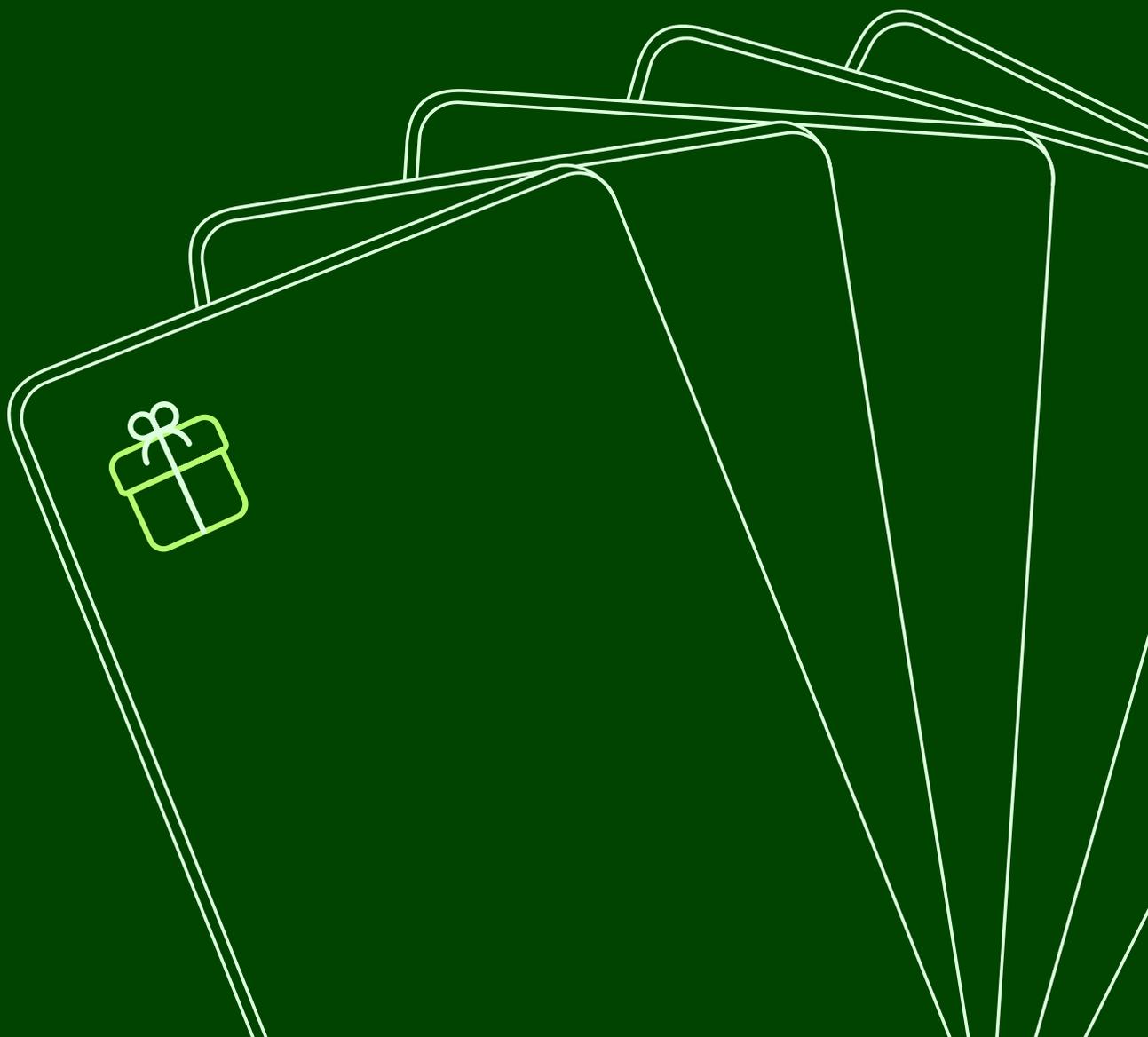




# Gift Cards

Getting Started



# Welcome.

## Let's get started.

This guide will get you started with everything you need to know about the Clover Gift Cards app on your Clover device, as well as the merchant web portal.

