

# Feature Focus Guide:

# Tier Pricing

Core Product: Aloha Cloud, Consumer Marketing  
Last Updated: April 15, 2025

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## Revision Record

Date	Description
03/14/2025	Created the Tier Pricing Feature Focus Guide
04/15/2025	Updated document with Consumer Marketing instructions.

## About Tier Pricing

Tier Pricing is a strategy where products are offered at different price points so select groups of consumers can receive discounts on their purchases. These groups are typically consumers signed up with a loyalty plan or members of a special organization providing them with access to a deeper discount than the standard retail or promotional price on products. Companies often adopt innovative titles for the different price points, such as VIP, Gold, and more. Ultimately, it is a way for restaurants to reward their most valued clientele with exclusive deals.

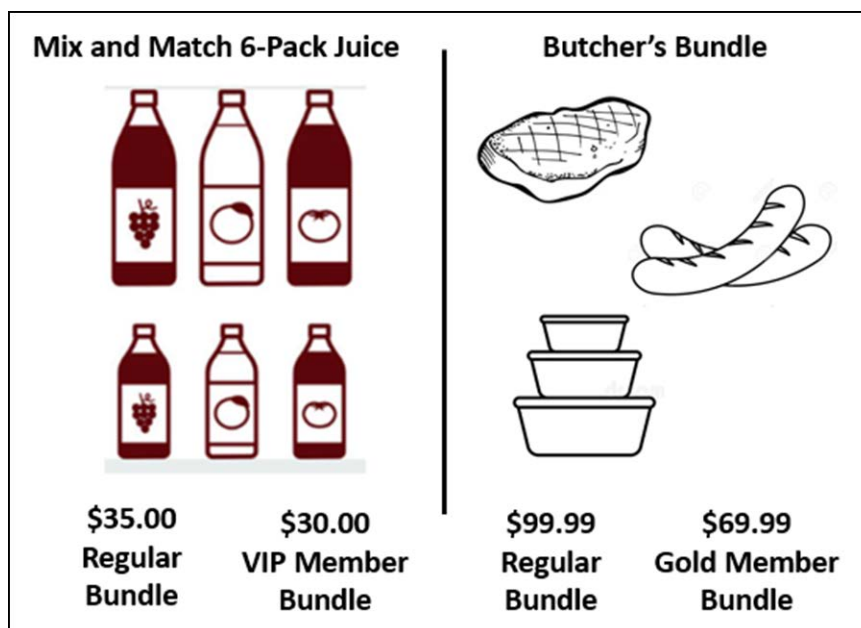


Figure 1 Tier Pricing Examples

The NCR Voyix solution utilizes NCR Consumer Marketing (also known as Clutch) to maintain and manage loyalty members and Aloha Cloud for configuring the discount requirements using multiple promotions within a tiered pricing strategy. You define different price points for the product so consumers can choose the option that best fits their buying needs and budget considerations.



### Tip

Currently Aloha Cloud supports only one price point.



### Note

Currently, this feature is offered to a limited audience and is not generally available.

The use case for this document describes a restaurant that offers a program where a VIP member pays a membership fee to receive a deeper discount than a non-VIP member. When you assign the VIP loyalty number to the check, the discount automatically applies in the Aloha Cloud Point-of-Sale

(POS) on top of all other regular and standard promotions in place. In addition, the restaurant can offer a free item to VIP members.




#### Reference

Refer to the [Consumer Marketing documentation](#) for more information regarding the configuration requirements for Consumer Marketing.

## Configuring Tier Pricing

This section details the configuration requirements for Tier Pricing. If you are an experienced user, refer to Procedures at a Glance for abbreviated steps. If you prefer more detail, continue reading this document.

Tier Pricing Procedures at a Glance:	
If you are viewing this document using Adobe® Acrobat Reader, click each link for detailed information regarding the task. Click Previous View  to return to this location and proceed to the next step.	
1.	If not already present, log in to <b>Consumer Marketing</b> and configure a <b>member type</b> to coincide with the Tier Pricing price point. See <a href="#">page 7</a> .
2.	Access <b>Customers &gt; Loyalty Program</b> and select <b>Enable Tier Pricing</b> for the Clutch Loyalty API loyalty program. See <a href="#">page 13</a> .
3.	Access <b>Menu &gt; Loyalty Tier Pricing</b> and establish the price points on items for a member. See <a href="#">page 14</a> .
4.	Access <b>Menu &gt; Tags</b> and create a tag for a non-member and a tag for a member to use for promotions. See <a href="#">page 15</a> .
5.	Access <b>Menu &gt; Promotions</b> and create a non-member and a member promotion to apply to required items for tier pricing. See <a href="#">page 17</a> .

## Configuring Consumer Marketing for Tier Pricing

To configure Tier Pricing, you must first configure a member type in Consumer Marketing to use in Aloha Cloud, if the member type does not already exist.

