

Marsoft, LLC

MarsoftLLC.com

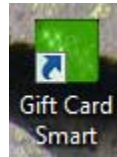


gift CARD smart

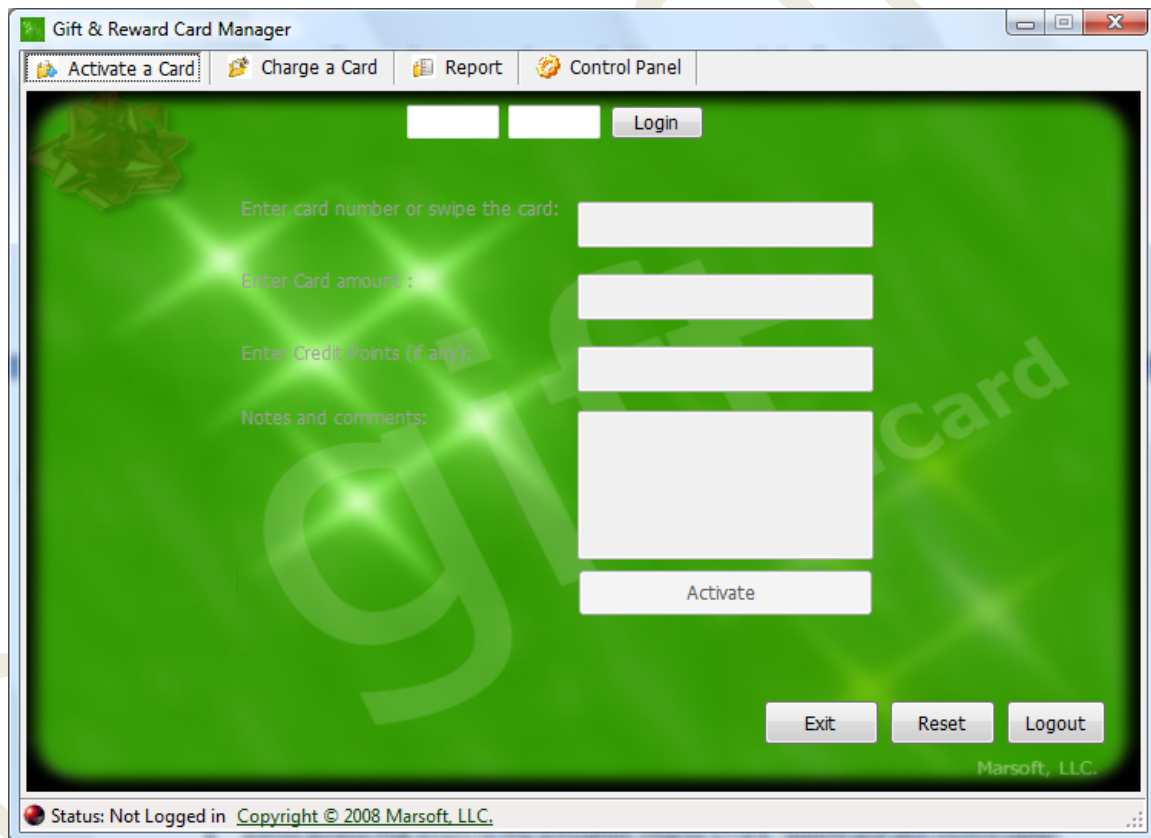
Process your own gift and reward card. No monthly fees, No transaction fees, No non-sense

Get Started

1. Double click on the Gift Card Smart icon, which should be located on your desktop.



2. Gift Card Smart starts and you see the following screen.
3. Everything is disabled until you login. Enter your username and password and click on the "Login" button.
4. Depends on your access level (Admin or Cashier) your successful login will activate certain parts of the software.
 - Admin Access: Full access to the Activation, Charge a Card, reports and also control panel.
 - Cashier Access: Limited to the Activation and Charge a Card.
5. Your login status appears on the bottom of the software screen.



