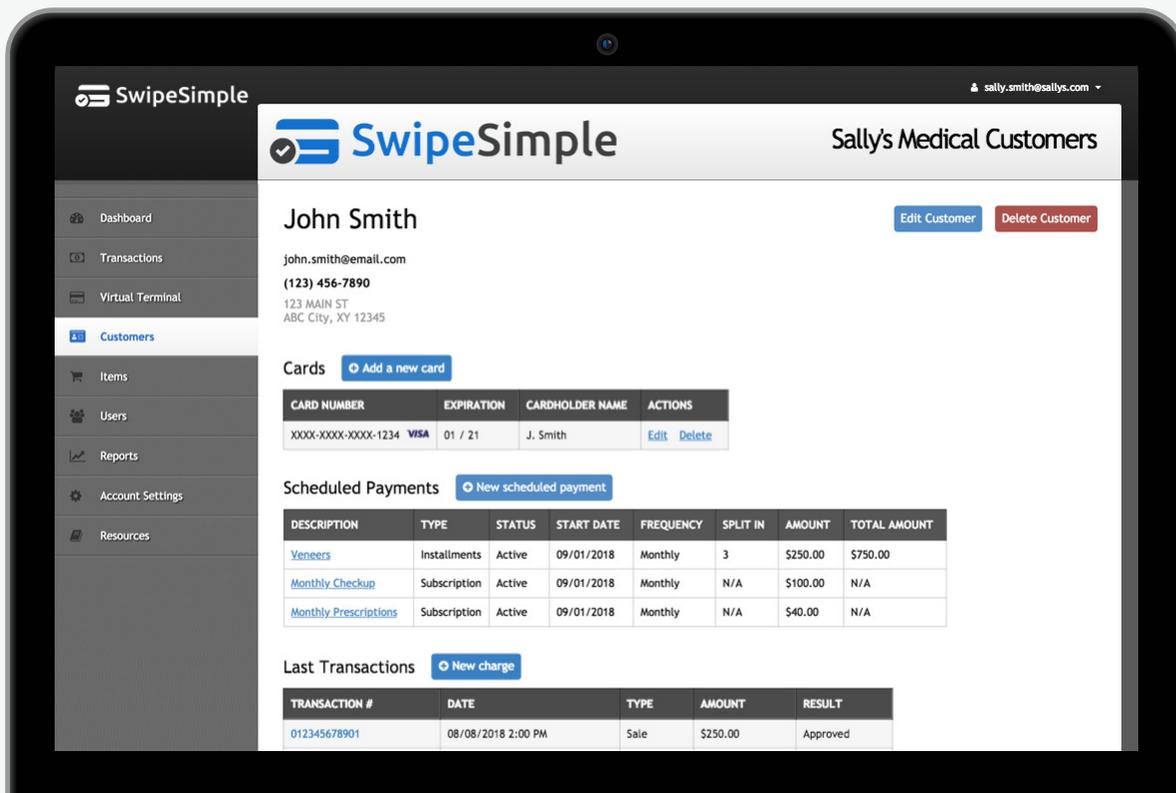


# SWIPESIMPLE CUSTOMERS

## Merchant User Guide



Easily Manage and Save Customer Information

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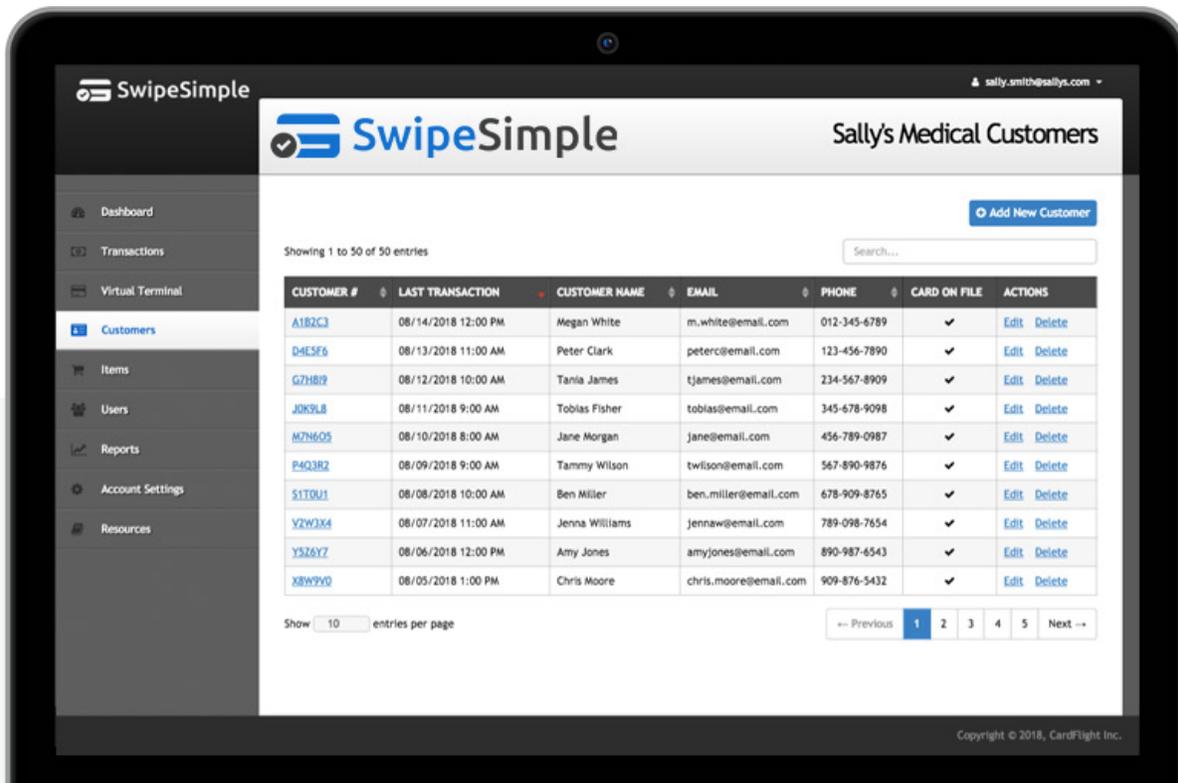
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## 1. Customers Overview



SwipeSimple Customers enables you easily manage and add customers from your dashboard or at the point-of-sale. Simplify payment processes by scheduling payments as one-time charges, installments or subscriptions for cards-on-file. Additionally, understand your customers better with associated past and upcoming transactions.

To view and manage customers, click on **Customers** on the menu located on the left of your dashboard.

The Customers overview page displays a list of all your existing customers with the following data:

- **Last Transaction** made
- **Customer Name**
- **Email**
- **Phone**
- If there's a **Card-on-File**

Organize your customers list based key details. For instance, click on **Last Transaction** to reorganize customers in an ascending or descending order.

## 2. Managing Customers Easily

### Search Bar

Locate specific customers profiles quickly by using the search bar located on the top-right of the page. Input customers information such as **Customer #**, **Customer Name**, **Email** or **Phone** to perform a quick search.

