

Reward/Referral Program

Table of Contents

Introduction	3
Rewards vs. Referral Cards	3
Set Up	3
System Options	3
Default Settings – Rewards Cards	5
Best Practices for Creating Tiers	9
Assigning Tiers	
Referral Cards	
Activating Rewards Cards	
Scan New Card at POS	
Using the Activate Card Button	14
Activating a Rewards Card from Rewards Activation	
Accruing Rewards	16
Identifying the Customer at POS	16
Redeeming Rewards	
Purchase Rewards	
Referral Rewards	
Reporting	
Customer Statements	
Rewards-Specific Reports	
Administrative Functions	
Find Card Records	
Supervisor Functions	21

Void a Card	21
Replace a lost or stolen card	21
Merge Cards	21
QuickBooks Integration	21
FAQ (Frequently Asked Questions)	22
What if somebody returns an item?	22
What if I void a sale?	22
How does redeeming a reward affect commissions?	22
Can purchase rewards be accumulated and redeemed on the same sale?	22

Introduction

This document describes The Edge **Reward/Referral Program**, which helps to reduce discounting, retain valued customers, and acquire new customers. The Edge **Reward/Referral Card Program** is an extension of the Tender Card feature and uses the same kind of tender card media for these two purposes.

Rewards vs. Referral Cards

Rewards cards are designed as an incentive to encourage repeat sales to existing customers. Rewards cards increase in value each time a qualifying purchase is made; that value can be used towards a future purchase. Rewards cards can be issued to customers at the store owner's discretion.

Referral cards serve a purpose in addition to functioning as a rewards card. Referral cards are preloaded with a dollar value and given to good customers to give to their circle of friends and relatives who have the potential to become customers. Referral cards can only be used by new customers. The preloaded dollar amount is an inducement to get potentially good customer to visit your store. Referring customers are rewarded when referred customers spend a predetermined threshold amount. Referral cards are a great way to add qualified buyers to your customer base.

Low cost of customer acquisition, increased sales and less discounting are three great reasons to consider this feature.

Line	Stock#	QTY	Description	Retail Disc %/\$	Price Tax/Net
1	Reward Card		Activate Reward Card #990010000042	Bonus	\$25.00
		Memo:		Referral 🗌	
2	Reward Card	_	Activate Reward Card #990010000018	Bonus	\$50.00
		Memo:		Referral 🔽	
				and the second second	
3	Reward Card		Activate Reward Card #990010000083	Bonus	\$50.00
		Memo:		Referral 🔽	

In the above illustration, you see that we are issuing a reward card to the present customer, with a \$25 initial value, and also two \$50 cards for him to give away.

Set Up

System Options

The first thing that must be set up to use the Reward/Referral feature is the **Tender/Rewards Cards Options** section in **System Options**.

- 1. From the Administrative menu, select System Options. The System Options screen will appear.
- 2. Scroll down to the Tender/Rewards Card Options area.

Tender/Rewards Card Options	
Earned Rewards Reduced on Return Receipt Wording	This return has deducted @ from your rewards discou
Enable Rewards Cards	True
Enable Tender Cards	True
House Card Wording POS Button	G&ift/ Reward Card
Referral Card Wording	Referral Card
Referral Wording	Referral Awards
Rewards Cap Earned Per Item	-1
Rewards Cap Per Sale	-1
Rewards Card Maximum Initial Bonus	0
Rewards Card Prefixes	
Rewards Card Wording	Reward Card
Rewards Earned Wording	This purchase has earned you @ in future rewards dis
Rewards Redemption Receipt Wording	Rewards Program Discount Card #@
Rewards Use Vendor Filters	True
Tender Card Prefixes	
Tender Card Wording	Gift Card
Use Category Filters With Rewards	Тгие

Options to set up include:

Earned Rewards Reduced on Return Receipt Wording	How to word returned deduction from rewards earnings on the receipt.
Enable Rewards Cards	Whether to enable rewards cards.
Enable Tender Cards	Whether to enable tender cards.
House Card Wording POS Button	A general phrase that describes either a tender card or rewards card. Used only on the tender buttons on the Point of Sale (POS) screen.
Referral Card Wording	How you refer to the card you give to a customer to in turn give to another.
Referral Wording	What you call the credit you give a customer for referring someone.
Rewards Cap Earned Per Item	Caps how much can be earned in rewards per sale item. Set this to -1 if you do not want a cap.
Rewards Cap Per Sale	The total amount that a sale can earn in a single rewards transaction. For example, if a sale is supposed to earn \$350 in rewards, but a cap of \$250 is set, then the sale will earn \$250. If set to -1 , the cap will be ignored.
Rewards Card Maximum Initial Bonus	Maximum initial bonus that can be given without an override.

Rewards Card Prefixes	Prefixes that identify rewards cards.
Rewards Card Wording	How you refer to your Rewards or Loyalty cards.
Rewards Earned Wording	How to word reward earnings on a receipt. It might be best for sales tax purposes to word it as a future discount of sorts. For example, "This purchase has earned you in future rewards discounts" where the blank is replaced by some dollar amount.
Rewards Redemption Receipt Wording	How to word reward card redemption on the receipt. It might be best for sales tax purposes to word it as some kind of discount.
Rewards Use Vendor Filters	Allows for items that pay out rewards to be filtered by vendor.
Tender Card Prefixes	Prefixes that identify tender cards.
Tender Card Wording	How you refer to your tender/give/refund cards.
Use Category Filters With Rewards	Allows for items that pay out rewards to be filtered by category.

