Using Gift Cards

September 27, 2011

Contents

Introduction

The enhanced gift card features in DataTrak make it easier than ever for you to set up a gift/loyalty card program that you can use to sell and redeem closed-loop, stored value cards. Your customers can then use these gift cards to purchase products and services at your facility.

ABC is partnering with Valutec Card Solutions, a third-party gift card provider, to provide the following materials and services:

- Plastic gift cards and merchandising materials.

- Inventory tracking and re-order process for gift cards and merchandising materials.

- Processing and tracking of gift card transactions including activation, redemption, and balance inquiry.

- Reporting through Valutec.

- Gift card settlement.

Note: To use the gift card program, you must have a merchant account with Valutec. Please contact your ABC account representative to get started!

Hardware Requirements

At this time you can only use a barcode scanner for gift cards; the MagTek reader will not work.

Activating the Gift Card Features in DataTrak

To enable you to use the gift card features in DataTrak, ABC will work with you to set up a merchant account with Valutec.

If you have multiple clubs, you can set up one merchant account for the company and use that account across all clubs. Another option is to create a pooling environment to move money appropriately among a group of clubs.

Once the merchant account is set up with Valutec, ABC will activate the following gift card features in DataTrak:

- Gift Card Terminal
- Payment Method
- Catalog Items

   Note: The gift card catalog items are added to the Management category.
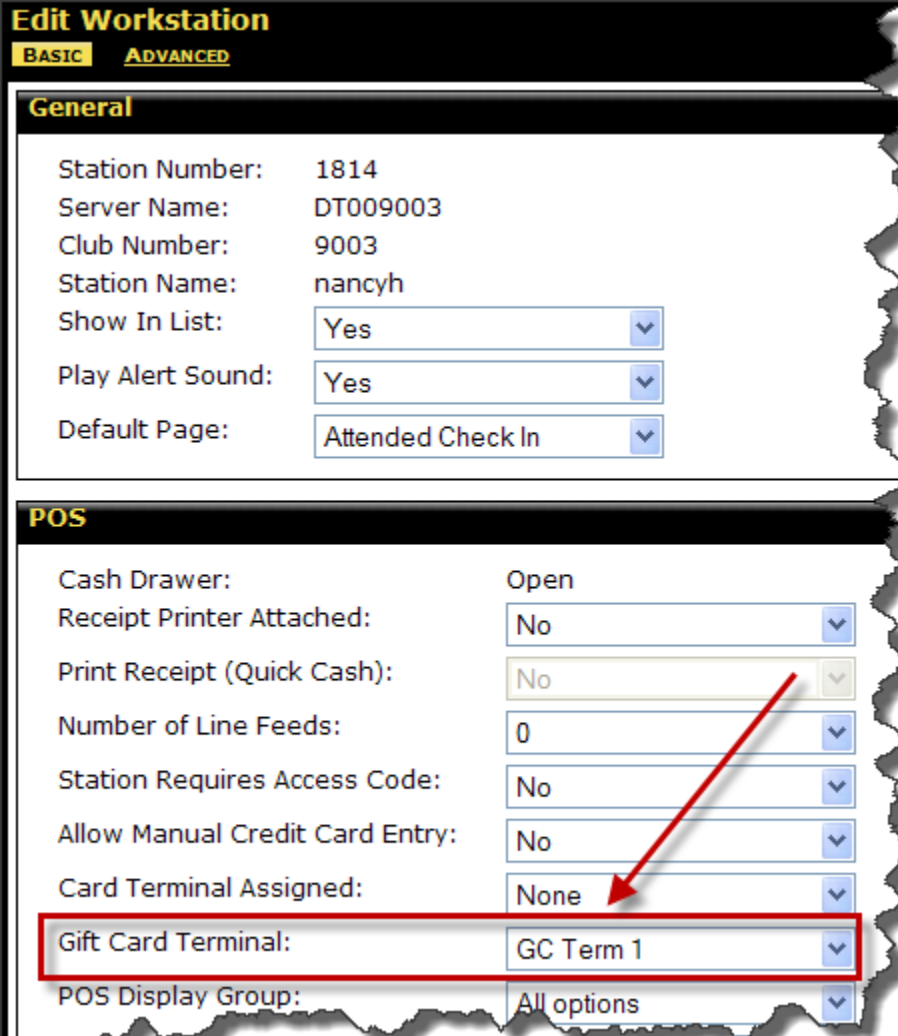
- Club Items
- Gift Card Balance Inquiry
- Gift Card Transactions

Setting the Gift Card Terminal

You can select the appropriate gift card terminal in the POS section of the Edit Workstation page. The list is populated based on the active gift card terminals defined for the club.

