# Gift Card Processing Instructions
Original: December 9, 2004; Revised: June 13, 2012

## Summary of Verifone and POS Bank Deposit Instructions
## Refer to Detailed Instructions for Additional POS Functions Required

### ACTIVIATE
Used to purchase "new" gift cards only
establishing a gift card balance for the customer

Press F3 (Gift Card)
Press F3 (activate)
Swipe card through Verifone
Enter $ amount of purchase
Receipt and customer copy will print

### CASH OUT
Customer is using the entire balance
of Gift Card

Press F3 (Gift Card)
Press MORE (purple key)
Press F4 (cash out)
Swipe card through Verifone
Receipt and customer copy will print

### REDEEM
Customer is using a portion of Gift Card

Press F3 (Gift Card)
Press F2 (Redeem)
Swipe card through Verifone
Enter $ amount of purchase
Receipt and customer copy will print

### BALANCE INQUIRY
Used to determine the balance (amount)
available on the customer's Gift Card

Press F3 (Gift Card)
Press MORE (purple key)
Press F1 (Balance Inquiry)
Swipe card through Verifone
Receipt will print with balance

### VOID
To cancel a previous Activate,
Cash out or Redeem transaction
(SAME DAY)

Press F3 (Gift Card)
Press MORE (purple key)
Press F3 (void)
Void last transaction, Press F1
Verify correct transaction is shown
Press F1 (Yes)
Receipt will print

### REPORTS
Detail and Totals reports are run
together, compare to actual receipts.
When prompted to delete batch,
always answer NO!

### DETAIL REPORT
Press F3 (Gift Card)
Press MORE (purple key)
Press MORE (purple key)
Press F1 (Report)
Press F3 (Detail)
Delete Batch? F2 (NO)
Reports prints

### TOTALS REPORTS
Press F3 (Gift Card)
Press MORE (purple key)
Press MORE (purple key)
Press F1 (Report)
Press F2 (Totals)
Delete Batch? F2 (NO)
Report prints

Always run a second series of these
reports for your in store daily workbag!

Each day when a card has been Activated or Reloaded (balance put on card or added to card) *AND* each day when a card has been Redeemed or Tendered (balance of the card reduced or used, there must also be a bank deposit entered through POS.

### POS BANK DEPOSIT
### ACTIVATE OR RELOAD
Enter in POS as transaction type RAD
Tender type GCA)
$ amount for your transactions

### POS BANK DEPOSIT
### CASHOUT OR REDEEM
Enter in POS as transaction type AD
Tender type GCR
$ amount for your transactions

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## Sell Gift Card

➢ Step #1 – Enter the POS Transaction in JEMS/POS
- You must have an unused gift card removed from your stock of cards and at the POS terminal – the card number must be entered to complete the sale
- Use JEMS/POS Menu Item 3G
- Use the CASH customer or an existing DANIEL'S ACCOUNT to identify the customer
- Use transaction type "GC" to sell a gift card
- All tender types we accept can be used to pay for a gift card when it is sold, EXCEPT Jewelry Accents
- Any gift card sold must be paid in full, i.e., receipt must equal zero

➢ Step #2 – Activate the Gift Card on the Verifone
- Press the ✱/menu key to display the Verifone main menu – the current time and date is shown on the Verifone main menu
- Press the function key next to VALUELINK (use ↑/more or ↓ key for the next menu page if the VALUELINK option is not displayed)
- Press the function key next to ACTIVATE (use ↑/more or ↓ key for the next menu page if the ACTIVATE option is not displayed)
- Press the function key next to ACTIVATE
- Swipe the card through the Verifone card reader slot - or - enter the gift card number and press the green ↵/enter key to complete the transaction, when prompted
- Enter the dollar amount of the gift card sold
- Press the green ↵/enter key to complete the transaction

➢ Step #3 – Deliver the Gift Card
- Place the plastic gift card into a gift card folder and then place the gift card folder in the proper gift card envelope
- Give the customer the gift card envelope, with the plastic gift card and gift card folder inside, and the customer copies of the POS and Verifone receipts
- Place the store copies of the POS and Verifone ("Merchant Copy") receipts in your cash drawer for the end of the day

## ❖Tender (Redeem) Gift Card

➢ Step #1 – Enter the POS Transaction in JEMS/POS
- Tendering or redemption of a gift card is the same as any tender, e.g., MasterCard or Check.  Use transaction type "AT" for the amount tendered AND use tender type "GC" in any Cash Sale, Charge Sale or Charge Sale-TSF OUT Transaction (or reverse).

