

# Dual Pricing Program

This document will cover the current release version and application of the **Dual Pricing** program. Merchants interested in implementing this special pricing program should contact the [Exatouch Technical Support Team](#) for assistance.

**Note:** Dual Pricing settings **must** be configured by the Exatouch Tech Support Team.

## Overview

**Dual Pricing** 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 **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.

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

Figure 1

The **List Price** and **Cash Price** both display on pricing labels, receipts, the Customer Facing Display (CFD), and other store signage. [Figure 1](#) (above) shows an example of a compliant **Dual Pricing** program.

- 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.

**NOTE:** Contact the Exatouch Technical Support Team at 1-800-966-5520 – Option 3 or [help.exatouch.com](https://help.exatouch.com) to configure the Dual Pricing program.

*Dual Pricing settings must be configured to remain fully compliant with the latest regulations.  
This information will continue to be updated as compliance requirements change.*

## Dual Price Settings

Correctly-configured **Dual Price** settings are show in [Figure 2](#) (right).

- **Admin Fee** is in the **Display As** field.
- The **Dual Price** toggle is activated.
- All **Tender** type toggles **except** Cash are activated under the **Apply To** heading.

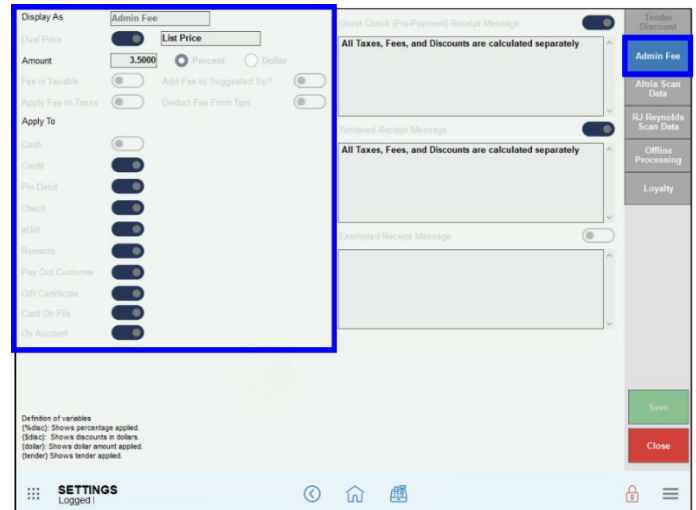


Figure 2

## Add Fees to Suggested Tips

Dual Pricing can be applied 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.

## Deduct Fees from Tips

Credit and debit fees can be deducted from tips when Dual Pricing is enabled. 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.

## Dual Price Shelf Labels

When Dual Pricing is activated, all labels will **Preview** (with sample prices) and **Print** (with actual prices) both **List** and **Cash** prices. **Note:** If Dual Pricing is not enabled, all label types will only display the List price.

To set up labels:

1. From **Home**, navigate to **Items > Labels**.
2. On the **Item Labels** screen, tap **Add Items**. See [Figure 3](#) (right).
3. Select an item(s) from the list or use the **Search** field to locate a specific item, then tap **Close**. See [Figure 4](#) (below).

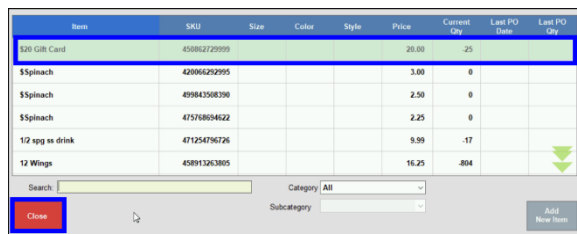


Figure 4

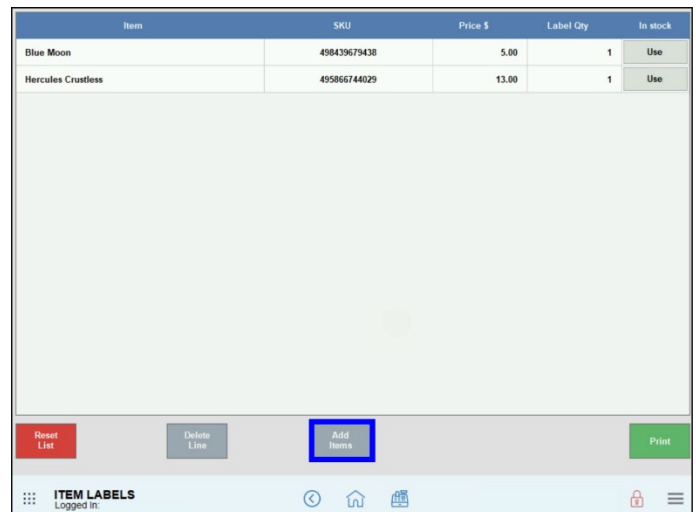


Figure 3

- Select the item(s) from the **Item Labels** screen and tap **Print**. See Figure 5 (right).
- In the **Print On Label Printer** section, select the label type and tap **Print**. See Figure 6 (below).

