SwipeSimple

User Guide

Brought to you by

MERCHANT℠

Mobile App

SwipeSimple Dashboard

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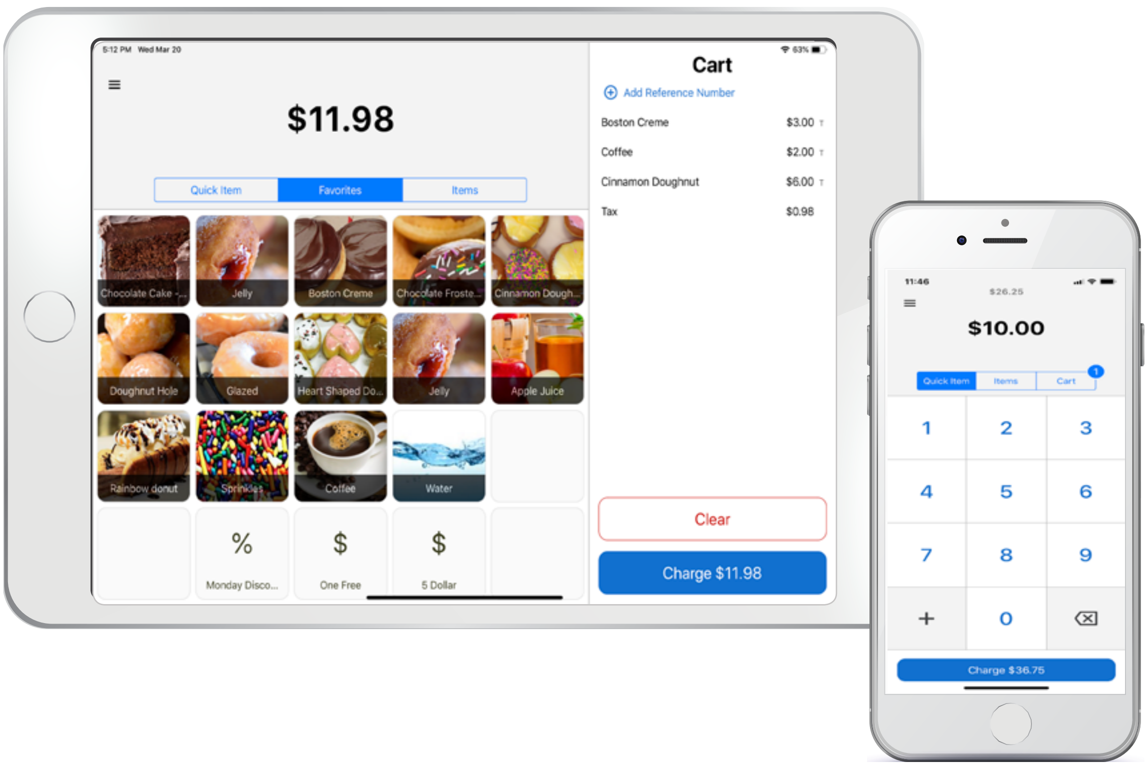
MERCHANTE[SM]

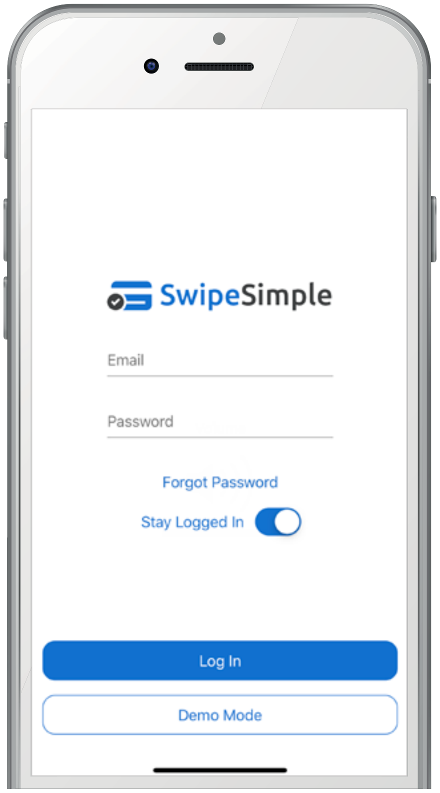
Contact us with questions about your account.

Help@MerchantE.com <> 888.288.2692

Mobile App



$11.98
Quick Item
Favorites
Items
Chocolate Cake -...
Jelly
Boston Creme
Chocolate Froste...
Cinnamon Dough...
Doughnut Hole
Glazed
Heart Shaped Do...
Jelly
Apple Juice
Rainbow donut
Sprinkles
Coffee
Water
%
Monday Disco...
$
One Free
$
5 Dollar
Cart
Add Reference Number
Boston Creme $3.00
Coffee $2.00
Cinnamon Doughnut $6.00
Tax $0.98
Clear
Charge $11.98
$26.25
$10.00
Quick Item
Items
Cart
1 2 3
4 5 6
7 8 9
+ 0
Charge $36.75



1. Log In/Log Out

Type your email address and password and tap **Log In**.

The email and password you use to sign in will be provided by MerchantE

Upon first login, you will be prompted to change your password.

Forgot Password

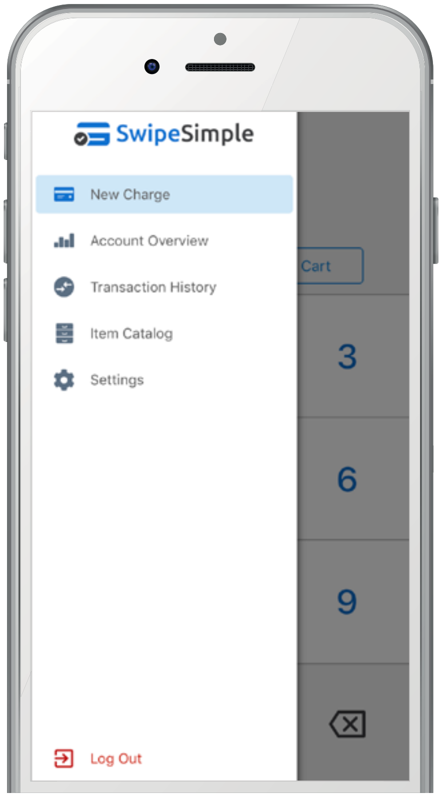
Tap Forgot Password and enter your email address to receive instructions for creating a new password.

Stay Logged In

Enable Stay Logged In to bypass entering your login credentials when opening the app. You will remain logged in until you choose to log out.

Demo Mode

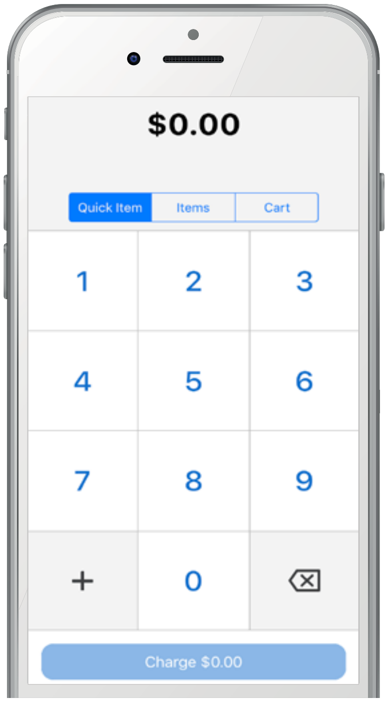
Explore the app functionalities without signing into your account by selecting Demo Mode. Demo mode allows users to navigate the app and simulate swipe, dip, tap, and keyed transactions.

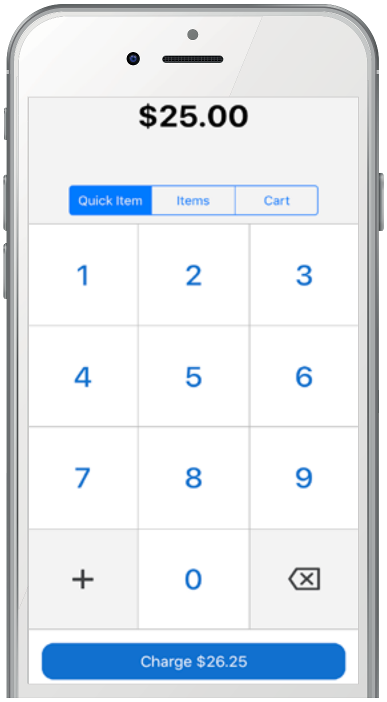


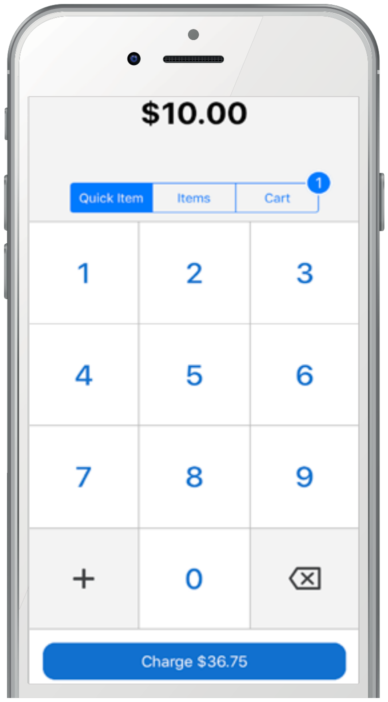
Log Out

To log out of your account, open the side menu and tap **Log Out** at the bottom.

2. Sale - Quick Item







Add Quick Item

Tap the number keys to enter an amount and then tap + to add the item to the cart.

To collect Sales Tax on your Quick Item, go to Settings > Sales Tax, and ensure that Collect Sales Tax is enabled.

For users with a single tax rate added, the total value will be updated to reflect sales tax.

View Totals for:

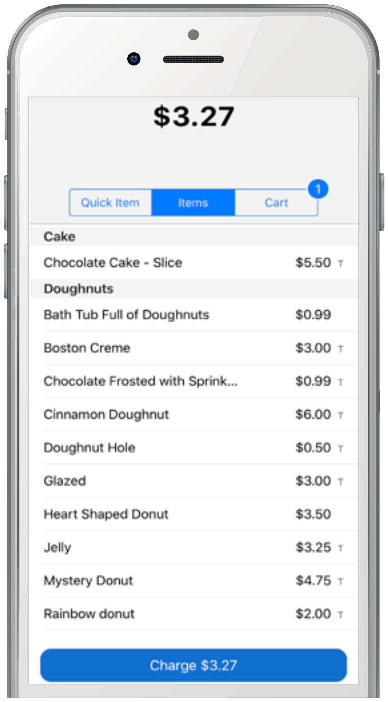
- Current Sale Amount
- In-progress Quick Item amount

Process the Sale or Add Another Item

The **Charge** button displays the total amount of the cart and any in-progress Quick Item.

Tap **Charge** to check-out or tap **+** to add another Quick Item.

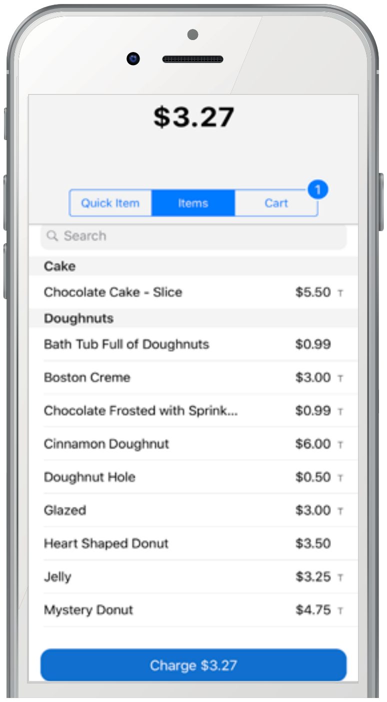
3. Sale - Managed Item



View Existing Catalog Items

Tap the **Items** tab to view all existing catalog items that can be added to a sale.

The tab lists all sellable items with the Item Name, Price, and if the item is taxable.

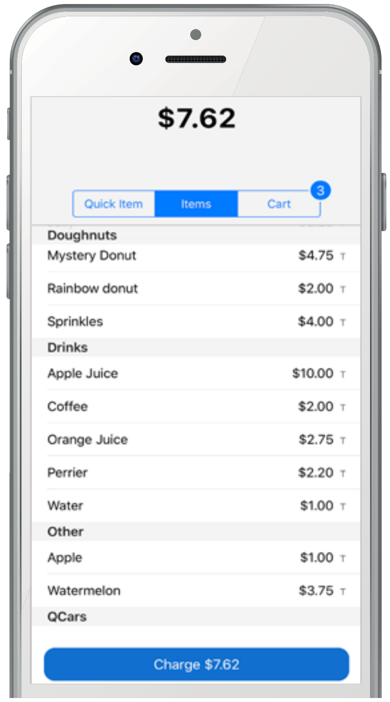


Add Items and Discounts

To add items from the list to the sale, select the items by tapping on them.

To perform a quick search from the list of managed items, scroll to the top of the list for the search bar, enter the item's name or price.

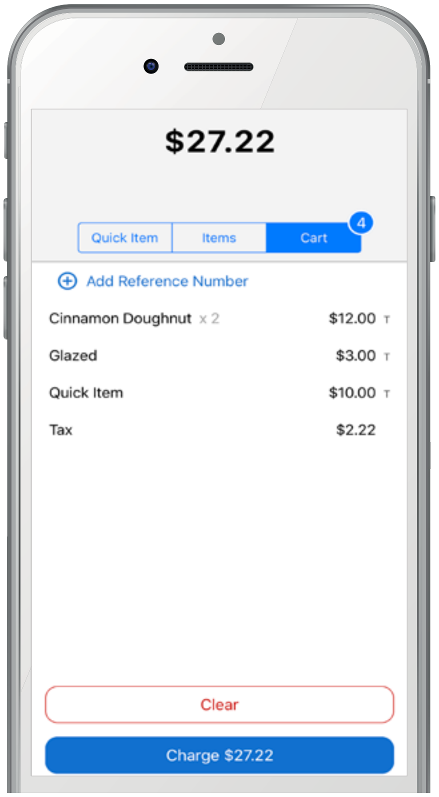
To add discounts to the entire order, select them by tapping on them.

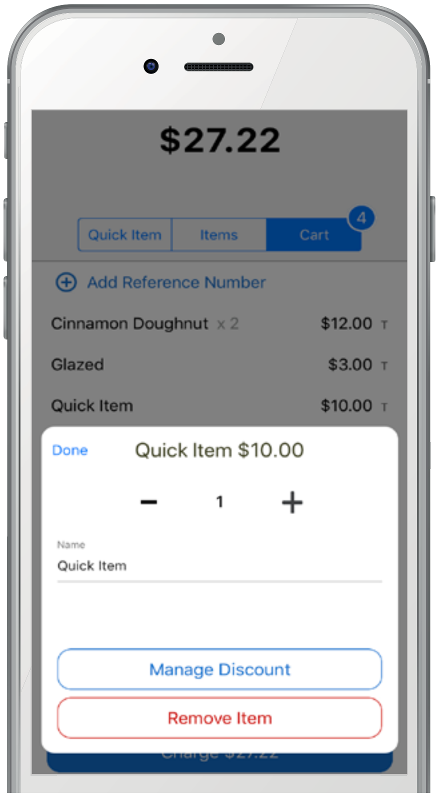


Adjust Item Quantity

Tap the desired item the same number of times as your preferred quantity.

Tap an item twice to add two of the selected item to the sale.





4. Sale - Review Sale

View Items in Cart

Tap the **Cart** tab to view items that have been added to the sale.

The cart will show the count of items, the total price for each item, if each item is taxable, and (if a single tax rate is being used) total tax in the current sale.

A quick item that hasn't been added to the cart will be shown in grey. Tap it to add it to the cart.

Edit an Item

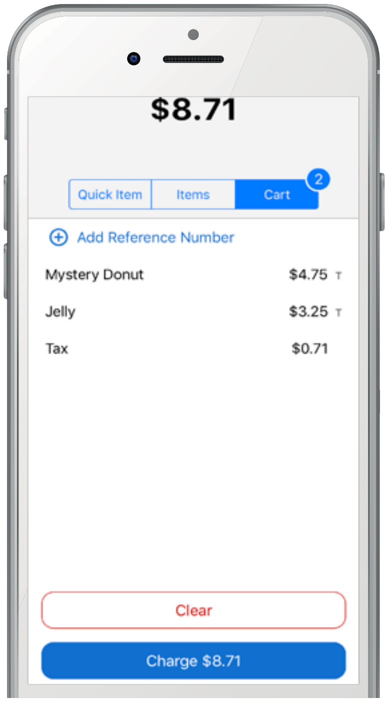
A **Quick Item** can be renamed. Tap on your selected Quick Item to rename it.

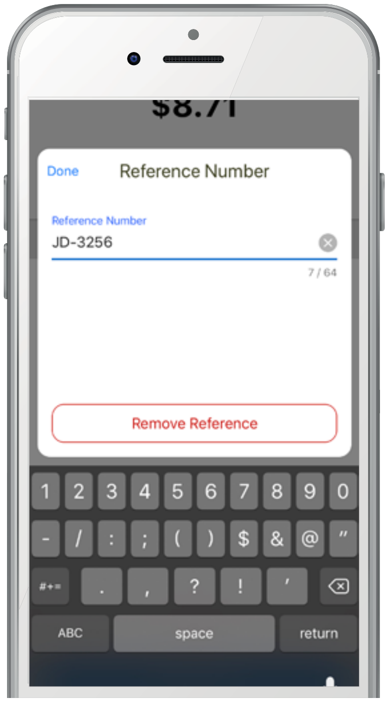
Change the quantity of an item by tapping on it and selecting "-" or "+"

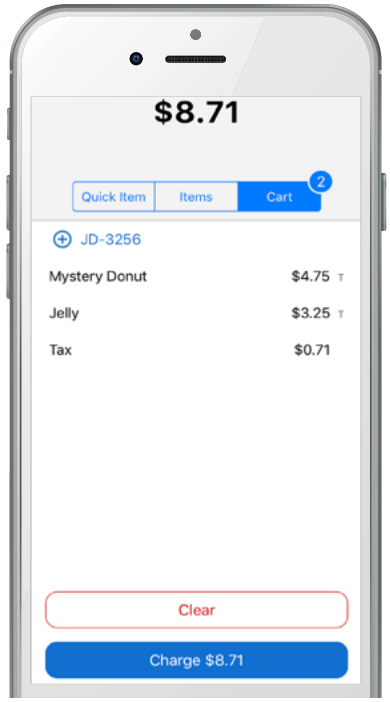
Tap on any item to apply a discount to that item.

Remove an item by tapping on it and selecting **Remove Item**.

5. Reference Number (Optional)







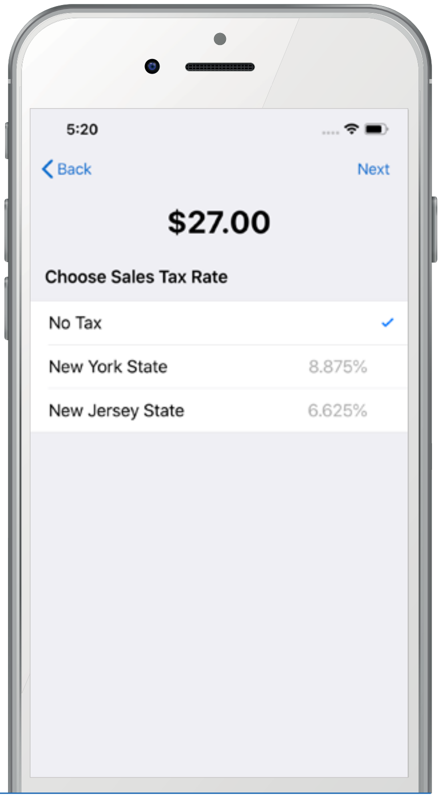
Add a Reference Number

Tap **+ Add Reference Number** to add a reference number or transaction note to the sale.

The reference number is an internal merchant facing note that will be displayed on the Transaction Details page after a transaction.

Note: This reference number is not auto-generated by SwipeSimple and will not be included on the receipt for the transaction.

6. Sale - Configurable Tax (Optional)

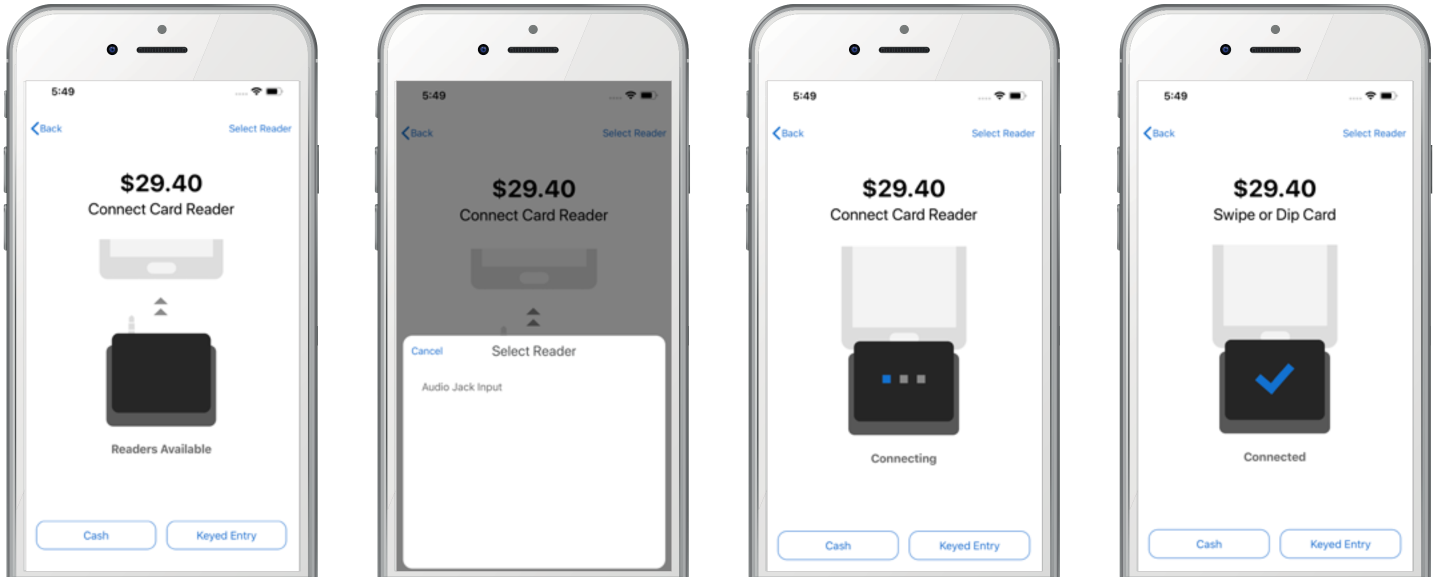


Choose Sales Tax Rate

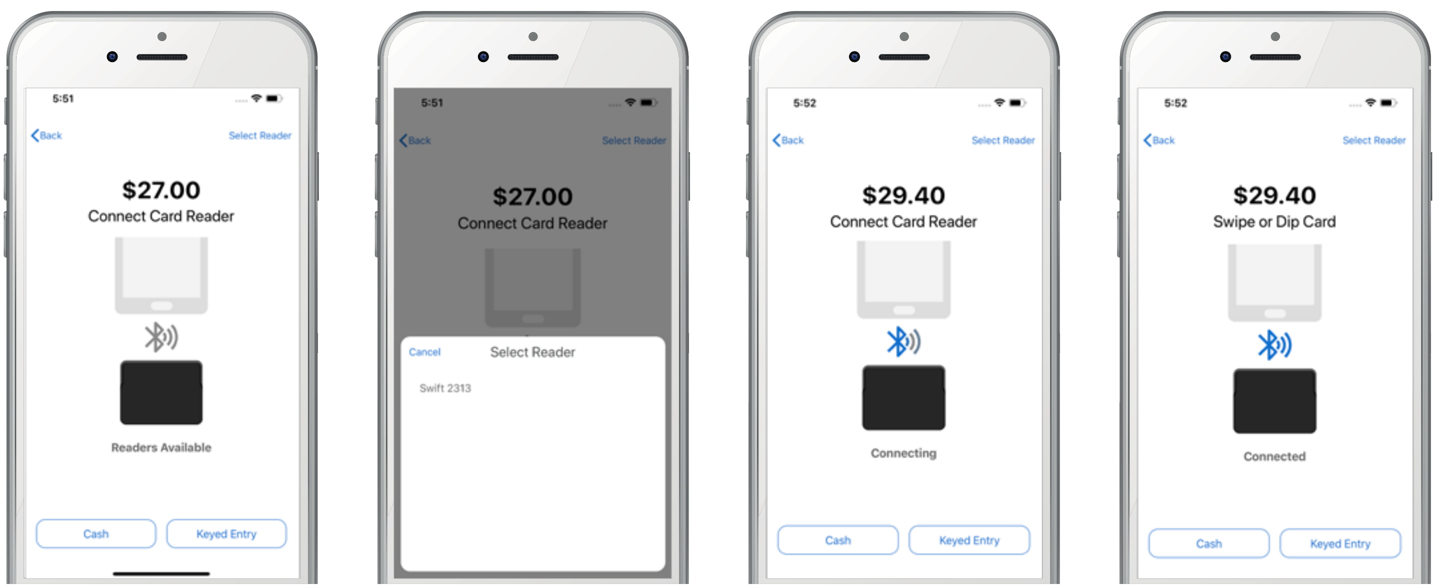
If you've added more than one tax rate, this screen will appear. Select the tax rate appropriate for this sale and click next. The total amount will automatically update to reflect the new total amount.