### Quick Links

Manage customers information easily with the **Edit** and **Delete** quick links located in the **Actions** column.

Click on **Edit** to modify details such as **Customer Name**, **Email**, **Address**, and **Phone** for the selected customer.

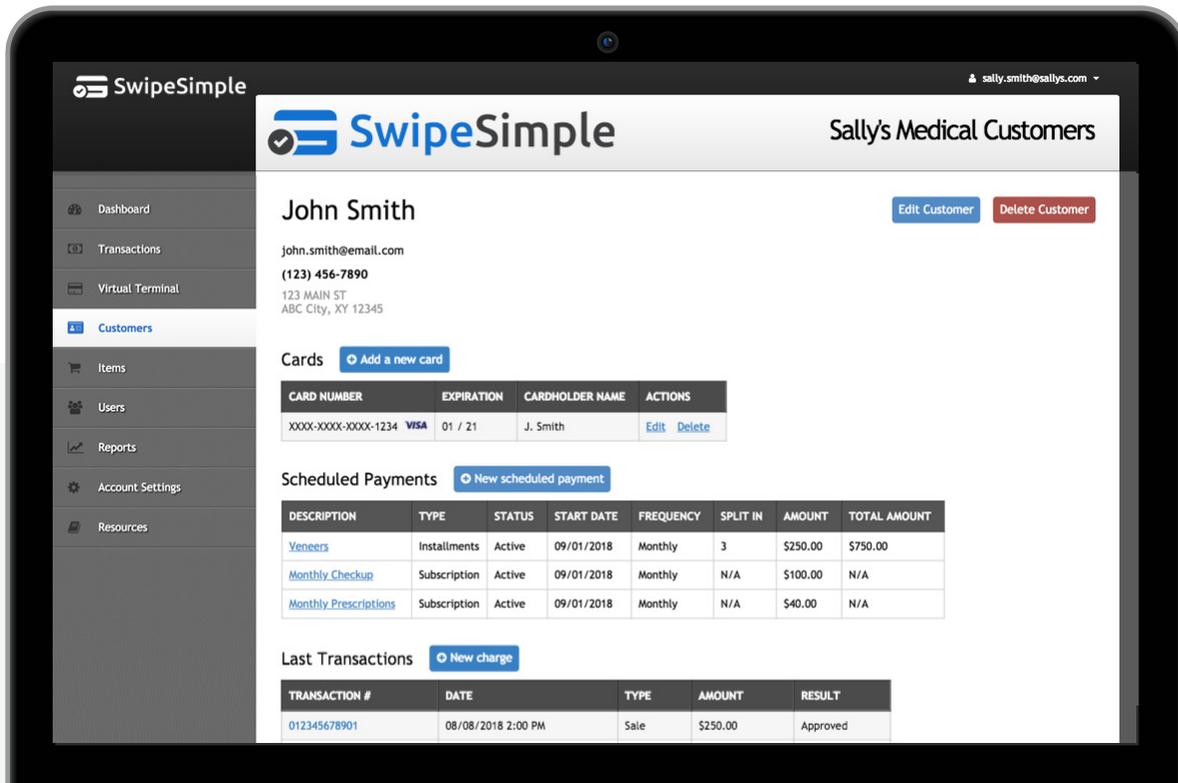
Click on **Delete** to remove the selected customer and all their stored credit cards from your customers database.

## 3. Creating Customers Profiles Automatically

SwipeSimple helps you build your customers list by automatically creating customers profiles and capturing key customer information following a transaction on the Virtual Terminal or mobile app.

If a cardholder name is collected from your customer's credit card and a matching customer profile does not exist, SwipeSimple will automatically generate a unique customer ID and create a customer profile. Future transactions made with that card will update the customers profile with new transaction details.

## 4. Customers Profile Overview



### Individual Customers Profile

To view all information and details relating to a customer, click on the **Customer #** of the selected customer from the Customers overview page. The customer profile page enables you to view and manage the following:

- **Customer's Information** - View and manage information including **Customer Name, Email, Address, and Phone.**
- **Cards** - View and manage the card information including **Card Number and Brand, Expiration, and Cardholder Name.**
- **Scheduled Payments** - View scheduled payment information including **Description, Type, Status, Start Date, Frequency, Split In** (for installments), **Amount, and Total Amount.**
- **Last Transactions** - View **Transaction #, Date, Type, Amount, Result,** and perform **Refunds** for approved transactions.

## 5. Creating Customer Profiles

Easily create a customer profile from the Customers overview page on the dashboard or at the point-of-sale, both on the Virtual Terminal and mobile app.

### 5a. Creating Profiles Manually

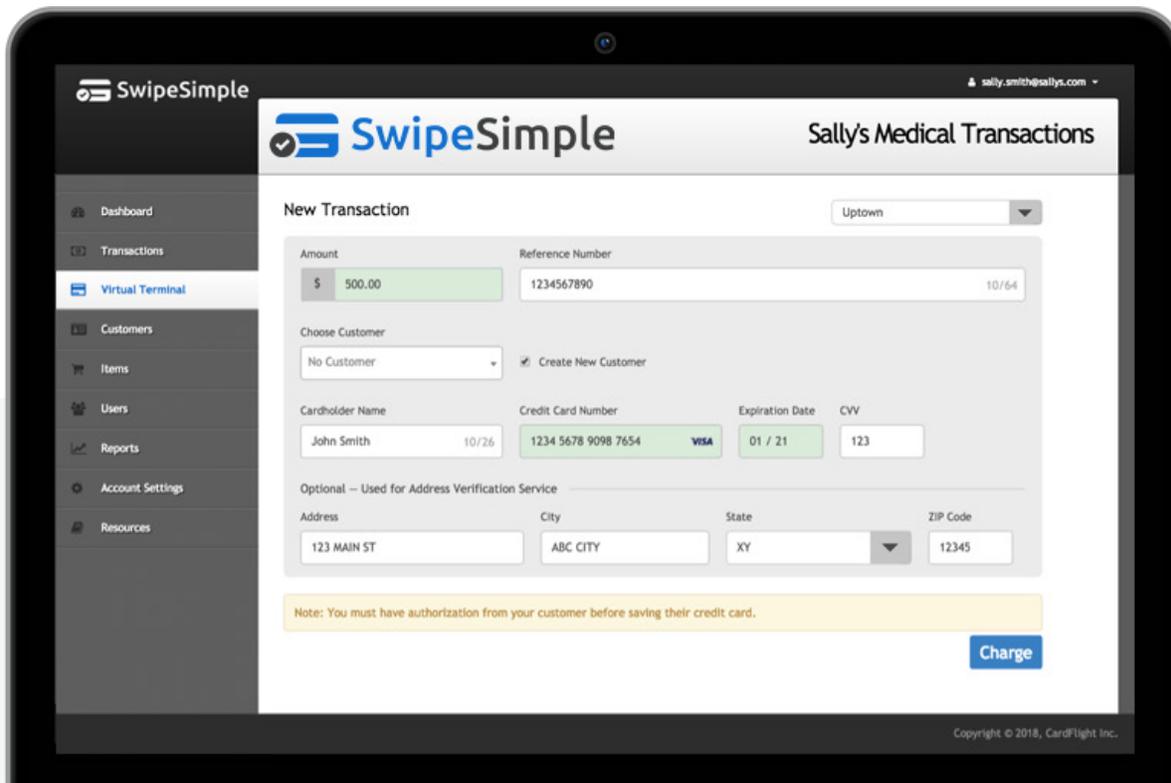
The screenshot shows a tablet displaying the SwipeSimple interface. The top navigation bar includes the SwipeSimple logo and the text 'Sally's Medical Customers'. Below this, the 'Add New Customer' form is visible, featuring several input fields: Customer Name (John Smith), Email (john.smith@email.com), Address (123 Main St), City (ABC City), State (XY), Zip Code (12345), and Phone (012-345-6789). At the bottom of the form are two buttons: 'Create Customer' and 'Cancel'. A sidebar on the left side of the screen lists various menu items: Dashboard, Transactions, Virtual Terminal, Customers (highlighted), Items, Users, Reports, Account Settings, and Resources. The top right corner of the screen shows the user's email address: sally.smith@sallys.com. A small copyright notice 'Copyright © 2018, CardFlight Inc.' is visible at the bottom right of the screen.

