

Last Updated: November 22, 2024

#### About Cash Discounts

Cash discounting is a pricing model where a restaurant offers a discount on listed, stated, or standard menu prices for consumers willing to pay in cash. Merchants can use the Aloha® Cloud system for Quick Service and Table Service to support this type of pricing model. A successful cash discount program includes an in-store training strategy that helps employees understand how and when to apply a cash discount and the communication to relay to the consumer.

Implementing a cash discount is a simple and seamless process. You use the existing Discounts function to configure a cash discount as either a percentage or an amount discount type. The system automatically calculates the discounted amount for you and displays it on the Cash button on the Point-of-Sale (POS).

With the discounted amount known, the employee can describe the benefits of paying with cash to the consumer, as decided by the merchant. The employee simply needs to tap Cash to apply the discount to the full balance due and the consumer realizes the savings.

When consumers are aware they can keep more money in their pockets when visiting a restaurant with a successful cash discounting program, the merchant notices increased profit from repetitive business.



#### Tip

Cash discounting with Aloha Cloud is only available when using Connected Payments and NCR Voyix Payment Processing.

#### Ensuring a successful cash discounting program

There are guidelines the merchant needs to follow for implementing a cash discount program.

- The most important component is transparency to the consumer. It is the responsibility of the merchant to ensure the standard (non-discounted) price appears to the consumer at all times. This includes all public displays at the door and counter, printed guest checks, printed and digital menus, and the base items entered in to the Aloha Cloud system. The cash discount is then communicated to the consumer, either verbally or in printed format.

- The requirements of the cash discounting program must appear in plain view to the consumer, as shown in the following signage example. The consumer must clearly understand the standard cost of goods and services on display are for payments made with a credit/debit card and the discounted price is available only for a cash payment.

#### 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 cannot inflate the displayed standard price to compensate for the cash discount and must adhere to all legal and ethical standards for the cost of goods and services.
- The cash discount only applies to guest checks that are fully paid in cash and is invalid if the check has a partial payment by a non-cash tender.
- The merchant must adhere to network operating guidelines which can change over time, such as those found in the Visa® and Mastercard® merchant acceptance guidelines. Refer to [Visa Rules and Policy](#) and [Mastercard Rules](#) for more information.
- Cash discounting cannot be used with other fee programs defined by the card networks, such as surcharging, convenience fees, and service fees.



#### Tip

You cannot, nor will the Aloha Cloud system allow you to, implement a cash discount and a surcharge at the same store. Refer to [Setting up payments](#) for more information on surcharges.

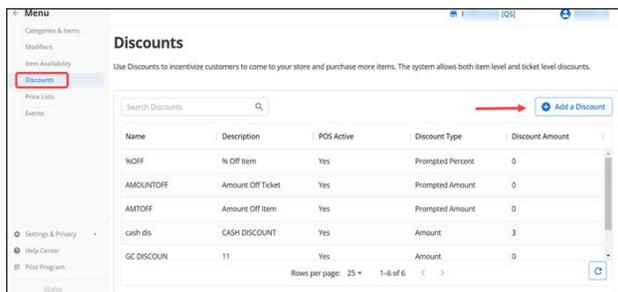
## Configuring Cash Discounts in Aloha Cloud

In Back Office, configure a discount and the message will appear on the guest check.

### To configure a cash discount:

Use Menu > Discounts to configure a single ticket level cash discount to all stores or to a selected store. Here you define the percentage or amount to use for the cash discount.

1. Log in to **Back Office** using Company view (All Stores) or select a specific **store**.
2. Select **Menu > Discounts**.



3. Click **Add a Discount**. The Discount Details screen appears.

4. Under the 'General Information' group bar, type a **Name**, and **Description**.
5. Click **Assign Stores** and select the **store** for the cash discount.
6. Select **Show discount on activity summary charts** to show the discount in the totals on the activity summary page for reporting.
7. Click **Auto apply to cash tender** to automatically calculate and display the discounted amount on the Cash

button on the POS. When selected, the system disables other options on the screen.

8. Under the 'Settings' group bar, select the **discount type** from the drop-down list and enter the **amount** or **percent**.
  - **Amount** — Provides a discount in the form of a dollar amount, such as \$3.00 off.
  - **Percent** — Provides a discount in the form of a percentage, such as 3% off. You can use decimals for the cash discount percent, such as 3.5.