Note: Only taxable items in the cart will have this tax amount applied.

7. Select Reader



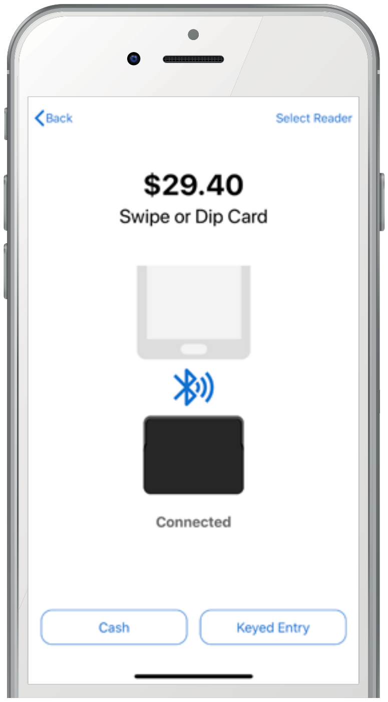
Connecting an Audio Jack card reader

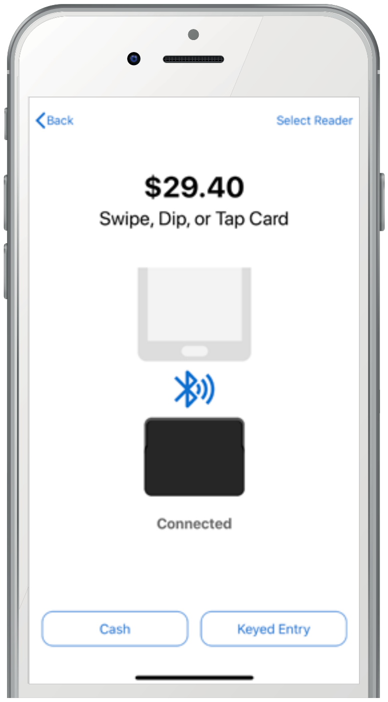


Connecting a Bluetooth card reader

If a reader is not already connected, tap **Select Reader** to connect to an available card reader.

8. Charging a Credit Card: Swipe, Dip, Tap





Swipe, Dip, Tap*

If prompted to Swipe or Dip and presented with an EMV chip card, process the transaction by dipping the card in the enclosed slot on the reader ship-first with the chip facing the top of the reader.

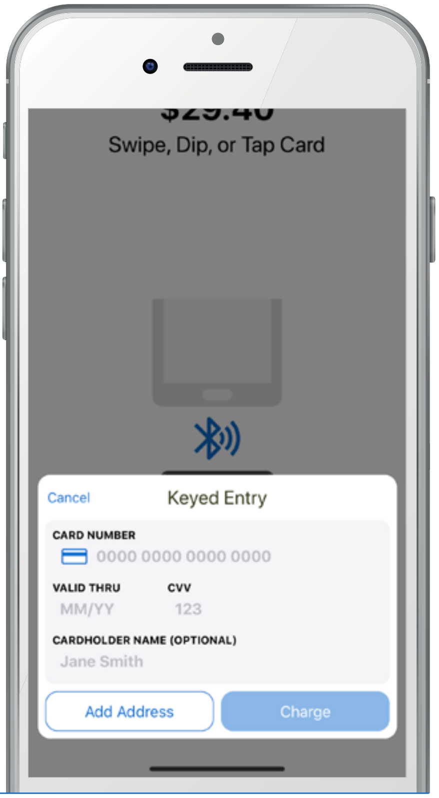
When prompted to **Swipe** or presented with a non-chip card, run the card through the open-ended slot on the reader with the magnetic stripe facing the back of the reader.

When using a **Bold B550** or **Swift B250** reader and presented with a contactless payments enabled credit card or mobile device, tap the card or mobile device on the reader to process a transaction.

Cardholders using Google Pay or Apple Pay can also conduct a transaction using these readers.

** Dip and Tap capabilities are dependent on the card reader hardware and Merchant Account used for payment processing.*

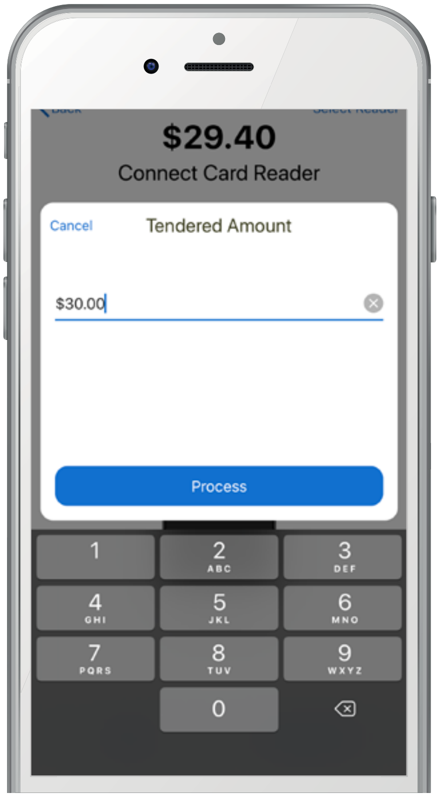
9. Charging a Credit Card: Keyed Entry



Keyed Entry

If you do not have a card reader, tap **Keyed Entry** to manually enter credit card details. Enter the **Card Number**, **Expiration Date**, **CVV Number** on the back or front of the card to process the payment.

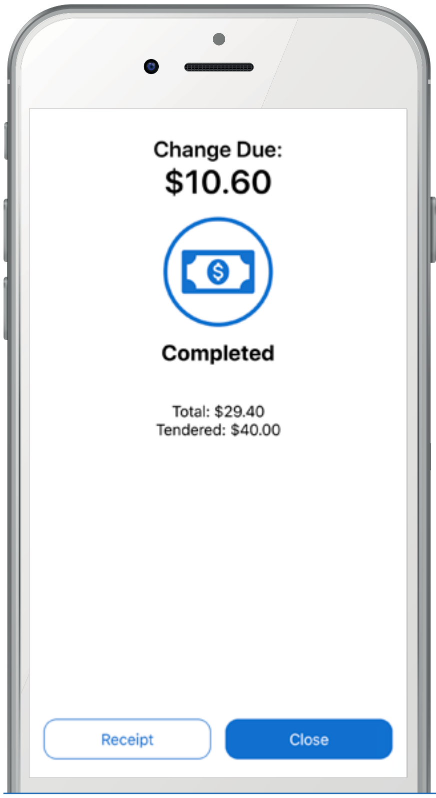
To add an address for the Address Verification System, tap **Add Address** and fill out the form fields.



10. Cash Payments

Tap **Cash** to process the transaction as a cash payment.

Enter tendered amount and tap **Process**.



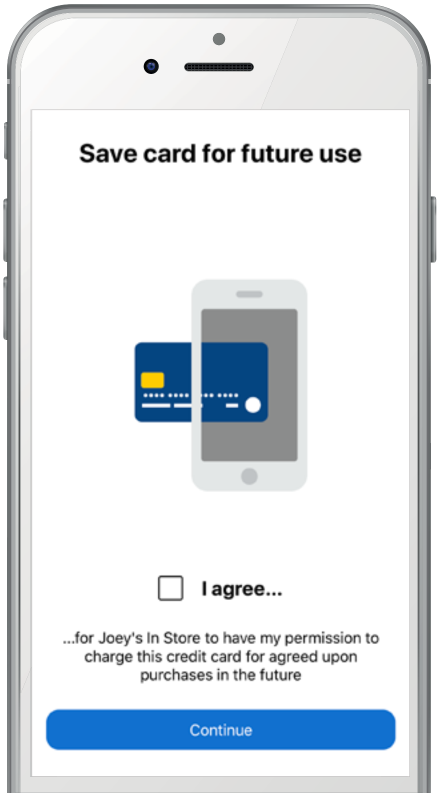
11. Change Due

Cash transactions processed successfully will show **Change Due**, along with total amount and amount tendered.

12. Save Card (Optional)

A new customer may be prompted to save the card for later use. Enable this feature in the Settings section. When enabled, the cardholder can tap “I agree...” to grant permission to use this card in the future.

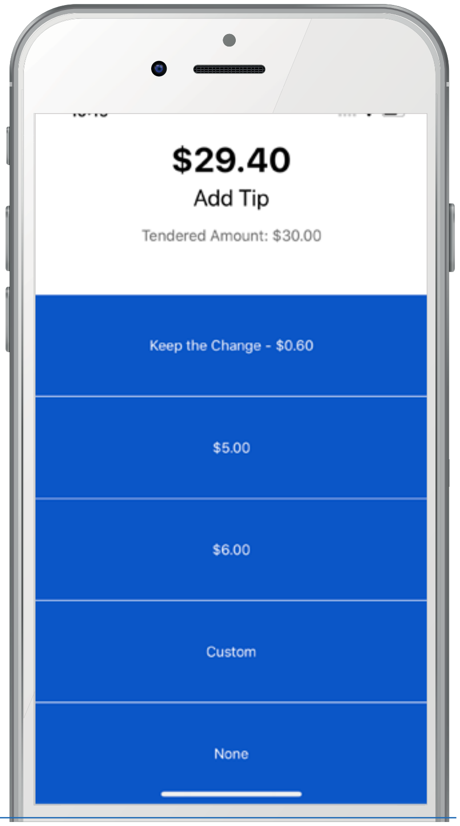
This will save the card for later use via the SwipeSimple Dashboard Virtual Terminal, Scheduled Payments, and other payment methods.



13. Tip (Optional)

A customer may be prompted for a tip on the transaction. Enable and configure the tipping amounts in the Settings section. When enabled, the cardholder can select their tip amount from several available options:

- For credit transactions: Default Tip amounts as configured in the Settings
- For cash transactions: Keep the Change, 1st and 2nd default amounts rounded to the nearest dollar
- Custom amount
- None

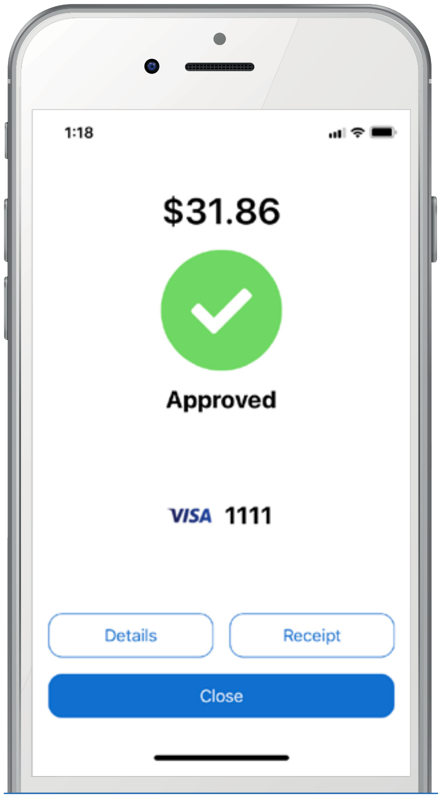


14. Customer Signature (Optional)

A customer maybe be prompted for a signature when a CVM (Customer Verification Method) is required. When prompted the cardholder can sign by drawing their signature on the screen on the screen or tablet.

Signature is a setting which can be set to: Always, Never or Above $25.

In some cases, your processor may override these settings on a per card basis.



15. Transaction Results

Credit card transactions may be Approved, Declined, or result in an Error.

When applicable, Address Verification Service results will be shown here. Depending on the given details, the results can be a mismatch, a partial match, or a full match.

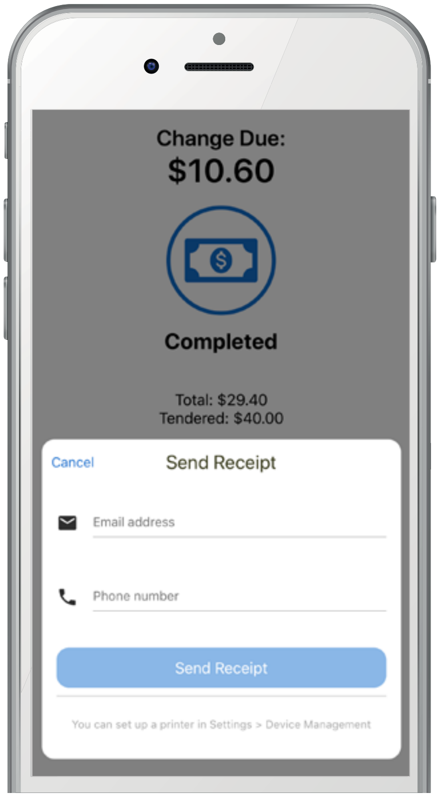
Transaction details, including the ability to void or refund the transaction, are available via the **Details** button.

16. Issue Receipt(s)

Tap **Receipt** to provide a receipt for your customer. Enter your customer's Email address and/or Phone number to send a receipt as an email or text.

Connect a bluetooth printer to print physical receipts (see Hardware section for details).

You can always send or print a receipt later from the **Transaction Details** section in **Transaction History**.

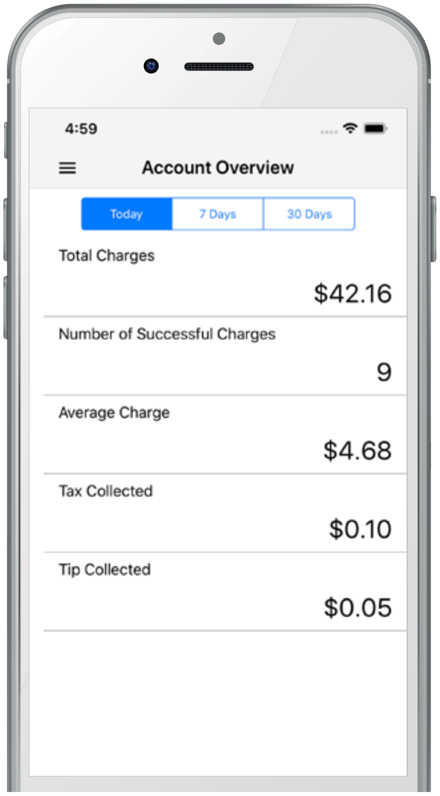


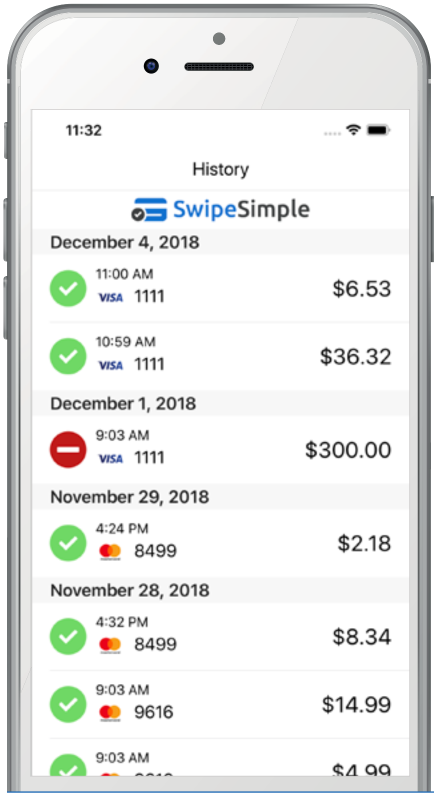
17. Account Overview

The Account page displays statistics on your transactions for multiple user accounts including:

- **Total Charges**
- **Number of Successful Charges**
- **Average Charge**
- **Tax Collected**
- **Tip Collected**
- **Customer information**

Account summary statistics from **Today**, the last **7 Days**, or the last **30 Days**.





18. Transaction History

The History page lists transactions by date with the most recent transactions at the top.

Pull and release screen to refresh list of transactions.

Tap on any transaction to view transaction details.

19. Transaction History - Transaction Details

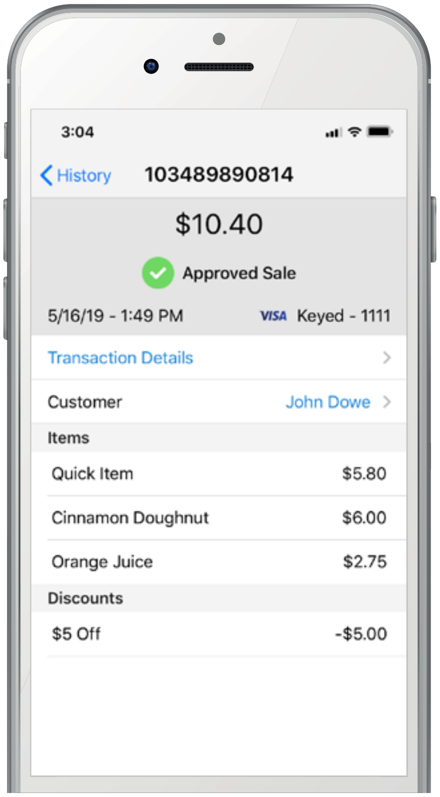
Transaction Details include:

- Transaction Status
- Transaction Number (System generated)
- Reference Number (Merchant created – optional)
- Transaction Date and Time
- Customer information
- Full List of Items and Discounts

Card Details include Cardholder Name, Card Brand, last 4 digits of Card Number and Transaction Value.

Send **Receipt** or issue a full **Refund**, partial **Refund**, or **Void*** a transaction from the transaction details page.

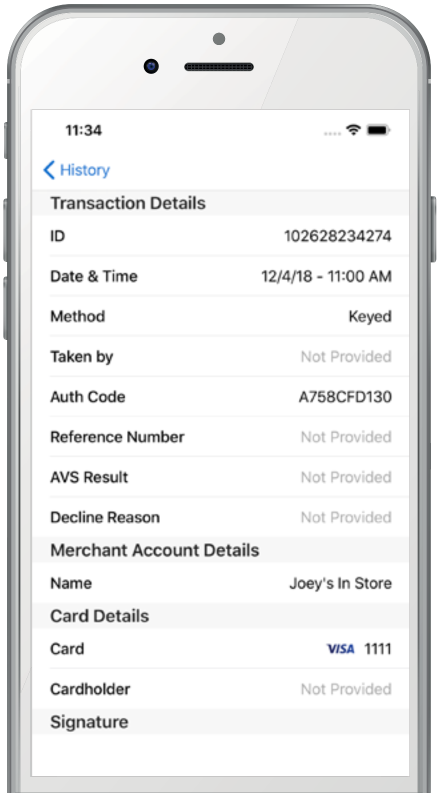
**when available*

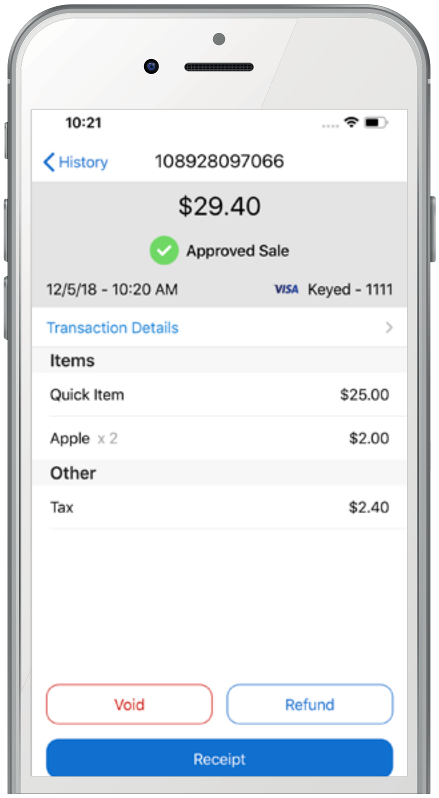


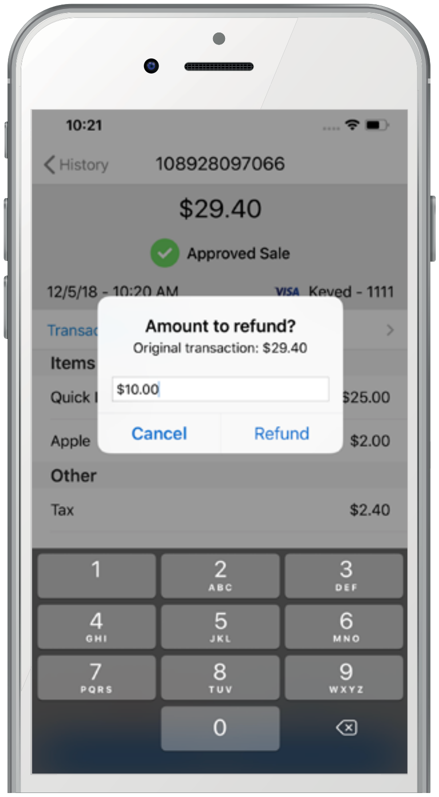
20. Transaction History - Expanded Transaction Details

Expanded Transaction Details include:

- Transaction ID
- Date & Time
- Method (Keyed, Dipped, Swiped, On File)
- Taken by
- Auth Code
- Reference Number
- AVS Result
- Decline Reason
- Merchant name
- Card brand and last four digits
- Cardholder name
- Signature







21. Voids and Refunds

To perform a Void, Refund or Partial Refund, go to **History**, and tap on a transaction.