- 3. Edit settings as required.
- 4. Click **OK** to save your changes.

Default Settings - Rewards Cards

While **System Options** enable how The Edge operates, **default settings** define typical use of the Rewards/Referrals Program. **Reward and referral settings** are set up from the **Administrative** menu. There are three areas in which to set up rewards and referrals:

- Rewards/Tiers
- Assign Customer to Tiers
- Referral Program.

To set up rewards and tiers:

- 1. From the Administrative menu, select Rewards Program=>Rewards/Tiers.
- 2. The **Reward Card** screen will appear listing tier types. Tiers are reward levels, such as Gold, Platinum, etc. Tiers can be set up to define a category of sorts for rewards.

Tier Name	Initial Amount	Inventory	Repair	Custom Jobs	Appraisal	Memo		
DEFAULT	\$0.00	\$0.05 / \$1.00	\$0.02 / \$1.00	\$0.03 / \$1.00				
VIP	\$0.00	\$0.06 / \$1.00	\$0.03 / \$1.00	\$0.04 / \$1.00				
			1					
Edit	Add	Disable	Show In	nactive Items			Print List	Cancel

3. To add a tier, select Add.... The New Rewards Tier screen will appear with the General tab open.

Edit F	Rewards Ca	ard	Defa	It Set	tings									-	
eneral	Inventory	S	ervice	s											
			Tier	lame			[DEFAUI	T						
	Rewards Earns	s Ini Re	tial A	nount Until	5/24	\$0.0 /2030 (0 Today ·	+5489	Ţ						
	Redeem	Re	wards	Until	11/2	0/2030	(Today	+566	-						
		Re	wards	Tier	(mer		20053555005	6							
				1101	DEF	AULI				-	V Set As I	efault Tier			
					DEF	AULI				Ŧ	V Set As I	efault Tier			
					DEF	AULI				Ŧ	V Set As I	lefault Tier			
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					DEF	AULI				×	V Set As I	lefault Tier			
					UER	AULI				Ŧ	▼ Set As I	lefault Tier			
Maa					DEF	AULI				Ŧ	I Set As I	lefault Tier			
Men	no				DEF	AULI				*	V Set As I	efault Tier			
Men	no				DEF	AULI				×	V Set As I	efault Tier			
Men	no				DEF	AULI				*	V Set As I	efault Tier			Α.
Men	no				DEF	AULI				*	☑ Set As I	lefault Tier	 		
Men	no				DEF	AULI				*	☑ Set As I	lefault Tier			,
Men	no				DEF	AULI				*	☑ Set As I	lefault Tier			
Men	no				DEF	AULI				*	I Set As I	lefault Tier			

Fields and options in the General tab include:

Tier name	Enter a name for the tier being defined.
Rewards Initial Amount	The value that is initially on the rewards card for this tier when it is activated. At POS, you can change the value when activating a card; however, if it is over the maximum set in System Options , an override will be needed. If a card is activated at POS as a rewards card, this value is used. But if the card is activated as a referral card, then the referral initial amount is used. See the Referrals section below for more information.
Earns Rewards Until	The date at which cards in this tier stop earning rewards.

Redeem Awards Until	The date at which cards in this tier are no longer redeemable.
Set as Default Tier	Sets the selected tier to be the default for all new reward cards issued going forward.
Memo	A text field that allows you to enter any notes you may have.
Start Bonus	Allows you to set an additional reward percentage on specific items, for a specific date range, using the item filter. TIP! To add bonus rewards on all qualifying items, leave the item filter blank.
End Bonus	Allows you to cancel or stop any active rewards bonus. TIP! If you've made a mistake setting up bonus rewards, end bonus makes it easy to cancel that bonus and start over.

- 4. Complete fields in the **General** tab as desired.
- 5. Select the Inventory tab.