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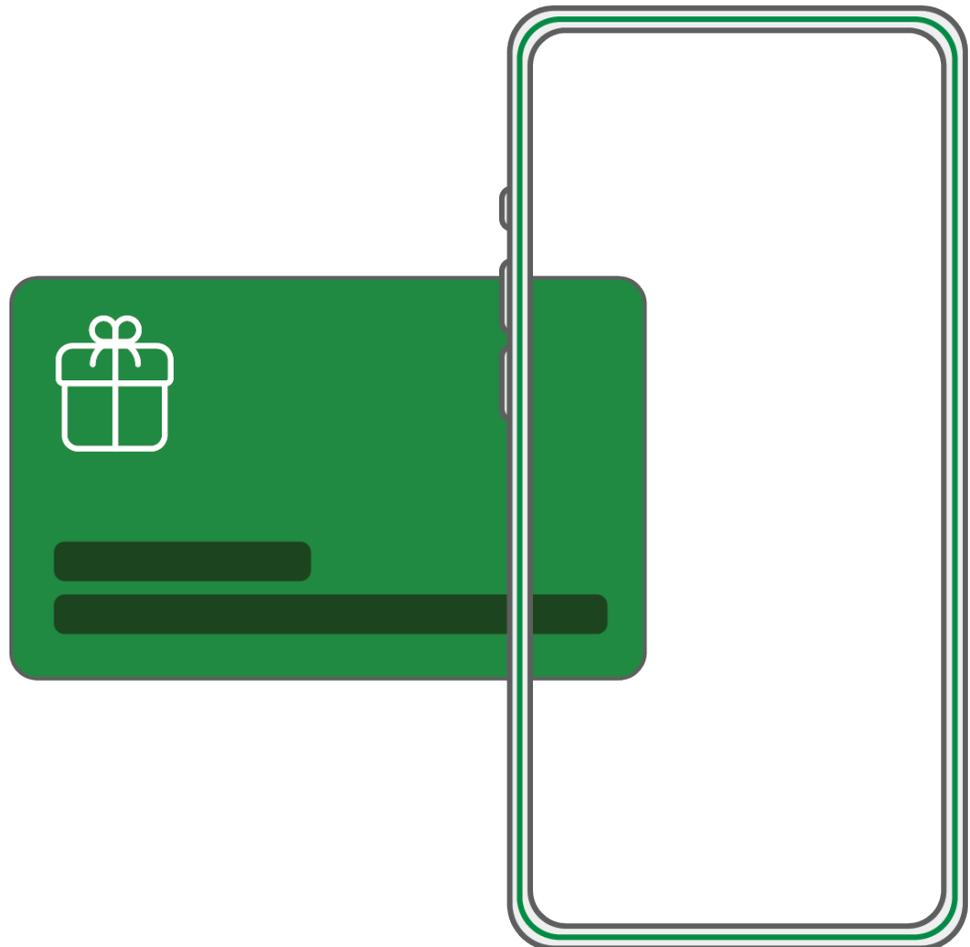
# Getting Started

# Clover Gift Cards are available through your Clover Device.

1. To start your gift card program, open the Clover Gift Cards app on your Clover device and accept the Terms and Conditions.
2. Begin selling digital gift cards instantly. Your customers can choose to receive via email or SMS.
3. Visit your Clover.com account and go to the Gift Cards app to order physical gift cards, view transactions, reports, and more.



If you need any help along the way, email us at [support@giftcards.clover.com](mailto:support@giftcards.clover.com).