Void

Tap **Void** to void your selected transaction.

If the void option is not displayed, the transaction can no longer be voided. Please contact your Merchant Service Provider for additional information.

Refund

Tap **Refund** and enter the amount you wish to refund for that transaction.

** Only admin users are able to perform refunds.*

Partial Refund

You can refund an amount less than the total of a transaction. The result of your full or partial refund will show up as a new record in the History page.

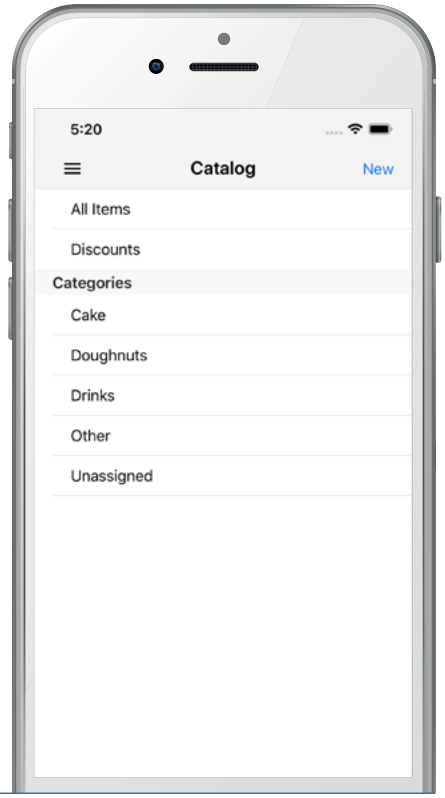
To refund the remaining balance of a transaction, or to perform another partial refund for an amount less than the remaining balance, return to the original transaction listing.

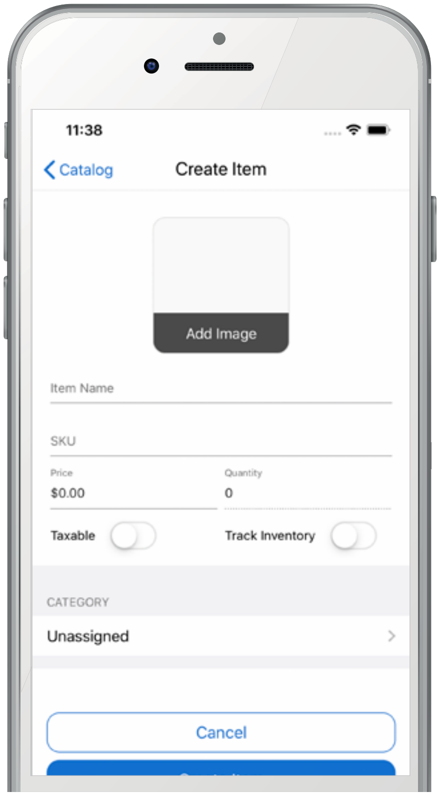
** It may take up to 7-10 days for refunds to be processed. Please contact your Merchant Service Provider for additional information.*

22. Item Catalog

The Items page lists individual sellable items with the **Item Name** and **Price**.

Tap **New** to create a new item, new discount, or new category.





23. Create Item

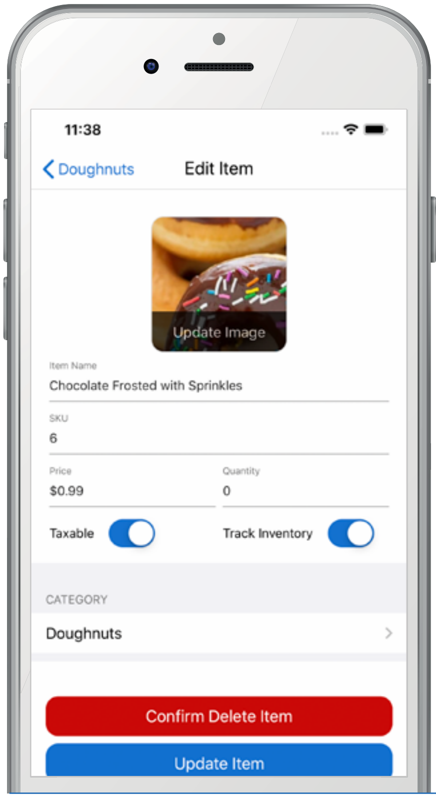
Create Item by assigning an **Item Name, SKU (Optional), Price,** and decide if the item is **Taxable**.

Opt to **Track Inventory** by toggling the switch and set the current **Quantity** to track items on hand.

Tap **Create Item** to create item, your new item will be added to your list of Items in the Catalog screen.

Items can be added to an existing Category.

To add an image, tap **Add Image** and take a picture or select one from your camera roll to upload it.



24. Delete Item

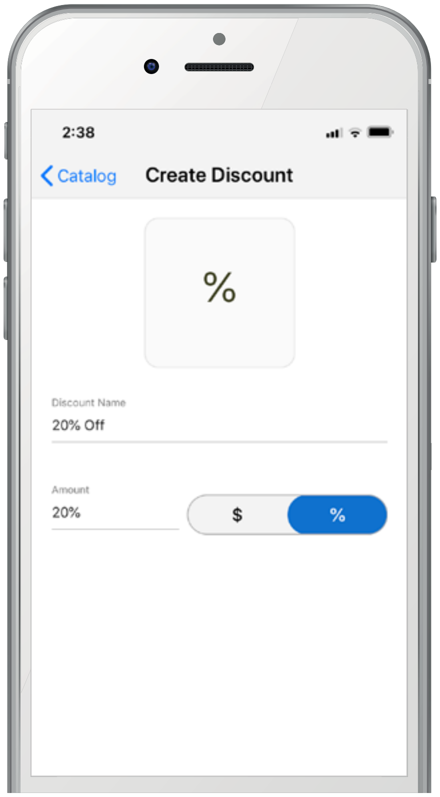
To delete an item, select it from the Item Catalog. Tap "Delete Item", then "Confirm Delete Item". The item will be deleted from the Item Catalog on all devices associated with this account as well as the SwipeSimple Dashboard.

25. Create Discount

Create Discounts

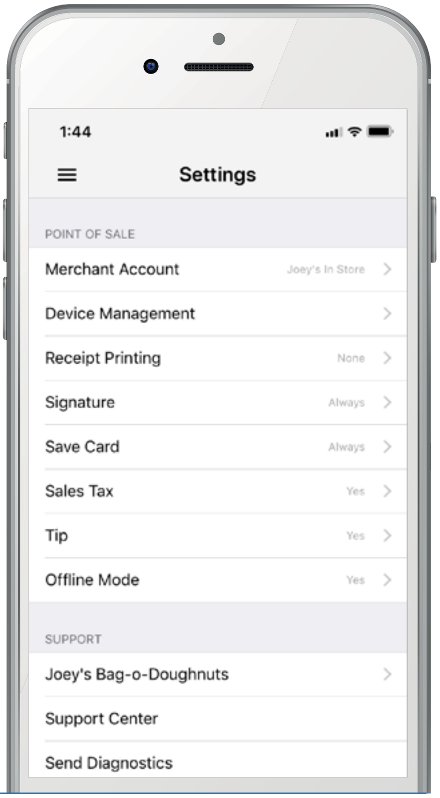
Create dollar value or percentage discounts to be applied during a sale.

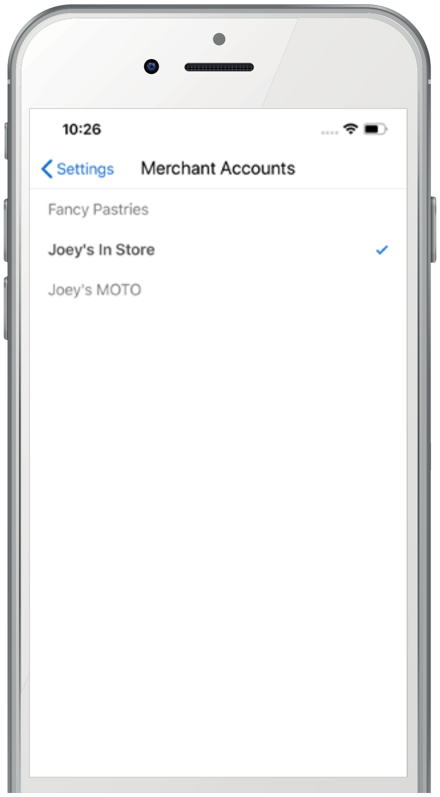
Discounts can be applied to both the entire transaction or individual items in the Sales Cart.



26. Settings

Tap **Settings** to see options to configure your experience.





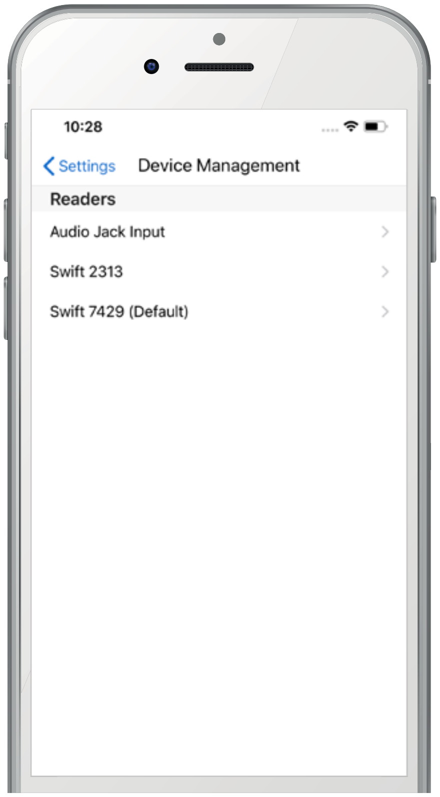
27. Merchant Accounts

For SwipeSimple accounts with multiple merchant accounts, an **Admin user** can change the selected Merchant Account from the **Settings** page.

Tap **Merchant Account** to see a list of available Merchant Accounts.

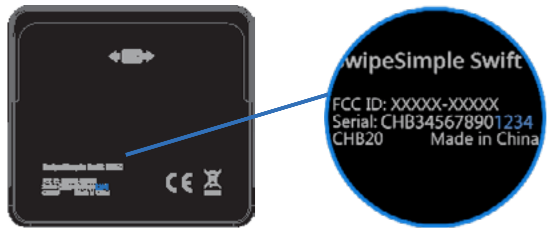
Information is segmented by Merchant Account in the following areas:

- Account Overview
- Transaction History



28. Device Management

Tap **Device Management** from the **Settings** page to view the list of available card readers that your device can be connected to.



If you are using a Swift B200 or Swift B250, the four digits represent the last four digits of the card reader's serial number.

Set Default Devices

To set a default reader, select a reader by tapping on it and tap **Set Default Reader** on the next page.

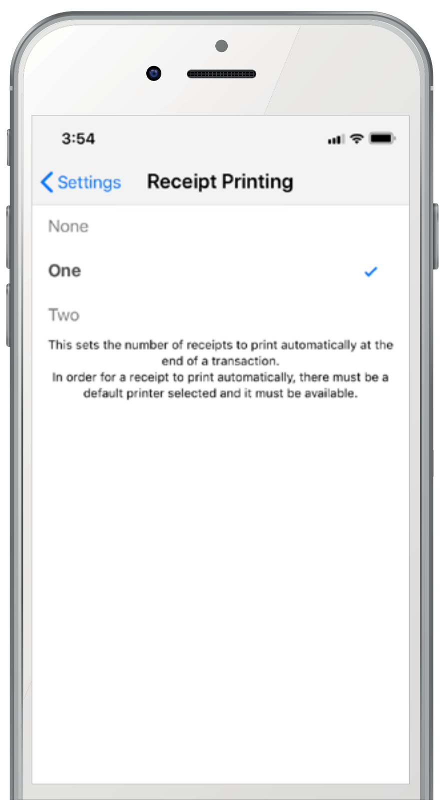
To set a default printer, select the printer by tapping on it and tap **Set Default Printer**.

To print a test receipt select a printer and tap **Print Test Receipt**.

29. Receipt Printing

This sets the number of receipts to print automatically at the end of a transaction.

In order for a receipt to print automatically, there must be a default printer selected and it must be available.

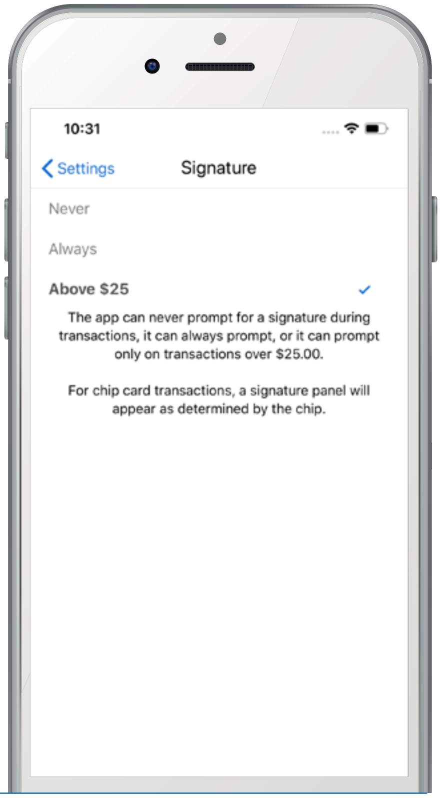


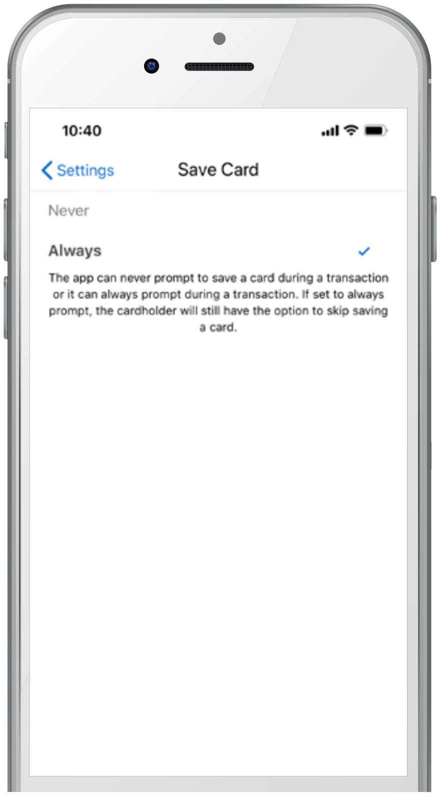
30. Signature

SwipeSimple can be configured to capture a signature:

- Never
- Always
- Above $25

In some cases, your processor may override these settings on a per card basis.





31. Save Card

Save card enables a merchant to save a card to be charged at a later date on the SwipeSimple Dashboard.

The app can never prompt to save a card during a transaction or it can always prompt during a transaction. If set to always prompt, the cardholder will still have the option to skip saving a card.

Note: Merchants must obtain consent from the cardholder before saving a card.

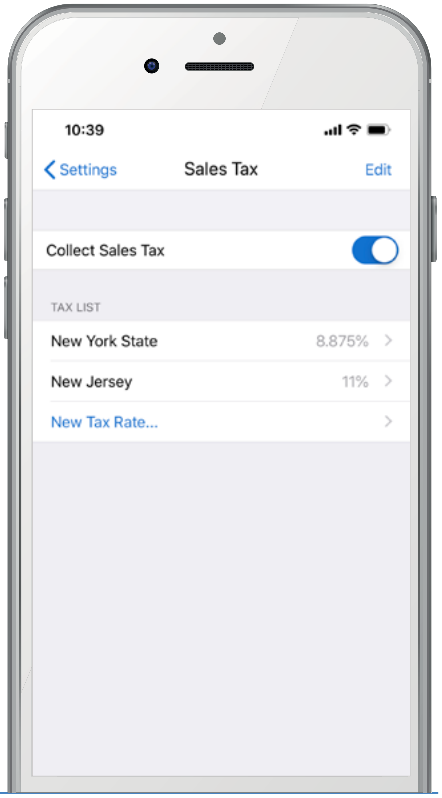
32. Sales Tax

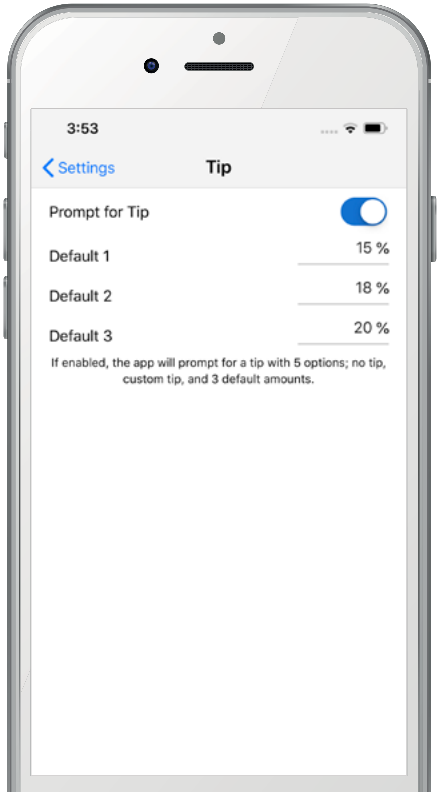
Enable **Sales Tax** to collect a defined tax percentage on your transactions.

Individual items can be set to be taxable or not within the Item Catalog.

If enabled, Sales Tax will be automatically added to a Sale for any taxable and Quick Items. If disabled, Sales Tax will not be added to any item.

If multiple tax rates are added, merchants will be prompted to select one as part of each new transaction.





33. Tip

Enable **Tip** to prompt the cardholder with a Tip screen prior to processing the payment.

If enabled, the app will prompt for a Tip with the following options:

- Credit transactions - 3 default amounts, Custom, None
- Cash transactions - Keep the Change, 1st and 2nd default amounts, Custom, None

If disabled, the app will not prompt for a Tip, and proceed to process the transaction.

34. Offline Mode

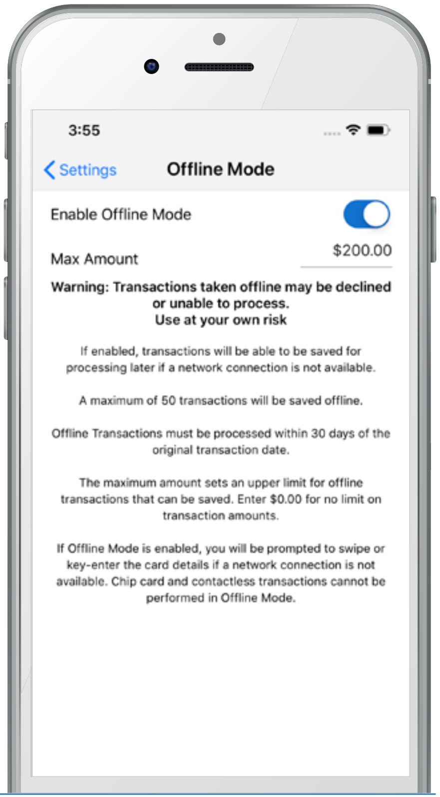
Offline Mode enables capturing swiped or keyed payments without an internet connection.

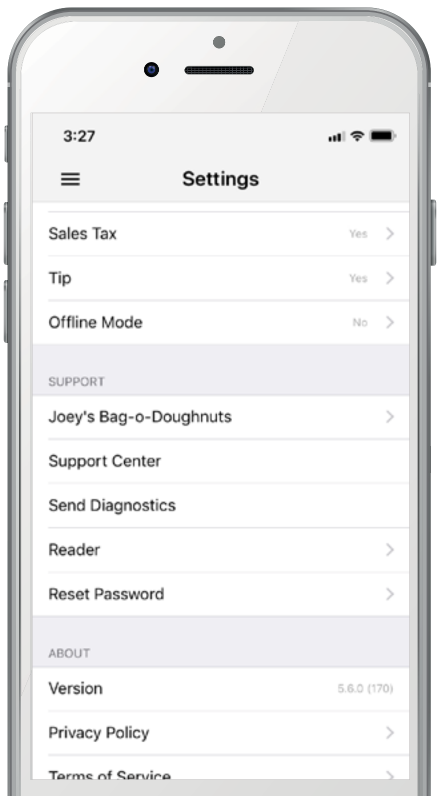
Offline Mode is not compatible with dip (EMV) or tap (NFC) transactions.

Set a maximum amount for offline transactions when Offline Mode is enabled. Offline transactions should be used at the merchant's discretion, as they are not approved or declined until network connectivity is re-established.

Transactions captured offline are saved until connectivity is regained and will automatically process when the mobile device goes back online and the app is opened. Only a maximum of 50 transactions can be saved.

Offline transactions stored on the device will expire after 30 days unless they are processed.





35. Support

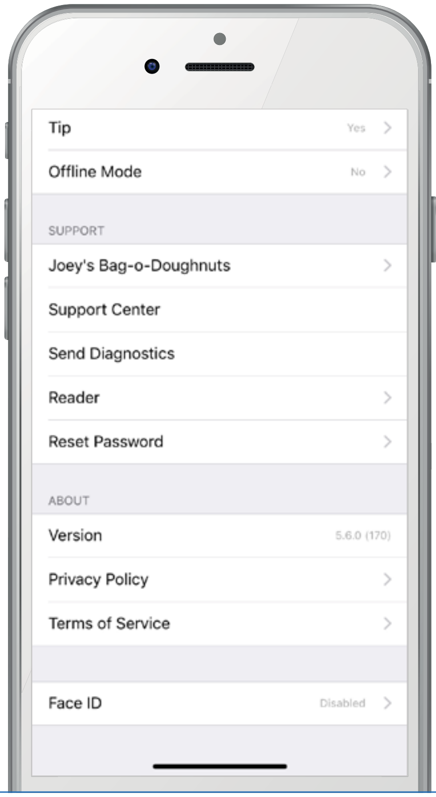
In the **Support** section of the Settings section, you will be able to view:

- Support and/or contact information of your **Merchant Service Provider**
- Quick link to SwipeSimple Online **Support Center**
- **Send Diagnostics**
- Instructions to troubleshoot your **Reader**
- **Reset Password**

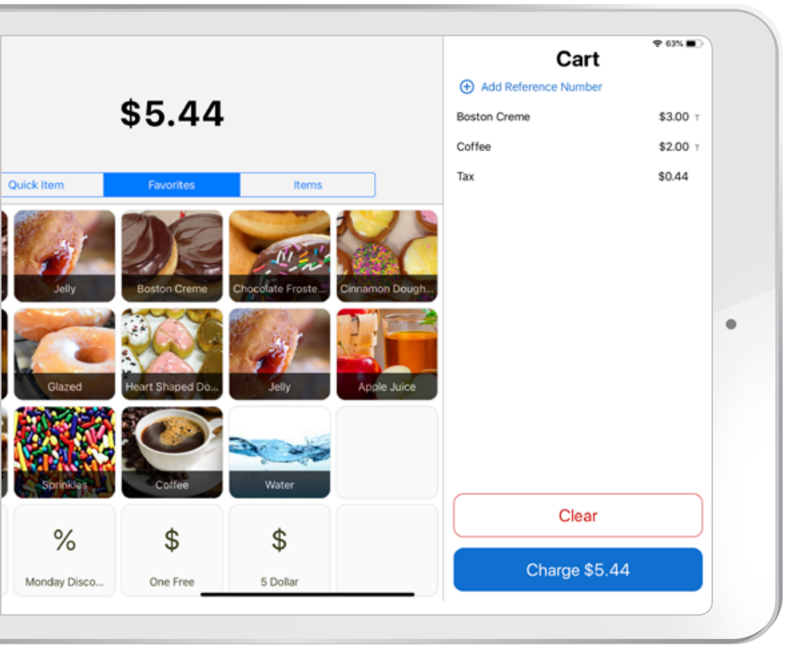
36. About

In the **About** section of the Settings page, you will be able to view:

- **Version of SwipeSimple app** that is currently installed
- Our **Privacy Policy**
- Our **Terms of Service**



The following sections are features which are only available on tablet devices. These features take advantage of larger screens and as a result are unavailable on phones.



