POSitouch TERMINAL TRAINING
Processing Gift and Loyalty Transactions through POSitouch

Revised March 2017
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The Loyal Patron interface runs its own Windows service in the background (no XML required) capable of connecting POSitouch to our host platform for transaction processing. In order to support 3rd party integration, the merchant needs to have the **GIFT MODULE** enabled (if using us for gift card processing) AND/OR the **LOYALTY MODULE** enabled (if running loyalty and issuing rewards to customers). These modules are ordered and enabled through the merchant’s POSitouch dealer. Loyal Patron remotely installs the Windows service off-site. We will need the POSitouch dealer’s assistance for approximately 45 minutes to help get dialed in and install the service and perform basic tests.

Our system can either support both GIFT and REWARDS balances on the **same card** (or card-less account number) OR we can print **completely separate** gift and rewards cards and run those applications independently. It’s your choice to consolidate applications or circulate a separate GIFT card from your loyalty program.
Let’s walk-through a typical loyalty transaction after the integration files are installed.

After a clerk rings up a ticket, he or she will select the **CC Auth** button as shown to the right.

**NOTE:** Your screen may look different based on unique configuration.
Once the **CC Auth** button is selected, the clerk will EITHER swipe a physical card or hand-key a 10 digit mobile phone number of a registered patron.

After integration is complete, you can try a test yourself by hand-keying Test Card ID# **701536776** OR hand-keying Test Mobile Phone # **5123800158** and press ENTER.

Select **RETURN** or **QUIT** (based on unique screen configuration) anytime to escape from the CC Auth screen.
Issuing Rewards Credit

There are 3 new buttons added to the CC Auth screen as shown.

Select **Loyalty Card** when patrons present their card or mobile number for the purpose of receiving rewards credit on their sales transaction. Use this option to simply record the sale transaction without applying any type of Gift or Rewards redemption to reduce the amount the customer owes toward their bill. This action button will be used most often unless the customer specifically requests a redemption.

**NOTE:** If running a live test using test IDs from previous slide, select **Loyalty Card** now to test the issuance of rewards on the open sales ticket. Press Enter. Verify successful response, reward accrual and chit printing.
Redemption Types

There are two redemption options available from the CC Auth screen. One of these buttons should be used when your customer desires to redeem or withdraw funds from their available Gift and/or Rewards balance.

Select **Loyalty Redeem** to redeem the patron’s Reward Balance only (Enter ‘1’ to represent $1.00, ‘2’ to represent $2.00 and so on). This button prevents gift value from being redeemed if circulating a combined gift/rewards card. Only the Reward balance is impacted.

Select **Gift/Loyalty** when redeeming a separate GIFT card OR if your business circulates a COMBINED Gift and Rewards card and your patron wants to cash out ALL available balances to pay their bill. This function withdraws from the patron’s available Gift Balance FIRST followed by the patron’s available Reward Balance NEXT.
Enter Redemption Amount

Clerks have the opportunity to enter a specific amount of value to redeem at the patron’s request or can attempt to cash out all available balances. For example, if the patron wants to redeem exactly $8.00 toward a $25.32 ticket, the clerk would enter ‘8’ if doing a **Loyalty Redeem** or would enter ‘$8.00’ if doing a **Gift/Loyalty** redeem to withdraw the requested redemption amount. If, however, the consumer wants to cash out all available balances toward the sales ticket, the clerk should enter the transaction amount equal to the sales ticket amount. The system will then redeem as much as it can and leave the remaining amount of the ticket for the patron to pay by cash or credit card. For example, if the patron’s available balances equaled $4.50 but the ticket is $12.00 the clerk should enter $12.00 in the Enter Transaction Amount prompt and the system will withdraw $4.50 from the patron’s card and leave $7.50 on the ticket requiring collection from an alternate payment method.
The **Balance Inquiry** function is located on the POSitouch main screen after clerks sign in. Select the button labeled **GIFT CARD INQUIRE** to run an inquiry on any card. If no loyalty card is present you may enter the patron’s mobile phone number in the field provided which acts like a card swipe.

**Swipe Card or Enter Mobile #**

Card Based Solutions

**OR**

517.708.7420
Cardless Phone Number Convenience
Partial Tender Redemptions

Many times customers have no clue the amount of balances available on their account but want to redeem rewards anyway. That’s ok and does not require an extra step by clerks. Instead of running a Balance Inquiry beforehand to process an exact redemption amount, clerks can simply enter the full cost of the ticket in the Amount field. When using the Gift/Loyalty Redeem button, by default, POSitouch attempts to cash out the patron’s available Gift Balance followed by trying to cash out the patron’s available Reward Balance (as long as the account is activated).

