

# U.S. CELLULAR VIRTUAL PROMOTIONAL CARD JOB AID

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## DETAILED ACTION STEPS/INFORMATION

### **Overview**

Virtual promo cards (VPCs) give UScellular the ability to provide a promotional value to the customer in a digital format as opposed to using physical promo cards. This enables us to get promotions to market quicker and eliminate the need to manage physical inventory without losing the ability to check promo requirements. We will use our Promotion vendor, Online Rewards (OLR), to provision the card and send it electronically to the customer.

UScellular uses two different types of VPCs. Card type is indicated in the promo details for each offer.

- Closed-Loop VPC: Card that can be used for purchases at UScellular® through the UScellular® website, Prepaid My Account, Telesales, Prepaid Customer Service, Corporate and Agent retail locations.
- Open-Loop VPC: Card that can be used wherever Visa is accepted

VPCs are delivered at point-of-sale or in arrears.

- Point-of-sale VPCs: Customers can register and activate their VPC at point-of-sale and in use it in store immediately.
- In Arrears VPCs:
  - Customers receive SMS at point-of-sale confirming they are eligible to receive a VPC.
  - Customers receive SMS within a designated number of days after qualifying purchase, notifying them they can register and activate their VPC. VPC can then be used where eligible.

### **Guidelines**

- VPCs are to be given only to qualified customers.
  - Please refer to the current sales promotion for details, including if the VPC is closed- or open-loop
- The customer has 30 days to use the link to register and 90 days from the date of activation to use the funds on the card.
- VPCs may be used by the customer to purchase equipment, accessories or pay their bill.
  - VPCs must not be used for deposits or down-payments
  - Associates and customers may not circumvent intended uses

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- VPCs may not be sold to a UScellular-owned account (i.e., demo account, etc.)
- The associate should ensure that the customer MDN meets all promo requirements before selecting the promo code
- To ensure a positive customer experience, the point of sale promo card must be activated for the promotion before any changes to the MDN, such as ESN swaps, are made.
- The VPC must be added to the order for the MDN that qualifies for customers to receive the SMS.
- Customers are eligible to receive one VPC per MDN in a 12-month period
- Associates should not submit any Exception Forms for VPC issues. Instead, please contact [Pricing & Promotions team](#) directly.

## **Ordering**

- The VPC should be ordered along with the customers' new lines of service or upgrade order.
- Click on the Virtual Promo Card button and select the appropriate promotion. Shortly after the order is complete, the customer will receive an SMS on the qualifying device:
  - Point-of-Sale VPC: SMS includes link to register and activate the VPC
  - In Arrears VPC: SMS notifies customers they qualify for a VPC and that they will receive the VPC within a designated number of days.
  - **Associates should encourage the customer to register, activate and use the card immediately. The customer has 30 days to use the link to register and 90 days from the date of activation to use the funds on the card.**
- If you forget to add the VPC or add the wrong card, you can issue a new order associated with the MDN with the correct promo code and, if qualified, the customer will get an SMS with the link to register and activate.
  - Note that any order issued for a VPC must be associated with a qualified MDN or the customer will not receive the SMS with the link to register and activate.
- If the customer receives an ineligible SMS and the issue can be resolved by the associate by running an additional order to add the missing component, please do so. Ensure that the new order/fix includes the correct promo code. If eligible, the customer will receive an SMS confirming eligibility and with the link to register and activate.

## [List of VPC Customer SMS Sent to Customers- CellSite / Agent CellSite](#)

**Please Note** – Make sure the customer's old device is powered down when completing the order. This will ensure the new device receives the SMS with the link to activate the customer's VPC.