➢ Step #2 – Redeem Gift Card on the Verifone
- NOTE: There are two different functions to take value OFF of a gift card, tender a gift card or redeem a gift card.  CASHOUT takes the entire value of the card.  REDEEM allows you to enter any amount up to the remaining value of the gift card.  USE CASHOUT WHEN YOU KNOW THAT THE CUSTOMER WANTS TO USE THE FULL, REMAINING VALUE OF THE GIFT CARD.
- Press the ✱/menu key to display the Verifone main menu – the current time and date is shown on the Verifone main menu

- Press the function key next to VALUELINK (use ↑/more or ↓ key for the next menu page if the VALUELINK option is not displayed)
- Press function key next to CASHOUT or REDEEM (use ↑/more or ↓ key for the next menu page if the CASHOUT or REDEEM option is not displayed)
- Swipe the card through the Verifone card reader slot - or - enter the gift card number and press the green ↵/enter key to complete the transaction, when prompted
- If REDEEM, enter the dollar amount of the gift card being tendered AND as entered as a tender into POS for gift card.
- Press green ↵/enter key to complete the transaction

➢ Step #3 – Deliver the Merchandise, Return the Gift Card (even if fully used) and Receipts
- Deliver the merchandise purchased
- You can return the gift card to the customer, even it if is fully used
- Give the customer the customer copies of the POS and Verifone receipts
- Place the store copies of the POS and Verifone ("Merchant Copy") receipts with the store daily work

# ❖Enter a Return CASH Sale ORIGINALLY Paid for with a Gift Card OR Issue Store Credit from a RETURN CASH SALE on a Gift Card

➢ NOTE: It is ONLY possible to issue a store credit on a gift card for CASH SALE returns.
➢ NOTE: NEVER issue a store credit on a gift card FOR ANY AMOUNT originally paid for with Jewelry Accents
➢ NOTE: You MUST follow the company's return and exchange policies. You are NOT allowed to and you should not issue a store credit when the customer asks for and is entitled to a refund
➢ Step #1 – Enter the POS Transaction in JEMS/POS
- Enter the return CASH SALE transaction as you normally would
- Use the customer's original gift card, or you are issuing a store credit for another sale, use a new, unused gift card from your stock of cards at POS – card number must be entered to complete the sale.
- Use transaction type "GCC" INSTEAD of RAT for the amount that is being issued as a store credit, instead of a refund.
➢ Step #2 – Activate or Reload the Gift Card on the Verifone
- NOTE: When returning a CASH SALE that was originally purchased with a gift card, IF the customer still has their original gift card, use RELOAD, instead of ACTIVATE.
- Press the ✱/menu key to display the Verifone main menu
- Press the function key next to VALUELINK (use ↑/more or ↓ key for the next menu page if the VALUELINK option is not displayed)
- Press the function key next to ACTIVATE (or RELOAD) (use ↑/more or ↓ key for the next menu page if the ACTIVATE (or RELOAD) option is not displayed)
- Swipe the card through the Verifone card reader slot - or - enter the gift card number and press the green ↵/enter key to complete the transaction, when prompted
- Enter the dollar amount of the store credit to be stored on the gift card
- Press green ↵/enter key to complete the transaction

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- ➢ Step #3 – Deliver the Gift Card and Receipts
  - ▪ Give the customer the plastic gift card and the customer copies of the POS and Verifone receipts
  - ▪ Place the store copies of the POS and Verifone ("Merchant Copy") receipts in your cash drawer for the end of the day