To create a new customer profile manually, click on [+ Add New Customer](#) located on the top-right of the Customers overview page and input the following details:

- **Customer Name**
- **Email**
- **Address**
- **City**
- **State**
- **Zip Code**
- **Phone**

Click on **Create Customer** to create a customer profile.

## 5b. Creating Profiles at the Point-of-Sale



### Save Customers Information from the Virtual Terminal

To save a customer's information when running a sale from the Virtual Terminal, check **Create New Customer** and ensure that **Cardholder Name** is filled out. Input other payment info and process the transaction as per usual. A customer profile will be created when the transaction is processed.

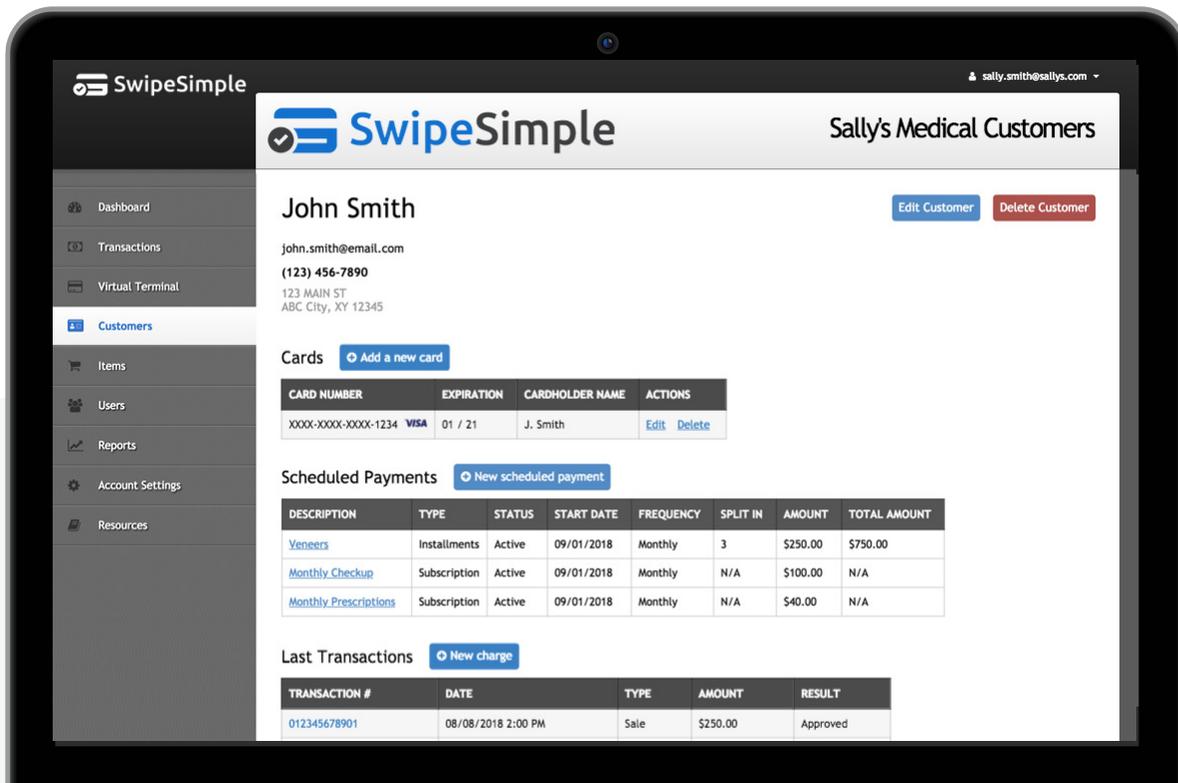
### Save Customers Information from the Mobile App

To save a customer's information when running a sale from the mobile app, enable **Create New Customer** at the checkout screen. Input or modify the customer's information including **Customer Name, Email, Address, and Phone**. A customer profile will be created when the transaction is processed.

### Manage How Customers Information are Saved

Go to **Settings** on the SwipeSimple app to manage how your customers information are saved. Set preferences such as **Always Save** a customer's information, **Never Save** a customer's information, or **Get the App to Prompt** before saving a customer's information.

## 6. Editing and Deleting Customer Profiles



### Access Using Quick Links from the Customers Overview Page

Access and modify, or remove customers profiles easily from the Customers overview page by using the **Edit** and **Delete** links in the Actions column on the right.

### Access from the Customer Profile Page

To edit or delete a customer information from the customer profile page, click on **Edit Customer** or **Delete Customer** located the the top-right of the page.

### Edit Customers Information or Delete Customers

Update or modify your customers information including **Customer Name, Email, Address, and Phone**. Click on **Save Changes** to save your edit(s).

Deleting a customer profile removes the customer from your customers list, removes his/her details and all stored credit cards, and cancels all scheduled payments.

## 7. Associating Stored Credit Cards with Customers

SwipeSimple Customers allows you to associate an infinite number of stored credit card with any customer profile. Additionally, a single stored credit card can be associated with multiple customer profiles. To utilize Address Verification Service (AVS), please ensure that stored credit cards contain Billing Address details.

### 7a. Adding a Stored Credit Card Manually



To store a credit card manually, go to the customer profile of your selected customer. In the **Cards** section, click on [Add a new card](#). Input the following details:

- **Cardholder Name**
- **Card Number**
- **Expiration Date**
- Choose to use the customer's existing address information, or use an alternate **Billing Address** (for AVS)

Please ensure that you have authorization from your customer before storing their credit cards. Click on **Create Card** to add the card. The new card will be added to the list of cards on file in the customer profile page when successfully added.