### To configure a member type in Consumer Marketing:

1. Log in to **Consumer Marketing**. The My Account screen appears.

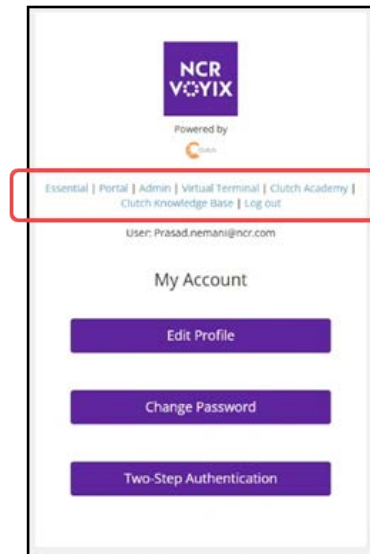


Figure 2 My Account Screen

2. Select **Essential** from the list of hyperlinks in the middle of the screen. The Essential screen appears.

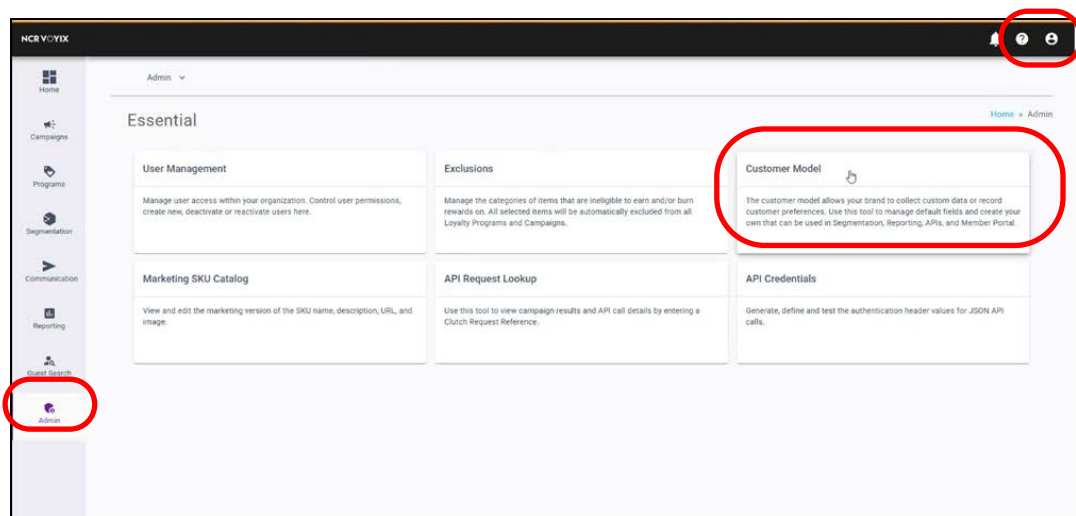


Figure 3 Essential Screen

- Click the **profile icon** to display a pop-up menu.

Figure 4 Profile icon menu

- Select the **brand** and **group name** from the menu that appears, and click **SAVE**.
- While still on the Essential screen, select **Admin** on the left side of the screen, and then **Customer Model**. The 'Custom Fields' screen appears.

Figure 5 Custom Fields screen

- Type **Member Type** in 'Display Field Name' to specify the name to appear.



7. Type **memberType** in 'API Name.' This field is case sensitive and you cannot use a duplicate API name.
8. Select **Alphanumeric Text** in 'Field Type.'
9. Select **Yes** in 'Virtual Terminal Editable.'
10. Click **Save**. The new custom field appears in the list.

Once you configure the member type, you define the name of the member type. The name is used to correlate with the Tier Pricing record in Aloha Cloud.

**To define the member name:**

1. While still on the Essential screen, click the **profile name**, select **Manage Account** from the menu that appears, and click **SAVE**.

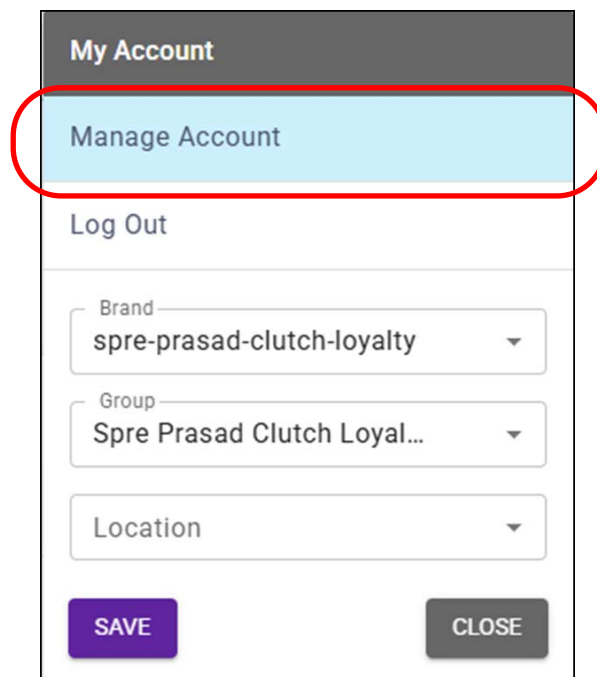


Figure 6 My Account menu

The 'My Account' screen appears.

