



PUREJOIN STORE APP MANAGEMENT

Preface

PUREJOIN STORE APP User Guide

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Overview

The Manual contains all essential information for the user to make full use of the Store App management. This manual includes a description of the system functions, and step-by-step procedures for system access and use.

Technical Support

If there is a problem while installing, registering or operating this product, please refer to the documentation. If it is not possible to resolve the issue, please contact customer support.

Technical Support Contact Information

Phone: (678) 206-0500

Email: sales@purejoin.com

URL: www.merchant.purejoin.com

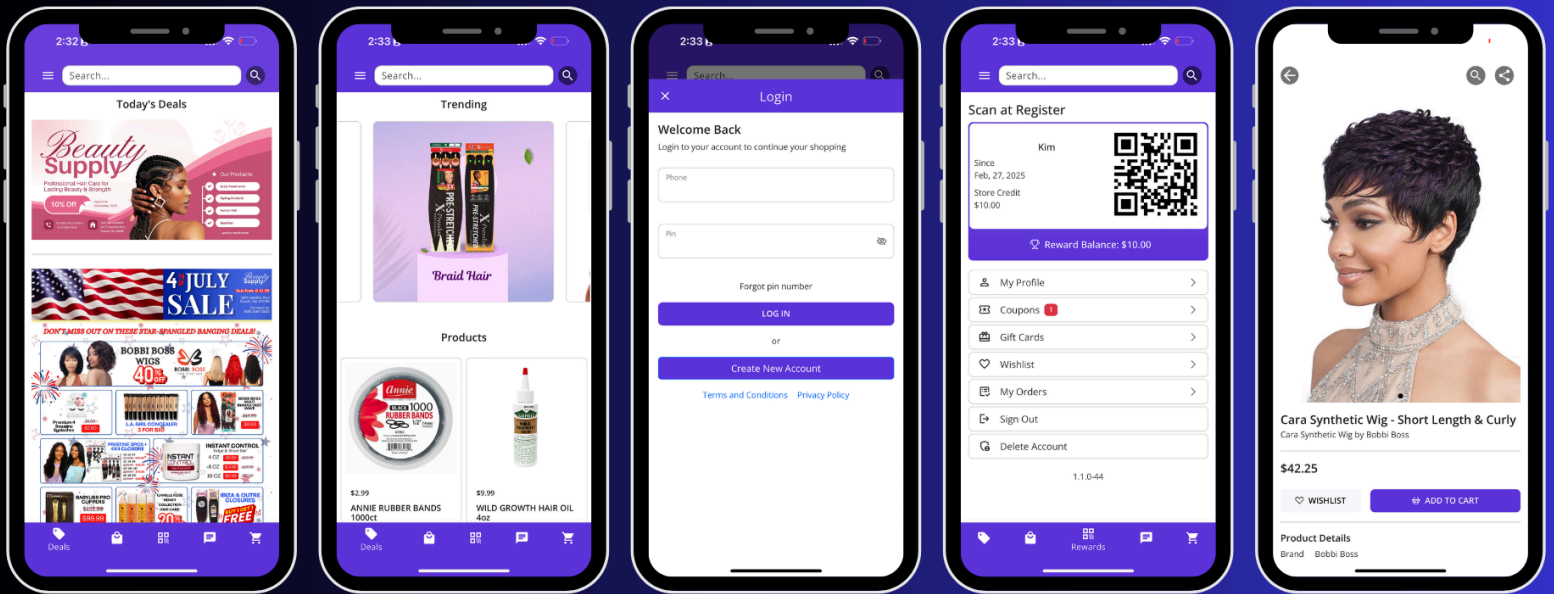


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I. Use Cases & Best Practices

Use the app to grow your business: Below are examples, strategies, and tips to increase sales, improve customer retention, and boost operational efficiency.

A. Customer Tier Structure

Group customers into tiers and send exclusive promotions tailored to each tier, enhancing engagement and rewarding loyalty.

1. Strategies: We recommend creating at least 4 main customer tiers:

- a) Silver
- b) Gold
- c) Platinum
- d) VIP

These tiers can be customized based on the merchant's preference. Grouping can be done by number of visits, total purchase amount, or specific item/category purchases (e.g., wigs, which are typically among the highest-priced items in the store).