ory Enabled	1								
Program					Ouslifie	na toma			
strogram	e0.05				Quality	Minimum Drive			
Istomer earr	ns 30.03			Minimum Price			\$100.00		
for eve	ry \$1.00	spent on each individual of	qualifying ite	m.	Max	Item Discount	5.00 %		
y Filters									
le Category	y Filters For Rewards	5		V E	n <mark>able</mark> Vendor	Filters For Reward	ls		
ategory ID	Category Name		*		Vendor ID	Vendor Name			4
100	Diamond Engageme	nt Rings		1277	99	Store			
105	ALLOY SAMPLE			V	AB	AB Vendor			1
110	Diamond Wedding B	Bands - Women's		1	AC	AC Vendor			
115	Diamond Wedding B	Bands - Men's		V	AK	AK Vendor			
120	Diamond Anniversar	y Rings	1. 1.	1	AM	AM Vendor			
130	Diamond Fashion Ri	ngs		V	ANO	ANO Vendor			
140	Diamond Semi-Mour	nt Rings		V	ARM	ARM Vendor			
145	Diamond Wedding S	Set		1	AT	AT Vendor			
150	Diamond Earrings			V	BB	BB Vendor			
160	Diamond Pendants			1	BE	BE Vendor			
165	Diamond Necklaces			1	BJ	BJ Vendor			
170	Diamond Bracelets			V	BK	BK Vendor			
180	Diamond Pins and B	rooches		1	BL	BL Vendor			
190	Diamonds - Loose			1	BM	BM Vendor			
200	Colored Stone Rings	- Women's		V	BRN	BRN Vendor			
205	Colored Stone Rings		V	BS	BS Vendor				
210 Colored Stone Earings				V	CB	CB Vendor			
				Farmer					
	stomer ear for even / Filters le Category ategory ID 100 105 110 105 110 120 130 140 145 150 160 165 170 180 190 200 205 210	stomer earns \$0.05 for every \$1.00 / Filters \$1.00 le Category Filters For Rewards ategory ID ategory ID Category Name 100 Diamond Engageme 105 ALLOY SAMPLE 110 Diamond Medding E 115 Diamond Anniversar 130 Diamond Fashion Ri 140 Diamond Semi-Mour 150 Diamond Earnings 160 Diamond Rendants 165 Diamond Recelets 180 Diamond Pins and B 190 Diamond Schore Rings 205 Colored Stone Rings 205 Colored Stone Rings	stomer earns \$0.05 for every \$1.00 spent on each individual of filters le Category Filters For Rewards ategory ID Category Name 100 Diamond Engagement Rings 105 ALLOY SAMPLE 110 Diamond Wedding Bands - Women's 115 Diamond Wedding Bands - Men's 120 Diamond Anniversary Rings 130 Diamond Fashion Rings 140 Diamond Semi-Mount Rings 150 Diamond Pendants 160 Diamond Pendants 160 Diamond Pendants 165 Diamond Pins and Brooches 190 Diamond Semi Rings - Women's 205 Colored Stone Rings - Women's 205 Colored Stone Rings - Men's 210 Colored Stone Rings - Men's 210 Colored Stone Earings	stomer earns \$0.05 for every \$1.00 spent on each individual qualifying ite / Filters le Category Filters For Rewards ategory ID Category Name 100 Diamond Engagement Rings 105 ALLOY SAMPLE 110 Diamond Medding Bands - Women's 115 Diamond Wedding Bands - Men's 120 Diamond Wedding Bands - Men's 130 Diamond Fashion Rings 140 Diamond Fashion Rings 150 Diamond Fashion Rings 160 Diamond Pendants 165 Diamond Pendants 165 Diamond Pins and Brooches 190 Diamond Pins and Brooches 190 Diamond Fins and Brooches 200 Colored Stone Rings - Women's 205 Colored Stone Rings - Men's 210 Colored Stone Rings - Men's	stomer earns \$0.05 for every \$1.00 spent on each individual qualifying item. / Fiters le Category Filters For Rewards ategory ID Category Name 100 Diamond Engagement Rings 105 ALLOY SAMPLE 110 Diamond Medding Bands - Women's 115 Diamond Wedding Bands - Men's 120 Diamond Fashion Rings 130 Diamond Fashion Rings 140 Diamond Semi-Mount Rings 150 Diamond Bendants 160 Diamond Pendants 165 Diamond Pins and Brooches 170 Diamond Pins and Brooches 180 Diamond Pins and Brooches 190 Diamond Stome Rings - Women's 205 Colored Stone Rings - Women's 205 Colored Stone Rings - Men's 210 Colored Stone Rings - Men's 210 Colored Stone Earnings	stomer earns \$0.05 for every \$1.00 spent on each individual qualifying item. / Filters le Category Filters For Rewards ategory ID Category Name 100 Diamond Engagement Rings 105 ALLOY SAMPLE 110 Diamond Wedding Bands - Women's 115 Diamond Wedding Bands - Men's 120 Diamond Anniversary Rings 130 Diamond Fashion Rings 140 Diamond Semi-Mount Rings 150 Diamond Pendants 165 Diamond Prendants 165 Diamond Pins and Broches 170 Diamond Pins and Broches 190 Diamond Stome Rings - Women's 201 Colored Stone Rings - Men's 210 Colored Stone Rings - Men's 210 Colored Stone Earnings	stomer earns SUUS Minimum Price for every \$1.00 spent on each individual qualifying item. Max Item Discount / Fiters ////////////////////////////////////	stomer earns \$0.05 for every \$1.00 spent on each individual qualifying item. / Fitters ////////////////////////////////////	stomer earns \$0.05 for every \$1.00 spent on each individual qualifying item. Max Item Discount / Filters le Category Filters For Rewards ategory ID Category Name 100 Diamond Engagement Rings 105 ALLOY SAMPLE 100 Diamond Engagement Rings 105 ALLOY SAMPLE 100 Diamond Medding Bands - Women's 115 Diamond Wedding Bands - Monen's 120 Diamond Fashion Rings 140 Diamond Fashion Rings 140 Diamond Semi-Mount Rings 150 Diamond Banding Set 160 Diamond Pendarts 160 Diamond Prins and Brooches 170 Diamond Prins and Brooches 180 Diamond Prins and Brooches 190 Diamond Rings - Men's 201 Colored Stone Rings - Men's 202 Colored Stone Rings - Men's 203 Colored Stone Rings - Me

Fields and options in the Inventory tab include:

Inventory Enabled Enables the option to specify which inventory earns rewards.

