

Overview

MemberLink is a new eFrequency module that allows an operator to provide their frequency member's with web access to their individual member profile information and bonus plan standings. This module was designed to reduce the overhead associated with maintaining the administration of your eFrequency programs. With this feature, eFrequency members can now be directed to a consumer website to register member profile information and view their bonus plan standing.

This FAQ guide contains the following sections aimed toward answering questions on different tasks that might be performed from various personnel within your company:

- **Getting Started with MemberLink (Operationally)** – Contains the “least you need to know” about MemberLink from an operational perspective. (See pages 3 - 1.)
- **Getting Started with MemberLink (Technically)** – Contains the “least you need to know” about MemberLink from a technical perspective. (See page 5.)
- **How it Works** – A high level overview diagram of how a member will access their profile and bonus plan information online (See page 5.)

Target Audience

This FAQ guide is written with the following audience members in mind:

- **Restaurant Operations** – Includes questions and answers aimed toward operations staff.
- **Website Developers** – Includes questions and answers aimed toward network administrators.

Getting Started with MemberLink**Restaurant Operations****1. What is eFrequency MemberLink?**

eFrequency MemberLink is new and exciting technology that augments your eFrequency system by allowing your members to access web pages where they can register/update their profile information and view their current Bonus Plan standings.

2. How does it work?

Radiant Systems has ensured that the process is seamless for both you and your members. You are provided with a "link" (URL) that can be placed on your consumer website. When visiting your website, your members simply click the link to access the MemberLink web pages.

3. What is the link my member's click called?

This is entirely up to you. Radiant Systems provides you with the URL, and when embedding this URL on your consumer website, you define the "link text" for it. As an example, "View your Café Club Standings", or "Register Your Quikk Card".

4. Does my company need to develop the MemberLink web pages?

No! One of the powerful features of MemberLink is that it comes "code complete", in that the web pages your members will view is actually hosted in our secure, fault tolerant data center (Level3). This allows for an effortless rollout of the feature, as well as placing the maintenance and enhancements to the feature in Radiant Systems hands.

5. If you are hosting the web pages, what do they look like?

Radiant Systems put a lot of thought and effort to ensure that your members are completely unaware that they are being redirected to web pages outside of your consumer site's domain. We provide you with an easy-to-use configuration tool that allows you to define the "look and feel" of your company's MemberLink web pages.

6. How closely can I configure the MemberLink web pages to look like our consumer website?

You can configure the MemberLink web pages to parallel your consumer website. When using the powerful eFrequency MemberLink Configuration Wizard, you can choose from using one of our professional pre-defined "themes" or you can customize the MemberLink web pages to any desired look--including your consumer website. You can define the text your members will see, include your company's logo, define background images, color and font settings, and much, much more!

7. What's involved with customizing the MemberLink web pages?

The configuration of the website takes a matter of minutes. If customizing it to emulate your consumer website it should take no more than a few hours. You will need to involve whoever maintains your consumer website so that he or she can configure the MemberLink web pages for you. **NOTE:** Please see the "Technical" section for details on customizing the MemberLink web pages.

8. How can our consumer website maintenance resource access the configuration tool to customize the MemberLink web pages?

The ideal method is to give the resource a login to your Enterprise.com website, allowing them access to only the eFrequency MemberLink Configuration Wizard. This allows whoever is maintaining your consumer website to customize your MemberLink web pages from anywhere/anytime, only needing access to the Internet.

9. Is the MemberLink feature secure?

Absolutely! Before your members can access their profile/Bonus Plan information, they must log in to the MemberLink system. You define the level of validation needed when member's login to ensure only the cardholder has access to his or her information. Additionally, all transactions sent between the browser and the MemberLink server use the Secure Sockets Layer (SSL) protocol.

