



# Special Pricing Programs: Dual Pricing

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## Dual Pricing Program

This document will cover the current release version and application of the **Dual Pricing** program, as well as historical information from previous releases.

Please direct merchants interested in this special pricing program to [Enable Dual Pricing \(Dual Pricing Program\)](#) in the Knowledge Base.

## Dual Pricing Program – Current Release Version

**Dual Pricing** is a special pricing program that creates a higher **List Price** for non-cash payments (e.g., credit cards, debit cards, etc.) and a lower **Cash Price** for cash payments. The **List Price** and **Cash Price** both display on pricing labels, receipts, the Customer Facing Display (CFD), and other store signage.

- Merchants must display two prices at their location: a **List Price** and a **Cash Price**.
- When customers check out, they are billed according to their tender method.
  - Customers paying with cash are billed the **Cash Price**.
  - Customers paying with other tenders are billed the **List Price**.
- This model does **NOT** add a fee to the receipts or the final purchase price.
- There are no Exatouch device limitations with this program.
- There is no additional signage required as all products will display both the **List Price** and the **Cash Price**.
- Merchants are responsible for understanding all local and state laws regarding pricing disclosures.

**IMPORTANT:** *Electronic Payments strongly recommends merchants configure the following settings to remain fully compliant with the latest credit card regulations. This article will continue to be updated as compliance requirements change.*

*If you wish to implement the Dual Pricing program, please contact Electronic Payments Technical Support for assistance.*

An example of pricing in a compliant **Dual Pricing** program is below.

Dual Pricing Program Pricing Example		
Card Purchase	Cash Purchase	All Other Tenders Purchase
List Price: \$5.00	Cash Price: \$4.50	List Price: \$5.00

Dual Pricing examples on the **Customer Facing Display** and a **customer receipt** are shown below.

The image shows two side-by-side screenshots. The left screenshot is a Customer Facing Display (CFD) for a burger. It features the Exatouch logo, a photo of a burger, and a table with the following data:

Qty	Description	List Price	Cash Price
2	Classic Blue Tie Dye Shirt	\$ 51.50	\$ 50.00
1	Ladies Kelly Green Long Sleeve	\$ 27.81	\$ 27.00
<b>Total</b>		<b>List Price \$ 85.26</b>	<b>Cash Price \$ 82.78</b>

The right screenshot is a customer receipt for 'IT'S FIVE O'CLOCK SOMEWHERE'. It lists the same items as the CFD with their respective prices. The receipt shows a total of \$84.32 and a 'Pay With Cash' amount of \$82.78, both of which are highlighted with blue boxes and arrows. The receipt also includes a suggested gratuity amount and a barcode.

**NOTE:** Only EPI administrative users can enable the Dual Pricing program in Exatouch systems.

The **Dual Pricing** program allows merchants to set separate pricing for cash (**Cash Price**) and non-cash (**List Price**) payments. For example, a gas station selling fuel might charge \$3.09/gallon for credit or debit card payments and \$2.99/gallon for cash payments. To enable Dual Pricing in Exatouch, follow the steps below.

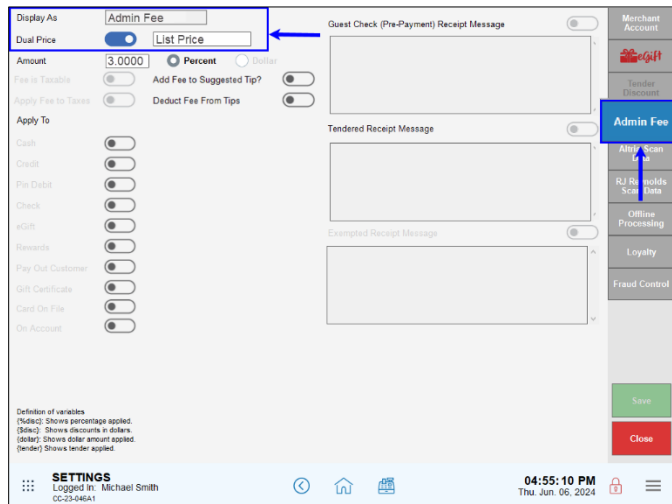
### Enable Dual Pricing

The **Dual Price** setting is configured under **Settings > Account**.