Customer Earns...For Every The values that are used to calculate how much a customer earns in rewards for every unit of money spent. For instance, if a customer can

	earn .06 for every dollar spent, on a \$21.00 sale, the customer would earn \$1.26 in rewards.
Minimum Price	The lowest amount for which an item sold can accrue rewards. The \$21.00 item would earn rewards if the Minimum Price is set to \$20.00. However, if the Minimum Price is set to \$25.00, the \$21.00 sale would not earn rewards.
Max Item Discount	The maximum percentage that an item can be discounted and still count towards the rewards program. This is calculated by taking the price for which the item is sold and comparing it with the retail price. If an item has a retail price of \$100.00 and it is sold for \$70.00, the discount would be 30 percent.
Print Summary	The Print Summary button allows you to print the tier's settings for reference.
Category Filters	If enabled, allows you to select which categories pay out rewards. If you check the box, the items in this category will pay rewards. If you uncheck the box, it will not pay rewards. TIP! If you want to select all or none, right click and select Check All or Check None.
Vendor Filters	If enabled, allows you to indicate that items from specific vendors pay out rewards. If you check the box, the items from this vendor will pay rewards. If you uncheck the box, it will not pay rewards. TIP! If you want to select all or none, right click and select Check All or Check None.

IMPORTANT!

If you're using *both* category and vendor filters, an item will only receive rewards *if* both the vendor *and* category for that item are marked selected for the rewards program.

- 6. Complete fields in the **Inventory** tab as desired.
- 7. Select the **Services** tab.

neral Inventory Services	6					
Repair Rewards Enabled	I					
Rewards Program			Qualifying Items			
Customer earns	\$0.02		Minimum Price	\$15.00		
for every	\$1.00	spent on each individual qualifying item.				
Custom Job Rewards En	abled					
Rewards Program			Qualifying Items			
Customer earns	\$0.03		Minimum Price	\$200.00		
for every	\$ 1.00	spent on each individual qualifying item.				
for every	\$1.00	spent on each individual qualifying item.				
for every Appraisal Rewards Enab Rewards Program Curctures aspec	\$1.00	spent on each individual qualifying item.	-Qualifying Items		1	
for every Appraisal Rewards Enab Rewards Program Customer earns	\$1.00	spent on each individual qualifying item.	-Qualifying Items Minimum Price	3]	
for every Appraisal Rewards Enab Rewards Program Customer earns for every	\$1.00	spent on each individual qualifying item. spent on each individual qualifying item.	-Qualifying Items Minimum Price	a]	
for every Appraisal Rewards Enab Rewards Program Customer earns for every	\$1.00	spent on each individual qualifying item. spent on each individual qualifying item.	-Qualifying Items Minimum Price	a]	
for every Appraisal Rewards Enab Rewards Program Customer earns for every	\$1.00	spent on each individual qualifying item. spent on each individual qualifying item.	-Qualifying Items Minimum Price]	
for every	\$1.00	spent on each individual qualifying item.	-Qualifying Items Minimum Price	9]	
for every	\$1.00	spent on each individual qualifying item.	- Qualifying Items Minimum Price	9]	
for every	\$1.00	spent on each individual qualifying item. spent on each individual qualifying item.	-Qualifying Items Minimum Price	¢]	

The **Services** tab functions the same as the **Inventory** tab but allows rewards to be paid out on specified repairs, custom jobs, and appraisal services.

- 8. Complete fields in the **Services** tab as desired.
- 9. Select OK/Save and Close.

Best Practices for Creating Tiers

Add additional tiers if you plan to reward customers at different levels. For example:

- Tier 1 may pay \$.03 for every \$1.00 spent
- Tier 2 may pay \$.05 for every \$1.00 spent.

When adding a new tier, the same field definitions apply except the Category and Vendor filters. Category and Vendor filters are specified under the default tier only. The same Category and Vendor filter applies to all rewards tiers.

Assigning Tiers

Customers can be reassigned to different tiers at any time. Tier assignment will appear on the customer account **Rewards** tab so it is easy to see when the level of rewards was changed.

To assign existing customers to tier levels:

1. From the Administrative menu, select Rewards Program=>Assign Customers to Tiers. The Assign Tiers screen will appear.

Customere	
Rewards Tier	-

- 2. Use the **Customers** field to filter and select the customers to assign.
- 3. Use the **Rewards Tier** drop-down menu to select the tier to which the selected customers should be assigned.
- 4. Select **Assign**. A list of customers meeting the filter requirements will appear.
- 5. Check the customers to assign.
- 6. Select **OK**. A confirmation window will appear.
- 7. Select OK.
- 8. Close the Assign Tiers window by selecting Done.

NOTE!

If no customer filters are set, a confirmation asking if you wish to assign all customers will appear.

