**Our Pricing Model and Messaging**

***Purchase Price*** = $1.99 for a pack of 4 batteries. When purchasing batteries without returning batteries, consumers must also put in a ***Deposit*** of $8.00 for a 4-pack ($2.00 per battery).

So, the ***Swap Price*** is $1.99, the same as the “purchase” price.

**What is a “credit”**

We define a credit as a customer status where they have a $ amount attached to a membership account, that will be applied to future new battery purchases. This can be thought of as a “deposit on file.”

If a customer returns more batteries than they ask to swap, the customer will be in a credit situation. E.g., the customer returns 8 batteries (2 battery packs) but only asks for a single 4 battery pack.

The credit amount for a returned battery will be the same as the ***Deposit amount***. Example from above, the purchase price is $1.99 for a pack of 4 batteries, and then the credit amount would be $9.99-$1.99 = $8.00, the customer would have $8.00 added to the credit balance of the membership, for each 4 pack returned but not swapped. Then, the next time they asked for batteries, this amount would be applied to the transaction – the new batteries would be vended at $9.99 – credit of $8.00 = total charge $1.99, I.E, the purchase price.

***The credit should be expressed in the GUI a “Deposit on file for X batteries”****.* This would be 4, 8, 12, etc.

**What is a “refund”**

If for some reason a customer decides they do not like our product, do not need our product, or may be moving away from the area were a kiosk resides, they may want a refund of their deposit ($2.00 per battery. $8.00 for a pack of 4). If the batteries did not work at all, the customer service department can refund the purchase price ($1.99) and their deposit ($2.00 per battery). Refunds will not be issued automatically by the kiosk.

**How credits are handled by the Kiosk**

If the event a customer returns more batteries than they ask to be swapped, the kiosk will provide a popup that says:

If the person is a member

Hello, (member name) we’ve noticed you are asking us to vend fewer batteries than you have returned. Do you want additional batteries, or would you like Bettery to credit your account with a deposit on file of X batteries, to be applied toward future swaps?

Buttons: <Additional batteries> or <Keep deposit on file>

The additional batteries will return them to the battery # selection screen (with a message?)

If the person is not member

Hello, we’ve noticed you are asking us to vend fewer batteries than as you have returned. You can either increase the number of batteries that you are asking for or create an account so that Bettery can apply a deposit/credit that you can use for future swaps. Creating an account is quick and easy and takes only a few minutes. If you choose to use the deposit on future purchases, Bettery will credit your account with deposits for X batteries, to be applied toward future purchases.<Create Customer Account> <Increase the number of batteries> <skip>

The Create Customer Account button will take them to the membership sign up screen. Once they sign up, then we will put the deposit on the account.

If they <skip>, then we keep the deposit.

**Refunds**

Refunds will only be mentioned in FAQs. Consumers can call our toll-free customer service number to request a refund. They will need to have the card they used for the transaction, so we can look it up, and also to ensure they returned their batteries (we can look up the return transaction in the database).