37. Sale - Favorites

Click on each favorite item to add it to your cart.

When you have added the necessary items to your cart, click the “charge” button to move to the next step.

38. Favorites Pages – Optimized Checkouts

Create Multiple Pages

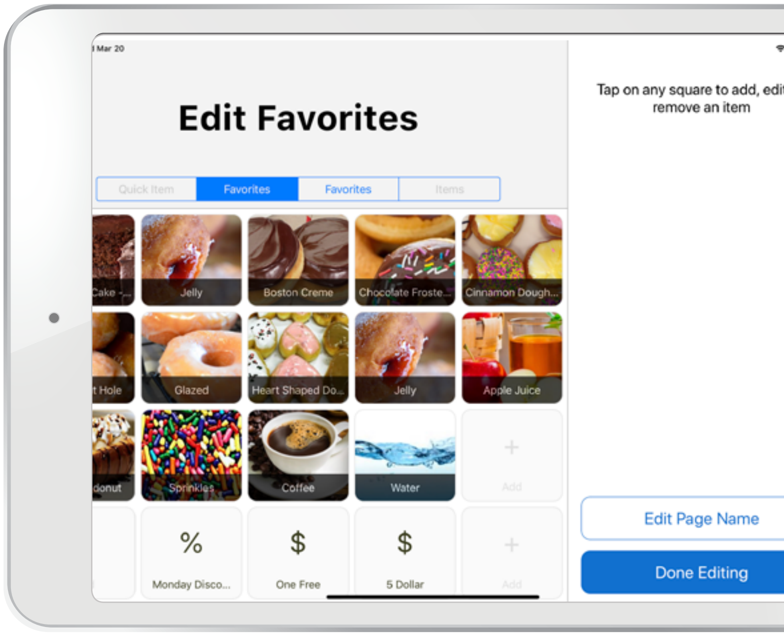
Create multiple favorites pages to fit your business needs. Each favorites page supports up to 20 items or discounts.

Fully Customizable Pages

To edit or add a new favorite, tap and hold on any of the squares to enter edit mode.

Add Both Items & Discounts

Gain quick access to all your frequently used items and discounts during a sale.

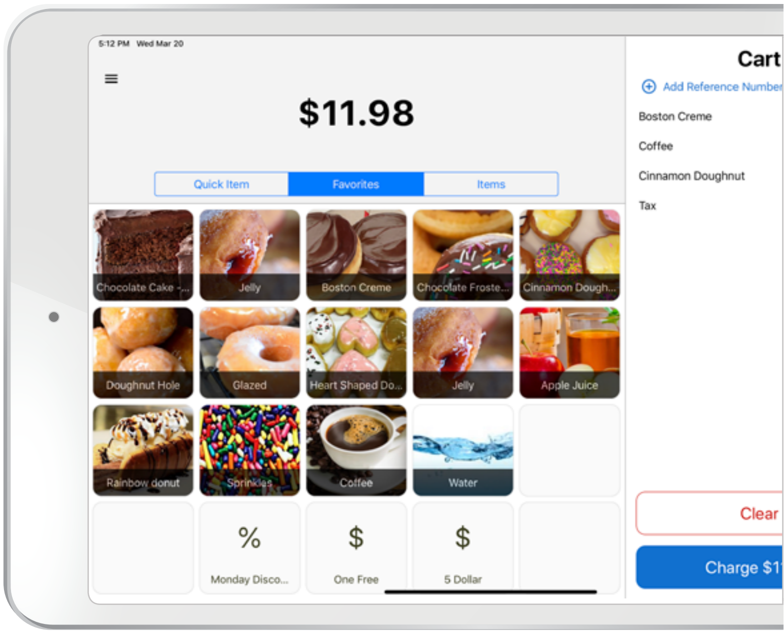


39. Images for Items

Add Images to Items

Favorites and Item Catalog sections can display images for Items.

Add images through the mobile app or SwipeSimple Dashboard.



40. Managing Hardware

Manage Devices

How to connect to supported devices on iOS and Android:

	Readers	mPOP	TSP100	SM-L200
iOS	Connect during sales flow	Pair in OS settings then Device Management	Pair in OS settings then Device Management	Connect in SS app through Device Management
Android	Pair in OS settings	Pair in OS settings then Device Management	Pair in OS settings then Device Management	Pair printer in OS Settings first

Connected devices will automatically be listed on the Device Management panel under Settings.

Print test receipts or manage cash drawer without making a sale.

Set a device as the default option to skip selecting printer or card reader during a sale.

41. Getting Started with the mPOP

1. Set Up Cash Drawer and Printer

Set up the equipment following the steps in the setup guides that came with your mPOP device.

Setup is complete when the "lighting bolt" on the mPOP is illuminated, the tablet is switched on, and the LED indicator on the Swift B250 blinks **blue**.

2. Pair/Connect Device

Pair your cash drawer and printer in the **Settings app of your device**. Please ensure that Bluetooth is enabled.

Using your mPOP's serial number in the format of **STAR-mPOP-CXXXX**, pair and connect your device in the Settings section of your iOS or Android tablet.

3. Test Cash Drawer and Print Test Receipt

Test your cash drawer and receipt printer, and set printer as the default option before running a sale.

Tap on **Settings**, then **Device Management**, and select the mPOP.

Tap on **Print Test Receipt** to preview a sample receipt with header and footer information.

Tap **Open Cash Drawer** to test cash drawer.

Tap on **Set Default Printer** to be able to issue paper receipts during sales.

42. Getting Started with the SM-L200

1. Set Up Bluetooth Printer

Set up the equipment following the steps in the setup guides.

Setup is complete when the LCD screen on the printer displays “Printer Status: Online”.

2. Pair/Connect Device for Android Users Only)

Pair your SML-200 in the Settings app of your device. Please ensure that Bluetooth is enabled.

Using your SM-L200’s serial number in the format of STAR-L200-XXXXX, pair and connect your printer in the Settings section of your Android device.

3. Print Test Receipt

Test your Bluetooth receipt printer, and set printer as the default option before running a sale.

Tap on **Settings**, then **Device Management**, and select the SM-L200.

Tap on **Print Test Receipt** to preview a sample receipt with header and footer information.

Tap on **Set Default Printer** to be able to issue paper receipts during sales.

43. Getting Started with the TSP-100iii Bluetooth

1. Set Up Bluetooth Printer

Set up the equipment following the steps in the setup guides.

Setup is complete you can successfully print a test receipt.

2. Pair/Connect Device (for Android Users Only)

Pair your printer in the Settings app of your device. Please ensure that Bluetooth is enabled.

Using your TSP100iii's serial number which can be found on bottom of the device, pair and connect your device in the Settings section of your Android device.

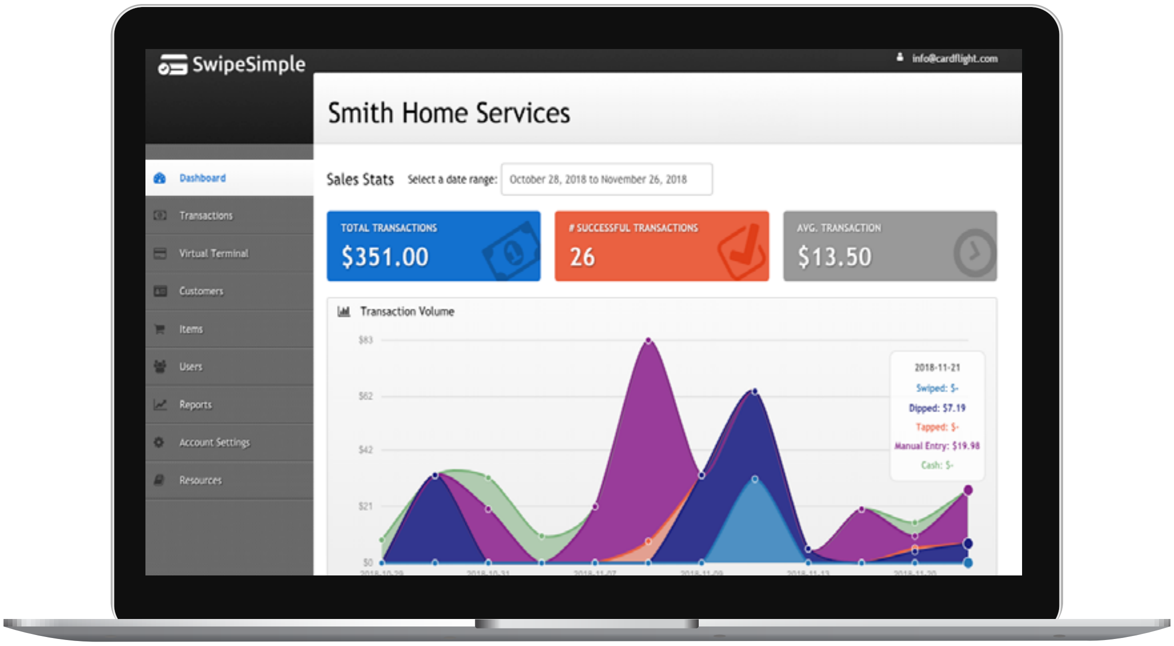
3. Print Test Receipt

Test your Bluetooth receipt printer and set printer as the default option before running a sale.

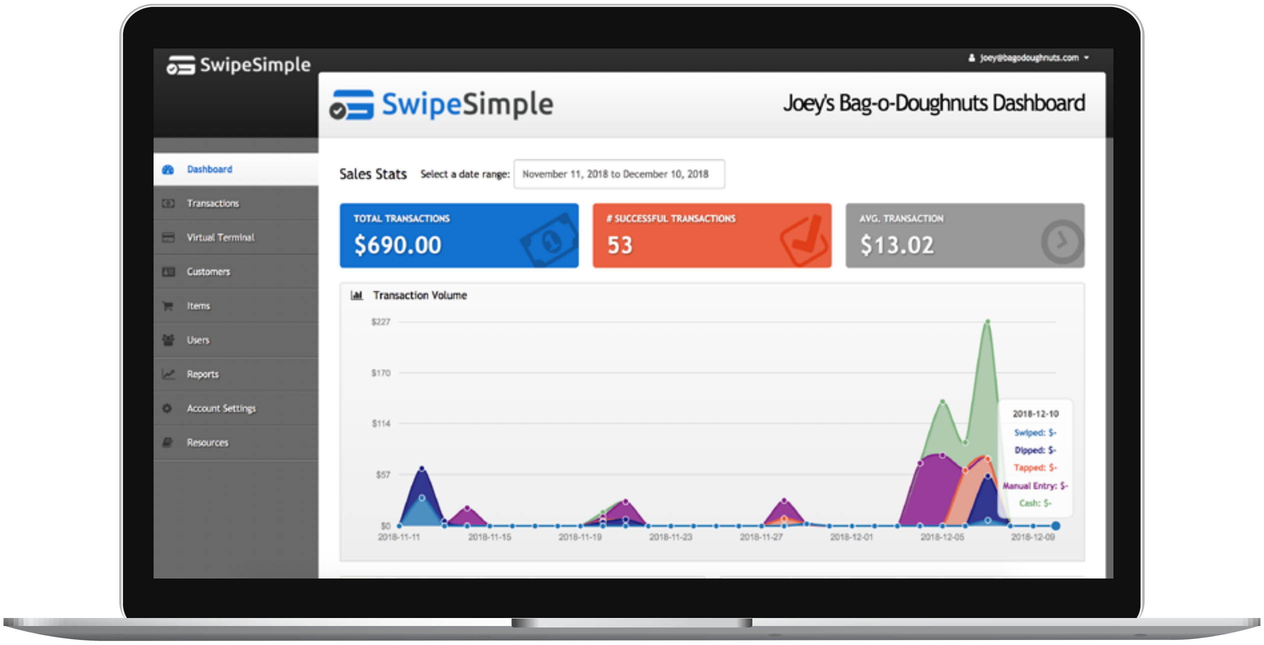
4. Connect to cash drawer (Optional)

Connect the printer's serial cable to the serial port on the CD3-1616. There is no bluetooth step involved. Now when prompting for cash, the cash drawer will automatically spring open.

SwipeSimple Dashboard



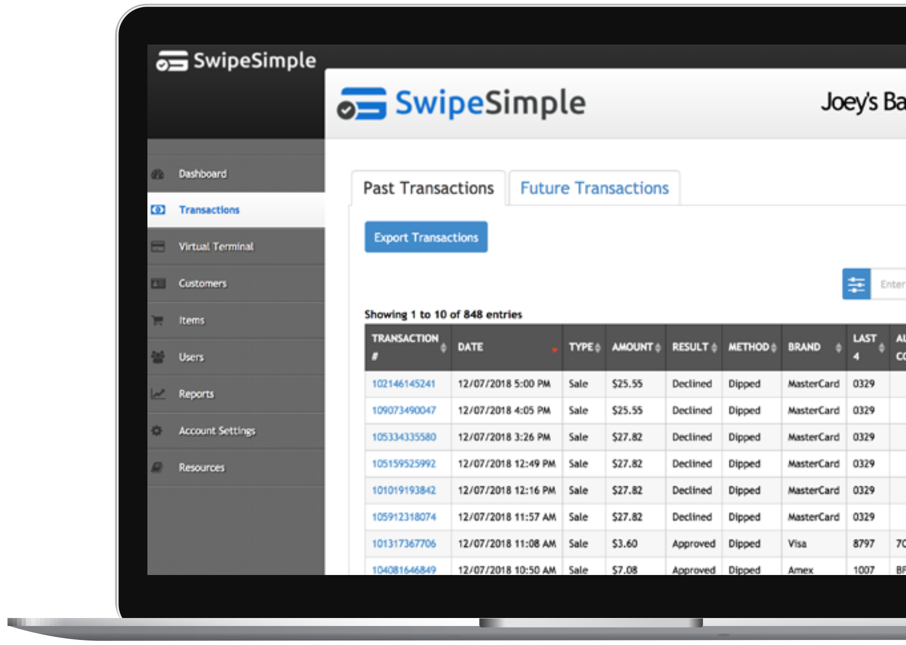
1. Dashboard Overview

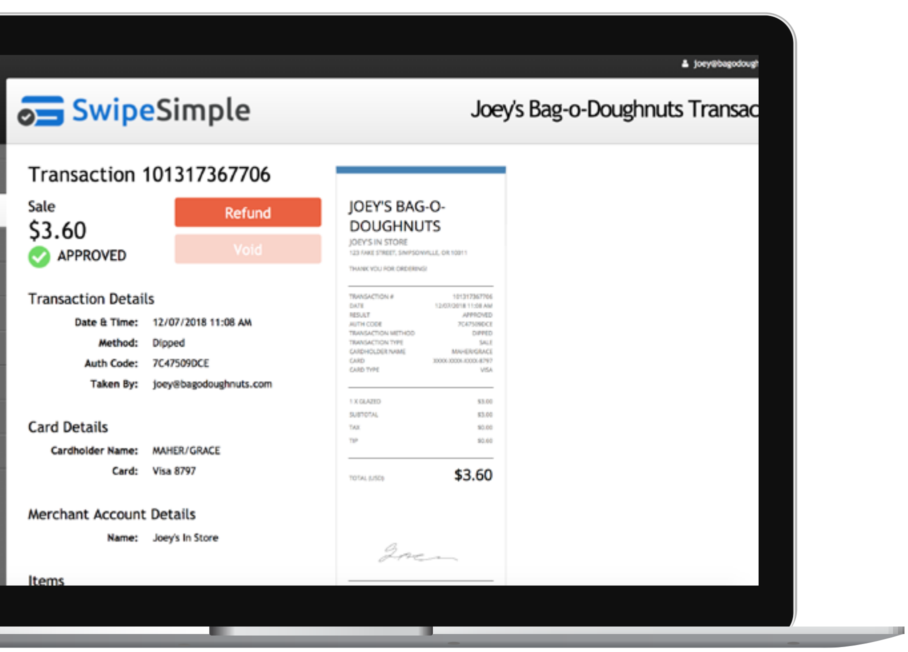


- Robust analytics and reporting tools
- View details including:
  - **Total Transactions**
  - **Successful Transactions**
  - **Average Transaction**
  - **Transaction Volume**
  - **Last 10 Transactions**
  - **Overview of Transactions**
  - **Credit Transactions by Card Type**
- Filter data by customizing date range from **Select a date range** dropdown

2. Transactions Overview

- View list of transactions and organize the order of transactions based on key details such as **Transaction #, Date, Type, Amount, Result, Method, Brand, Last 4, Auth Code,** or **Cardholder Name**
- Search for a specific transaction by entering any of the details in the search field
- Filter transactions according to **merchant account(s), user(s), date range, payment types, sales types, transaction results, methods,** and/or **card brands**
- **Export** transactions list in .csv format
- **Create a new transaction** directly from the dashboard





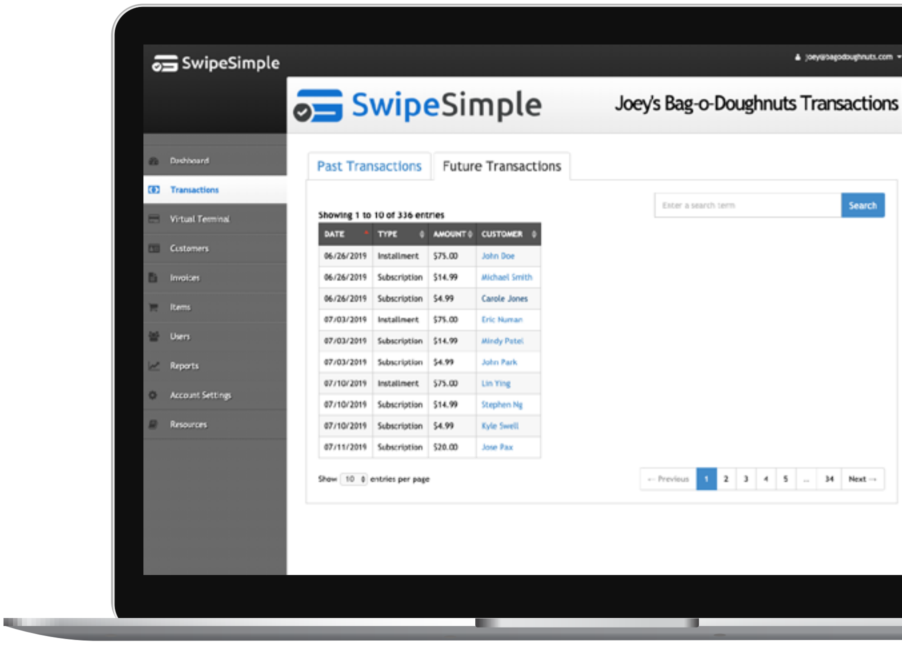
3. Transaction Details

- View details of every transaction including:
  - **Transaction Details**
  - **Card Details**
  - **Merchant Account Details**
  - **Items**
  - **Receipt Preview** and **Sent History**
  - **Credit Transactions by Card Type**
  - **Reference Number** (if recorded during sale)
- **Void**, issue a full or partial **Refund**
- **Send** or **Print** a receipt

4. Future Transactions

View the Future Transactions tabs to see all upcoming transactions for up to two years.

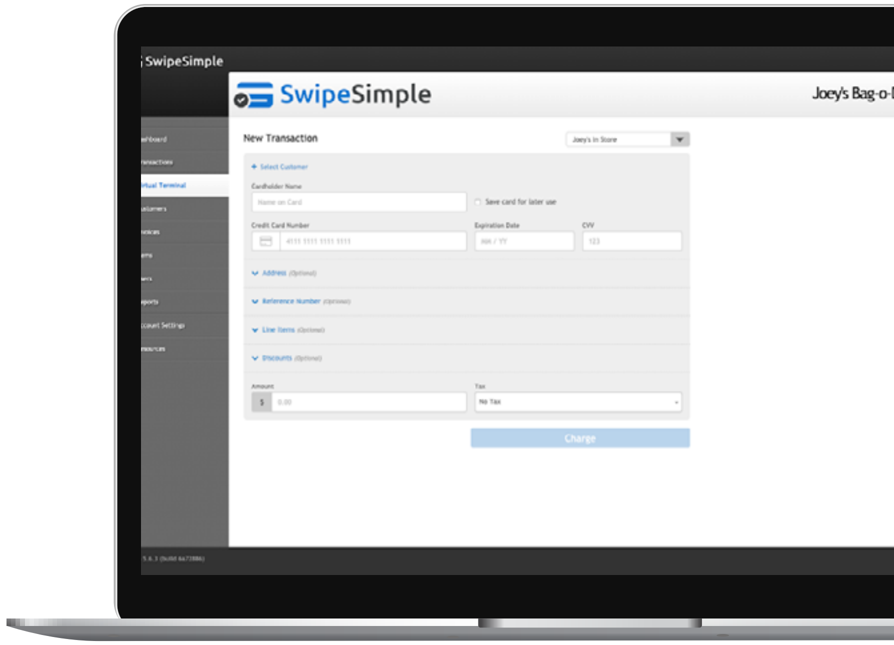
- Future Transactions will include all scheduled subscriptions and installments
- Use this page to forecast upcoming revenue
- Find specific transactions by searching for Customer Name in the search bar

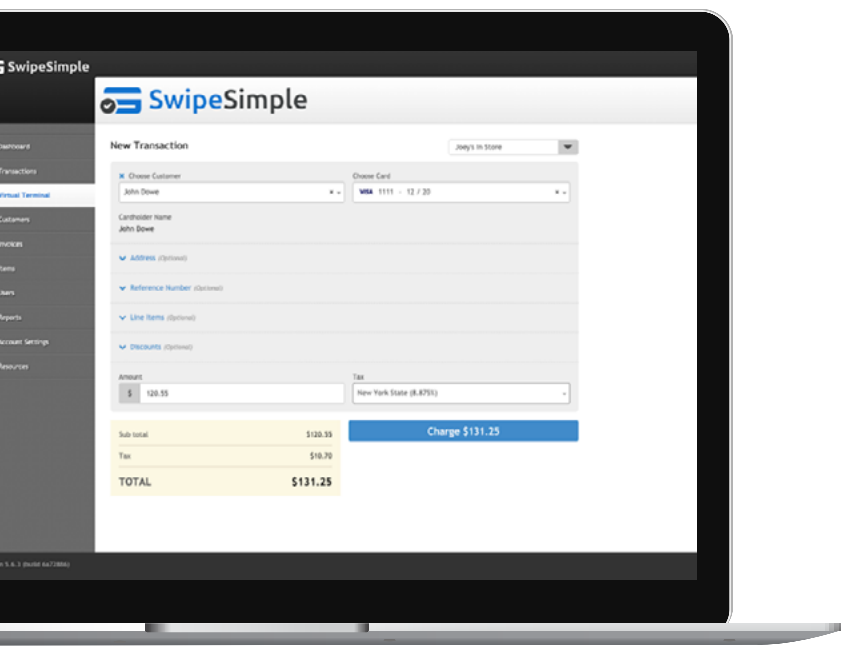


5. Virtual Terminal

Accept keyed card not present transactions by accessing the Virtual Terminal on your SwipeSimple Dashboard, right from your desktop.