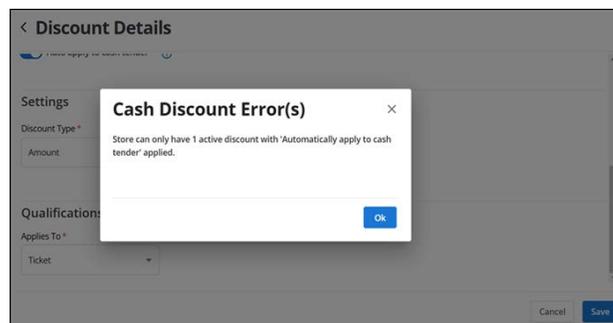


### Tip

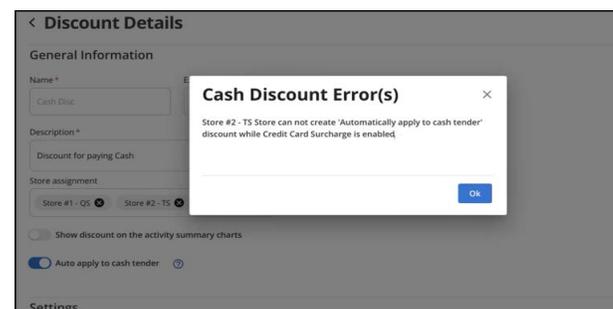
A percentage cash discount is typically from one to four.

9. Under the 'Qualifications' group bar, leave **Ticket** as the default.
10. Click **Save** to save the changes.

If you attempt to configure a discount with 'Auto apply to cash tender' selected to a store that already has an auto apply cash discount in use, a message appears.



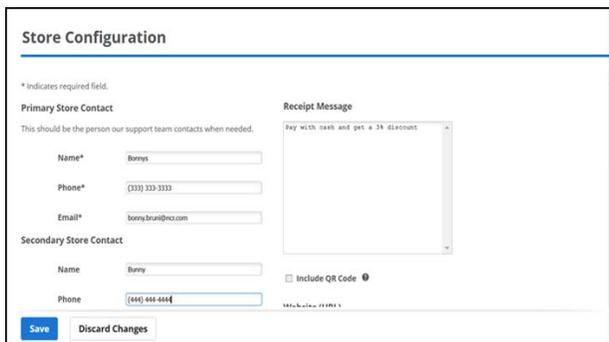
If you attempt to configure a cash discount to a store that already has a surcharge in use, a message appears.



**To add a cash discount message on a guest check:**

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

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

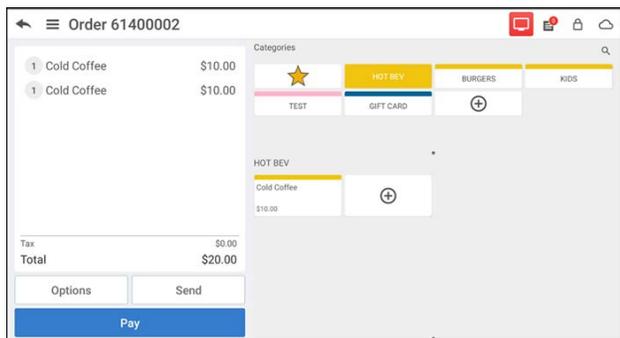


2. Under the 'Receipt Information' group bar, type a **cash discount message** in 'Receipt Message,' such as 'Pay with cash and get a 3% discount.' Add the message with all other defined receipt messages as one.
3. Click **Save**.

**Using Cash Discounts in Aloha Cloud**

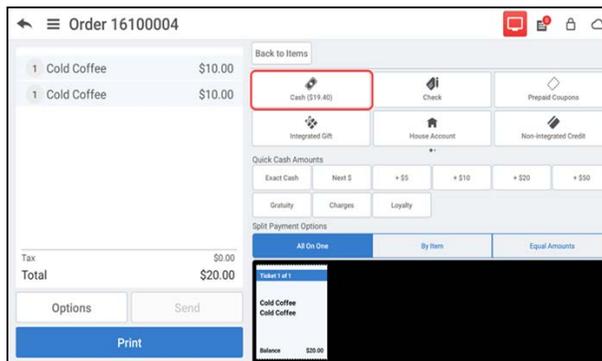
Upon payment, the employee alerts the consumer that paying with cash instead of a non-cash tender applies a discount to the check. The discounted amount appears on the Cash button and recalculates with a new total each time you access the payment screen. You can apply other discounts, such as a BOGO, to factor into the cash discount.