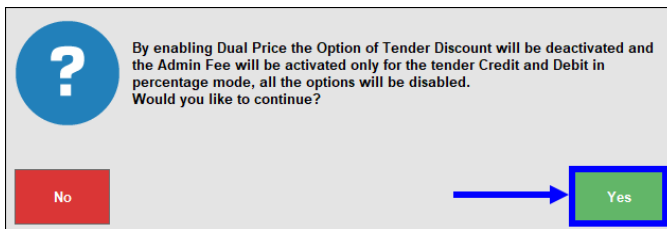
**NOTE:** The **Tender Discount** and **Admin Fee** settings display as disabled when Dual Pricing is enabled. They cannot be enabled when Dual Pricing is active. See: [Enable Tender Discounts \(Cash Discount Program\)](#) and [Enable Admin Fee \(Reverse Cash Discount Program\)](#).

1. From **Home**, navigate to **Settings > Account**.
2. Tap the **Admin Fee** tab.
3. Enable the **Dual Price** slider.
  - a. The **Tender Discount** tab and tender payment options display as inactive.

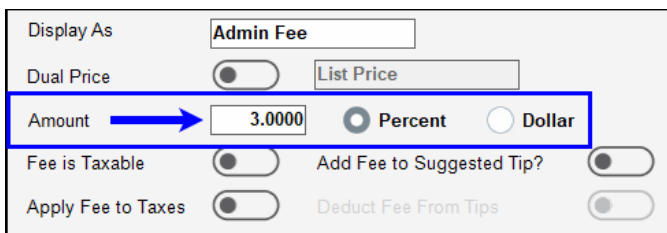
- b. Verify **List Price** displays in the **Dual Price** field. If List Price does not display by default, contact our 24/7 Support Team for assistance.



4. When the warning message displays, tap **Yes**.



5. Enter the fee **Amount** reflected in the **List Price**. **NOTE:** Dual Pricing must be set as a **Percent**, and not a **Dollar** amount.



6. Tap **Save**.

## Add Fees to Suggested Tips

Merchants can apply **Dual Pricing** to suggested tip amounts on customer receipts. When processing payment, the **Suggested Gratuity Amount** values reflect the lower **Cash Price** or higher **List Price** on the tips as well as on the base purchase amount.

A screenshot of the Exatouch settings interface for configuring a fee. The settings are as follows:

- Display As: Admin Fee
- Dual Price:  List Price
- Amount: 3.0000,  Percent,  Dollar
- Fee is Taxable:
- Add Fee to Suggested Tip?:  (highlighted with a blue box)
- Apply Fee to Taxes:  Deduct Fee From Tips:

## Deduct Fees from Tips

Merchants can deduct credit and debit fees from tips when participating in the **Dual Pricing** program. When processing payment, this setting will deduct the percentage amount indicated in the **Amount** field from the employee tip payout, regardless if the customer is paying by cash, credit card, or debit card.

A screenshot of the Exatouch settings interface for configuring a fee. The settings are as follows:

- Display As: Admin Fee
- Dual Price:  List Price
- Amount: 3.0000,  Percent,  Dollar
- Fee is Taxable:  Add Fee to Suggested Tip?:
- Apply Fee to Taxes:  Deduct Fee From Tips:  (highlighted with a blue box)

See [Deduct Fees from Tips/Add Fees to Suggested Tips](#) in the Exatouch Knowledge Base for more information.

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**NOTE:** Changes in federal banking regulations may result in adjustments to features in special pricing programs such as [Dual Pricing](#), [Cash Discount](#), and [Reverse Cash Discount](#).

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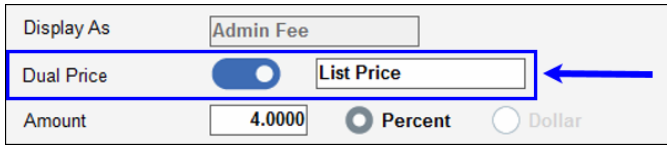
## Dual Price Shelf Labels

In addition to quickly and easily printing labels, Exatouch also makes it easy to print shelf labels that support Dual Pricing.

Labels can be set up to display the **Cash Price** and **List Price** of an item. This further ensures that merchants remain compliant with the latest credit card regulations. For more information on printing labels in general, see [Create Labels for Items](#).

