



ONE TREE
VOUCHER SOFTWARE



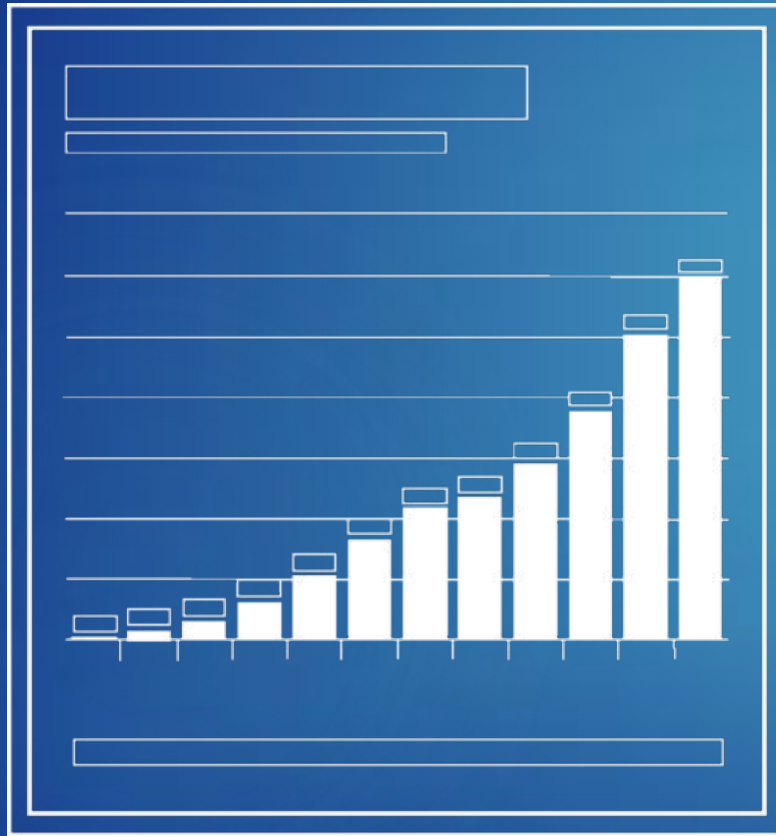
Effective use of One Tree

OR

HOW TO MAKE THE MOST OF YOUR TIME

PHIL CALLAN, MD

Getting the most out of the system



- ▶ Welcome
- ▶ The secret to building up voucher sales revenue
- ▶ When do customers buy?
- ▶ In more detail:
 - Secure Websites
 - Extracting Data
 - Group Login – User Levels
 - Tickets
 - Special Offers

What volume of gift vouchers can you sell annually?



Typical Sales Patterns

When does £1,000 = £20,000?



The Power of Christmas



If you sell £1,000 worth of gift vouchers in a typical month ...

You'll sell 2x that amount in November and 8x in December, so volumes = £10,000 in the first 10 months of the year and this will double in the final two months to make annual sales of £20,000.

What Day is this?

