

# Mobile Market + Double Up Loyalty Transactions



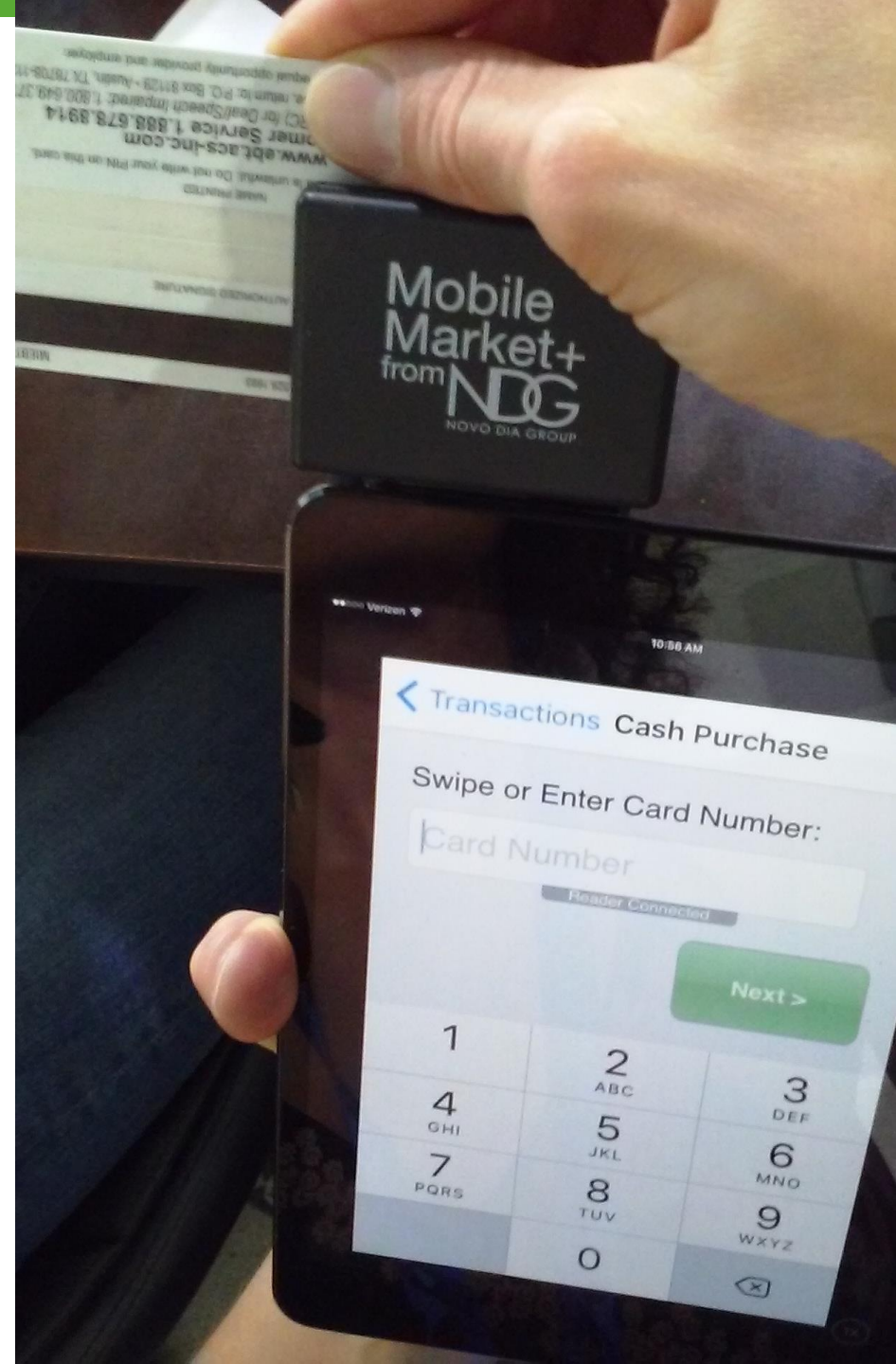
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# EBT Handling

## Separate Transactions

- **SNAP purchase** debits from food stamp balance and credits Loyalty account (up to \$20 daily limit)
- **Loyalty purchase** debits from Double Up Food Bucks balance



A photograph of a woman with short dark hair and glasses, smiling and looking towards a man in a grey shirt on the left. A young girl in a pink and black patterned shirt stands between them, looking at the man. In the foreground, a young boy in a black t-shirt with the word 'Cakadebi' is looking towards the right. The background is a bright, indoor space with large windows and other people blurred in the distance.

**LOYALTY/DOUBLE UP ACCOUNT ACTIVATION**

# Loyalty/Double Up Activation

Ensure your customer is registered

## All Vendors & Markets

- Check if the customer has ever been signed up for the Loyalty account to earn Double Up
- Any newly issued card requires activation
- Use your judgment to discern if a customer may need the program explained and the card registered before performing a SNAP transaction
- If in doubt, run an EBT Balance Inquiry from the main Transactions menu. Loyalty account present = activated.

# Loyalty/Double Up Account

Available at any point of sale

## All Vendors & Markets

- Balance is available for use at any participating market, veggie van, farm stand or individual merchant
- Loyalty earnings limited to \$20 per day
- Any previous balance from Michigan pilot program can be accessed
- Spend by:
  - ◆ Cashing out tokens at token markets
  - ◆ Paying directly at mobile markets/farmstands/etc

# Loyalty/Double Up Account

Activate!