Run a transactions by entering Credit Card number, Expiration date, CVV, an amount and click **Charge**.





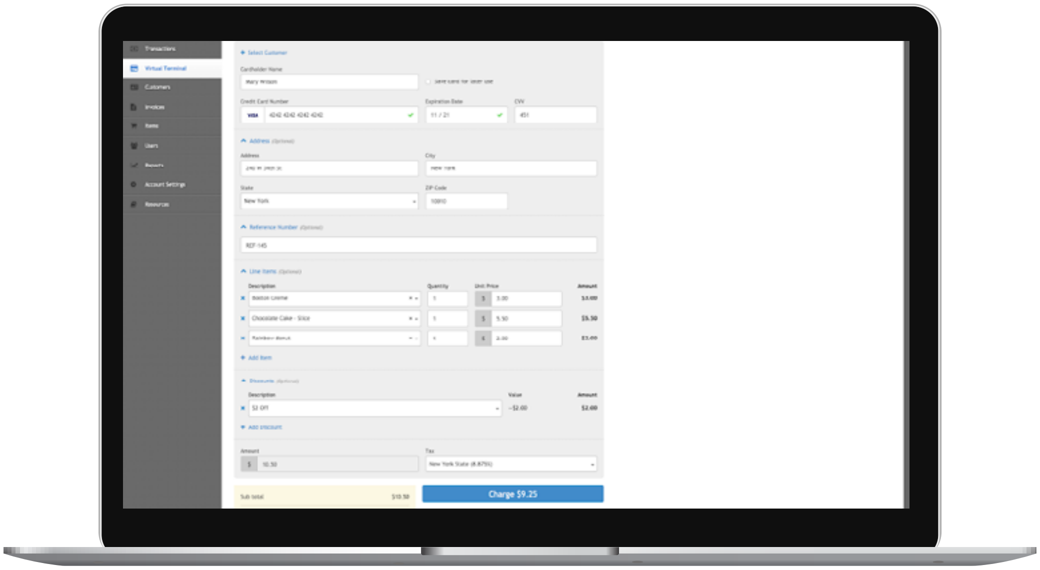
6. Adding and Creating Customers

Add Customer information to a transaction by:

- Selecting a Customer name from the dropdown menu ‘Choose Customer’
  - Saved card information will be available to select in ‘Choose Card’
- Create a new Customer by entering the Customer name in ‘Cardholder Name’ or ‘Choose Customer’
  - Enter the Credit Card number, Expiration date, and CVV (optional)
  - Save Customer Card information by checking the ‘Save card for later use’ box

Note: You must have authorization from your customer before saving their credit card.

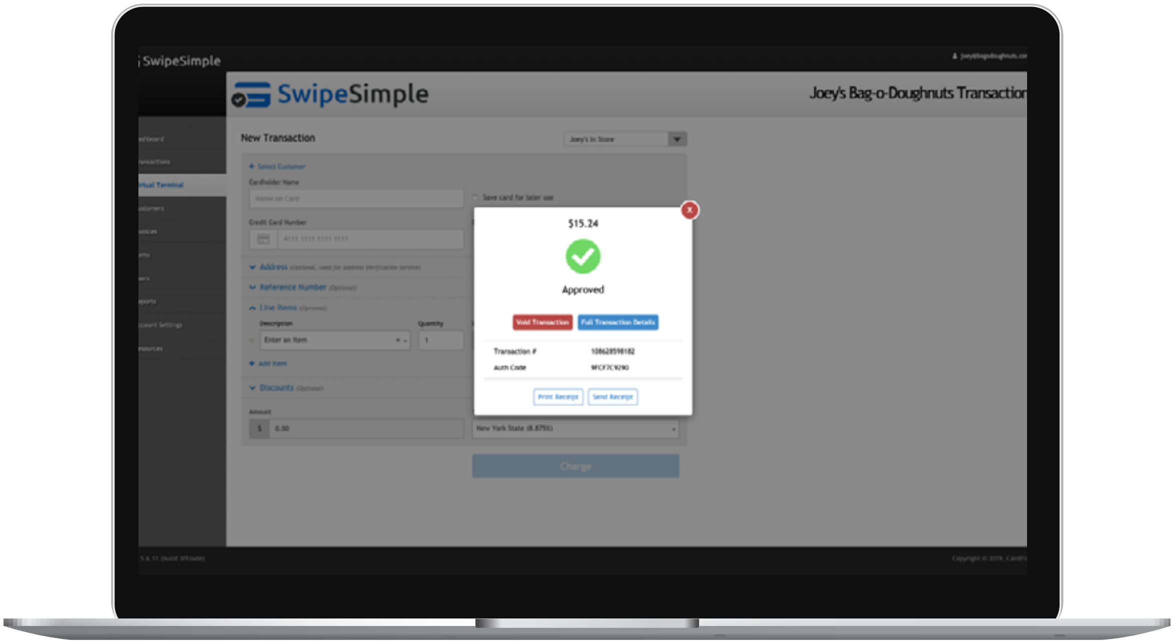
7. Adding Address, Reference Number, Items, Discounts, and Tax



Enter the Address, Reference Number, Items, and Discounts to a transaction by expanding the corresponding fields.

- Address
    - If a saved card is selected, the address associated with that card will be auto-populated in the Address field
    - Address Verification Service (AVS) is supported for First Data Omaha, TSYS, and Vantiv (now Worldpay) merchant accounts. AVS lets you feed a cardholder's address when taking keyed transactions, and the address will be checked against the cardholder's address on file with the card issuer to offer additional verification and fraud prevention. The AVS response will be displayed in the transaction details page for Virtual Terminal transactions that utilize AVS
- Reference Number can be any alphanumeric combination up to 64 characters long
    - Reference Number is required for Level 2 Interchange Qualification
- Add Items to a transaction by selecting a pre-existing item from the Description drop down menu
    - Add a Custom Item by typing in a new Description and Unit Price
    - Adding a Custom Item will not create an item in the Item Catalog
    - The price of a pre-existing item can be modified or changed by editing the Unit Price at the time of transaction
    - Items using track inventory will have the amounts on hand deducted
- Add a Discount to a transaction by selecting a previously created Discount
    - If a Discount has not been created, this section will not appear on the Virtual Terminal
- When tax is enabled, it will appear next to the amount
    - Select from multiple tax rates by using the dropdown menu
    - Tax rates can be created within the Account Settings section
    - Tax is required for Level 2 Interchange Qualification

8. Transaction Results



View the breakdown of discounts and taxes before clicking on **Charge** to process a transaction.

Keyed-entered transactions may be **Approved**, **Declined**, or result in an **Error**.

Click on **Full Transaction Details** to view transaction details (including card and merchant account details), or to perform a void or refund.

Click on **Print Receipt** or **Send Receipt** to print or send a receipt as an email or text.

To retry Declined or Error transactions, close the dialogue box by clicking on X and re-enter transaction details using the Virtual Terminal.

9. Level 2 Interchange Qualification

SwipeSimple supports Level 2 Interchange Qualification on the Virtual Terminal, Scheduled Payments, and Invoicing features, which lowers interchange fees for business to business transactions.

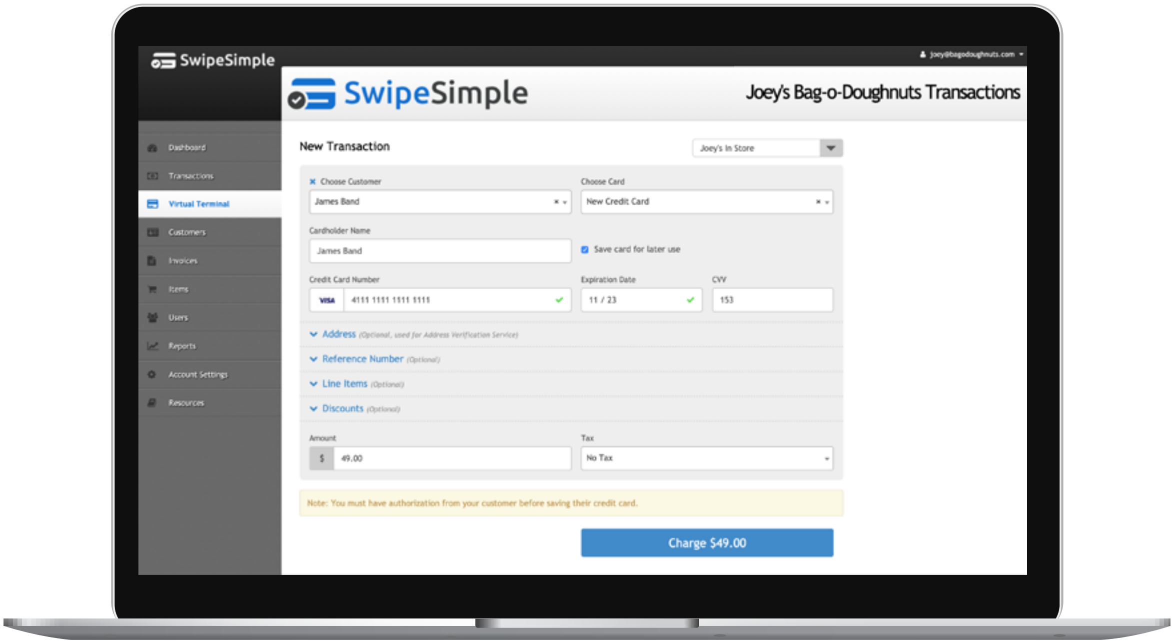
Transactions will automatically be attempted to qualify for Level 2 if the merchant adds the following fields:

- Tax (between .1% and 30%)
- Reference Number (can be any alphanumeric combination up to 64 characters long)

All other required data is automatically completed for the merchant.

Note: The processor controls whether or not a transaction ultimately qualifies for Level 2 and what the subsequent interchange fee is, this data is not ultimately available within SwipeSimple. Please contact your Merchant Service Provider for more information.

10. Saving a Card on File



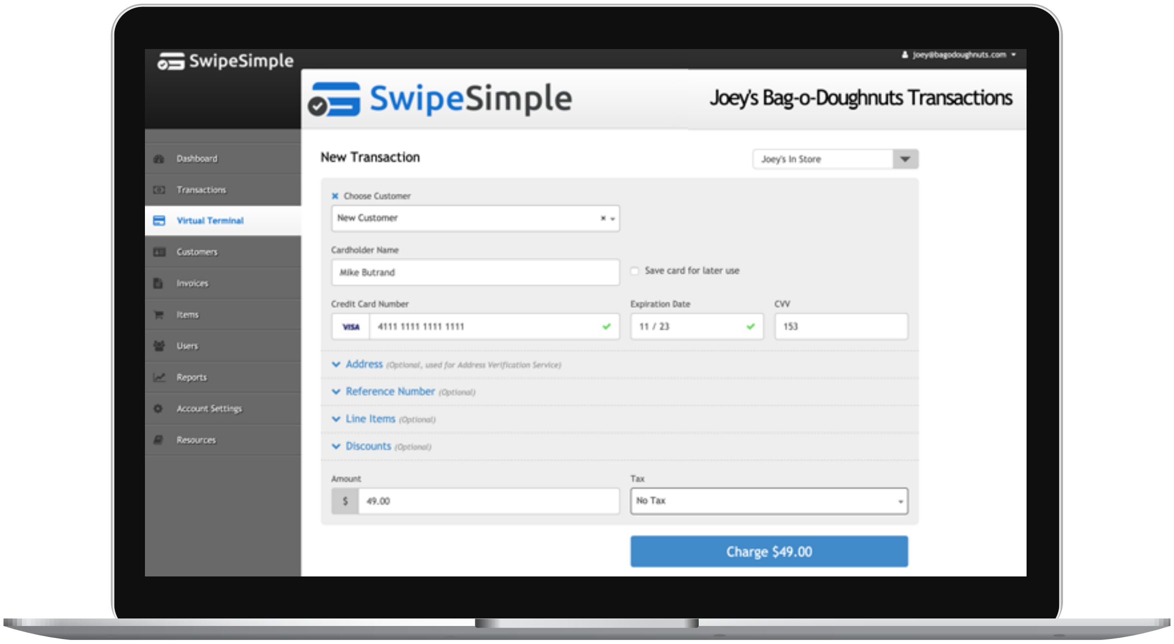
Saving a Card on File on the SwipeSimple Dashboard

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**.

Please ensure 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.

Saving a Card on File on mobile

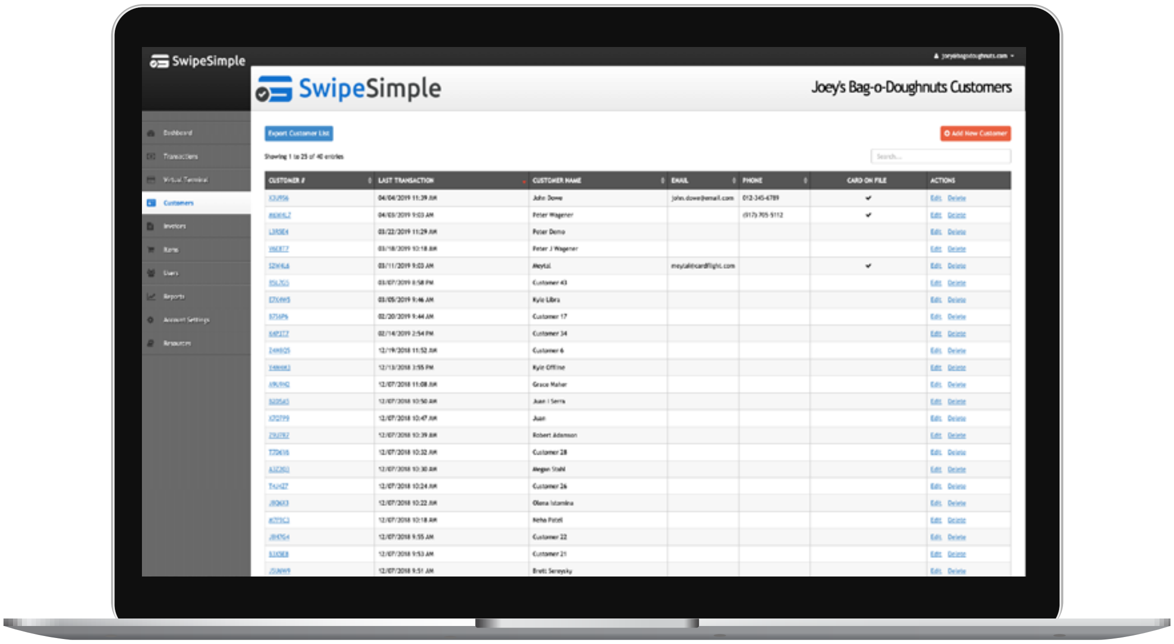
To add a stored credit card when running a sale from the mobile app, get your customers to check the agreement box on the **Save Card for Future Use** screen. The card in use will be stored, and can be viewed from the customer profile page on the dashboard when the transaction is processed.



Saving a Customer

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

11. Customers Overview



SwipeSimple Customers enables you to 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 on key details. For instance, click on **Last Transaction** to reorganize customers in an ascending or descending order.

Export your Customer List to your desktop at anytime.

12. Managing Customers

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.

13. Creating Customers Profiles Automatically

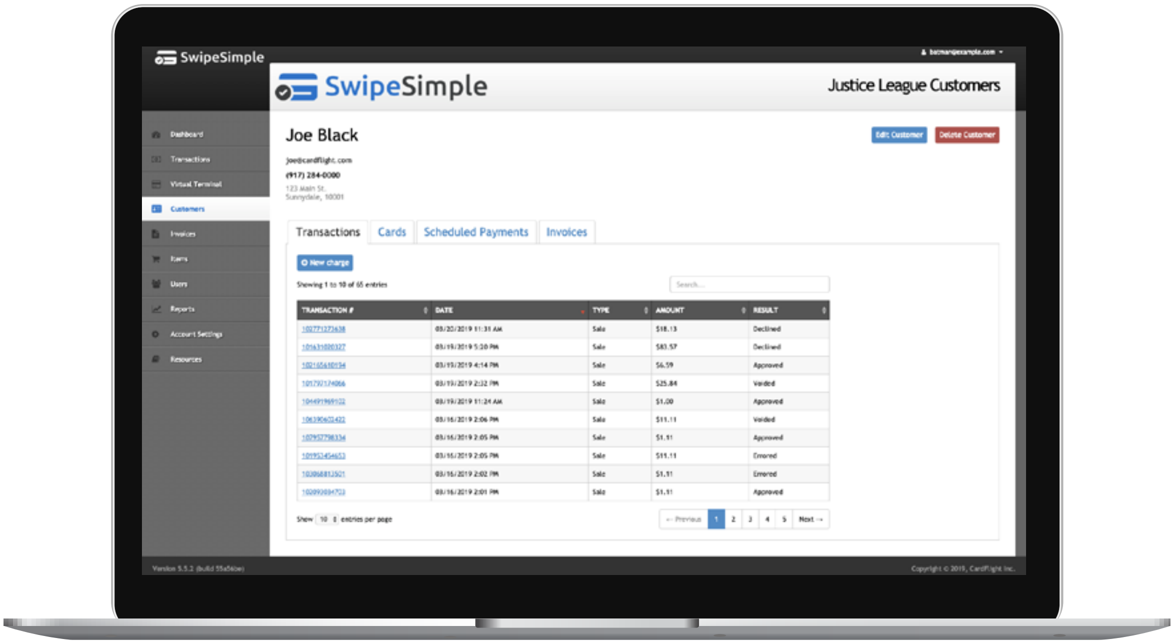
SwipeSimple helps you build your customers list by automatically creating customer profiles and capturing key customer information following a transaction on the Virtual Terminal or mobile app.

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.

To associate stored credit cards with the customer, you can either add the cards at the point-of-sale, or manually add card details from the customer profile page. Please ensure that you have authorization from your customer before storing their credit cards.

Future transactions made with that card will update the customer's profile with new transaction details.

14. Customer Profile Overview

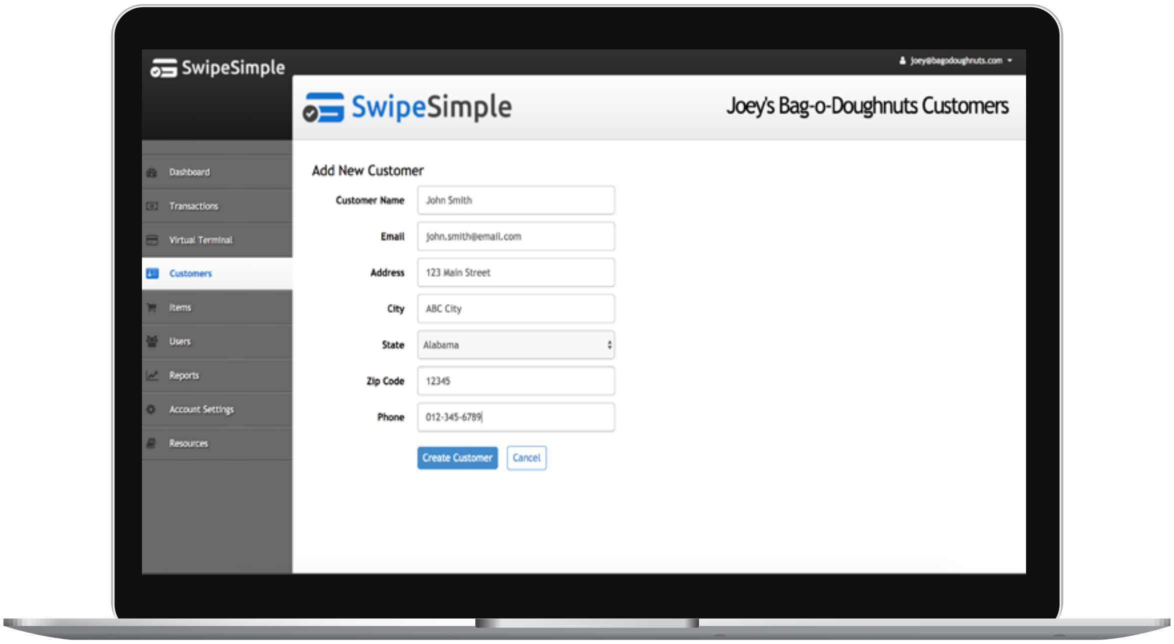


Individual Customer Profiles

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 Personal Information** - View and manage information including **Customer Name, Email, Address,** and **Phone**.
- **Transactions** - View **Transaction #, Date, Type, Amount, Result,** and perform **Refunds** for approved transactions.
- **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**.
- **Invoices** - View Invoice #, Date Sent, Due Date, Status, and Amount.

15. Creating Customer Profiles



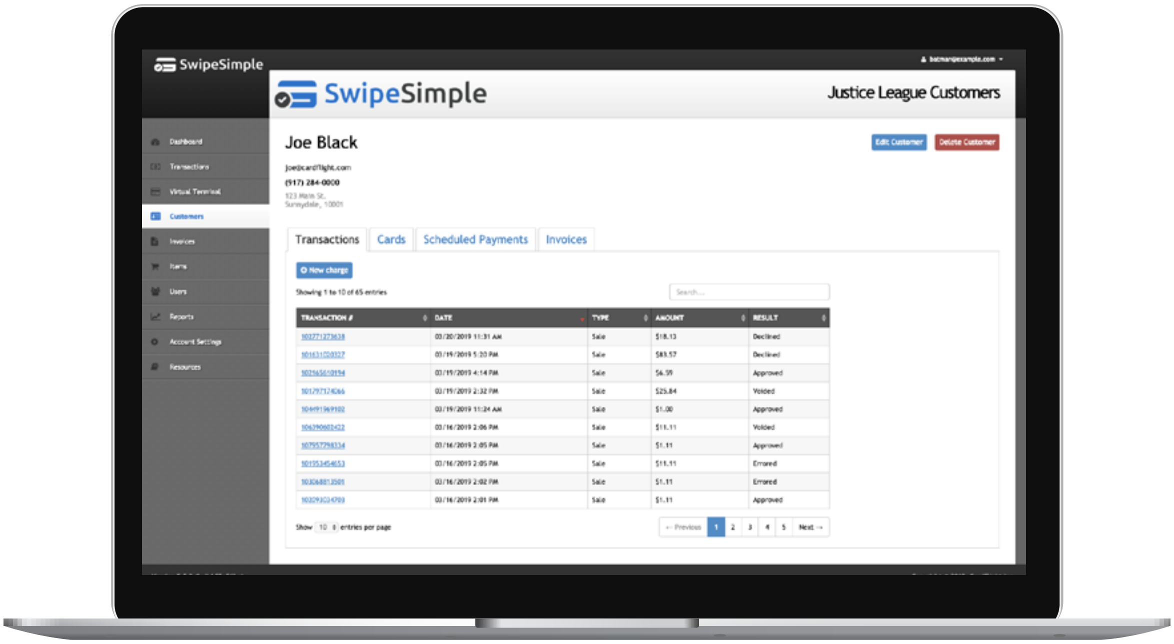
Easily create a customer profile from the Customers overview page on the dashboard or at the point-of-sale, both on the Virtual Terminal and mobile app.

