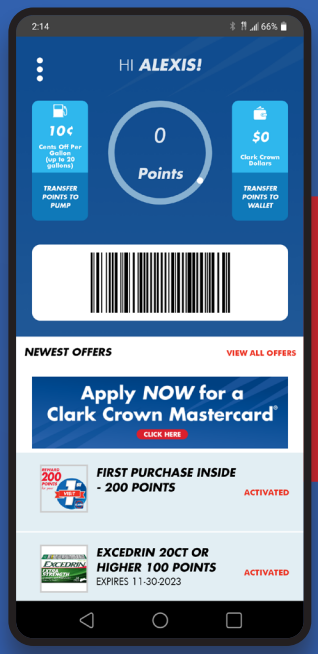
Save Every Mile
Loyalty Program

Overview and Training Guide



SCAN CODE TO GET APP

Save Every Mile Loyalty Program

Welcome to the *Save Every Mile* program!

Your store is now participating in the *Save Every Mile* Loyalty Program. This program is designed to drive traffic at the pumps, in the store, and ultimately increase sales. We are providing you with a variety of tools to help make the program a success for you!

Included in this kit you will find:

POP Components

This POP kit is complimentary! Be sure to display all components around your store, both outside at the pumps and inside the store. It will help engage customers and offers a simple way to enroll in the program. Customers can simply scan the QR code.

Program Reference Binder

This binder has been organized into separate tabs for easy reference. You'll find complete details about every aspect of the program inside. Keep it in a convenient place so you can easily reference as needed.

Laminated Job Aid

This Quick Reference Guide is designed to keep next to the register for easy access. It's also laminated for durability. Use it for guidance on how the ***Save Every Mile*** app works, how points are earned and redeemed, how to help customers with questions, and more.

We want the ***Save Every Mile*** program to be successful at your store. We are here to help in any way we can. Don't hesitate to reach out with questions as you launch this exciting program at your store.

Sincerely,

Barb Nolan
Director of POS & Products
Clark Brands

bnolan@clarkbrands.com

(630) 940-7003

Download the *Save Every Mile* app here!

SCAN CODE TO GET APP

Save Every Mile Loyalty Program

Program Overview

Monthly Offers!
Find monthly ***Save Every Mile*** offers on the Home Page of the ***Save Every Mile*** app.

Welcome to the *Save Every Mile* program!

This exciting program is intended to strengthen customer loyalty and drive more traffic to your sites. ***Save Every Mile*** lets customers receive cents off per gallon and earn points inside the store – all with a simple-to-use app on their mobile device.

Bonus Points!
Apply for and use the **Clark Crown Mastercard** for an additional **1650 *Save Every Mile* BONUS POINTS!**

- **Plus 1.5% off** every Clark Crown purchase
- **1% off** all other purchases

Store Benefits

- Drives more traffic and sales at your stores
- Low-cost participation
- Free POP materials
- New product promotional offers every month to promote inside sales

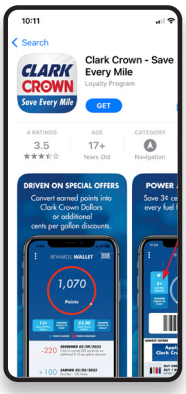
Customer Benefits

- No cost to participate
- No additional cards to carry
- Option to save on fuel or in-store purchases
- Easy redemption and points management

SCAN CODE TO GET APP

The *Save Every Mile* Mobile App

Customers download the app, create an account, and start saving! App available at **SaveEveryMile.com** or by scanning the QR code at the store, or through the App Store and Google Play on your smart phone.



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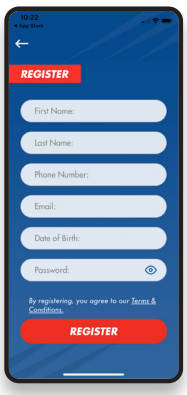
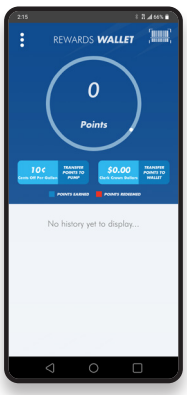
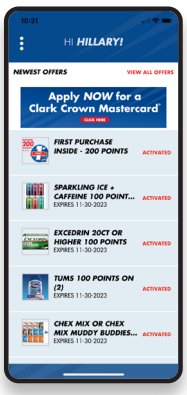


Create Account
Enter information and create a password.

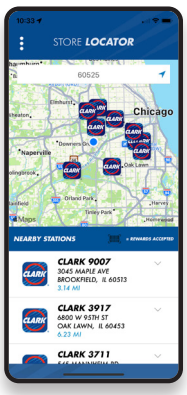
Home Page
Manage points, bar code, monthly promotional offers.



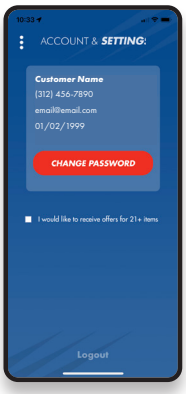
Rewards Wallet
Points details, manage points.



Offers
Shows monthly ***Save Every Mile*** offer details.



Store Locator
Find a store near you.



Account Settings
Update your account settings.

INTRODUCTORY OFFER

For all new customer enrollees.

At the pump

10¢ off 1st fuel purchase

10¢ off 3rd fuel purchase

15¢ off 5th fuel purchase

In the store

200 Bonus Points

for 1st in-store purchase*

Saving at the Pump

Customers enjoy instant savings at the pump and easy redemption through the ***Save Every Mile*** app.