After running a successful redemption where the amount redeemed did not cover the cost of the sales ticket you will automatically be returned to the Pay screen and click Cash or Credit Card to close out the check for the required amount.

I’d like to redeem rewards toward my meal but have no idea what my balances are.
Patron Activation Methods

The activation of a patron’s account is a critical step in your loyalty program because it represents the collection and authentication of customer data imported into your private marketing database.

Patrons can get their loyalty account activated through one of three (3) ways:

(1) Online via the loyalpatron.com website OR your own website (recommended) if your webmaster has completed the website private labeling instructions.

(2) By texting your unique keyword to our shortcode (55678 in the USA or 70734 in Canada) from the patron’s smart phone.

(3) By a member of your staff that uses the Register link available in the Virtual Terminal or back office and performs the registration process on behalf of the patron.

During online registration, we validate all email addresses and mobile phone numbers to verify the validity of data supplied by patrons. When patrons register online or by text, the system confirms the patron is the owner of the email address or mobile phone through a double opt in authentication process.

The fields presented to patrons for data collection (Name, Email, Birthday, Favorite Item etc.) and whether the fields displayed are mandatory or optional are controlled in the Registration Settings page of the back office.
A Closer Look at the Keyword Texting Activation Method

For most retail and restaurant businesses, the fastest and most efficient way to advertise loyalty account activation and achieve MASS database enrollment is by keyword text to a short code. Texting is easy and ubiquitous...even grandparents know how to text. This method works by advertising your unique keyword to customers with instructions to text “KEYWORD” to 55678 (USA) or 70734 (Canada) to register their loyalty account and unlock an activation bonus.

After patrons text your keyword to the short code, patrons tap a link from their phone to open the mobilized registration form and enter their name, email address, birthday and anniversary (optional). The fields displayed required or hidden can be customized in Registration Settings from the back office when signed in as an Administrator.

Patrons can enter a physical card ID during registration or leave card ID blank and create a card-less account. Upon registering, patrons will earn an activation bonus in the form of a fixed reward (i.e., $5 or $10) as configured in the Automated Promotions page from the back office.

Contact Technical Support to request the activation of your unique keyword, if applicable. You can demo this registration method by texting “CRISPY” to 55678 from a USA based wireless carrier.

Loyalty Account Registration

Complete this easy form to unlock rewards and get an instant $5.00 bonus!

First Name:*  Mary
Last Name:*  Smith
Password:*  *****
Verify Password:*  *****
Email:  msmit42@hotmail.com
Mobile:*  658-978-5645
Card ID:
From the back of physical card, if available.

Joes Favorites:

BBQ Spare Ribs

Birthday:  October 4
Get $10.00 on your birthday!
Anniversary:  May 23
Get 2 Appetizers on your anniversary!

Register
By default, patrons MUST activate their loyalty account in order to redeem rewards value that was EITHER earned through sales activity OR triggered by bonuses configured in the Automated Promotions page of the back office.

This control is critical to help merchants build an accurate customer database since consumers have an incentive to activate in order to redeem balances on their account. Gift value, however, can be redeemed by clerks regardless of whether or not the patron’s account is activated.

Clerks can still process sales and gift redemption transactions even if a patron’s account is not activated. Patrons will not lose their rewards. The rewards will be unlocked and available for redemption at the point of activation.

Clerks can easily check the activation status of a patron’s account by running a balance inquiry or by inspecting the Activated field on the printed receipt.
In some cases, patrons have trouble registering a new account OR register their account online but fail to follow the final activation step that certifies their mobile number or email address through double opt-in authentication. In other cases, patrons request updates to their profile, ask for a balance inquiry, card transfer or desire to upload a credit card receipt for missing loyalty sales credit.

Your loyalty vendor provides a Patron Help Desk service available from either our website or your website (if your webmaster implemented our private labeling instructions). This service assists patrons get their accounts properly activated or get help with another issue. These tickets are resolved by your loyalty vendor’s Technical Support Department, usually within one business day. Please direct your customers to the Help link online when they require assistance. These links create help tickets so we can understand the issue better. Our friendly support staff scans the support mailbox and works to resolve your customer loyalty issues directly with patrons on your behalf.
The printed receipt summarizes all relevant transaction details including displaying the loyalty account activation status (Yes or No) along with current real-time balances available to redeem toward future purchases. Remember, if a loyalty account is activated (Activated = Yes) the patron has the ability to redeem any rewards earned from sales activity or loaded during a promotional event. Patrons can always redeem Gift value regardless of loyalty account activation status.

