

Campaigns

The Campaign Management feature allows snooker club proprietors to create, implement, and oversee promotional campaigns that are specifically designed for distinct customer segments. This module facilitates the development of adaptable campaigns for corporate clients, individuals, groups, and frequent participants, thereby enhancing customer engagement, increasing visit frequency, and driving revenue growth.

Campaign duration, promotional pricing, campaign categories, and exclusive incentives, including discounted table rates, free game credits, loyalty rewards, or limited-time offers, can be configured by operators. Each campaign can be customised to correspond with consumer behaviour, seasonal strategies, and business objectives.

Operators can create, modify, or deactivate campaigns in real time by utilising a streamlined and intuitive setup process. Upon activation, all campaigns are fully integrated with the POS system, invoicing workflow, and customer accounts, ensuring a consistent customer experience across the platform, accurate billing, and seamless promotion tracking.

16. Campaigns

16.1 Create Campaigns

Go to Campaigns > Create New Campaign

Details to Create Campaigns:

1. Fill "Campaign Name"
2. Select "Coupon Code Type"
3. Choose "Discount Type"
4. Put "Discount Percentage"
5. Select "Usage Type"
6. Choose "Claim Type"
7. Tick "Applicable To"
8. Choose "Available Centers"

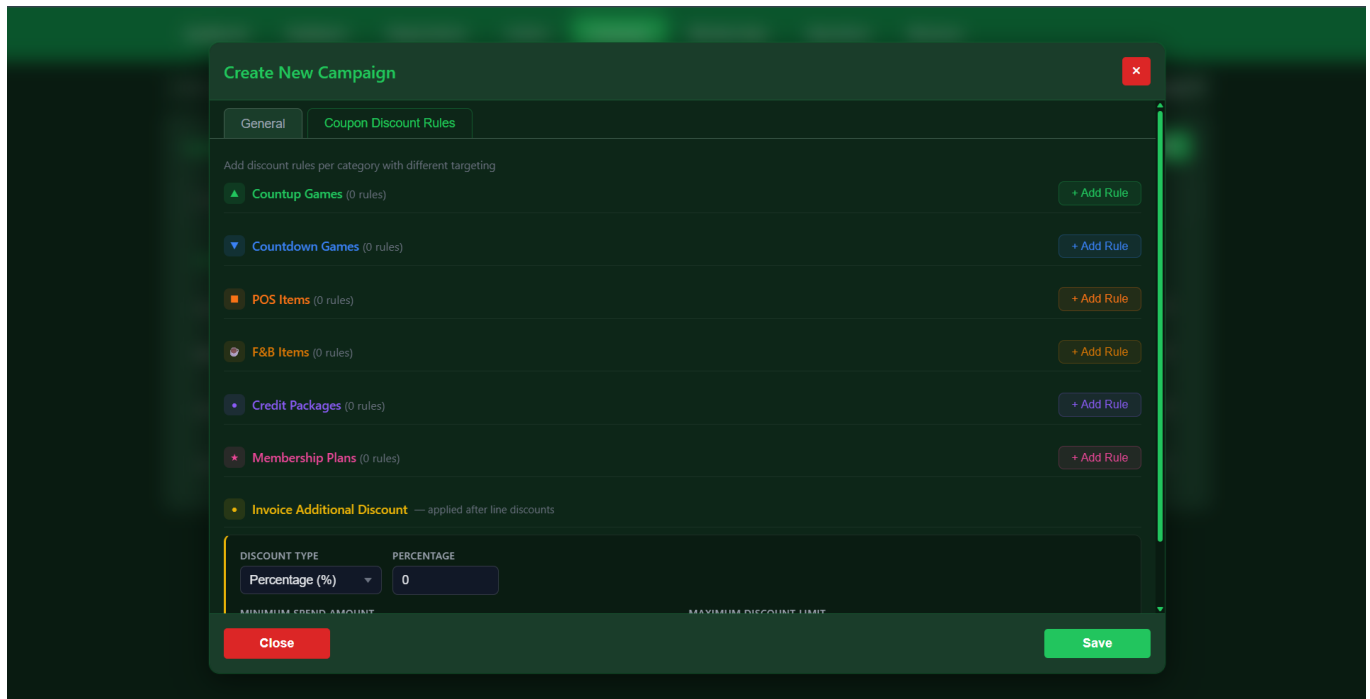
The screenshot shows the 'Campaigns Management' dashboard. At the top, there is a navigation bar with tabs: Dashboard, Employees, Organizations, Centers, Campaigns (highlighted), Memberships, Operations, and Revenues. Below the navigation bar, there are dropdown menus for 'VYROX Snooker Academy' and 'VYROX SNOOKER'. A red arrow points to the 'Campaigns' tab. In the top right corner of the dashboard, a 'Create New Campaign' button is highlighted with a red box, and another red arrow points to it. The main content area features a search bar and a table of active campaigns.