Introductory offer:

- **10¢ off** 1st fuel purchase
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- **15¢ off** 5th fuel purchase

Ongoing:

- **3¢ per gallon** rollback on every fuel purchase

Maximum 20 gallons per visit.

Earning Points in the Store

Points add up fast and are easily managed and redeemed through the ***Save Every Mile*** app.

- Earn points for every purchase of ***Save Every Mile*** offers, use at the pump or in the store
- Points earned-per-product vary
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- When making purchase, cashier scans customer Mobile ID (bar code) in the ***Save Every Mile*** app, points are added to Rewards Wallet, customer converts points to Clark Crown Dollars
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*May not be applied to the purchase of alcoholic beverages, tobacco and nicotine products, lottery tickets and cards, video gambling machine services, and financial products including gift cards and phone cards.

+10

Stack Points for bigger savings!

Points earned in store can be stacked onto everyday **3¢ per gallon savings!**

Stackable Earnings

Points earned in the store can also be transferred to savings at the pump and stacked onto the ongoing everyday 3¢ per gallon savings for even bigger savings!

- **110 points = 5¢ off per gallon at the pump**
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Save Every Mile Loyalty Program

The App & Points

The *Save Every Mile* Mobile App

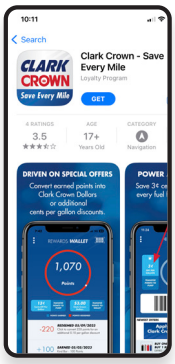
Save Every Mile lets customers receive cents off per gallon and earn points inside the store – all with a simple-to-use app on their mobile device.

SCAN CODE TO GET APP

EMPLOYEES!
Download the app now for hands-on experience.

How to Download the *Save Every Mile* App

App available at **SaveEveryMile.com** or by scanning the QR code at the store, or through the App Store and Google Play on your smart phone.



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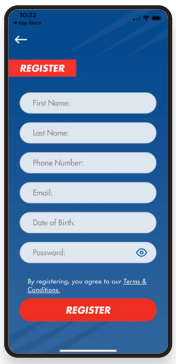


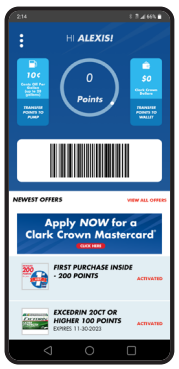
Create Account
Enter information and create a password.

Customer Enrollment

After the customer downloads the app, they need to create an account to start saving. Follow these steps:

1. Enter name, address and phone number
2. Enter information and create a password
3. Allow location access

Navigating the Save Every Mile App



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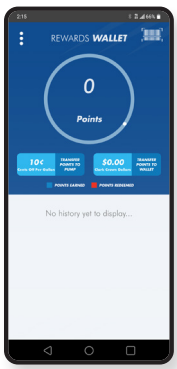
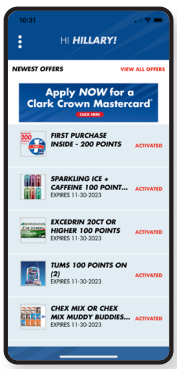


Rewards Wallet
Points details, points management.



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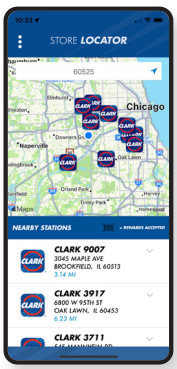
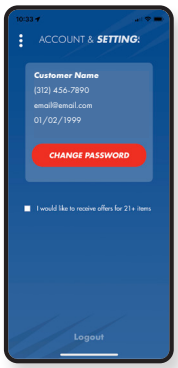


Store Locator
Locates Clark or Crown Locations near consumer.



Account Settings
Users can update account settings.

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Points earned in the store can also be transferred to savings at the pump and stacked onto the ongoing everyday 3¢ per gallon savings for even bigger savings!

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  (3¢ + 5¢ = 8¢ off per gallon)
- **220 points = 10¢ off per gallon at the pump**
  (3¢ + 10¢ = 13¢ off per gallon)

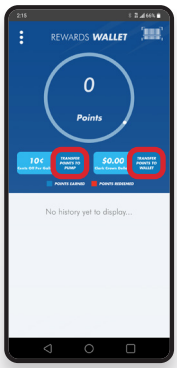
Transferring Points

Customers can transfer points earned to save at the pump or redeem in the store. Points transferred to the pump can be stacked with 3¢ off everyday offer for further savings on fuel!

- **110 points** = 5¢ off per gallon at the pump or $1 off purchases in the store
- **220 points** = 10¢ off per gallon at the pump or $2 off purchases in the store

It's simple to transfer points. Follow prompts on Home Page or Rewards Wallet in the ***Save Every Mile*** app.

Home Page



Rewards Wallet

Redeem Savings at the Pump

Customer simply follows the prompts on the pin pad at the pump:

1. Select '***Save Every Mile***' or loyalty prompt.
2. Enter loyalty number (phone number).
3. Choose payment method.
4. Price rolls back.
5. Then fuel!

Redeem Points in the Store (Clark Crown Dollars)

Once customers have transferred their points earned in the store to Clark Crown Dollars into the Wallet, they can redeem those dollars off total purchase price in the store.