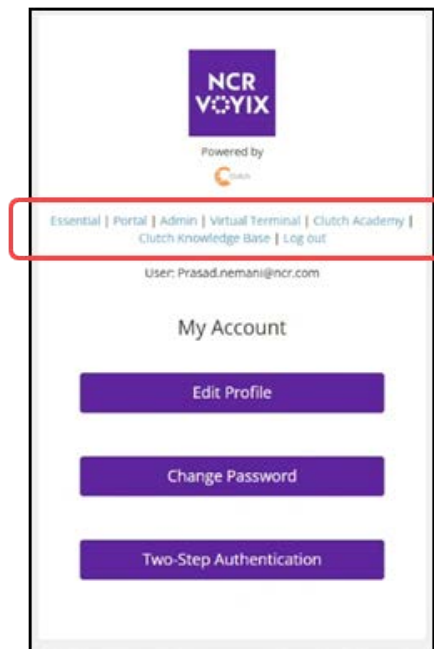


Figure 7 My Account screen

2. Select **Virtual Terminal** from the list of hyperlinks. The 'Switch Terminal' screen appears.



Figure 8 Switch Terminal screen

3. Select the **brand**, and **terminal**, and then click **Close**. The Loyalty screen appears.

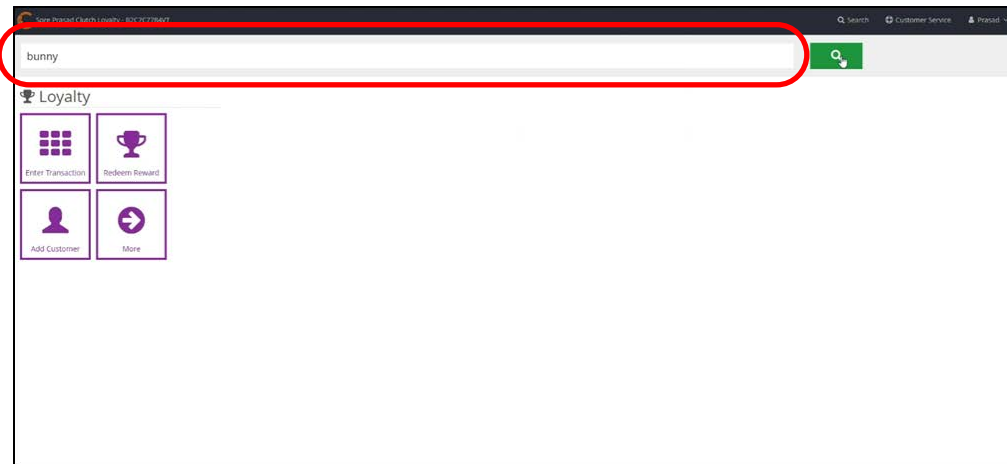


Figure 9 Loyalty screen

4. Type the **criteria** in the search box to locate the customer account and press **Enter**. The 'Customer Info' screen for the selected customer appears.

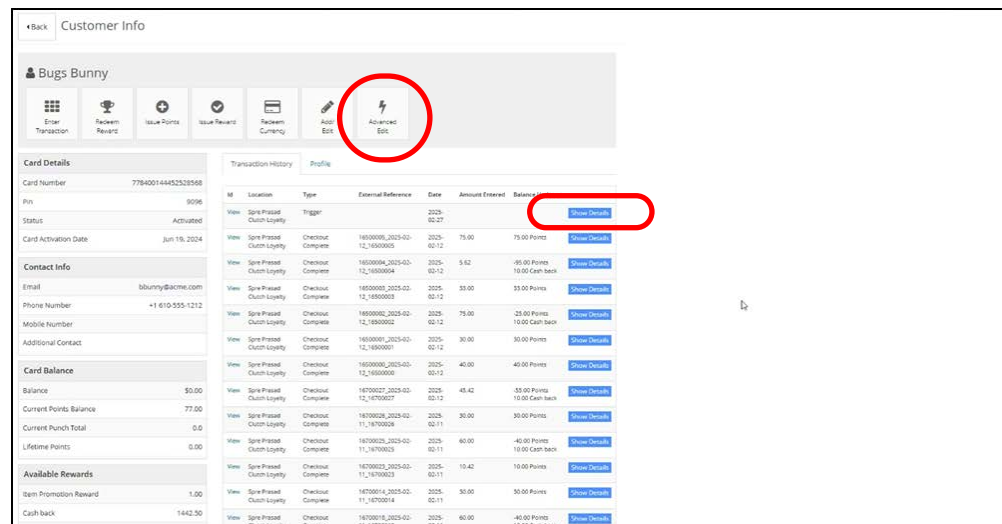
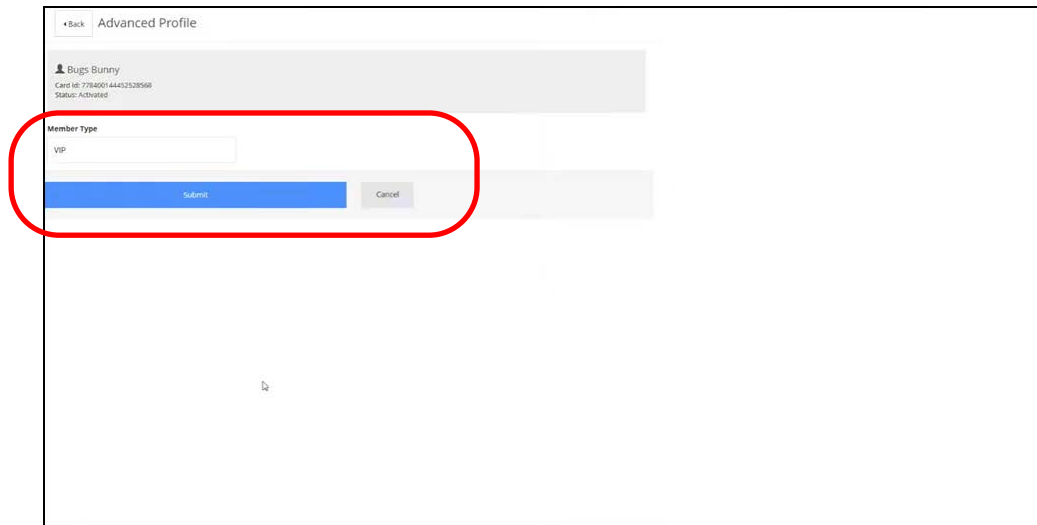


Figure 10 Customer Info screen

5. Click **Show Details** to expand the information for the customer.

6. Click **Advanced Edit**. The 'Advanced Profile' screen appears.



Advanced Profile

Back

Bugs Bunny  
Card ID: 7788001-4443232998  
Status: Active

Member Type  
VIP

Submit Cancel

Figure 11 Advanced Profile screen

7. Type the **name** of the 'Member Type,' such as VIP. You use this name to match the loyalty tier pricing name in ["Configuring Loyalty Tier Pricing" on page 14](#).
8. Click **Submit**. A success message appears.
9. Click **OK**.

## Enabling Tier Pricing

You must select 'Enable Tier Pricing' in Aloha Cloud Back Office. Once enabled, the Loyalty Tier Pricing function appears for configuration.

### To enable tier pricing:

1. Select **Customers > Loyalty Program**. The Loyalty Program appears.
2. Click the **pencil** next to 'Clutch Loyalty API.' The Create Loyalty Program screen appears.

