

Clark Crown Gift Card Program Guide



Including digital gift cards

What is the Clark Crown Gift Card?

The Clark Crown Gift Card is a prepaid stored-value card, issued to consumers and used as an alternative to cash for purchases.

Boost Your Bottom Line

- Increased Business
 - Attract new business and maintain customer loyalty.
- Superior Business
 - Capitalize on business-to-business opportunities by partnering with car dealerships, restaurants, universities and not-for-profit organizations.
- Reloadable
 - The gift card is reloadable.

Consumer Benefits

- Budgeting Tool
 - Great budgeting tool for kids and students.
- Great Gift Ideas
 - Great gift idea for birthdays, graduations, thank you's, holidays, teachers and coaches.
- Easy To Use
 - Value can be added at any time and the remaining balance is printed on the receipt after each transaction.

Clark Crown Gift Card Basics

- The card has no value when shipped to your store.
- The value is placed on the card at the time of purchase.
- The card can be used at the pump or inside with the cashier.
- Maximum dollar amount of the gift card is \$250.00.
- Your gift card transactions will be settled along with your daily credit card sales.

Let's Get Started

1. Set up gift card department keys in your point-of-sale (POS) system as needed. Call your POS Helpdesk for assistance.
2. Before selling Clark Crown Gift Cards, test transactions on your POS system using one card to ensure POS messages are clear to you and your team.
3. Train all your employees on loading, acceptance and reloading of the Clark Crown Gift Card.
4. Make sure the laminated POS instructions stay close to your POS system, so your cashiers can easily reference.
5. Start accepting the Clark Crown Gift Card!

Information for Your Staff

Be sure to guarantee a great customer experience by educating all employees about the gift card and training all employees on how to load and accept the gift card.

- Not Preloaded
 - Remember cards are not preloaded. All cards must be activated by the cashier to have "value".
- Individual Line Item
 - Each activation and/or replenishment is an individual line item.
- Multiple Uses
 - Your customers can reload the gift card.
- No Fees to Consumer
 - No fees will be charged on the gift card(s) to the consumer.

Policies

- As a Clark or Crown branded location you are required to accept and promote the Clark Crown Gift Card. For full terms and conditions, go to www.clarkbrands.com/merchantguidelines.
- Not redeemable for cash, lottery, money orders or gift cards.
- Cannot be used to pay balances on house accounts, third party fleet credit cards or any other payment methods.
- The Clark Crown Gift Card is intended for the purchase of products or services at your locations.
- Lost or stolen gift cards will not be replaced.

- If gift card receipts and/or journal tapes are requested of a dealer by Clark Crown and are not received within ten days of the requested date, the location will be subject to termination of the gift card network system.
- Any dealer found to be taking advantage of the gift card program or other consumer promotions and/or abusing the Clark Crown Gift Card program in any way that would damage or negatively impact the gift card program is subject to termination of access to the gift card network system.

Best Practices

- Be alert to customers that make purchases of several cards at once at maximum value.
- Ask for ID when a credit card is being used to purchase a gift card.
- Do not allow any purchase of gift cards with other Clark Crown Gift Cards.
- Before selling Clark Crown Gift Cards, test transactions on your point-of-sale (POS) using one card to ensure POS messages are clear to you and your team.

How can I help prevent fraudulent transactions?

- Maintain inventory control just as you would for any product sold.
- Match terminal reporting to register reports for numbers and amounts of gift cards sold.
- Treat activated cards like cash; don't pre-activate unless necessary.
- Utilize point-of-sale equipment passwords and only allow managers to perform activation/issuance transactions.

Do I have to have the gift card to run a transaction?

Manual entry of a gift card account number is only allowed during card present transactions. Enter the card's 4-digit CVD PIN in your POS to ensure the cardholder has possession of a legitimate card. Please note that Ruby Supersystem, Ruby Sapphire and standalone FD130 do not accept manual entry transactions.

How do you reorder more cards?

When your gift cards are running low, order more. The order process is easy!

- You can either go to www.shopclarkcrown.com or contact Proforma via telephone or email at 888.400.5438 or clark.crown@proforma.com.

- You should receive your order within 7 business days. When received, display cards throughout your location and make them visible for customers.

Web Portal Reporting

If you would like to be scheduled to receive the below reports, please email customerservice@clarkbrands.com with your request.

- There are 2 types of gift card reports, detail and summary:
 - The Gift Card Summary Report provides the total sales for the postdate based on transaction type

Gift Card Summary Report									
For Trans Dates from 10/8/2018 to 10/8/2018									
XXX Fuels								Total	\$37.73
Store	Trans Code	Description	Trans Date	Post Date	# of Trans	\$ Amount	Fees	Settlement	
1234									
1234	✓ 4	Tender/Redeem	10/8/2018	10/10/2018	3	\$39.61	0.6	\$39.01	
1234	✓ 3	CAT Confirmation	10/8/2018	10/10/2018	1	\$35.83	0.2	\$35.63	
1234	✓ 33	Keyed Tender/Redeem	10/8/2018	10/10/2018	1	\$13.49	0.2	\$13.29	
1234	✓ 7	Issue Gift Card	10/8/2018	10/10/2018	1	(\$50.00)	0.2	(\$50.20)	
1234 Total					6	\$38.93	1.2	\$37.73	

- The Gift Card Detail Report provides the details of each transaction by card number

Gift Card Detail Report						
For Post Dates from 1/1/2018 to 10/8/2018						
XXX Fuels						
Store	Description	Card Number	Trans ID	Trans Date	Post Date	\$ Amount
1234	Tender/Redeem	600649XXXXXXXX0373	699679940	7/9/2018	7/11/2018	\$4.42
1234	Tender/Redeem	600649XXXXXXXX0888	699679938	7/9/2018	7/11/2018	\$15.00
1234	Tender/Redeem	600649XXXXXXXX2447	699679937	7/9/2018	7/11/2018	\$20.19
1234	CAT Confirmation	600649XXXXXXXX2611	699819473	7/10/2018	7/12/2018	\$35.83
1234	Keyed Tender/Redeem	600649XXXXXXXX0449	700113984	7/12/2018	7/14/2018	\$13.49
1234	Issue Gift Card	600649XXXXXXXX3290	701117053	7/19/2018	7/21/2018	(\$50.00)

- Description of transactions:
 - Tender/Redeem = Indoor purchase
 - CAT confirmation = Outdoor purchase
 - Keyed Tender/Redeem = Indoor manually entered purchase
 - Issue Gift Card = loading and reloading value onto a Gift Card

Digital Gift Card Basics

- Your digital gift cards will be settled and reported with your physical gift card transactions.
- The maximum amount allowed on the digital gift cards is \$50.00.
- Digital gift cards can only be redeemed inside the store and need to be manually entered in the terminal by viewing the card & PIN number on the customer's cell phone. For more processing instructions, please view your laminated POS instructions.
- If a customer has any questions on how to use the mobile app, please direct them to Customer Service at 877.462.5275 ext. 9.