



Clark Crown Gift Cards

Instruction Manual
for the Verifone C18 & Ruby CI

Gift Card Setup Manual



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Gift Card Support Information



Key Support Phone Numbers

Prior to calling the Verifone Help Desk for support, have the ASM # readily available.

- **Verifone Help Desk - Tech Support:** (800) 837-4366 (Opt,1, Opt. 1. Opt. 1)
- **Verifone Help Desk - ASM:** (800) 837-4366 (Opt. 2. Opt. 5)
- **Clark Crown Client Services:** 877-GO-CLARK

Key Information

- Manual entry is no longer allowed for the Verifone.
- In the event of an issue with a gift card, Clark Crown Client Services can assist with getting a new card.
- You must sign out of Configuration Manager and the Sales register in order for changes to take place.
- Gift card cannot be redeemed for cash or other gift cards and they cannot be used for the purchase of lottery tickets.

Before You Start...

Gift Card Orientation



Getting Started

To load Clark Crown gift cards on a Verifone POS, follow these four setup steps:

1. Department Configuration

- Create separate departments for:
 - Activating gift cards
 - Reloading gift cards
- Name each department clearly for accurate reporting

2. Sales Configuration

- Ensure sales configuration aligns with the new gift card departments

3. Button/Soft Key Assignment

- Setup separate buttons or soft keys for:
 - Loading a gift card
 - Reloading a gift card
- Assign a department number that is not in use

4. Finalize Setup

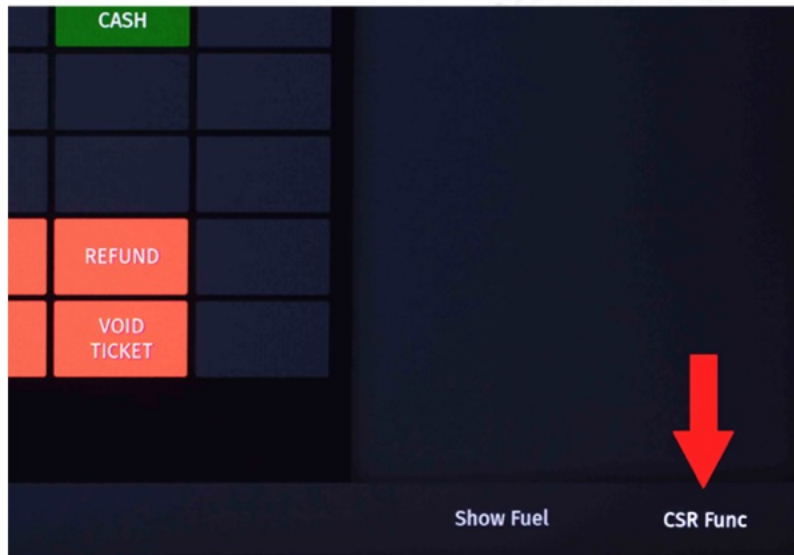
- Once configuration is complete, log out of Configuration Manager and Sales
- Log back in to apply the changes

Testing

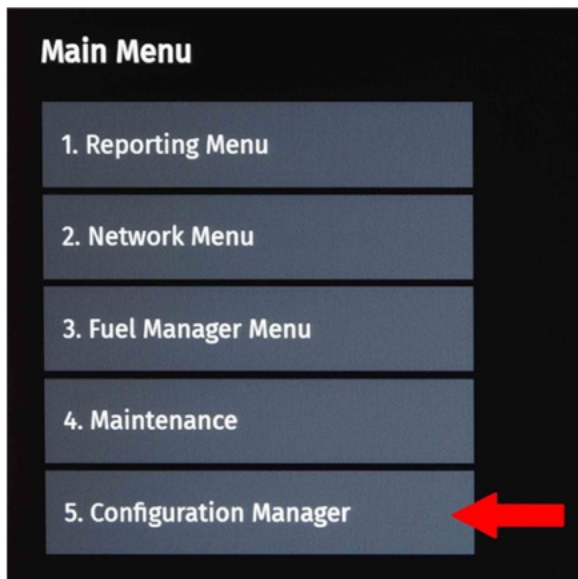
- Test a gift card transaction inside at the POS
- Test a gift card transaction at the pump
- Test a reload transaction