2. Examples:

- a) Silver: Customers that downloaded the app and signed in.
- b) Gold: Customers with 3 or more visits and under \$999 total spend in the last 6 months.
- c) Platinum: Customers with \$1,000 to \$1,999 total spend in the last 6 months.
- d) VIP: Customers with over \$2,000 total spend or \$1,000+ in premium categories (e.g., wigs).

3. How it Helps: Grouping customers by how often they visit and how much they spend helps you see who your best shoppers are. This way, you can

send the right promotions to the right customer, making them feel valued and encouraging them to keep coming back. Because the tiers are based on long-term activity, customers won't get bumped down quickly, which helps build trust and loyalty. In the end, this means more sales and happier customers for your store.

B. Exclusive Promotions

1. Strategies: Based on the Customer Tier Structure, we can create and send targeted promotions tailored to each tier.
2. Examples:
 - a) Silver: Entry-level customers who are just beginning to build loyalty. Reward them with a 5% off coupon after they sign in for the first time as in-app users.
 - b) Gold: Growing customers with a consistent purchase history. Offer a 10% discount on one selected item (such as accessories or smaller categories) upon reaching tier requirements. Send out customized promotions on a monthly basis.
 - c) Platinum: Loyal regulars with a strong purchase record. Provide a birthday gift, 10% off one purchase (any item, with a maximum discount of \$10) upon reaching tier requirements. Send out customized promotions on a monthly basis.
 - d) VIP: Top-tier spenders or customers with high-value category purchases. Reward them with a birthday gift, 10% off one purchase (any item, with a maximum discount of \$25). Send out customized promotions on a monthly basis.
3. How it Helps: By sending the right offers to the right customers, you reduce wasted promotions and boost the chances of purchase. This leads

to better customer engagement, higher sales, and a stronger connection between your store and its loyal shoppers.

C. In-App Rewards:

1. Strategies: Encourage app usage by offering higher rewards when customers check in using their app's QR code at checkout.
2. Examples: Customers who don't check in get 3% back, while those who scan their QR code at checkout get 5% rewards. We could also offer varying reward percentages based on customer tiers.
3. How it Helps: In-app rewards encourage customers to register and use the app regularly. This builds loyalty and speeds up checkout with advance orders. It also helps customers save more, improving their shopping experience and encouraging them to come back.

D. Marketing Boost:

1. Strategies: Capture happy customer moments and use them in your marketing to boost sales.
2. Examples: Display flyers in-store highlighting the benefits of being a loyal customer. Invite long-term satisfied customers to do short interviews or leave Google reviews.
3. How it Helps: Showcasing real customer experiences builds trust and credibility. It encourages new customers to join your loyalty program and helps increase overall sales through positive word-of-mouth.

II. Back-office Management.

First, please sign in to new.purejoin.com using admin/ store manager/ manager account

A. e-Category

1. Add or Edit an Online Category
 - a) Go to My App > e-Category
 - b) Click "Add Category" in the top-right to create a new category, or click an existing category to edit
 - c) Save
2. Change the Display Order
 - a) Go to My App > e-Category
 - b) Click on selected category
 - c) Enter new order number
 - d) Save
3. Deactivate a Category
 - a) Go to My App > e-Category
 - b) Click on selected category
 - c) Change Status to "Inactive"
 - d) Save
4. Delete a Category
 - a) Go to My App > e-Category
 - b) Locate the category
 - c) Select trash bin icon under Tools column > "Yes, delete it!"

B. e-Item

1. Add an Item to Online Items
 - a) Go to Product > Item

- b) Checkmark the item you want to add
 - c) Click "Send to Online Item" in the top-right corner. The item will now appear under My App > e-Item
2. Edit Item Name/ Status/ Description/ Category/ Price/ On Sale
- a) Go to My App > e-Item
 - b) Search item by name or barcode
 - c) Click on item name to open Online Item Update window
 - d) Edit information (Note: Special characters are not allowed in the Name and Description fields)
 - e) Save
3. Delete an Item
- a) Go to My App > e-Item
 - b) Locate the item
 - c) Select trash bin icon under Tools column > "Yes, delete it!"
4. Filter Active only or Inactive only items
- a) Go to My App > e-Item
 - b) Select Status drop down
 - c) Select Active or Inactive