To select the gift card terminal

1. Click **Setup**.

2. In the Settings submenu, click **Workstation**.

3. On the Edit Workstation page, select the appropriate **Gift Card Terminal** from the list.

4. Click **Save**.

Viewing the Gift Card Payment Method

The gift card payment method is pre-defined with the following attributes:

Field	Value	Access
Name	Vendor Gift Card	View only
Detail	Blank	View only
Count (close out)	Yes	View only
Income	No	View only
Allow Multiple	Yes	View only
Allow Change	**Yes**	**View or Edit**
Requires Member	**No**	**View or Edit**
Allow Negative Drawer Amounts	Yes	View only
Default Receipt Copies	**1**	**View or Edit**
Signature Line on Receipt	**Yes**	**View or Edit**

The following is an example of the gift card's Edit Payment Method page.

Viewing Gift Card Catalog Items

When gift cards have been activated for the club, these catalog items become available.

- Vendor Gift Card – $0.00 no pre-set (any value)
- Vendor Gift Card – $10.00 pre-set (not pre-loaded)
- Vendor Gift Card – $20.00 pre-set (not pre-loaded)
- Vendor Gift Card – $50.00 pre-set (not pre-loaded)
- Vendor Gift Card – $100.00 pre-set (not pre-loaded)

Manage Catalog Items   Club: All

General

Catalog:	All	Status:	Active
Type:	All	Profit Center:	All
Allow Discount:	All	Category:	All
Search By:	Item Name	Commissions:	All
Search Value:		Level:	All
Event:	All		

Include All   **Exclude All**   **Deploy Selected Items**

Item Name (95)	Item UPC	
Vendor Gift Card - $0.00	GFTCRD	C
Vendor Gift Card - $10.00	GFTCRD10	Club
Vendor Gift Card - $100.00	GFTCRD100	Cl
Vendor Gift Card - $20.00	GFTCRD20	Club
Vendor Gift Card - $50.00	GFTCRD50	Cl

Most of the Catalog Item fields are read only; however, you can change the Profit Center and Category.

The following is an example of the Vendor Gift Card - $50.00 catalog item.

Edit Catalog Item — Club: All — Check In
GENERAL SECONDARY

Active

General

Type:	Product
Catalog:	ABC
* Name:	Vendor Gift Card - $50.00
* UPC:	GFTCRD50
* Profit Center:	Pre Pay
Category:	Gift Card
* Button Text:	Gift Card $50.00 [Gift Card $50.00]

Company/Club Settings

Item	Value	Fixed
Unit Price:	50.00	Yes
Prompt for Price:	No	Yes
Item on Hold:	No	Yes
Allow Discount:	No	Yes
Default Discount:	None	Yes
Override Discount:	No	Yes

Details

Allow Unlimited:	No
Minimum Quantity:	1
Maximum Quantity:	1
Default Quantity:	1
Default Price:	$50.00
Stockable:	Yes

Clubs

Available — Selected: Club ABC

Taxes

Available: Arkansas Tax, City Tax, County Tax, State Sales Tax — Selected:

Save   Cancel

The gift card catalog items are added to the Management category.

Edit Category

Active

* Name:	Management
Description: (246/256)	Management
Display in POS:	Yes
* POS Button Label:	Management
* Available Categories:	Select One

Catalog Items:

Name (26)

Item	
Vendor Gift Card - $0.00	X
Vendor Gift Card - $10.00	X
Vendor Gift Card - $100.00	X
Vendor Gift Card - $20.00	X
Vendor Gift Card - $50.00	X

Add

Remove All

Viewing Gift Card Club Items

When gift cards have been activated for the club, these club items become available.

- Vendor Gift Card – $0.00 no pre-set (any value)

- Vendor Gift Card – $10.00 pre-set (not pre-loaded)

- Vendor Gift Card – $20.00 pre-set (not pre-loaded)

- Vendor Gift Card – $50.00 pre-set (not pre-loaded)

- Vendor Gift Card – $100.00 pre-set (not pre-loaded)

Manage Club Items

Club:	Club ABC		Catalog:	A	
Status:	Active		Category:	A	
Type:	All		Featured:	Al	
Event Type:	All		Allow Discount:	All	
Event Level:	All		Commission:	All	
Profit Center:	All		Product Group:	Al	
Search By:	Item Name				
Search Value:					

Include All   **Exclude All**   **Inactivate Selected**

Item Name (68)	Item UPC	P
Vendor Gift Card - $0.00	GFTCRD	M
Vendor Gift Card - $10.00	GFTCRD10	M
Vendor Gift Card - $100.00	GFTCRD100	N
Vendor Gift Card - $20.00	GFTCRD20	N
Vendor Gift Card - $50.00	GFTCRD50	

The following is an example of the Vendor Gift Card - $50.00 club item.