## 7b. Adding a Stored Credit Card at the Point-of-Sale

The screenshot displays the SwipeSimple Virtual Terminal interface on a tablet. The top navigation bar includes the SwipeSimple logo, the merchant name 'Sally's Medical Transactions', and the user email 'sally.smith@sallys.com'. A left-hand sidebar menu lists various dashboard options: Dashboard, Transactions, Virtual Terminal (highlighted), Customers, Items, Users, Reports, Account Settings, and Resources. The main content area is titled 'New Transaction' and features a location dropdown set to 'Uptown'. The form contains the following fields and options:

- Amount:** \$ 500.00
- Reference Number:** 1234567890 (with a 10/64 icon)
- Choose Customer:** John Smith (with a clear 'x' button)
- Choose Card:** New Credit Card (with a dropdown arrow)
- Save card for later use:**
- Cardholder Name:** John Smith (with a 10/26 icon)
- Credit Card Number:** 1234 5678 9098 7654 (with a VISA logo)
- Expiration Date:** 01 / 23
- CVV:** 123
- Optional – Used for Address Verification Service:**
  - Address:** 123 MAIN ST
  - City:** ABC CITY
  - State:** XY (with a dropdown arrow)
  - ZIP Code:** 12345

A yellow note at the bottom of the form reads: 'Note: You must have authorization from your customer before saving their credit card.' A blue 'Charge' button is located at the bottom right of the form. The footer of the interface includes the copyright notice: 'Copyright © 2018, CardFlight Inc.'

### Store a Credit Card from the Virtual Terminal

To add a stored credit card for an existing customer when running a sale from the Virtual Terminal, select the customer from the **Choose Customer** dropdown, and **New Credit Card** from the **Choose Card** dropdown. Check **Save card for later use**.

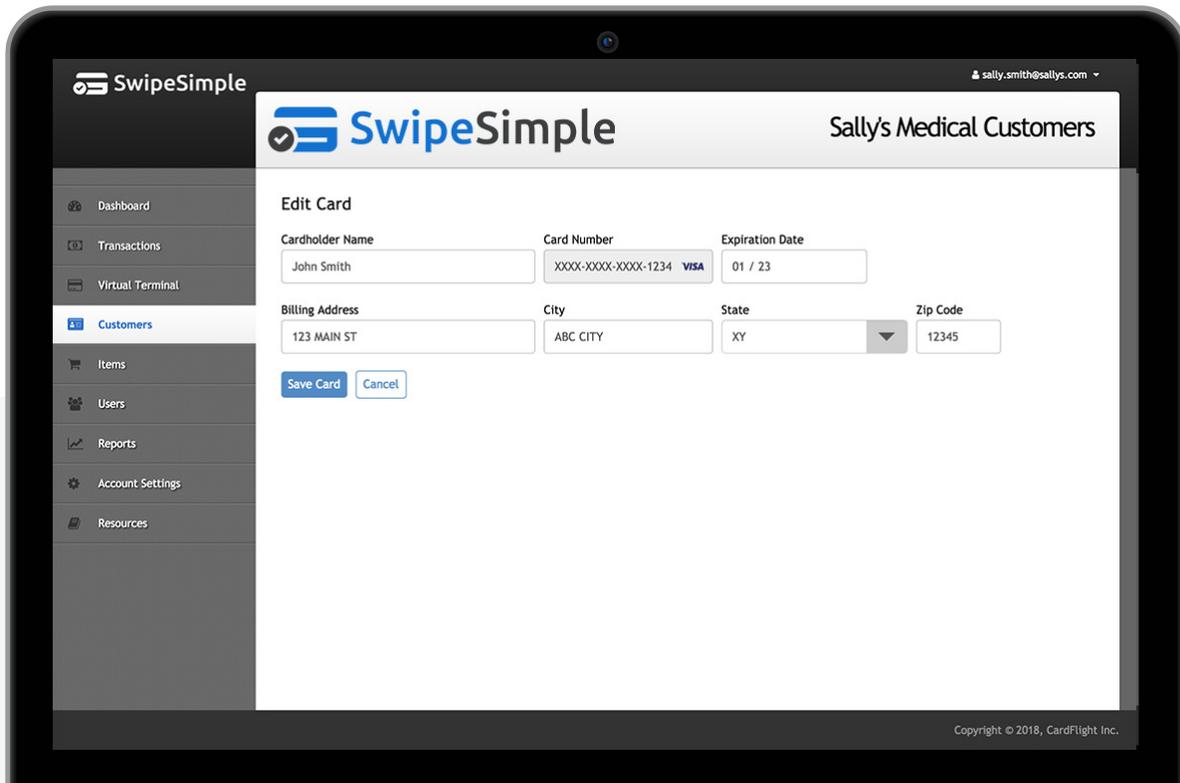
To add a stored credit card for a new customer when running a sale from the Virtual Terminal, check **Create New Customer**.

Please ensure that **Cardholder Name** is filled out and that you have authorization from your customer before storing their credit cards. Input other payment info and process the transaction as per usual. The card in use will be stored when the transaction is processed.

### Store a Credit Card from the Mobile App

To add a stored credit card when running a sale from the mobile app, get your customers to check the agreement box on the **Save Card for Future Use** screen. The card in use will be stored, and can be viewed from the customer profile page on the dashboard when the transaction is processed.

## 8. Editing and Deleting Stored Credit Cards



### Edit a Stored Credit Card

To update or modify a customer's stored credit card, go to the selected customer profile and click on **Edit** in the Actions column on the right in the **Cards** section. Edit card details including:

- **Cardholder Name**
- **Expiration Date**
- **Billing Address**

Click on **Save Card** to update the stored credit card.

### Delete a Stored Credit Card

To remove a customer's stored credit card, go to the selected customer profile and click on **Delete** in the Actions column on the right in the **Cards** section.