The screenshot shows the 'Create Loyalty Program' interface. On the left is a sidebar with 'Customers' and 'Loyalty Program' selected. The main content area has a title 'Create Loyalty Program' and a sub-header '\* Indicates required field.' Below this, there's a 'Program' section with 'Program Type' set to 'Clutch Loyalty API'. A note mentions NCR Silver's API integration. Below that, 'Stores' are listed as 'SIT Aloha Cloud - REG [MS][Premium]'. The 'Optional Parameters' section includes a checked 'Enable Tier Pricing' checkbox (highlighted with a red box), an 'Update Tier Pricing' button, and a permission message. At the bottom are 'Save' and 'Cancel' buttons.

Figure 12 Create Loyalty Program Screen

3. Under the 'Optional Parameters' group bar, select **Enable Tier Pricing**.
4. Click **Save**.
5. You can optionally click **Update Tier Pricing** to navigate to the 'Menu > Loyalty Tier Pricing' screen; otherwise, continue to the **next procedure**.

## Configuring Loyalty Tier Pricing

Use the Loyalty Tier Pricing function to establish the price points for a member. In the previous procedure, you selected 'Enable Tier Pricing' in the Create Loyalty Program function to expose the Loyalty Tier Pricing function.



### Tip

Currently Aloha Cloud supports only one price point.

### To configure tiered pricing:

1. Select **Menu > Loyalty Tier Pricing**.

Type	Category / Modifier Group	Name	Default Price	Tiered Price
Item	PRESSED	Citrus 2   Apple Pineapple Le...	6.95	5.50
Item	PRESSED DEMO	Citrus 1   Cucumber Pineapp...	6.95	
Item	PRESSED DEMO	Citrus 3   Grapefruit Mint Juice	6.95	5.50

Figure 13 Loyalty Tier Pricing Screen

2. Type a **name** in 'Loyalty Tier Program Name,' such as VIP or Gold. This must match the name of the member type defined in Consumer Marketing.
3. Under the 'Loyalty Prices' group bar, select whether to view **items** or **modifiers** from the drop-down list.
4. Type **text** in to the search box to narrow your list. Any instance of your search criteria found in either the Category/Modifier Group or Name columns appears.
5. Type the **discounted price for a member**, such as 5.50, in 'Tiered Price,' for each item that qualifies for the discount.
6. Click **Save**.
7. Repeat this **procedure** for each item that qualifies for tiered pricing.
8. Continue to the **next procedure**.

## Configuring tags for Tier Pricing

Use tags to group items for things such as promotions and to identify the items required for a promotion to apply. Create a tag for a non-member and a tag for members by copying from the former. In keeping with the example, use '6 Pack NonVIP' and '6 Pack VIP' as the names.

### To configure a non-member tag:

1. Select **Menu > Tags**.
2. Click **Add a Tag**. A new row appears at the top of the list of existing tags.

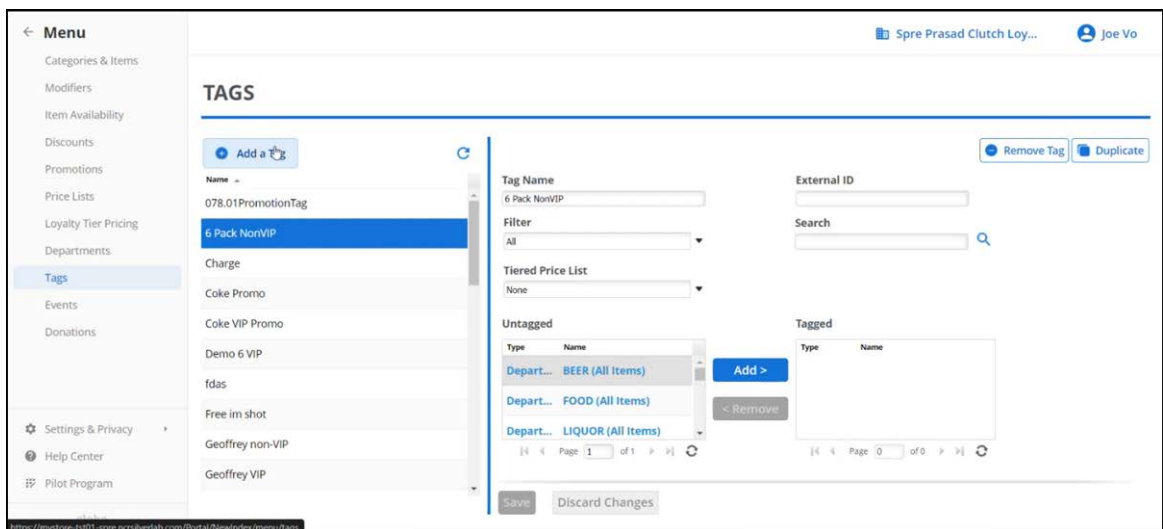


Figure 14 Non-member Tag

3. Type a **name**, such as '6 Pack NonVIP,' in 'Tag Name.'
4. Select the **items** to which to assign the tag from the 'Untagged' list box and click **Add** to move the items to the 'Tagged' list box.
5. Click **Save**.

After you create a tag for a non-member, create another tag for a member. You can create a new tag from scratch; however, since these tags are similar, duplicate the non-member tag and give the member tag a different name.

**To configure a member tag by copying the non-member tag:**

1. Select **Menu > Tags**.
2. Select the previously created **tag for a non-member**, such as 'NonVIP' from the list and click **Duplicate** on the right of the screen. A new tag is created that inherits the same settings from the non-member tag, except for the name.

