

Shift4® word

The Voice of Shift4 Corporation and \$\$\$ ON THE NET®

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Payment Processing News from Shift4 Corporation

May 2005

Shift4's support telephone system is in the process of being upgraded to better help our customers get quick, accurate answers to their questions. Be sure to listen carefully when dialing into our support line as the phone system and options will be changing.

HELP IS ON ITS WAY

Shift4 has created several new departments and positions within our organization to better serve our customer base.

Account Management

Our account management department is designed to keep you, our valued customers, happy and well informed. They are here to serve your needs and answer any questions you might have. Customers can call with questions about features and benefits, questions about the Shift4 processes or if they have general feedback for the company. If our account management team doesn't know the answer to your question, they will either find out the answer for you or put you in touch with the appropriate individual at Shift4 who can assist you.

Heading up the department is Brent Grassman. Brent has been with Shift4 for nearly three years and has served in a variety of different capacities, including our support, sales and partner development departments. He brings to the position a thorough understanding of our company, products and processes, as well as a drive for 100% customer satisfaction. Brent can be reached at (702) 597-2480, ext. 3320 and we strongly encourage you to call and introduce yourself to him, as he is a truly valuable resource.

Product Management

Every technology company needs a strong product management team to make sure that they deliver the solutions and features that the market wants in a way that the market will embrace. Shift4 is extremely excited to have created a formal product management team within our organization who will serve as the authorities on our existing solutions and the spearhead for future product development.

Heading up this new team is Rebecca Kalogeris, Director of Marketing at Shift4.



The Product Manager for \$\$\$ ON THE NET is Brett Williams who has been with Shift4 for over 6 years and possesses an unparalleled knowledge of our solutions and of the industries we serve. The Product Manager for It's Your Card is Wendy Jensen.

Wendy is new to Shift4, but not to the ASP software market or to the loyalty/gift card marketplace and we're confident that she will be a valuable addition to this team and to Shift4 as a whole.



Customer feedback and research are invaluable to an effective product management team in helping them identify what we do right, what we need to do better and what we don't do now that we should. So don't be surprised if you get a phone call or email from them asking for your opinion and feedback. Or, if you have an idea or suggestion about any of our solutions, please email them to marketing@shift4.com.

Customer Service Manager

Shift4 has installed a new position within its support department structure, the Customer Service Manager. This individual is charged with taking our superior technical support representatives and adding a little more customer focus to their approach. Cheryl Howerton is the new Customer Service Manager.

Cheryl Howerton brings to her role over 30 years of experience in the customer service industry, including work with telecoms, third party support providers and private enterprises. She has also worked with several Fortune 500 companies, developing and implementing some of the industry's most recognized customer service departments. Her ability to successfully deliver highly available and reliable technical and customer care support is what has brought her to Shift4. If you have any feedback or suggestions about the Shift4 Support Department, please feel free to contact Cheryl directly at (702) 597-2480, ext. 3350 or chowerton@shift4.com.

NEW INTERFACES

Shift4 is pleased to announce the following new or enhanced interfaces:

- eBanking Experts
- Info Directions
- MICROS - Fidelio
- Purple Cactus



In addition, Shift4 has released a new version of the enhanced MICROS 3700 driver. Like all our enhanced drivers, it includes signature capture, PINned debit, dynamic currency conversion and full gift card integration. However, it also offers two new features not available in anyone else's driver – Customer Initiated Tips and AVS & CVV2 Support.

Customer Initiated Tips

Shift4's enhanced interface to MICROS 3700 enables customer initiated tip entry. The customer or clerk swipes the credit, debit or gift card into a PIN pad device and is then prompted to enter the desired tip amount. The customer enters the tip before the transaction is sent out for authorization. By allowing for a tip to be entered on a customer facing terminal device, the awkwardness of handing the customer a draft and waiting for a tip and signature is reduced, as the transaction flow is similar to what you would experience in a grocery store. Another advantage is an elimination of downgrades due to customers tipping in excess of the 20% restaurant industry tolerance.

AVS & CVV2 Support

Shift4's customized driver for MICROS 3700 is the first one to fully support Address Verification System (AVS) and CVV2 functionality. AVS sends out the cardholder's address information for verification. The CVV2 code (or CVC2 in the case of MasterCard and CID code in the case of American Express) is the three or four digit number located on the physical card itself that is not part of the actual account number, but that is used to verify the validity of the card.

Both AVS and CVV2 provide merchants with an extra level of fraud protection in cases where the merchant is

unable to collect full data from the card swipe because of a problem with the card reader, magnetization of the card, etc. Both these tools also enable merchants to avoid the costly downgrades or non-qualification fees charged by processors for transactions for which they do not receive full swipe data.

Shift4 is extremely proud to be able to deliver these new features to our customers and will be adding these same functionalities into the MICROS 8700 & 9700 systems in the next driver release.

A full list of the nearly 100 POS & PMS interfaces available can be found on our web site at: www.shift4.com/pos_pms.cfm

A FEW NOTES ON SUPPORT



Shift4's Support Department is here 24 hours a day, 7 days a week to help you with any issues that might arise. We are the first line of support for all our customers, meaning you should call us first if you have any difficulties with credit,

debit or our gift cards. Often the issue is not on Shift4's end, but we will help identify the cause of any errors and direct you to the appropriate party, whether it's your MSP, processor or point-of-sale-system. We'll even stay on the phone with you. Please understand, however, that in these situations, where the problem is outside of Shift4 or \$\$\$ ON THE NET, we really can't do anything to directly resolve the problem or speed up the solution. We will, however, try to assist you as much as possible.

TECH TIP

How do I setup \$\$\$ ON THE NET to accept a new card type?

Shift4 can accept all major card types, from Visa and MasterCard to American Express and Diners. However, before Shift4 can set you up to accept any new card type, you must contact your Merchant Service Provider (MSP). Your MSP must set up the new card type on their end before Shift4 can make any changes. Once your MSP has completed setting up the card type, call the Shift4 Installations Department at (702) 597-2480, Option 4 and we'll be happy to complete the process.

WARM WELCOME

We would like to extend a warm welcome to the following companies who have recently signed with Shift4. We appreciate their business and are excited to be putting our solution to work for their organization.

- All Car Leasing
- Back Yard Burgers (Apalachee , Tennessee , Tifton locations)
- Bahia Mar Beach Resort and Marina
- Betsy's
- Choice Hotels International
- Dollar Thrifty Automotive Group Canada
- Doubletree Hotel Chicago - Oakbrook
- Footwise, Inc.
- Great Wolf Lodge - Poconos
- Historic Mission Inn
- Inn of the Governors
- Kiton New York
- NES Merchandising
- Red Sox of Florida
- Vagabond Inns
- Wave Riding Vehicles

PRESS BOX

Click below for the most recent news about Shift4 and our award winning solutions.

- [Shift4 Handles Over \\$1 Billion Worth of Transactions in March](#) – April 28, 2005
- [Choice Hotel Selects Shift4 as Payment Gateway](#) – April 20, 2005
- [Shift4 First to Offer Customer Initiated Tip Entry and AVS Fraud Features for MICROS 3700](#) – April 12, 2005
- [Shift4 Revs Up Credit Card Processing at This Year's Biggest Races](#) – March 10, 2005



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