C. e-Banner

1. Add a Banner to the Homepage
- a) Go to My App > e-Banner
 - b) Click "Add Banner"
 - c) Choose a Banner Type (Note: If Banner Type is Banner, there is no link. If Image Popup is Yes, the link does not work)
 - (1) Banner: Displays an image only
 - (2) Event: Displays a banner and links to an event

(3) Category: Displays a banner and links to a category

(4) Item: Displays a banner and links to a specific item

- d) Click magnify icon to search for the linked object by name or barcode > Select
- e) Save

2. Delete a Banner

- a) Go to My App > e-Banner
- b) Locate the banner
- c) Select trash bin icon under Tools column > "Yes, delete it!"

D. e-Event

1. Add a New Event

- a) Go to My App > e-Event
- b) Click "Add Event"
- c) Enter the Title and Detail (Note: Special characters are not allowed in the Title field)
- d) Save

2. Edit Event Title/ Status/ Detail

- a) Go to My App > e-Event
- b) Click on Event name
- c) Edit information
- d) Save

3. Delete an Event

- a) Go to My App > e-Event
- b) Locate the event
- c) Select trash bin icon under Tools column > "Yes, delete it!"

E. e-Trend

1. Add a New Trend to the Trending List
 - a) Go to My App > e-Trend
 - b) Click "Add Trend"
 - c) Choose a Trend Type:
 - (1) Item: Displays the item image and links to a specific item
 - (2) Category: Displays the category image and links to a category
 - d) Save
2. Edit Trend Linked Object/ Status
 - a) Go to My App > e-Trend
 - b) Click on Trend
 - c) Click magnify icon to search for the object by name or barcode
 - d) Save
3. Delete a Trend
 - a) Go to My App > e-Trend
 - b) Locate the trend
 - c) Select trash bin icon under Tools column > "Yes, delete it!"

F. e-Coupon

1. Send Out a Coupon to a Customer Group
 - a) Go to My App > e-Coupon
 - b) Click "Add New"
 - c) Enter a Title, select a Customer Group, and choose a Sale Date
 - d) Select a Discount Type:
 - (1) Amount: Enter the coupon value (e.g., 5 = \$5 OFF, 10 = \$10 OFF)

(2) Percent: Enter the coupon value (e.g., 5 = 5% OFF, 10 = 10% OFF)

- e) Set a Minimum Amount (subtotal before tax) required to apply the coupon. Example: If the minimum is \$100, the customer's subtotal must exceed \$100 to use the coupon
- f) Submit

G. e-Message

1. Send a Push Notification or In-App Message

- a) Go to My App > e-Message
- b) Click "New Message" and fill in the details
- c) Choose a Message Type:
 - (1) Push Notification: Sends a real-time notification
 - (2) In-App Message: Sends a message viewable inside the app (no notification)
- d) To link an Event, Category, or Item to the message, select the appropriate Link Type from the dropdown. Otherwise, leave it as N/A
- e) Submit

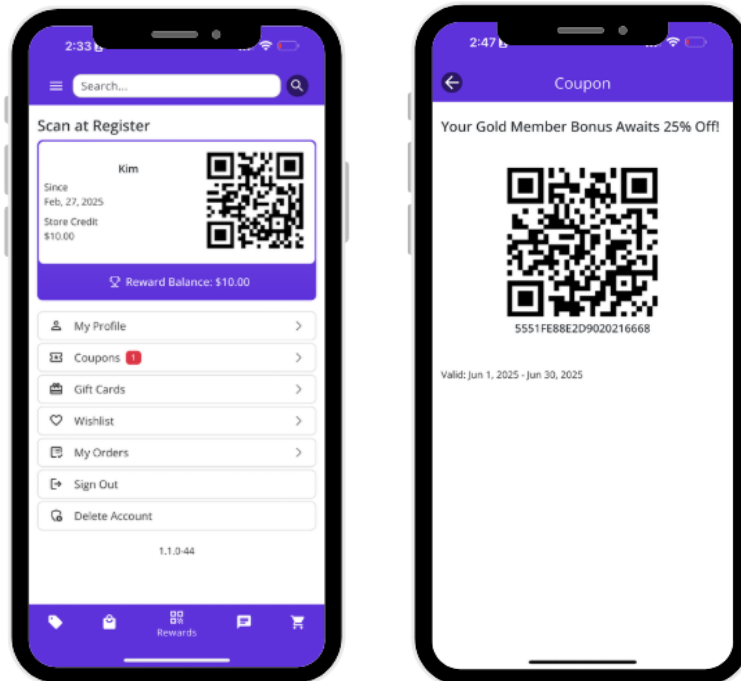
III. User Guide (for Cashier)