Edit Club Items   **Check In**

Active

Vendor Gift Card - $50.00   **(-4) In Stock**

UPC:	GFTCRD50
Profit Center:	Pre Pay
Category:	Gift Card
Member Required:	No
Minimum Quantity:	1
Maximum Quantity:	1
Default Quantity:	1
Default Price:	$50.00
Vendor:	None
Alternate Vendor:	None
Featured Item:	No
Note: (239/256)	Gift Card - 50.00

Gift Card $50.00

Company/Club Settings

Item (6)	Value
Price:	50.00
Prompt for Price:	No
Item on Hold:	No
Allow Discount:	No
Default Discount:	None
Override Discount (POS):	No

Inventory

Low Stock Level:	0	Size:	
Case Quantity:	0	Color:	

Taxes

Name	Rate
None found	

Commissions

☐ Level 1	0.00	
☐ Level 2	0.00	
☐ Level 3	0.00	

Stock   **Manage**

Date	Type	Quantity	Vendor	Employee	Unit Cost	Reason	Note
None found							

Save   Cancel

Processing Gift Card Transactions in POS

You can use Point of Sale to process gift card transactions including selling a gift card, redeeming a gift card, processing a return, and voiding a sale.

For step-by-step instructions, refer to the following topics:

- Selling a Gift Card
- Redeeming a Gift Card
- Processing a Return to a Gift Card
- Voiding a Gift Card Purchase

Selling a Gift Card

DataTrak provides inventory items you can use when selling gift cards. You can select an inventory item with a pre-set value of $10.00, $20.00, $50.00, or $100.00, or you can select an item with no pre-set limit and then add a gift card amount.

To sell a gift card

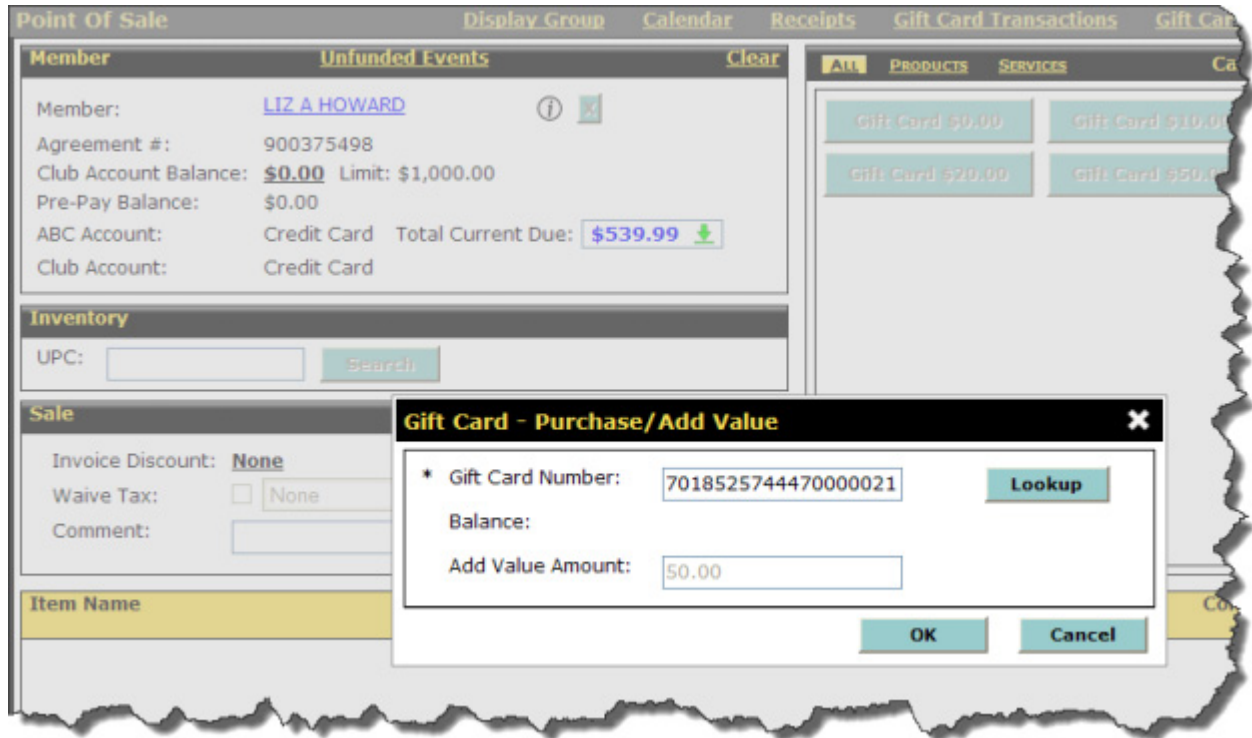1. In Point of Sale, select the **Management** category or click Search to find the inventory item.