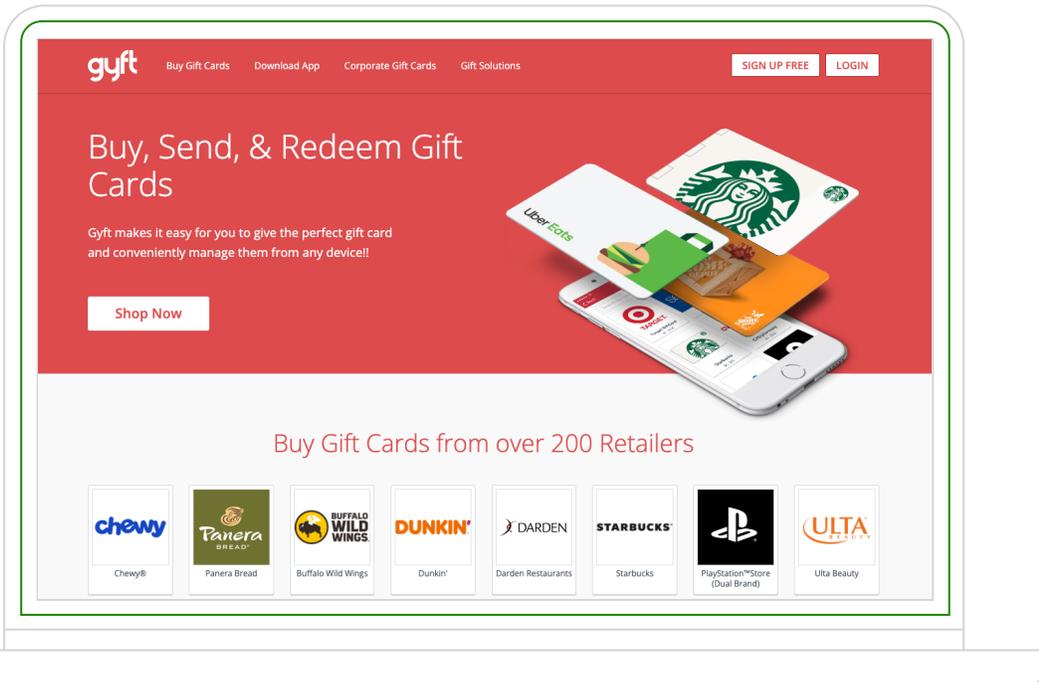
Clover Gift Cards and Gyft, the leading gift card consumer app, have integrated to make digital and physical gift cards even better.

**Digital gift cards that are easy.** When you sell a digital gift card, Gyft makes redeeming and storing that gift card simple and easy for the customer.

**Customers never have to lose a physical gift card again.** When a new customer receives your gift card, they can upload it to their phone and save to their Gyft wallet.

**Redeem gift cards on the go.** Using Clover Gift Cards, you can accept and scan gift cards from the Gyft app on your customer's mobile phone.

Visit [www.gyft.com](http://www.gyft.com) to learn more about the Gyft consumer app.



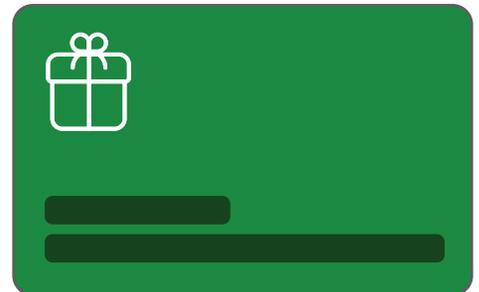
# Order, Sell, & Accept Gift Cards

# With Clover Gift Cards, you can sell custom-branded physical gift cards.

Use these gift cards to increase sales and build loyalty while giving your customers a great gifting option.

## How to order physical gift cards:

1. Log in to your Clover.com account. Select the Gift Cards app. This will launch your Gift Cards web portal.
2. Select the Order Cards tab.
3. Choose the gift card package that is right for your business.
4. Follow the on-screen instructions for each package.
5. Work with one of our designers to customize your gift card art design. Design assistance fees apply.



**Future tip:** When you run low and need to order more, go to Order History and reorder your previous order to save time!

## Clover Gift Card packages

### Standard

- Pre-designed templates.

### Deluxe

- Upload your own design.

### Hire-a-Designer

- Order as few cards as 100 up to 5000.
- 100+ designs available.
- Customize cards easily with your business logo.
- Turnaround time generally is 14 days from design approval to delivery

# Give your customers the best gifting option for their friends and family – and those friends and family members now become your new customers!

### How to sell a physical gift card:

#### From the Clover Gift Cards app:

1. From your Clover device, open the Gift Cards app. 
2. Select 'Sell a Gift Card' from the home screen.
3. Select 'Physical Gift Card'.
4. Enter the value to be loaded on the gift card – see next page for how to sell more than one gift card.
5. Select 'Swipe Card' or 'Enter the Card Number' to activate the gift card.
6. The Register app will open to accept payment from the customer.
7. Once payment is processed, select 'Print Receipt.' The gift card details, and the balance will print onto the customer's receipt.