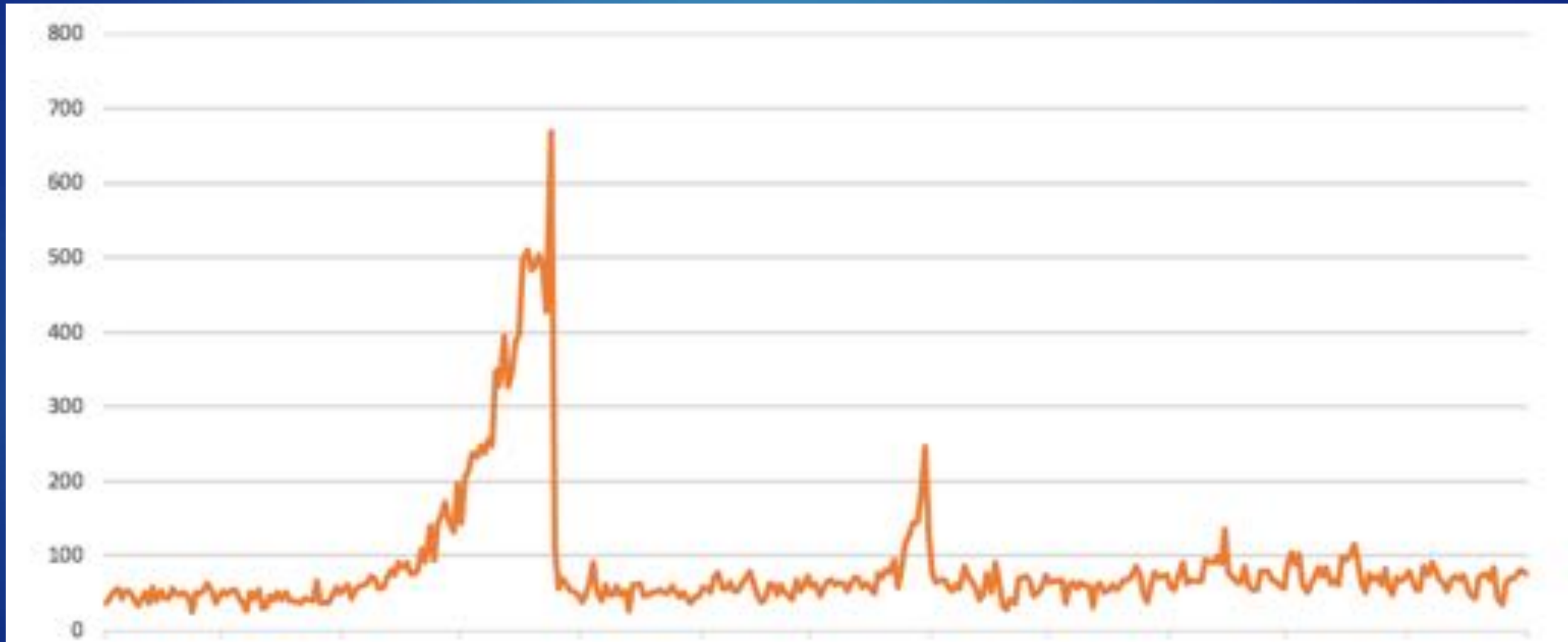


Christmas Eve!