2. Select a gift card item.
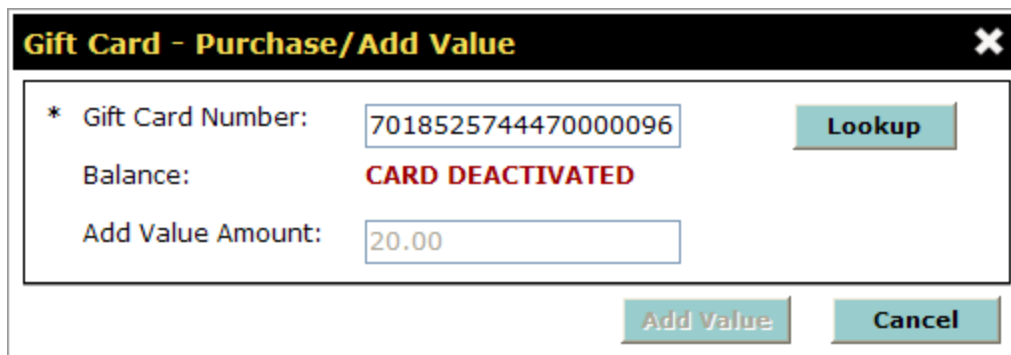
   For example, to sell a gift card with a pre-set value of $50.00, select **Gift Card $50.00**.

3. In the Gift Card - Purchase/Add Value dialog box, enter the gift card number:

   o   If you scan the gift card using a barcode scanner, DataTrak automatically triggers the Lookup balance transaction to the vendor.

   o   If you must type in the gift card number, for example from a magnetic stripe card, you must type in the number and then click **Lookup** to trigger the balance transaction to the vendor.

4. When the lookup is complete, the card balance is displayed in the dialog box.

   o   For a new inactivated card, the balance field displays $0.00.
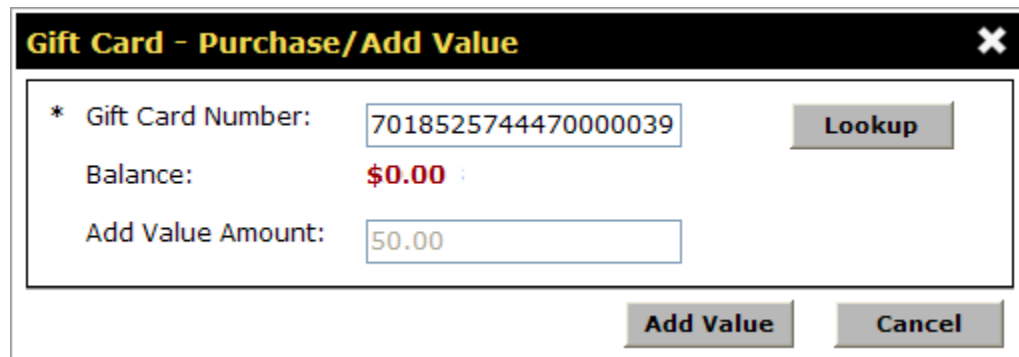
o   If the card is deactivated, the CARD DEACTIVATED message appears.

o   If the card is expired, the CARD EXPIRED message appears.
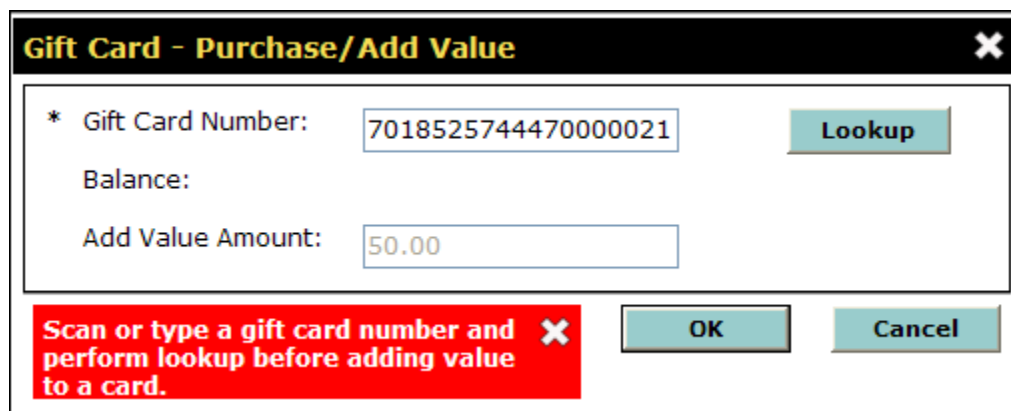
o   If no card is entered or swiped and you click OK, the following error message will appear: `Scan or type a gift card number and perform lookup before adding value to a card.`

5. For the Add Value Amount
    o   If you selected a gift card with a pre-set value, you cannot change this field.
    o   If you selected a gift card with no pre-set value you can enter the gift card amount. DataTrak validates the amount you enter with the minimum and maximum amounts that your club set with Valutec.

