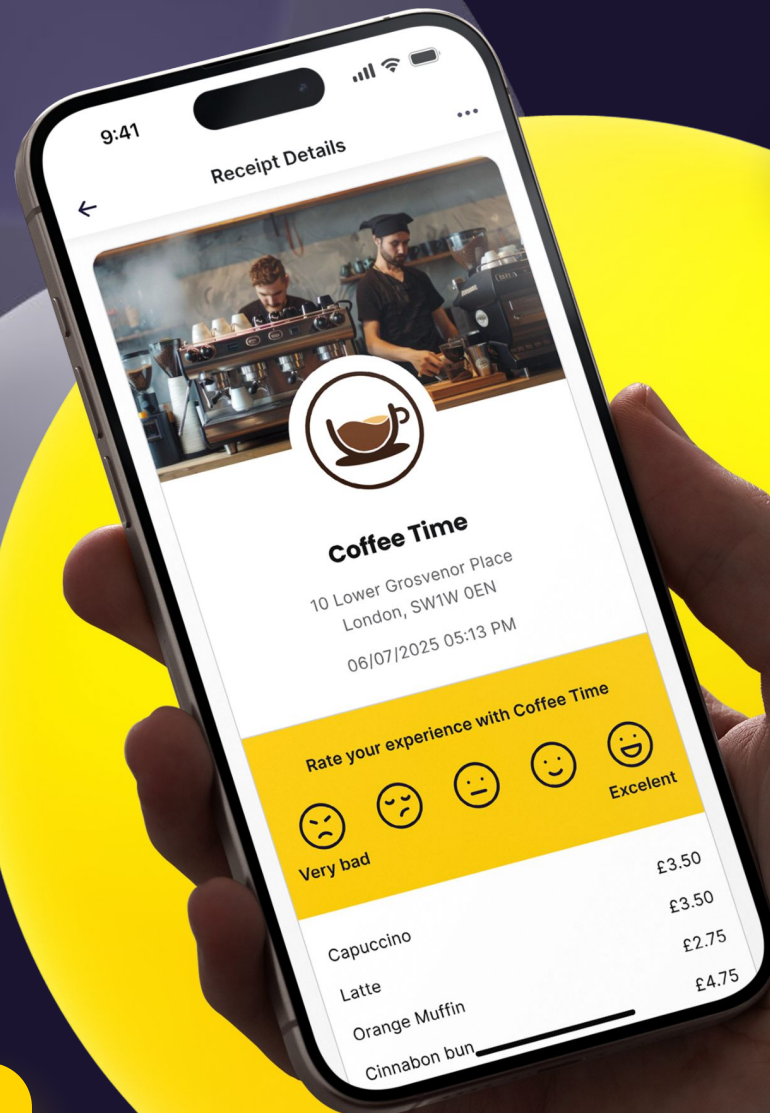


DNA Engage User Guide

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dnapayments.com
0208 102 8100



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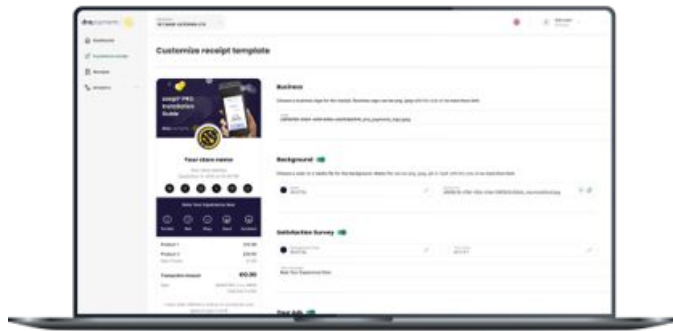
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Welcome to DNA Engage!

DNA Engage is our suite of tools designed to help your business keep customers returning to your business. Here's how it works:

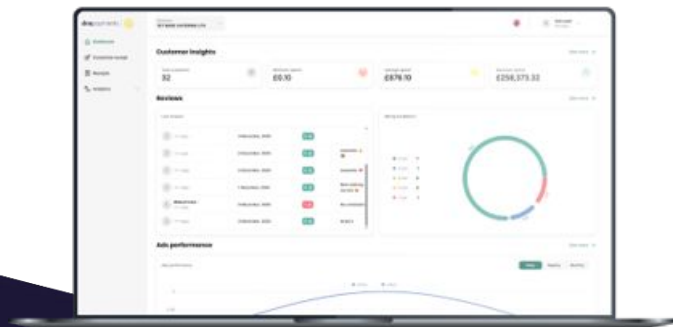
Marketing opportunities & digital receipts



With DNA Engage's smart receipts, you can customise these to include your brand identity with your logo, background image and also add personalised messages.