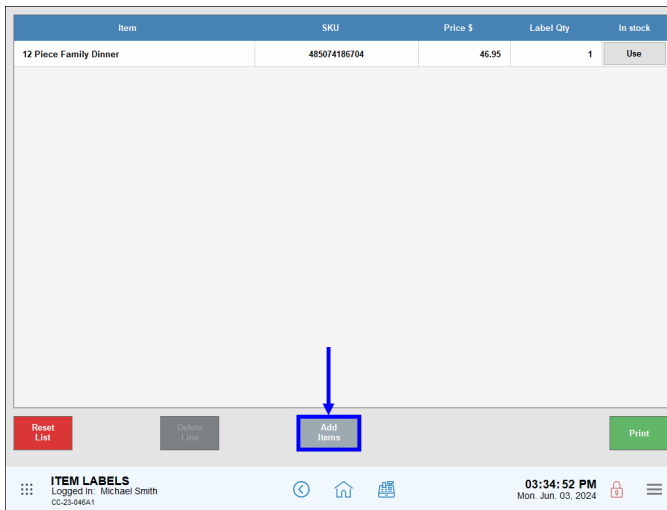
Perform the following to configure shelf labels for Dual Pricing:

1. In the **Admin Fee** tab, toggle on the **Dual Price** slider-

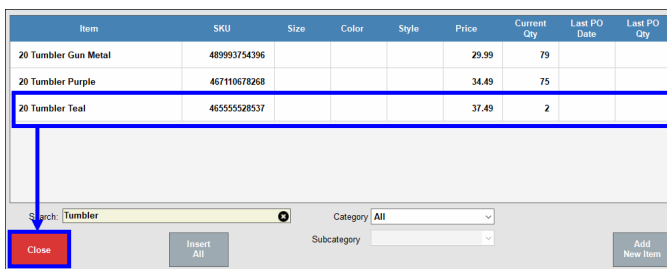


**NOTE:** If **Dual Price** is not enabled, the **Shelf Label Dual Price** setting displays as inactive and cannot be selected.

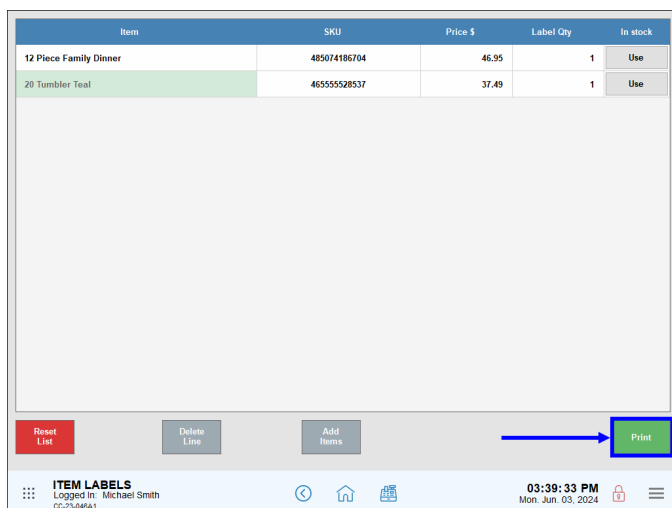
2. From **Home**, navigate to **Items > Labels**.
3. On the Item Labels screen, tap **Add Items**.



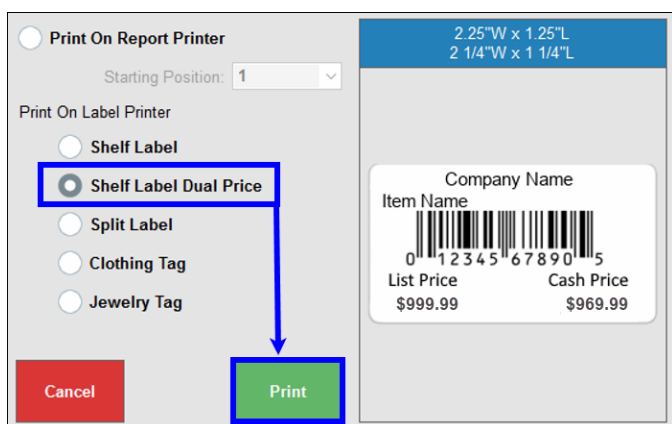
4. Select an item(s) from the list or use the **Search** field to locate a specific item, then tap **Close**.