6. Click **Add Value**.

The transaction is sent to the Valutec. If any errors are received from the vendor during the transmission of this transaction, you will be directed to the Gift Card Transactions page to review the error and retry the transaction providing you have the appropriate security roles.

7. Click **Total** to select the payment method.

Note: You cannot use Club Account to pay for a gift card.

8. Click **Finish** to complete the sale.

Redeeming a Gift Card

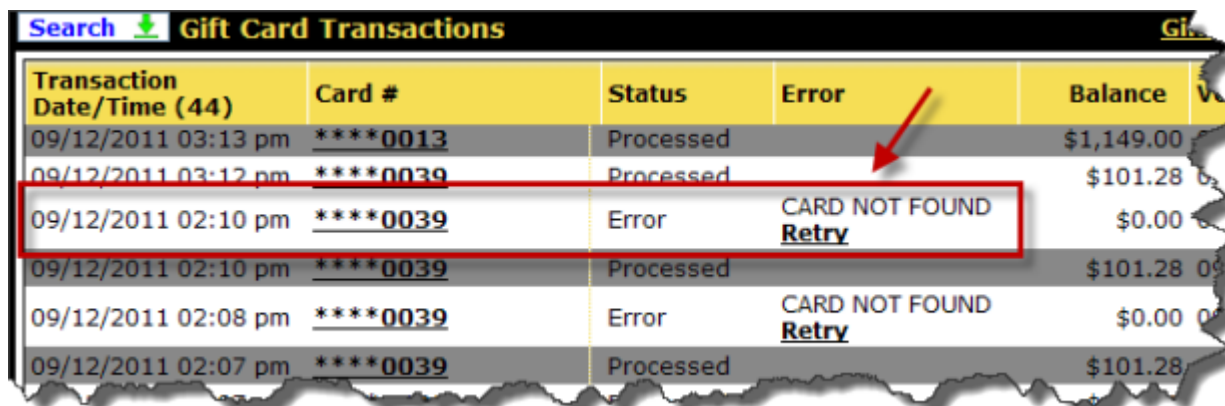You can select the Vendor Gift Card payment method when customers use a gift card to purchase items at the club.

To redeem a gift card

1. In Point of Sale, ring up the sale.

2. Click **Total** to complete the sale.

3. On the *Complete Sale* page, select the **Vendor Gift Card** payment method.

   o   If you scan the gift card using a barcode scanner, DataTrak automatically triggers the Lookup balance transaction to the vendor.

   o   If you must type in the gift card number, for example from a magnetic stripe card, you must type in the number and then click **Lookup** to trigger the balance transaction to the vendor.

4. When the card balance is returned

   o   If the current balance on the member's card equals or exceeds the purchase, the total of the purchase is displayed in the amount field.

   o   If it is not enough, then the card balance is entered in the Amount field and DataTrak prompts you to enter another form of payment.

5. Click **OK** to complete the sale.

This will trigger the *Sale* transaction to the vendor.

6. Click **Finish** to complete the transaction.

   o If it processed correctly, the transaction is completed and the receipt is printed. The gift card transaction history/status is recorded on the Gift Card Transactions page.

   o If the transaction fails, DataTrak returns to the Complete Sale page and highlights the failed transaction with an error message.

      - If you receive an error indicating an Invalid Card/Deactivated Card then you can void the gift card transaction and pay with another form of payment including another gift card, or you could close out of POS to cancel the entire sale.

      - If NSF is returned then you can choose an additional payment option to finalize the sale, void the gift card transaction or close out of POS to cancel the entire sale.

   o If multiple gift cards are used for payment and two succeed but one fails, all vendor transactions are voided and DataTrak returns to the Complete Sale page with the gift card transaction causing the error highlighted giving you the option of voiding the transaction and selecting another form of payment to finish the transaction.