Referral Cards

To work with referral cards:

1. From the Administrative menu, select Rewards Program=>Referral Program. The Edit Referral Card Settings screen will appear with the General tab open.

Edit Referral Card Settings	
General Referrals	
Tier Name DEFAULT	
Referral Card Expiration Date 11/18/2030 (Today +566 🗨	
Мето	×
	*
	Revert Stay OK/Save Cancel

- 2. Because this is the setup area, the card number is not applicable. These settings will be applied to each **newly issued card** as the default.
- 3. Select a redeem rewards date from the **Referral Card Expiration Date** drop-down menu.
- 4. Select the **Referrals** tab.

Referrals Enabled Referral Program Applies to purchases up to 9/20/2015 (Today +368) Referrals Initial Amount \$0.00 Referrals Initial Amount \$0.00 Referrer earns Included Sale Types When customer purchases all Tender gualifying items totaling or more. Note that referral Rewards will only count for new customers. Only one referrer per customer will be paid. Gitt Cards	Referrals Enabled Referral Program Applies to purchases up to 9/20/2015 (Today +368) Referrals Initial Amount \$0.00 Referrals Initial Amount \$0.00 Referrer earns All Tender When customer purchases or more. Auguifying items totaling or more. Note that referral Rewards will only count for new customers. Only one referrer per customer will be paid. Gift Cards	neral Referrals			
Referral Program Applies to purchases up to 9/20/2015 (Today +368) Referrals Initial Amount \$0.00 Referrer earns When customer purchases qualifying items totaling or more. Note that referral Rewards will only count for new customers. Only one referrer per customer will be paid. Included Sale Types Sale Types Custom Jobs Apprisals	Referral Program Applies to purchases up to 9/20/2015 (Today +368) Referrals Initial Amount \$0.00 Referrer earns When customer purchases qualifying items totaling or more. Note that referral Rewards will only count for new customers. Only one referrer per customer will be paid.	Referrals Enabled			
Applies to purchases up to 9/20/2015 (Today +368) Referrals Initial Amount \$0.00 Referrer earns When customer purchases qualifying items totaling or more. Sale Types Inventory Repairs Custom Jobs Appraisals Gitt Cards	Applies to purchases up to 9/20/2015 (Today +368) Referrals Initial Amount \$0.00 Referrer earns All Tender When customer purchases All Tender qualifying items totaling or more. Note that referral Rewards will only count for new customers. Only one referrer per customer will be paid.	Referral Program		Included Sale Types	
Referrer earns Image: All Tender When customer purchases Sale Types qualifying items totaling or more. Inventory Repairs Custom Jobs Appraisals Mote that referral Rewards will only count for new customers. Only one referrer per customer will be paid. Gift Cards	Referrer earns Image: Construction of the second secon	Applies to purchases up to 9/ Referrals Initial Amount	20/2015 (Today +368)	Select what types of sales count towards Referral totals. Tender All Tender will include any form of sale.	
When customer purchases Sale Types qualifying items totaling or more. Inventory Repairs Custom Jobs Appraisals Note that referral Rewards will only count for new customers. Only one referrer per customer will be paid. Gift Cards	When customer purchases Sale Types qualifying items totaling or more. Inventory Repairs Custom Jobs Appraisals Note that referral Rewards will only count for new customers. Only one referrer per customer will be paid. Gift Cards	Referrer earns		All Tender	
		Referrer earns When customer purchases qualifying items totaling or more. Note that referral Rewards will only count for new customers. Only one referrer per customer will be paid.		Sale Types Inventory Repairs Custom Jobs Appraisals Gift Cards	

Fields and options in the Referrals tab include:

Referrals Enabled	Indicates that the card can be used for referral bonus money as well as rewards. This can be used to provide a retroactive referral bonus.
Applies to purchases up to	For the referrer to get a bonus, the date by which the referee must spend the qualifying amount as entered in the When customer purchases qualifying items totaling or more field.
Referrals Initial Amount	The initial amount of the referral card.
Referrer Earns	The amount the referring customer will get when the referred customer makes a purchase. This takes the form of a credit memo.
When customer purchases qualifying items totaling or more	The amount which the referred customer must spend for the referring customer to earn the bonus as indicated above.

Included Sale Types Types of sales to include in this referral account:

All Tender Inventory Repairs Custom Jobs Appraisals Gift Cards.

Sale TypesAllows you to filter what types of sales count towards the qualifying items
totals. Example: If you want to include repairs, not just inventory. NOTE!
Checking All Tender will disable filtering by sale types.

- 5. Complete the fields in the **Referrals** tab as required.
- 6. Select OK/Save and Close.

Activating Rewards Cards

There are two ways to activate rewards and referral cards: Through **POS** and through the **Rewards** menu.

NOTE!

Only *one* original value will be used for the card. Initial Amount are now locked on records. If for some reason they need to be unlocked and changed, *which we strongly advise against*, the supervisor menu has a lock and unlock function for the original amounts on it.

Scan New Card at POS

The easiest way to activate a new card at POS is to scan it. It is not necessary to select any buttons before scanning the card.