You can use these to promote products, special offers, seasonal sales to your entire customer base, and add social accounts.

Customer satisfaction rate



Through DNA Engage, you can collect and gauge customer feedback and ratings to further get insights for your marketing, with the ability to track satisfaction rates in real time.

Advanced customer insights and analytics



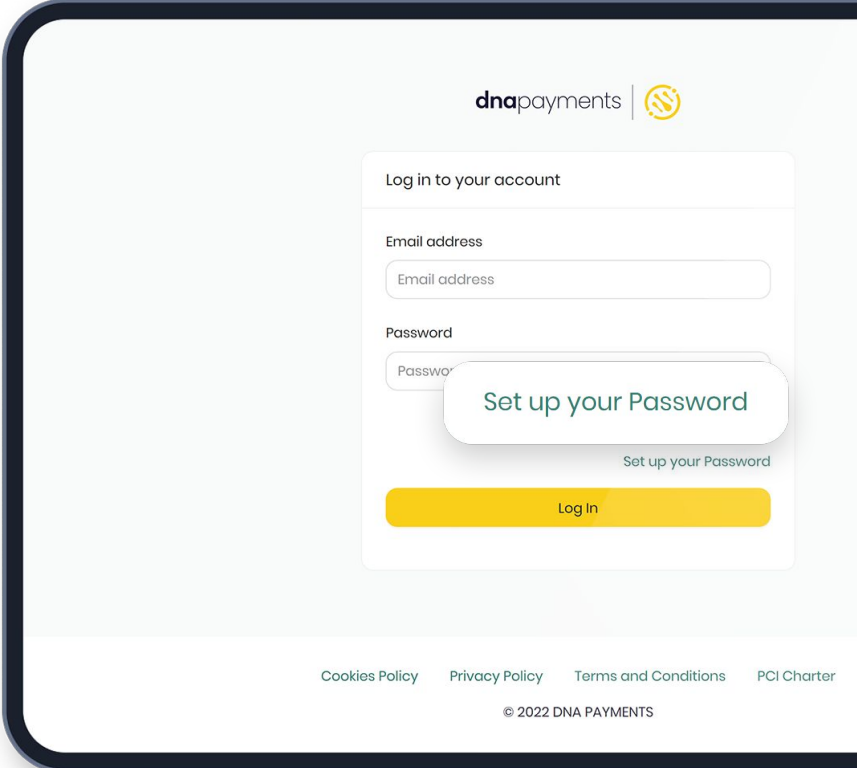
With DNA Engage, you can use your dashboard to gauge customer behaviour, track Loyalty patterns and see sales and time-based performance insights to get engagement from digital receipts. You can also track your campaign and advertising performance.

Merchant Portal Access

Once your Acquiring Agreement Application is approved and signed, you'll receive an email with your Merchant Portal Access details.

How to Set Up Your Password

- 1 Go to our Merchant Portal via the following link: portal.dnapayments.com
- 2 Select "**Set up your Password**" to set up your new password.
- 3 You'll receive an email with a confirmation code sent to the email address you used to apply.
- 4 Enter your confirmation code and proceed.
- 5 Create your new password.
- 6 Use your email as your username and enter your newly generated password to log in and access our Merchant Portal.

A screenshot of the DnaPayments Merchant Portal login page. The page has a white background with a dark blue header containing the 'dnapayments' logo and a yellow circular icon with a white 'S'. Below the header, there is a white box with the title 'Log in to your account'. Inside this box, there are two input fields: 'Email address' and 'Password'. Below these fields, there is a yellow button labeled 'Log In'. A semi-transparent white box with a yellow border is overlaid on the right side of the login box, containing the text 'Set up your Password' in a bold, dark blue font. At the bottom of the page, there are links for 'Cookies Policy', 'Privacy Policy', 'Terms and Conditions', and 'PCI Charter', followed by the copyright notice '© 2022 DNA PAYMENTS'.

i NOTE

You'll only be able to access our Merchant Portal after your acquiring application has been approved. Once approved, you'll be notified and can use the email address you used to apply to set up your password following the steps highlighted in the guide.

