



# Digital Receipt Service

with **AllReceipts™** Customer App

The **fast**, **secure** and **easy** route to digital receipting



from  **STAR CLOUD SERVICES**



# Star Digital Receipting Services in detail

All you need is an account in the Star Micronics Cloud hosted by Microsoft Azure and a Star printer connected to the internet. It's simple and free!

All the Retailer has to do is:

- Buy a Star low cost receipt printer and use the printer driver to link the printer to the cloud
- All transactions can then be sent to the cloud to be claimed by the customer by Beacon or QR code using the Star Customer App called AllReceipts™. This App can be built in to customer's loyalty Apps with Star's SDK
- Register at **www.starcloudservices.com**
- Create an account and deliver Digital Receipts to your shoppers with your choice of logos and promotions

Customers will then be able to print, e-mail or share the receipt on social media etc. as well as tag the receipt as business or personal. Customers can also use 3rd party integrated services such as the Itemize App. Additional services include search tools – date, retailer, tag type (Business or Personal) as well as the satisfaction of completing a customer survey and telling the retailer how the customer feels about their purchase.



## Customer App



**DIGITAL RECEIPT** Just scanning the QR code on the receipt will take the customer to the AllReceipts App on the App Store or Google Play. The customer can then “collect” receipts by touching the beacon or scanning the QR code at the bottom of every receipt. The new paper-saving Micro Receipt™ function can print the QR code with retailer's name and date in place of the original longer receipt.



**NEW**

*View and store receipts / coupons on your customers' phones at no charge*

 **Digital Receipt Service**  


**The fast, secure and easy route to digital receipting**

Star's **NEW** Digital Receipting Service with Star's AllReceipts App – now included in the printer driver and **FREE** to retailers and customers with analytics and new coupon notification tools.

*Just download the App!*



The **fast, secure** and **easy** route to digital receipting

 **Digital Receipt Service**  
www.Star-EMEA.com





# Star Digital Receipting Services in detail



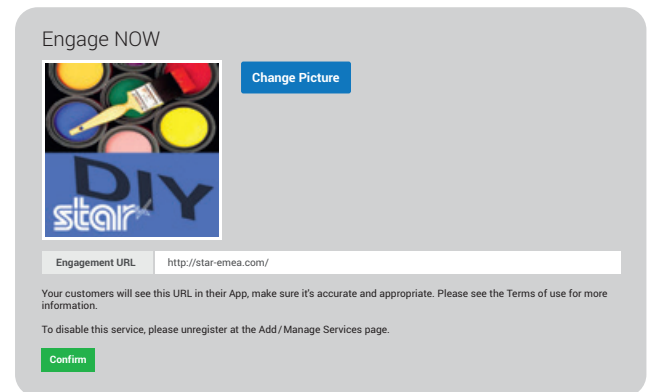
**DIGITAL RECEIPT** Subscribing to this service will mean that as soon as the printer has printed the receipt, a digital image of the receipt will be sent to the Cloud for collection by the customer. Collection can be done through the Star AllReceipts App by either scanning the QR code at the bottom of the receipt or tapping the beacon on the counter. If the customer does not have the App already on their phone, scanning the QR code will take them directly to the App for a fast download from the App Store or Google Play.



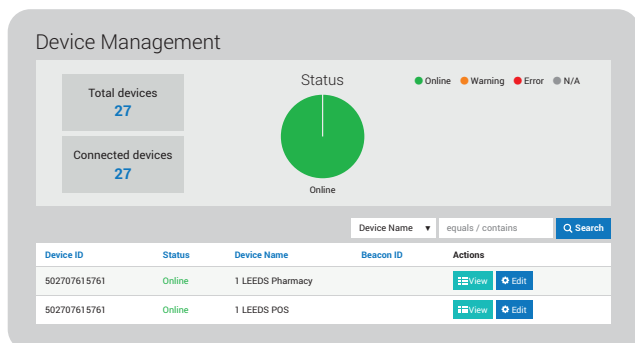
**RECEIPT FLIP** is a focused marketing tool that can be changed daily, even hourly to match the retailer's latest campaign or market product trends. A motivational full colour image/promotional coupon/Event details/Community branding can be placed on the retailer's customer's phone. The image is static and provides a sharper promotional marketing tool featuring coupon expiry dates to instil a sense of urgency. The image could also cover administration issues with warranty or product return details, Terms and Conditions etc.



**ENGAGE NOW** This service features an alert notification within the App on the customer's smart phone which opens the retailer's chosen landing page with wider focus promotional messages to attract the many different types of customers. The URL link to this feature is dynamic and will reach any customer's smart phone that has "claimed" just one digital receipt. Needless to say this page can lead to the retailer's loyalty program providing rewards/discounts/notification of sale dates etc.



**DEVICE MANAGEMENT** This is a Cloud Hardware Monitoring Service which enables the retailer to view a list of connected printers and cash drawers in a Cloud based portal. Printers can be named for fast identification so that Retailers are then instantly made aware of problems such as the cash drawer being left open, printers being turned off etc. The ability to name printers is perfect for retailers with multiple locations. However, please talk to Star if you would like to run a master account per location.



**INSTANT CUSTOMER SURVEY** Retailers can discover what their customers think of them by turning on the on-line Survey analytics. Customers are asked to express their level of service satisfaction by reacting to one of the 4 emojis before collecting their receipt. This will provide "immediate" feedback regarding customer service on an identified day and is an unbiased instant survey without the need for a reward which could affect the survey result.



# Which Star Receipt Printer?

Choices, choices, choices... Star has the largest range of receipt printers available on the market satisfying the customer's need for connectivity at every level from the market's lowest cost and most flexible CloudPRNT interface to the traditional. The latest market trends for mobility have enhanced Star's position in the POS world, being the only supplier of wireless LAN and Bluetooth 58mm, 80mm and 112mm receipt, label and ticket printers.