#### From the Register app:

1. Go to the Register app and select 'Gift Card' from inventory items.
2. Enter the value of the gift card and select 'Add' - you can only sell one per transaction.
3. The Gift Cards app will open. Select 'Plastic' then swipe the gift card or manually enter the gift card number to activate the gift card.
4. The Register app will reopen to complete payment, and a gift card receipt will automatically print for the customer's records.

# Have you ever had a customer request five \$10 gift cards?

With Clover Gift Cards you can process all those gift cards in one transaction.

## How to sell multiple physical gift cards:

1. From your Clover device, open the Gift Cards app. 
2. Select 'Sell a Gift Card' from the home screen.
3. Select 'Physical Gift Card'.
4. Enter the value to be loaded on the gift card\*.
5. Select 'Sell Multiple Gift Cards' and enter the number of gift cards the customer is purchasing.
6. Select 'Swipe Card' or 'Enter the Card Number' to activate the value for each gift card.
7. The Register app will open to accept payment from the customer.
8. Once payment is processed, select 'Print Receipt.' The gift card details and balances will print onto the customer's receipt.

**\* Important Note:** You can process up to 20 physical gift cards in one transaction, if all cards are for the same denomination. For different denominations, separate transactions are required. (e.g. If a customer is purchasing two \$10 and three \$5 gift cards. The \$10 gift cards can be processed in one transaction, but the \$5 gift cards will need to be processed in a separate transaction. Multiple digital gift cards cannot be purchased in one transaction).

# Digital Gift Cards 101.

Digital gift cards are simple and secure. They are directly sent to the recipient's email or mobile phone number from your Clover device. Digital gift cards never get lost, stolen, or forgotten - especially when they are saved to the customer's Gyft wallet. Redeeming digital gift cards is also simple (see next page).

## How to sell a digital gift card:

1. From your Clover device, open the Gift Cards app. 
2. Select 'Sell a Gift Card' from the home screen.
3. Select 'Digital Gift Card'.
4. Enter the value to be loaded to the gift card.
5. Enter the recipient's mobile number or email address.
6. The Register app will open to accept payment from the customer.
7. Once payment is processed, a digital gift card receipt will print automatically. The customer should keep this for their records.

## From the Register app:

1. Go to the Register app and select 'Gift Card' from inventory items.
2. Enter the value of the gift card and select 'Add'.
3. The Gift Cards app will open, select 'Digital'.
4. Enter the email address or mobile number of the gift card recipient.
5. The Register app will reopen to complete payment, and a gift card receipt will automatically print for the customer's records.



# Redeeming a gift card has never been easier.

Regardless of whether the gift card is physical or digital, redeeming your customer's gift card is effortless.

For customers using the Gyft app, they can easily redeem their gift cards by presenting their phone at checkout and having the barcode scanned. The balance will automatically update.

## How to accept a gift card payment:

1. From the Register app payment screen, select 'OTHER' (below the cash and credit options). From there, select the 'Gift Cards' button as your payment option.
2. Swipe, scan, or manually enter the gift card number.
  - Digital gift cards are scanned from the phone or printed receipt.
  - Plastic Gift cards that were converted from a previous gift card program will need to be manually entered.
3. Once payment is successful, you will have the option to print out a customer receipt.
4. If the gift card has any remaining balance, a receipt will automatically print with the new balance.

**Important Note:** The Gyft app is not required to redeem digital gift cards. Recipients can present the redemption web page sent via email or SMS text message.