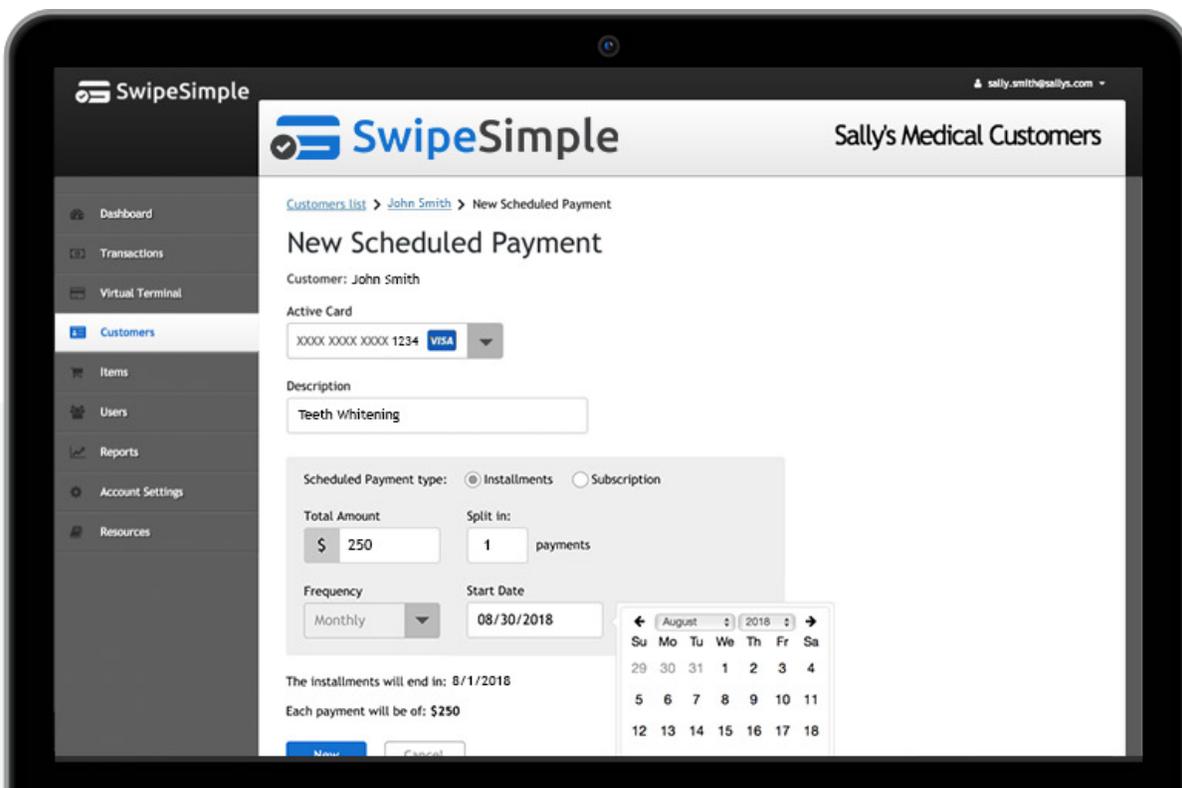
Deleting a stored credit card only disassociates the card from the customer, card information will still be accessible from the Transactions page. Stored credit cards cannot be deleted if they are being used in an active scheduled payment. Please cancel the scheduled payment before deleting the stored credit card.

## 9. Types of Scheduled Payments

SwipeSimple Customers enables you schedule future payments so that you'll never miss a payment. Payments can be scheduled as far out in the future as needed. You may schedule the following types of payments for any customer with a stored credit card:

- **One-time charges** - Schedule a one-off charge for a customer for a future date.
- **Installments** - Split a payment into multiple payments equally and charge a stored credit card automatically at each payment interval.
- **Subscriptions** - Recurring payments that charge a stored credit card automatically at each payment interval.

### 9a. Scheduling One-Time Charges



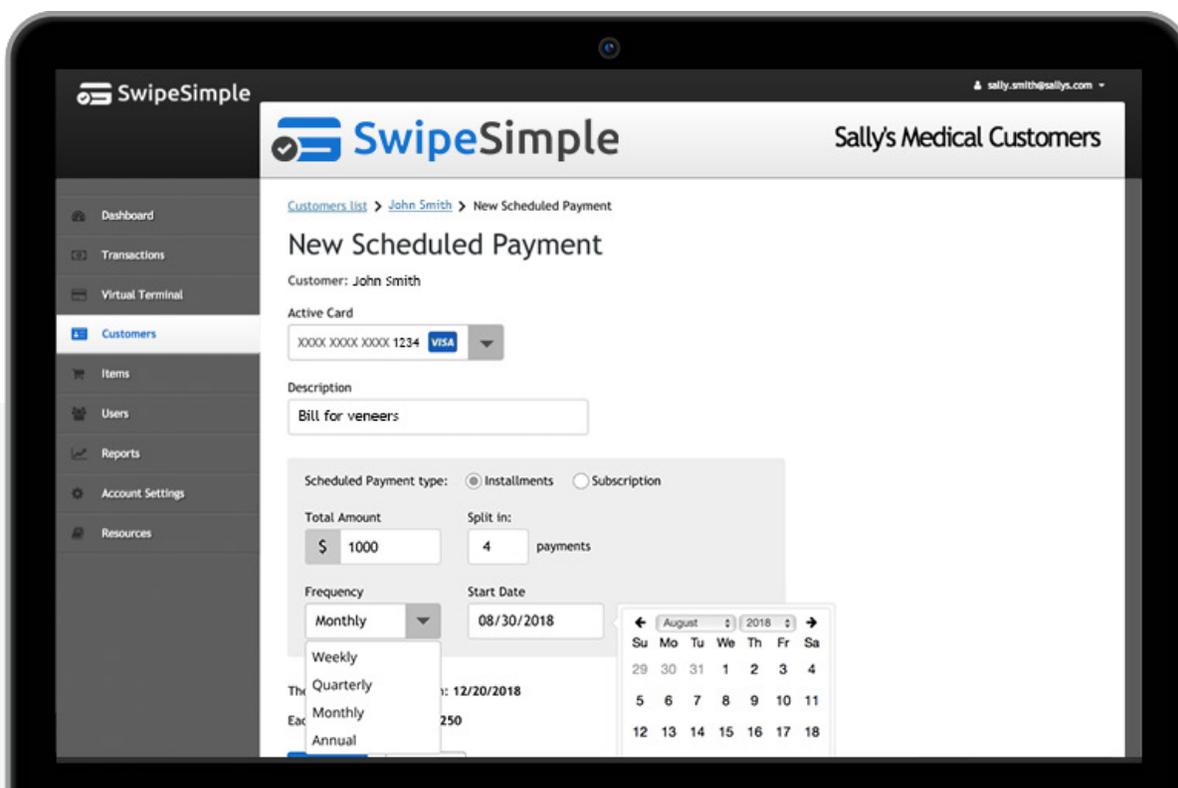
To create a one-time charge for a customer, go to your selected customer profile and click on [New scheduled payment](#) in the **Scheduled Payments** section.

Input the following payment information:

- **Merchant Account** - Select the merchant account in which you want to schedule the payment from.
- **Active Card** - Select a stored credit card to put the charge on.
- **Description** - Details in this field will be reflected on receipt(s) sent to the customer.
- **Payment Type** - Select **Installments**
- **Total Amount**
- **Split Into** - Input **1** in the field
- **Start Date** - Select the date which the scheduled payment should be charged.

Click on **New** to schedule the payment. The new scheduled payment will be added to the list of Scheduled Payments on the customer profile page when successfully created.

## 9b. Scheduling Installments



To create an installment for a customer, go to your selected customer profile and click on [New scheduled payment](#) in the **Scheduled Payments** section.

