

Technical Bulletin

Coupon Values — Exceeding the Item Price with WIC CVB Items ScanMaster or ISS45

SM-TECH-13:14
July 12, 2013

Note! The examples below are written as per ScanMaster, but the same issue applies to ISS45.

Grocers can set up electronic coupons which can exceed the item price. This could be a simple UPC Electronic Coupon or a complicated bundle-type “@ a Price” coupon which results in a discount greater than the price of the first item in the bundle. While these over-price discounts normally won’t cause a problem, tendering them into Online WIC – when that item is a CVB item – brings problems.

This is because negative items cannot be communicated to a state as a valid WIC item. The most that the POS system can do is reduce that specific item to a \$0.00 price, and leaving the unallocated remainder of that discount unattached to any particular item.

This causes the complication that – although the sale can be processed through online WIC and the store will be compensated by the state for the correct sale amount – the shopper/participant’s CVB balance fails to reflect the entire discount received. The CVB balance will show only the portion of the coupon amount that took the item price to \$0.00.

EXAMPLE

In the transaction example below:

- The standard price for a package of blueberries is \$3.99 each
- An “@ a Price” Bundle Electronic Coupon has been established that reduces the price to \$9.99 when for four (4) packages are sold.
- This results in a discount of \$5.97, which is the coupon amount required to take the regular price ($\$3.99 \times 4 = \15.96) down to \$9.99.
- This \$5.97 discount is applied to the first item in the bundle (one single package of blueberries), and since each package of blueberries is \$3.99, that first item becomes a negative line-item (-\$1.98).
- When the sale is tendered to Online WIC, the sale is discounted \$5.97 but the customer’s Fruit and Vegetables/CVB category is reduced as if the discount was only \$3.99 (the price of the first package, which is the largest discount amount the POS can give this without the line item price going negative).
- So although the sale total is in the store is \$9.99 – properly reflecting the discount of \$5.97 – the shopper’s on-line CVB amount will be decremented only by \$11.97 (the full regular \$15.96 price minus the truncated discount of \$3.99).

To avoid WIC agency problems with the states, grocers should avoid this situation if at all possible! The following pages provide receipt-tape examples.

Example: bundle discount exceeding the price of the first item in the bundle:

GROCERY FRESH MARKETS
PITTSBURGH
WHERE QUALITY AND FRESHNESS
COMES FIRST!
555-123-4567

0001 08 08007378 07/15/13 4:13am 911 RCS

*** WIC EBT BENEFIT UTILIZATION ***

WIC MERCHANT ID: (NOT CONFIGURED)
WIC STATE: WV
ACCOUNT #: XXXXXXXXXXXX2732

WIC BEGINNING BALANCE

999.00	lb	Cheese
999.00	doz	Eggs
999.00	oz	Breakfast Cereal
999.00	cont	Beans/Peas/Peanut Butter
999.00	cont	Peanut Butter
999.00	oz	Canned Fish
999.00	oz	Bread 16 oz.
970.56	\$\$\$	Fruit and Vegetables-CVB
999.00		Category 21/57 (No Desc.
999.00		Category 21/58 (No Desc.
999.00	gal	Whole Milk
999.00	cont	11.5/12.0/46/48 oz Juice

WIC BENEFITS REDEMPTION

11.97	\$\$\$	Fruit and Vegetables-CVB
		BLUEBERRIES
		BLUEBERRIES
		BLUEBERRIES

Benefits Expire at 12:00:00 am on
08/04/2013



GROCERY FRESH MARKETS
 PITTSBURGH
 WHERE QUALITY AND FRESHNESS
 COMES FIRST!
 555-123-4567

0001 08 08007378 07/15/13 4:13am 911 RCS
 4240 BLUEBERRIES \$3.99 F
 4240 BLUEBERRIES \$3.99 F
 4240 BLUEBERRIES \$3.99 F
 4240 BLUEBERRIES \$3.99 F
 BUNDLE CODE #2 \$5.97-MC F
 ITEM SUBTOTAL \$15.96
 ELEC CPN DISC TOTAL \$5.97-H
 SUBTOTAL \$9.99

WIC MERCHANT ID: (NOT CONFIGURED)
 WIC STATE: WV
 ACCOUNT #: XXXXXXXXXXXXX2732

 WIC BEGINNING BALANCE
 999.00 1b Cheese
 999.00 doz Eggs
 999.00 oz Breakfast Cereal
 999.00 cont Beans/Peas/Peanut Butter
 999.00 cont Peanut Butter
 999.00 oz Canned Fish
 999.00 oz Bread 16 oz.
 970.56 \$\$\$ Fruit and Vegetables-CVB
 999.00 Category 21/57 (No Desc.
 999.00 Category 21/58 (No Desc.
 999.00 gal Whole Milk
 999.00 cont 11.5/12.0/46/48 oz Juice

 WIC BENEFITS REDEMPTION
 11.97 \$\$\$ Fruit and Vegetables-CVB
 BLUEBERRIES
 BLUEBERRIES
 BLUEBERRIES

 WIC BALANCE REMAINING
 999.00 1b Cheese
 999.00 doz Eggs
 999.00 oz Breakfast Cereal
 999.00 cont Beans/Peas/Peanut Butter
 999.00 cont Peanut Butter
 999.00 oz Canned Fish
 999.00 oz Bread 16 oz.
 958.59 \$\$\$ Fruit and Vegetables-CVB
 999.00 Category 21/57 (No Desc.
 999.00 Category 21/58 (No Desc.
 999.00 gal Whole Milk
 999.00 cont 11.5/12.0/46/48 oz Juice