The receipt will display the amount charged the gift card, the authorization code returned by the vendor, and the remaining Gift Card balance.

```
ABC DataTrak -- Webpage Dialog

                          Receipt

                         Club ABC
         09/13/2011 12:20 PM      #9003-29-2

         Employee:          Stephanie Wilder

   _____Member Info_____

         Name                 LIZ A HOWARD
         Agreement #             900375498
         Barcode #               900375498
         Prepay Balance             $0.00


   ABC T-shirt            1 @ $10.00        $10.00
   Upc # Misc Items


   _____Totals_____

   Extended Price                         $10.00
   Sub Total                              $10.00
   Tax                                     $0.00
   Total                                  $10.00
         Vendor Gift Card         $10.00
           Card #        XXXXXXXXXXXXXXX-0021
           Authorization           72668391
           Gift Card Balance         $40.00

   Amount Collected                       $10.00
   Change Due                              $0.00
```

Processing a Return to a Gift Card

If necessary, you can process a return to a gift card.

To process a return to a gift card

1. In POS find the member.

2. Click **Load Previous Sale** then find and select the member's receipt.

3. When the transaction is loaded in POS, click **Return**.

4. Select **Vendor Gift Card** for the payment method.

5. In the Gift Card - Purchase/Add Value dialog box enter the gift card number:

   o If you scan the gift card using a barcode scanner, DataTrak automatically triggers the Lookup balance transaction to the vendor.

   o If you must type in the gift card number, for example from a magnetic stripe card, you must type in the number and then click **Lookup** to trigger the balance transaction to the vendor.

6. Click **OK**.
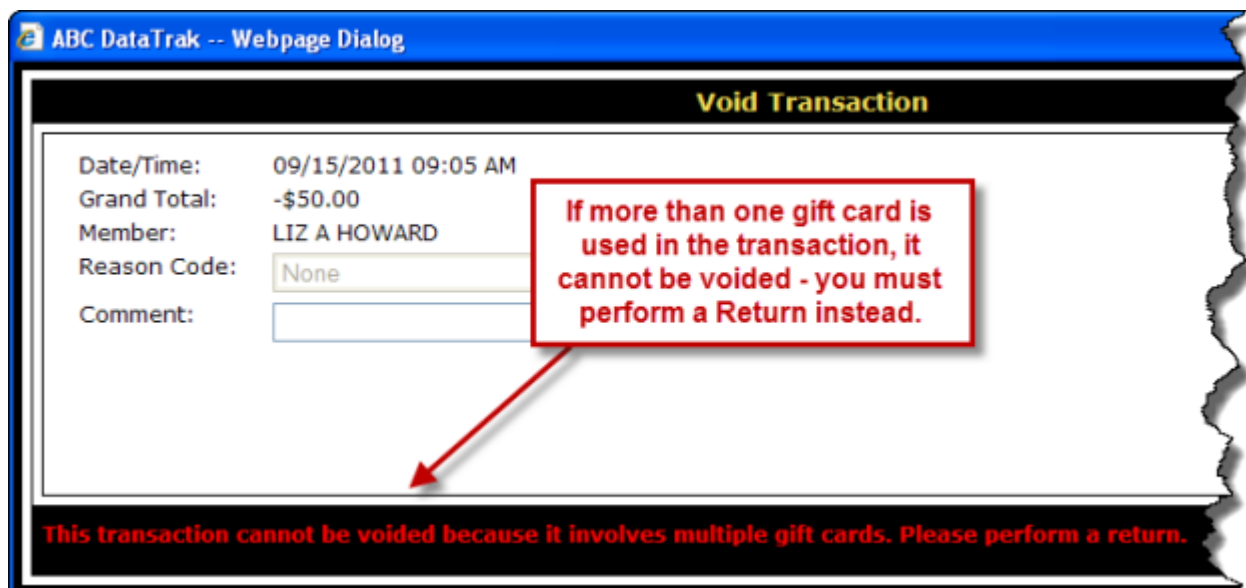
7. Click **Finish**.

The transaction is sent to the Valutec. If any errors are received from the vendor during the transmission of this transaction, you will be directed to the Gift Card Transactions page to review the error and retry the transaction providing you have the appropriate security roles.

Transaction Date/Time (44)	Card #	Status	Error	Balance	V
09/12/2011 03:13 pm	****0013	Processed		$1,149.00	
09/12/2011 03:12 pm	****0039	Processed		$101.28	
09/12/2011 02:10 pm	****0039	Error	CARD NOT FOUND **Retry**	$0.00	
09/12/2011 02:10 pm	****0039	Processed		$101.28	0
09/12/2011 02:08 pm	****0039	Error	CARD NOT FOUND **Retry**	$0.00	0
09/12/2011 02:07 pm	****0039	Processed		$101.28	

Voiding a Gift Card Purchase

If necessary, you can void a gift card purchase.

Note: If more than one gift card was used in the transaction, you must perform a Return instead.

