

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 <u>Exatouch Technical Support Team</u> for assistance.

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

Overview

Dual Pricing creates a higher **List Price** for noncash 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

| Dual Pricing Program Pricing Example | | | | | |
|--------------------------------------|------------------------------------|--|--|--|--|
| Cash Purchase | Card and All Other Tender Purchase | | | | |
| Cash Price: \$4.50 | List Price: \$5.00 | | | | |
| Figure 1 | | | | | |

selling fuel might charge \$3.09/gallon for credit or debit card payments and \$2.99/gallon for cash payments.

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 <u>help.exatouch.com</u> 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.

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 Labels and Tags

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

To set up labels:

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

| ltem | SKU | Size | Color | Style | Price | Current Qty | Last PO Date | Last PO Oty |
|------------------|--------------|------|--------------|-------|-------|----------------|-----------------|-----------------|
| \$20 Gift Card | 450862729999 | | | | 20.00 | -25 | | |
| \$Spinach | 420066292995 | | | | 3.00 | 0 | | |
| \$Spinach | 499843508390 | | | | 2.50 | 0 | | |
| \$Spinach | 475768694622 | | | | 2.25 | 0 | | |
| 1/2 spg ss drink | 471254796726 | | | | 9.99 | -17 | | _ |
| 12 Wings | 458913263805 | | | | 16.25 | -804 | | |
| Search: | | | Category All | | | | | |
| Close | | Subc | ategory | | | | | Add New Item |

Figure 4

| | | | Label Qty | |
|--------------------|--------------|-------|-----------|------|
| Blue Moon | 498439679438 | 5.00 | 1 | Use |
| fercules Crustless | 495866744029 | 13.00 | 13.00 1 | |
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| Reset De | Add | | | Prir |
| List | e Items | | | |
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| | | | | 0 |

| List I | Price Percent Dolla Fee to Suggested Tip? ICt Fee From Tips | | All Taxes, Fees, and Discounts are calculated separately | Ac | lmin Fee |
|-----------------|---|---|--|---|-------------------------------------|
| 3.5000 C | Percent O Dolla Fee to Suggested Tip? Ict Fee From Tips | | | Ac | fmin Fe |
| Add Dedu | | | | | |
| Dedu | | | | 241 | |
| | | | | | Data |
| | | | Tendered Receipt Message | RJ Si | Reynold can Data |
| <u> </u> | | | All Taxes, Fees, and Discounts are calculated separately | | Offline |
| | | | | Pr | ocessin |
| | | | | | |
| | | | | _ | |
| | | | Exempted Receipt Message | | |
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- 4. Select the item(s) from the **Item Labels** screen and tap **Print.** See Figure 5 (right).
- 5. In the **Print On Label Printer** section, select the label type and tap **Print.** See Figure 6 (below).



| ltem | SKU | Price \$ | Label Qty | In stoc |
|--------------------|--------------|----------|-----------|---------|
| \$20 Gift Card | 450862729999 | 20.00 | 1 | Use |
| Blue Moon | 498439679438 | 5.00 | 1 | Use |
| Hercules Crustless | 495866744029 | 13.00 | 1 | Use |
| | | | | |
| Reset List | Add Items | | | Prir |
| | | | | |



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).

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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.

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.
- 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).
- 4. Tap Save.



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Figure 8



Dark Mode



Viewing List Prices and Cash Prices

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

- 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**.

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.

| Order | #: | 4818 | |
|-------|-----------|------|-------|
| | Subtotal: | | 77.00 |
| | Discount: | | 0.00 |
| | Tax: | | 7.30 |
| | Tip: | | 0.00 |
| | Other: | | 0.00 |
| | Total: | | 84.30 |
| | Paid: | | 87.25 |
| | Credit: | | 2.95 |

Figure 11



X EXATOUCH Order #: New March 10, 2025 01:55pm el Smith List Price Cash Price Description \$56.65 \$30.59 Classic Blue Tie Dye Shirt Ladies Kelly Green Long Sleeve \$54.74 2 \$29.56 Total List Price \$87.25 Cash Price \$84.30

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.

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.

| C | Irder Summary | | Ve | oided Payments | |
|----------------|-------------------|---------|-----------------|-------------------|------|
| | Total \$ | Count # | | Total \$ | |
| pen orders | \$0.00 | 0 | | \$0.00 | |
| ransactions | \$344.68 | 7 | | Settlement | |
| scounts | -\$0.02 | 2 | | Total \$ | Coun |
| ubtotal | \$344.66 | 0 | Credit Sales | \$377.31 | |
| axes | \$32.65 | 0 | Credit Refunds | \$0.00 | |
| Trxs Tips | \$0.00 | 0 | Total Credit | \$377.31 | |
| dmin Fee | \$0.00 | 0 | Debit Sales | \$0.00 | |
| F Refunded | \$0.00 | 0 | Debit Refunds | \$0.00 | |
| onvenience Fee | \$0.00 | 0 | Total Debit | \$0.00 | |
| elivery Fee | \$0.00 | 0 | EBT Sales | \$0.00 | |
| ther | \$0.00 | 0 | EBT Refunds | \$0.00 | |
| otal | \$377.31 | 0 | Total EBT | \$0.00 | |
| | | | Total | \$377.31 | |
| ottles Return | \$0.00 | 0 | Credit | Card Transactions | |
| xchanges | \$0.00 | 0 | | Total \$ | Cour |
| ayment On Acc | \$0.00 | 0 | Other | \$56.65 | |
| vg. Ticket | \$53.90 | | Visa | \$143.90 | |
| Gross | Sales By Category | | MasterCard | \$89.51 | |
| | Total \$ | Sales % | AmericanExpress | \$87.25 | |
| lerch | \$344.72 | 100.00% | | | |
| Disc | ount By Category | | Less Daily Disc | -\$12.76 | |
| | Total \$ | Disc 9 | | | |

Figure 12

| Settle | ement | | | | | | |
|---------|----------------------|----------|------|----------|------|----------------------|----------|
| 0.10/25 | 12.00/11/10/20/10/20 | 11.500 | | | | | |
| Total: | \$377.31 | | | | | | |
| Date | | Order ID | Туре | Card | Exp | Approval | Amount |
| America | n Express | | | | | | |
| | 3/10/2025 9:25 AM | 4825 | Auth | ****8431 | 0130 | 2AC370 | \$87.25 |
| | | | | | | American Express (1) | \$87.25 |
| MasterC | ard | | | | | | |
| | 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) | \$89.51 |
| Other | | | | | | | |
| | 3/10/2025 9:24 AM | 4823 | Auth | ****5904 | 0130 | FC07FB | \$56.65 |
| | | | | | | Other (1) | \$56.65 |
| 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) | \$143.90 |
| | | | | | | Less Daily Discount: | -\$12.76 |
| | | | | | | Net Deposit Amount: | \$364.55 |

Figure 13