CREATED	CAMPAIGN NAME	DISCOUNT	MIN SPEND	LIMITS	COUPONS	DATES	STATUS	ACTIONS
2026-03-26	Hari Raya March	Countup: 50%	No Min	R:∞ · C:∞	4/2	Always	ACTIVE	
2026-03-25	AlexC	—	No Min	R:1 · C:1	0/2	Always	ACTIVE	
2026-03-22	Member App Discounts	Countup: 25% Countdown: 20%	No Min	R:100 · C:3	0/106	From 2026-03-21 Until 2026-04-21	ACTIVE	
2026-01-28	Opening	Countup: 10%	No Min	R:1 · C:1	5/106	Always	ACTIVE	

The screenshot shows the 'Create New Campaign' modal form. It has two tabs: 'General' (selected) and 'Coupon Discount Rules'. The form includes the following fields and options:

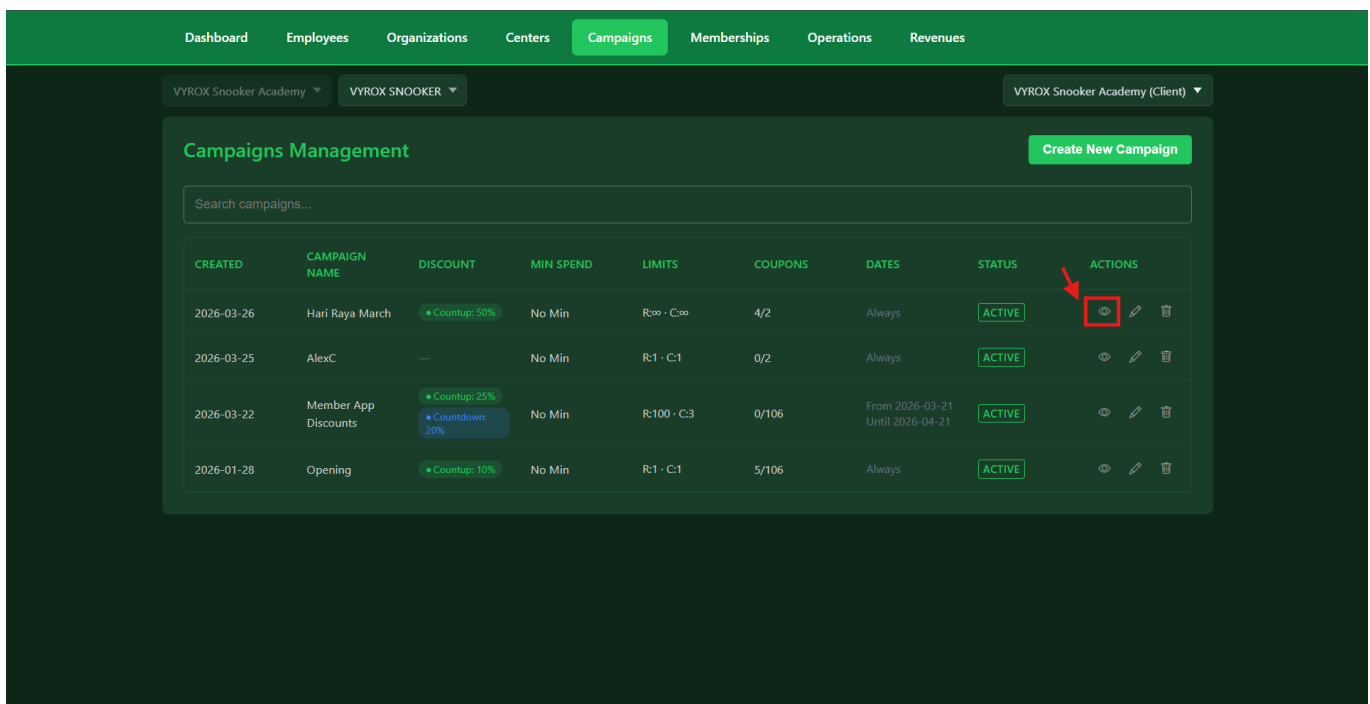
- Campaign Name:** A text input field.
- Redemption Limits:**
 - Max Redemptions per Coupon: Input field with value '1'.
 - Max Claims per Customer: Input field with value '1'.
 - Total Vouchers to Generate: Input field with value '100'.
 - 0 = Unlimited
- Start Date (Leave blank to start immediately):** Date input field with format 'dd/mm/yyyy' and a calendar icon.
- Expiry Date (Leave blank for No Expiry):** Date input field with format 'dd/mm/yyyy' and a calendar icon.
- Coupon Code Prefix (Optional):** Text input field with example 'e.g., SAVE10'.
- Available Centers:** A list box with a 'Select All Centers' option.