To void a gift card purchase

1.   On the *Receipts* page find the member's receipt.
2.   Select the receipt and click **Void**.
3.   In the Void Transaction dialog box, select the **Reason Code**.
4.   Click **Finish**

The transaction is sent to the Valutec. If any errors are received from the vendor during the transmission of this transaction, you will be directed to the Gift Card Transactions page to review the error and retry the transaction providing you have the appropriate security roles.

Managing Gift Card Balances

From Point of Sale you can find a gift card balance and consolidate gift card balances.
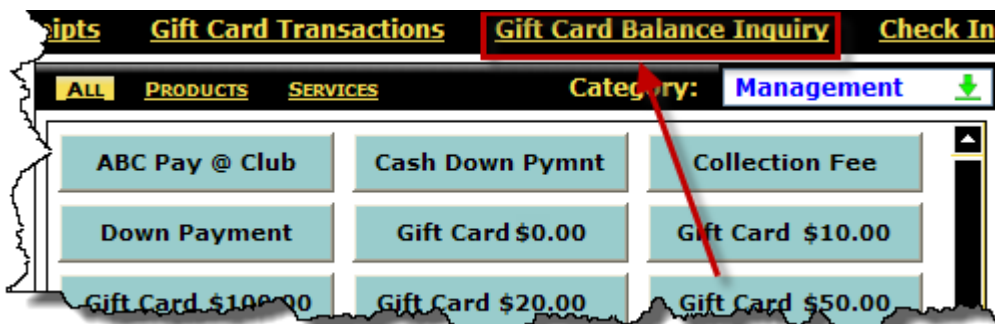
For step-by-step instructions, refer to the following topics:

*   Finding a Gift Card Balance
*   Consolidating Gift Card Balances

Finding a Gift Card Balance

To find a gift card balance

1. In POS, select the member and then click the **Gift Card Balance Inquiry** link at the top of the page.

2. In the Gift Card - Balance Inquiry dialog box, enter the gift card number.

   o If you scan the gift card using a barcode scanner, DataTrak automatically triggers the Lookup balance transaction to the vendor and the balance is returned if one exists.

   o If you must type in the gift card number, for example from a magnetic stripe card, you must type in the number and click **Lookup** to trigger the balance transaction to the vendor and the balance is returned if one exists.

3. When the transaction is complete, the balance is returned or a message is displayed to indicate the card's status (such as deactivated or expired).

   o If the card is active, then the current balance is displayed even if it is $0.00.

   o If it is a new, inactivated card, the current balance displays $0.00.

4. If you do not want to add value to the card, click **Cancel**.

5. If you want to add value

   o Type the amount in the Add Value Amount field and click **Add Value**.
   The add value amount must be greater than $0.00.

   o Click **Total** to select the payment method.
   Note: You cannot use Club Account to pay for a gift card.

   o Click **Finish** to complete the sale.

The transaction is sent to the Valutec. If any errors are received from the vendor during the transmission of this transaction, you will be directed to the Gift Card Transactions page to review the error and retry the transaction providing you have the appropriate security roles.

Consolidating Gift Card Balances

To consolidate gift card balances

1. In POS, click **Gift Card Balance Inquiry** at the top of the page.

2. In the Gift Card - Balance Inquiry dialog box, enter the first gift card number.

    o   If you scan the gift card using a barcode scanner, DataTrak automatically triggers the Lookup balance transaction to the vendor and the balance is returned if one exists.

    o   If you must type in the gift card number, for example from a magnetic stripe card, you must type in the number and click **Lookup** to trigger the balance transaction to the vendor and the balance is returned if one exists.

3. Make a note of the balance, and then click **Cancel**.

4. Select the member and then select the **Management** category.

5. Click **Gift Card $0.00** and scan or enter the member's other gift card.

6. In the **Add Value Amount** field enter the amount from the first gift as noted in Step 3 above.

7. Click **Add Value**.

8. If the Edit Sale Item dialog box appears, select the employee to receive commissions and then click **OK**.

9. At the bottom of the Point of Sale page, click **Total**.

10. On the Complete Sale page, click the **Vendor Gift Card** payment method.

11. In the Gift Card - Redeem dialog box scan the first gift card for which you checked the balance in **Step 2** above.

12. Click OK.

13. Click **Finish** to complete the transaction.

The transaction is sent to the Valutec. If any errors are received from the vendor during the transmission of this transaction, you will be directed to the Gift Card Transactions page to review the error and retry the transaction providing you have the appropriate security roles.