1. Log in to the **POS**.



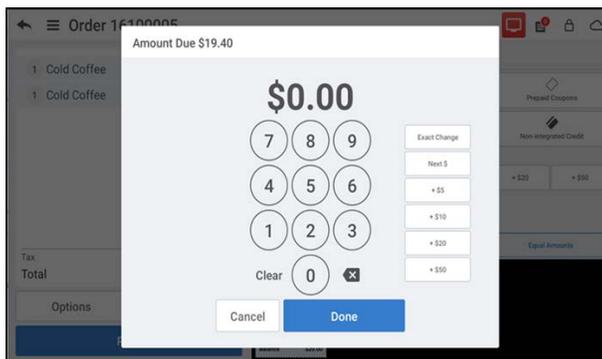
2. Add **items** to the ticket.

3. Tap **Pay**. The cash discount amount appears in parenthesis on the ticket screen.

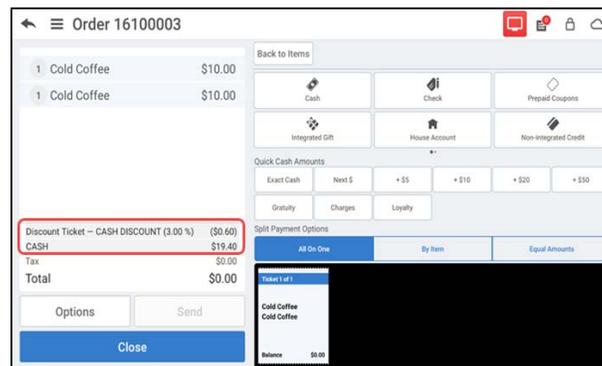


**Tip**  
For table service operations, tap **Print** to print the check and deliver it to the table. When the check is returned, recall the check and continue to step 4.

4. Tap **Cash** to display the Amount Due screen reflecting the discounted amount or tap a **quick cash amount**, such as Exact Cash.



5. Enter the **amount** received from the consumer and tap **Done**. The cash discount appears as a line item in the guest check.



6. Tap **Close** to close the check.

The cash discount and amount print as a line item on the receipt. The amount the consumer saves from all discounts appears at the bottom.

|                            |     |         |                      |
|----------------------------|-----|---------|----------------------|
| Tab: Order 18100017        |     |         |                      |
| Item                       | Qty | Price   | Total                |
| Cold Coffee                | 2   | \$10.00 | \$20.00              |
| Discount (CASH DISC)       |     |         | [3.00 %]<br>(\$0.60) |
| Subtotal                   |     |         | \$19.40              |
| Tax                        |     |         | \$0.00               |
| Total                      |     |         | \$19.40              |
| Tender:                    |     |         |                      |
| CASH                       |     |         | \$19.40              |
| Cash Saved: \$0.60         |     |         |                      |
| Total Due:                 |     |         | \$20.00              |
| Cash Total:                |     |         | \$19.40              |
| 3% Cash Saved:             |     |         | \$0.60               |
| 18 % =                     |     |         | \$3.60               |
| 20 % =                     |     |         | \$4.00               |
| 25 % =                     |     |         | \$5.00               |
| *****                      |     |         |                      |
| Total discount - You saved |     |         | \$0.60               |
| *****                      |     |         |                      |

When using a customer facing display (CFD), the cash discount amount appears as a line item after payment.

|                         |    |                     |
|-------------------------|----|---------------------|
| Cold Coffee             | x1 | \$10.00             |
| Cold Coffee             | x1 | \$10.00             |
| Discount: CASH DISCOUNT |    | (\$0.60)            |
| Cash Payment            |    | (\$19.40)           |
| Tax                     |    | \$0.00              |
| Items: 2                |    | Balance Due: \$0.00 |

## Reporting cash discounts

Use Menu > Results > Store summary to view the report in Back Office and realize the savings from the cash discount.