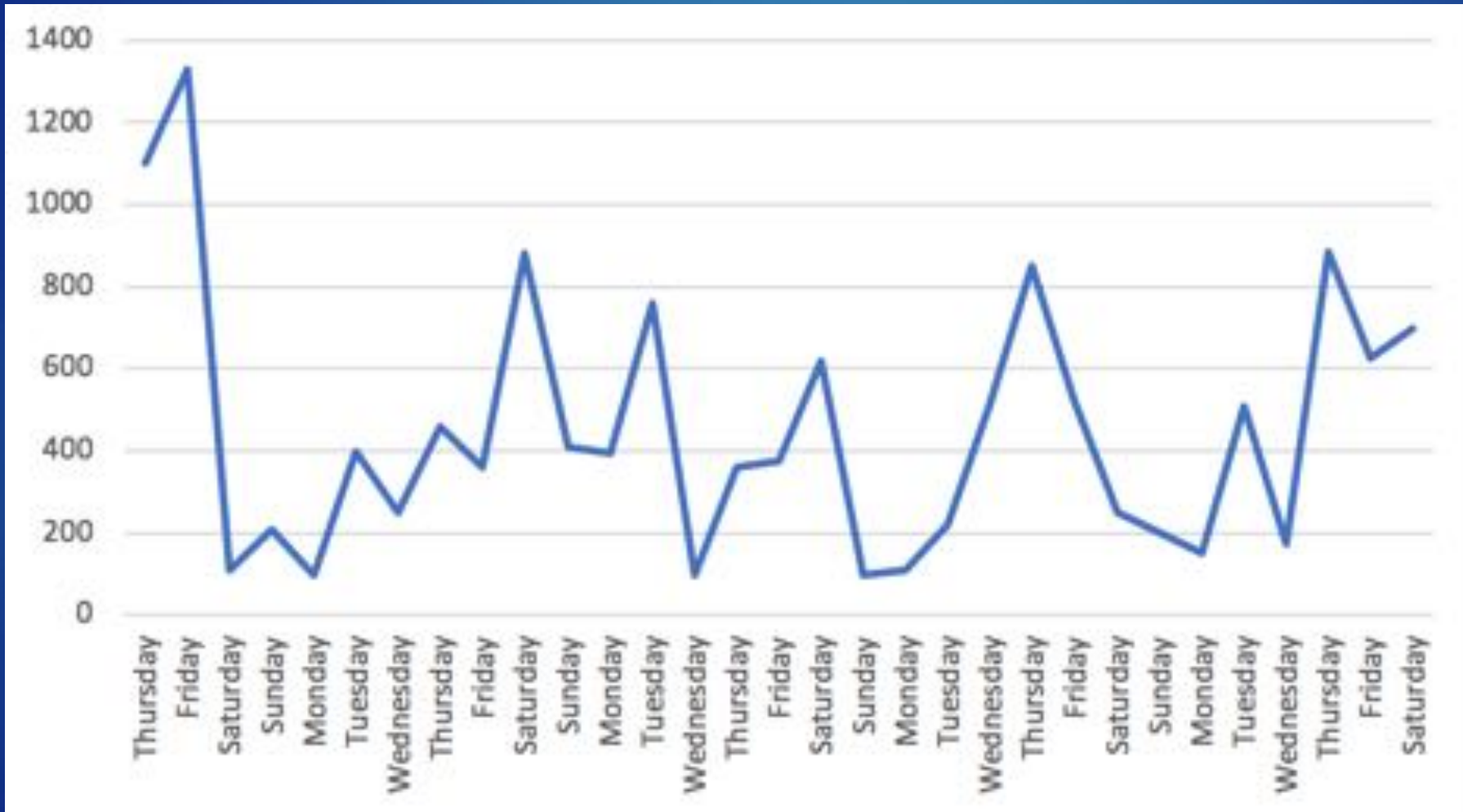


Customers continue to buy until midnight on 24th December.

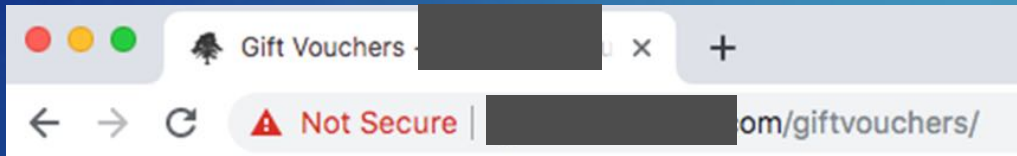
Where is Christmas?



A typical working month



To be Secure or Not to be



SSL Certificates

Padlock displayed

Make sure your website has one!

Available at minimal cost via your web developer or ISP.

Extracting Data from One Tree



- ▶ Mailing Lists
- ▶ Reporting
 - Sales Data
 - Gift Types – Dispatch Formats
- ▶ History
- ▶ Clone
- ▶ Embed
- ▶ Invoices – Yours and Ours





Mailing Lists – Available in Reporting

Export list of customers who have opted-in to receive marketing emails from you: [Download CSV](#)

Reporting – Gift Items and Gift Item Types

Gift Item Types Dispatch Formats [Export Report as CSV](#)

Filter results by:
-- Select Category --
-- Select Order Type --

Select date range
From 11/06/2019 To 11/09/2019 [Go](#)

11/06/2019 - 11/09/2019

Gift Item	Post to purchaser		Email to purchaser	
	Qty	Value	Qty	Value
Gift vouchers up to £100	0	-	1	£40.00
Two Course Sunday Carvery For Two	0	-	0	-
Three Course Sunday Carvery For Two	0	-	1	£31.90
Complimentary Two Course Sunday Carvery For Two	0	-	0	-
All Items	0	-	2	£71.90

Gift Item Types Dispatch Formats [Export Report as CSV](#)

-- Select Category --

Select date range
From 11/06/2019 To 11/09/2019 [Go](#)

