

Aloha Cloud

Supporting Cash Discounts

Last Updated: April 19, 2024

About Cash Discounts

A cash discount is a way for a merchant to encourage cardholders to use cash for payments instead of credit/debit cards by offering a reduction in the listed, stated, or standard price displayed by the merchant.

What is the difference between a cash discount and a surcharge?

A cash discount provides an incentive to consumers to pay in cash for a discounted product or service from the merchant's displayed price, saving consumers money on purchases.

A surcharge is a fee added to the total purchase amount when the consumer uses a credit card instead of another form of payment. Surcharging must follow card network rules and regulations carefully. For more information regarding maintaining a compliant surcharging program, please reach out to your account or relationship manager.



Note

A credit card surcharge is only available with Aloha Cloud when using Connected Payments and NCR Payment Processing.

How are cash discounts supported?

The Aloha[®] Cloud system supports a cash discount program offered by the merchant. In addition to configuring the POS properly, merchants should consider a training program to help the employees understand how and when to apply a cash discount, and how to field consumer questions.

Applying a cash discount is similar to applying any other promotion to a guest check. When cash is presented to the employee for payment, the employee selects the appropriate discount to decrease the check amount.

How can merchants ensure their cash discount program is compliant?

The most important component of a compliant cash discount program is transparency. It is the onus of the merchant to ensure all door and counter signage, printed guest checks, menus, and base prices entered into the Aloha Cloud system reflect the non-discounted price. The cash discount is applied when cash is presented for payment.

- Consumers must be able to clearly see the posted cost of goods or services are for payments made via credit/debit cards and the discount pricing available for cash payments. You must display the rules of the cash discount program, as shown in the following signage example.

Pay by Cash and Save!

As an incentive for our valued customers, we now provide a 3% discount if you pay with cash!

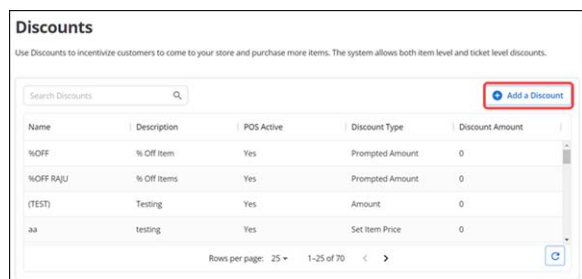
- The merchant may not inflate the standard price on display and must adhere to all legal and ethical standards for the cost of goods/services. The cash discount applies to checks that are fully paid in cash and is invalid if the check has a partial payment by a credit/debit card.
- Cash discounts cannot be used with other fee programs defined by the card networks, such as sucharging, convenience fees, and service fees.

Configuring Cash Discounts in Aloha Cloud

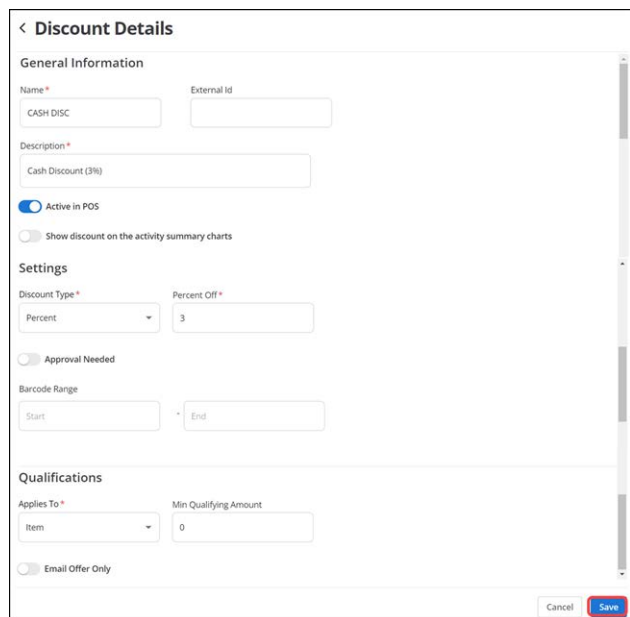
In Aloha Cloud, create a cash discount through the Menu section of Aloha Cloud Back Office.

To create a cash discount promotion:

1. Log in to **Back Office** using Company View (All Stores). Select a **specific site** to create discounts at the store level.
2. Select **Menu > Discounts**. The DISCOUNTS screen appears.



3. Select **Add a Discount**.



4. Type a **name** for the discount, such as 'CASH DISC.'
5. Type a **description** for the discount, such as 'Cash Discount (3%).'
6. Click **Assign Stores** in 'Store Assignment' and assign the **discount** to one or more stores.
7. Select **Percent** from the 'Discount Type' drop-down list.