10. What sort of validation can I require our members to use when logging in to the MemberLink web pages?

The login "type" is set up at the card level. Using the powerful Card Setup Wizard, select the card type(s) you want to allow in the MemberLink system and define one of the following:

- **Require ePin when logging in:** This option requires all your members with the selected card type to enter their card number along with the secure ePin, which is located on the back of their card.
- **Require ePin when logging in for a range of card numbers:** This option requires all your members within the range of card numbers for the card type you define to enter their card number along with the secure ePin.
- **Require Profile validation:** This option requires all your members with the selected card type to enter their card number along with a security profile value that you define, such as their birth date, phone number, email address, etc.

11. What is "ePin"?

ePin is an added security validation feature that is new to eFrequency cards. The ePin value is listed on the back of a card, similar to a signature panel code on the back of most Visa and Master Cards. In order to utilize ePin, your cards must be specifically ordered with this feature.

12. Can my members register their profile information on the MemberLink web pages?

Yes. Using the "Allow login if member profile does not exist" option takes the paperwork for member profile receipt/entry completely out of your hands, and allows members to enter their profile information directly into the eFrequency system themselves! Additionally, you can define which fields are required for the member to enter before saving his or her profile. Once their profile information is saved, subsequent logins by the member will require the security profile validation field you select (such as their email address)—if applicable.

13. Is there a fee for using MemberLink?

To use the MemberLink feature, your company must be licensed for MemberLink, which requires a small monthly fee. Please contact your Radiant Systems' sales representative for pricing information.



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14. Are there any additional setup fees associated with the purchase of a license?

Radiant Systems does not charge any additional setup fees for MemberLink. Please be aware however that if you are using a third party for the design and maintenance of your consumer website, there may be a small fee imposed for adding the URL Link to your website.

15. How do I license my company for MemberLink?

Simply open a support incident by clicking the Contact Us icon and request a license. Our support engineers will then enable the eFrequency MemberLink Configuration Wizard on your Enterprise.com website so that you can get started!

16. How do I test MemberLink?

As with any new technology your company implements, testing the feature is a best practice that cannot be overlooked. We advise that you place the MemberLink URL in an area that only internal resources can access. Once you are confident with the results, you can place the URL on your consumer website.