5. Select the item(s) from the Item Labels screen and tap **Print**.



6. On the Shelf Label pop-up screen, select **Shelf Label Dual Price** and then tap **Print**.



## Register and Customer Facing Display (CFD)

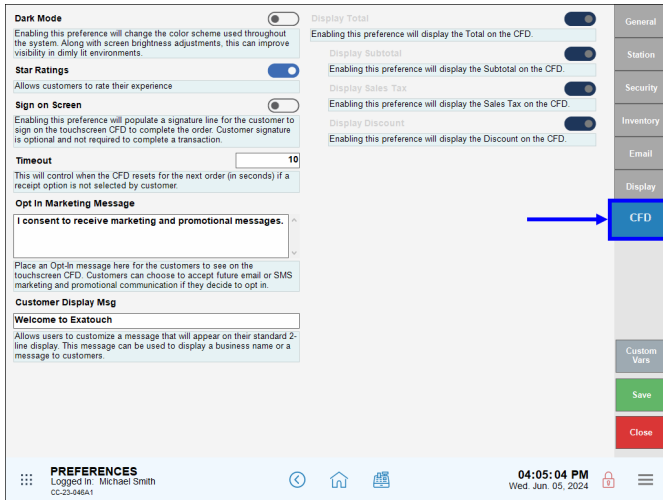
**List Price** and **Cash Price** amounts display in the **Register** app and CFD. Understanding these amounts is important when communicating their meaning and purpose to paying customers.

Merchants can also configure Exatouch to display the total, subtotal, tax, and any discounts on the CFD, which are applied to the **List Price** and **Cash Price**.

### Customer Facing Display Settings

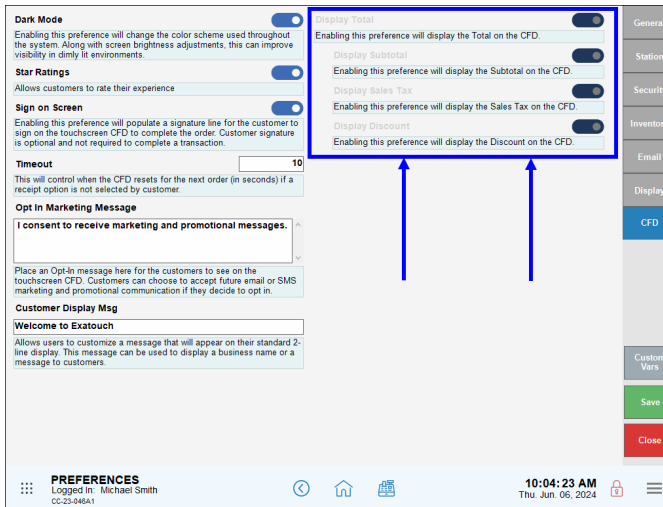
1. From **Home**, navigate to **Settings > Preferences**.

2. Tap the **CFD** tab.



3. Verify all CFD **Display** settings are enabled. **NOTE:** When Dual Pricing is enabled, the **Display** settings sliders automatically default to enabled.

For more information, see [Customer Facing Display \(CFD\) Settings](#) in the Exatouch Knowledge Base.



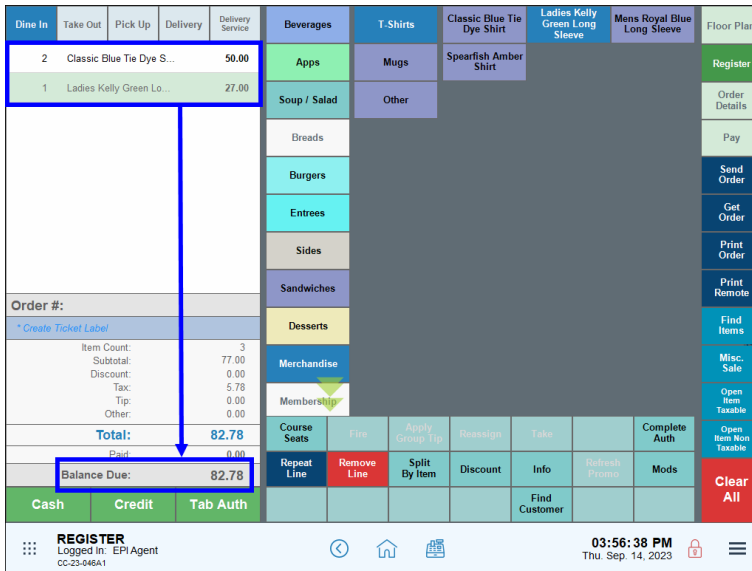
4. Tap **Save**.



