



## Layaway Emails

You may notice that customers are putting things on layaway and not following up. Using the Layaway Email feature, you can locate layaways that are inactive and remind customers about them.



**This process could take some time to run. You might want to wait until off hours to run it.**

To send layaway emails:

1. Select **Customer ► Layaway Inactivity**. The **Past Due Layaway Email Filter** will appear.

Past Due Layaway Email Filter

Customer Filter

Min Days Since Activity

Max Days Since Activity

Presets... OK Cancel

Fields and options in the **Past Due Layaway Email Filter** include:

<b>Customer Filter</b>	Returns records of layaways for the specified customers.
<b>Min Days Since Activity</b>	Returns records of layaways that haven't had any payment or other activity for at least this number of days. For example, you only want to see records for layaways that have not had activity for at least 30 days (which is the default).
<b>Max Days Since Activity</b>	Returns records of layaways that haven't had any payment or other activity for at most this number of days. For example, you only want to exclude records for layaways that have not had activity for more than 60 days (which is the default) so you can create a window. By running the filter for more than one window, you can assign a different email, e.g., one with more emphasis.

2. Use the **Customer Filter** to specify customers to contact.
3. Change minimum and maximum dates if desired.
4. Select **OK**. The **Inactive Layaways to be Emailed** window will appear.

Inactive Lay Aways to be emailed: (10)

Lay-Aways All Customers No Customers

Email Settings

<input checked="" type="checkbox"/>	Stanaford, Josh (002-39075)	WORK - josh.stanaford@earthlink.net
<input checked="" type="checkbox"/>	Walden, Brad (001-00419)	
<input checked="" type="checkbox"/>	Palm, Aaron (001-12027)	
<input checked="" type="checkbox"/>	Zachary, Mike (001-00652)	
<input checked="" type="checkbox"/>	Rolfe, Brett (002-35475)	WORK - broffe@calvin.com
<input checked="" type="checkbox"/>	Watseka, Marcus (002-29616)	WORK - marcuswatsseka@aol.com
<input checked="" type="checkbox"/>	Staffordsville, Melissa (002-41973)	WORK - m.staffordsville@aol.com
<input checked="" type="checkbox"/>	Briggs, Bonnie (002-28922)	WORK - briggsb2830@aol.com
<input checked="" type="checkbox"/>	Coudersport, Sheldon (002-14237)	WORK - sheldon.coudersport@cali
<input checked="" type="checkbox"/>	Ireland, Stuart (002-41903)	HOME - s.ireland@earthlink.net

Email & Close Cancel

- For each record, indicate whether to include the customer in the mailing. Note that if there is no preferred email address, the email will be blank. Use the drop-down menu to select an email or select the customer name to add an email address.
- Select the **Email Settings** tab to set up the email template.

Inactive Lay Aways to be emailed: (10)

Lay-Aways Subject Lay-Away Notice for {CustomerName}

Email Settings Salutation Greetings {CustomerName},  Include

Email Message

CC Email Address

Presets...

Email & Close Cancel

The Edge will complete the name and email address for selected recipients when the emails are sent. Note that email headers, footers, and greetings are set in **Administrative ► Notifications**, but opening text is still needed. For more information about email setup, see the section entitled Notifications.

7. Select **Include** to include the salutation shown.
8. Enter the message.
9. Enter an additional email address if desired. Use a semicolon to separate multiple entries.
10. When all selections and settings are complete, select **Email & Close**. The emails will be sent.

A sample wish list email might appear as follows.

Greetings Mike Zachary,

You have not made any payments to your layaway for over 30 days. We don't want you to lose your item! Please stop by and make a payment of at least \$10.