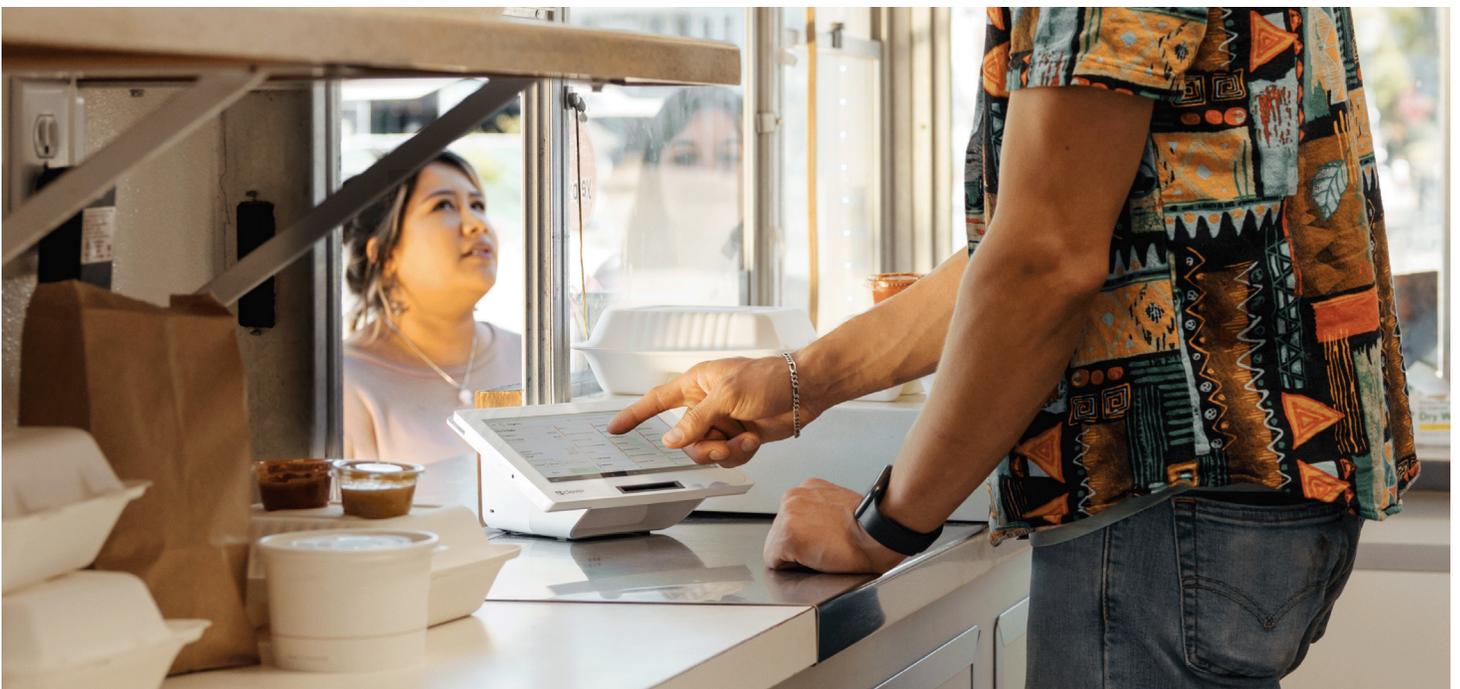
# Working With Clover Gift Cards

# “Why would I ever want to reload value to a gift card?”

It gives you guaranteed income, and builds customer loyalty. One of the nation’s largest coffee shops uses reloadable gift cards to drive repeat business and brand loyalty. With Clover Gift Cards, you can do the same!

## How to reload value to a gift card:

1. From your Clover device, open the Gift Cards app. 
2. Select ‘Reload’.
3. Swipe, scan, or manually enter the gift card number.
4. Enter the value to be reloaded to the gift card.
5. The Register app will open to accept payment from the customer.
6. A new balance receipt will print for the customer. If the customer has uploaded their gift card to the Gyft app, the gift card balance will automatically update.



# You are now able to issue store/ merchandise credit to a gift card.

Whether a customer is returning an item past your return policy or you are issuing a credit for customer service, you can now issue it to a gift card.

## Two ways to issue store credit to a gift card:

**If the customer has a receipt and you can scan it to retrieve the order:**

1. Go to the Orders app, scan the receipt and select the order from the list.
2. On the left side, under total amount, select the 'Refund/Details' button.
3. Select 'Refund' again, and in the pop-up, select 'OK'.
4. In the next pop-up, select where to make refund - cash, original payment, or Gift Card.  
Select Gift Card.
5. Clover Gift Cards will open, select Physical Gift Card or Digital Gift Card.
6. From here, follow steps 4 through 6 below.