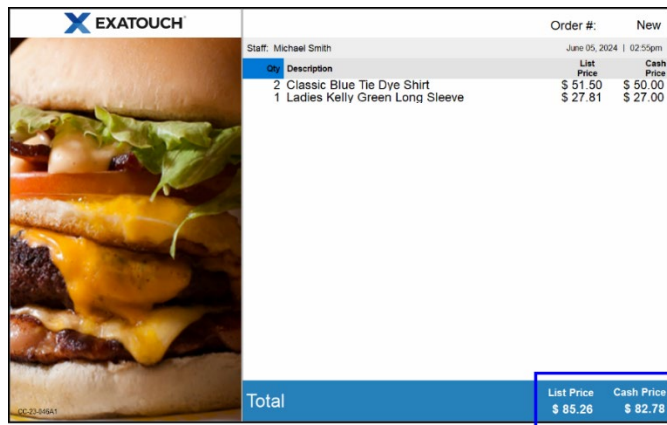
## Viewing List Prices and Cash Prices

Perform the following to view **List Price** and **Cash Price** amounts in the **Register** app and the CFD.

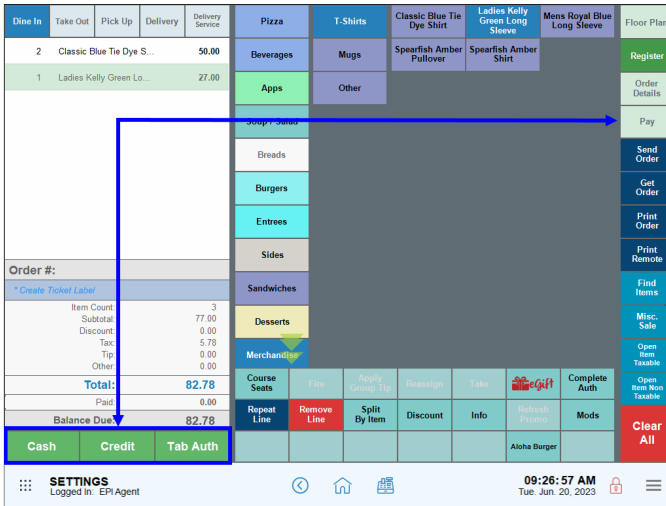
1. Create an order in the **Register** app. The balance due displays in the bottom left pane.



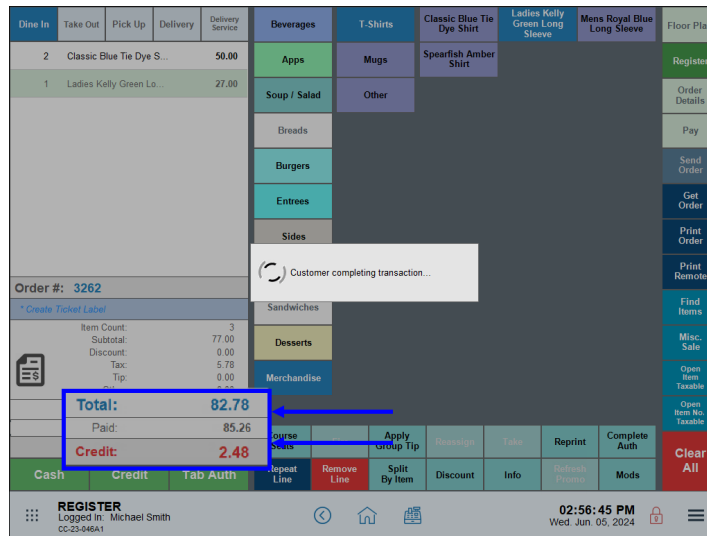
2. Verify the correct **List Price** and **Cash Price** display on the CFD.
  - a. For cash payments, customers pay the total **Cash Price**.
  - b. For credit or debit payments, cardholders pay the **List Price** based off **Dual Price** settings. In the following example, the **Total** reflects a 3% difference between **List Price** and **Cash Price**.