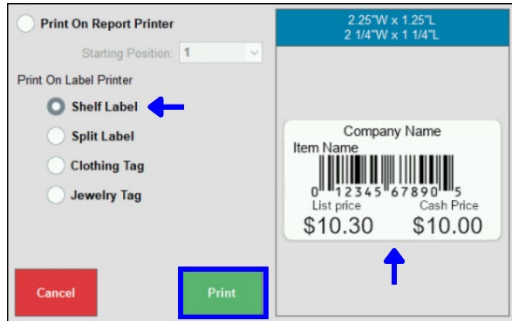


Figure 6

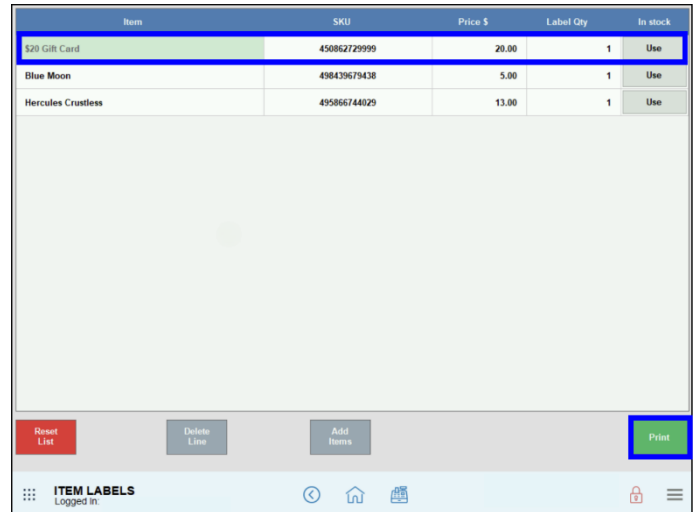


Figure 5

## Receipts and Dual Pricing

When printing the pre-payment 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.
- See Figure 7 (right).

**Note:** The post-payment receipt will reflect the final amount paid by the customer, which is based on the payment tender.

## Register and Customer Facing Display (CFD)

**List Price** and **Cash Price** amounts display in the **Register** and **CFD**. Understanding these amounts is important when communicating their meaning and purpose to paying customers. **Note:** The Register only displays the Cash Price until a tender type is selected.



Figure 7

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

- From **Home**, navigate to **Settings > Preferences**.
- Tap the **CFD** tab.
- Verify all **CFD Display** settings are enabled.  
**Note:** When Dual Pricing is enabled, the **Display Total** settings automatically default to enabled. See Figure 8 (right).
- Tap **Save**.

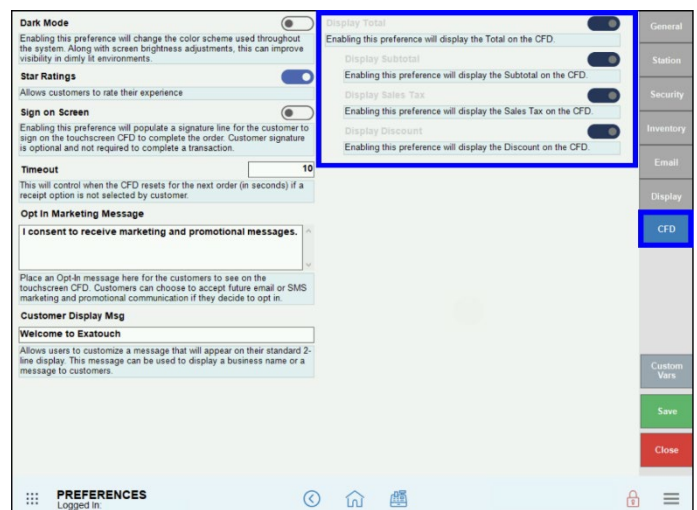


Figure 8

## Viewing List Prices and Cash Prices

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

1. Create an order in the **Register**.  
The cash **Balance Due** displays in the bottom left pane. See [Figure 9](#) (right).
2. Verify the correct **List Price** and **Cash Price** display on the CFD. See [Figure 10](#) (below right).
  - 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.
3. Tap **Pay** or select a payment method in the **Register**.

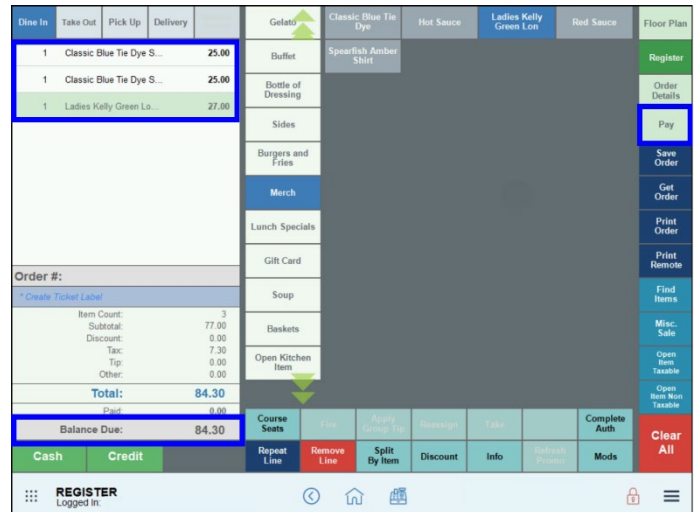


Figure 9

For credit payment, the following fields display in the **Register**. See [Figure 11](#) (below).