# ❖Refund Gift Card
- ➢ NOTE: It is the company's policy that a gift card can be returned by the original purchaser within 10 days of the gift card being issued.  The card CANNOT be previously used AND the original purchaser, not the gift card recipient, must present the card for refund WITH THEIR ORIGINAL GIFT CARD PURCHASE receipt.
- ➢ Step #1 – Determine the CURRENT Value of the Gift Card
  - ▪ Press the ✱/menu key to display the Verifone main menu
  - ▪ Press the function key next to VALUELINK (use ↑/more or ↓ key for the next menu page if the VALUELINK option is not displayed)
  - ▪ Press the function key next to BALANCE INQ (balance inquiry, use ↑/more or ↓ key for the next menu page if the BALANCE INQ option is not displayed)
  - ▪ Swipe the card through the Verifone card reader slot - or - enter the gift card number and press the green ↵/enter key to complete the transaction, when prompted
  - ▪ The REMAINING BALANCE of the gift card will be printed on the Verifone receipt.  If this amount matches the amount that was originally purchased, the gift card can be refunded.
- ➢ Step #2 – Enter the POS Transaction in JEMS/POS
  - ▪ Use JEMS/POS Menu Item 4G.
  - ▪ Use the CASH customer or an existing DANIEL'S ACCOUNT to identify the customer.
  - ▪ Use transaction type "RGC" to refund a gift card
  - ▪ Enter the appropriate RAT transaction to give back cash, request a check or credit the customer's credit card.
- ➢ Step #3 – De-Activate the Gift Card in Verifone
  - ▪ Press the ✱/menu key to display the Verifone main menu
  - ▪ Press the function key next to VALUELINK (use ↑/more or ↓ key for the next menu page if the VALUELINK option is not displayed)
  - ▪ Press the function key next to CASHOUT (use ↑/more or ↓ key for the next menu page if the CASHOUT option is not displayed)
  - ▪ Swipe the card through the Verifone card reader slot - or - enter the gift card number and press the green ↵/enter key to complete the transaction, when prompted
  - ▪ Press green ↵/enter key to complete the transaction
  - ▪ VERIFY that there is a ZERO balance on the gift card.
- ➢ Step #4 – Deliver the Receipts and Destroy the Gift Card
  - ▪ Give the customer the customer copies of the POS and Verifone receipts
  - ▪ Cut the gift card in half and place it with the store copies of the POS and Verifone ("Merchant Copy") receipts with the store daily work

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## ❖Deposit Procedures
➢ Step #1 – Determine Deposit Amount and Make Bank Deposit in POS
- ▪ Separate ACTIVATE/RELOAD receipt copies from REDEEM/CASH receipt copies
- ▪ Total the ACTIVATE/RELOAD receipt copies
  - • Enter this amount as part of your bank deposit using RAD and a tender type of GCA
- ▪ Total the REDEEM/CASHOUT receipt copies
  - • Enter this amount as part of your bank deposit using AD and a tender type of GCR
- ▪ Run a 116 report as necessary AFTER the bank deposit is entered to determine the over or short amount. Research and resolve as you would any other bank deposit/over and short error

➢ Step #2 – Run Deposit Reports on Verifone
- ▪ Press the ✱/menu key to display the Verifone main menu
- ▪ Press the function key next to VALUELINK (use ↑/more or ↓ key for the next menu page if the VALUELINK option is not displayed)
- ▪ Press the function key next to REPORT (use ↑/more or ↓ key for the next menu page if the REPORT option is not displayed)
- ▪ Press the function key next to TOTALS REPORT or DETAIL REPORT in order to compare the Verifone sub-totals with the totals of your deposit. ALWAYS press the function key next to NO when prompted to delete batch. NEVER DELETE THE BATCH (it will be cleared for you at the end of the night automatically). Compare the amounts shown on your bank deposit. Research and resolve as you would any other bank deposit/Verifone summary error.

## ❖ Gift Cards and 109 Report/115 "Flash"/116 Report
➢ For both associates and stores, the NET amount of the gift cards sold and redeemed is added to, or subtracted from, 818 volume for quota purposes.
➢ Unlike repairs and registry, there is currently NO minimum amount of NET gift cards that need to be sold in order to be included with 818 volume for quota purposes.
➢ The NET amount of gift cards sold and redeemed could be NEGATIVE if the total amount of gift cards redeemed is greater than the amount of gift cards sold. In this case the, the negative amount REDUCES 818 volume for quota purposes.
➢ FOR STORES – the NET amount of gift cards sold and redeemed is shown on line C79 of the 115 "flash"/116 report. If this amount is positive, it increases 818 volume for quota purposes. If this amount is negative, it reduces 818 volume for quota purposes.
➢ FOR ASSOCIATES AND STORES – the NET amount of gift cards sold and redeemed is shown as "Gift Card Net" on the 109 report. If this amount is positive, it increases 818 volume for quota purposes. If this amount is negative, it reduces 818 volume for quota purposes.