8. Type the **percentage** to discount the check in 'Percent Off.'



Tip

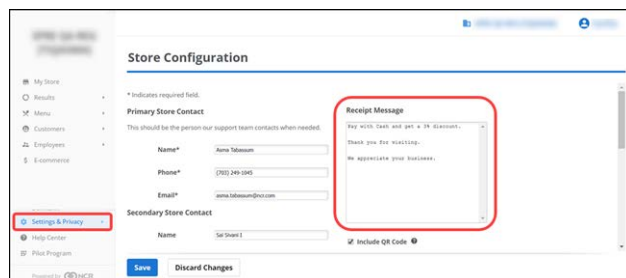
Cash discounts are usually from one to four percent.

9. Click **Save**.

To add a cash discount message on guest check:

To add more transparency to the consumer, you can add a cash discount message in the footer of the guest check. This benefits table service operations where the server delivers the check prior to payment, and the consumer is informed and can choose the payment method to use.

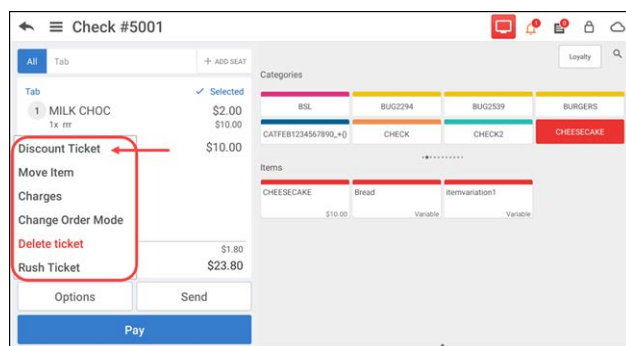
1. While still logged in to Back Office, select **Settings & Privacy > Store**. The Store Configuration menu option appears by default.



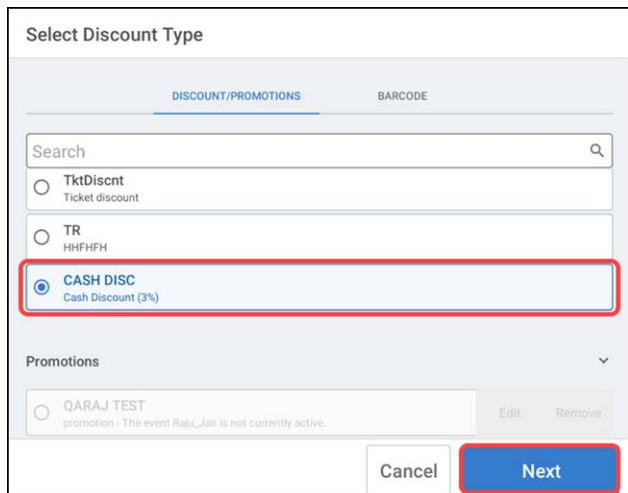
2. Under the 'Receipt Information' group bar, type a **cash discount message** in 'Receipt Message,' such as 'Pay with cash and get a 3% discount.' Add the message with all other defined receipt messages as one.
3. Click **Save**.

Using Cash Discounts in Aloha Cloud

1. Upon payment, alert the **consumer** that paying with cash instead of a credit/debit card applies a discount to the check. The consumer agrees to pay cash.
2. From the Ticket screen, touch **Options**. Additional options appear.



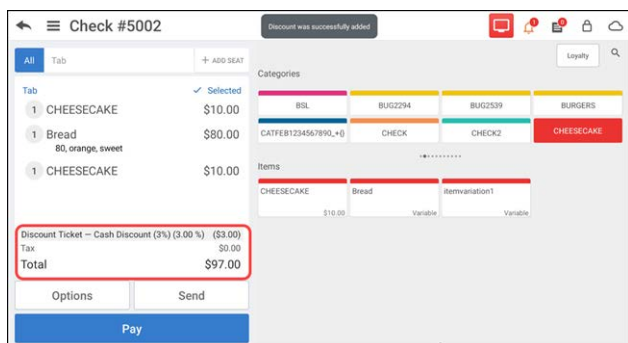
3. Touch **Discount Ticket**. The Select Discount Type screen appears.



The cash discount and the cash discount message (not shown) print on the receipt.



4. Touch **CASH DISC** and then **Next**. The system reduces the amount of the check.



5. State the **new total** to the consumer for agreement.
6. Apply the **cash payment** and close the **check** as normal.