CUSTOMER STEPS

1. Choose 110 or 220 Clark Crown Dollars to redeem.

CASHIER STEPS

1. Ring up items being purchased.
2. Ask customer to open their ***Save Every Mile*** app.
3. Scan bar code on the Home Page.
4. Alt option: Customer enters Alt ID (phone number) into pin pad.
5. Total due is reduced.
6. Complete transaction as usual.

Home Page

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Clark Crown Dollars not authorized for fuel purchased.

Points expire after one year.

Save Every Mile Loyalty Program

Monthly Offers

MONTHLY PROMOTIONAL OFFERS

Each month your store will receive new promotional product offers. These are generated by the back-end program administrator, Velocity Logic.

- New offers go live on the 1st of every month
- Your store will receive these offers via email by the 15th of the month prior
- Inform your vendors of the offers
- Test the offers at the POS in the store
- Be sure to stock enough of the special-offer products to meet increased demand
- Confirm that the offers are uploaded to your app

Image	Promotion	Promo Type	Amount	Max Redemption Value	Description	Promo Start	Promo End
	Snapple	Points	100	$1.00	Get 100 Points when you buy (2) 32oz or 16oz Snapple	5/1/2024	5/31/2024
	TUMS	Points	100	$1.00	Get 100 Points when you buy any (2) TUMS products	5/1/2024	5/31/2024
	Sparkling Ice + Caffeine	Points	100	$1.00	Get 100 Points when you buy (1) Sparkling Ice + Caffeine	5/1/2024	5/31/2024
	Sour Punch Bites	Points	100	$1.00	Get 100 Points when you buy (1) Sour Punch Bites, 9oz or 5oz, any variety	5/1/2024	5/31/2024
	Kinder Bueno	Points	100	$1.00	Get 100 Points on (1) Kinder Bueno	5/1/2024	5/31/2024
	Reese's	Points	200	$2.00	Get 200 Points when you buy (4) Reese's King Size	5/1/2024	5/31/2024
	Bugles	Points	100	$1.00	Get 100 Points when you buy select Bugles	5/1/2024	5/31/2024
	Kind Bar	Points	100	$1.00	Get 100 Points when you buy (2) Kind Bars	5/1/2024	5/31/2024

POINTS ADD UP FAST!
Most product offers are worth 100 or more points.

Finding Offers In The App

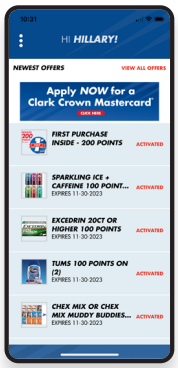
Monthly promotional offers are automatically loaded into the customer's ***Save Every Mile*** app. Offers can be found on the Home Page or Offers page of the app.

Home Page

Newest Offers appear on the lower portion of the home page.

Offers Page

Scroll down to see all the offers available.



COMING SOON!
Determine your own offers!

If you would like to be a Beta Location for custom offers, please contact:

Barb Nolan
Director of POS & Product
630-940-7003
bnolan@clarkbrands.com

Save Every Mile Loyalty Program

Marketer Overview

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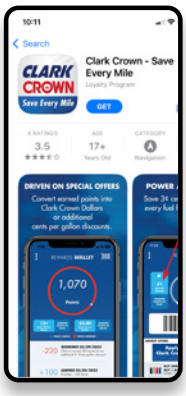

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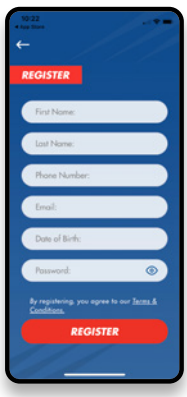

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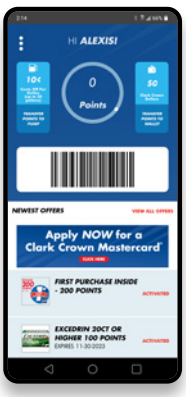

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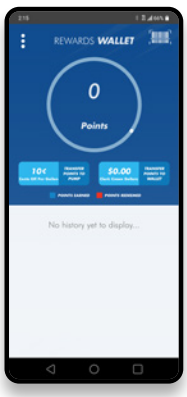

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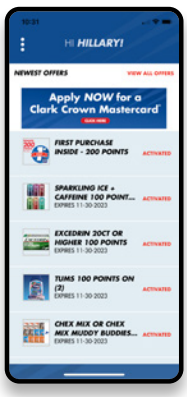

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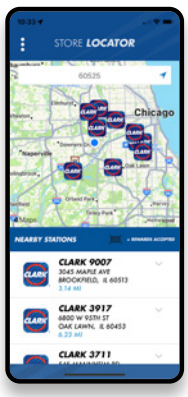

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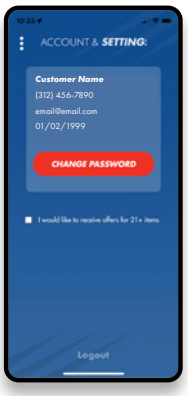

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Program Enrollment

New to Clark/Crown

Email or call Regional Sales Manager or Client Services Representative

Existing Locations

Email or call to provide the following:

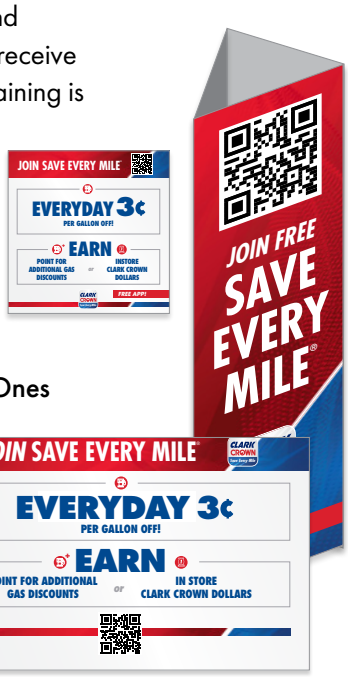
- Store #
- DBA
- Primary Contact Information (name, email, phone #)
- Contact responsible for Loyalty Program (name, email, phone #)

What to Expect

Training & Incentives

Each location receives comprehensive training materials and training incentive for both the trainer and employee to assist in program implementation. Trainers receive 1,000 bonus points and employees receive 500 bonus points. Reward points credit to the trainer and employee's ***Save Every Mile*** app after training is complete. Points are limited to one phone #/email for employees. Additional rules apply.