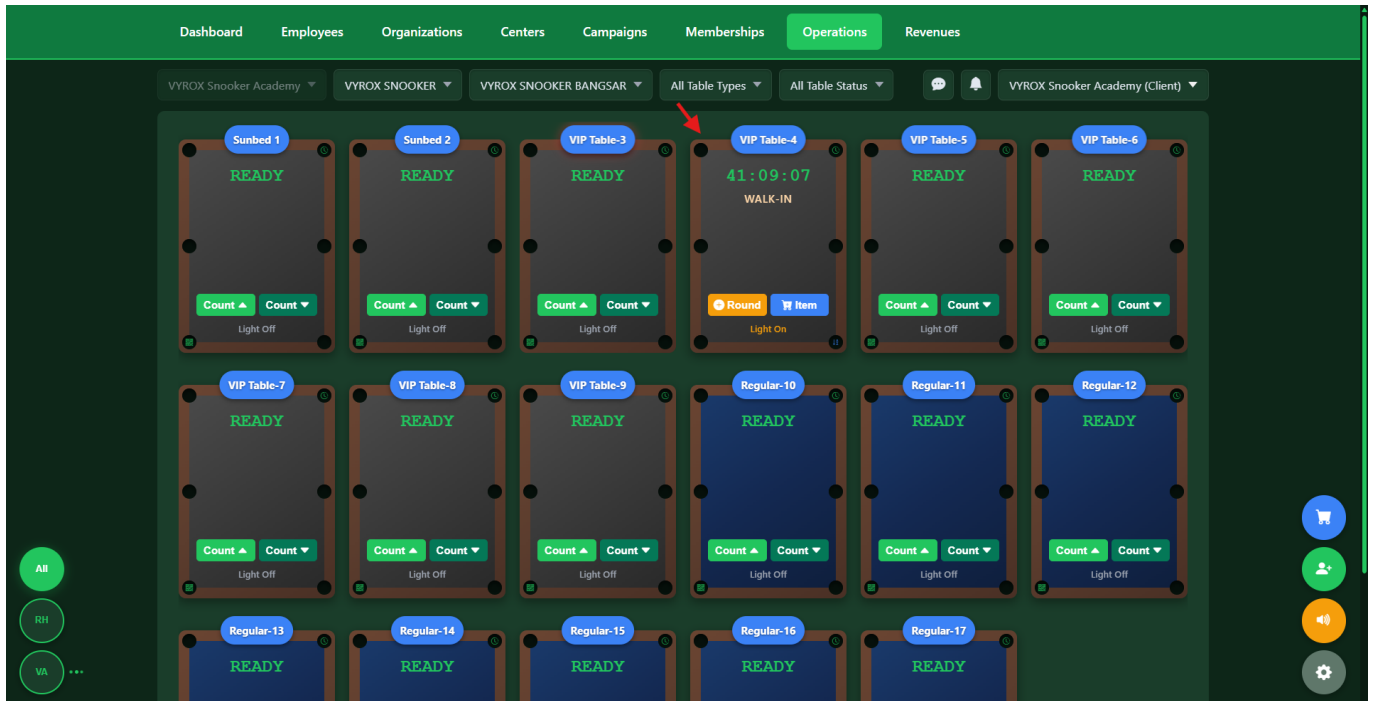
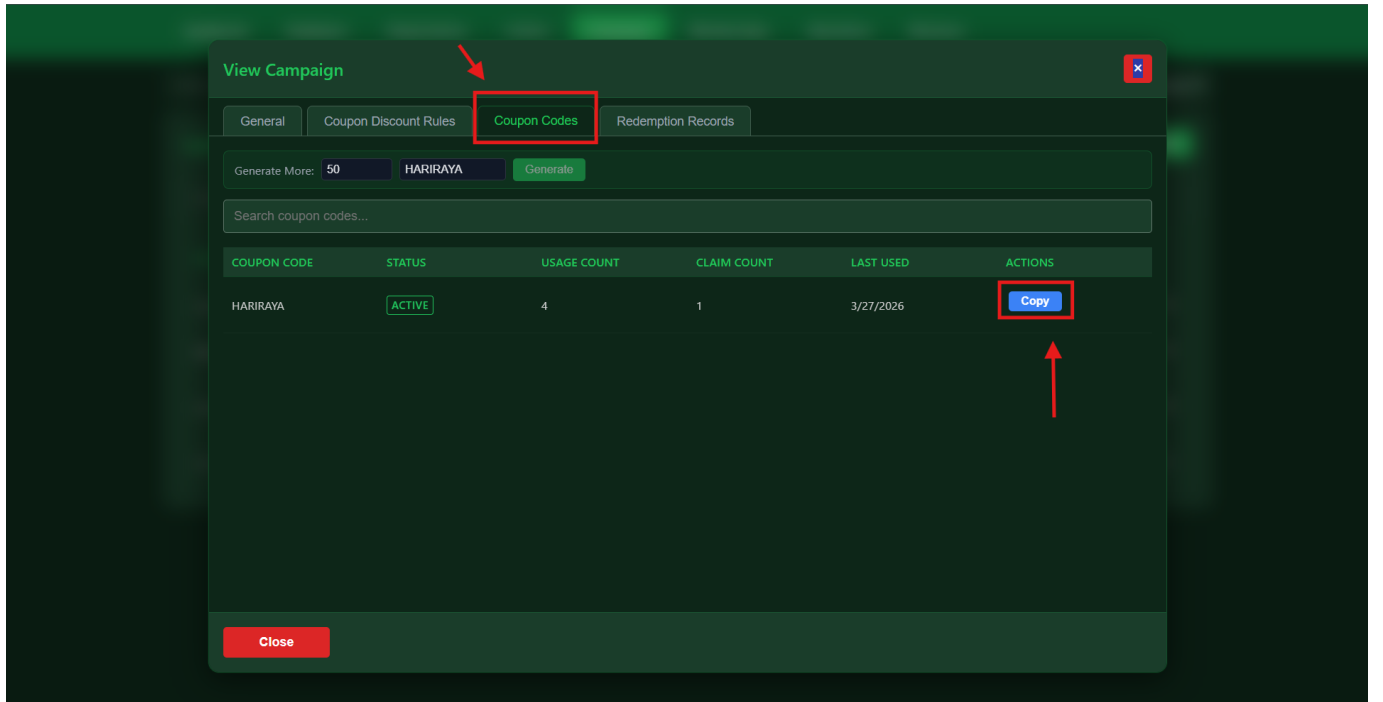
At the bottom of the modal, there are 'Close' and 'Save' buttons.