Star's Digital Receipt Service is available on Star counter top thermal receipt and mobile printers:

- TSP100 using *futurePRNT* driver for Windows
- TSP654II, TSP743II, TSP847II, FVP10 Series via Windows StarPRNT Intelligence driver or the HI X Connect interface with Digital Receipting already on board
- mPOS iOS and Android available within the Star SDK for Star Developers for counter top printers as above, mPOP combined Bluetooth printer/cash drawer and Star's mobile printer range. All drivers available at: [www.starmicronics.com/support](http://www.starmicronics.com/support) – check with Star for latest list of software integrators
- MAC installations using Star's MAC CUPS driver

*If you already own any of these printers, just download the relevant driver or contact your software house and ask them to integrate the Star Digital Receipt Service.*



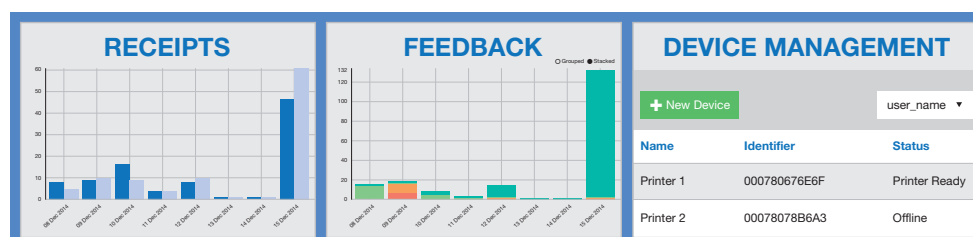
## Software House integration

The Star Cloud Service platform is provided free-of-charge in a developer friendly SDK for fast, easy and inexpensive integration. Software houses can use the Star Cloud Services platform as an Expense Management Tool so customers can easily manage/print receipts. The Receipt Type Tag Tool facilitates this. Software houses could also form partnerships with 3rd party services to enhance their software with minimal development needed.

Contact Star for more information or just download Star's Digital Receipt SDK from [www.starmicronics.com/support](http://www.starmicronics.com/support)

The SDKs for Android and iOS are free-of-charge and include the Digital Receipt Service with QR code, Beacon, NFC support and Star micro survey. There may be additional API functions in the future if software vendors are interested. The Cloud Hardware Monitoring Service and analytics are not included in the SDK. Star is happy to offer a number of software vendor promotional advantages including direct promotion referral on the Star Cloud Services website with customised landing page and URL link alongside local PR case study activities. Please contact Star at [www.Star-EMEA.com](http://www.Star-EMEA.com) for further information.

## Reporting Tools



On-line analytics are available for the full suite of services from the number of receipts printed and claimed to just how happy or unhappy your customers are with the "instant" feedback from the customer survey.



# The future of receipting has arrived...

## Just how do you reach customers without an email address or phone number?

With our fast, free and secure digital receipt solution, retailers can now:

- Send Promotional Images to a phone with the Receipt Flip Service
- Send an alert and direct your customer to your choice of promotional landing page using the Engage Now service
- Feature your receipt, logo and coupon on your customer's phone
- Two way communication by simply enabling the Facebook messenger function in Engage Now

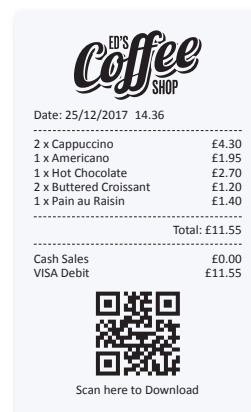
Have access to all future developments in this program such as:

- Micro Receipt™ available early 2017 where the printed receipt can be cut down to a single QR code to save paper

YOU can do ALL this **FREE-OF-CHARGE** with zero set-up and development costs and without taking the customer's personal email/phone details

A Star SDK is available to allow integration with other customer facing applications such as loyalty and the retailer's own mobile apps...

**contact Star at [DRS@Star-EMEA.com](mailto:DRS@Star-EMEA.com)**



**NEW**  
**Micro Receipt™ function**  
where the receipt can be reduced to just a QR code saving paper.  
*A plus for the planet and your profits!*







# Star Digital Receipting at a glance

Star is providing a dedicated Digital Receipt Service with cloud based logistical and promotional benefits including peripheral device management. Just think, the retailer or service company can easily identify the status of all their printers and cash drawers on one cloud based list efficiently and at no cost!



At the point of sale, the Star Digital Receipt Service automatically delivers a receipt image to the cloud for collection by the customer by touching a smart phone to a beacon or scanning a QR code.

The service is anonymous – no personal details are needed. Star's Digital Receipt solution removes the friction between retailers and shoppers when email or mobile phone number details are needed.



The service allows customers to store all of their receipts in one place. They can tag their receipts as personal or business and the facility allows them to search, print or share their receipts at any time.



Just one "collected" receipt will allow the retailer to alert the customer's mobile device with URL links to information/ promotional landing pages or coupons created by the retailer, helping to create brand awareness and develop customer loyalty.

Additional services that can be turned on by the retailer include On-line Printer and Cash Drawer status monitoring and Micro Receipt reducing paper costs whilst still providing a door exit, proof of purchase receipt.

Retailers can set up an "instant" customer satisfaction survey, allowing them to receive real time feedback based on their customer's level of satisfaction at the time of purchase.



For more information contact [DRS@Star-EMEA.com](mailto:DRS@Star-EMEA.com)  
or visit [www.Star-EMEA.com](http://www.Star-EMEA.com) and sign-up at [www.StarCloudServices.com](http://www.StarCloudServices.com)

 **Digital Receipt Service**  
[www.Star-EMEA.com](http://www.Star-EMEA.com)