

# Welcome



**Congratulations!** You now have the tools to leverage the easiest and most effective loyalty platform ever!

Your payment terminal has been configured with the Enroll & Pay loyalty technology which links your customer's credit card to your terminal for loyalty tracking and analytics.

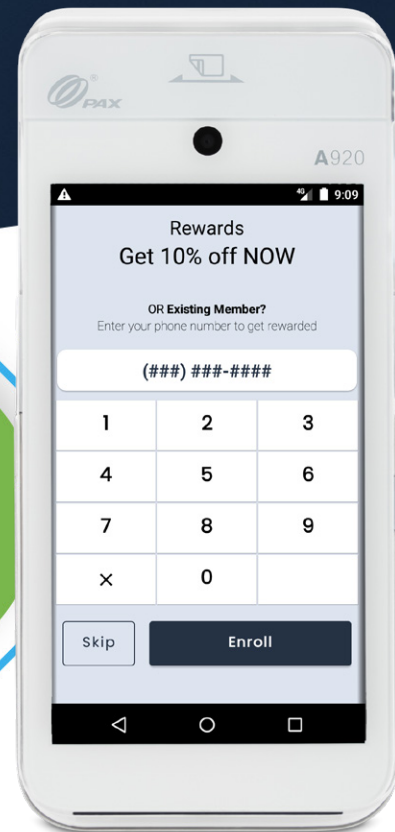
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## What is Card-Linking?

A customer credit card has a digital ID, as does your payment terminal. Enroll & Pay links those digital IDs for loyalty purposes. Connecting the credit card to your terminal is the fastest and easiest way for customers to enroll in a loyalty program. When customers pay with an enrolled card, our platform automatically tracks purchases and loyalty rewards every time they spend with you. You no longer need to ask for phone numbers, QR codes, coupons, etc.



## Their credit card IS the loyalty card!

Your customers simply tap, dip, or swipe their card on your terminal. Your most recent reward offering is automatically applied through our **patented** process. Our goal is to save you and your staff time and hassle while gaining customers' appreciation and loyalty without jumping through hoops each time they spend with you.

All your transactions from customers, members, AND non-members are available to view in your back-office dashboard.

### You'll be able to see:

- Customer activity
- Member spend vs. Non-member spend
- Ratings
- Questions and responses
- Sales data
- View individual customer performance
- Create marketing offers through our offer wizard
- **And much more.**

# Customer Engagement

Once you've hit your minimum loyalty threshold, you will gain access to our Customer Relationship Management (CRM) platform. In this platform, you can work on building customer engagement through offerings like: "get 5% off on Tuesday" or "buy one get one Wednesday." All the customer needs to do to redeem the offer is to pay with their linked card! Our solution will automatically process the reward for you!

## FAQ's

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### Merchants:

#### ***Will using Enroll & Pay slow down my line or service time?***

No, Enroll & Pay is the most efficient loyalty platform within the industry because it doesn't require any action from customers after the initial enrollment. Your customers simply swipe/dip/tap their credit or debit card like a normal transaction.

#### ***How will I know Enroll & Pay is converting my customers to loyalty members?***

In your merchant dashboard you will see all sales and loyalty analytics in real time which include enrollments, all transaction amounts and much more.

#### ***Is Enroll & Pay complicated to use for employees?***

Not at all! Enroll & Pay is very easy to use during time of payment. They simply ask customers to enroll with their mobile number and proceed to checkout.

### Consumers:

#### ***Can Consumers enroll more than one card?***

Yes, you can add as many cards as you like to your account! Just enter the same mobile number at time of enrollment and the new card will be added to your account.

#### ***How are rewards earned/redeemed?***

Rewards are seamlessly accrued just by using your enrolled card(s). Once you reach the reward goal designated by the merchant, your reward will automatically be redeemed (applied) when you pay with your enrolled card. \*For example, suppose the merchant's program is to spend \$100 and get \$10 off. After you spend \$100 cumulatively with that merchant, on your next transaction you will receive \$10 off the bill simply by paying with your enrolled card.

#### ***How can consumers see their rewards balance?***

All e-receipts have your balance displayed.

#### ***Does enrolling my cards with your loyalty program void my current rewards like miles, points etc.?***

Absolutely not! With Enroll & Pay, you can earn rewards at our merchants IN ADDITION to other Miles/Points Reward Programs linked to your credit card.