Complimentary POP ($500 Value!)



Included in this kit is a variety of components to help you promote the program:

ForeCourt Marketing

- Pump Toppers
- Dispenser Decals
- Hose Squawkers
- Bollard Sleeve

Building Marketing

- Large Window/Door Sign
- Small Window Sign

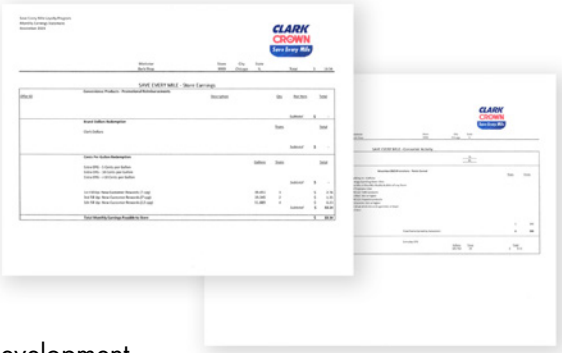
Inside the Store

- Loyalty Quick Reference Guide
- Marketing Ad Slicks
- Acrylic Counter Display w/Take Ones
- Counter Mat
- Cooler Signs

For additional components, replacement components or other questions, call Clark Crown Client Services at **877-462-5275,** or call the Regional Sales Manager.

Monthly Offers

Promotional product offers are generated by the back end program administrator, Velocity Logic. New offers go live on the 1st of every month. Stores will receive offers by the 15th of the month prior for testing, stocking product, etc.



Billing, Statements, & Reports

- The monthly program fee will show on the Daily Adjustment Report on the 8th of the month.
- Fuel credits, Clark $, and merchandise discounts will be credited on the ***Save Every Mile*** Earnings Statement on the 15th of the month.
- Earnings are shown as an adjustment on the Settlement Report.

Costs

FREE! Clark has made substantial investments in the ***Save Every Mile*** App development, program administration, and provides the ***Save Every Mile*** POP kit free of charge.

Clark reimburses for:

- Any gas discount over 3¢ per gallon
- All Clark Crown Dollars spent inside the store
- Any discounted price product offering

Marketer/Dealer pays:

- Minimum monthly fee per location to participate
- Everyday 3¢ per gallon fuel price rollback
- Tech visit to load ***Save Every Mile*** onto POS
- 2D scanner
- Loyalty Module installed (only for Passport stores)

Save Every Mile Loyalty Enrollment

STORE	MARKETER	DBA	ADDRESS	CITY	STATE	ZIP	CONTACT	PHONE	EMAIL

Please send completed form to Client Services at **Clientservices@clarkbrands.com**

Save Every Mile Loyalty Program

Manager/Operator Responsibilities

STORE MANAGER/OPERATOR RESPONSIBILITIES

- ☑ Setting up the program at the store
- ☑ Downloading the app on your phone
- ☑ Training your employees
- ☑ Ongoing monthly maintenance
- ☑ Submit Employee Training Checklist to earn bonus points
- ☑ Ensure tech tests loyalty transactions inside and at the dispenser after installation

Setting up *Save Every Mile* Loyalty Program

See TAB 8 – POS for complete details.

1. Ensure POS is up-to-date.
2. Load *Save Every Mile* Loyalty Program software.
3. Test that Loyalty transactions are working inside on the POS, the pinpad, and outside at the pumps.
4. Display provided POP components throughout your store.

Ongoing Monthly Responsibilities

1. Review *Save Every Mile* monthly offers (received from Clark Crown Client Services via email on the 15th of the month prior)and share with staff.
2. Order inventory as needed.
3. Set up UPC codes.
4. Test that Loyalty offers are working inside on the POS, the pinpad, and outside at the pumps.
5. Maintain an in store *Save Every Mile* training program for new and existing employees.
6. Contact Clark Crown Client Services team with questions or concerns at **877-462-5275.**

For technical support, visit
bit.ly/SEMLoyaltyTechSupport or call your Verifone or Passport Help desk.

Save Every Mile Loyalty Program

Employee Training

EMPLOYEE TRAINING

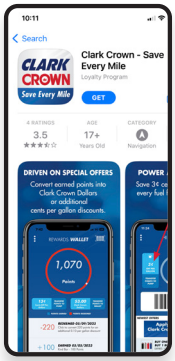
To successfully train your employees, you have to understand the program yourself.

1. Download the *Save Every Mile* App and use it
2. Review training materials
3. Navigate through the app for hands on experience and take advantage of the introductory offers for training clarity
4. Follow the *Save Every Mile* Training Program Checklist

The Guide is organized into sections that outline the loyalty program, explain app functionality, and detail the earning, transferring, and conversion of points into CPG for fuel discounts or Clark Crown dollars. It includes POS instructions for processing loyalty sales.