Benefits Expire at 12:00:00 am on
 08/04/2013

EWIC \$9.99
 SUBTOTAL \$0.00
 TOTAL \$0.00

Purchase \$ 9.99 PIN Used
 eWIC #SXXXXXXXXXX2732
 Auth # 232328
 Lane # 08 Cashier # 911
 07/15/13 04:13 Ref/Seq # 080129
 Mrch=000955 Term=001 IC=EW
 EPS Sequence # 080129

CHANGE \$0.00

ELEC CPN DISC APPLIED
 BUNDLE CODE #2 X 0001 \$5.97

IF YOU HAD BEEN A FRQ SHOPPER
 MEMBER TODAY, YOU WOULD HAVE:

ASK CASHIER FOR DETAILS ABOUT OUR
 FRQ SHOPPER PROGRAM!

 TODAY YOU SAVED 38 % \$5.97

OF ITEMS: 4
 THANK YOU FOR SHOPPING!
 GO PIRATES!

Example: Bundle discount that does not exceed the price of the first item in the bundle.
Works properly:

GROCERY FRESH MARKETS
PITTSBURGH
WHERE QUALITY AND FRESHNESS
COMES FIRST!
555-123-4567

RCS
0001 08 08007386 07/16/13 2:46am 911

*** WIC EBT BENEFIT UTILIZATION ***

WIC MERCHANT ID: (NOT CONFIGURED)
WIC STATE: WV
ACCOUNT #: XXXXXXXXXXXX2732

WIC BEGINNING BALANCE

999.00	lb	Cheese
999.00	doz	Eggs
999.00	oz	Breakfast Cereal
999.00	cont	Beans/Peas/Peanut Butter
999.00	cont	Peanut Butter
999.00	oz	Canned Fish
999.00	oz	Bread 16 oz.
907.51	\$\$\$	Fruit and Vegetables-CVB
999.00		Category 21/57 (No Desc.
999.00		Category 21/58 (No Desc.
999.00	gal	Whole Milk
999.00	cont	11.5/12.0/46/48 oz Juice

WIC BENEFITS REDEMPTION

12.00	\$\$\$	Fruit and Vegetables-CVB
		BLUEBERRIES
		BLUEBERRIES
		BLUEBERRIES
		BLUEBERRIES

Benefits Expire at 12:00:00 am on
08/04/2013



GROCERY FRESH MARKETS
 PITTSBURGH
 WHERE QUALITY AND FRESHNESS
 COMES FIRST!
 955-123-4567

0001 08 08007386 07/16/13 2:46am 911 RCS
 4240
 BLUEBERRIES \$3.99 F
 4240 BLUEBERRIES \$3.99 F
 4240 BLUEBERRIES \$3.99 F
 4240 BLUEBERRIES \$3.99 F
 BUNDLE CODE #2 \$3.96-MC F
 ITEM SUBTOTAL \$15.96
 ELEC CPN DISC TOTAL \$3.96-M
 SUBTOTAL \$12.00

WIC MERCHANT ID: (NOT CONFIGURED)
 WIC STATE: WV
 ACCOUNT #: XXXXXXXXXXXX2732

 WIC BEGINNING BALANCE
 999.00 lb Cheese
 999.00 doz Eggs
 999.00 oz Breakfast Cereal
 999.00 cont Beans/Peas/Peanut Butter
 999.00 cont Peanut Butter
 999.00 oz Canned Fish
 999.00 oz Bread 16 oz.
 907.51 \$\$\$ Fruit and Vegetables-CVB
 999.00 Category 21/57 (No Desc.
 999.00 Category 21/58 (No Desc.
 999.00 gal Whole Milk
 999.00 cont 11.5/12.0/46/48 oz Juice

 WIC BENEFITS REDEMPTION
 12.00 \$\$\$ Fruit and Vegetables-CVB
 BLUEBERRIES
 BLUEBERRIES
 BLUEBERRIES
 BLUEBERRIES

 WIC BALANCE REMAINING
 999.00 lb Cheese
 999.00 doz Eggs
 999.00 oz Breakfast Cereal
 999.00 cont Beans/Peas/Peanut Butter
 999.00 cont Peanut Butter
 999.00 oz Canned Fish
 999.00 oz Bread 16 oz.
 895.51 \$\$\$ Fruit and Vegetables-CVB
 999.00 Category 21/57 (No Desc.
 999.00 Category 21/58 (No Desc.
 999.00 gal Whole Milk
 999.00 cont 11.5/12.0/46/48 oz Juice

Benefits Expire at 12:00:00 am on
 08/04/2013

EWIC \$12.00
 SUBTOTAL \$0.00
 TOTAL \$0.00

Purchase \$ 12.00 PIN Used
 eWIC #XXXXXXXXXXXX2732
 Auth # 233018
 Lane # 08 Cashier # 911
 07/16/13 02:46 Ref/Seq # 080145
 Mch=000955 Term=001 IC=EW
 EPS Sequence # 080145

CHANGE \$0.00

ELEC CPN DISC APPLIED
 BUNDLE CODE #2 X 0001 \$3.96

IF YOU HAD BEEN A FRQ SHOPPER
 MEMBER TODAY, YOU WOULD HAVE:

ASK CASHIER FOR DETAILS ABOUT OUR
 FRQ SHOPPER PROGRAM!

 TODAY YOU SAVED 25 % \$3.96

 # OF ITEMS: 4

THANK YOU FOR SHOPPING!
 GO PIRATES!