

## Loyalty Card Rewards Program

A Point Value balance threshold is setup on the Loyalty cards. Merchants must add points to Loyalty cards via their POS terminal (or Virtual Terminal) based on customer purchases/visits, etc. – it is up to the merchant to decide this, and to add the points to the card. When that point value (threshold) balance is reached on the loyalty card during a transaction, some or all of the following can happen – called “Actions”:

- A message will print on the transaction receipt (Omni 37xx/Vx, OmeroX Lite, and Virtual Terminal only) – this can be a message advising the cardholder of the reward
- A dollar value can be credited to the cardholder’s Gift card (same card# as Loyalty card – if merchant is signed up for Gift Program)
- A point value can be redeemed or credited on the Loyalty card

## FAQ’s

- **Auto rewards can be added, changed, or deleted at any time.**
- **Loyalty thresholds are setup individually for every merchant location. No limit to the amount of thresholds.**
- **Flexible programming - Each threshold action is configured separately and can have its own parameters**
- **Actions will occur only on an Add Points transaction that results in the card balance reaching a threshold**
- **Only one action and reward can occur during a transaction – if an action surpasses previous action thresholds, the reward is only calculated for the threshold hit during that transaction. For example, if a merchant has a 50 point action that rewards \$5 and a 100 point action that rewards \$10, if the Add Points transaction took a card from 25 points to over 100 points, *only the 100 point (\$10) reward would be given* – it would *skip over* the 50 point (\$5) reward.**
- **Merchants have the option of automatically redeeming the points value on the card when a threshold is reached, or continue to let the cardholder accumulate value in order to reach higher thresholds**
- **Merchants have the option of automatically adding value to a gift card when a point value is reached**
- **Messages can print on receipts advising the cardholder of the reward (provided they are signed up for the Gift Program)**
  - **Messages can be no more than 42 characters, with no numbers or special characters**
- **Automatic transactions are recorded as regular transactions, in addition to terminal transactions. These automatic transactions are billable, and will appear on statements and online reports.**
- **Automatic transactions will be clearly identified in online reporting (See Tracking below)**

## Loyalty Automatic Reward Example

A merchant adds a point to a Loyalty card for every dollar a customer spends in their store. The merchant has setup 3 Actions that will add a dollar value to the customer’s gift card (same card# as Loyalty card):

-When Loyalty Card balance reaches 50 points during a transaction, \$1 will be issued to cardholder’s gift card and receipt prints “You have earned ONE extra buck”

- *1 Terminal transaction, 1 Automatic transaction (Gift Issue)*

Points continue to accumulate.

- When Loyalty Card balance reaches 500 points, \$5 will be issued to cardholder’s gift card and receipt prints “You have earned FIVE extra bucks”

- *1 Terminal transaction, 1 Automatic transaction (Gift Credit)*

Points continue to accumulate.

- When Loyalty Card balance reaches 1000 points, \$10 will be issued to cardholder’s gift card, the receipt prints “You have earned TEN extra bucks” and the Loyalty card will be redeemed for 1000 points to start all over again.

- *1 Terminal transaction, 2 Automatic transactions (Gift Credit, Loyalty Redeem)*

## Tracking

When a threshold is met and an Action occurs, an automatic transaction is created. This is necessary to reconcile card balances. A comment is added to the transaction to differentiate these automatic transactions from Terminal transactions. Transactions viewed via Online Reporting will display a note in the **Comments** field indicating an automatic transaction:

<b>Transaction Trigger</b>	<b>Comment</b>
Threshold met, possible Message printed on receipt	<b>Threshold action(s) taken</b>
Automatic Issue transaction to the Gift card	<b>Auto Transaction Message Gift Issue (or Credit)</b>
Automatic Redeem transaction on the Loyalty card	<b>Auto Transaction Message Loyalty Redeem</b>
Automatic Issue transaction on the Loyalty card	<b>Auto Transaction Message Loyalty Issue (or Credit)</b>

## **Merchants in the Gift-Only Program cannot setup Loyalty Rewards and Actions.**

If you do NOT see a Loyalty Transactions menu under Virtual Terminal, then you are signed up for Gift-Only. Please contact your Gift Card Sales Representative for information about setting up a Loyalty program.