The ***Save Every Mile*** Training Program Checklist offers a systematic training approach. Follow the guide, ensuring employee comprehension of all program aspects. After reviewing each section and confirming understanding, have the employee initial the covered details. Two weeks post-training, assess their grasp of the program. Email the completed and initialed checklist to bnolan@clarkbrands.com.

SCAN CODE TO GET APP



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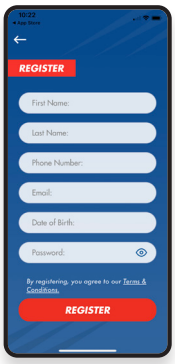

Create Account
Enter information and create a password.

Training Bonus

Trainers and trained store employees will receive the following rewards for successfully completing the Save Every Mile training program:

Trainer Reward = 1,000 Save Every Mile Points per trained employee
Employee Reward = 500 Save Every Mile Points once

*Limited to one phone number or email per trained employee. Other conditions apply to receive awarded points.

Talk it Up!

Be sure to promote the program enthusiastically! If you can get employees excited about ***Save Every Mile***, they'll be more engaged and helpful when assisting customers.

"Do you understand the benefits of the program? It's great for driving more traffic to our store and increasing sales."

"Have you downloaded the *Save Every Mile* app? Let's do it together now. I did it myself and it really helped me understand the program."

"What's the Introductory Offer?"

"How much can the customer save at the pump?"

"Do you know how Clark Crown Dollars work?"

"Are points stackable? How does that work?"

"Points can be transferred to savings at the pump or Clark Crown Dollars. How does the customer transfer points?"

"Who should you call if you need help?"

Hold an Event!

Get employees engaged and customers enrolled to help make the program a success at your store.

IDEA

ENROLLMENT EXTRAVAGANZA

- **Choose a week that works for you.**
- **Assign 2 or 3 employees to participate.**
- **Have them walk the pumps during high-traffic times to 'sell' program to customers.**
- **Incentivize cashier to get customers in the store enrolled.**
- **Reward employee for each customer that downloads the app!**

Troubleshooting

Customer did not receive points	From the home page of the app, the customer should tap three-dot drop down menu, go to contacts, complete the inquiry and submit. The Third Party App administrator will respond and address the missing points issue.
App not working properly	Contact the Client Service Team at **877-462-5275** for assistance.
The price isn't rolling back at the pump	Review the gift card loading program in your POS system. Or contact your local tech for hardware or software issues.
Didn't receive Monthly Offers	Contact the Clark Crown client services team at **877-462-5275**

Save Every Mile Training Program Checklist

TRAINER NAME: _____	EMPLOYEE NAME: _____
SIGNATURE: _____	SIGNATURE: _____
CELL PHONE #: _____	CELL PHONE #: _____

STORE MANAGER: _____ TRAINING START DATE: _____

TO EARN YOUR BONUS TRAINING POINTS:
Ensure that each Program Detail has been reviewed, and all boxes and initials completed.
Email completed form to **bnolan@clarkbrands.com**

PROGRAM DETAILS	DATE COMPLETED	TRAINER INITIALS	EMPLOYEE INTITIALS	TWO-WEEK CHECK IN COMPLETE
Program Overview				
Program Benefits				
Downloading the App				
Customer Enrollment				
Navigating the App				
Introductory Offer at the Pump				
Ongoing Cents off at the Pump				
Introductory Offer in the Store				
Earning Points in the Store				
Transferring Points in the App				
Monthly Offers				
Redeeming Cents off at the Pump				
Ringing Purchase in the Store Using Points				
POS Testing				
POP at the Site				

Save Every Mile Training Program Checklist

TRAINER NAME: _____	EMPLOYEE NAME: _____
SIGNATURE: _____	SIGNATURE: _____
CELL PHONE #: _____	CELL PHONE #: _____

STORE MANAGER: _____ TRAINING START DATE: _____

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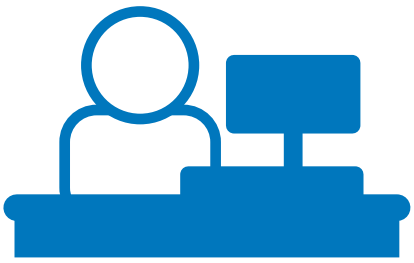
Program Benefits				
Downloading the App				
Customer Enrollment				
Navigating the App				
Introductory Offer at the Pump				
Ongoing Cents off at the Pump				
Introductory Offer in the Store				
Earning Points in the Store				
Transferring Points in the App				
Monthly Offers				
Redeeming Cents off at the Pump				
Ringing Purchase in the Store Using Points				
POS Testing				
POP at the Site				

Save Every Mile Loyalty Program

Cashier Instructions



CASHIER STEPS FOR SUCCESS

The ***Save Every Mile*** program is now live at your store! Be sure you understand how the program works, and what your responsibilities are. Keep the ***Save Every Mile*** Loyalty Program Quick Reference Guide provided near the register for easy access.

SCAN CODE TO GET APP

1 Download the *Save Every Mile* App

All employees should download the app. By installing and navigating through the ***Save Every Mile*** app, you'll have hands-on experience that will help you answer customer questions. Download it now!

2 Review This Binder

Complete details on the ***Save Every Mile*** Loyalty Program are included in this binder for your convenience. Please review each section.

3 Test POS

Confirm that the loyalty function is working outside at the pump and inside at the POS.