## [Click here for a video of how to add a VPC in RIM](#)

## **Provisioning – RIM**

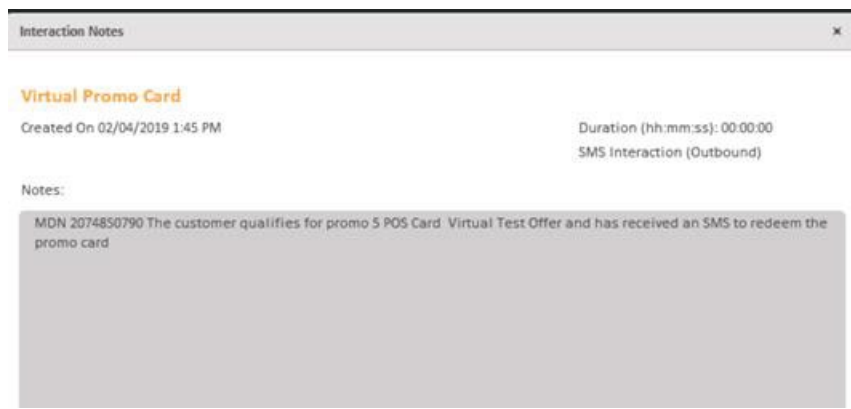
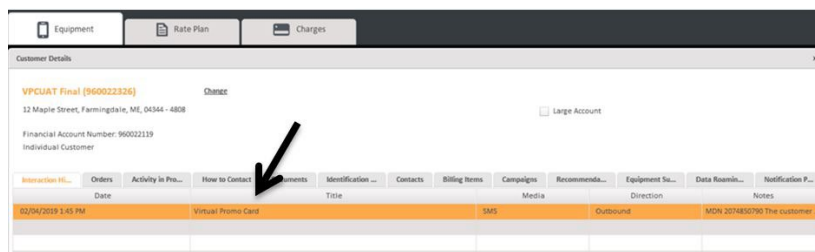
- On the Price Negotiation Screen, select the VPC button at the bottom of the screen.
- Select the appropriate promotion and continue with your order.  
Please Note: In addition to the Promo name, the Promo end date will be displayed for your reference as well.
- There are two places to validate that the VPC has been added. The Interaction History tab on the Customer Details screen retains the record of a VPC transaction indefinitely. This will hold memos that indicate whether or not the customer is eligible for the promotion. If the customer is ineligible, the memo will state the disqualifying reason. The full list of memo reasons can be found [here](#).

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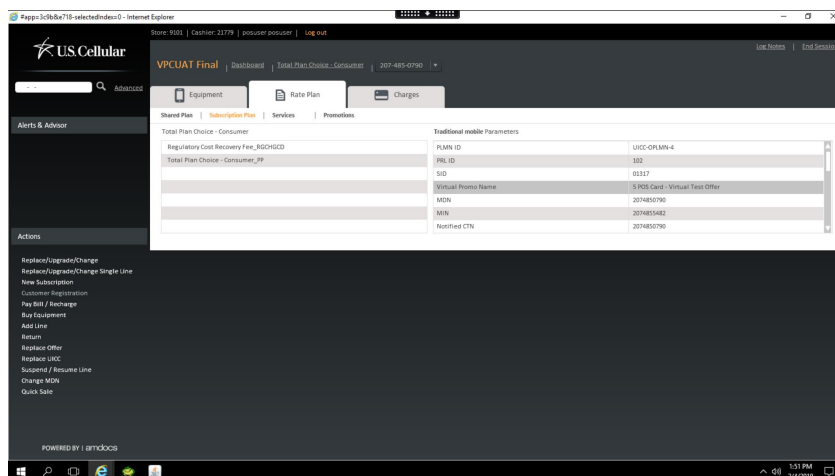
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- After your order is placed, you can also check the Rate Plan tab to validate that the VPC has been added to the account. This attribute will remain visible until the next order is placed. Once another order is placed, you may still reference the permanent memo in the Interaction History tab.



[Click here for a video of how to add a VPC in CIM](#)

## Provisioning – CIM

- On the Negotiate Product Configuration Screen, select the VPC button near the upper right corner of the screen.
- Select the appropriate promotion and continue with your order.