Notice:

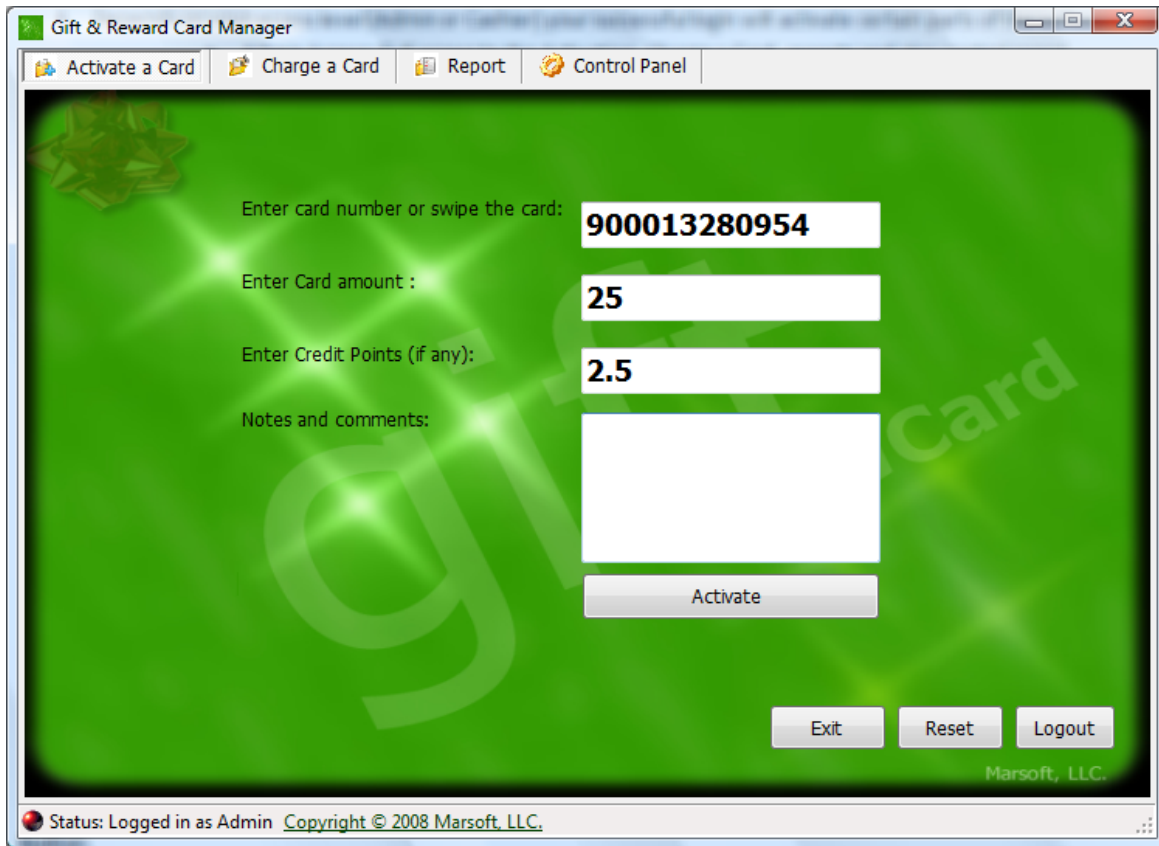
First time login information:

Username: Admin

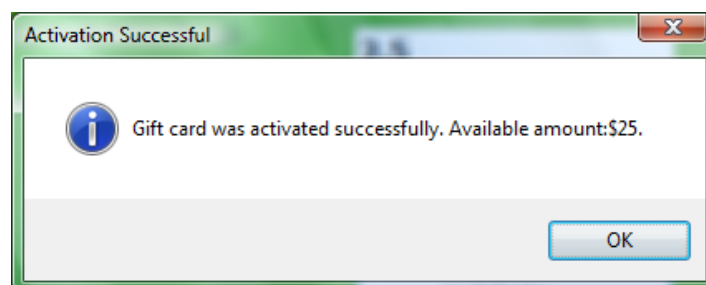
Password: 91919191

Activate a Card

In order to activate a gift card you need to take the following steps:



1. Swipe a gift card (if you have a Gift Card Reader setup) or simply key in the gift card number.
2. Enter gift card amount. This will be gift card available credit. Remember that a minimum and maximum value is set for this amount.
3. Upon entering gift card amount Gift Card Smart will assign reward points to the card. The rate is adjustable and you will learn more about it later on.
4. Add any necessary notes to the gift card account. This is especially needed when you have special events and would like to keep track of those cards, which have been sold during your event. Similar case scenarios are also possible.
5. Click on the “Activate” button.
6. If everything is correct, Gift Card Smart informs you of a successful activation, otherwise you will get an error message that explains what has gone wrong and what you should do to fix the problem. Following are some of the possible issues :



- You have entered a card value less than minimum allowed.
- You have entered a card value greater than maximum allowed.
- You try to activate a card that has already been activated.

Notice:

We recommend you to logout after each activation process.

Charge a Card

Charging a gift card in Gift Card Smart is very simple. However, it does not necessarily mean that you exclusively “Debit a gift card”. In the Charge a Card process, you can add credit to a gift card, use reward points and add reward points in addition to deduction.

The screenshot shows the 'Gift & Reward Card Manager' application window. The main area has a green background with a large 'Gift Card' watermark. At the top, there are navigation tabs: 'Activate a Card', 'Charge a Card', 'Report', and 'Control Panel'. The 'Charge a Card' tab is active. Below the tabs, there is a text prompt 'Enter card number or swipe the card:' followed by a text input field containing '900013280954' and a 'Check the Card' button. Below this, the current card status is displayed: 'Gift Card Balance: \$25' and 'Reward Points: 2 (Cash Value: \$0.2)'. There are four input fields: 'Amount' with '0.00', 'Type' with a dropdown menu showing 'Debit' and 'Credit', 'Points' with '0', and 'Points Type' with a dropdown menu showing 'Add' and 'Use'. To the right of the 'Points' field is the text 'Cash Value:\$'. Below these fields is a large 'Process the Card' button and a smaller 'Reset' button. At the bottom of the window, the status bar reads 'Status: Logged in as Admin Copyright © 2008 Marsoft, LLC.'

1. Debit a gift card:

This happens when a customer pay by a prepaid gift card. Following are steps you need to take to debit a gift card:

- Swipe the card or enter the card number.
- Click on the “Check the Card” button.
- Now you should see the Gift Card Balance and also Reward Points.
- Enter the charge amount (Obviously it must be less than or equal to gift card available balance).
- Choose the Debit option from the next list, by clicking on it.
- Click on the “Process the Card” button.

At this point you should get a message that shows a charge was successfully placed on card. However, if any mistake was made during the process you will be informed.

2. Add Credit to a gift card:

Gift Card Smart makes it possible to re-use a gift card over and over again. Process is in fact adding more credit to the card. Adding credit to a card can result in adding more reward points as well. Let see who it should be done:

- Swipe the card or enter the card number.
- Click on the “Check the Card” button.
- Now you should see the Gift Card Balance and also Reward Points.
- Enter credit amount (in US\$). If the credit amount plus available balance on card exceeds the maximum allowed, you will get an alert.
- Choose the Credit option from the next list, by clicking on it.
- Gift Card Smart calculates the reward points (based on a pre-set parameter) and adds them to the card.
- Click on the “Process the Card” button.

A successful process will add credit to the card.

3. Use Reward Points

Each reward point has a cash value. The rate varies based on your software setup. In any case, once you check a gift card you will see the cash value of its reward points.

Reward points are redeemable and you can use them toward a payment.

- Swipe the card or enter the card number.

- Click on the “Check the Card” button.
- Now you should see the Gift Card Balance and also Reward Points.
- Enter reward points you want to use.
- Choose the Use option from the Points Type list.
- Click on the “Process the Card” button.

Notice:

Reward points are added when gift card is purchased and every time new credit is added to the card.