Gift Card Programming for Verifone

Accessing Configuration Settings



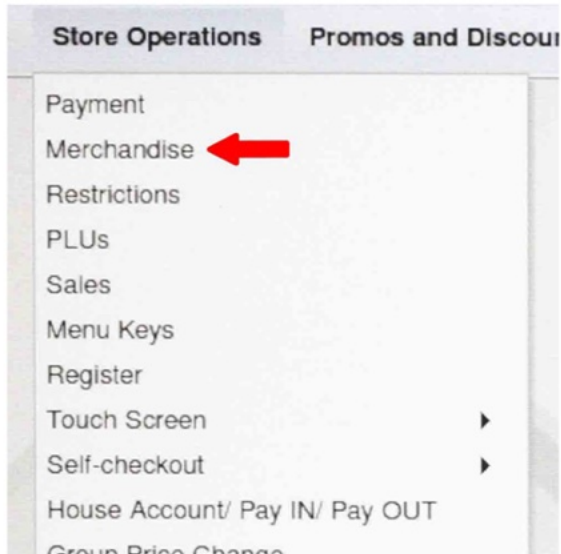
1. Navigate to the **Main Menu** by clicking **CSR Func** located at the bottom of the screen.



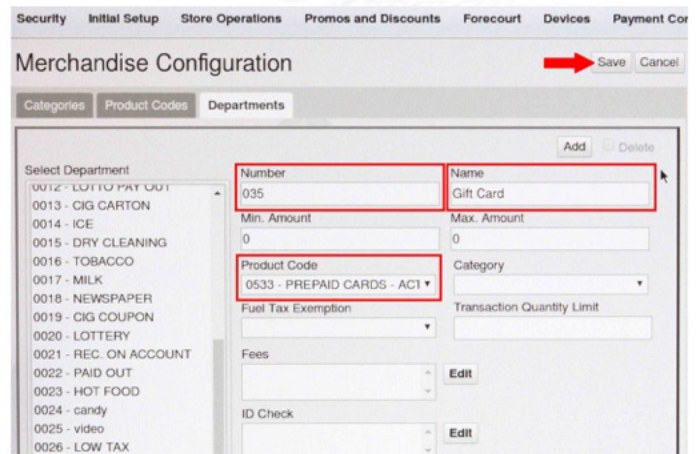
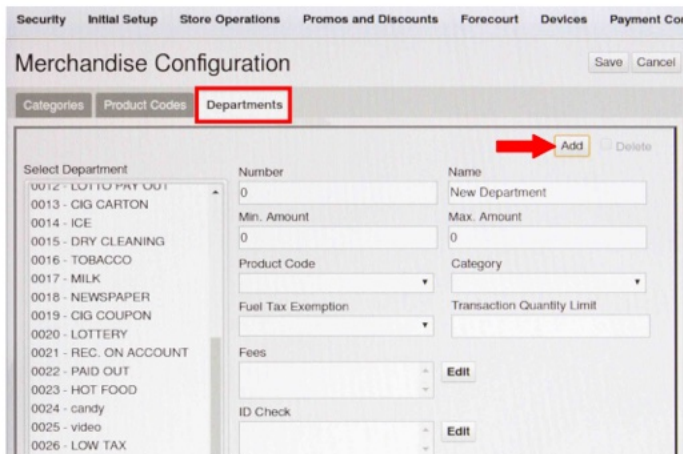
2. Click on **Configuration Manager**. From the sign in screen, log in as a manager.

Gift Card Programming for Verifone

Department Configuration



1. Click on **Store Operations** located at the top of the screen. From the drop down menu, select **Merchandise**.



2. The **Merchandise Configuration** menu should now be open. Select the **Departments** tab and then click **Add**.

Enter in the values for the Number, Name, and Product Code fields.

Number: Enter a department number that is not being used.

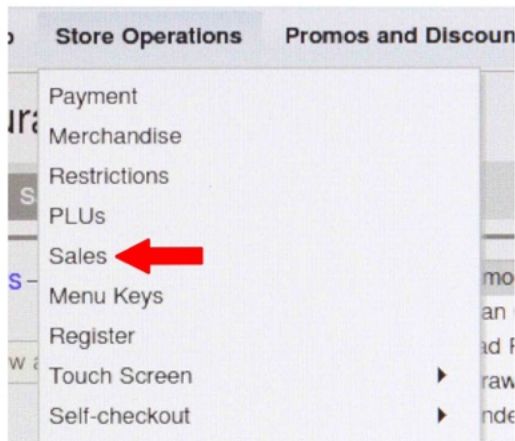
Name: Gift Card

Product Code: 0533

When you finish, click **Save**.

