DEALCHOWK OFFICIAL OPERATIONS MANUAL

Merchant OS — Complete Field & Operations Playbook

The definitive step-by-step operational guide for offline retail store owners, managers, and cashiers to drive hyperlocal walk-in footfall, manage VIP loyalty, and redeem customer deals.

Platform Version: 1.0.17 (Build 17)

Operating Environments: Android, iOS, Web (`https://app.dealchowk.in`)

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1 Executive Overview & Platform Mission

DealChowk Merchant OS transforms physical offline retail shops into hyper-visible digital storefronts. Unlike traditional e-commerce aggregators that impose steep 20%–35% commissions and handle delivery through slow logistics networks, DealChowk is built for **immediate walk-in customer conversion** within a 1 km to 10 km radius.

🛍️ 0% Sales Commission

Keep 100% of your retail bill value. Customer payments are made directly to your billing counter via Cash, UPI, or Card.

📍 Hyperlocal Radar

Promotional deals are broadcasted directly to nearby shoppers actively moving within 5 km to 10 km of your storefront.

👑 VIP Customer CRM

Turn one-time shoppers into repeat regulars by issuing private wallet vouchers that notify customers instantly.

2 Store Onboarding & Geolocation Setup

Setting up your digital storefront requires zero coding and takes less than 3 minutes.

Step-by-Step Onboarding SOP

1

OTP Authentication

Enter your 10-digit mobile number on `app.dealchowk.in` or the Android App to verify your identity instantly.

2

GPS Coordinate Tag

Tap **"Detect Exact GPS Location"** while inside your physical shop to anchor your store coordinates.

3

Profile & Photos

Upload your store signage, specify operational hours, and select your primary retail trade categories.

> ⚠️ **Crucial Geotagging Requirement**
>
> DealChowk displays stores to shoppers based on real-time proximity. Always capture your location while physically standing inside your retail outlet to ensure accurate walk-in navigation.

3 Merchant Command Center & Live Analytics

The Command Center dashboard gives you real-time visibility into neighborhood customer traffic and promotional ROI.

METRIC CARD	DESCRIPTION	RECOMMENDED ACTION
Hyperlocal Reach	Unique shoppers within 5 km who viewed your profile in the past 24 hrs.	If impressions dip, launch a 3-hour Flash Sale.
Claimed Vouchers	Number of customers who saved your coupon to their digital wallet.	Prepare sufficient store inventory for weekend redemptions.
Verified Redemptions	Confirmed purchases completed at your physical checkout counter.	Tag these customers as VIPs in your loyalty CRM.

4 Deal Creation & Flash Sales Engine

Launch targeted deals that attract footfall during your store's quietest hours in under 60 seconds.

```
[+ Create New Deal] ➔ [Select Type: % Off / Flat ₹ / BOGO] ➔ [Set MRP & Deal Price] ➔
[Upload Product Photo] ➔ [Set Expiry / Claim Limit] ➔ [🚀 Publish Hyperlocal Deal]
```

Pro-Tips for Maximum Footfall

- **Afternoon Slump Flash Deals**: Post high-discount flash offers valid only between 1:00 PM and 4:00 PM to fill off-peak hours.
- **Real Product Photography**: Use well-lit smartphone pictures of your actual stock. Real photos convert 3.2× higher than generic stock graphics.
- **Scarcity Constraints**: Set limits (e.g., *"Valid for first 50 walk-ins only"*) to trigger immediate visits.

5 VIP Customer Loyalty CRM & Direct Coupon Delivery

Retaining your loyal customers is 5× cheaper than finding new ones. The DealChowk VIP CRM enables merchants to dispatch targeted coupons directly into customer wallets.

> 💡 **How VIP Delivery Works**
>
> When you reward a customer via the CRM, the voucher is written directly to `users/{customerId}/vouchers` and notified via push notification. It appears instantly under **"My VIP Coupons & Rewards"** on the customer's profile screen.

VIP Voucher Creation Flow

1. Open **Merchant OS → Customer CRM**.
2. Select the customer from your verified footfall ledger and tap **"Reward VIP Customer"**.
3. Input the custom coupon code (e.g., `VIPROYAL20`, `EXCLUSIVE100`), discount percentage/flat amount, and expiry date.
4. Add a personalized note: *"Thank you for being our loyal customer! Enjoy ₹200 off your next purchase."*
5. Tap **"Dispatch VIP Reward"**. The voucher lands in the customer's wallet instantly with security locks against third-party misuse.

6 PAYG Billing, Subscription Tiers & 100% Promo Waivers

DealChowk offers crystal-clear, merchant-friendly pricing with zero hidden fees.

PLAN	CYCLE FEE	ACTIVE DEALS	DISCOVERY RADIUS	FEATURES
PAYG (Starter)	₹0 Base	2 Deals	5 km	Standard Listing & Redemptions
Tier 1 (Silver)	₹299 / 28 days	5 Deals	5 km	Priority Listing + Full VIP CRM
Tier 2 (Gold)	₹499 / 28 days	15 Deals	8 km	Enhanced Radius + Push Alerts
Tier 3 (Platinum)	₹999 / 28 days	Unlimited	10 km	Max Reach + Top Home Feed Banner

Applying 100% Discount & Waiver Coupons

Merchants on PAYG or upgrading tiers can apply promotional coupon codes (such as `PAYG100`, `FREE100`, or admin promotional codes) in the **Promo Coupon Code** field.

- **Instant 100% Waiver**: When a 100% waiver coupon is validated, the payment gateway is bypassed completely. Your subscription is activated instantly for 28 days at ₹0.
- **Partial Discounts**: Codes like 50% off recalculate the Razorpay checkout balance on the fly.

7 Order Management & 2-Second PIN/QR Redemption

Never slow down your cashier during rush hours. DealChowk enables lightning-fast 2-second in-store voucher verification.

```
Customer presents DealChowk Voucher on phone | ┌──────┴──────┐ ▼ ▼ [Scan QR] [Type 6-Digit PIN]
| | └──────┬──────┘ ▼ [Instant Server Verification: Active, Unclaimed, Matching Merchant ID] ▼
✅ Verified! Deduct discount from bill immediately.
```

> 🔒 **Double-Claim Prevention**
>
> Every voucher code is one-time use only. As soon as a cashier verifies a voucher, its status is atomically transitioned to `REDEEMED`. Re-entering the code immediately shows a warning: *"Voucher already redeemed at [Timestamp]"*.

8 Merchant Support, Dispute Handling & SLA

Our merchant support desk operates 7 days a week to ensure seamless trade.

- **Billing & Payout Queries**: Guaranteed response within 2 hours.
- **Store Geotag / Category Re-alignments**: Handled within 6 hours.
- **Dedicated Phone Helpline**: Available 10:00 AM – 9:00 PM IST daily for active Tier 2 and Tier 3 subscribers.

9 Daily Best Practices & FAQ Cheatsheet

- **Do I need a special POS machine?** No. Any smartphone, tablet, or laptop running DealChowk can verify deals and manage campaigns.
- **Can I edit an active deal?** Yes. Open your active deal list, tap the menu, and adjust prices, quantities, or description in real time.
- **When do customer redemptions show in analytics?** Instantly. Redemptions appear in your dashboard within 500 milliseconds of PIN entry.

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