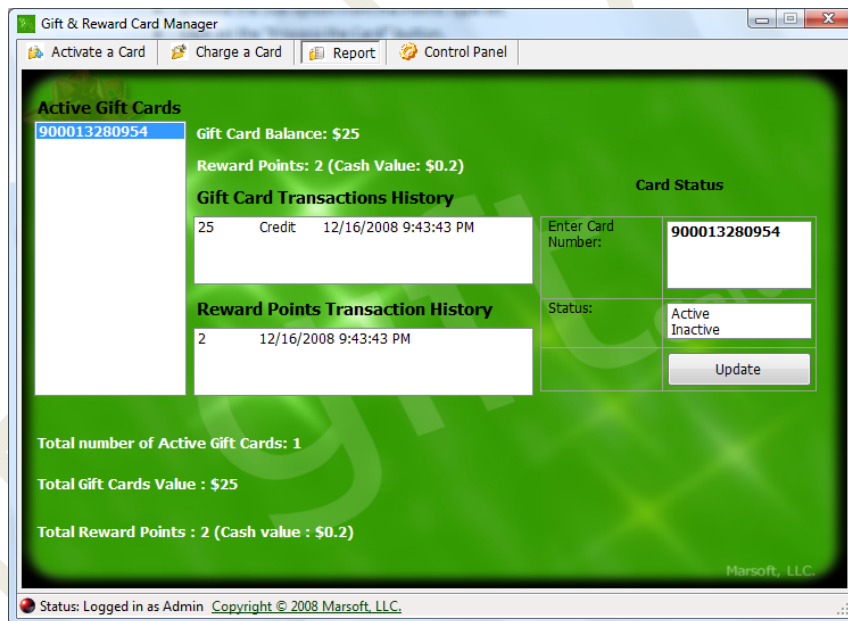
Notice:

Use the Reset button to reset the fields, when an error occurs.

Reports

This option is available to users with admin access level.

A list of active gift cards on the left side of the screen is available. Click on a card number and card’s transaction history and also reward points history will appear. You will also see gift card and reward points balance.



Other information on this page is:

- Total number of active gift cards.
- Total gift cards value.
- Total reward points.

In order to print a gift card transaction history:

1. Click on the card number to load transaction history.
2. Right click on the “Gift Card Transaction History” list and choose the Print option.

3. Similarly you can print reward points transaction history.

Update Card Status

After a gift card is activated, you can change its status to inactive. This might be due to lost or stolen gift card report by your customers.

- Select gift card by clicking on its account number.
- Current status will be shown.
- Change the status by click on the “Active” (to activate a previously inactivated card) or “Inactive” (to inactive an active gift card).
- Click on the Update button.
- If you need to delete a card from your database right click on card number and click on the Delete Card option.

Control Panel

This option is available to users with admin access level.

Add new users, change password, Activate/Inactivate/Delete gift cards, set programs parameters and data backup are done in this part.

The screenshot shows the 'Control Panel' window of the 'Gift & Reward Card Manager' application. The interface is green-themed and contains four main sections:

- Add New User:** Includes fields for Username, Password, and Re-Enter Password, with an 'Add User' button.
- Update User Details:** Includes fields for Username, Current Password, and New Password, with an 'Update' button.
- Delete user account:** Includes a text input field containing 'admin', a 'Delete User' button, and a 'Backup Gift Card Database' button.
- Setup Gift and Reward Parameters:** Includes input fields for Minimum Gift Card Value (20), Maximum Gift Card Value (100), and Reward Points Cash Value Per Dollar (0.10), with a 'Set' button.

The status bar at the bottom indicates 'Status: Logged in as Admin Copyright © 2008 Marsoft, LLC.' The Marsoft, LLC. logo is also visible in the bottom right corner of the application window.

1. Add new user:

If you need to add new users to Gift Card Smart, this is where you can do it.

- Choose and enter a username.
- Enter a password.
- Re-Enter the password. Make sure to enter the same password, as you entered in the field above.
- Click on the Add User button.

2. Update User Details

Here you can change password for an existing user:

- Enter username.
- Enter current password.
- Enter new password.
- Click on the Update button.

Notice:

- You cannot delete a gift card with a positive balance.
- Inactive cards are still stored in database. In order to re-activate them you must use this option.
- You cannot use the Activate a Card process to re-activate an inactive card.

3. Set Parameters

Minimum and maximum gift card value and exchange rate for reward points are what you can set here.

