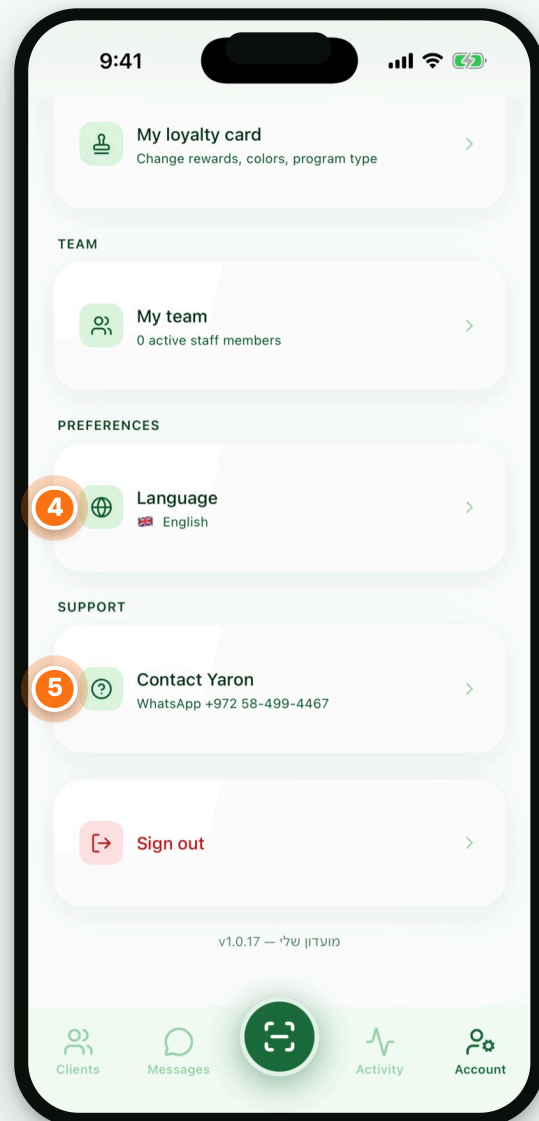
My team

The **Account** tab gathers all your settings.

- 1 The yellow banner flags what is missing (here, billing): tap it to complete it.
- 2 **Things to do**, with the number of steps left.
- 3 **Shop profile**, **Locations** (your points of sale) and **My loyalty card**.
- 4 **Language**: change the app language at any time.
- 5 **Contact Yaron**: a question? Message us on WhatsApp.



Your account



Language and help



Your card is ready!

Put your shop QR code at the counter, scan your customers at every visit, and let the notifications bring them back. Good luck with Moadon Sheli.