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: Only customer name is a required field.

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

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

16. 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

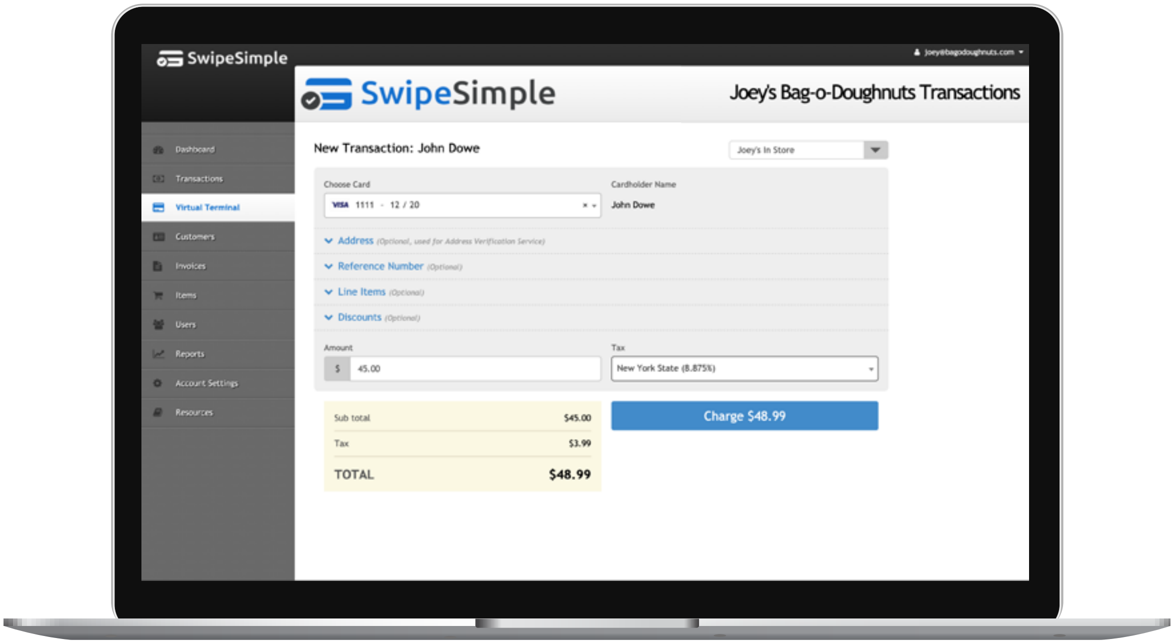
To edit or delete customer information from the customer profile page, click on **Edit Customer** or **Delete Customer** located in the top-right of the page.

Edit Customers' Personal 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.

17. Creating a New Charge from Customer Profiles



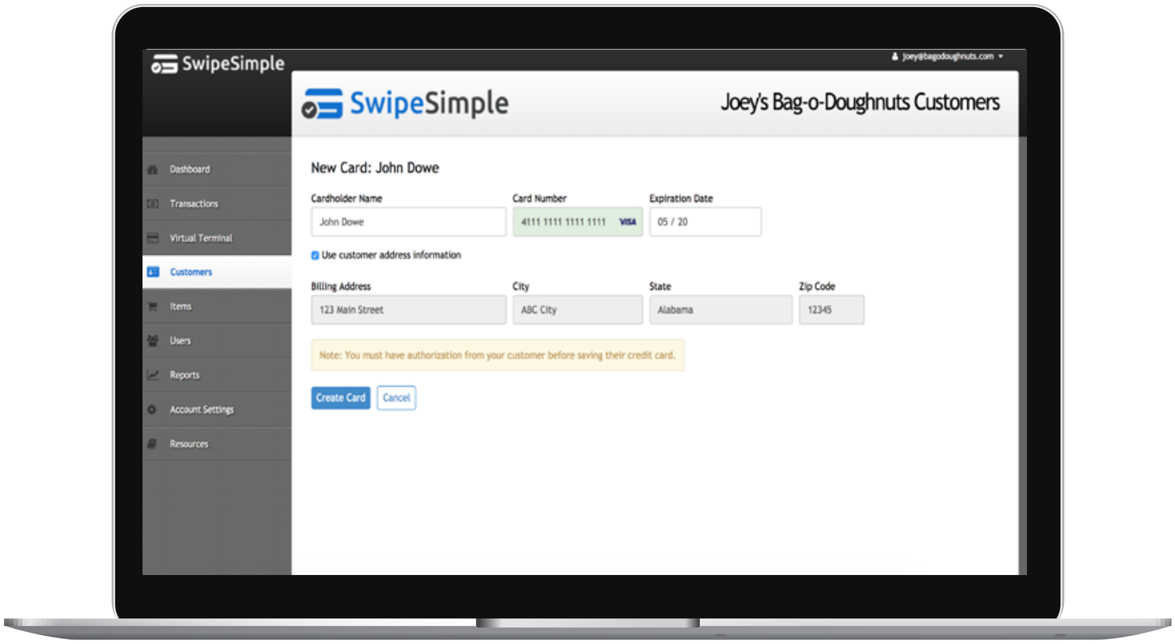
To charge a customer from the customer profile page:

1. Click on **New charge** in the **Transactions** section.
2. This will take you to the Virtual Terminal to run a transaction for the customer.

18. Associating Stored Credit Cards with Customers

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

19. Adding a Stored Credit Card Manually

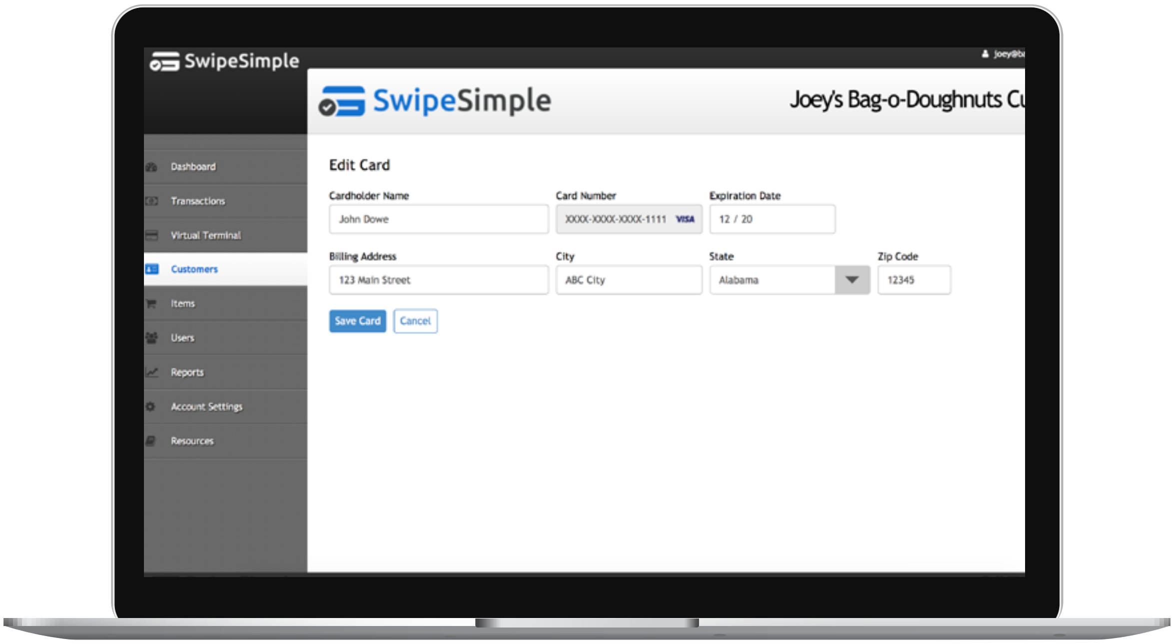


To store a credit card manually, go to the customer profile of your selected customer. In the **Cards** section, click on Add a new card . Input the following details:

- **Cardholder Name**
- **Card Number**
- **Expiration Date**
- Choose to use the customer's existing address from their profile, 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.

20. 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,** and **Billing Address**. Click on **Save Card** to update the stored credit card.

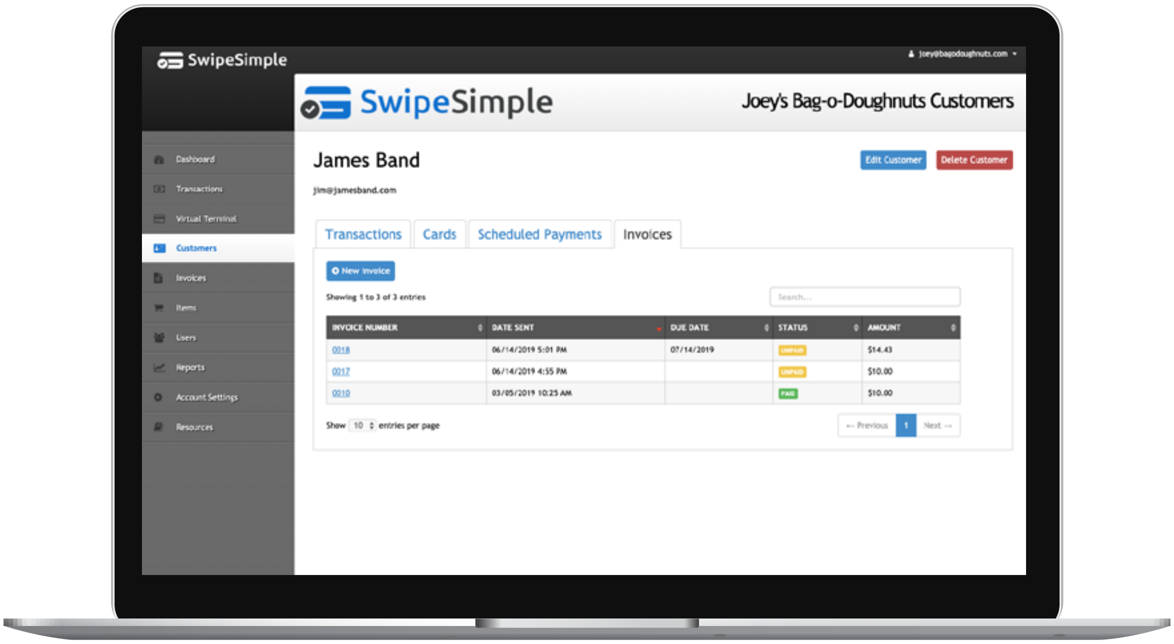
For compliance reasons, credit card numbers may not be modified, and only the last 4 digits of the card will be displayed. If you wish to modify the card number, please follow steps to add it as a new card.

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.

21. Customer Invoices



The Customer Invoices Tab shows all the invoices associated with a specific customer:

- Paid
- Unpaid
- Marked as Paid
- Voided
- Past Due

Create a new invoice for a customer by selecting ‘New Invoice’

- When an invoice is created from this page, the Customer name and email address will auto-populate in the invoice form

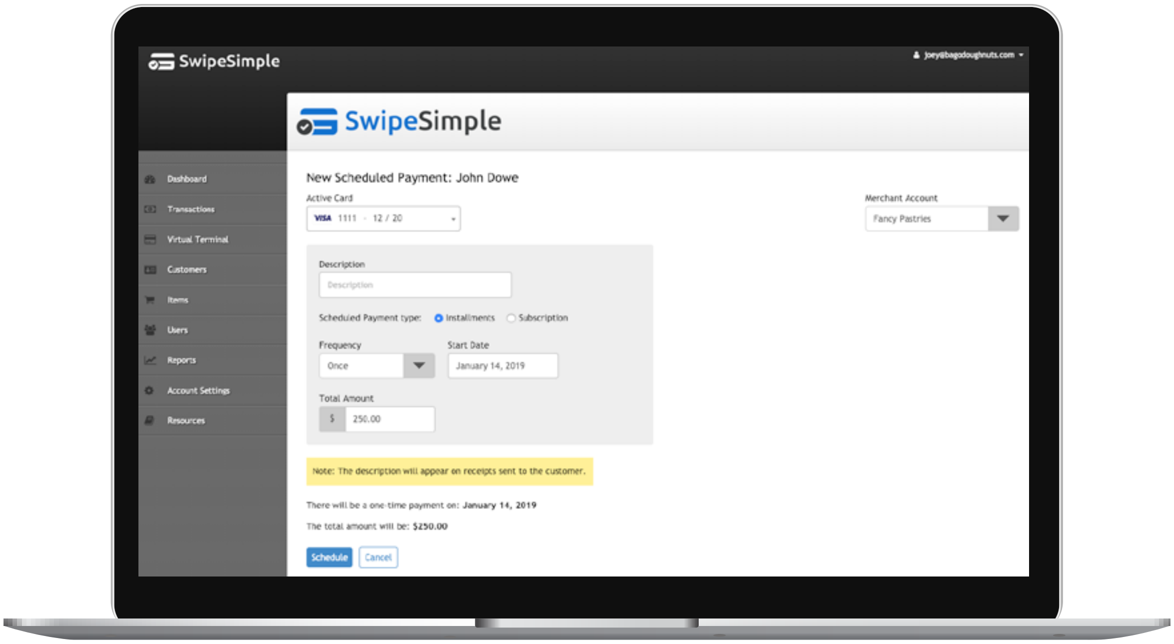
Use the search bar to locate specific invoices for the Customer.

22. Types of Scheduled Payments

SwipeSimple Customers enables you to 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 on 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.

23. Scheduling One-Time Charges



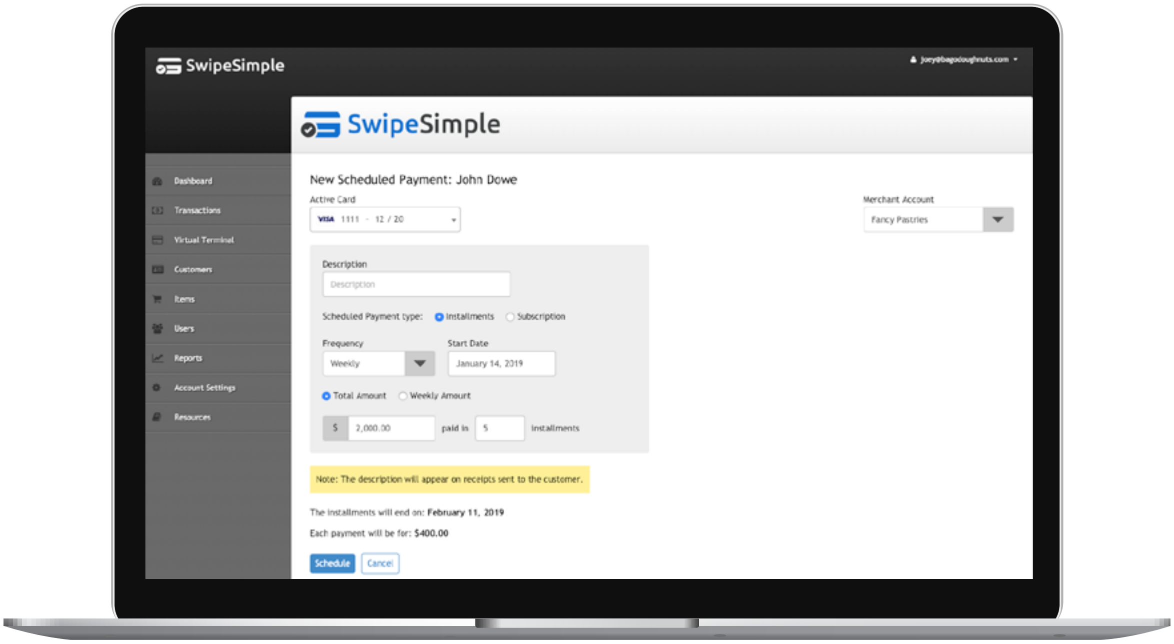
To create a one-time charge for a customer, go to your selected customer profile and click on **New scheduled payment** in the **Scheduled Payments** section.

Input the following payment information:

- **Merchant Account** (only applies to merchants with multiple merchant accounts) - 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**
- **Frequency** - Once
- **Start Date** - Select the date which the scheduled payment should be charged.
- **Total Amount**

Click on **Schedule** 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.

24. Scheduling Installments



To create an installment payment 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:

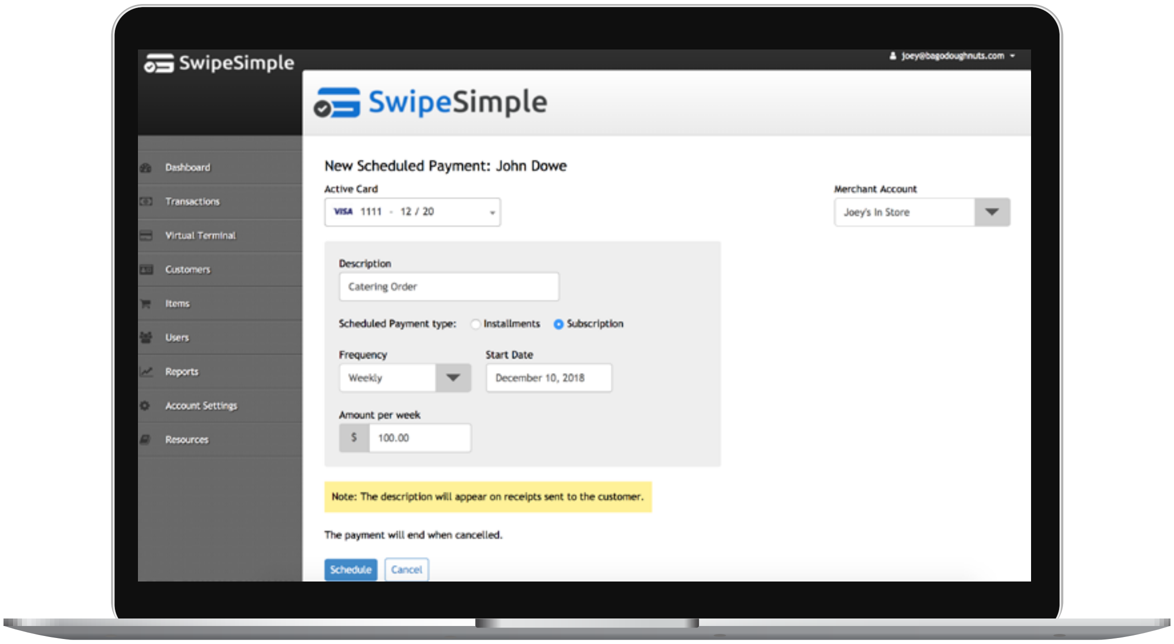
- **Merchant Account** (only applies to merchants with multiple merchant accounts) - Select the merchant account in which you want to schedule the payment from.
- **Active Card** - Select a stored credit card to put the charge on.
- **Description** - Details in this field will be reflected on receipt(s)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

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

Click on **Schedule** 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.*

25. Scheduling Subscriptions



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** (only applies to merchants with multiple merchant accounts) - 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**
- **Frequency** - Select between **Weekly, Monthly, Quarterly,** or **Annually**.
- **Start Date** - Select the date which the subscription should start.
- **Amount per Interval**

The subscription will end when you cancel the scheduled payment.

Click on **Schedule** 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.

26. Notifications for Approved Transactions

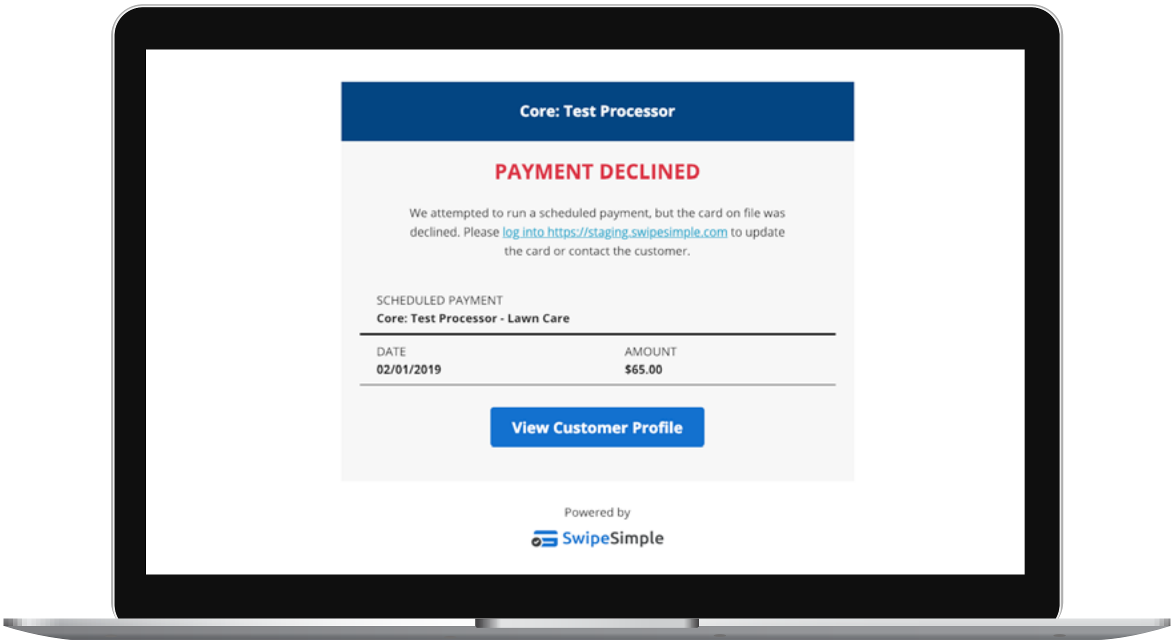
For all approved scheduled payments, your customers will receive a receipt via email notifying them of the charge that was made to their credit card.

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 a copy of each digital receipt 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.

27. 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. Go to a customer profile and click **new charge** to create a sale.
2. Update the selected stored credit card in **Cards** section.
3. Retry the failed transaction by clicking on New charge in the **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 **Transactions** section on the customer profile page.

28. How to Create an Invoice

From your SwipeSimple Dashboard, navigate to the **Invoices** section.

Click the **Add New Invoice** button.

Select the **Customer Name** field and either search within your existing list of saved customer names or create a new customer.

For an existing customer with an email on file, that email will populate automatically. If entering in a new customer's name, add that customer's email. Any new customer name and email will be saved to the Customers records.