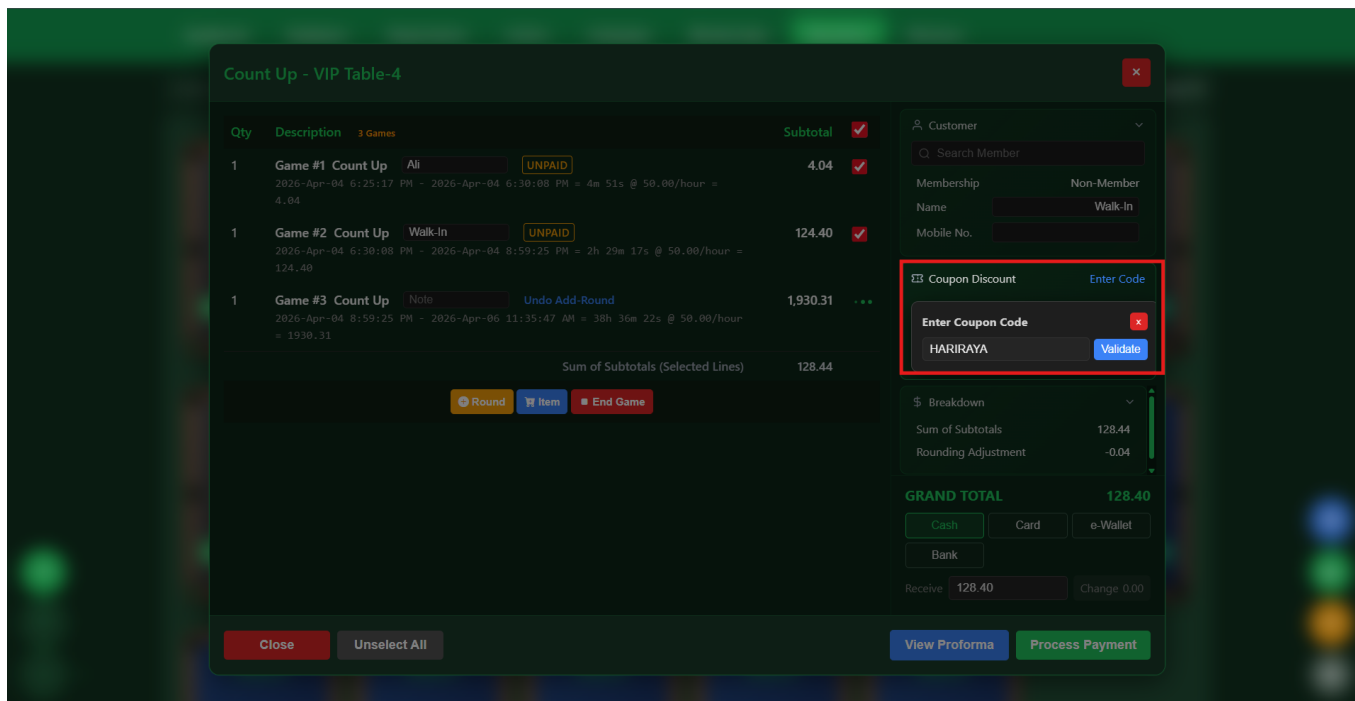


16.2 How to use Campaigns

Go to Campaigns > Click the symbol eye > Click Coupon codes > Copy Coupon > Go to Operation > Click Table want to Checkout > Paste at Coupon Discount