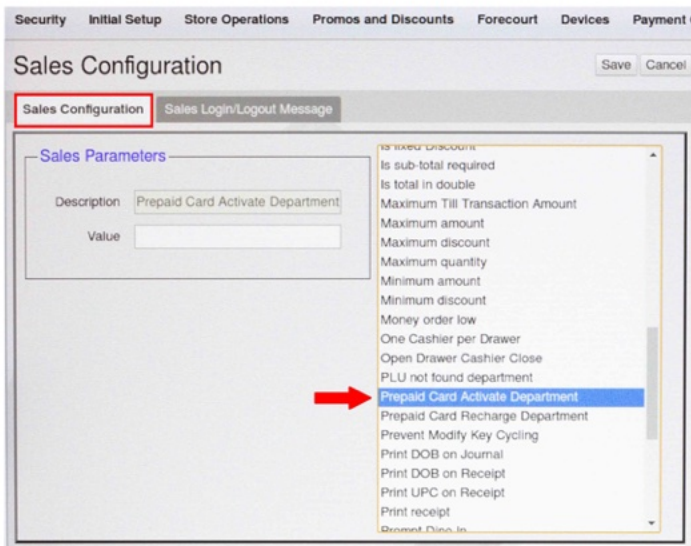
Gift Card Programming for Verifone

Sales Configuration

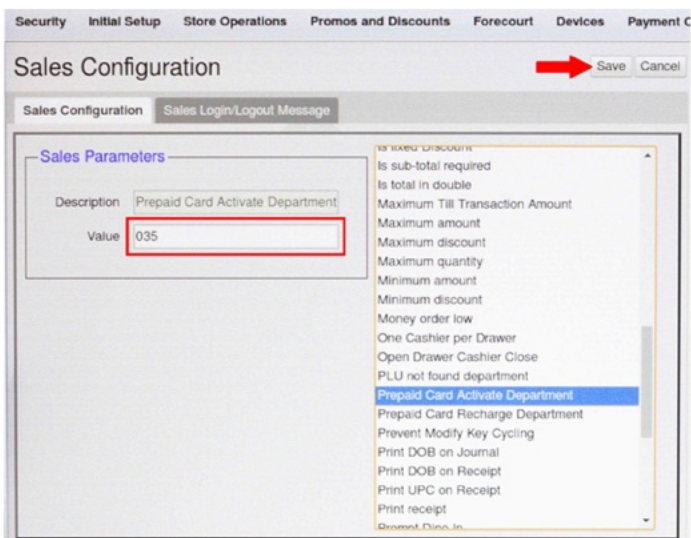


1. After the new department is saved, click on **Store Operations** again.

From the drop down menu select **Sales**.



2. In the Sales Configuration Menu, find and click on **Prepaid Card Activate Department**.



3. Enter the department number you set up for the Gift Card department in the previous steps.

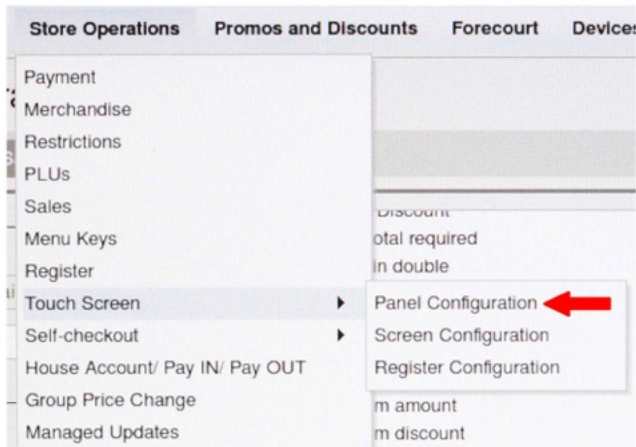
Repeat Steps 8 and 9 for **Prepaid Card Recharge Department**. Use the same number as you did for Prepaid Card Activate Department.

Click **Save**.