3. Tap **Pay** or select a payment method directly in the **Register** app.



- a. For cash payments, the **Total** and **Balance Due** lines reflect the **Cash Price**.
- b. For credit payments, the following fields display in the **Register** app:
  - i. **Total**: The order total without any increases-applied
  - ii. **Paid**: The **List Price**, or total price for non-cash payments
  - iii. **Credit**: The **Dual Price** markup.

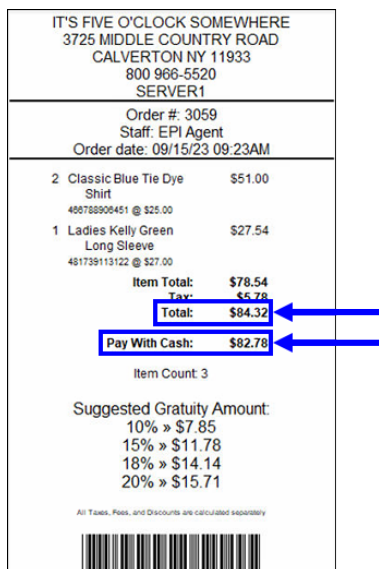


**NOTE:** Prior to Release 8.367, processing fees for non-cash payments used to display on the **Other** line in the **Register** app payment pane. Processing fees now display in the **Credit** (remaining balance) field.

## Receipts and Dual Pricing

When printing customer checks, the following rules apply:

- The **Total** line reflects the amount due for non-cash payments, such as credit or debit cards.
- The **Pay With Cash** line reflects the amount due when paying by cash.



## Dual Pricing and Reporting

Credit card processing fees are reflected in the Business Overview and Settlement reports. Fees are reported as “Daily Discounts,” which are estimates of daily credit card processing fees collected by the merchant.

### Business Overview Report

On the Business Overview report, processing fees are reported under the **Credit Card Transactions** section on the **Less Daily Disc** line. Fees collected display as a negative number (e.g., -\$6.38) and are not included in a merchant’s daily deposits. The **Less Daily Disc** value is a calculated amount derived from a defined percentage setting within Exatouch.

The **Less Daily Discount** value represents the fees collected by the merchant. Note that there are two types of rates applied to these fees: the **applied rate** and the **effective rate**.

- The **applied rate** is a calculation of fees **before** the processing activity has been batched, settled, and handled by the network.

- The **effective rate** is the statement of fees **after** the processing activity has been batched, settled, and handled by the network.

Merchants should review their credit card statements for exact fee amounts.

**NOTE:** Business Overview report data also displays on the Snapshot Report see: [Business Overview Reports](#) and [Snapshot and Station Snapshot Reports](#).

