



## Union Status Loyalty Program - Q&A

Union Status is a seamless, points-based loyalty program that rewards your customers automatically as they spend. Use this guide to understand how the program handles everything from enrollment to redemptions so you can maximize guest retention with zero manual effort.

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### Overview

#### What is Status, and how does it benefit my venue?

Status is an automated, point-based loyalty program built directly into the Union POS. It turns casual visitors into regulars by rewarding them \$1 for every \$1 spent. It's designed to be "set it and forget it": no punch cards, no promo codes, and zero manual work for your staff. You control the thresholds, the discounts you want to offer, the VIP multipliers.

#### What are the default settings?

Status is enabled in your portal by default with these settings:

100 Status points = \$5 Reward

First time customers = 0 bonus points

VIP Customer Points Multiplier = 1

VIP Default settings:

\$500 spent per month

Visit 3 times a week

#### How do customers join the program?

Customers are automatically enrolled or linked when they:

- Open a Tab using Union Mobile (automatic).
- Use Scan to Pay or Pay at Table.
- Scan a QR code on their physical receipt.
- Are manually added to a check by a server at the POS.

Guests can enroll by providing a phone number that can be entered by servers on the POS, scanned from a receipt, tapping a Status launch point or automatically when opening a tab or ordering through Union Mobile.

#### Can I use Status if I have multiple venues under one enterprise account?

Currently, the Status MVP does not support Enterprise or Multi-Venue setups. It is designed for single-venue loyalty at this stage.

## **Earning & Calculations**

### **Exactly how are points calculated?**

Points are earned on net sales (subtotal).

- Earned on: Food and beverage subtotals.
- Excluded: Tips, taxes, gift card purchases, voids, comps, and discounts.
- Rounding: We use standard rounding (\$5.40 = 5 points; \$5.90 = 6 points).

### **When do points actually show up in the customer's account?**

Points are processed and added to the customer's balance only after your End of Day (EOD) process runs. They are not available for use during the same visit they were earned.

### **If I refund a customer, do they lose the points they earned?**

No. In this version of Status, points are not deducted upon refund. This ensures a friction-free customer experience and encourages long-term retention.

## **Rewards & Redemptions**

### **How do customers redeem their rewards?**

Redemption is fully automatic. Once a customer reaches the reward threshold (e.g., 100 points), the reward (e.g., \$5.00) is automatically applied as a "Status Redemption Discount" (SRD) on their very next visit.

### **Can a customer choose to "save" their reward for a bigger tab later?**

No. To keep the system simple and ensure high engagement, rewards apply to the first available visit. They cannot be stacked or manually toggled off by the customer.

### **What happens if the reward is larger than the customer's bill?**

If a customer has a \$10 reward but their tab is only \$8, the system will apply \$8 to cover the balance. The remaining \$2 will be saved automatically for their next visit.

## **VIP & Bonuses**

### **How does the VIP program work?**

You can reward your "power users" by setting a VIP Multiplier (1x–10x). You define the criteria based on frequency (visits per week/month/quarter) or spend (total \$ per week/month/quarter).

Note: If you enable both, the customer must meet BOTH requirements to earn the multiplier.

### **Can I give customers a "head start" when they join?**

Yes. You can configure a First-Time Status Bonus. This adds a set amount of points to their first tab after the program is enabled, incentivizing an immediate second visit.

## **POS & Staff Operations**

### **Does my staff need to do anything to apply a discount?**

No. When a customer is attached to a check (via mobile link or POS search), the Status Bar will appear on the POS. If they have a reward available, it applies itself as a discount above the subtotal.

### **What happens if the internet goes out?**

In Offline Mode, points will still accrue (and be applied once the system is back online and EOD runs), but redemptions are disabled. This prevents double-spending or sync errors while the POS cannot "talk" to the server.

### **How do points work with split checks?**

\* Split Payments (One Check): Points go to the first customer attached to the check.

Split Checks (Separate Receipts): Each customer earns points based on their individual receipt total.

## **Management & Reporting**

### **Where does that \$5.00 discount come from? Is it a house account adjustment?**

No, it is not a house account adjustment. The reward is recorded as a Status Redemption Discount (SRD).

It is applied as a full-tab discount shown above the subtotal.

Unlike a manual "Comp" or "House Account" which your staff might trigger, this is a system-automated discount.

Accounting Note: Because it is a discount, it reduces your Gross Sales to reach your Net Sales. It does not count as "cash" or "payment" (like a gift card would); it simply reduces the taxable subtotal of the check.

### **Where can I see how much money I've given away in rewards?**

Status redemptions are treated as discounts. You can track them in the Manager Portal under:

- Sales Summary / Sales by Detail
- Adjustment Reports (labeled as "Status Redemption")
- General Ledger and Financial Statements

### **What happens if I turn the Status program OFF?**

Warning: If you disable the program in the Manager Portal, all customer points are permanently deleted and rewards are removed. This action cannot be undone. Always consult with Support before disabling the program.