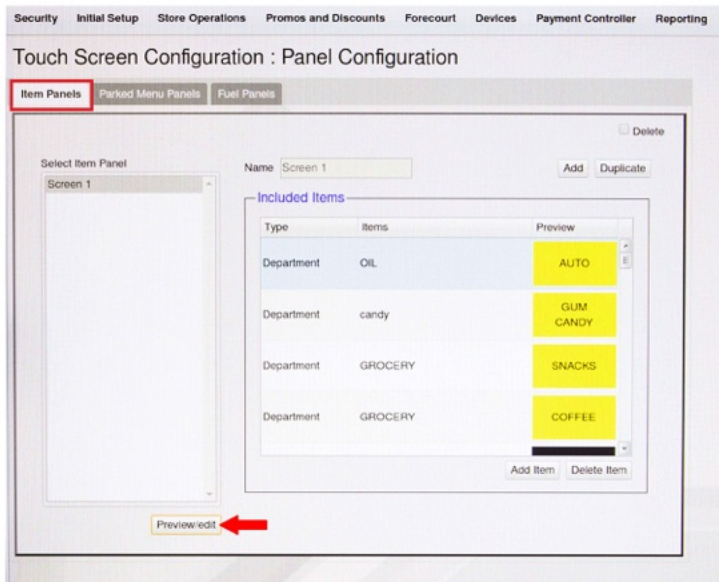
Gift Card Programming for Verifone



Adding Gift Card Options to the Touch Screen



1. Click on **Store Operations** located at the top of the screen. From the drop down menu select **Touch Screen** and then **Panel Configuration**.



2. While in the **Item Panels** tab, click on **Preview/Edit**



3. From the **Preview Menu**, click on an empty space to add a new item.

Gift Card Programming for Verifone

Adding Gift Card Options to the Touch Screen



Item Properties

Item Type: Function

Function: Not Used

Line 1:

Line 2:

Background Color: #30323A

Label Color: #FFFFFF

Inactive: ☐

Apply Cancel

Item Properties

Item Type: Function

Function: Gift Card Activate

Line 1: Approve Fuel

Line 2: AutoGen POP Code

Background Color:

Label Color:

Inactive:

Fill Up

Fuel

Fuel Discount

Fuel Prepay

Fuel Preset

Fuel Tax Addition

Fuel Tax Exemption

Fuel Ticket Print

Fueling Point Move

Get Order

Gift Card Activate

Item Properties

Item Type: Function

Function: Gift Card Activate

Line 1: Gift

Line 2: Card Act

Background Color: #FF0000

Label Color: #000000

Inactive: ☐

Gift Card Act

Apply Cancel

4. Click on **Function**. From the Function dropdown, select **Gift Card Activate**. You can customize the background color and label color. Once you have chosen your desired settings, click **Apply**.

Item Properties

Item Type: Function

Function: Not Used

Line 1:

Line 2:

Background Color: #30323A

Label Color: #FFFFFF

Inactive: ☐

Apply Cancel

Item Properties

Item Type: Function

Function: Gift Card Recharge

Line 1: AutoGen POP Code

Line 2: Choose Pinpad

Background Color:

Label Color:

Inactive:

