

VIP Club Test Procedure

For safety, testing should be on a clone of the live site once you are ready to launch, which will be minus customers & orders and not connected to 3rd party accounting systems so there is no chance of accidental emails being sent out nor test orders going through. That aside the clone has identical VIP Club settings so once the clone runthrough is a success then we know the live site will also work.

Here are the following steps in the test plan:

Set Up

- Add a user with no orders, no newsletter or SMS signups, no product reviews etc
- Ensure coupons are available
- Check the user record / account area shows as not being in any VIP level
- Check the VIP Club Manager area doesn't include the user in it's user count
- Add a secret level (in case you use this in the future)

Progressively add requirements to achieve level 1

Remember that newsletter signups require double opt-in & product reviews need to be published

- Add an order & check if any coupons are triggered
 - Check the Welcome email is sent out to the qualifying user
 - Check no other emails are sent out to anyone else
 - Check the secret level cannot be seen in the user account area
1. Check the user account area reflects the new level
 2. Check the VIP Club Manager area includes the user in it's user count
 3. Check Users Making Purchases report shows the new qualifying user
 4. Check Email manager > User Filters > CSV download shows the new qualifying user
 5. Check Early Bird or Exclusive Access ticked on User record > Status tab if relevant to the level

Progressively add requirements to achieve level 2 - 5 & Secret Level

- Add an order & check relevant coupons are triggered
- Check the level update email is sent out to the qualifying user
- Check no other emails are sent out to anyone else
- Check 1-5

Check 1-day 14-day and 1-month level drop email warnings work

- Force the user to drop a level as well e.g. by cancelling an order
- Check the level change email goes out
- Check no other emails are sent out to anyone else

Check the admin override works for VIP Club levels

- Set a user club level manually in User manager
- Check the VIP Club change email goes out

VIP Club Test Procedure

- Check no other emails are sent out to anyone else

Check the VIP Club Dropout email works

- Force the user to drop out of the VIP Club entirely
- Check the VIP Club dropout email goes out
- Check no other emails are sent out to anyone else

Additional Admin Actions

1. Make sure the VIP Club levels are set correctly & all coupons are set up
2. Alter the content of the various email notifications via Email Tasks
3. Check / update your terms and conditions for the VIP Club or any other pages that relate to it
4. Prepare your communications for Retail customers to announce the VIP Club and provide links to terms and conditions and other relevant pages
5. Educate your sales staff on the VIP Club before launch as they may receive questions about it
6. **Make the Club live on the launch date in VIP Club Manager**
7. Monitor after it has gone live (e.g. how many people there are in each level via Users making Purchases; changes in LTV & AOV; how many coupons are used etc)
8. Prepare email communications specific to certain levels e.g. Early access tickets to events, Early Bird access.