4 Confirm Monthly Offers

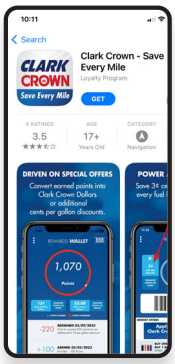
Check that the Monthly Offers are automatically uploaded to your app every month.

5 Understand Redeeming Process

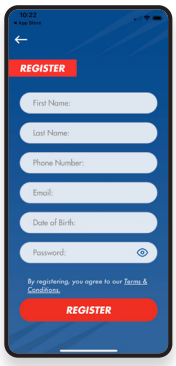
Walk through "How to Redeem Savings at the Pump" and "How to Redeem Points in the Store" on the following page. Instructions are also included on the laminated Quick Reference Guide.

6 Talk it Up!

You can help make ***Save Every Mile*** a success at your store. See right for more tips.



Get App
Scan or download to install.



Create Account
Enter information and create a password.

Talking Tips!

- ☑ Chat up customers shopping in the store
- ☑ Ask if they've enrolled in the loyalty program
- ☑ Show them how to download the app
- ☑ Tell them about the great savings and offers
- ☑ Both at the pump and in the store!

How to Redeem Savings at the Pump

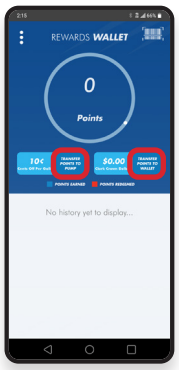
1. Select '***Save Every Mile***' or loyalty prompt.
2. Enter loyalty number or ALT ID (phone number).
3. Choose payment method.
4. Price rolls back.
5. Then fuel!

Maximum 20 gallons per visit

Tips!

If the pump price does not rollback, check that the customer remembered to transfer their Clark Crown points to pump. Make sure the customer did not make an error when entering their phone number.

Home Page



Rewards Wallet

How to Redeem Points in the Store (Clark Crown Dollars)

CUSTOMER STEPS

1. Choose 110 or 220 Clark Crown Dollars to redeem.

CASHIER STEPS

1. Ring up items being purchased.
2. Ask customer to open their ***Save Every Mile*** app.
3. Scan bar code on the Home Page.
4. If the bar code does not work, have the customer enter their ALT ID (phone number) in the pin pad.
5. Total due is reduced.
6. Complete transaction as usual.

Clark Crown Dollars may not be applied to the purchase of alcoholic beverages, tobacco and nicotine products, lottery tickets and cards, video gambling machine services, and financial products including gift cards and phone cards.

Tips!

If the customer does not see their Clark Crown points, ask if they remembered to transfer points to the wallet. If the bar code doesn't scan, have the customer enter their phone number in the pin pad.

Tips!

If the customer asks how to transfer points, have them open their app. Show them they can transfer points to the pump or to the wallet from the Home page or from the Wallet page.

Save Every Mile Loyalty Program

POS Instructions

SMOOTH IMPLEMENTATION

Now that your store is participating in the Save Every Mile Loyalty Program, you'll want it to run smoothly. Clark Crown recommends that all locations keep their POS software up-to-date to ensure successful software loading. After installing the loyalty program, have your technician test loyalty transactions at the POS and pinpad, as well as at each dispenser. Please report any issues promptly to Client Services at 877-462-5275.

Minimum Software for Loyalty

- **Gilbarco Passport Version 10 or higher, with the loyalty module activated**
- **Verifone POS Commander Base 51.42 – recommended Base 53 or higher**

It is highly recommended that stores upgrade to the latest software during a tech visit. Although older software can support the ***Save Every Mile*** program, newer software includes patches and fixes that enhance technology, speed, and accuracy. It resolves issues with card readers and introduces new features for in-store use, such as age verification, as well as contactless payment solutions at the forecourt.

2D Scanners

For inside offers, a 2D Scanner is required.
Scanners can be purchased through Techquidation.
Please call 678-213-4094.

Equipment Required!
Working 2D Scanner

Alternate Loyalty Programs

In addition to the Save Every Mile Loyalty Program, your store's POS system can be programmed to support multiple loyalty programs, including Skupos and other proprietary programs. You will need a unique PCAT number for your system to identify which loyalty program is being installed.

Key Information

For Gilbarco and Verifone Loyalty Set Up

- Loyalty Provider Name "***Save Every Mile***"
- Loyalty Provide Type: **General**
- Store Identifier-
  30- ####= Clark Store Number
  (EX. 30-4701)

Velocity Logic (Loyalty Host)

- IP Address: **208.112.64.157**

Destination Port Number per POS Type

- Verifone Port: **10200**
- Gilbarco Passport Port: **10210**
- Gilbarco Passport Port: **10211** - (If a TLS is required)