Fill Up

Fuel

Fuel Discount

Fuel Prepay

Fuel Preset

Fuel Tax Addition

Fuel Tax Exemption

Fuel Ticket Print

Fueling Point Move

Get Order

Gift Card Activate

Gift Card Recharge

Item Properties

Item Type: Function

Function: Gift Card Recharge

Line 1: Gift

Line 2: Card Rec

Background Color: #FFFF00

Label Color: #000000

Inactive: ☐

Gift Card Rec

Apply Cancel

5. Repeat the same actions for the **Gift Card Recharge** function.

Gift Card Programming for Verifone

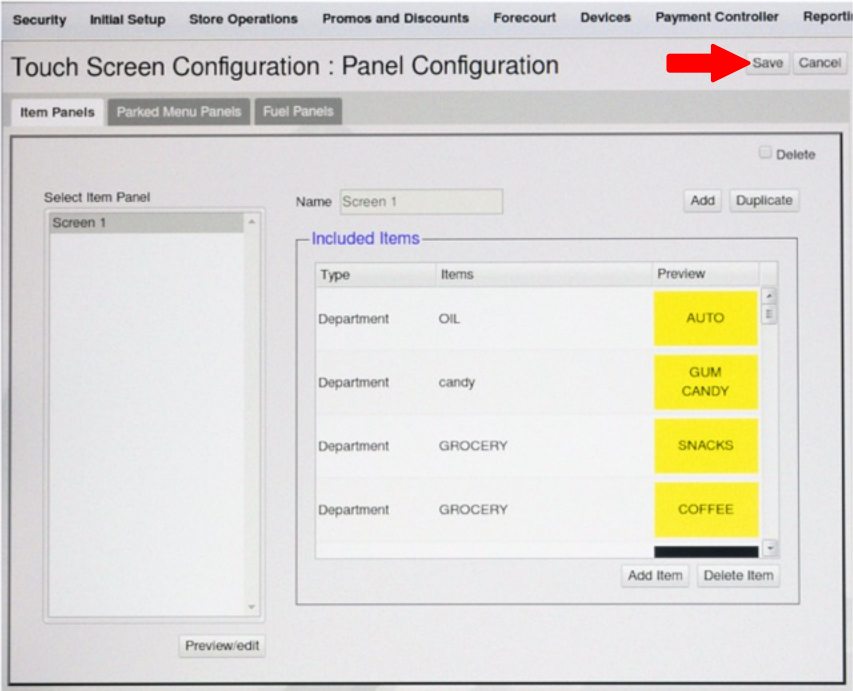


Adding Gift Card Options to the Touch Screen



6. In the preview, you should see both of the items you just added.

Click on **Close**.



7. Before exiting, click **Save**.

Gift Card Programming for Verifone

Perform the Table Load



Main Menu	
1. Reporting Menu	
2. Network Menu	←
3. Fuel Manager Menu	
4. Maintenance	
5. Configuration Manager	

Network Menu	
1. Pre-Authorization	
2. Card Balance Inquiry	
3. EPS Network Functions	←
4. EPS Network Reports	
5. EPS Secure Reports	
6. Dealer Configuration	
7. Update Pop Card List	
8. Diagnostic Check Host Status	

EPS Network Functions	
1. EPS Configuration	
2. Port Configuration Report	
3. Perform Table Load	←
4. POP Configuration	
5. Cashback Configuration	
6. Signature Capture Configurati...	
7. Fallback Configuration	
8. Other Configuration	

1. After adding the Gift Card Activation and Gift Card Recharge buttons, you will need to perform a table load.

At the **Main Menu**, select **Network Menu**, then **EPS Network Functions**, and finally **Perform Table Load**.

2. Once all the steps have been completed, **Log Out** of **Manager Configuration** and out of **Sales**.

Log back into **Sales** to see the changes.

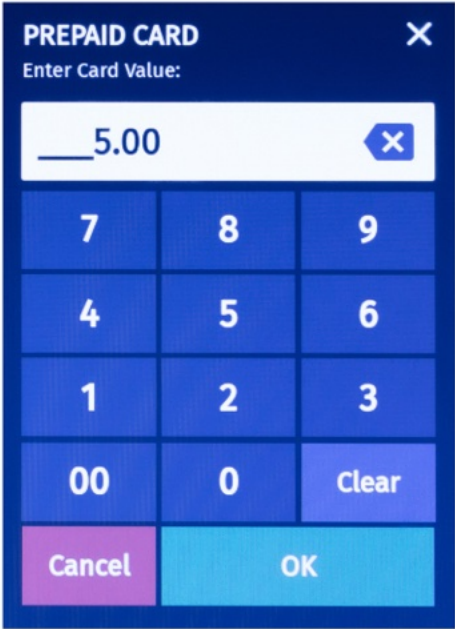
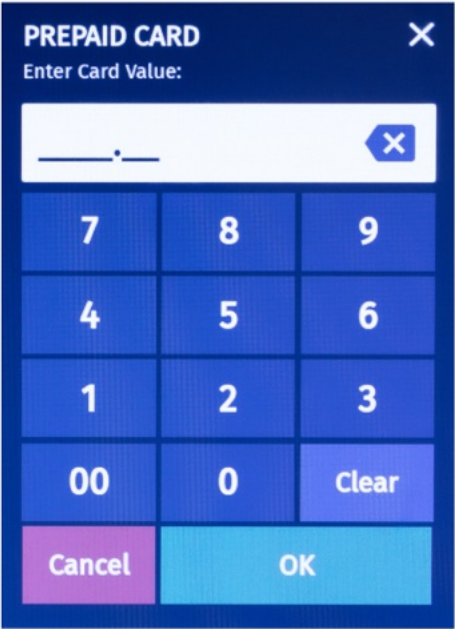
Clark Crown Gift Cards for Verifone