When creating an invoice, there are required and optional fields:

Required Fields

- Customer Name
- Customer Email
- Invoice Number - invoice number will automatically be added in numerical order. Merchants can change the Invoice Number, but one must be provided.
- Description - there must be at least one item description on the invoice.
- Unit Price

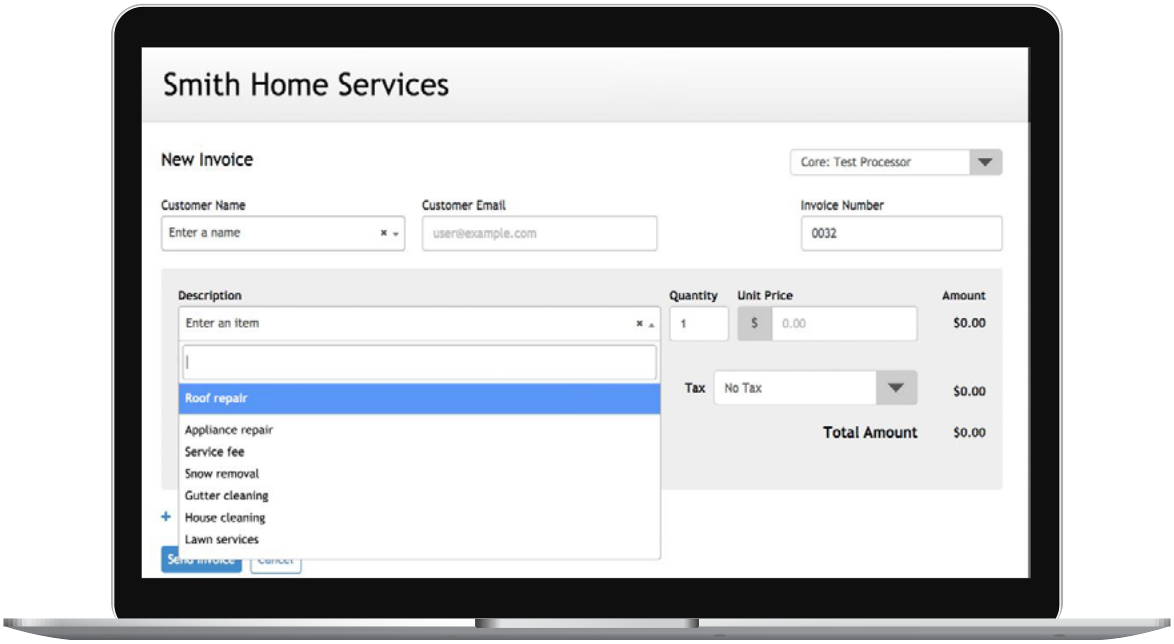
Optional Fields

- Tax
- Due Date
- Note

Review information on the invoice to ensure it is correct. *Note: You will not be able to edit the invoice after sending.*

Once the invoice details have been entered correctly, click **Send Invoice**.

29. Adding Items to Your Invoice



In the **description field**, you can enter an item from your existing catalog or create a new item.

Note: adding new items will not create a new item in your current item catalog automatically.

To enter an item from your existing catalog, either begin typing the name of that item in the search bar or use the drop down arrow to search

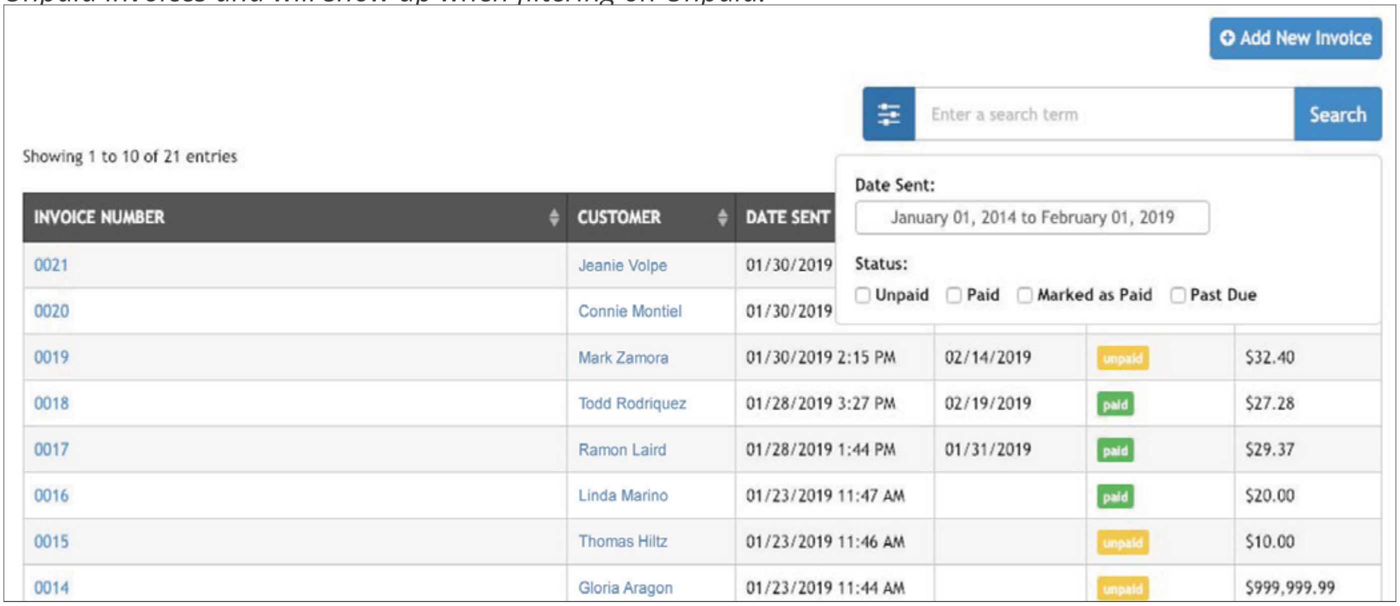
Once added, you can choose to modify the price of the item.

30. Search and Filter Invoices

From the main **Invoices** section on your SwipeSimple Dashboard, you can search by invoice number or customer name in the **main search bar**, or use the **filter drop down** on the left to search by date sent or status

To filter on date range, click on the **filter button**, then click on the **date field** and choose an appropriate date range from the calendar picker.

To filter by status, check the box next to the relevant filter(s). *Note: Past Due invoices are technically also Unpaid invoices and will show up when filtering on Unpaid.*



31. How Do Invoice Statuses Work?

From the **Invoices** section on your SwipeSimple Dashboard, you'll see the Status column and corresponding values beneath.

Status	
Unpaid	an invoice has been sent to a customer, but payment has not yet been received electronically.
Marked as Paid	in circumstance where alternative payment has been received (cash, check, etc.), you can mark an invoice as paid using the "Mark as Paid" button on the upper right hand side of the corresponding invoice.
Past Due	invoices that have exceed their due date will automatically be moved to a Past Due status.
Delivery Failed	in the rare circumstance when an invoice is unable to be delivered to a customer's inbox, Delivery Failed status will appear. To resolve this error, go to the invoice details, click resend and enter a new email address.
Paid	when invoices are paid through the credit card form on the invoice, the invoice status will automatically be changed to Paid.
Void	invoices that have been voided by the Merchant will move to a Void status.

32. Re-sending an Invoice

From the **Invoices** section on your SwipeSimple Dashboard, you can resend any invoice.

Click into the invoice you would like to resend and click the **Resend Invoice** button in the top right hand corner.

Next, enter the email address you would like to send the invoice to (the previously used email is auto-populated for convenience). Additionally, you can choose to send yourself a copy.

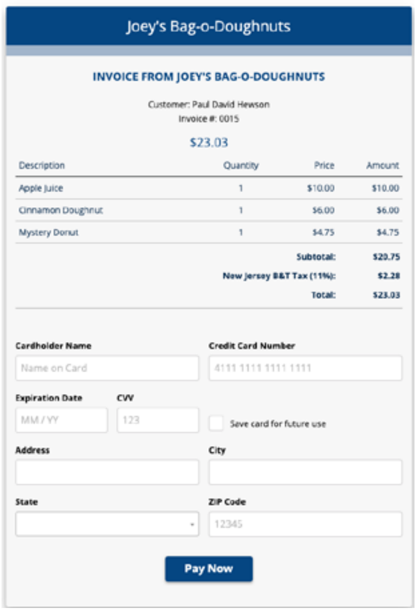
To complete the process, click the **Send Invoice** button.

Can I void an invoice?

From the **Invoices** tab on your SwipeSimple Dashboard, you can void any invoice.

To void an invoice, go to the **invoice details page** and click the **Void Invoice** button in the upper right hand corner.

Voiding an invoice makes it no longer payable by a cardholder and can not be undone.

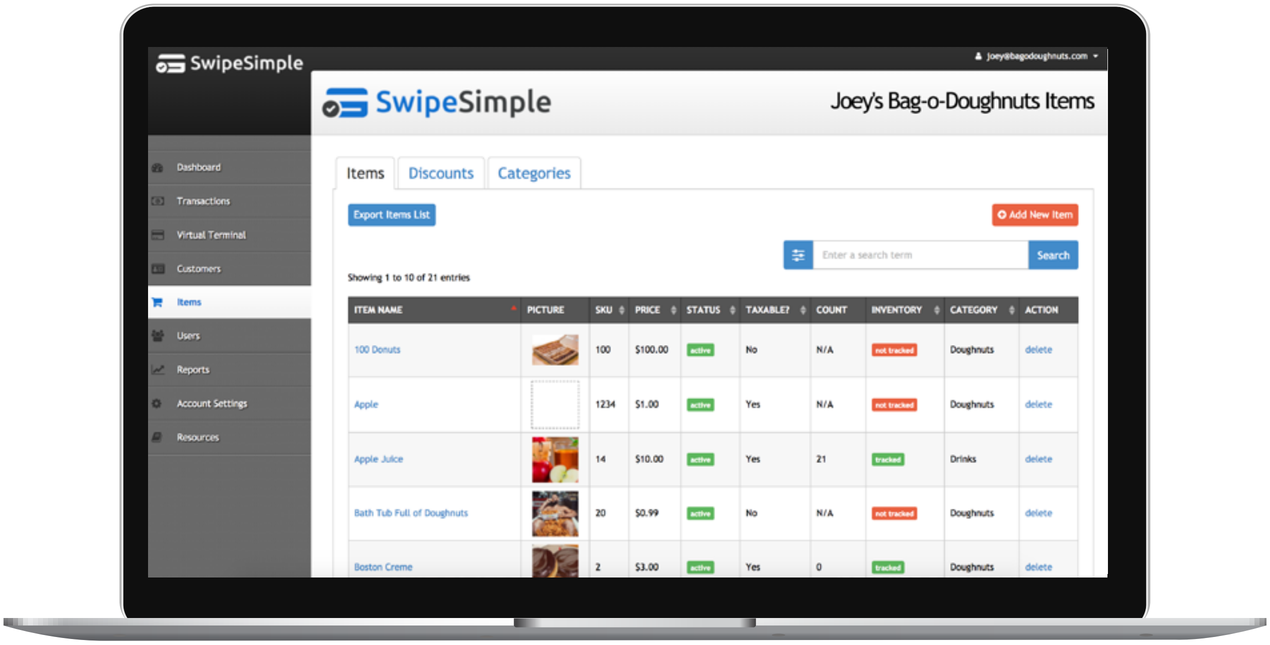


33. Payment of Invoices

Invoices are payable in a web browser through a simple web form

- The cardholder will receive an email that includes a link to pay an Invoice
  - Once paid, they will be emailed a receipt with the transaction details
- A merchant is able to resend invoice emails to their customers from the Invoices tab on the SwipeSimple Merchant Web Dashboard

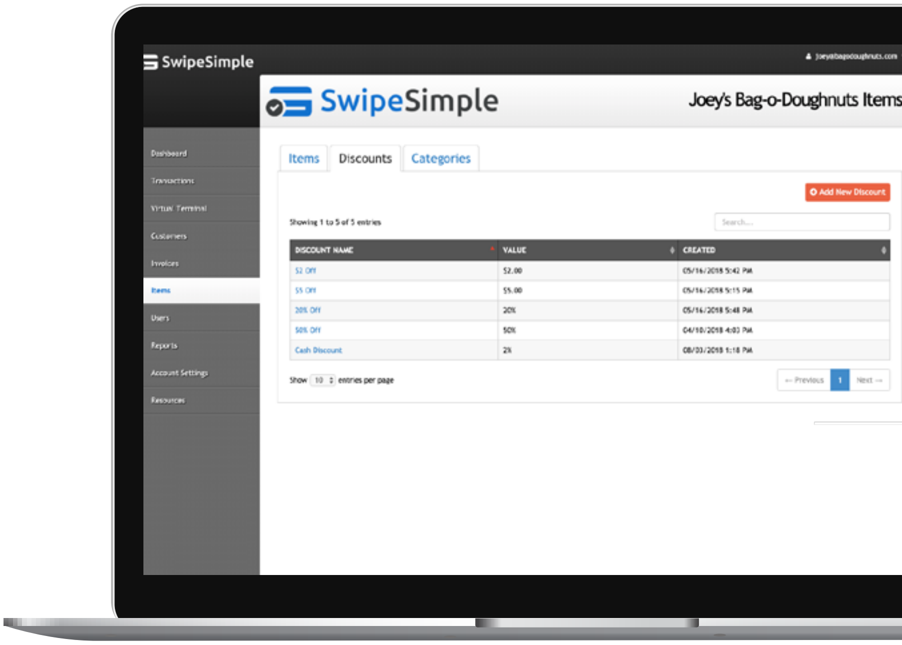
34. Items



- Cloud-based inventory with real-time tracking
- Customize number of items to show
- View list of items and organize the order of items based on key details such as **Item Name, SKU,** or **Price**
- Search for a specific item by entering any of the details in the search field
- Edit an item's **Name**, **SKU**, **Price**, **Taxability**, **Quantity**, and **Category** by clicking on the item name.
- Add a new item by selecting Add New Item
- **Bulk export** or **import** items list in .csv format

35. Discounts

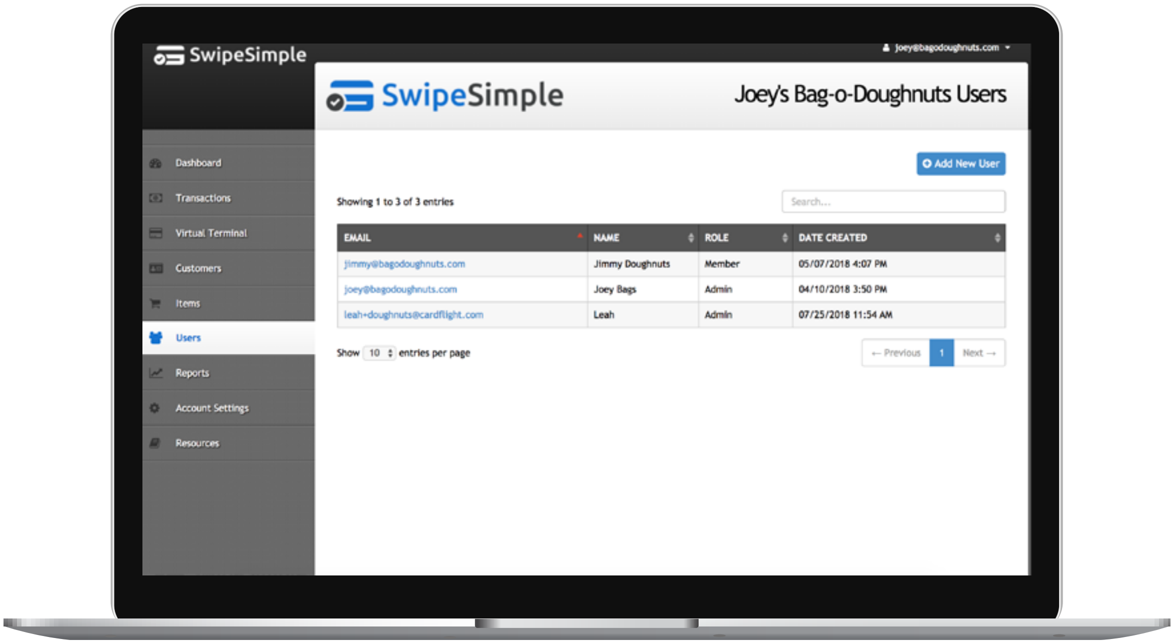
- Create dollar value or percentage discounts to be applied during a transaction
- Search for specific discounts by entering the details in the search field



36. Categories

- Create categories and assign items to them for organization and reporting purposes
- Search for categories by entering the details in the search field

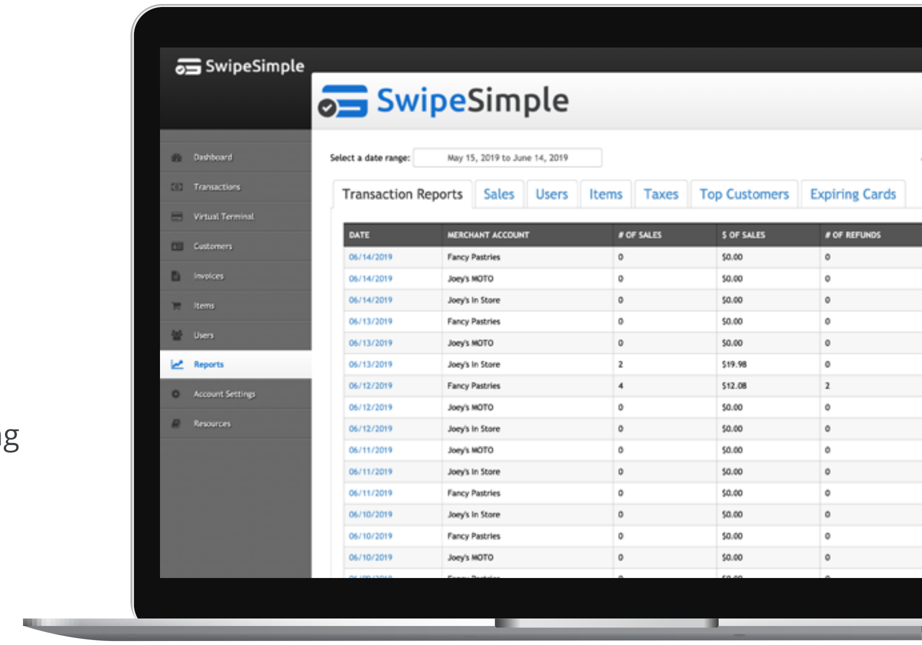
37. Users



- View all user accounts tied to a SwipeSimple account
- Create, manage, and delete account users and their settings
- Restrict or grant users access by changing their role
  - **Admin users** have full access to all transaction data and account functions
  - **Member users** can only take payments, view and void from their assigned merchant account. They may not process refunds and can only see their own transactions. They only have access to one merchant account, cannot create users or change any account settings.
- Edit users' names and merchant account

38. Transaction Reports

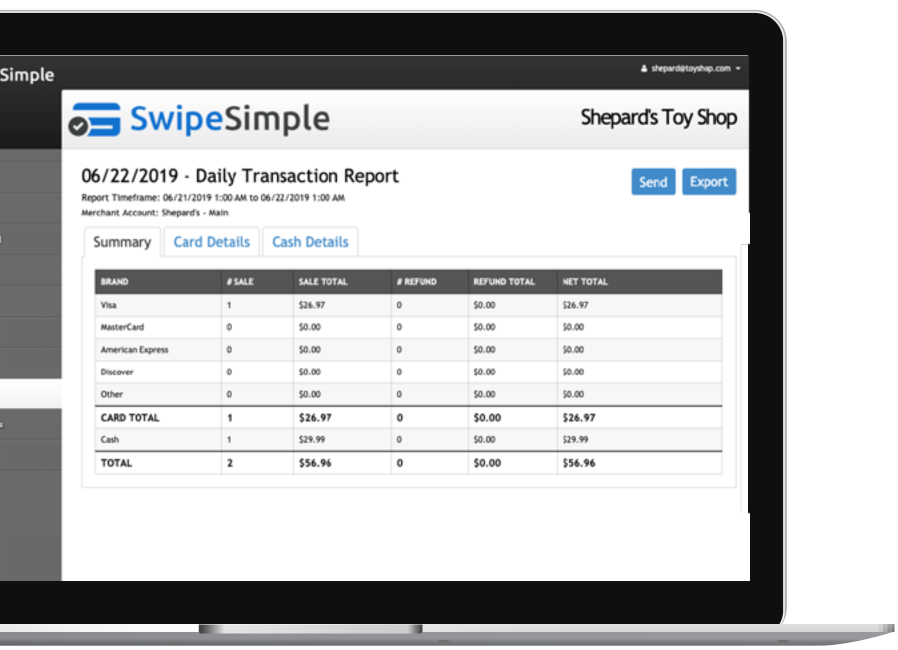
- View a summary for every Merchant Account each day with details including:
    - Total Number of Sales
    - Total Monetary Value of Sales
    - Total Number of Refunds
    - Total Monetary Value of Refunds
    - Net Total
- Filter list of Transaction Reports according to **Date Range** and/or **Merchant Account**
- **Send** a Transaction Report to other SwipeSimple users or **export** it
- Opt to receive Transaction Reports as a **daily email** by enabling this function in **Account Settings > Reports**

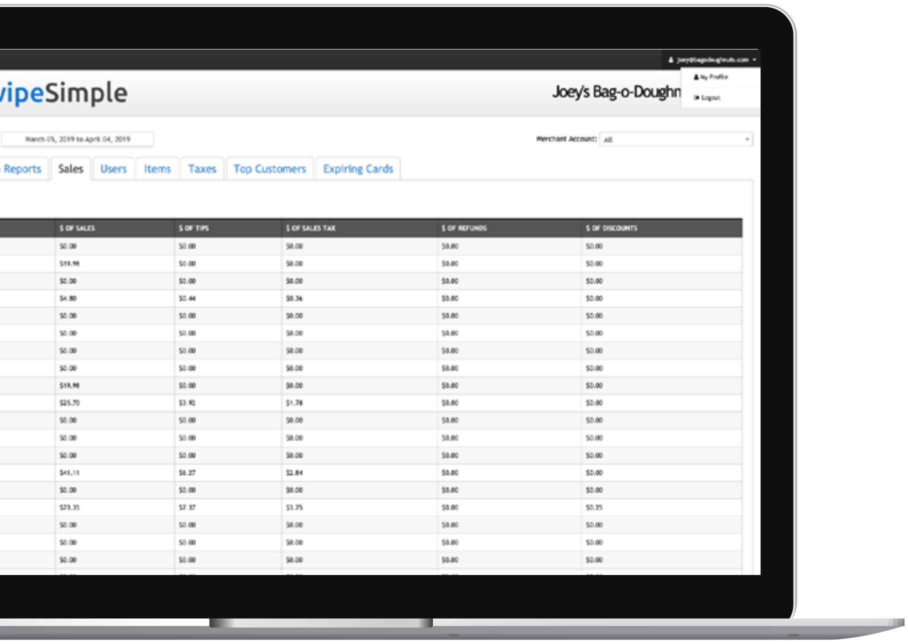


39. Daily Transaction Report

To view a breakdown of Daily Transaction Reports that have been generated, from the Reports section, go to the Transaction Reports tab and click into a specific date.