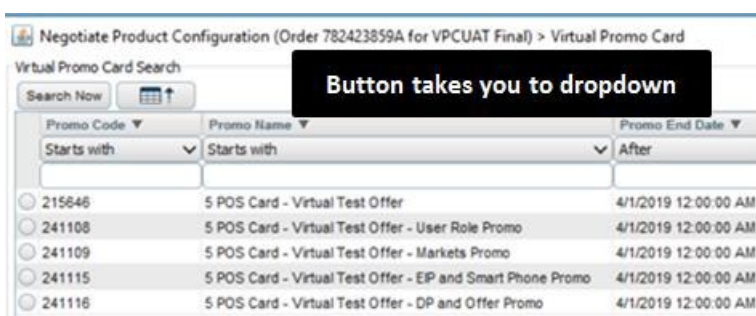
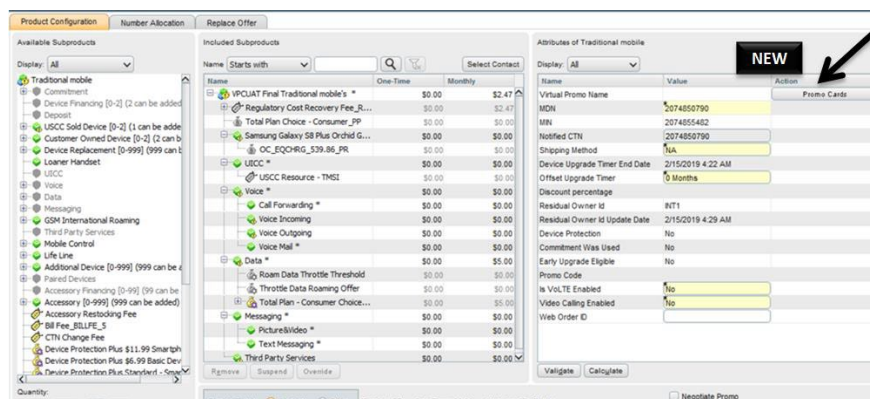
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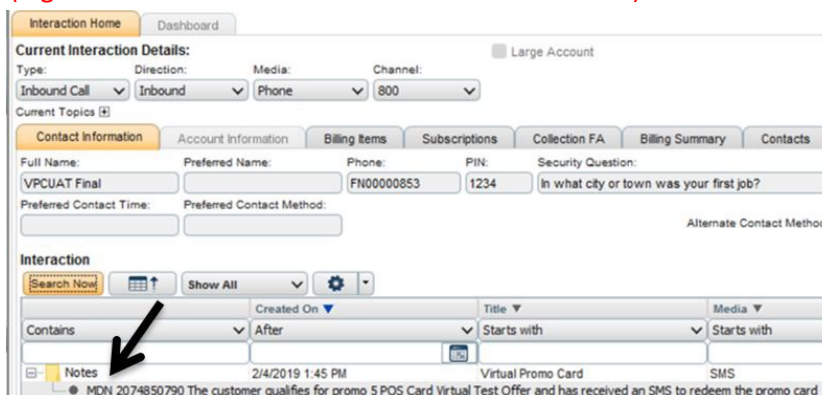
Please Note: In addition to the Promo name, the Promo end date will be displayed for your reference as well. Please Note: In addition to the Promo name, the Promo end date will be displayed for your reference as well.



- There are two places to validate that the VPC has been added. The Interaction Notes on the Interaction Home screen retains the record of a VPC transaction indefinitely. This will hold memos that indicate whether or not the customer is eligible for the promotion. If the customer is ineligible, the memo will state the disqualifying reason.

## List of VPC memos - CellSite / Agent CellSite

- **\*\*Please Note – If the device and/or accessory has been ordered through Direct Fulfillment, the memo will not populate until the order has been completed (e.g. Moved from To Do to Done in Task List Referral).**



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- After your order is placed, you can also check Assigned Products to validate that the VPC has been added to the account. This attribute will remain visible until the next order is placed. Once another order is placed, you may still reference the permanent memo on the Interaction Home screen.

The screenshot shows the 'Configuration' page with tabs for Connections, Pending Orders, Change History, Groups, and Phone Replacement History. The 'Products' section lists items like Samsung Galaxy S8 Plus, UTCC, Voice services, and Messaging. The 'Attributes of Traditional mobile' table on the right includes fields like Device Upgrade Timer End Date, Early Upgrade Eligible, and Virtual Promo Name, which is highlighted with a black arrow pointing to the value '5 POS Card - Virtual Test Offer'.