In the sample transaction illustrated on the right, the clerk used the **Loyalty Redeem** button to record a $10.00 rewards redemption on a $43.49 sales ticket resulting in an earned reward of **$3.35** using a 10% instant cash back reward ratio. [$43.49 Sale LESS $10.00 Redemption = $33.49 Remitted Amount x 10% Reward Ratio = $3.35 Reward]. The **Loyalty Redeem** button exclusively withdraws funds from the patron’s Reward balance and ignores the patron’s Gift Balance (if applicable).
Rewards are automatically calculated based on the **Post Tax Remitted Amount** which represents NEW money being spent by the customer and collected by the clerk (net of redemptions). In this example, the Remitted Amount is $33.49 which needs to be collected from the customer in either cash or credit/debit card.

Although rewarding consumers on the post-tax remitted amount gives the consumer a tiny bit extra in rewards over the long term, this policy can avoid unpleasant confrontations with customers who may think they didn’t receive enough rewards. We recommend rewarding on post-tax total instead of pre-tax subtotal.

Footer messages can be customized by Administrators in the Locations tab of your online account.
The Fundraising module enables merchants to connect with specific non-profit organizations by electronically tracking donations from every sale transaction processed by patrons affiliated with a fundraiser. This module provides an excellent networking opportunity to work with local schools, religious organizations, civic groups, sports teams etc. that encourages constant visitation in exchange for supporting the patron’s heartfelt cause.

The donations recorded by the system are separate and independent from any rewards customers receive in the normal course of sales activity. This means customers will receive rewards as they normally do. However, fundraising affiliated transactions, trigger a donation accrual back to a specific non-profit organization based on a % of sales agreed to by the merchant. This donation accrual is displayed on the printed receipt and recorded in the database for reporting.

Merchants are responsible for funding non-profit organizations directly based on an agreed upon schedule with the charitable organization(s). Operators can setup fundraisers using the Fundraisers link under the Marketing tab of the back office.
Rewards cannot be split among multiple patron IDs on the same ticket. Only one (1) card or patron mobile number should be processed on the same ticket when issuing or redeeming rewards. Instruct your guests they must select one (1) rewards card or card-less mobile phone number on behalf of the entire table. Clerks can, however, redeem multiple gift card(s) on the same ticket using the Redeem Gift/Loyalty function.

Please train your clerks to use the Loyalty Card function to ISSUE rewards on sales without a gift or rewards redemption. The system will automatically calculate rewards based on parameters configured in the Edit Rewards page of the back office. However, when a redemption is requested by the patron, instruct your clerks to use the Loyalty Redeem or Gift/Loyalty functions, which will automatically calculate rewards on the NEW money spent by patrons (The Remitted Amount). Patrons are automatically rewarded on the difference between the sales ticket total and the value of gift and/or rewards redeemed during a redemption transaction.
**TRANSACTION TYPES**
Transaction types are clearly labeled for ease of review with appropriate rewards credited during sales remittances based on the patron’s membership class.

**PATRON BALANCE UPDATES**
Gift, Rewards and balances update in real-time as transactions are processed through the system.

**CLERK ID TRACKING**
The Clerk ID column shows which employees process which transaction. System Admin means the system added a transaction such as a promotional bonus based on configuration settings.

**PROMOTIONAL BONUSES**
Observe promotional bonuses being loaded and expiring from patron accounts in real-time such as new member activations, birthdays, anniversaries or because customers haven’t visited in a while.

**REWARD MULTIPLIER DAYS**
Certain loyalty members are eligible for DOUBLE or TRIPLE rewards on select days or times of the week, a great promotion for driving traffic during slower time periods.