## All Vendors & Markets

- Use the Loyalty Signup option from Transactions
- Swipe the card to enter the number
- Copy the name on the card (or ask the customer for their name if blank)

# Loyalty/Double Up Account

**Activate!**

## **All Vendors & Markets**

- Ask the customer for either their drivers license or their phone number for the ID. Pick one and make it your policy.
- Be consistent (10 digit numbers without hyphens or spacing, for example).
- Inform the customer this is what they need to reactivate the account on any newly issued card.

# Loyalty/Double Up Account

Educate!

## Token markets

- Inform the customer every purchase of tokens can earn Loyalty up to \$20
- They can withdraw all, some or none of the Loyalty earned, depending on their needs
- Generally assume the customer will withdraw all Loyalty earned unless they state otherwise
- Remaining balance can be spent at any MobileMarket+ market, vendor or farmstand

# Loyalty/Double Up Account

## Educate!

### Electronic POS Markets/Vendors/Farmstands

- Inform the customer any SNAP purchase they make up to \$20 a day earns Loyalty
- Best interests of customer to spend SNAP first up to the limit
- Customer informs salesperson which account they are spending from, SNAP or Loyalty
- Any unused Loyalty can be cashed out at token markets or saved for subsequent visits



## SNAP AND LOYALTY PURCHASES



# SNAP/Loyalty

## Choose Carefully

- SNAP Purchase to spend food stamps on all edibles
- Loyalty Purchase to spend Double Up Food Bucks on qualifying fruit and vegetables
- Transaction flow is identical for both



Credit Card Void



SNAP Purchase



SNAP Return



Cash Purchase



Cash Withdrawal



EBT Balance Inquiry



Loyalty Purchase



Loyalty Balance Inquiry



Loyalty Signup



SNAP Voucher Clear



# SNAP/Loyalty

## Manual Entry Possible

- If card will not read, you can enter card number manually
- If training, you can enter 1111222233334444 as a “valid” card number

## < Transactions SNAP Purchase

Swipe or Enter Card Number:

1111222233334444



Reader Connected

Next >

1

2

ABC

3

DEF

4

GHI

5

JKL

6

MNO

7

PQRS

8

TUV

9

WXYZ

0



# SNAP/Loyalty

## Customer Enters PIN

- Present the device to the customer to enter their PIN
- Same PIN is used for Loyalty transactions
- Hold the device to avoid handoff slips

[< Card Number](#) SNAP Purchase

Have Customer Enter PIN:

Do NOT let anyone  
see what you type!

Next >

1

2

ABC

3

DEF

4

GHI

5

JKL

6

MNO

7

PQRS

8

TUV

9

WXYZ

0



# SNAP/Loyalty

## Enter Amount

- Receive device back to enter purchase amount
- Point is added automatically
- Add penny zeros where necessary

Cancel

SNAP Purchase

Purchase Amt (0.01 - 9999.99):

\$ 20.00 

Next >

1

2

ABC

3

DEF

4

GHI

5

JKL

6

MNO

7

PQRS

8

TUV

9

WXYZ

0



# SNAP/Loyalty

## Confirm Purchase

- If making a sale on behalf of a merchant, choose the merchant from the pre-built list here
- Double check purchase amount – you can modify it by touching that line
- Touch **Submit** to send



Cancel

SNAP Purchase

Submit

Merchant

Market >

Purchase Amt

\$ 20.00 >

# SNAP/Loyalty

## One More Chance

- Touch **Yes** to submit
- **No** to revert back and modify sale or cancel completely

Cancel SNAP Purchase Submit

Merchant Market >

Purchase Amt \$ 20.00 >

Submit 'SNAP Purchase' transaction?

Yes

No

# SNAP/Loyalty

## Success!

- At this screen the transaction is complete
- The receipt should print automatically

## SNAP Purchase

# APPROVED

DISPENSE GOODS.  
Please see receipt for details.

\*\*\* **TRAINING MODE** \*\*\*



# SNAP/Loyalty

## Receipt

- In this case the purchase for \$20 earned the customer \$20 in Loyalty
- Receipt shows both balances

[< Back](#)

### Receipt Details

#### SNAP Purchase

Card Num: xxxxxxxxxxxx3543 \*

Settlement Date: 06/08/2016

Merchant: Market (Market  
Manager)

#### Balance Summary:

SNAP Begin Bal : 412.20

SNAP Purchase : -20.00

SNAP End Bal : 392.20

Cash Balance : 0.00

Loyalty Earned : 20.00

Loyalty Balance: 27.30

Result: Approved

Auth #: 429031

Trace#: 001386-000000000838947



17 of 25

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# SNAP/Loyalty

## Loyalty

- In this case, the customer purchased \$20 from their Loyalty account
- Only the Loyalty account shows on a Loyalty purchase

[< Back](#)

## Receipt Details

### Loyalty Purchase

Card Num: xxxxxxxxxxxxx6549

Settlement Date: 06/08/2016

Merchant: Market (Market  
Manager)

### Balance Summary:

-----  
Loyalty Beg Bal: 20.00

Loyalty Purch : -20.00

-----  
Loyalty End Bal: 0.00

-----  
Result: Approved

Auth #: 061680

Trace#: 001391-000000000839183

\*\* DISPENSE GOODS \*\*

-----  
===== Mobile Mkt+ Sel v2.2 =====



20 of 25

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# Questions?



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