

CONFIDENTIAL. Merchant use only – do not distribute to customers

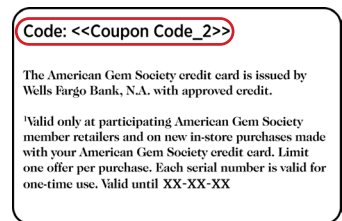
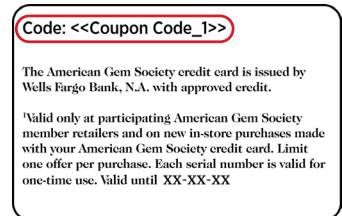
How to accept American Gem Society (AGS) Coupons

This year we're giving American Gem Society (AGS) cardholders even more purchasing power with bigger discounts on bigger purchases in your stores!

When presented with an email or paper version of the AGS coupons, give your customer the \$50 or \$100 discount on their purchase today and follow these instructions to make sure your store is reimbursed.

Take note of the serial number located on the coupon and make sure the coupon is valid by checking the offer valid date on the coupon. **Note:** Only one coupon per purchase and the customer must use their American Gem Society credit card account.

If the customer is not taking their merchandise with them today and you will be processing the charge at a later date, make a note of this serial number as you will need it when later processing the Charge for Previously Authorized Ticket.



If you are using the Online Resource Center wellsfargo.com/retailservices



To process an authorization and/or charge:

- Select the appropriate transaction.
- Enter the serial number from the customer's coupon into the "Serial Number of Product Sold" box and process the transaction as normal. Wells Fargo collects this information to reimburse the store.

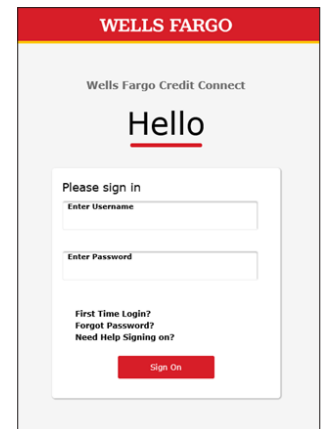


If the customer does not have a coupon or you are NOT accepting a coupon, leave the "Serial Number of Product Sold" field blank.

If you are using the paperless Wells Fargo Credit Connect link wellsfargo.com/creditconnect

To process a charge using a coupon:

- Select Authorization Only.
- Note: Although a customer may be taking the merchandise with them immediately, select "Authorization Only" when using a coupon.
- The customer signs an electronic invoice which will be emailed to them. This allows the process to remain paperless.
- Make note of the "Authorization Number" once the transaction is approved.
- If the customer is immediately taking the merchandise that day, login to the Online Resource Center (wellsfargo.com/retailservices) and select the "Internet Processing System" tab.
- Select "Charge for Previously Authorized Ticket" and process the charge, including entering the serial number (from the coupon) for the product being sold.



American Gem Society Coupon Reimbursement Serial Number Capture FAQs

Question	Answer
What do I enter into the serial number field if the customer doesn't have a coupon?	The serial number field only needs to be filled in if you are accepting a coupon. If you are not, leave the field blank.
Can customers use the coupons on any purchase?	Customers can use one coupon per purchase of \$250 – \$499 or \$500+. Coupons valid only at participating American Gem Society member retailers and on new in-store purchases made with their American Gem Society Credit Card Account.
Can a customer use more than one coupon?	Each serial number on a coupon is unique and can only be used once, however a customer could use their \$50 coupon on one purchase of \$250 or more, and their \$100 coupon on a separate purchase of \$500 or more. One (1) coupon per purchase.
Who can accept coupons?	American Gem Society Members active on the AGS Credit Card Program through Wells Fargo.
What if I am creating an authorization for future delivery to be charged later?	Please make a note of the customer's valid serial number, and enter it into the charge for previously authorized ticket serial number coupon field when the customer picks up their merchandise.
Do I give the customer the discount, or will they receive it from Wells Fargo?	You should give the customer the discount up front. Your business will be reimbursed by direct ACH in full for all valid coupons submitted within 90 days after the campaign ends.
Does the customer need to give me a copy of their coupon?	Customers can present a physical or electronic version of their coupon. Look for the serial number on the coupon and enter that into the serial number capture field when processing the charge.
Where can I tell customers to look for the holiday coupons?	Let your AGS cardholders know that they will receive the coupon in their email if Wells Fargo has their email address. If they would like to check if we have their email, have them call customer service at 1-800-459-8451.
How long are the coupons good for?	Please refer to the expiration date listed on the front of the coupon.
I don't see the serial number box on the Wells Fargo Credit Connect (paperless) charge process?	When using Wells Fargo Credit Connect, you will only be able to enter a coupon serial number when processing an Authorization and Charge. If you are processing a Charge for Previously Authorized Ticket, process this transaction on the Online Resource Center, Internet Processing tab. At that point you can enter the serial number. As long as you processed the authorization for future delivery through Wells Fargo Credit Connect where the customer electronically signed for it, you do not need any additional paperwork signed.



Contact us

If you have questions about the coupons and the serial number coupon field, please call our **Client Processing department** at **1-800-551-5111**, Monday through Saturday from 8:00 a.m. to 10:00 p.m. or Sunday from 10:00 a.m. to 10:00 p.m. Central Time.

We accommodate telecommunications relay service calls.