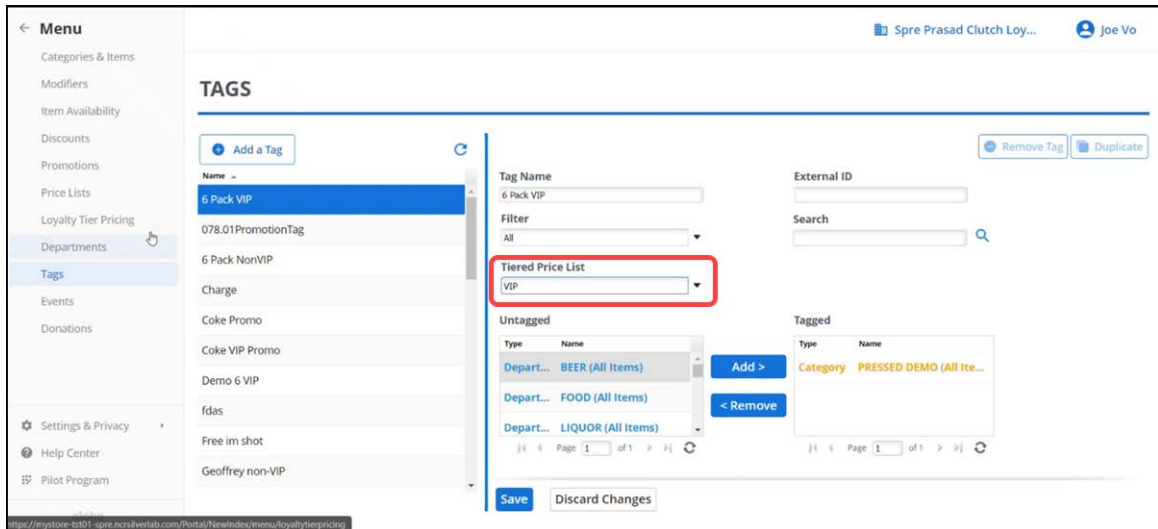


Figure 15 Member Tag

3. Type a **name**, such as '6 Pack VIP,' in 'Tag Name.'
4. Select the **tiered price**, such as VIP or Gold, you created earlier from the 'Tiered Price List' drop-down list.
5. Click **Save**.
6. Continue to the **next procedure**.



## Configuring promotions for Tier Pricing

Use promotions to apply discounts to the check. Create as many promotions as necessary for a non-member and a member by copying from the former. You must assign the applicable tag to each promotion. In keeping with the VIP example, use '6 for \$35' and '6 for \$30' as the names.

### To configure a non-member promotion:

1. Select **Menu > Promotions**. The PROMOTIONS screen appears.
2. Click **Add a Promotion**. The Promotion Detail screen appears.

Figure 16 Non-member Promotion (Top Half)

3. Under the 'General Settings' group bar, type a **name**, such as '6 for \$35' in 'Name.'
4. Select **POS Active** to make the promotion available in the POS.
5. Select **This promotion is active at all times** from the 'Activate by Event' drop-down list.
6. Select **Detect automatically** from the 'Trigger' drop-down list.

- Under the 'Buy Rules' group bar, type **6** in 'Qty.'

The screenshot shows the 'Promotion Detail' form. The 'Buy Rules' section has a 'Qty' field set to '6' and 'Items tagged with' set to '6 Pack NonVIP'. The 'Discount' section has 'On items' set to 'All', 'Max Qty' set to 'N/A', 'Discount Type' set to 'Amount Off', 'Amount Off' set to '6.70', and 'Maximum Discount Amount' set to 'N/A'. The 'Price Lists' section is empty. The form has 'Save' and 'Discard Changes' buttons at the bottom.

Figure 17 Non-member Promotion (Bottom Half)

- Select the appropriate **tag**, such as '6 Pack NonVIP' from the 'Items tagged with' drop-down list.
- Select **Mix/Match**, if the consumer is allowed to choose from a selection of items.
- Under the 'Discount' group bar, select **All** from the 'On items' drop-down list.
- Leave **Max Qty** as the default.
- Select **Amount Off** from the 'Discount Type' drop-down list.
- Type the **difference** between the regular price and the discounted price in 'Amount Off.' In keeping with the example in this document, type '6.70.'
- Leave **Maximum Discount Amount** as the default.
- Click **Save**.
- Continue to the **next procedure**.

After you create a promotion for a non-member, create another promotion for a member. You can create a new promotion from scratch; however, since these promotions are similar, duplicate the non-member promotion and give it a different name for a member promotion.

**To configure a promotion for a member by copying from a non-member promotion:**

1. Select **Menu > Promotions**. The PROMOTIONS screen appears.
2. Select the **previously created promotion**, such as 'NonVIP' from the list and click **Duplicate** on the right of the screen. A new promotion is created that inherits the same settings from the non-member promotion, except for the name.

The screenshot shows the 'Promotion Detail' form. On the left is a sidebar menu with options: Menu, Categories & Items, Modifiers, Item Availability, Discounts, Promotions (selected), Price Lists, Loyalty Tier Pricing, Departments, Tags, Events, and Donations. Below the menu are links for Settings & Privacy, Help Center, and Pilot Program. The main form area is titled 'Promotion Detail' and has buttons for 'Delete Promotion' and 'Duplicate'. A note states '\* Indicates required field.' The 'General Settings' section includes: Name \* (6 for \$30), External ID (External ID), POS Active (checked), Activate by Event (This promotion is active at all times), Print Check on Close (unchecked), Trigger (Detect automatically), and Show promotion on Activity Summary charts (checked). The 'Buy Rules' section is partially visible at the bottom.

Figure 18 Member Promotion (Top Half)

3. Type a **name**, such as '6 for \$30,' in 'Tag Name.'
4. Under the 'Buy Rules' group bar, select **6 Pack VIP** from the 'Items tagged with' drop-down list.

The screenshot shows the bottom half of the 'Promotion Detail' form. The 'Buy Rules' section includes: Minimum ticket subtotal (OPTIONAL MINIMUM TICKET SUBTOTAL), Qty \* (6), Items tagged with \* (6 Pack VIP), and Mix / Match (checked). The 'Discount' section includes: On items (All), Max Qty (N/A), Discount Type (Amount Off), Amount Off \* (3.00), and Maximum Discount Amount (N/A). The 'Price Lists' section has a table with columns NAME and PRICE. At the bottom are 'Save' and 'Discard Changes' buttons.