How to Load a Gift Card



1. From the main Sales screen, select **Gift Card Act**.

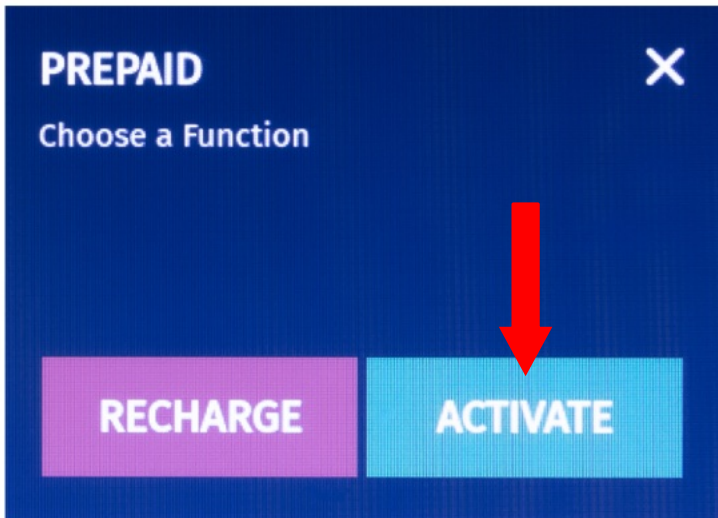


2. When prompted, enter the desired amount for the Gift Card.

Clark Crown Gift Cards for Verifone



How to Load a Gift Card



3. Choose the **ACTIVATE** option.



4. After choosing ACTIVATE, select either **CASH** or **CREDIT**.



5. Before the customer can pay, a prompt for Loyalty will appear.

If the customer is apart of the Loyalty program, they can use their Loyalty Number by selecting **YES**.

If they are not apart of the program, select **NO**.

Clark Crown Gift Cards for Verifone



How to Load a Gift Card

A screenshot of a blue PINpad screen titled "CASH" with a close button (X) in the top right. Below the title is the instruction "Enter Amount". A white input field displays the number "500" with a blue back arrow and a close button (X) to its right. Below the input field is a numeric keypad with buttons for digits 7, 8, 9, 4, 5, 6, 1, 2, 3, 00, 0, and a "Clear" button. At the bottom are two large buttons: a pink "Cancel" button and a light blue "OK" button.

A screenshot of a blue PINpad screen titled "CREDIT" with a close button (X) in the top right. Below the title are the instructions "Ask customer to swipe /insert card" and "Follow PINpad instructions". At the bottom is a large pink button labeled "Cancel".

6. If you selected **CASH**, you will be asked to enter the amount of cash.

If you selected **CREDIT**, the customer will swipe their card using the PINpad.

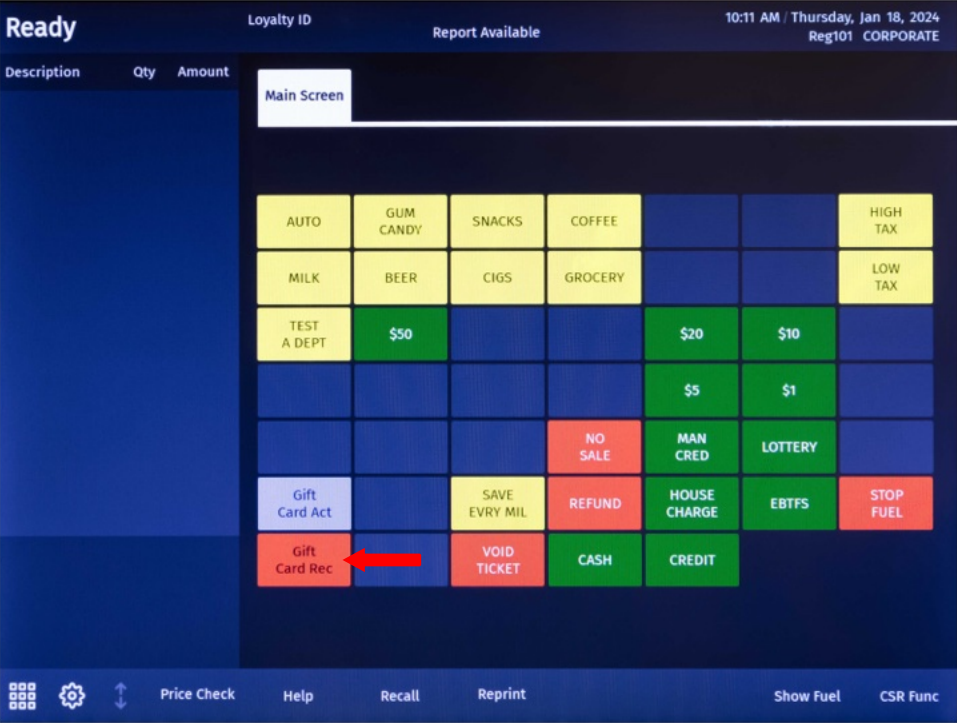
A screenshot of a blue PINpad screen titled "PREPAID" with a close button (X) in the top right. Below the title is the instruction "Ask customer to activate card".

