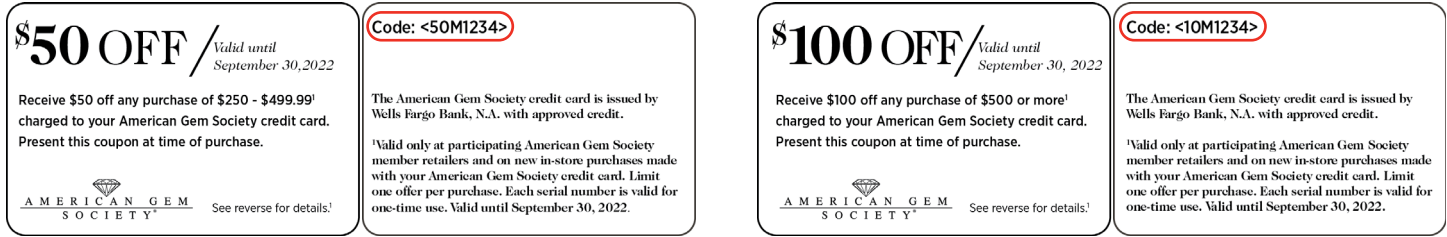


Merchant use only – do not distribute to customers

American Gem Society Coupon Campaign



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

Steps to process a coupon

To process a customer's coupon for redemption, follow these steps:

1. Sign on to the Online Resource Center at wellsfargo.com/retailservices and select the Internet Processing System.
2. Search for the customer account.
3. Select either Authorization and Charge (for authorization and charge that occurs that day) or Previously Authorized Ticket (for authorizations processed in the past but charged to the customer that day).
4. Enter the serial number from the coupon into the Serial number of coupon field. Refer to the image on left.
5. Complete the remaining fields and select Submit. AGS will use the serial number entered from the coupon to reimburse your business through ACH within 90 days after the campaign ends.

NOTE: When processing a charge without a coupon, leave this field blank.

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+. Purchases must be 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 back of the coupon and enter that into the serial number capture field when processing the charge.
Where can I tell customers to look for the 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.