Note that the **prefix numbers** in the card indicate whether it is a **Reward Card** or **Tender Card**. If you have not specified prefixes in **System Options** for reward cards vs. tender cards, then a window will pop up to ask you what type of card you want to activate.

Associate	<u> </u>	Share		Why In				-	Park
Customer		Find	Notes /	Make Payment	Sell Item	Sell Gift Certificate	Special Order	Repair Intake	Start Ov
		New Cust	Wish List	Pick Up / Finish	Misc Charge	Sell / Activate Card	Appraisal Intake	Custom Job Intake	Open Drawer
	Please make a choice	- 10	-	Tana	-		No Sale Tracking	8/28/2008 5:54 PM	Review Receipt
ine Stock#	Click 'Reward Card' if you Click 'Tender Card' if you	u want to Ac want to Se	ctivate a Reward (Il a Tender Card.	Card, or			Reta	il F 6/\$ Ta	Price x/Net
				Reward	d Tender	Cancel			

After you make your selection (or immediately after scanning, if you have specified prefixes), a **Reward Card** or **Tender Card** line will be added to the sale.

Using the Activate Card Button

1. From the POS screen, select the **Sell/Activate Card** option. The **Sell/Activate a Card** screen will appear.

Sell / Activate a Card			
Card #			
	ок	Cancel	
		·	

- 2. Scan the card or type in the card number.
- 3. If prefixes that specify card type are set in **System Options**, you can proceed with entering the value. If not, you will be prompted to select the card type (if necessary), and select OK, then a line will be added to the sale.

Line	Stock# QTY Description		Retail Disc %/\$	Price Tax/Net	
1	Reward Card		Activate Reward Card #990010000042	Bonus	0.00
	Delete Line Memo:			Referral 🗖	

TIPS!

- If the card is already active, an error message will appear.
- If the customer to whom you are trying to assign the card already has a rewards card, you will be prompted to consolidate the rewards to this new card; the old card will become inactive.
- If you are assigning a new card, you cannot ring out any merchandise or services on the same transaction.
- 4. The initial amount/bonus amount will be taken from your default setup and added to the resulting sale line. Otherwise, enter the card value.

Activating a Rewards Card from Rewards Activation

To activate a rewards card from the Rewards Activation screen:

1. From the **Customer** menu, select **Rewards=>Activate**. The **Edit Rewards Card** screen will appear with the **General** tab open.

🖳 New Rewards Card				
General Referrals Inventory Se	rvices			
	Starting Number	Ending Number	Count	
Card Number			Scan and Save	
Issued To			defaults, then scan any number of cards to activate.)	
Rewards Initial Amount	\$0.00			
Earns Rewards Until	8/6/2014			
Redeem Rewards Until	2/2/2015			
Rewards Tier	System Default	•		
Memo				•
				· ·
I<< New	> >> Save and Sa	Save and Duplicate	Revert Save and OK / Save and Close	Cancel

- 2. With a few exceptions, the fields and options are the same as the **Edit Rewards Default Settings**. The default settings will populate the screen. Enter or accept values as desired. If you type in an amount that exceeds the maximum specified in your system options, then a pop-up window will appear requiring an override to continue.
- Enter a card number in the Starting Number field. Alternatively, if you are activating a number of cards with sequential numbering and the same settings, you may enter the Starting Number and the Ending Number. If you intend to scan the numbers in, select the Scan and Save option and begin scanning numbers. These need not be sequential.

TIPS!

- You do not have to fill in the issued to or referred by customer fields. These can be blank.
- If you want to set up a number of cards and then activate them at POS with these settings. If you do fill out the issued to customer field and the referred by customer field the card will default to a rewards card and will not pay out on the referred by because it will not be a new customer at this point.

To activate a new card for a specific customer:

1. Select Customers => Rewards => Find >> Select a Rewards Card.

Accruing Rewards

At POS there is a rewards button that appears up by the customer's name. This will bring up a picker that shows all the sale items that qualify for rewards and the amounts that would be earned. If you want to exclude some item on the sale from earning rewards, uncheck the box next to the item and it will not earn rewards.

To adjust a customer's rewards amount, go to the customers edit screen and adjust the balance. This will write out a history row for traceability.

After loading a customer at POS, you can select **Rewards** and the form title will have their balance in it.

Identifying the Customer at POS

Rewards are accrued by identifying the customer via his reward card. This can be done by scanning the card at POS. Instead of searching for the customer record, you can scan the customer's reward card. The customer will be identified, and the **Tender/Reward** card window will pop up so that you can see the card balance and any notes you may have added to the card record. You can dismiss the pop-up window by selecting **Cancel** or by pressing the **ESC** key on your keyboard.

Tender/ Reward Card						
This is a Reward Card.						
Card # 99	002000388					
Card Balance	\$25	.00				
Tender Amount	\$0	.00				
Issued without a name on 11/12/2008 at 5:54 PM Referred by Smith, Angelina (001-02038)						
Use Max	ОК	Cancel				

Note that if this is a referral card, and this is a new customer, then of course the card will not automatically identify the customer, but, having scanned the card, you can see who the referrer was and the balance on the card. As soon as you enter the new customer, the card will be associated with that customer and the customer can be automatically identified by the card on the next visit.