| Store Summary   |             |                    |  |
|---|-------------|--------------------|--|
| Store #1- GS<br>4325 Alexander Drive<br>Alpharetta, 30022 |             |                    |  |
| Monday, October 21, 2024 - Tuesday, November 19, 2024     |             |                    |  |
| <b>Gross Sales</b>  | Quantity: 3 | Total: \$60.00     | Average: \$20.00                       |
| Gross Refunds   | 0           | \$0.00             | \$0.00                                 |
| Discounts & Promos  | 3           | \$1.80             | \$0.60                                 |
| Overrides   | 0           | \$0.00             | \$0.00                                 |
| Inclusive Taxes   | -           | \$0.00             | -                                      |
| <b>Net Sales</b>  | 3           | \$58.20            | \$19.40                                |
| Dine In   | 3           | \$58.20            | \$19.40                                |
| Takeout   | 0           | \$0.00             | \$0.00                                 |
| Delivery  | 0           | \$0.00             | \$0.00                                 |
| Catering  | 0           | \$0.00             | \$0.00                                 |
| Drive Thru  | 0           | \$0.00             | \$0.00                                 |
| Taxes   | -           | \$0.00             | -                                      |
| Gratuities  | 0           | \$0.00             | \$0.00                                 |
| Tips  | 0           | \$0.00             | \$0.00                                 |
| CC Surcharges   | 0           | \$0.00             | \$0.00                                 |
| Gift Card   | 0           | \$0.00             | \$0.00                                 |
| Gift Card Discounts                                       | 0           | \$0.00             | \$0.00                                 |
| Charges   | 0           | \$0.00             | \$0.00                                 |
| Charges Discounts   | 0           | \$0.00             | \$0.00                                 |
| Non-Sales Revenue Items                                   | 0           | \$0.00             | \$0.00                                 |
| Non-Sales Revenue Disc                                    | 0           | \$0.00             | \$0.00                                 |
| Donations   | 0           | \$0.00             | \$0.00                                 |
| <b>Ticket Total</b>                                       | 3           | \$58.20            | \$19.40                                |
| Future Online   | 0           | \$0.00             | \$0.00                                 |
| <b>Payment Types</b>                                      | Quantity: 3 | Tip Amount: \$0.00 | Amount: \$58.20, Total Amount: \$58.20 |
| Cash  |             |                    |  |
| Payins  | 0           | \$0.00             |  |
| Playouts  | 0           | \$0.00             |  |
| POS Cash Deposits   | 1           | \$58.20            |  |
| Safe Drop   | 0           | \$0.00             |  |
| <b>Charges</b>  | Quantity:   |                    | Charge Amount:                         |
| <b>Tax Categories</b>                                     | Rate %      | Taxable Subtotal   | Amount                                 |
| No Tax  | 0.0000      | \$58.20            | \$0.00                                 |
| <b>No Sales</b>   | Quantity: 0 |                    |  |
| <b>Discount &amp; Promotion Names</b>                     | Quantity: 3 |                    | Discount Amount: \$1.80                |
| CASH DISCOUNT   |             |                    |  |
| <b>Voided</b>   | Quantity:   |                    | Voided Amount:                         |
| Cleared Items   | 6           |                    | \$24.00                                |
| Voided Items  | 0           |                    | \$0.00                                 |
| <b>Labor</b>  | Labor %     |                    |  |
| (\$114.82)  | -197.46 %   |                    |  |
| <b>Guest Counts</b>                                       | 0           |                    |  |

You can also use Results > Operational Reports > Discounts & Promotions to view the specific discount.

| Discounts & Promotions  |                           |          |           |                        |               |                       |                             |
|---|---------------------------|----------|-----------|------------------------|---------------|-----------------------|-----------------------------|
| Store #1- GS<br>4325 Alexander Drive<br>Alpharetta, 30022                                   |                           |          |           |                        |               |                       |                             |
| Monday, October 21, 2024 - Tuesday, November 19, 2024<br>All Employees & Devices & Barcodes |                           |          |           |                        |               |                       |                             |
| Type  | Promotion / Discount Name | Apply To | Items Qty | Sales Before (Revenue) | Reduction Amt | Sales After (Revenue) | Ticket Total After Discount |
| Percent (discount)  | CASH DISCOUNT             | Ticket   | 4         | \$60.00                | \$1.80 (3%)   | \$58.20               | \$58.20                     |