Managing Gift Card Transactions

The *Gift Card Transactions* page is accessible through the *Point of Sale* menu and is automatically accessed through POS in the event of a vendor transaction failure having to do with Activation, Add Value, Redemption, Balance Inquiry, and Deactivation.
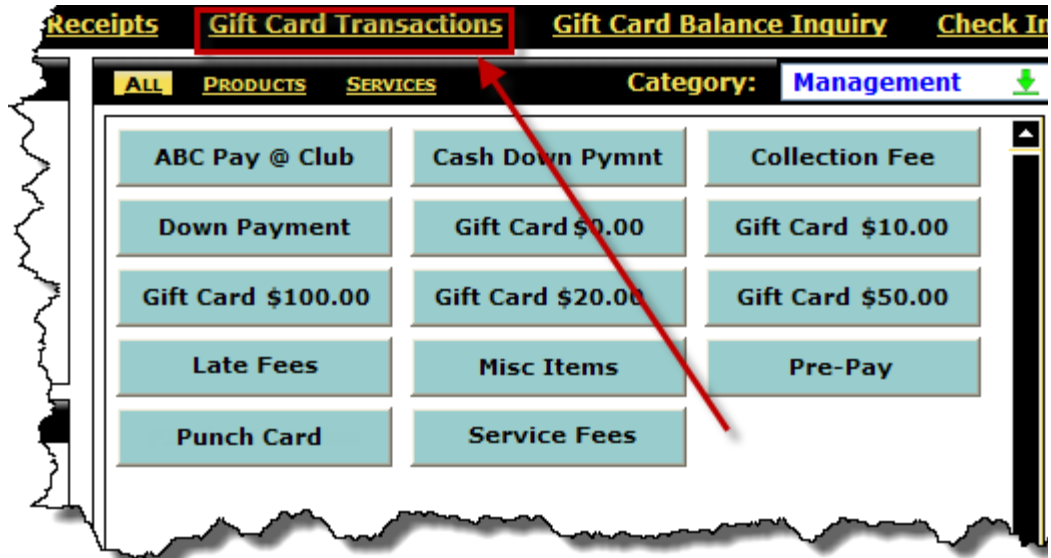
With the appropriate security roles, you can use the *Gift Card Transactions* page to perform the following tasks:

•   View vendor transaction failures for a particular club and retry the failed vendor transaction (not all failed transactions will be able to be retried).

- Search for a particular subset of transactions.
- View vendor transaction history for a particular club.
- View full gift card numbers if security level grants.
- View the receipt image for a particular transaction.
- Look up the balance of a gift card.
- Print transactions for a given date range.
- Save a particular transaction history view to Favorites.

Opening the Gift Card Transactions Page

To open the Gift Card Transactions page, click the link at the top of the Point of Sale page.

The Gift Card Transactions page displays all gift card transactions.

Searching for a Gift Card Transaction

You can use the Search page to filter the view, select output columns, set the sort order, and save search favorites.

Search Filters
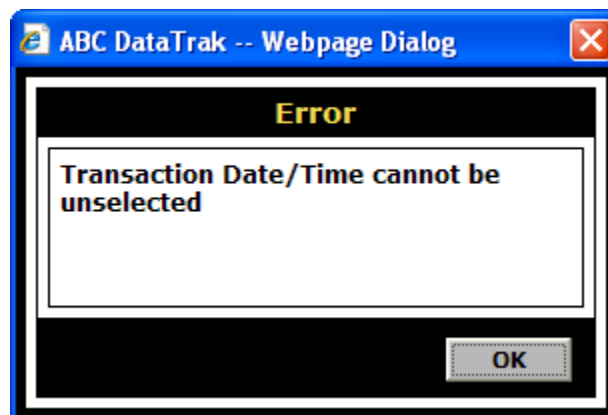
The following are the search filters:

- Club
- Transaction Type
- Card Last Four (last four digits of the card number)
- Receipt #
- Amount
- Status
- Transaction Date
- Members
- Employees

Output Columns

You can select output columns and set their sort order.

- Transaction Date/Time – **Required**

This column is required. If you remove it you will receive an error as shown below:

- Card # (truncated card number) – **Required**

  This column is required. If you remove it you will receive an error as shown below:

- Authorization Code
- Amount
- Balance
- Employee
- Error
- Member
- Receipt #
- Status
- Transaction type
- Vendor Date/Time

Favorites

You can save a particular set of search criteria to *Favorites*. Simply set your filters and configure your output columns and then click **Save** in the Favorites box. When the Create Favorite dialog box appears, type a name for the favorite and then click **OK**.

Setting Gift Card Security Roles

The security functions for Gift Cards are in the POS category. You can create and configure security roles with the following functions:

- **Gift Card Full Card Number – View:** Allows you to view the full card number on the Gift Card Transactions page.

- **Gift Card Retry Transaction – Perform:** Allows you to retry a gift card transaction.

- **Gift Card Transactions – Access:** Allows you to view the Gift Card Transactions page.

The gift card security functions in the POS category are shown in the image below.