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<table>
<thead>
<tr>
<th>Date</th>
<th>Card ID</th>
<th>Cust Name</th>
<th>Membership Class</th>
<th>Type</th>
<th>Trans Amt</th>
<th>Rwds Amt</th>
<th>Rwds Bal</th>
<th>Gift Bal</th>
<th>Games Bal</th>
<th>User/Clerk</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/21/15 23:38</td>
<td>303071117</td>
<td>Joel Talbot</td>
<td>League</td>
<td>Remittance</td>
<td>15.85</td>
<td>1.59</td>
<td>21.15</td>
<td>0</td>
<td>1</td>
<td>Chris Berre</td>
<td>Reward bonus 2x for Wed</td>
</tr>
<tr>
<td>1/21/15 23:33</td>
<td>303074042</td>
<td>Jeanette Hudson</td>
<td>VIP Member</td>
<td>Remittance</td>
<td>17.14</td>
<td>3.43</td>
<td>43.82</td>
<td>10.00</td>
<td>0</td>
<td>Judith Urlicht</td>
<td></td>
</tr>
<tr>
<td>1/21/15 21:40</td>
<td>303071333</td>
<td>Kim Peters</td>
<td>League</td>
<td>Redeem Rewards</td>
<td>3.51</td>
<td>0</td>
<td>7.83</td>
<td>0</td>
<td>1</td>
<td>Judith Urlicht</td>
<td></td>
</tr>
<tr>
<td>1/21/15 10:06</td>
<td>303071678</td>
<td>Sebastian Jezic</td>
<td>League</td>
<td>Load Rewards</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>System Admin</td>
<td>Account Activation Bonus</td>
</tr>
<tr>
<td>1/21/15 6:27</td>
<td>303075128</td>
<td>Rebecca Snyman</td>
<td>VIP Member</td>
<td>Load Rewards</td>
<td>(5.00)</td>
<td>0</td>
<td>2.73</td>
<td>25.00</td>
<td>0</td>
<td>System Admin</td>
<td>Deduct expired Overdue Visit bonus.</td>
</tr>
<tr>
<td>1/21/15 6:26</td>
<td>303075968</td>
<td>Katie Wright</td>
<td>Summer Kids Pass</td>
<td>Load Rewards</td>
<td>(5.00)</td>
<td>0</td>
<td>0.26</td>
<td>0</td>
<td>0</td>
<td>System Admin</td>
<td>Deduct expired Birthday bonus.</td>
</tr>
<tr>
<td>1/21/15 6:13</td>
<td>303074016</td>
<td>Teresa Chapin</td>
<td>VIP Member</td>
<td>Load Rewards</td>
<td>5.00</td>
<td>0</td>
<td>6.75</td>
<td>0</td>
<td>0</td>
<td>System Admin</td>
<td>Overdue Visit Bonus</td>
</tr>
<tr>
<td>1/21/15 6:10</td>
<td>303043587</td>
<td>Don Wroblewski</td>
<td>VIP Member</td>
<td>Load Rewards</td>
<td>5.00</td>
<td>0</td>
<td>12.12</td>
<td>0</td>
<td>0</td>
<td>System Admin</td>
<td>Birthday Bonus</td>
</tr>
</tbody>
</table>
Your gift and loyalty marketing ecosystem features comprehensive fraud and abuse monitoring controls to help prevent employee and patron theft. Administrators can configure auditing settings (fraud preferences) to generate comprehensive reporting of transaction activity by both patrons and employees flagged as potentially suspicious or warranting closer management review. Similar to the Reconciliation Report, the Fraud Monitoring Report is emailed to authorized management automatically on a daily basis.

### High Dollar Sale, Load, and Redeem Transactions

<table>
<thead>
<tr>
<th>Account</th>
<th>Patron</th>
<th>Date / Time</th>
<th>Type</th>
<th>Amount</th>
<th>Reward</th>
<th>User / Clerk</th>
</tr>
</thead>
<tbody>
<tr>
<td>302244069</td>
<td>Julie Kelley</td>
<td>1/21/15 1:01PM</td>
<td>Load Gifts</td>
<td>$60.00</td>
<td>$0.00</td>
<td>Debbie Alridge</td>
</tr>
</tbody>
</table>

### High Frequency Same Transaction Types

<table>
<thead>
<tr>
<th>Account</th>
<th>Patron</th>
<th>Date / Time</th>
<th>Type</th>
<th>Amount</th>
<th>Reward</th>
<th>User / Clerk</th>
</tr>
</thead>
<tbody>
<tr>
<td>302925701</td>
<td>Paul Sage</td>
<td>1/19/15 1:25PM</td>
<td>Redeem Rewards</td>
<td>$10.00</td>
<td>$0.00</td>
<td>Debbie Alridge</td>
</tr>
<tr>
<td>302925701</td>
<td>Paul Sage</td>
<td>1/20/15 3:00PM</td>
<td>Redeem Rewards</td>
<td>$10.25</td>
<td>$0.00</td>
<td>Shelby Haag</td>
</tr>
</tbody>
</table>