IP Source Address for All POS

- Verifone: **192.168.40.250**
- Gilbarco Passport: **10.5.50.2**

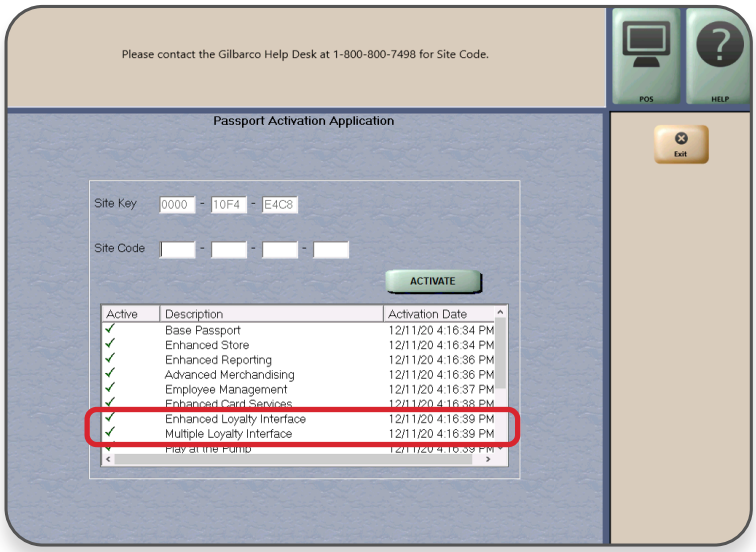
Help Center

- ***Save Every Mile*** POS loading instructions can be found on the Help Center at bit.ly/SEMPOSInstructions
- For assistance, call Clark Crown Client Services at 877-462-5275.

Gilbarco Loyalty Module

All Gilbarco Passport locations require the Mobile Loyalty Suite to be present or installed to accept loyalty transactions on the Gilbarco Passport.

- In the manager workstation: Set up -> Feature Activation:
  (All activated modules will be displayed with a green check mark to indicate active.)
- If the loyalty Module is included, there will a be a green check mark next to "Enhanced Loyalty Interface" and Multiple Loyalty Interface as indicated by the red box to the right.



If you do not have the Mobile Loyalty Bundle installed in your Passport, reach out to your Gilbarco Distributor for the purchase of the Loyalty Bundle.

Once the purchase of the Mobile Loyalty Bundle is completed, contact the Gilbarco Help Desk – 800-800-7498 for your Passports Site Code. Once you have received your Site Code, the code must be entered into your Passport POS to enable the loyalty function.

- To Enter the Site Code – Managers Workstation: Set Up> Feature Activation> Enter Code> Activate. Proceed with "Save Every Mile" Loyalty installation.

PLU Instructions for Gilbarco and Verifone POS

Gilbarco Passport – Creating/ Modifying PLU/ UPC

1. In CWS (Cashier Workstation)
   Click Tools > Search by clicking More
2. Managers Workstation
3. Pricing > Item
4. Click Add
5. General Tab, input the following:
   - PLU/UPC
   - Description of item
   - Department assigned.
   - "This item sells for ___per unit."
6. Scan Codes Tab
   - PLU/UPS should already be entered > Click Add
7. Options Tab > Confirm following are checked
   - Active for Sale
   - Quantity Allowed
   - Allow Refunds
   - Network Product Code = 400

Verifone Ruby CI – Creating/Modifying PLU/UPC

1. Click CSR Function (bottom right)
2. Configuration Manager > Log In
3. Store Operations > PLUs
4. Click Add button, input following:
   - PLU (Scan item)
   - Description
   - Price
   - Department
   - Product Code
5. Click Save on top right.

Prior to calling, please have handy:
- Store GVR # for Passport
- ASM # for Verifone
- Location address
- Store phone number

KEY SUPPORT CONTACT INFO

Gilbarco Help Desk
800-800-7498
Press 1 for POS Help

Gilbarco Help Deck PSO – Contract Services
866-606-8969

Verifone Help Desk
800-837-4366 – Press Option 1 then Option 1 and provide Service Id Number

Verifone Help Desk – ASM
800-837-4366 Press Option 1, Option 2, Select 5

Firewall Communication Issues/PDI (Formerly Echo Sat)
- 800-371-1118 Ext. 2 for installation assistance or trouble shooting loyalty equipment
- 800-317-1118 Ext. 3 for loyalty program support
- Have your ES # ready

Clark Crown Client Services
877-462-5275

Mobile App or Point Questions
saveeverymile@velocitylogicgroup.com

Techquidation 2D Scanners
678-213-4094

Barb Nolan
Director POS & Products, Clark Brands
bnolan@clarkbrands.com
630-940-7003

General *Save Every Mile* Questions
877-462-5275

Customer Loyalty Questions
Direct them to "Contact" in the ***Save Every Mile*** App

Clark Crown Credit Card Transaction/Communication and Settlement Questions
877-462-5275

Clark Crown Help Center
go.clarkbrands.com/helpcenter

Save Every Mile Loyalty Program

Program Support

KEY SUPPORT CONTACT INFO

Prior to calling, please have handy:

- Store GVR # for Passport
- PSO # for Verifone
- Location address
- Store phone number

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Save Every Mile Loyalty Program

POP

COMPLIMENTARY POP

Your store has received a POP kit containing various components to help promote the Save Every Mile Loyalty Program. This kit includes a range of marketing and support pieces that you can place in locations you think are most effective for promotion.

Please ensure that all components are displayed correctly and maintained properly.

ForeCourt Marketing
- 4 Pump Topper Frames
- 8 Pump Toppers
- 8 Dispenser Decals, 2 Versions
- 4 Dispenser Decals with Introductory Offer
- Hose Squawkers
- 2 Bollard Sleeves

Building Marketing
- 2 Large Door Signs
- 4 Smaller Window Signs

Inside Support
- 1 Job Aid
- 1 Ad Slick
- 1 Loyalty Program Benefits Outline
- 1 Acrylic Holder with Program Take One's
- 1 Counter Mat
- 1 POP Placement Planogram

For additional components, replacements components or other questions, visit **go.clarkbrands.com/helpcenter** or call or email Clark Crown Client Services at 877-462-5275.

