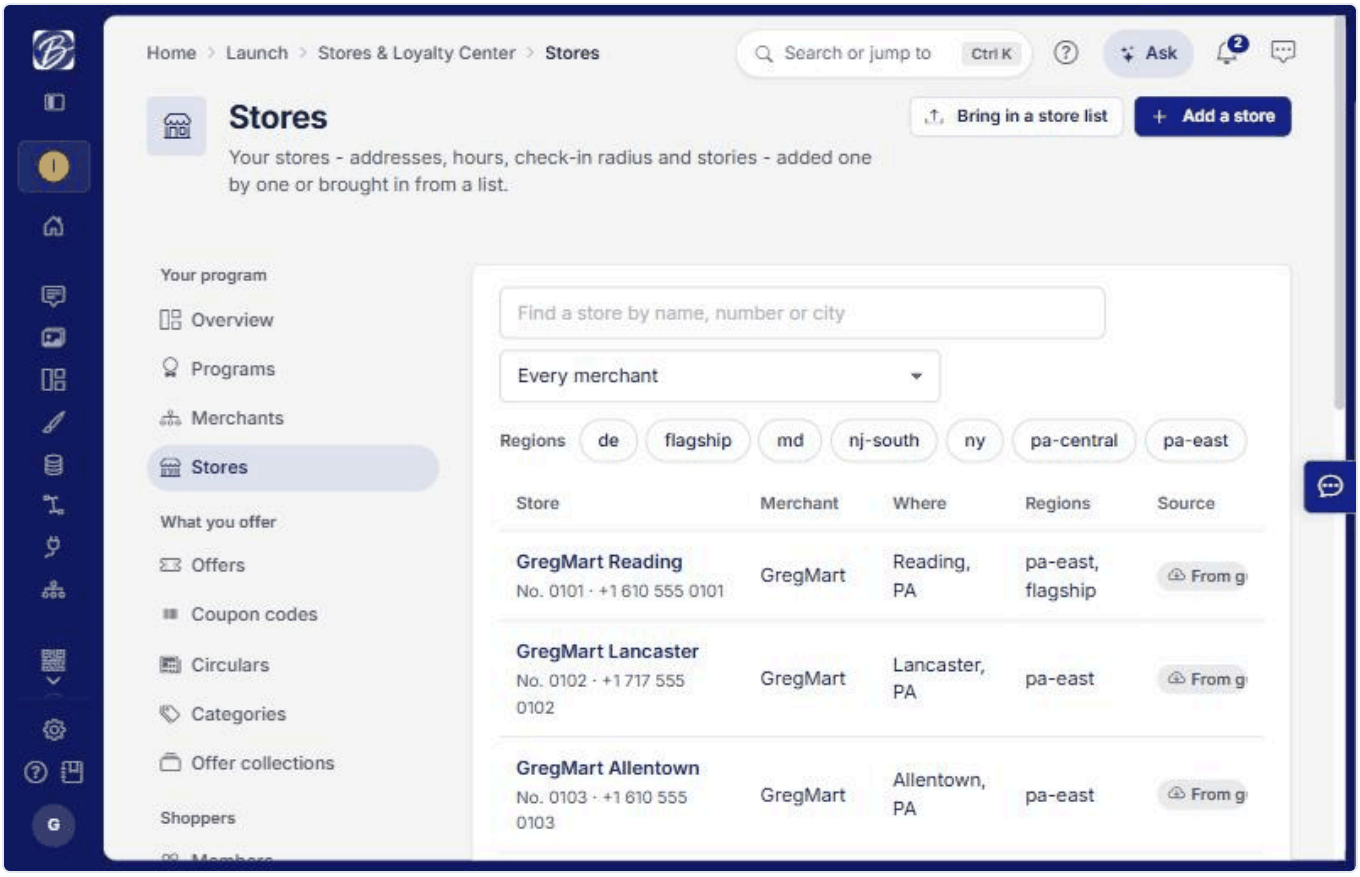
Stores

What this page is for

Stores holds your real stores: each one's number, address, phone, manager and picture, its pin on the map with the radius that proves a visit, its time zone and opening hours with holidays, and the stories you tell about it. Shoppers meet all of it when they scan the code at your door: the conversation names the store, lights up today's offers there and tells them when it is open.

You can add stores one by one, or bring in your whole store list at once from a spreadsheet or a CSV file.