7. Once payment is recieved, **ask the customer to activate the card** by swiping the Gift Card at the PINpad.

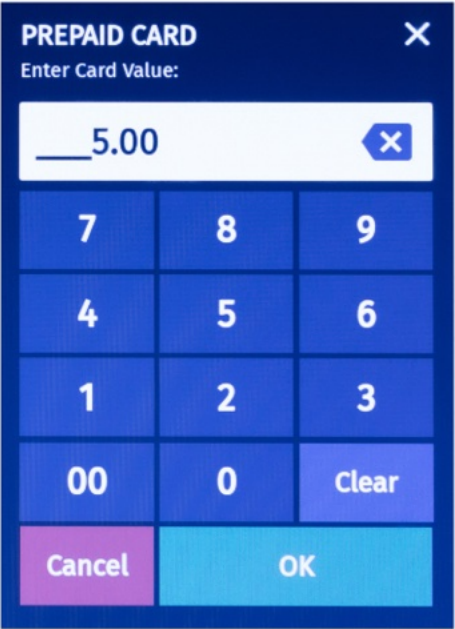
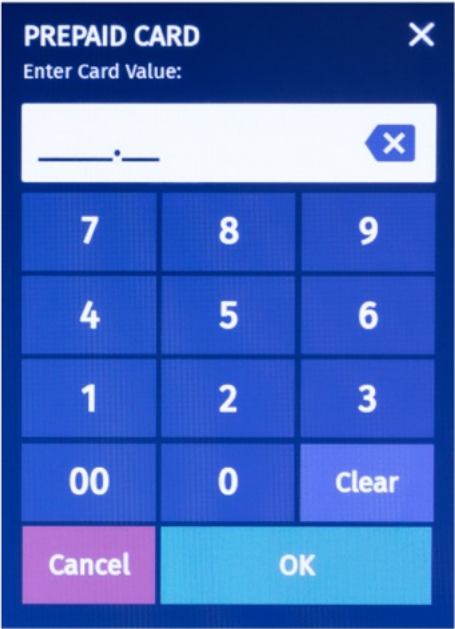
The Gift Card is now activated and ready to use.

Clark Crown Gift Cards for Verifone

How to Reload a Gift Card



1. From the main Sales screen, select **Gift Card Rec.**

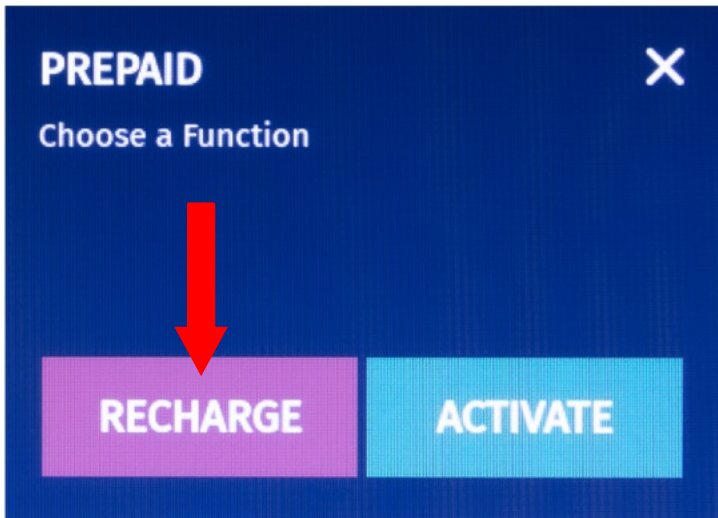


2. When prompted, enter the desired amount for the Gift Card.

Clark Crown Gift Cards for Verifone



How to Reload a Gift Card



3. Choose the **RECHARGE** option.



4. After choosing RECHARGE, select either **CASH** or **CREDIT**.



5. Before the customer can pay, a prompt for Loyalty will appear.

If the customer is apart of the Loyalty program, they can use their Loyalty Number by selecting **YES**.

If they are not apart of the program, select **NO**.

Clark Crown Gift Cards for Verifone



How to Reload a Gift Card

CASH ×
Enter Amount

500 ×

7 8 9
4 5 6
1 2 3
00 0 Clear

Cancel OK

CREDIT ×
Ask customer to swipe /insert card
Follow PINpad instructions

Cancel

6. If you selected **CASH**, you will be asked to enter the amount of cash.

If you selected **CREDIT**, the customer will swipe their card using the PINpad.