Whenever a rewards card is associated with the current sale, the card number will appear above the customer name as shown below.

Customer #001-00652 - 993000005278				Rewards		
Mike 1 Sha	Abbott attuck St				Find Cust	Notes / Edit
Fargo, ND 58103 704-8793 Ask for E-mail!				New Cust	Wish List	
Birth	day (Mike):	Aug 8			No	Shin
21	100108	147	95411	11/1980	Name	Sinh

If a rewards card is issued to a particular customer, then that customer will accrue purchase rewards every time they make a qualifying purchase, **whether or not they present the card at each visit.**

Each qualifying item on the receipt will indicate the reward earned.



If you have selected the option to show balances on receipts, then reward card balances will be included in that section.

Balance(s) as of 8/29/2008 1:18:37 PM	
Repair #001-00022-001 5/29/2004	\$62.00
Reward Card #990010000042 8/28/2008	(\$65.00)
Total Due	(\$3.00)

Redeeming Rewards

Purchase Rewards

Because purchase rewards are posted to a specific rewards card, the only way to spend the reward is to take the reward card as tender.

Referral Rewards

Because referral rewards are posted to the referring customer's credit memo account, the only way to spend referral rewards is to use the customer's credit memo account as tender.

Reporting

Customer Statements

Referral awards show up on the referring customer's statement under the credit memo account. The credit will be identified as to who the new customer was.

Date	Receipt#	Detail	Amount
08/28/2008	001-00029	Credit Memo Referral award (Bob Newby)	25.00 25.00

Rewards-Specific Reports

Rewards-specific reports can be found by visiting **Reports => Customers => Rewards** – Then selecting one of the 3 reports outlined below:

Detail: The **Rewards Detail report** shows merchandise purchased affecting rewards and the amount rewarded.

Summary: The **Rewards Summary report** generates a list of customers who have rewards cards including their card's general activity.

Referral: The **Rewards Referral report** shows the referral cards issued to customers for distribution, what customers have them, and card activity.

Administrative Functions

Find Card Records

To look up the details of one or more reward/referral card:

1. From the **Customer** menu, select **Rewards => Find**. The **Find** screen will appear.

Find Rewards Cards
Card #
Referred by
Issued To
Used by
Date Activated All Dates
Date Used All Dates
Expires All Dates
Redeem By All Dates
Memo
Include Both Empty and Cards with a Balance
Tier
Presets OK Cancel

Fields and options in the Find Rewards Card screen include:

Card #	Yields a card specified by typing in the number or scanning the card.
Referred By	Yields records of referral cards by the customer who had them to give away.
Issued To	Yields records of cards according to the customer to whom they were issued.
Used By	Yields records of carts according to the customer who redeemed them.
Date Activated	Yields cards activated during a specified date range.
Date Used	Yields cards used within a specified date range.
Expires	Yields cards set to expire during a specified date range.
Redeem By	Yields cards that must be redeemed by a specified date range.
Memo	Yields records that have a keyword in the memo.
Include	Yields cards that have a balance.
Tier	Yields cards that fall into a specified tier.

- 2. Complete the filters as desired.
- 3. Select **OK**. A list of matching card records will appear.