Figure 19 Member Promotion (Bottom Half)

5. Select **Mix/Match**, if allowed.
6. Under the 'Discount' group bar, select **All** from the 'On items' drop-down list.
7. Leave **Max Qty** as the default.
8. Select **Amount Off** from the 'Discount Type' drop-down list.
9. Type the **difference** between the regular price and the member price in 'Amount Off.' In keeping with the example in this document, type '3.00.'
10. Leave **Maximum Discount Amount** as the default.
11. Click **Save**.

## Using Tier Pricing

Tier pricing is a seamless process to use in Aloha Cloud POS. You only need to enter the loyalty member number as you would for any other loyalty-oriented feature. The system performs the discounting for you and displays the reduced non-member and member price. Each price point of the tier pricing must appear for each discounted item on the check for full transparency to the consumer.

All loyalty information, membership, and offerings are established in Consumer Marketing and are mapped into the POS via the platform. After applying tier pricing and closing the check in the POS, the discount reflects in Consumer Marketing.

### To apply a member promotion:

**SCENARIO:** The consumer can purchase six mix-and-max items for \$35.00 at a discounted price; however, as a VIP loyalty member, the consumer receives a deeper discount for \$30.00.

1. Log in to the **Aloha Cloud POS**.
2. Tap **Add Tab** to start a check.
3. Add the **required items** for the promotion to the order.

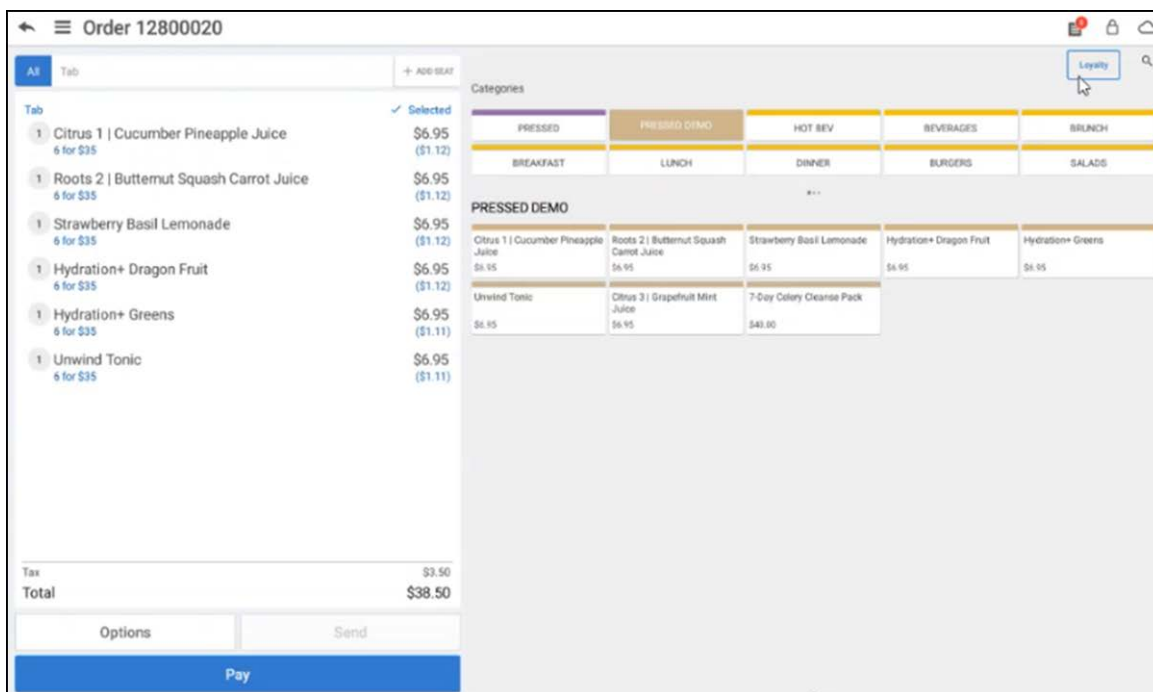


Figure 20 NonVIP promotion applied to check

4. Tap **Loyalty** in the top right of the screen. The Loyalty screen appears.

Figure 21 Loyalty screen

5. Enter the **loyalty number** and tap **Done** when the button appears after you enter the sufficient number of digits. The Customer Profile screen appears.