Input the following payment information:

# SCHEDULING PAYMENTS

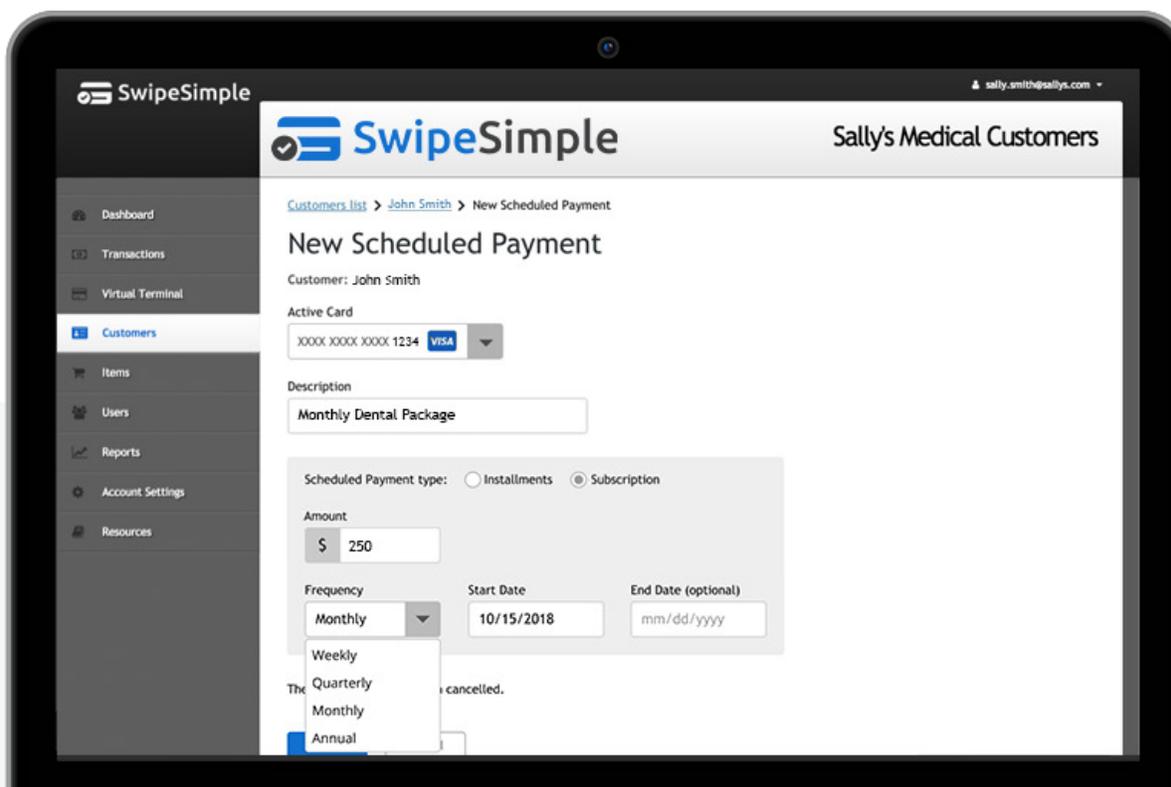
- **Merchant Account** - Select the merchant account in which you want to schedule the payment from.
- **Active Card** - Select a stored credit card to put the charge on.
- **Description** - Details in this field will be reflected on receipt(s) sent to the customer.
- **Payment Type** - Select **Installments**
- **Total Amount**
- **Split Into** - Input the number of times that the Total Amount should be split into.
- **Frequency** - Select between **Weekly, Monthly, Quarterly,** or **Annually.**
- **Start Date** - Select the date which the installment should start.

The bottom of the page will display the **End Date**, and the **Amount of Each Payment\***.

Click on **New** to schedule the installment. The new scheduled payment will be added to the list of Scheduled Payments on the customer profile page when successfully created.

*\*In cases where individual payments do not split evenly across the installment duration, each payment is rounded up to the nearest cent. The last payment will be correspondingly smaller.*

## 9c. Scheduling Subscriptions



The screenshot displays the SwipeSimple merchant dashboard on a tablet. The left sidebar contains navigation options: Dashboard, Transactions, Virtual Terminal, Customers (highlighted), Items, Users, Reports, Account Settings, and Resources. The main content area is titled 'Sally's Medical Customers' and shows the 'New Scheduled Payment' form for customer 'John Smith'. The form includes the following fields and options:

- Active Card:** A dropdown menu showing a Visa card with the number 'XXXX XXXX XXXX 1234'.
- Description:** A text input field containing 'Monthly Dental Package'.
- Scheduled Payment type:** Radio buttons for 'Installments' and 'Subscription' (selected).
- Amount:** A text input field with '\$ 250'.
- Frequency:** A dropdown menu with 'Monthly' selected. A list of options (Weekly, Quarterly, Monthly, Annual) is visible below the dropdown.
- Start Date:** A text input field with '10/15/2018'.
- End Date (optional):** A text input field with the placeholder 'mm/dd/yyyy'.

To create a subscription for a customer, go to your selected customer profile and click on [New scheduled payment](#) in the **Scheduled Payments** section.

Input the following payment information:

- **Merchant Account** - Select the merchant account in which you want to schedule the payment from.
- **Active Card** - Select a stored credit card to put the charge on.
- **Description** - Details in this field will be reflected on receipt(s) sent to the customer.
- **Payment Type** - Select **Subscription**
- **Amount per Interval**
- **Frequency** - Select between **Weekly, Monthly, Quarterly, or Annually.**
- **Start Date** - Select the date which the subscription should start.

The subscription will end when you cancel the scheduled payment.

Click on **New** to schedule the Subscription. The new scheduled payment will be added to the list of Scheduled Payments on the customer profile page when successfully created.