## **Gift Card Rewards Program**

This could be used to give 'extra' value to a Gift Card – for instance, the merchant could run a Holiday promotion where customers could purchase a \$75 gift card for \$50. The clerk would issue the card for \$50, but an additional \$25 would be added automatically as the 'reward'. This way, merchants could balance payments and Gift issue transactions at the POS level, but still view the added value transactions online in MyAccount Online Accounting Center.

A Dollar Value threshold is setup for the merchant's Gift cards. Merchants Issue or Credit Gift cards via their POS terminal (or Virtual Terminal). When the desired balance (threshold) is reached on the gift card, some or all of the following can happen – called "Actions":

- A message will print on the transaction receipt (Omni 37xx/Vx, OmeroX Lite, and Virtual Terminal only) – this can be a message advising the cardholder of the reward
- An additional dollar value can be credited to the Gift card
- Points could be added to the customer's Loyalty Card (if merchant has signed up for Loyalty Program)

## **FAQ's**

- **Auto rewards can be added, changed, or deleted at any time.**
- **Gift Thresholds are setup individually for every merchant location. No limit to the amount of thresholds.**
- **Flexible programming - Each threshold action is configured separately and can have its own parameters**
- **Actions will occur only on a Gift Issue transaction**
- **Only one action and reward can occur during a transaction – if an action surpasses previous action thresholds, the reward is only calculated for the threshold hit during that transaction. For example, if a merchant has a \$50 action that rewards \$5 and a \$100 action that rewards \$10, if the Issue transaction took a card balance from \$0 to over \$100, *only the \$100 (\$10) reward would be given* – it would skip over the \$50 (\$5) reward.**
- **Merchants have the option of automatically adding points to a loyalty card when a gift card value is reached (provided they are signed up for the Loyalty Program)**
- **Messages can print on receipts advising the cardholder of the reward**
  - **Messages can be no more than 42 characters, with no numbers or special characters**
- **Automatic transactions are recorded as regular transactions, in addition to terminal transactions. These automatic transactions are billable to the merchant, and will appear on statements and online reports.**
- **Automatic transactions will be clearly identified in online reporting**

## **Gift Automatic Reward Examples**

### **#1 – Gift-only Program**

Merchant runs a promotion that rewards extra value to gift card purchases over \$10 - The merchant has setup 3 Actions that will add an extra dollar value to a purchased gift card:

- At \$10, an extra \$1 will be issued to the gift card and receipt prints "EXTRA DOLLAR on your card" (will be awarded to gift card issues resulting in a balance between \$10 and \$24).
- At \$25, an extra \$5 will be issued to the gift card and receipt prints "EXTRA FIVE DOLLARS on your card" (will be awarded to gift card issues resulting in a balance between \$25 and \$49).
- At \$50, an extra \$10 will be issued to the gift card and receipt prints "EXTRA TEN DOLLARS on your card" (will be awarded to gift card issues resulting in a balance of \$50 and above)

*\*Each one of these actions will result in 1 terminal transaction (Gift Issue) and 1 auto-transaction (Gift Credit).*

### **#2 – Gift & Loyalty Program**

Merchants who also have a Loyalty Program can give extra incentive to gift card purchases by adding Loyalty Points to the card to turn gift card recipients into repeat customers - The merchant has setup 2 Actions that will add Loyalty points to a purchased gift card\*\*:

- At \$25, 10 points is added to the Loyalty Card
- At \$50, 25 points is added to the Loyalty Card

*1 Terminal transaction (Gift Issue), 1 Automatic transaction (Loyalty Issue)*

\*\*These can be setup in addition to and run alongside the Gift Rewards – so if all the above were setup:

- At \$25, an extra \$5 would be added to the card, along with 10 points to the Loyalty side of the card
- At \$50, an extra \$10 is added to the card, along with 25 points to the Loyalty side.

*1 Terminal transaction (Gift Issue), 2 Automatic transactions (Gift Credit, Loyalty Issue)*

## **Merchants in the Loyalty-Only Program cannot setup Gift Rewards and Actions.**

If you do NOT see a Gift Transactions menu under Virtual Terminal, then you are signed up for Loyalty-Only. Please contact your Gift Card Sales Representative for information about setting up a Gift program.