Card #	First Name	Last Name	Customer ID #	Date Issued	Date Expired	Redeem By	Most Recent	Balance	Tier
993000005278	Mike	Abbott	001-00652	9/12/2014 9:53:04 AM	7/6/2029	1/2/2030		\$265.63	DEFAULT
994700000015	Ryan	Tahlequah	002-33515	12/18/2013 1:47:31 PM	10/11/2020	4/9/2029		\$15.00	System Default
994700000023	Richard	Abbott	002-41458	10/9/2013 11:24:43 AM	10/13/2028	4/11/2029		\$0.00	
994700000031	Cash	Moores	001-03383	12/18/2013 1:48:33 PM	10/11/2028	4/9/2029		\$227.88	VIP
994700000056	Ann	Kaaawa	002-06049	12/18/2013 1:47:35 PM	10/11/2020	4/9/2029		\$15.00	DEFAULT
994700000064	Gerald	Adell	002-00811	10/9/2013 11:25:21 AM	10/13/2028	4/11/2029		\$0.00	
994700000098	Alana	Vacherie	002-05564	12/18/2013 1:47:35 PM	10/11/2020	4/9/2029		\$15.00	DEFAULT
994700000106	Adam	Cahone	002-40747	10/9/2013 11:26:46 AM	10/13/2028	4/11/2029		\$0.00	
994700000114	Mike	Boxholm	002-35021	12/18/2013 1:48:33 PM	10/11/2028	4/9/2029		\$215.88	VIP
994700000130	Justin	Waddell	002-40965	12/18/2013 1:47:36 PM	10/11/2020	4/9/2029		\$15.00	DEFAULT
994700000148	Mark	Pageton	002-36259	10/9/2013 11:33:25 AM	10/13/2028	4/11/2029		\$0.00	
994700000155	Travis	Dumfries	002-35751	12/18/2013 1:48:34 PM	10/11/2028	4/9/2029		\$0.00	VIP
994700000171				12/18/2013 1:47:36 PM	10/11/2020	4/9/2029		\$15.00	DEFAULT
994700000189	Jeremy	Quay	002-13725	10/9/2013 11:33:45 AM	10/13/2028	4/11/2029		\$0.00	
994700000197	Margaret	Eureka	002-38496	12/18/2013 1:48:34 PM	10/11/2028	4/9/2029		\$0.00	VIP
994700000213	Shane	Yamell	002-13446	12/18/2013 1:47:37 PM	10/11/2020	4/9/2029		\$15.00	DEFAULT
994700000221	Richard	Raccoon	002-21175	10/9/2013 11:34:04 AM	10/13/2028	4/11/2029		\$0.00	
94700000239	Marie	Alleene	002-24709	12/18/2013 1:48:35 PM	10/11/2028	4/9/2029		\$0.00	VIP
994700000254	Dave	Pipersville	002-14000	12/18/2013 1:47:37 PM	10/11/2020	4/9/2029		\$15.00	DEFAULT
94700000270	Jean	Gonzales	002-36659	12/18/2013 1:48:44 PM	10/11/2028	4/9/2029		\$0.00	VIP
994700000296	Brad	Bellefonte	001-00419	12/18/2013 1:47:38 PM	10/11/2020	4/9/2029		\$15.00	DEFAULT
994700000304	Adam	Sabana	002-39921	10/9/2013 11:34:49 AM	10/13/2028	4/11/2029		\$0.00	
994700000312	John	Hoonah	002-29894	12/18/2013 1:48:45 PM	10/11/2028	4/9/2029		\$0.00	VIP
994700000338	John	Eagle	002-19068	12/18/2013 1:47:38 PM	10/11/2020	4/9/2029		\$15.00	DEFAULT
994700000346				10/9/2013 11:37:25 AM	10/13/2028	4/11/2029		\$50.00	
994700000353	Annette	Dayville	001-03612	12/18/2013 1:48:45 PM	10/11/2028	4/9/2029		\$0.00	VIP
994700000379	Pam	Fagus	002-40321	12/18/2013 1:47:39 PM	10/11/2020	4/9/2029		\$15.00	DEFAULT
1		11. 12.2		10 /0 /0040 44 07 0F 111	40.40.0000		1	+50.00	•
-	t	2						-	-

- 4. Select the record with which you wish to work.
- 5. Double click or select Edit. The Edit Rewards Card screen will appear.

eneral Referrals Inventory Se	ervices History	
Card Number	994700000023	
Issued To	Abbott, Richard (002-41458)	
Rewards Initial Amount	\$0.00	
Earns Rewards Until	12/30/2028	
Redeem Rewards Until	6/28/2029	
Rewards Tier	*	
Memo		Entropy of the second s
Memo		*
Memo	Save & Save & Save & OK/S	A T

The **General** Tab shows the use of the card. The **Inventory**, **Services**, and **Referrals** tabs break down what the customer should earn for each type of sale. **Note** the defaults will be used unless otherwise specified.

The **History** tab shows when the card was used at POS. Both qualifying purchases and redemptions are listed. To see qualifying purchases, select **See Item** or **See Sale**. Note that **See Item** is not enabled for redemptions because redeeming rewards is treated as tender and is not strictly associated with the item or items that were purchased with the reward.

Supervisor Functions

Below are procedures for some common supervisory functions.

Balance Adjustments

Reward card balances can be adjusted on the **Customer Edit** screen in the **Balances** tab, just like any other balance.

Void a Card

To "void" a card, adjust the balance down to zero, then edit it and change the assigned customer name.

Replace a lost or stolen card

To replace a lost or stolen card, void it as above, and then issue a new card to the customer. The balance will be forwarded to the new card.

Merge Cards

To merge two cards, void one of them as above, and then adjust the balance of the other card.

QuickBooks Integration

Referral rewards are immediately credited to the referring customer's credit memo account. As such, in your **General Ledger**, it will be posted as a liability in your account that corresponds to our "Liabilities » Store Credits" account. This will be offset by an expense in your account that corresponds to our "Expense » Referral Fees" account.

Purchase rewards are not a true liability as they are only a promise of a future discount (one that can expire), similar to a coupon. As such, purchase rewards are not posted to the General Ledger until they are redeemed. When a customer redeems a purchase reward, it will be posted as an expense in your account that corresponds to our "Expense » Rewards" account.

It is *strongly recommended* that you make an appointment with <u>support@ajsllc.com</u> to adjust your Edge/QuickBooks setup for the rewards program.

FAQ (Frequently Asked Questions)

What if somebody returns an item?

If the item was bought with rewards, the rewards points will be returned to the rewards card of the customer *returning* the item.

If the item earned rewards, the rewards will be removed from the card they were *awarded* to.

What if I void a sale?

Whatever effect the sale had on rewards will be undone.

How does redeeming a reward affect commissions?

Not at all. The selling associate will get the same commission as if no rewards were redeemed. However, that line on the commission report will be flagged with an "R" for rewards so that you can make an adjustment if you want.

Can purchase rewards be accumulated and redeemed on the same sale?

No. Redeeming rewards on a sale excludes that sale from accumulating any purchase rewards. However, referrer awards will accrue for that referring customer, if applicable.