## 10. Notifications for Approved Transactions

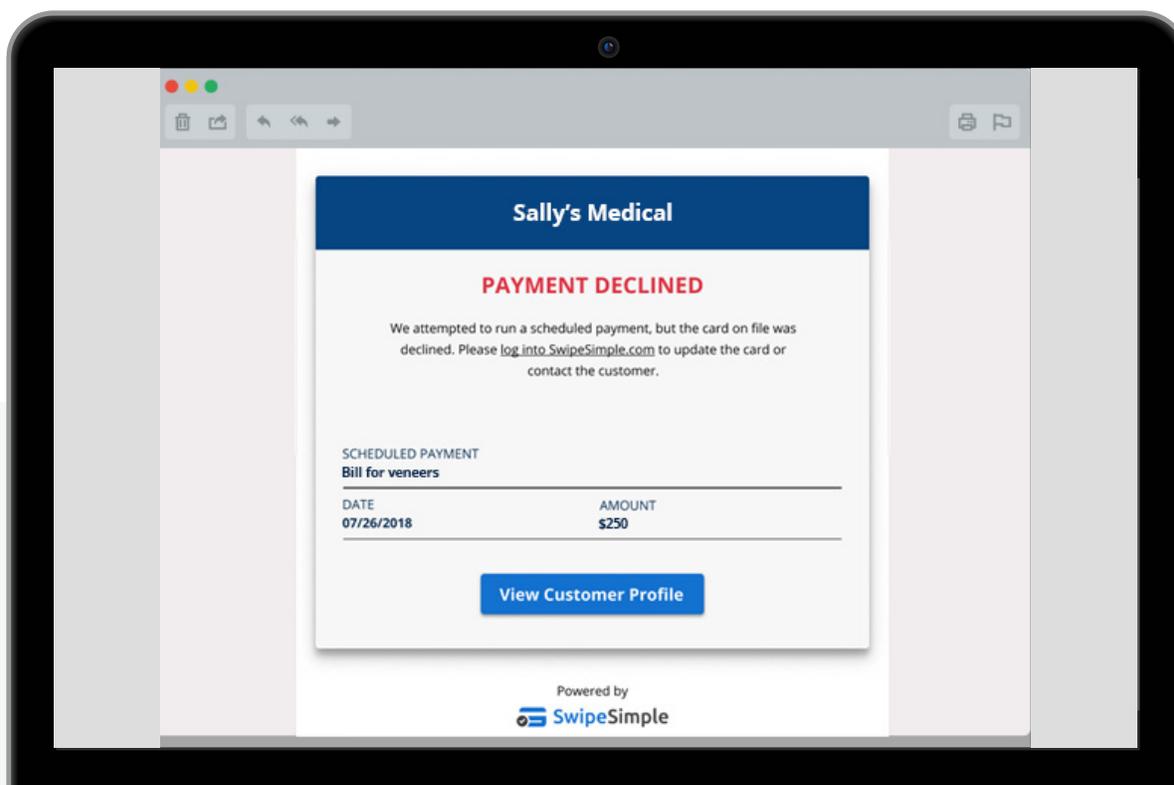
For all approved scheduled payments, your customers will receive a receipt via email notifying them of the charge that was made to their credit card.

To receive an email notification for all approved transactions as well:

1. Go to your **Account Settings** on the dashboard
2. Click on the **Receipts** tab
3. Check **Email receipt for every transaction to**
4. Input the email address(es) which you would like the receipt to be sent to
5. Click **Update Settings** to save changes

Approved scheduled payments will be displayed and can be accessed from Transactions page, and the **Last Transactions** section on the customer profile page.

## 11. Notifications for Declined/Error Transactions



For all declined/error scheduled payments, an email notification will be sent to all users with Admin access. To view the list of users with Admin access, go to Users on your dashboard.

To retry the failed transaction:

1. Click on **View Customer Profile** in the email. You will be redirected to the customer profile page on the dashboard.
2. Update the selected stored credit card in **Cards** section.
3. Retry the failed transaction by clicking on **New charge** in the **Last Transactions** section, and running it on the Virtual Terminal.

Decline/error scheduled payments will not affect any future scheduled payments. SwipeSimple will still attempt to charge your customer's stored credit cards at the next payment interval.

Declined/error scheduled payments will be displayed and can be accessed from Transactions page, and the **Last Transactions** section on the customer profile page.

## 12. Creating a New Charge from Customer Profiles

The screenshot displays the SwipeSimple Virtual Terminal interface. The left sidebar contains navigation options: Dashboard, Transactions, Virtual Terminal (highlighted), Customers, Items, Users, Reports, Account Settings, and Resources. The main content area is titled 'New Transaction: John Smith' and includes a location dropdown set to 'Uptown'. The form fields are as follows:

- Amount:** \$ 200.00
- Reference Number:** 0123456789 (with a 10/64 character limit indicator)
- Choose Card:** VISA 1234 - 01 / 23
- Cardholder Name:** JOHN SMITH
- Optional - Used for Address Verification Service:** (checkbox)
- Address:** 123 Main St
- City:** ABC City
- State:** XY
- ZIP Code:** 12345

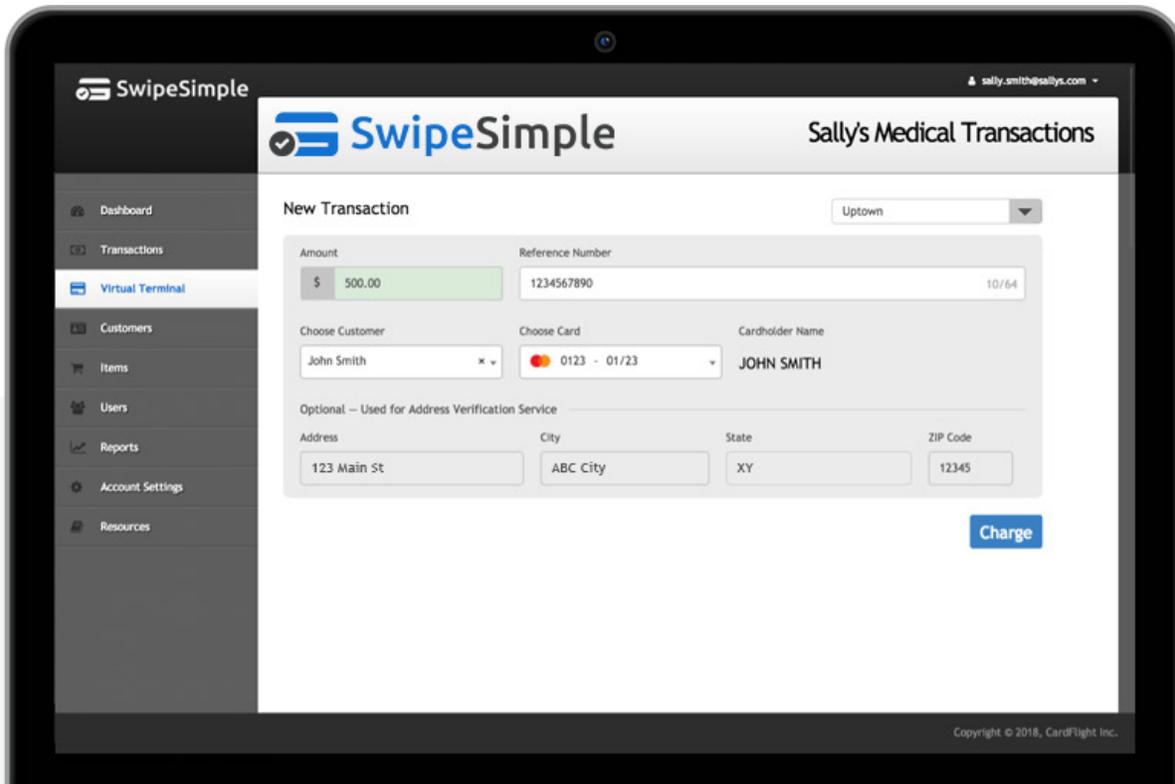
A blue 'Charge' button is located at the bottom right of the form. The footer of the interface reads 'Copyright © 2018, CardFlight Inc.'

To charge a customer from the customer profile page:

1. Click on **New charge** in the **Last Transactions** section.
2. Select a stored credit card, or choose to charge a new credit card.
3. If **New Credit Card** option is selected, you may choose to check **Save card for later use** to add the card in use as a stored credit card.
4. Input other payment information including **Amount** and **Reference Number** (optional).
5. Click on **Charge** to process the transaction.