### Same Day Multiple Visits

<table>
<thead>
<tr>
<th>Account</th>
<th>Patron</th>
<th>Date / Time</th>
<th>Type</th>
<th>Amount</th>
<th>Reward</th>
<th>User / Clerk</th>
</tr>
</thead>
<tbody>
<tr>
<td>600034002</td>
<td>Kathy Koperski</td>
<td>1/20/15 2:27PM</td>
<td>Sale</td>
<td>$46.00</td>
<td>$2.30</td>
<td>Paul Nahed</td>
</tr>
<tr>
<td>600034002</td>
<td>Kathy Koperski</td>
<td>1/20/15 2:27PM</td>
<td>Sale</td>
<td>$55.00</td>
<td>$2.75</td>
<td>Paul Nahed</td>
</tr>
</tbody>
</table>

### Specific Clerk Activity

<table>
<thead>
<tr>
<th>Account</th>
<th>Patron</th>
<th>Date / Time</th>
<th>Type</th>
<th>Amount</th>
<th>Reward</th>
<th>User / Clerk</th>
</tr>
</thead>
<tbody>
<tr>
<td>302926021</td>
<td>Denise Blue</td>
<td>1/13/15 7:30PM</td>
<td>Sale</td>
<td>$8.00</td>
<td>$0.40</td>
<td>Wanda Demars</td>
</tr>
<tr>
<td>302926021</td>
<td>John Skye</td>
<td>1/13/15 7:30PM</td>
<td>Sale</td>
<td>$12.40</td>
<td>$1.24</td>
<td>Wanda Demars</td>
</tr>
</tbody>
</table>
Operators can create a variety of event bonuses and promotional templates by clicking **Automated Promotions** under the MARKETING tab when signed into the back office account with Administrator security clearance. Basic, Premium and Holiday templates for both email and SMS include:

- Thank You Note
- Happy Birthday
- Happy Anniversary
- Black Friday
- New Year’s Day
- St. Patrick’s Day
- Cinco de Mayo
- Mother’s Day
- Father’s Day
- Valentine’s Day
- Independence Day
- Overdue Visit
- Top Customer Appreciation

Once enabled, messages promoting special bonuses and promotions send out **automatically** to the proper patrons in your customer database. Just set it and forget it.
There are some less common transaction types that currently cannot be performed inside the POSitouch interface. These transactions include voids, card transfers and membership sales. Similar to voiding a credit card transaction, any gift or loyalty transaction can be voided as if it never happened. Also, if a patron loses their card and requests a replacement, a card transfer function is available to transfer the patron’s registration profile and balances from an old card ID to a new card ID. Lastly, a patron’s loyalty account can be upgraded to a higher level of membership offering special bundled value using the Memberships function.

Pending further upgrades, operators need to use the Virtual Terminal from a PC, tablet or smart phone in order to process a void, card transfer or membership upgrade.

Please ask your loyalty vendor for assistance logging into Virtual Terminal in order to perform these functions. The Virtual Terminal also enables patron profile editing including the ability to manually activate patron accounts on the spot. It’s a good idea to keep a Virtual Terminal login accessible from an available PC or tablet (or even iPhone) in order to perform these less common transaction types.
Enabling Clerk IDs for Linking Employees to Specific Transactions

When enabled, Clerk IDs are published on all online reports including the Reconciliation Report and Fraud Monitoring Report so management can link specific employees back to specific transactions at a glance.

In your back office account when signed in as an Administrator, click your Location link(s) and check the following box:

Require Clerk ID From Terminal  [✔]

For POSitouch, you’ll need to setup your Clerk IDs in the back office that match up with your POSitouch Server IDs. This Clerk ID setup process is quickly done within minutes inside the Clerk IDs (POS Clerks) page in Settings. Once complete, the POSitouch Server IDs and employee names will automatically populate your gift and loyalty program reports for superior audit trail tracking and monitoring. Refer to the Reconciliation Reporting and Fraud Monitoring slides for illustrative examples.
THANK YOU FOR YOUR ATTENTION

If you need more assistance, please contact Tech support at support@loyalpatron.com or call 1-800-978-1338 x2.

www.LoyalPatron.com