Figure 22 Customer Profile screen

6. Tap **Apply**. The check appears with the NonVIP and VIP price points.

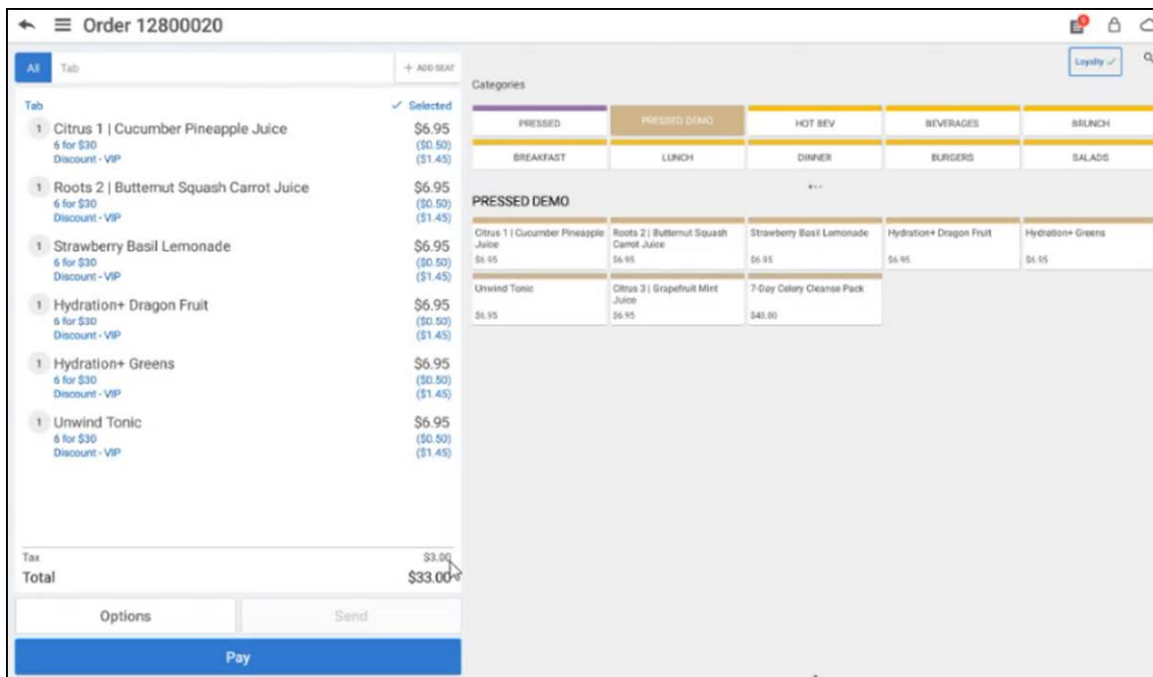


Figure 23 VIP promotion applied to check

7. Tap **Pay** and close the **check** as normal.

### To apply a per item discount with tier pricing:

**SCENARIO:** A consumer can purchase a '6-pack Bottled Water' bundle at a discounted price and receive a free single Bottled Water. The bundle also has price points for tier pricing. You need to enter seven Bottled Waters to receive the member discount.

1. Log in to **Aloha Cloud POS**.
2. Tap **Add Tab** to start a check.

3. Add the **required items** for the promotion to the check. The Water Bundle promotion automatically applies.

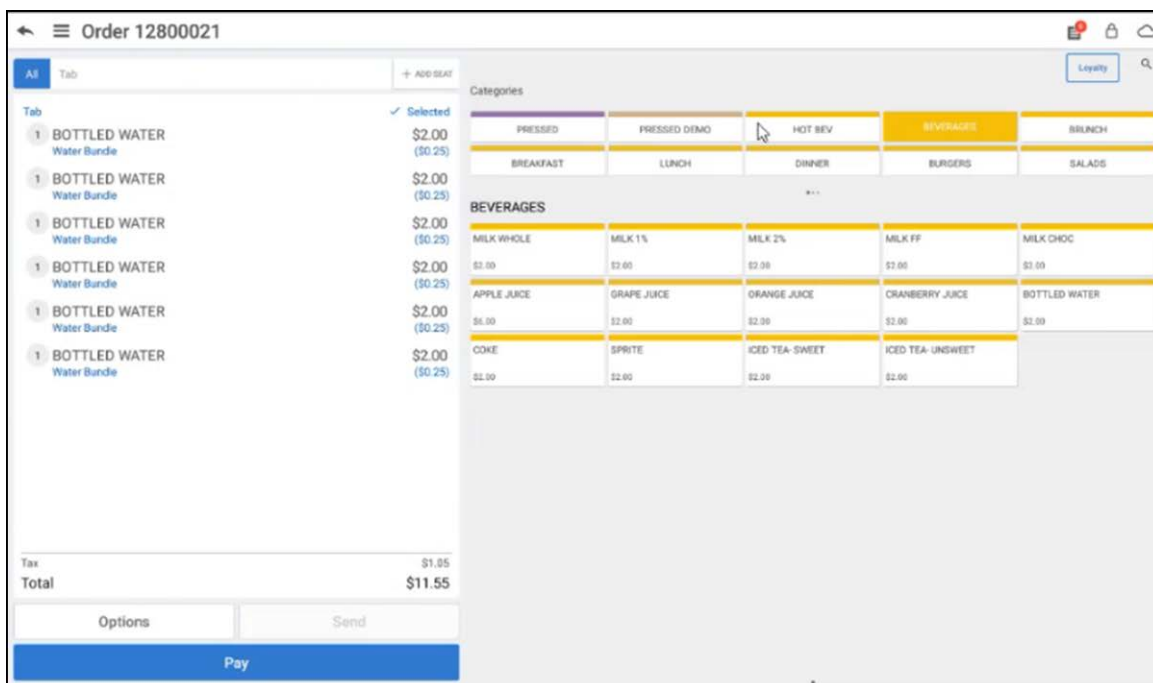


Figure 24 Water Bundle applied to check

4. Tap **Loyalty** in the top right of the screen. The Loyalty screen appears [Figure 21](#).
5. Enter the **loyalty number** and then tap **Done** when the button appears after you enter the sufficient number of digits. The Customer Profile screen appears with the available rewards on the Loyalty Rewards tab.

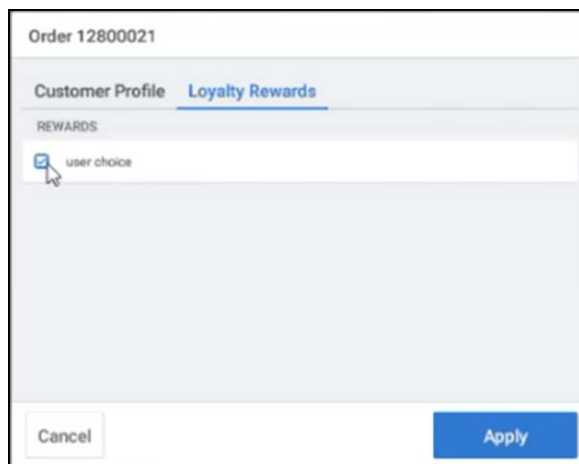


Figure 25 Loyalty Rewards tab



6. Select the **reward** and tap **Apply**. The promotion applies to a single Bottled Water. The VIP discount remains; however, the Water Bundle discount that requires six Bottled Waters no longer applies and is removed.