What you see

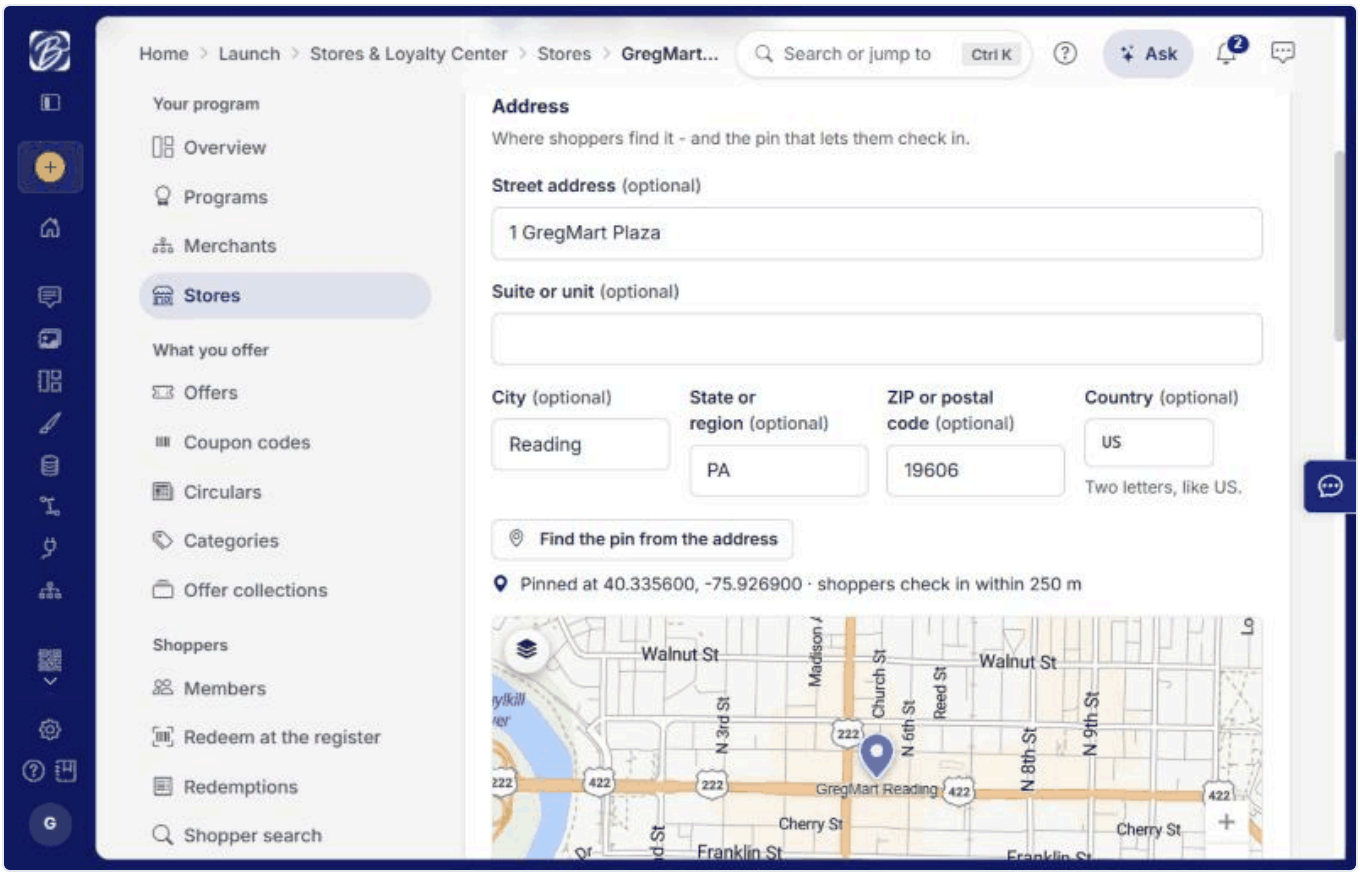


- *The list.* Every store you can open, with its number, its merchant, where it is, its region tags and where it came from. A store brought in from another system carries a small label naming that system; a store made here says it was made here.
- *Finding a store.* **Find a store by name, number or city**, a merchant to narrow the list to (with **Include merchants under it**), and the region tags seen on the stores as buttons you can press to filter.

- *A store's page.* **About the store**, **Address**, **Check-in pin**, **Opening hours**, **How shoppers reach it**, **Region tags** and **Picture and note**, then **Stories about the store**. What you fill first stays open - the name, number, merchant, address and time zone. The rest is folded, and each folded part says in one line what it holds; select **Open** to change it. A part opens by itself when something in it needs a fix.
- *The pin.* Beside the address, the page says where the store is pinned - or, in amber, that it has no pin yet and shoppers cannot check in there.
- *If you work for some merchants only.* You see your merchants' stores and nothing else, and you can change only the stores of a merchant where you can edit.

What you can do

Add a store



1. On **Stores**, select **Add a store**. From a merchant's page, select **Add a store** on its **Stores** tab to start under that merchant.
2. Under **About the store**, type the **Store name** and the **Store number** and choose the **Merchant** it belongs to.
3. Fill in the **Address**, then select **Find the pin from the address**. Converse looks the address up and places the pin; when several places match, pick the store's. When your workspace has maps switched on, the pin appears on a map.

4. To fine-tune the pin or the **Check-in radius (m)**, open **Check-in pin** and change the **Latitude**, **Longitude** or radius.
5. Under **Opening hours**, set the **Time zone**, then open the hours and set them day by day, with any holidays.
6. Under **How shoppers reach it**, add the **Store manager**, **Phone** and **Email**. Leave **Your directions link** empty and shoppers get directions from the pin.
7. Select **Make the store**. Its own page opens.