17. What are some of the future enhancements planned for MemberLink?

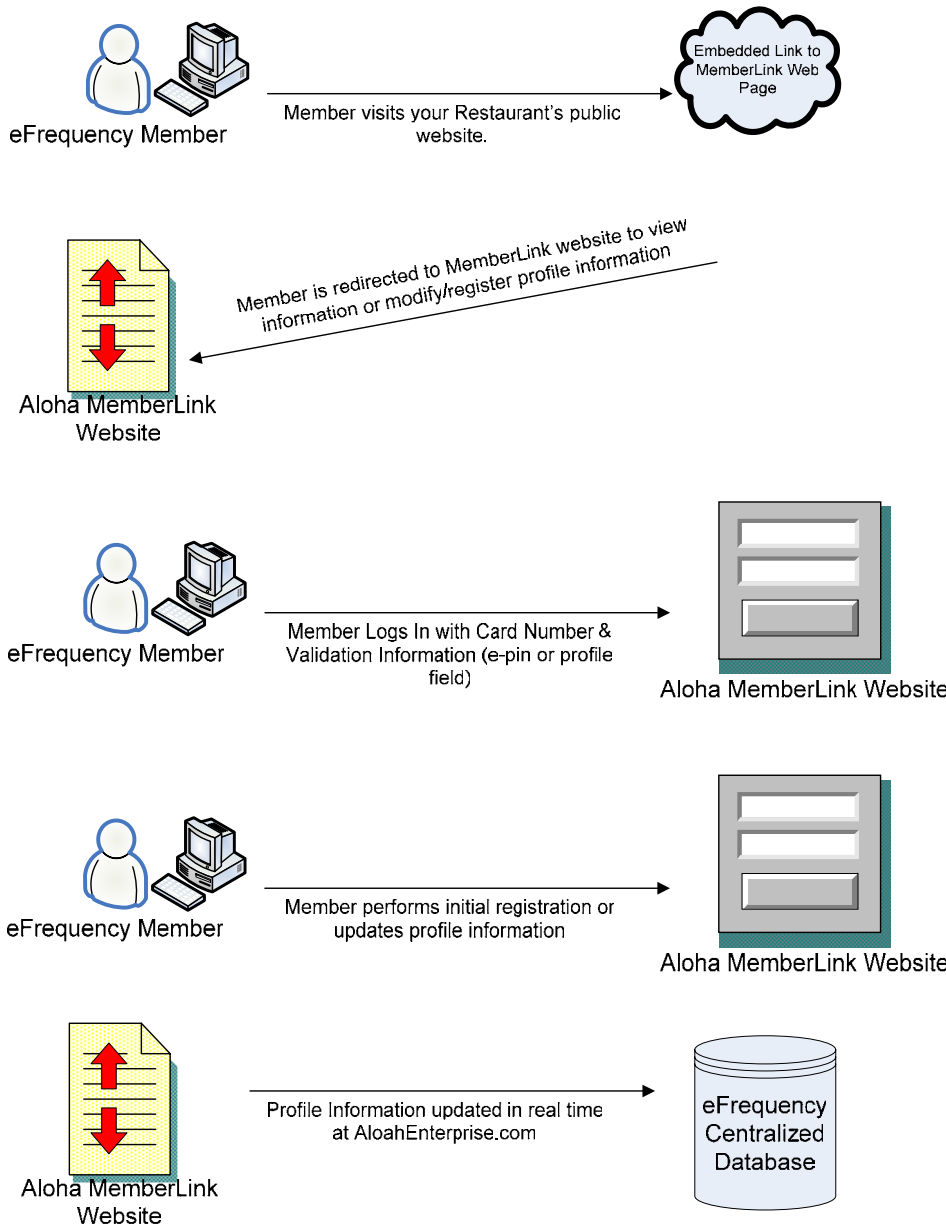
eCard Balance
Merit/Rewards for registering profile data
Points redemption
Bonus Plan descriptors

Getting Started with MemberLink

Website Developers

How it Works

To help you gain an understanding of the fundamental flow of events for MemberLink, the following diagrams depict a basic, high-level view of how member information is accessed and updated over the web.



- 1. Where do I obtain the URL for the consumer website?**
The URL is generated each time you launch the eFrequency MemberLink Configuration Wizard from the Enterprise.com website. Simply copy the URL and paste it in an area for future use when you are ready to create the link on the consumer website.
- 2. What browsers are supported?**
The MemberLink web pages are supported on Internet Explorer 6.0 and greater.
- 3. Can I configure where the pages appear?**
Yes. When adding the URL to the consumer website, you are free to define the link type to be within a frame, a pop-up window, or replace the web page entirely.
- 4. How do I customize the MemberLink web pages so they emulate the consumer website?**
From the eFrequency MemberLink Configuration Wizard, click the "Download the MemberLink.css file." Then, perform the following:
 1. Copy the contents of the file and save it somewhere on the server that hosts the consumer website.
 2. View the "Read me" section at the top of the .css file to familiarize yourself with each of the available selectors.
 3. Modify the selector's property values so they emulate the consumer website's values. Ideally you would just copy the property values from the consumer website's .css file(s) and paste them into the MemberLink.css file.
 4. Go back to the eFrequency MemberLink Configuration Wizard and enter the URL where you've saved the MemberLink.css file.
- 5. Can I add the company logo?**
Yes. Simply go to the eFrequency MemberLink Configuration Wizard and add the URL where the logo is being stored.
- 6. Can I provide a link back to my consumer website from the MemberLink website?**
Yes! Within the MemberLink Configuration Wizard, there is an option to establish a link back to your home page. This option will add a link to the MemberLink website to return back to a page you identify within your consumer website's domain.
- 7. What if I have questions or need help?**
If you need to speak with someone regarding the customization of the MemberLink web pages, click the "Contact Us" icon on the Enterprise.com home page. Enter the specifics of your question(s), and a support engineer will be in touch with you to assist you.