

BENEFITS AT A GLANCE

- Easily implement discount codes and coupons — improving customer loyalty
- Add merchandise and supplier promotions for increased sales opportunities
- Flexibility and wide range of options allow you to customize programs that best fit your customer base
- Promotions help increase revenue opportunities so you can stay ahead of your competition



Maximize Your Store's Marketing Potential

Point-of-Purchase (POP) Fuel Discount is a feature included in VeriFone's Ruby SuperSystem® and Topaz software that allows store operators to reward customers with discounts on fuel when they make a qualifying purchase. The POP Fuel Discount feature is easy to use, easy to track, and easy to control. Utilizing the extensive Sapphire browser features, you can maintain full control over discounts and analyze the best campaign for your market area and customer base needs. Discounts can be set up to be given automatically at time of fuel purchase or printed on a receipt as a coupon or POP code toward future fuel

purchases. Receipts offering merchandise coupons can also direct customers into your store toward specials they may miss using pay-at-the-pump.

Qualifying purchases can be anything: a product—such as coffee or a car wash; a payment method—such as cash or a specific card; or even if they are "in the club," with a special card you sponsor. You decide and control what actions qualify and how you want to reward your valued customers. And, you can change it at anytime to keep it fresh. With automatic discounts at the pump, you can lower fuel prices for your best customers without changing your street

price—your competitors won't know what hit them! Your customers will think they are getting a great deal and you will be getting a great deal more... better relationships, increased profits, and repeat customers!

POP Fuel Discount

Customer Reward Discounts

POP Fuel Discount

Features & Benefits

Discount Types and Sample Promotions

- Purchase defined quantity of a specific PLU — Purchase PLU #152 Super Car Wash and receive 2¢ discount per gallon of premium fuel
- Pay with a specific method of payment (cash, check, etc.) — Purchase fuel with cash and receive 3¢ discount per gallon (can be set to be immediate or towards a future purchase)
- Pay using a specific credit card type (MasterCard, VISA, American Express, Proprietary, etc.) — Purchase fuel with a MasterCard and receive 3¢ discount per gallon
- Minimum purchase amount (total dollars pre-tax) — Purchase at least \$25 in fuel and receive 5¢ discount per gallon
- Minimum purchase amount/ quantity volume (specific department) — Purchase 2 gallons of milk and receive 5¢ discount per gallon of fuel
- Membership program discount — Present your membership card, and receive 3¢ discount per gallon

Implementation Options

Basic Mode

- One discount per transaction (must include fuel)
- Pay-at-pump (use of specific credit card or selection of specific car wash)
- Customer pays inside after fueling (post-pay fuel sale) and discount is applied as a separate line item

- Coupon option for qualifying transaction, redeemable inside store and at selected sites, subject to company policy

Basic + POP Code Mode

- Includes all basic functionality
- Non-fuel purchase qualifies for fuel discount
- Seven digit code printed on receipt redeemed within 30 days at issuing site, if specified fuel grade selected
- Printed and redeemed at Ruby and DCR
- Site specific code generation can be limited to specific date/time, days of week, but redeemed anytime before expiration
- Receipts forced to print when sale at DCR qualifies for a POP Code to be granted

Basic + Membership Mode

- Includes Basic functionality
- No POP codes
- Discounts fuel with proof of membership

Loyalty and Customer Retention

- Transaction-based discounts on fuel
- In-store coupons for increased traffic
- Enhanced membership card programs

Reporting

- POP Discount report
- Cashier report
- Summary report

Configuration

- Easily configured in Fuel Manager for Ruby users or through the manager's browser in Sapphire
- Coupon text customized in 3 lines, 20 characters each

Fuel Price Rollback Options Standard

- Site defines two different discounts per fuel grade
- Up to ten combinations of discounts
- Qualify purchases in up to ten transaction definitions

Alternate

- Site defines one discount per fuel grade
- Uses dispenser's cash/credit feature to define discounted prices
- Qualify purchases in up to ten transaction definitions