## Customer UScellular VPC Activation

- Have the customer open the SMS link sent to their device .
  - If the customer did not qualify, they will receive an SMS with a specific message without a link. For a list of specific disqualifying messages, visit [CellSite](#) / Agent CellSite .
- The customer will then need to create a username and password prior to proceeding.
- On the Register Your Account screen, all fields that are required should be pre-populated. For e-mail if we have the customers' e-mail it will populate, otherwise the customer must enter it. Ensure the customer verifies all fields for accuracy prior to selecting "Confirm & Finish" at the bottom of the page.
- The customer will then need to select "Activate Reward Card" on the Activate Your Reward screen. The customer will then need to confirm their Virtual Card fields and then click "Confirm". At this time the card will then display with card number, expiration, and CVV.

The sequence of screenshots illustrates the activation process:
 

- Create Account:** Shows the initial registration screen with a phone number (608-386-4295) and fields for Username and Password.
- Register Account:** Shows the account registration completion screen with fields for First Name, Last Name, Email, and Address.
- Activate Your Reward:** Shows the screen where the user activates their \$1.00 Visa Prepaid Card, with an 'Activate Reward Card' button.
- Review and Confirm:** Shows the 'Welcome to My Digital Wallet' screen with a 'Review and Confirm' section for the Virtual Card, including fields for First Name, Last Name, Country, Address, and City.
- Success:** Shows the final 'Success' screen displaying the Virtual Card details, including the card number (4842 2400 5016 8281), expiration date (2021/09/30), and CVV (279).

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***Always remind customers they have 30 days to use the link to register and 90 days from the date of activation to use the funds on the card.***

## **Troubleshooting/Escalation Process**

VPCs can be added to the qualifying MDN at any time as long as the promotion is active in TOPs. For most issues (associate error, forgot, SMS not there, etc.) the solution is to place another order on the MDN with the VPC code. If it is outside of the promo period and the code is no longer in TOPs, e-mail [promotions and pricing](#) for assistance. Do not submit a promo exception form to resend a VPC.

### **If the customer does not receive the SMS after 5 minutes**

- Look at the memo to see if any SMS were sent
- If not, re-run the order to trigger an SMS to be sent to the customer's device.
- If the memo says a valid SMS was sent, this may be an issue with the app on the phone that displays SMS or a delay with the provisioning on the mobile device management platform.
  - Have the customer SMS themselves from the device.
  - Put the device on and off airplane mode.
  - Power cycle the device
  - If these steps don't work, e-mail the [Pricing & Promotions team](#) and they will try to send the SMS.

### **If the link is not a clickable link**

- Have the customer copy and paste the link into a web browser on their phone. They can then register and activate the card.

### **If the promo card does not activate**

- Have the customer look at the error message they receive from the portal. This will help tell them why they are denied
- Check to ensure the customer meets the requirements of the promotion
- If a portion of the promotional offer was missed during ordering and can be resolved by the associate by running an additional order to add the missing component, please do so.
- If not, then e-Mail the [Pricing & Promotions team](#)
- If approved, the customer will receive a new SMS to register and activate within 24 hours. The customers should use this new/most recent SMS to register and activate.

**Please Note – The customer must register and activate the promo card before making any changes, such as family/ESN swap or RIC payoff, to their MDN, otherwise the card will not activate.**

### **If the customer has any issues with the link expired, funds showing \$0 or not being able to create an account.**

- Send e-mail to [promotions and pricing](#) and [uscellular@online-rewards.com](mailto:uscellular@online-rewards.com)

### **If the customer receives a denial message but they qualify for the promotion**

- Wait 5 minutes and submit another order on the qualifying MDN with the VPC code.

## **Customer Portal – Checking Balance/Transaction Information**

The customer can go back to their account at any time to view their promo card, check balance and check transactions. To get back to the site, the customer can click on the SMS link that they originally received. Or they can go [www.uscellularpromotions.com](http://www.uscellularpromotions.com).

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## **Payment Processing**

### **Company Owned**

- Payment processing should follow standard procedures for Corporate Owned locations. As this card is not scannable, the card number will need to be manually entered. **IMPORTANT:** The CVV must be entered when a customer uses a VPC for the order to successfully process.