You can see current values and then make any necessary change.

- Enter minimum amount for gift card value.
- Enter maximum amount for gift card value.
- Set the rate for reward points. This number indicates cash value per reward point. This number must be between 0 (no cash value) and 1 (One dollar for each dollar spent on gift card)
- Click on the update button.

4. Backup Database

Use this process to make backups. Each time you take a backup; all your records will be saved in safe place with time label attached to them to.

In case of recovery, you should simply copy most recent backup to your software folder.

Frequently Asked Questions:

Gift Card Related Questions:

Q. Can I use my gift cards that I already have?

A. Yes. Either enter account number manually or contact us to set the card reader for you, so you can swipe your cards.

Q. Do you offer a gift card printing service?

A. Yes. Please contact us and request a quote. Keep in mind that when we print your gift cards you can swipe them with no problem.

Q. How can I re-sell my gift cards?

A. Keep gift cards with zero balance. Go to the Charge a Card page and add credit to them, when you have a new customer for gift card. Nevertheless, you can just add credit to a zero balance card for the same customer.

Q. How should I deal with lost or stolen gift card reports?

A. Once you receive such report, ask for gift card number. Go to Control Panel and find the card in the Gift Cards list and then change its status to Inactive.

Q. I swiped a gift card but I did not get the account number. What should I do?

A. Click the Reset button and try again.

Credit, Debit and Reward Points Related Questions:

Q. I tried to add credit to a gift card but Process the Card button is disabled. What should I do?

A. Make sure that account number is in its right location on the form and click on the "Check the Card" button.

Q. When should I use reward points?

A. It very much depends on your policy as how to use reward points. However, as soon as there is enough cash value for reward points you can use them toward a payment. We recommend you promote your gift cards by referring to the fact that for every dollar spent by your customers to buy a gift card you also add reward points. This could increase your gift card sale.

Q. What is Reward Point and how different is it from credit?

A. Reward Point is an additional value that you offer to your customers in order to buy more gift cards or gift cards with higher dollar amount. Credit is real dollar amount you charge a customer to sell a gift card. For instance, when you sell a \$50 gift card you collect \$50 from customer and then you add 5 reward points to the card, which adds up to \$0.50 (if your exchange rate is 10%).

Q. How can I change the exchange rate of reward points, in order to change their cash value?

A. Login as admin. Go to control panel and change exchange rate. Remember that each reward point would be multiplied by this rate to make up a cash value.

Q. Can I sell gift cards without reward points?

A. Yes. Simply set the exchange rate to 0.

Q. Can you give me an example of when I should promote reward points?

A. Consider this. You want to raise fund for a charitable cause. You can simply tell your customers that for every dollar that they spend on gift card you give 10% to a charity. Then all reward points will sum up and you can make a payment to that charity, while you have encouraged your customers to participate by buying more gift cards.

Q. Can I just partially charge a gift card?

A. Yes. For the charge amount, enter a value that is less than the total available credit on the gift card.

Q. How about possible fraud and abuse of reward points?

A. Since only admin can set the exchange rate of reward points and also Gift Card Smart manages how many points goes to each card upon adding credit to the card, it's impossible to abuse the system.

User related questions:

Q. How many admin a system can have?

A. To protect the system and assure the security and integrity of data, only one user with admin level of access is allowed. All other users are considered as Cashiers.

Q. How many new users can I add?

A. As many as you need.

Activation related questions:

Q. What page should I go to in order to re-activate a gift card?

A. Re-Activation is done in control panel.

Q. Can I go to control panel in order to activate a gift card for the first time?

A. No. you will not find the card in control panel. You must activate gift card in the Activation page.

Q. Can I delete a gift card with zero dollars in balance and a positive balance in reward points?

A. Yes. In order to delete a gift card from the system, it should have zero dollars in credit balance.

Q. Is there any way to delete a card with a positive credit balance?

A. Well, you could debit the card for the whole credit balance. In other words, decrease its credit to zero and then delete it.

All rights reserved. Copyright © 2008 Marsoft, LLC.

Gift Card Smart