- **Total:** The order **total** without any increases applied.
- **Paid:** The **List Price**, or total price for non-cash payments.
- **Credit:** The **Dual Price** markup. **Note:** This only displays when taking a payment.

<b>Order #:</b> 4818	
Subtotal:	77.00
Discount:	0.00
Tax:	7.30
Tip:	0.00
Other:	0.00
<b>Total:</b>	<b>84.30</b>
Paid:	87.25
<b>Credit:</b>	<b>2.95</b>

Figure 11

<b>EXATOUGH</b>		<b>Order #:</b> New	
Staff: Michael Smith		March 10, 2025   01:55pm	
Qty	Description	List Price	Cash Price
2	Classic Blue Tie Dye Shirt	\$56.65	\$54.74
1	Ladies Kelly Green Long Sleeve	\$30.59	\$29.56
<b>Total</b>		<b>List Price \$87.25</b>	<b>Cash Price \$84.30</b>

Figure 10

## 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. See Figure 12 (below).

The **Less Daily Discount** value represents the fees collected by the merchant. 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.

Business Overview

Order Summary		Voided Payments				
	Total \$	Count #	Total \$			
Open orders	\$0.00	0	\$0.00			
Transactions	\$344.68	7				
Discounts	-\$0.02	2				
<b>Subtotal</b>	<b>\$344.66</b>					
Taxes	\$32.65	0	Credit Sales	\$377.31	7	
In Trns Tips	\$0.00	0	Credit Refunds	\$0.00	0	
Admin Fee	\$0.00	0	<b>Total Credit</b>	<b>\$377.31</b>		
CF Refunded	\$0.00	0	Debit Sales	\$0.00	0	
Convenience Fee	\$0.00	0	Debit Refunds	\$0.00	0	
Delivery Fee	\$0.00	0	<b>Total Debit</b>	<b>\$0.00</b>		
Other	\$0.00	0	EBT Sales	\$0.00	0	
<b>Total</b>	<b>\$377.31</b>		EBT Refunds	\$0.00	0	
Bottles Return	\$0.00	0	<b>Total EBT</b>	<b>\$0.00</b>		
Exchanges	\$0.00	0	<b>Total</b>	<b>\$377.31</b>		
Payment On Acc	\$0.00	0	Credit Card Transactions		Total \$	Count #
Avg. Ticket	\$53.90		Other	\$56.65	1	
<b>Gross Sales By Category</b>			Visa	\$143.90	2	
Merch	\$344.72	100.00%	MasterCard	\$89.51	3	
<b>Discount By Category</b>			AmericanExpress	\$87.25	1	
Total \$	\$0.00	0	<b>Less Daily Disc</b>	<b>-\$12.76</b>		
			Online Credit Card Trans.			

Figure 12

**Note:** Business Overview report data also displays on the **Snapshot Report**.

### Settlement Report

Processing fees are also reflected on the **Less Daily Discount** line of the **Settlement** report. See Figure 13 (right).

As with the Business Overview report, the **Less Daily Discount** value represents an estimate of fees collected by the merchant. Merchants should review their credit card statements for exact fee amounts.

Settlement						
Total:		\$377.31				
Date	Order ID	Type	Card	Exp	Approval	Amount
AmericanExpress						
3/10/2025 9:25 AM	4825	Auth	****8431	0130	2AC370	\$87.25
AmericanExpress (1)						<b>\$87.25</b>
MasterCard						
3/10/2025 9:25 AM	4824	Auth	****5100	0130	5B1057	\$30.59
3/10/2025 9:20 AM	4820	Auth	****5100	0130	52DD6C	\$28.33
3/10/2025 9:18 AM	4819	Auth	****4444	0130	F4E2E6	\$30.59
MasterCard (3)						<b>\$89.51</b>
Other						
3/10/2025 9:24 AM	4823	Auth	****5904	0130	FC07FB	\$56.65
Other (1)						<b>\$56.65</b>
Visa						
3/10/2025 9:23 AM	4822	Auth	****1111	0130	7B0771	\$87.25
3/10/2025 9:23 AM	4821	Auth	****1111	0130	48F737	\$56.65
Visa (2)						<b>\$143.90</b>
<b>Less Daily Discount:</b>						<b>-\$12.76</b>
<b>Net Deposit Amount:</b>						<b>\$364.55</b>

Figure 13