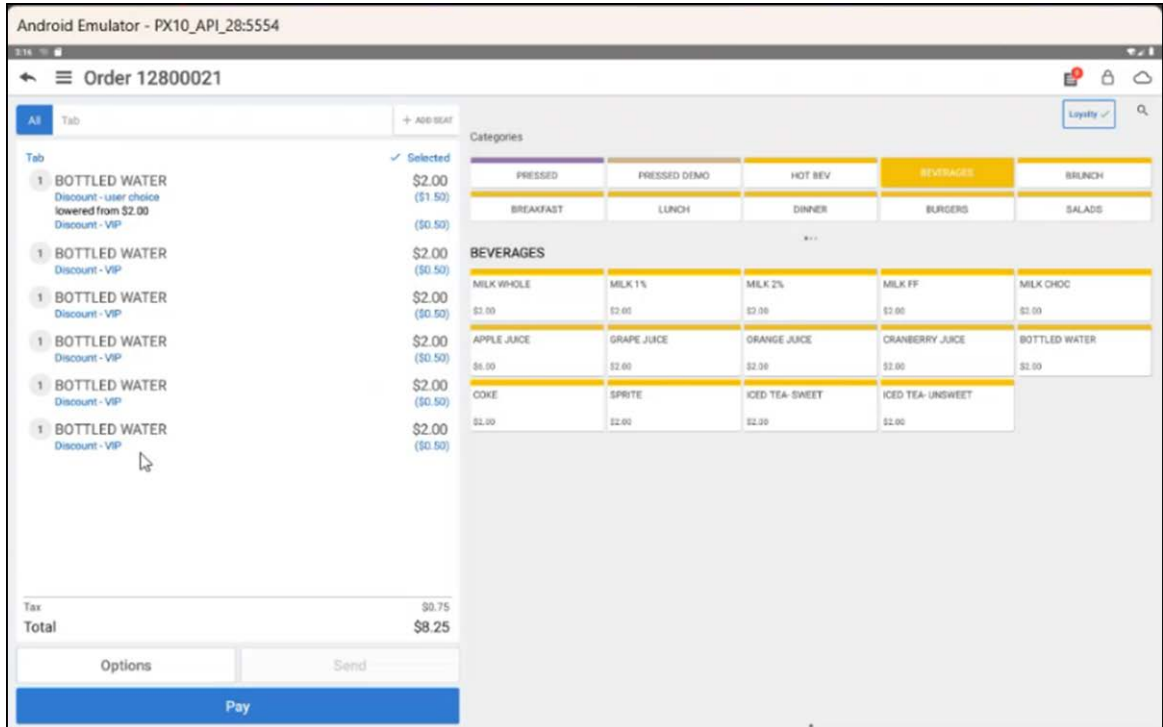


Figure 26 Single item discount applied to check

7. To apply the Water Bundle discount again, you must add another **Bottled Water**.

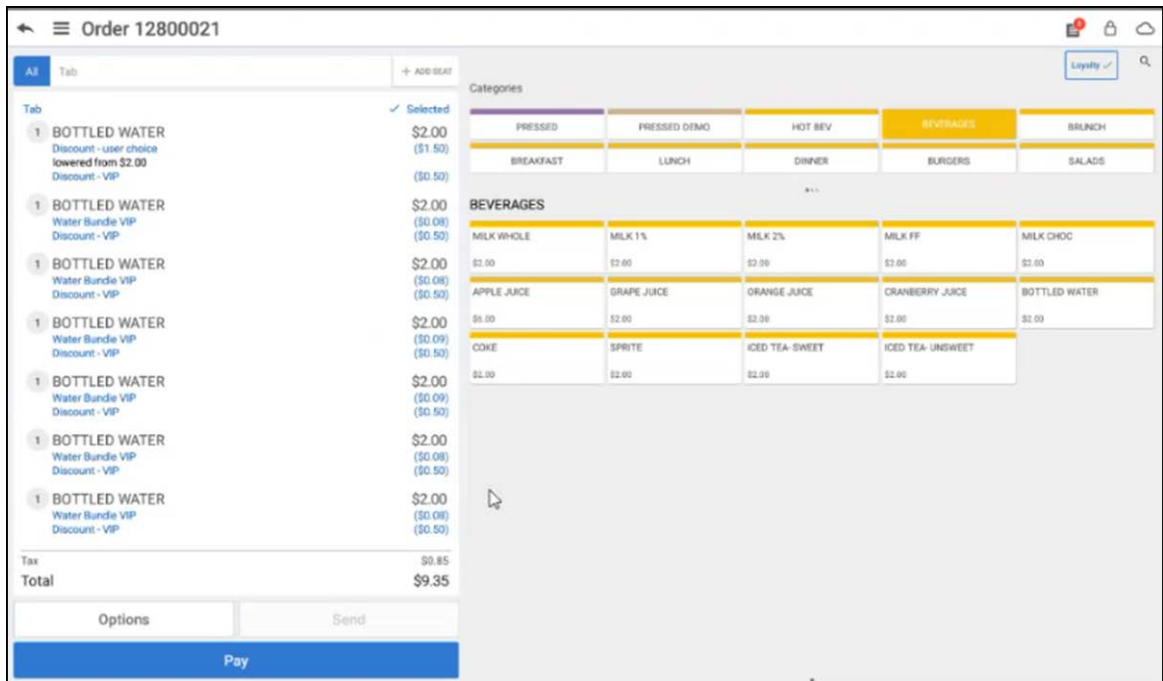


Figure 27 Single item discount and Tier Pricing applied to check

8. Tap **Pay** and close the **check** as normal.

Tier Pricing, Feature Focus Guide:

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