11/06/2019 - 11/09/2019

Gift Item	Paid		Dispatched		Booked	
	Qty	Value	Qty	Value	Qty	Value
Monetary	0	-	1	£40.00	0	-
Lunch	0	-	3	£37.80	0	-
All Items	0	-	4	£77.80	0	-



History – track the actions on a voucher



Gift Voucher over £100 (id: 160299)

[← Back to gift voucher](#)

Date	User	Details
2019-09-11 15:51:34	Phil Callan (info@one-tree.net)	<ul style="list-style-type: none">• status set to redeemed
2019-09-11 15:50:37	Phil Callan (info@one-tree.net)	<ul style="list-style-type: none">• status set to cancelled• notes created with the value <i>Bought too many</i>



Clone gift items, embed individual items on Manage Gift Items page.

Invoices – Customer & One Tree license fee invoices available.

Status

Unpublished	View Sales	Edit	Clone	Embed	Preview	Delete
Published	View Sales	Edit	Clone	Embed	Preview	Delete
Published	View Sales	Edit	Clone	Embed	Preview	Delete
Published	View Sales	Edit	Clone	Embed	Preview	Delete
Published	View Sales	Edit	Clone	Embed	Preview	Delete

From: 11/06/2013 To: 16/08/2019 [Apply Filter](#) [Export CSV](#)

[Order Invoices](#) [License Fee Invoices](#)

Order ID	Purchaser First Name	Purchaser Last Name	Date
148155	View Lauren	True	04/06/2019
148153	View Lauren	True	04/06/2019
148150	View		04/06/2019
148330	View Phil	Callan	09/05/2019
148327	View Phil	Callan	09/05/2019
148315	View Phil	Callan	09/05/2019
141526	View Bethany	Guelbert	18/03/2019
140403	View Bethany	Huff-Guelbert	05/03/2019

Logging in



- ▶ Group Login – Access multiple products for multiple venues with one login
- ▶ Access Levels
 - ▶ Administrator
 - ▶ User
 - ▶ Redeemer
- ▶ Manage your own Users, contact us for Administrator logins





Sell Tickets for Hotel Events with One Tree



- ▶ List by date
- ▶ Countdown of tickets remaining
- ▶ Gather dietary requirements
- ▶ Follow up with menus
- ▶ Coming soon
 - Multi-layered ticketing
 - Draw tickets from one stock

Tickets

Enjoy an event to remember at our hotel. Simply choose an event, and buy securely online. Tickets will be sent instantly to your e-mail address. Please call reception if you require any further help.

<p>New Year's Eve Dinner 31st December 2019</p>  <p>Tell me more</p> <p>£60 38 remaining</p> <p>Buy ></p>	<p>Band Tribute Night 7th December 2019</p>  <p>Tell me more</p> <p>£35 143 remaining</p> <p>Buy ></p>	<p>Film Screening 10th December 2019</p>  <p>Tell me more</p> <p>£10 11 remaining</p> <p>Buy ></p>	<p>Murder Mystery Party & Overnight Stay 19th October 2019</p>  <p>Tell me more</p> <p>£175 51 remaining</p> <p>Buy ></p>
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Special Offers



Special Offers

Save up to 50% in our Winter Sale. Sheer luxury and indulgence for less! Buy an offer voucher today and use between now and March 2019, but don't delay, when they're gone, they're gone.

<p>Midweek Lunch for Two</p> <p>29/01/2019 - 30/04/2019</p>  <p>Tell me more</p> <p>£34.00 £26.80 21 remaining</p> <p>Buy ></p>	<p>Three for Two Night Bed & Breakfast</p> <p>25/11/18 - 31/03/19</p>  <p>Tell me more</p> <p>£400 £200 80 remaining</p> <p>Buy ></p>
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- ▶ Make the most of Black Friday sales
- ▶ Sell excess capacity with vouchers
- ▶ Run Limited Time Promotions
- ▶ Discount Prices
- ▶ Visible to all or VIP groups

Further Questions?



Please contact Phil Callan

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