Set opening hours and holidays

1. On the store's page, find **Opening hours** and select **Open**.
2. For each day, select **Open this day** and set when it **Opens** and **Closes**. Select **Same as Monday on weekdays** to copy Monday across the week.
3. Select **Add a holiday or special day** for each day that differs, and leave **Closed all day** ticked or give it its own hours.
4. Select **Save**.

Group stores by region

1. On the store's page, find **Region tags** and select **Open**.
2. Type one or more tags in **Add a region tag**, such as pa-east, and select **Add**. Separate several with commas.
3. Select **Save**. An offer or a circular can then name a region instead of each store.

Tell a story about a store

1. On the store's page, find **Stories about the store** and select **Add a story**.
2. Give it a **Title**, write **The story** in a few short paragraphs, and add a **Picture** and the **Date of the story** if you like.
3. Set **Show from** and **Show until** to show it for a while, or leave them empty to show it always. Use **Order** to choose which story comes first.
4. Select **Add the story**. To change one later, select **Edit**; to remove it, select **Delete** and confirm.

Bring in your store list

1. On **Stores**, select **Bring in a store list**.
2. Choose **A CSV file**, or copy the rows from your spreadsheet and paste them into **Or paste the table**. The first row names the columns, such as Store #, Name, City, State and Zip.
3. Read **What each column fills** to see which columns Converse recognised. A column marked not used is left out.
4. Under **For every row**, choose the **Merchant** and **Time zone** for rows that do not name their own.
5. If the list comes from another system you keep, give it a **Source name** - the same name every time, so its stores are matched instead of added twice.

6. Select **Check the list**. Nothing is saved yet: each row says whether it **Will be created**, **Will change**, is **Left as they are** or is **Refused**, and why.
7. Select the button that brings the stores in - it says how many - to save the very list you checked. Change anything and Converse asks you to check it again.

Move a store to another merchant

1. On the store's page, choose another **Merchant**.
2. Read the note: moving the store changes who reaches it.
3. Select **Save**. If you work for some merchants only, you can move a store only between merchants where you are owner.

Retire a store

1. On the store's page, select **Retire**, then confirm with **Retire**.
2. A store with a register tablet paired to it cannot be retired until the tablet is unpaired.

Put a check-in sign on the store's door

A door sign lets a shopper check in without sharing their location: they scan its QR code, text its code, or simply take a photo of the sign and send it.

1. Ask the Copilot to make a check-in door code for this store, for example "make a door code for the Elm Street store that opens our check-in conversation". Each store gets its own code, fixed to that store for good, so give each one its own name.
2. Print the code's QR with the code itself written underneath, and put it by the door.
3. In the check-in conversation, add a Check in moment with no store picked. A conversation opened from the door's code checks the shopper in at that store. Add a photo moment as well ("Snap the sign by the door") and hand its photo to the check-in, so a shopper who photographs the sign is checked in too.

Converse reads the photo for them, even when it is taken at an angle, a little blurry, or far away. If the QR cannot be read at all, it reads the code printed underneath, as long as your workspace has its picture reader set up. A photo that proves no store's door is answered in plain words that say why - no code in it, a shine on the code, another store's sign, a sign whose code has ended - with the offer to share a location instead.

A shopper who sends the photo with no conversation open is asked first: "I can see the code in your photo. Start it?" One tap opens the check-in conversation at that store.

Door signs are a quick, honest way in, and the same copy of a sign can be photographed by anyone, so Converse checks a shopper in through door codes alone at no more than three stores a day (your program's rules can change the number), and a shared location that says the shopper is somewhere else always wins. If your program's points are worth real money, ask for a shared location as the minimum proof.

How it fits

Each store gets its own codes for the door and the register, so a shopper who scans one is checked in at that store. The pin and the radius let a shared location prove a visit, and the time zone makes offers, happy hours and opening hours follow the store's own clock. A store belongs to one merchant, so a department or a partner sees and keeps its own stores.

Good to know

- Bringing in a list is for someone who can edit every merchant they reach. Everyone else adds stores one at a time.
- Your list is read in your browser and only its rows are sent. A way to hand over the file itself is coming.
- A store brought in from another system keeps that system's details here. You can still change its **Store picture** and **Your note**.
- A pin is both numbers or neither, and never 0,0. A store with no pin cannot prove a shopper was there, so **Find the pin from the address** sits right beside the address.
- With no stores yet, **Add a store** is the way in; **or bring in a store list** is beside it for someone who may bring in a whole list.
- The dates a story shows are whole days, read in UTC.
- A door code proves a visit the way a printed store code does. If your program asks for a shared location or the register's code, a door sign alone will not check a shopper in.

Related pages

- Merchants: the merchants your stores belong to, and who works on them.
- Stores & Loyalty Center: the program, its tiers and the overview.
- Launch codes: the QR codes and short links that start a conversation.