**Please Note** – The Retail Payments Policy will be updated to allow manual entry for VPCs **ONLY**. For the full policy, please click [here](#).

### **Agent Locations**

- Please follow the procedures for your point of sale systems.

## **Lost or Stolen Customer Device**

### **Customer loses their device after the promotion ends, and no longer has access to the SMS link**

As long as the card was registered and activated, the customer can go to [www.uscellularpromotions.com](http://www.uscellularpromotions.com) to access their promo card.

- If the customer never registered or activated the card:
  - E-mail [Promotions & Pricing](#)
  - Title the e-mail “Promotional Card – Lost Link”
  - Include the promotion the customer originally qualified for and their MDN
  - Include the store location ID, address and DBA
  - If approved, the customer will receive a new SMS to register and activate within 24 hours. The customers should use this new/most recent SMS to register and activate.

## **UScellular VPC Not Working at Location**

**If a location (Corporate or Agent) isn't processing the card after it is activated, please follow the steps below:**

### **Customer Interaction**

- Apologize for the inconvenience and inform the customer that the card and promotion is functioning but there is an error with the location they are at
- The customer can still use the UScellular promotional card at another USCC location or on-line
- The customer can also come back to the store at a later date. (It can take up to 5 business days to find and fix the Merchant ID)

### **Suggested Verbiage**

*“I apologize for the inconvenience but while the card is active and the promotion is functioning, there is an error with our credit card processing system at this time. As a result, we won't be able to process any payments with your card. You can check back with us after 5 business days to see if this issue is fixed or you are free to use your card at another UScellular location or online”*

### **Process for when a card has been successfully used at the location in the past**

- E-mail [Promotions & Pricing](#)
- Title the e-mail “Promotional Card Not Processing”
- Include the store location ID, address and DBA
- Include the card 16 digit number

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## Process for new locations, changing card processors, or if a card has never worked at a given location

- Run a manual transaction so that the processor can see your Merchant ID come through using the following card info:
  - Card Number – 4111 4080 0011 5173
  - CVV - 472
  - Expiration – 11/30/2022
  - Card Proxy - A468-E8E877-1948
  - Charge a transaction for \$0.01 approval. **DO NOT RUN FOR MORE THAN \$0.01.**
  - Address (If asked for)
    - John Cardholder
    - 2150 E Lake Cook Rd
    - Buffalo Grove, IL 60089
  - If a zip code is asked for, use 60089
  - **Must be run as a Visa and regular credit card, NOT as a gift card**
- E-mail [uscellular@online-rewards.com](mailto:uscellular@online-rewards.com) and copy [Promotions & Pricing](#)
  - Subject: VPC Set-Up
  - Include that you are setting up a new location, have a new location, have a new processor, etc., in your request
  - **IMPORTANT:** Include the store location ID, address, DBA and Merchant ID
  - Include that you have a run a Virtual Promo Card Test
- Follow the subsequent instructions from Online Rewards to complete the set-up process

## Some notes on testing

A decline is okay. The main goal is to have the POS (point of sale) system and processor talk to the Vendor's processor. This is how the Merchant ID is passed through and how we identify the correct Merchant ID for a given location.

- Decline reasons can vary. It may say Decline, Invalid, Not Allowed, etc. The reason they vary, and why we can't provide a full list, is because the reason is dependent on the Agent's POS system and processor. If an Agent wants to know what a reason means, they should reach out to their credit card processor. The Agent should only be concerned if it truly looks like the transaction is blocked or didn't go through at all.
- New locations with Merchant IDs or new Merchant IDs will be updated and ready to use within 5 business days

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# U.S. CELLULAR VIRTUAL PROMOTIONAL CARD JOB AID

## FAQs

- **Can the customer use a VPC on the current order?**

**Answer:** The VPC can only be sent to the customer and activated after the customers' order is complete. The customer can then use the card for any additional purchases. The card CANNOT be utilized towards the initial account activation charge. Customers may use the card for FUTURE monthly replenishments, accessory purchases, device purchases, additional account activations, etc.