Successfully processed transactions will be tied to the selected customer and added to the **Last Transactions** section on the customer profile page.

## 12. Selecting Customers at the Point-of-Sale (Virtual Terminal)



The screenshot displays the SwipeSimple Virtual Terminal interface on a tablet. The interface is titled 'New Transaction' and includes a sidebar menu on the left with options: Dashboard, Transactions, Virtual Terminal (selected), Customers, Items, Users, Reports, Account Settings, and Resources. The main form area contains the following fields:

- Amount:** \$ 500.00
- Reference Number:** 1234567890 (with a 10/64 expiry indicator)
- Choose Customer:** John Smith
- Choose Card:** 0123 - 01/23
- Cardholder Name:** JOHN SMITH
- Optional - Used for Address Verification Service:**
  - Address:** 123 Main St
  - City:** ABC City
  - State:** XY
  - ZIP Code:** 12345

A blue 'Charge' button is located at the bottom right of the form. The footer of the interface reads 'Copyright © 2018, CardFlight Inc.'

To select a customer during a sale:

1. Go to **Virtual Terminal** to create a sale.
2. Select a customer to charge in the **Choose Customer** dropdown.
3. Select a stored credit card, or choose to charge a new credit card.
4. If **New Credit Card** option is selected, you may choose to check **Save card for later use** to add the card in use as a stored credit card.
5. Input other payment information including **Amount** and **Reference Number** (optional).
6. Click on **Charge** to process the transaction.

Successfully processed transactions will be tied to the selected customer and added to the **Last Transactions** section on the customer profile page.

## Frequently Asked Questions

### 1 Can I create a customer profile without adding a stored credit card?

Yes, all that is needed to create a customer profile is a **Customer Name**. Please note that the customer will not receive email notifications for approved scheduled payments if he/she does not have an email on file. In addition, AVS will not be performed during transactions if billing address is left empty.

### 2 Are customer profiles created automatically?

Yes, SwipeSimple automatically creates customers profiles and captures key customer information following a transaction on the Virtual Terminal or mobile app.

If a cardholder name is collected from your customer's credit card and a matching customer profile does not exist, SwipeSimple will automatically generate a unique customer ID and create a customer profile. Future transactions made with that card will update the customers profile with new transaction details.

### 3 Can this be turned off?

Not at this time.

### 4 How do I create a customer profile manually?

1. Go to **Customers** and click **Add New Customer**.
2. Input the following details:
  - Customer Name
  - Email
  - Address
  - City
  - State
  - Zip Code
  - Phone
3. Click **Create Customer** to create a customer profile.

## 5 How do I edit a customer's information or a customer's profile?

You can access and modify customer profiles by using the **Edit** quick link in the Actions column on the Customers overview page, or by going into your customer profile and clicking on **Edit Customer** located at the top-right of the page.

Update or modify your customers information including **Customer Name, Email, Address, and Phone**. Click on **Save Changes** to save your edit(s).

## 6 How do I delete a customer profile?

You can access and modify customer profiles by using the **Delete** quick link in the Actions column on the Customers overview page, or by going into your customer profile and clicking on **Delete Customer** located at the top-right of the page.

Deleting a customer profile removes the customer from your customers list, removes his/her details and all stored credit cards, and cancels all scheduled payments.

## 7 How do I add a stored credit card?

You can add a stored credit card manually, or at the point-of-sale; from the Virtual Terminal or mobile app.

To store a credit card manually, go to the customer profile of your selected customer. In the **Cards** section, click on **Add a new card**. Input the following details:

- Cardholder Name
- Card Number
- Expiration Date
- Choose to use the customer's existing address information, or use an alternate Billing Address (for AVS)

Click on **Create Card** to add a stored credit card.

To add a stored credit card for an existing customer when running a sale from the Virtual Terminal, select the customer from the **Choose Customer** dropdown and **New Credit Card** from the **Choose Card** dropdown. Check **Save card for later use**. Input other payment info and process the transaction as per usual. The card in use will be stored when the transaction is processed.

To add a stored credit card when running a sale from the mobile app, get your customers to check the agreement box on the **Save Card for Future Use** screen. The card in use will be stored, and can be viewed from the customer profile page on the dashboard when the transaction is processed.

Please ensure that you have authorization from your customer before storing their credit cards. The new card will be added to the list of cards on file in the customer profile page when successfully added.

## 8 Do I need my customer's permission before saving their card information?

Yes, for compliance reasons, please ensure that you have authorization from your customer before storing their credit cards.

## 9 How do I edit a stored credit card?

To update or modify a customer's stored credit card, go to the selected customer profile and click on **Edit** in the Actions column on the right in the **Cards** section. Edit card details including:

- Cardholder Name
- Expiration Date
- Billing Address

Click on **Save Card** to update the stored credit card.

## 10 How do I delete a stored credit card?

To remove a customer's stored credit card, go to the selected customer profile and click on **Delete** in the Actions column on the right in the **Cards** section.

Deleting a stored credit card only disassociates the card from the customer, card information will still be accessible from the Transactions page. Stored credit cards cannot be deleted if they are being used in an active scheduled payment. Please cancel the scheduled payment before deleting the stored credit card.

## 11 Can I associate multiple stored credit cards with a customer?

SwipeSimple Customers allows you to associate an infinite number of stored credit card with any customer profile. To utilize Address Verification Service (AVS), please ensure that stored credit cards contain Billing Address details.

## 12 Can I associate the same card with multiple customers?

SwipeSimple Customers allows you to associate a single stored credit card with multiple customer profiles. To utilize Address Verification Service (AVS), please ensure that stored credit cards contain Billing Address details.

## 13 How do I modify a scheduled payment?

To modify a scheduled payment; one-time charge, installments, or subscriptions:

1. Go to the customer profile page of your selected customer.
2. Select a scheduled payment to modify by clicking on its **description** in the Scheduled Payments section.
3. Select another stored credit card to charge in the **Active Card** dropdown or edit the **Description** of the scheduled payment as needed.
4. Click **Save** to update the scheduled payment.

## 14 Can I import or export my customers as a list?

SwipeSimple customers does not support importing or exporting customers at this time.

## 15 Is SwipeSimple Customers available to me?

Yes, SwipeSimple customers is available to all SwipeSimple users.

## 16 Is there an additional fee associated with using SwipeSimple Customers?

No, SwipeSimple Customers is part of the SwipeSimple platform.

## Contact

Are you having trouble using SwipeSimple Customers?

Please visit [home.swipesimple.com/support-center](https://home.swipesimple.com/support-center), or contact your Merchant Services Provider and they will be able to assist with more specific details to your account.

If you don't know who your Merchant Service Provider is, you can email us at [support@swipesimple.com](mailto:support@swipesimple.com) with the subject line "**Please help me contact my Merchant Services Provider**", and include the **name of your account**.

Our support hours are Monday - Friday, 9 AM to 6 PM EST.