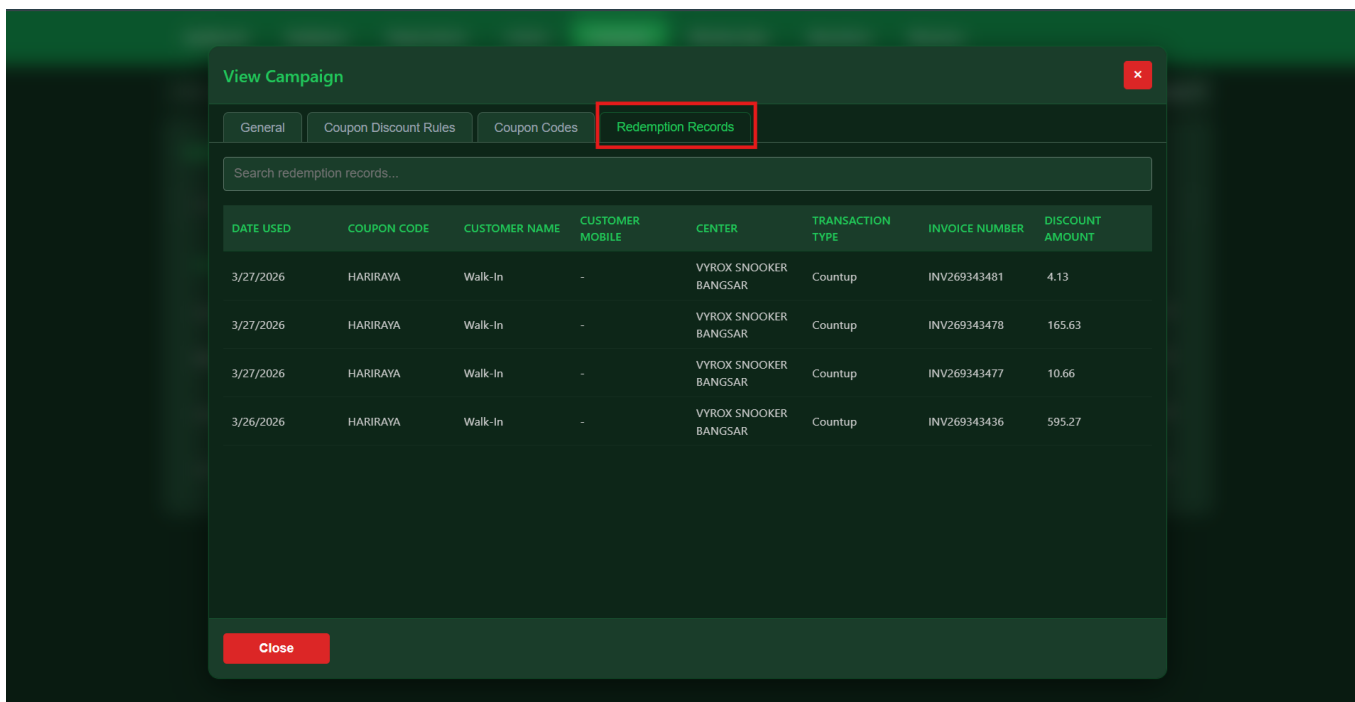






16.3 How to verify the use of a voucher record

Go to Campaigns > Click the symbol eye > Click Redemption Record



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