- **Where can the VPC be used?**

**Answer:**

- Closed-Loop VPC: The card can only be utilized for purchases at UScellular® through the UScellular® website, Prepaid My Account, Telesales, Prepaid Customer Service, Corporate and Agent retail locations. The closed-loop VPC can be used for purchases and replenishments through the UScellular® website, Prepaid My Account, Telesales, Prepaid Customer Service, Corporate and Agent retail locations (Provided the Agent accepts credit cards and provided their Merchant ID).
- Open Loop VPC: Card that can be used wherever Visa is accepted, including UScellular locations mentioned above.

- **Can the closed-loop VPC be used for purchases over the phone or online?**

**Answer:** Yes, the VPC is accepted at any UScellular® location, including online and through Telesales.

- **How is a payment processed with the VPC?**

**Answer:** VPCs must be manually entered in the same manner as for any other credit card transaction. Please note, just like all other credit card transactions in RIM/CIM, the specific amount to be charged must be entered into the system. VISA will need to be selected as the payment card type.

- **What happens if the customer wants to return the accessory/purchase?**

**Answer:** This should be processed as a normal return with the form of payment (credit card) that was accepted.

- **How long does the customer have to register and activate the VPC?**

**Answer:** The SMS link to register will be valid for up to 30 days. Once the card is activated, the card is valid for 90 days.

- **What happens to funds already used on the VPC if a customer exercises the 15-day Excellence Guarantee and cancels service with UScellular®?**

**Answer:** Those funds are considered spent and will not be returned or collected by UScellular.

- **How much will Agents pay for the VPCs?**

**Answer:** Agents will no longer pay the \$3.99 shipping and handling fee but will still pay for a portion of the card per the chart in the [Agent Invoicing job aid](#).

- **Can the customer return items that were bought with the VPC?**

**Answer:** Items can be returned according to normal store/agent policies and funds will be returned to the card.

- **What if the customer doesn't know what amount is left on the VPC?****Answer:** The customer can access this information within the VPC portal. Customers can navigate back to the site by clicking the link in their SMS or by going to [www.uscellularpromotions.com](http://www.uscellularpromotions.com). If the customer has additional questions, they may contact Online Rewards at 888-844-9675 and support email [uscellular@online-rewards.com](mailto:uscellular@online-rewards.com).

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- **Does the associate or the customer activate the VPC?**

**Answer:** The customer activates the card after their order is complete. Associates cannot activate cards on behalf of the customer.

- **How does the customer redeem the VPC online?**

**Answer:** Customers wishing to utilize the card for accessory purchases, monthly replenishments, etc. through Prepaid My Account or the UScellular® website must select VISA as the payment card type. It is necessary for the associate to select VISA as the payment card type when processing transactions through CIM/RIM.

- **What do I do if the customer should have received a VPC but didn't and promo is no longer in TOPs?**

**Answer:** E-mail [promotions and pricing. DO NOT submit a Promo Exception Form.](#)

- **When will the customer get the SMS for DF orders?**

**Answer:** The customer will get the SMS after they receive their device and the new phone is activated.

- **What if the SMS comes to the wrong device?**

**Answer:**

1. Ensure that the old device is turned off
2. Resubmit the order following the instructions in the job aid

- **What if the customer doesn't register or use the link within 30 days or use all the funds within 90 days?**

**Answer:** The customer has exceeded their allotted time to register, activate and use their funds and we will not be reissued a new card. Associates should work with their leader to find an alternative solution.

- **How many VPCs can a customer receive?**

**Answer:** Customers are eligible to receive one VPC per MDN in a 12-month period.

- **Manually entering credit cards is against policy, why is this okay for virtual cards?**

**Answer:** We have made an exception for VPCs because the only way to process a payment with VPCs is by manual entry.

- **When a customer buys something with a VPC, does it deduct from the balance in the portal immediately?**

**Answer:** Yes, the VPC portal updates with balance information almost real time

- **What information does the VPC portal have for transactions?**

**Answer:** The VPC portal will tell how much was spent and where it was spent, very much like a credit card statement will.

- **What if the VPC can't be added in resume/suspend flow?**

**Answer:** Once the MDN is active again, issue another order on the MDN with the VPC added.

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