A. Scan Customer Account QR code

1. On the Home screen, click the green Customer circle.
2. In the Customer Lookup window, scan the customer's QR code.
3. The customer is now checked in.

B. Apply a coupon QR code

1. After scanning all products, click Pay.
2. Click Coupon and scan the coupon QR code.
3. The coupon is applied successfully.



IV. User Guide (for Store's customer)

A. To create new account in-app

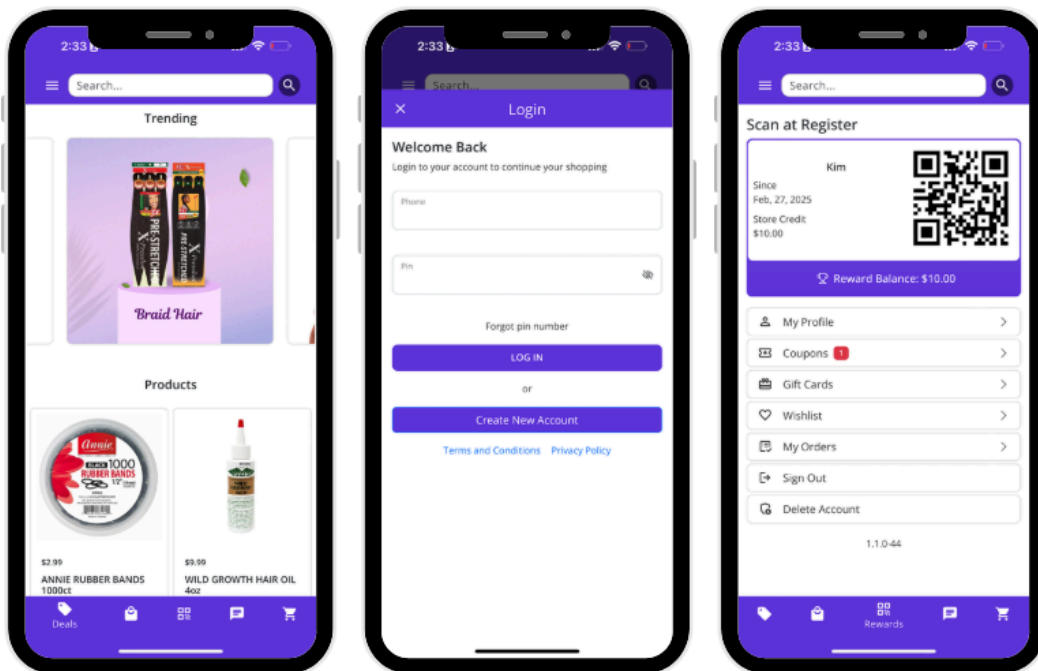
1. Tap the QR code icon on the bottom panel
2. Select "Create New Account"
3. Enter the customer's information and agree to the terms and conditions
4. Tap "Sign Up"

B. To view in-app message

1. Tap the Message icon on the bottom panel
2. Messages will appear on the screen

C. To view available coupon

1. Tap the QR code icon on the bottom panel
2. Select "Coupons"
3. Available coupons will be displayed



V. Appendix. Troubleshooting

The above section briefly describes how to troubleshoot issues that may arise during normal operation of the PUREJOIN Store App Management.

A. General Troubleshooting

- If you are unable to resolve the issue after reviewing the list and performing the tasks, contact your technical support help desk.

Technical Support Contact Information

Phone: (678) 206-0500

Email: sales@purejoin.com

URL: www.merchant.purejoin.com

B. User Password Forgotten or Lost

- If the user has forgotten or lost their password, please login to administrator account > Cashiers > Select User > Edit > enter new PIN and confirm PIN.