**Directly from the Clover Gift Cards app:**

1. From your Clover device, open the Gift Cards app. 
2. Select 'Issue Store Credit'.
3. Select 'Physical Gift Card' or 'Digital Gift Card'.
4. Enter the value to be loaded to the gift card.
5. Plastic: Swipe or manually enter the gift card number Digital:  
Enter the customer's email or mobile number.
6. The Register app will open, select '\$0.00 Cash' and 'Done'.
7. A new balance receipt will print for the customer. If the customer has uploaded their gift card to the Gyft app, the gift card balance will automatically update.

On average, consumers have three gift cards in their wallet at any time and most do not know the balances of those cards.

With Clover Gift Cards, you can help your customers automatically balance check their cards so they know how much they can spend at your store.

### How to check the balance of a gift card:

1. From your Clover device, open the Gift Cards app. 
2. Select 'Check Balance'.
3. Swipe, scan, or manually enter the gift card number.
4. The balance will appear on the screen for you to share with the customer.

**Your customers can instantly balance check their gift cards with Gyft. Customers simply need to:**

1. Download the Gyft app from the App Store or Google Play.
2. Create a Gyft account using Facebook, Google, or email.
3. From the Gyft wallet, upload plastic gift cards to redeem value and view remaining balance.

**Important Note:** If you need the remaining balance of your outstanding gift cards for your business, go to your Clover.com account and select Gift Cards. From the 'Transactions' tab, select the 'Generate Liability Report' button on the right side. Once the report is done generating, the button will turn green and read 'Download Liability Report'. (see page 18 for reporting)

# Cashing out a gift card

State regulations regarding gift cards vary, and cashing out the remaining balance on a gift card is the law in some states.

## How to cash out the remaining balance of a gift card:

1. From your Clover device, open the Gift Cards app. 
2. Select 'Cash Out'.
3. Swipe, scan, or manually enter the gift card number.
4. Accept the pop-up to cash out the gift card.
5. Give the customer the balance in cash and discard the gift card.

**Important Note:** Cashed out gift cards cannot be reused.



# Had a previous gift card program? Don't worry.

The gift cards issued with another program will work with Clover Gift Cards. The conversion process is simple but requires specific information about those issued legacy gift cards. Please review the steps below.

## Converting an existing gift card program:

Create a .csv file with the following formatting and issued gift card information:

- Column 1: Gift card number.
- Column 2: Original gift card value.
- Column 3: Current gift card balance.

The information must be in three separate columns. We cannot accept any other file types like .xlsx, .xls, text, PDF, etc. These cards must have a remaining balance. If they do not have a balance or were never issued to a customer, we cannot convert them.

Please email your .csv file to [giftcardconversions@giftcards.clover.com](mailto:giftcardconversions@giftcards.clover.com). Verify that the information is correct before sending because we do not have the ability to edit the gift card information after it has been submitted.

**Important Note:** Please allow up to seven business days to process. We cannot convert gift cards that do not have a balance. All unissued gift cards from another program should be discarded. Converted gift cards cannot be reloaded or refunded. After they are used, they should be discarded. Additionally, converted gift cards will not swipe or scan on your Clover device unless converted cards were issued by Mercury or FD Gift Cards (ValueLink). To redeem a converted gift card, you must manually enter the gift card number.

# Daily. Weekly. Monthly. Clover reporting provides you what you need to track your gift card program.

## How to access gift card reports:

### To view gift card transactions and remaining balances:

1. Log in to your Clover.com account and select the Gift Cards app.
2. Within the Gift Cards app, select the Gift Card Transactions tab.
3. At the top, select a date range (e.g., the past 30 days).
4. Or enter a custom date range and click 'Search'.
5. The report will generate in the space below the search bar.

### Gift Card Liability Report (outstanding gift card balance):

1. Follow steps 1 and 2 above.
2. On the right side, select the 'Generate Liability Report' button. Please allow a minute for the report to generate.
3. Once the report is ready to download, the button will turn green and change to 'Download Liability Report.' Select the button to download.
4. The Gift Card Liability report for your business will download as a .csv file.



[Clover.com/gift-cards](https://Clover.com/gift-cards)

Clover Network, Inc.

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