- Use the Summary tab for an in depth view of transactions by card brand with the following details:
    - # of Sales
    - Sale Total
    - # of Refunds
    - Refund Total
    - Net Total
- Use the Card Details tab to view the details of transactions taken by card
- View all cash transactions by clicking into the Cash Details tab
- Export transaction information by clicking on the 'Export' button on the top right
    - This will export all transactions to a .CSV file



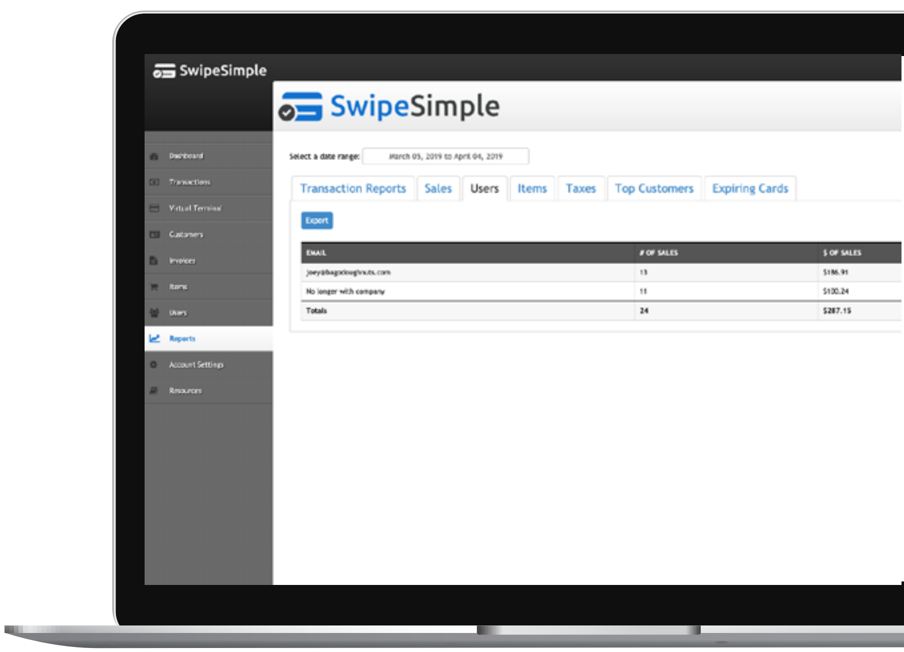


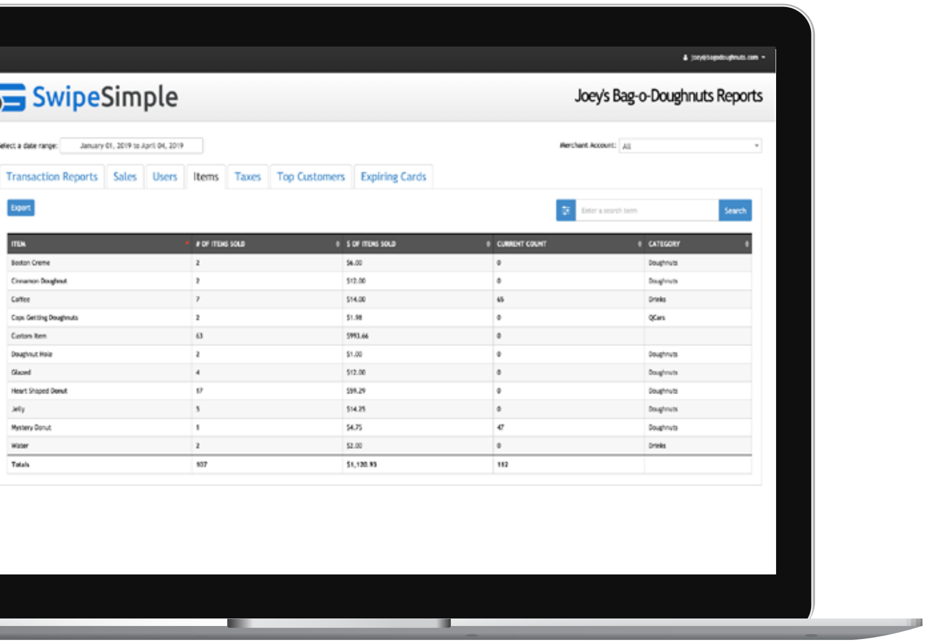
40. Sales

- View sales summary for each day with details including:
  - **Total Value of Sales**
  - **Total Value of Tips**
  - **Total Value of Sales Tax**
  - **Total Value of Refunds**
  - **Total Value of Discounts**
- Filter list of Sales Summary according to **Date Range** and/or **Merchant Account**
- Export the entire report by clicking **Export**

41. Users

- View sales summary for each user with details including:
  - **Total Number of Sales**
  - **Total Value of Sales**
  - **Total Value of Tips**
- View overall totals across all users
- Filter list of User Summary according to **Date Range** and/or **Merchant Account**
- Export the entire report by clicking **Export**



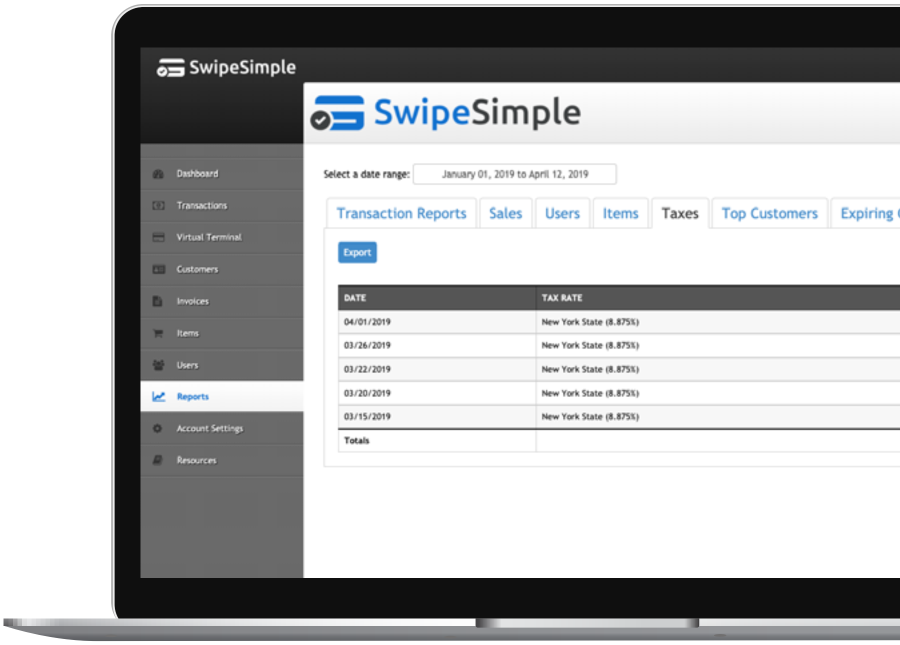


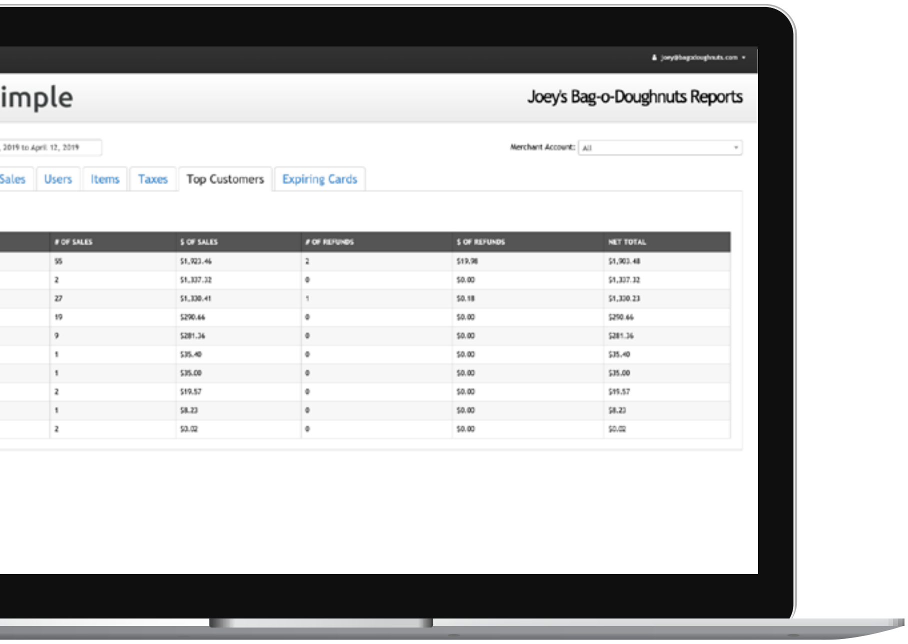
42. Items

- View sales summary for each item with details including:
  - **Total Number of Items Sold**
  - **Total Value of Sales from Item Sold**
  - **Current Inventory Count**
- View overall totals across all items
- Filter list of Item Summary according to **Date Range** and/or **Merchant Account**
- Export reports to your desktop at anytime

43. Taxes

- The **Taxes summary** provides a summary of the taxes you have collected each day. If you have multiple tax rates with SwipeSimple, you'll find both summarized for you.
- To view the Tax summary for a specific tax rate (if you have multiples) use the filter in the upper right hand corner.
- Export reports to your desktop at any time



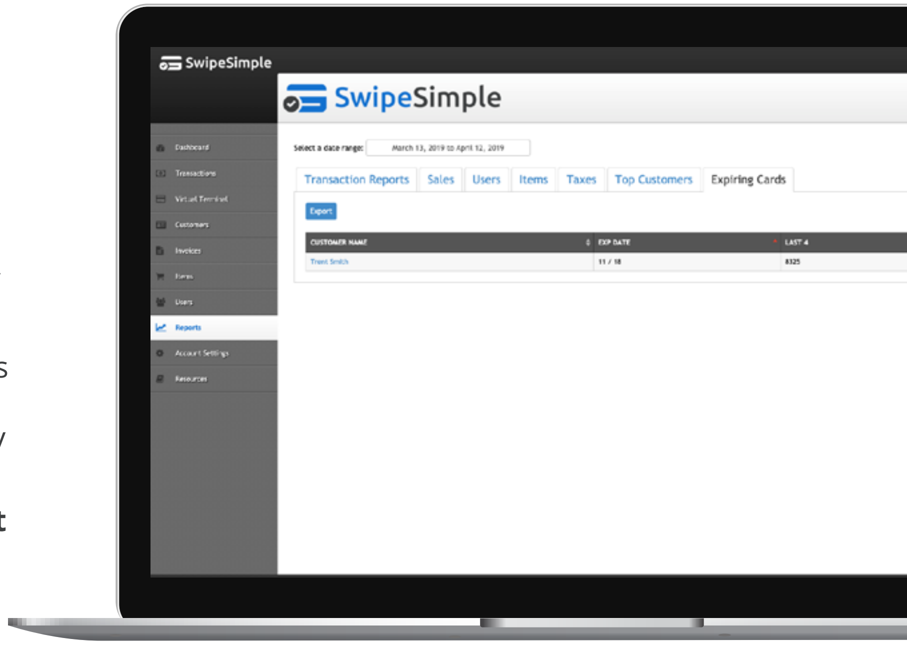


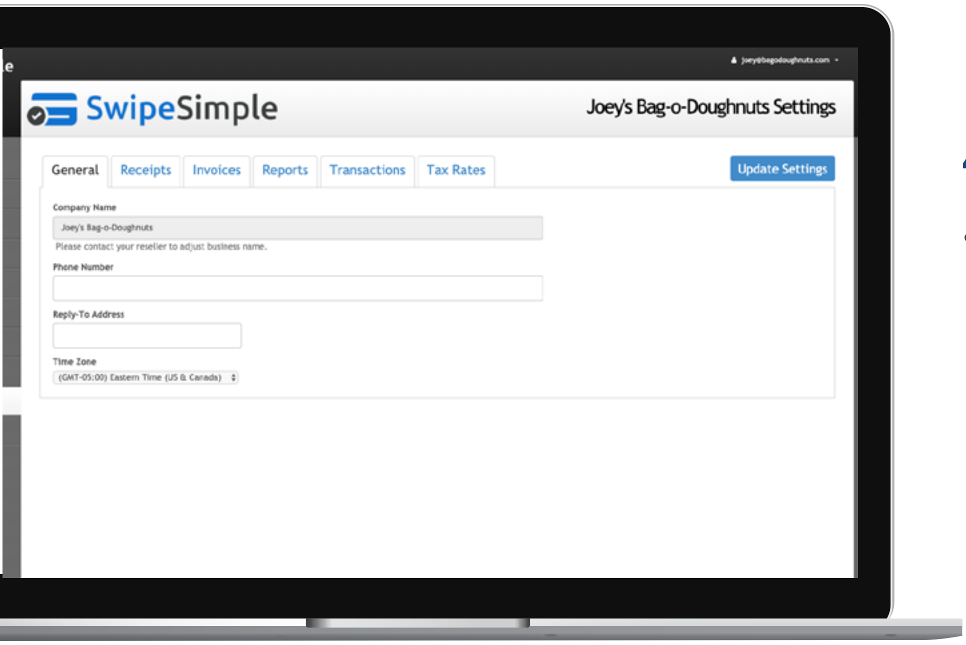
44. Top Customers

- The **Top Customers** summary provides insight into which customers do the most business with you. The view is broken down by total spend and number of individual transactions made at your business. This summary is great for evaluating customer loyalty or to provide a high-level view of which customers are visiting you most often.
- Export the entire report by clicking **Export**

45. Expiring Cards

- The **Expiring Cards** summary provides a 60 day out view of which cards attached to your recurring or subscription billings are expiring, allowing you to stay on top of cards that will decline.
- If a card attached to one of your customers scheduled payments or subscription is expiring in the next 60 days (or has already expired), it will show in this view.
- Export the entire report by clicking **Export**



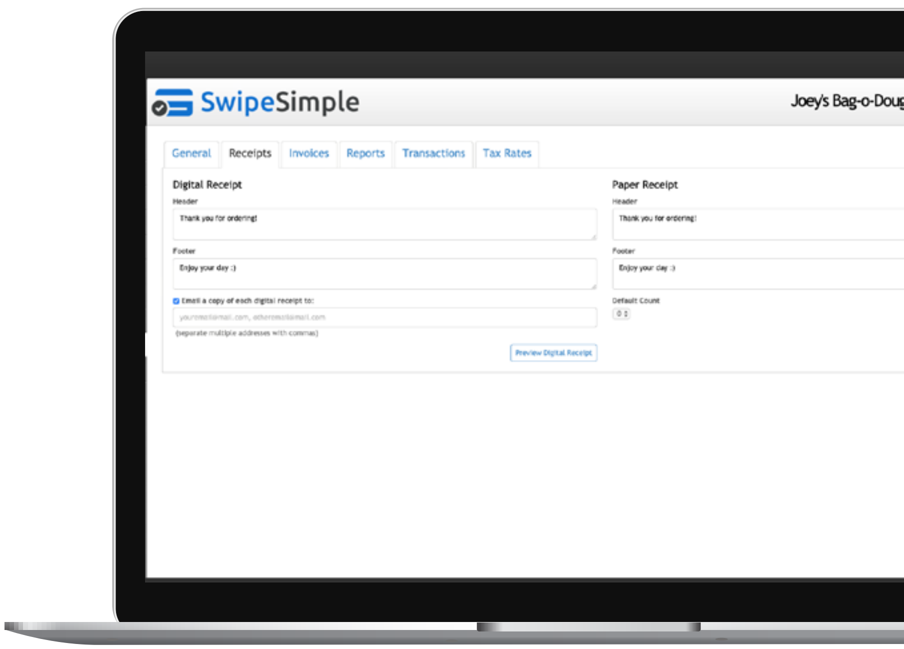


46. General

- Manage and edit business details including:
  - **Phone Number**
  - **Reply-To-Address**
  - **Time Zone** that your business operates in

47. Receipts

- Manage and customize digital and paper receipt options including:
  - **Receipt Header**
  - **Receipt Footer**
  - **Generate a Carbon Copy of Every Receipt Sent**
- Receive Copies of Digital Receipts

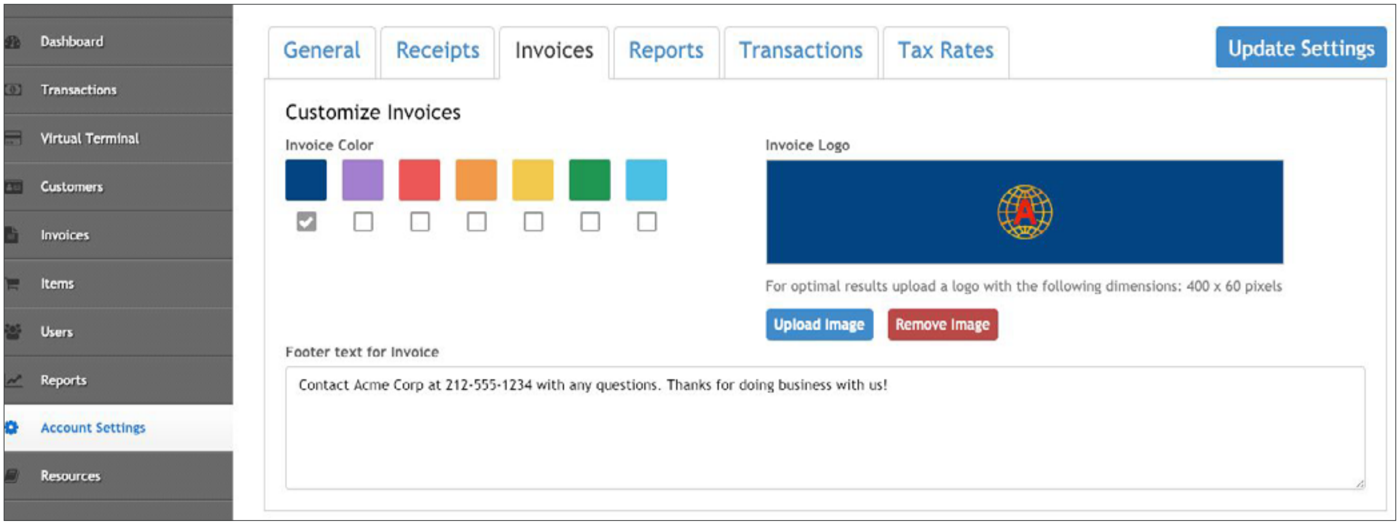


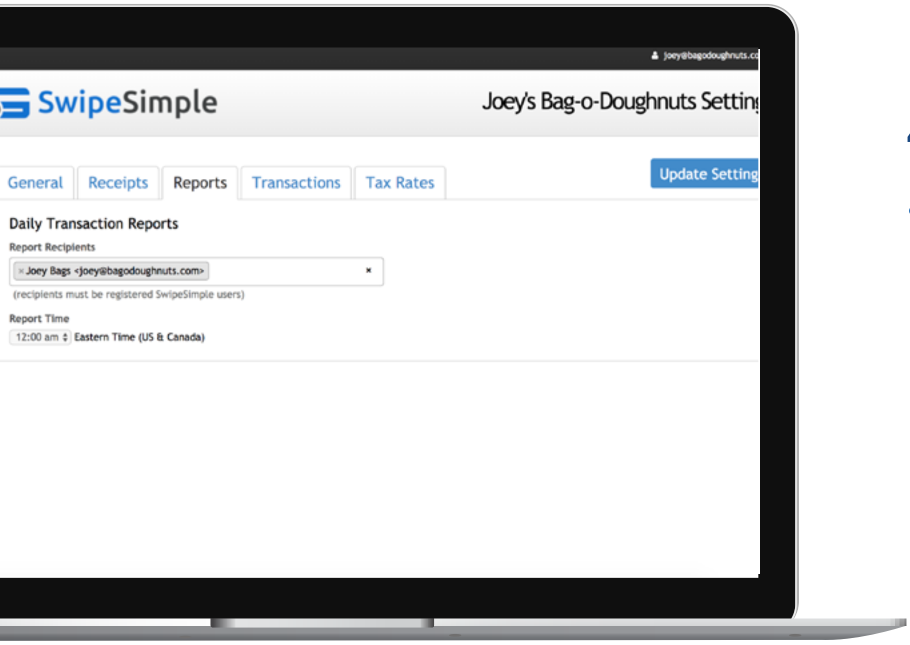
48. Invoices

You can customize the look of your invoices under **Account Settings** on your SwipeSimple Dashboard.

In **Account Settings**, select the **Invoices** section to customize the color, add a logo or customize the footer text. These changes will immediately update all invoices past and future when updating settings.

To upload an image, click the **Upload Image** button, and select an image file. The maximum file size is 500kb. For dimensions, 400x60 pixels is optimal, but if the file is larger than this, it will be resized automatically to make it fit. To complete the process, click **Update Settings**.



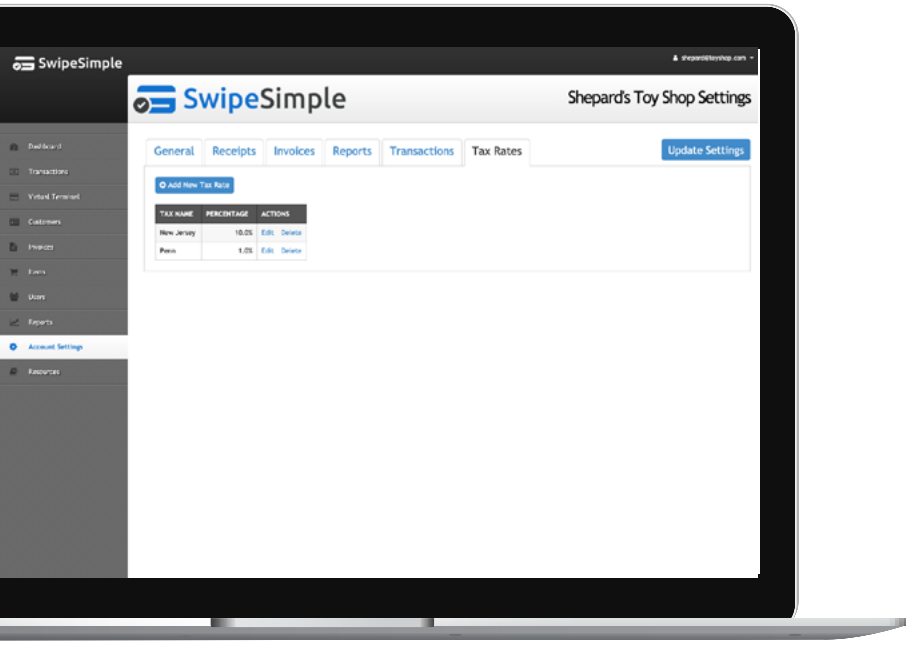


49. Reports

- Manage Daily Transaction Report emails by:
  - Selecting SwipeSimple user(s) in the **Report Recipients** field
  - Setting the **Report Time**

50. Transactions

- Manage and edit transaction settings including:
  - **Signature Settings** - Choose when the app prompts for signatures on swiped transactions
  - **Tax Settings** - Choose if the app should automatically add sales tax to applicable items and set the tax rate
  - **Tip Settings** - Choose if the app should prompt for tips and set the default tip amounts



51. Tax Rates

In Account Settings on the SwipeSimple Dashboard, use the Tax Rates tab to view previously created tax rates and add new tax rates

- Tax can be applied to an entire transaction at the time of the transaction
- Tax can be enabled or disabled for transactions under the Transactions tab
- Items marked non-taxable will not be taxed on transactions where tax is applied

52. Contact

Please visit home.swipesimple.com/support-center, or contact MerchantE for assistance with specific details about your account: help@MerchantE.com or 888.288.2692.

MerchantE Customer Care is available 24/7.
SwipeSimple support hours are Monday - Friday, 9 AM to 6 PM EST.

SwipeSimple

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