MAIN STREET MARKET			6/5/2024 1:09 PM	
Business Overview			Michael Smith	
08/17/22 12:00AM to 06/05/24 11:59PM			Page number: 3	
Reward	\$3.00	0.07%		
Pay out customer	\$4.10	0.09%		
<b>Customer Pay Out Details</b>			<b>Credit Card Transactions</b>	
	<b>Total \$</b>	<b>Count #</b>	<b>Total \$</b>	<b>Count #</b>
Lottery	\$25.00	1	MasterCard	\$109.62 1
Bottle Return	\$5.00		AmericanExpress	\$109.62 1
<b>Total</b>	<b>\$30.00</b>		<b>Total</b>	<b>\$219.24</b>
<b>Company Pay Out Details</b>			<b>Online Credit Card Trans.</b>	
	<b>Total \$</b>	<b>Count #</b>	<b>Total \$</b>	<b>Count #</b>
Supplies	\$35.00	2		\$0.00 0
<b>Refunded Payments</b>			<b>Promotions and Discounts</b>	
	<b>Total \$</b>	<b>Sales %</b>	<b>Total \$</b>	<b>Count #</b>
Cash	-\$231.17	100.00%	Item Discounts	\$4.20 4
<b>Voiced Payments</b>			Mug Gold 15.00%	
	<b>Total \$</b>	<b>Sales %</b>		\$3.75 3
Cash	\$96.96	100.00%	Mug Gold 3.00%	\$3.67 3
<b>Settlement</b>			Tender Discount	
	<b>Total \$</b>	<b>Count #</b>	<b>Total</b>	\$13.64 20
Credit Sales	\$219.24	2		\$25.26
Credit Refunds	\$0.00	0	<b>Tips</b>	
<b>Total Credit</b>	<b>\$219.24</b>		<b>Total \$</b>	<b>Total \$</b>
Debit Sales	\$0.00	0	Declared	\$567.00 90.30%
Debit Refunds	\$0.00	0	In Trx's Cash	\$60.89 9.70%
<b>Total Debit</b>	<b>\$0.00</b>		<b>Total</b>	<b>\$627.89</b>
EBT Sales	\$0.00	0	<b>Tips By Staff</b>	
EBT Refunds	\$0.00	0		<b>Cash</b> <b>Non cash</b>
			Michael Smith	\$587.89 \$0.00
			Carolina P.	\$40.00 \$0.00

**NOTE:** As of Release 8.367, credit card processing fees are no longer reported on the **Admin Fee** line of the **Business Overview** report.

### Settlement Report

Processing fees are also reflected on the **Less Daily Discount** line of the Settlement report.

As with the Business Overview report, the **Less Daily Discount** value on the Settlement report represents an estimate of fees collected by the merchant. Merchants should review their credit card statements for exact fee amounts. See: [Settlement Report](#).

Date	Order ID	Type	Card	Exp	Approval	Amount
<b>MAIN STREET MARKET</b>						
<b>Settlement</b>						6/5/2024 2:27 PM
08/17/22 12:00AM to 06/05/24 11:59PM						Michael Smith
Total: <b>\$219.24</b>						Page number: 1
<b>AmericanExpress</b>						
6/5/2024 1:08 PM	3261	Sale	****0005	0130	83E 884	\$109.62
						<b>AmericanExpress (1) \$109.62</b>
<b>MasterCard</b>						
6/5/2024 12:21 PM	3260	Sale	****5100	0130	ABEB84	\$109.62
						<b>MasterCard (1) \$109.62</b>
<b>Less Daily Discount:</b>						<b>-\$6.38</b>
<b>Net Deposit Amount:</b>						<b>\$212.86</b>

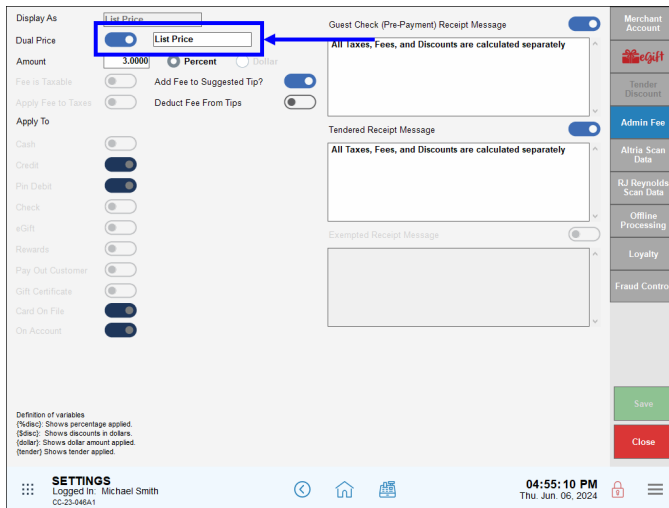
## Dual Pricing Program – Previous Release Versions

The following sections provide historical information about the evolution of the Dual Pricing functionality in Exatouch.

### Release 8.369 (June 10, 2024)

#### Dual Price Labeling

A new field is added in **Account Settings** that provides labeling for both the **Dual Pricing** and **Admin Fee** settings. These enhancements provide increased control and clarity over how pricing labels appear on the Customer Facing Display (CFD). No changes were made to the customer checks and receipts.