Save Every Mile Loyalty Program

Q and A

Q. What is included in the *Save Every Mile* Clark Crown Loyalty Program?

A. The ***Save Every Mile*** Program includes the following:

- ***Save Every Mile*** App - Designed for locations to generate more traffic inside the store by rewarding customers points for making designated ***Save Every Mile*** purchase that can be transferred for cents off per gallon or converted to Clark Dollars to be applied towards inside payment of goods.
- A consumer introductory offer subsidized by Clark brands to generate repeat business.
- Every Day $0.03 rollback at the pump for participating consumers.
- ***Save Every Mile*** Training Tools

Q. How much does the program cost to participate?

A. There is a low monthly fee for participation as well as the $0.03 per gallon consumer rollback, plus the cost of a tech visit to load loyalty on your POS as well as the cost of a 2D scanner.

If you have a passport location, you may need to purchase the Gilbarco loyalty module as well. See our Help Center at www.clarkbrands.com for instructions on assessing the loyalty module status.

Q. When will I get billed my monthly *Save Every Mile* Participation fee?

A. Monthly program fee is billed on the 8th of the following month as an adjustment on the Daily Adjustment report. Example, If enrollment is 2/17, billing starts 3/8 for the previous month.

Q. How do I enroll in the *Save Every Mile* Loyalty Program?

A. New Clark Crown stores will check loyalty enrollment on the Exhibit C under Clark Programs. Existing locations can contact their Regional Sales Manager or call Clark Crown Client Services team at 877-462-5275 and provide Store #, Dealer Name, Phone, and Email Address. Enrollment will be completed within 24 hours.

Q. What does Clark pay for with the *Save Every Mile* Loyalty program?

A. Development of the *Save Every Mile* App and the monthly administrative cost of the program.

i. *Save Every Mile* POP Kit and shipping cost.

ii. Reimburses the site for any price rollback at the pump over $0.03.

iii. Comprehensive training materials and bonus incentive training points for employees.

iv. Reimbursement of any Clark Crown Dollars used towards in-store purchases.

v. Reimbursement for any discounted merchandise featured in *Save Every Mile* offers.

Q. Does our current software version impact the ability to accept loyalty transactions?

A. Yes. Passport locations require a minimum of Version 10. Verifone POS systems were not set up to accept loyalty transactions until Base 51. However, we recommend you upgrade your POS system to the latest software available. You should contact your Verifone or Passport tech for that information.

Q. How do I program my register to accept loyalty?

A. The ***Save Every Mile*** program must be loaded onto your POS type.

Instructions for a Verifone POS as well as a Passport can be found at www.clarkbrands.com under the Help Center for loyalty. These instructions have been tested and the ***Save Every Mile*** loyalty program is running in the Clark Lab. However, we strongly recommend that you contact your Verifone or Passport tech for assistance.

Q. Do I need to have a scanner with my register to be a part of the loyalty program?

A. Yes, a 2D scanner must be used to scan ***Save Every Mile*** offers for consumer point redemption. We recommend using www.techquidation.com for scanner equipment.

Q. If I currently have proprietary loyalty programs running at my site, can I still participate in *Save Every Mile* Loyalty Programs?

A. Absolutely! Your POS is designed to accept multiple loyalty programs. When loading the ***Save Every Mile*** Program on your POS, you will need to use another PCAT that is not being used for your current loyalty program such as Skupos.

Q. How do I order POP to promote the *Save Every Mile* Loyalty Program?

A. Once your location is enrolled in the ***Save Every Mile*** Program, that location will receive a POP kit. If you need additional POP, contact the Clark Crown Client Service team at 877-462-5275 and advise them of your additional needs.

Q. How will I find out about the upcoming *Save Every Mile* promotion and merchandise discounts?

A. An email with the attached ***Save Every Mile*** promotions will be sent on the 15th of the prior month featuring upcoming promotions and discounts. Or contact Clark Crown Client Service 877-462-5275.

Q. How do I set up the correct UPC codes for promotions?

A. Instructions for setting up UPC codes are in the POS Instructions section of this guide. You can also contact your Verifone or Passport Help Desk.
Verifone: 800-837-4366, Opt 1, Opt 1, Provide Service ID
Gilbarco: 800-800-7498, Opt 1

Q. What if my dispensers are not showing the price rollback?

A. It is possible a step was missed or not saved when downloading the loyalty rollback to the forecourt. You should review the loading instructions or call your tech to correct this.

Q. What if the customer does not receive their points after making a *Save Every Mile* Purchase?

A. Have the customer go to the contact page on the App and submit a request for points.

Q. What if my POS is not registering points when a consumer makes a *Save Every Mile* purchase.

A. Check to ensure that you have the correct product UPC codes entered for the ***Save Every Mile*** product. If so, contact the Client Service Team at Clark Brands at 877-462-5275 for assistance.

Q. How will I get reimbursed for my *Save Every Mile* transaction over $0.03 from Clark?

A. Clark Crown will issue you a ***Save Every Mile*** earnings statement and an adjustment on the settlement report or debits will follow on the 15th for the previous month's earnings.

Q. What should I do to make sure loyalty has been loaded on the POS?

A. Ensure your tech tests loyalty transactions inside and price roll back at each dispenser.

Q. What if the barcode on the homepage of the App is not scanning?

A. The cashier should request the customer's Alt ID to enter on the POS or prompt the customer to use the pin pad to enter their phone number.