PREPAID
Ask customer to recharge card

7. Once payment is recieved, **ask the customer to recharge the card** by swiping the Gift Card at the PINpad.

The Gift Card is now recharged and ready to use.

Gift Card Receipts

Examples



CARD RECHARGED
01/11/24 10:00:00 AM
Register: 1 Op ID: 00
XXXXXXXXXXXXXXXX1500
Stored Value Card 1
INVOICE: 000000
Clark Lab XXXXXXXXX8000
750 Warrenville RD
Lisle IL

=====

Recharge Card
Sequence Number 29300
AUTH 001100
Card Balance \$0025.00

=====

Stored Value

Clark Lab
750 Warrenville Road
Lisle, IL 60532

01/11/24 10:59:17 AM
Register: 1 Trans #: 500 Op ID: 00
Your cashier: Area

GIFT CARD PURCHASE	\$5.00

Subtotal =	\$5.00
Tax =	\$0.00

Total =	\$5.00
Change Due =	\$0.00
Cash	\$5.00

Using a Gift Card at the Pump



1. At the pump, the customer will select **SAVE EVERY MILE** if they are apart of the Loyalty program.

If not, they will select **CREDIT/DEBIT**

Enter Loyalty Number

—

Press **ENTER/OK** when Done
Press **CANCEL** to Cancel

Enter Loyalty Number

9999999999_

Press **ENTER/OK** when Done
Press **CANCEL** to Cancel

2. If the customer is apart of the Loyalty program, they will be prompted to enter their Loyalty Number.

Using a Gift Card at the Pump



3. The customer can either pay at the pump or pay inside by selecting **YES** or **NO**.



4. If they select YES, the customer will be prompted to **insert or swipe the Gift Card**.

The customer can now pump gas.

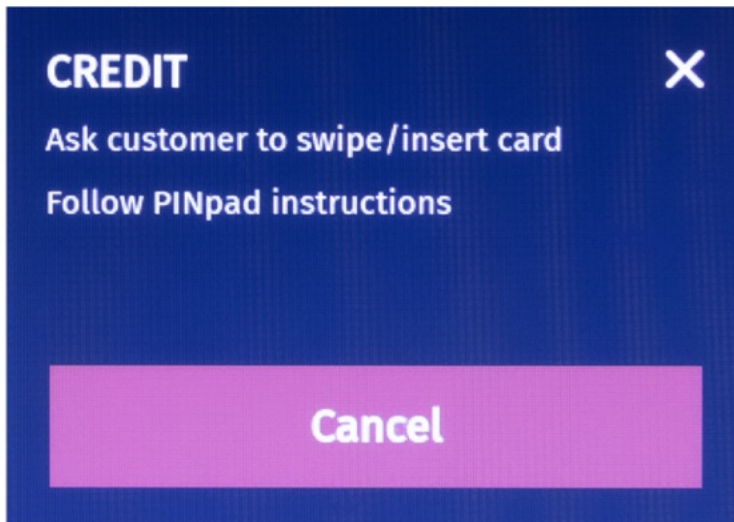
Using a Gift Card for Purchases



1. Begin by **scanning an item** or **selecting an option** from the Sales screen.

If you select an item, enter the amount of the purchase.

2. Once the item is on the ticket, selected **CREDIT** on the Sales screen.



3. The customer can now **swipe the Gift Card** to pay for the purchase.

On the receipt, the customer will have the ability to see the Gift Cards balance.



Clark Crown Gift Cards



Best Practices

- Be alert for customers that make purchases of several cards at once at maximum value.
- Ask for ID when a credit card is being used to purchase a gift card
- Do not allow any purchases of gift cards with other gift cards

Polices

- Not redeemable for cash, lottery, money orders, or gift cards.
- Cannot be used to pay balances on house accounts, third party fleet credit cards or any other payment methods.
- The gift card is intended for the purchase of products or services
- Lost or stolen gift cards will not be replaced

Voids/Refunds

Refunds are not allowed on gift cards. In the event of a refund needs to be processed, you can process your refund as normal on the register then recharge the gift card for the refund amount.

Speed Keys

- Needs to be completed prior to any gift card processing
- To program speed keys for gift card activations and recharges please refer to your POS manual or call the Gilbarco helpdesk for assistance 800-743-7501.

Faulty cards

- **Bad mag stripe**
- **card won't read when swiped Manual entry for the 19 digit card numbers if manual entry is turned on.**

In the event of an issue with a gift card and manual entry is turned off Clark Crown Client support can assist with getting a new card.

877-462-5275 EXT 9. Clientservices@clarkbrands.com