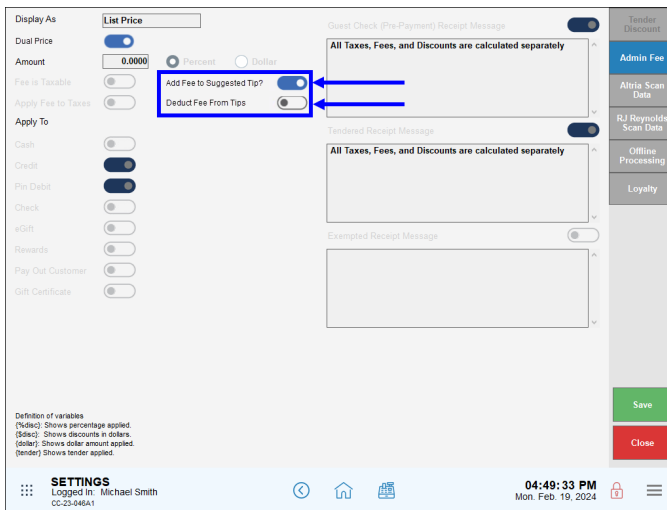


## Release 8.367 (April 10, 2024)

### Add Fee to Suggested Tip / Deduct Fee from Tips

New tip settings were added to the **Admin Fee** tab under **Settings > Account**. These settings include the following:

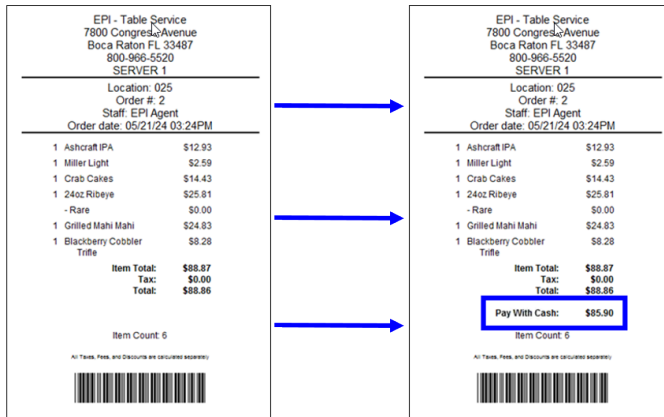
- **Add Fee to Suggested Tip** – Suggested tip amounts were increased to include Reverse Cash Discounts.
- **Deduct Fee From Tips** – Merchants would deduct credit and debit fees from staff tips (only for Dual Pricing).



## Release 8.365 (September 14, 2023)

### Pay With Cash

A **Pay With Cash** line was added to customer receipts. This line displays when **Dual Pricing** is enabled.



# Release 8.361 (September 1, 2022)

## Dual Price Setting Introduced

Release 8.361 introduced the **Dual Price** setting on the **Admin Fee** tab under **Settings > Account**. This setting allows merchants to configure separate pricing for cash payments (**Cash Price**) and non-cash payments (**List Price**). Additionally, the CFD was updated to include total **Cash Price** and **List Price**.

Users are not able to enable multiple programs at once. If a user decides to use Dual Pricing, they cannot also use the **Reverse Cash Discount** or **Cash Discount**-pricing programs.

The screenshot shows the Exatouch POS interface. On the left, the 'Admin Fee' settings are visible, with the 'Dual Price' toggle switch turned on. A blue box highlights this toggle, and a blue arrow points to it from the right. Below the settings, a receipt is displayed. The receipt header includes the Exatouch logo, staff name 'Michael Smith', and date 'June 03, 2024 | 09:38pm'. The receipt items are as follows:

Qty	Description	List Price	Cash Price
9	Spearfish Amber Shirt	\$ 185.40	\$ 180.00
2	20 Tumbler Gun Metal	\$ 61.78	\$ 59.98
1	Drink Tank Crimson	\$ 82.40	\$ 80.00
2	Drink Tank Sulfur	\$ 164.80	\$ 160.00
1	Drink Tank Gun Metal	\$ 82.40	\$ 80.00
1	test	\$ 0.00	\$ 0.00

The receipt footer shows a 'Total' row with two columns: 'List Price' at \$ 620.04 and 'Cash Price' at \$ 601.98. A blue box highlights this total row. On the left side of the receipt, there is a vertical image of a burger with cheese and lettuce.