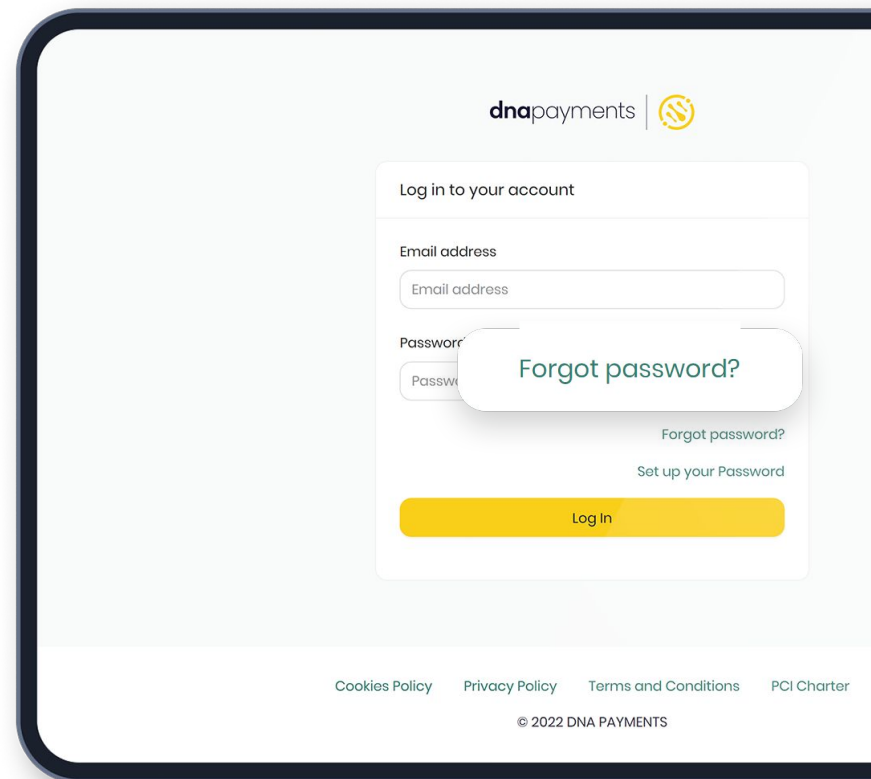
How to Restore Your Password

If you've forgotten your password, you can generate a new one by using these easy-to-follow steps:

- 1 Go to our Merchant Portal link: portal.dnapayments.com
- 2 Select the **"Forgot Password?"** link to set up your new password.
- 3 You'll receive an email with a confirmation code sent to the email address you used to apply.

How to change your login details

To change your login details, please send us a message using the contact details found in our guide, and one of our experts will be able to help you.

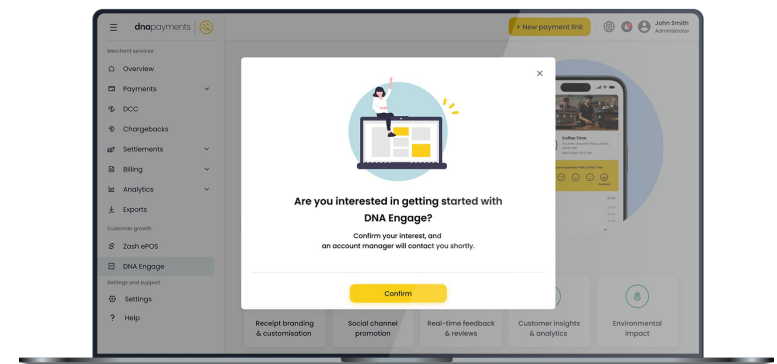
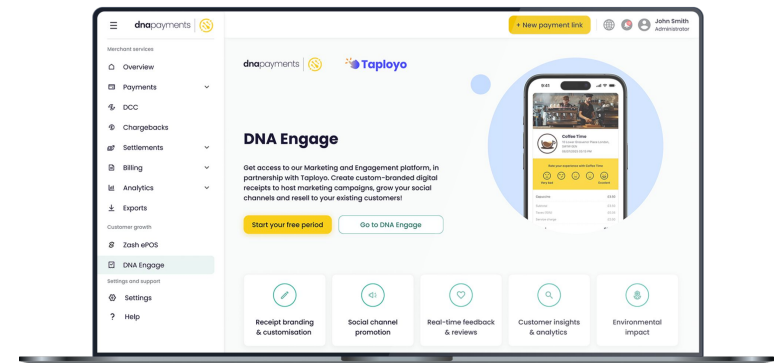


How to Get DNA Engage

If you're an existing merchant with DNA Payments and you haven't yet requested **DNA Engage** for your business, here's how you can request this service via your Merchant Portal.

Once logged in, you simply:

- 1 Visit the **DNA Engage** section (under Customer Growth) to learn more about this service and request it for your business.
- 2 From this screen you can select the yellow **Start your free period** button.
- 3 You'll then be asked to **Confirm** and this will start the process and our team will be in touch to guide you through the next steps and get you set up.

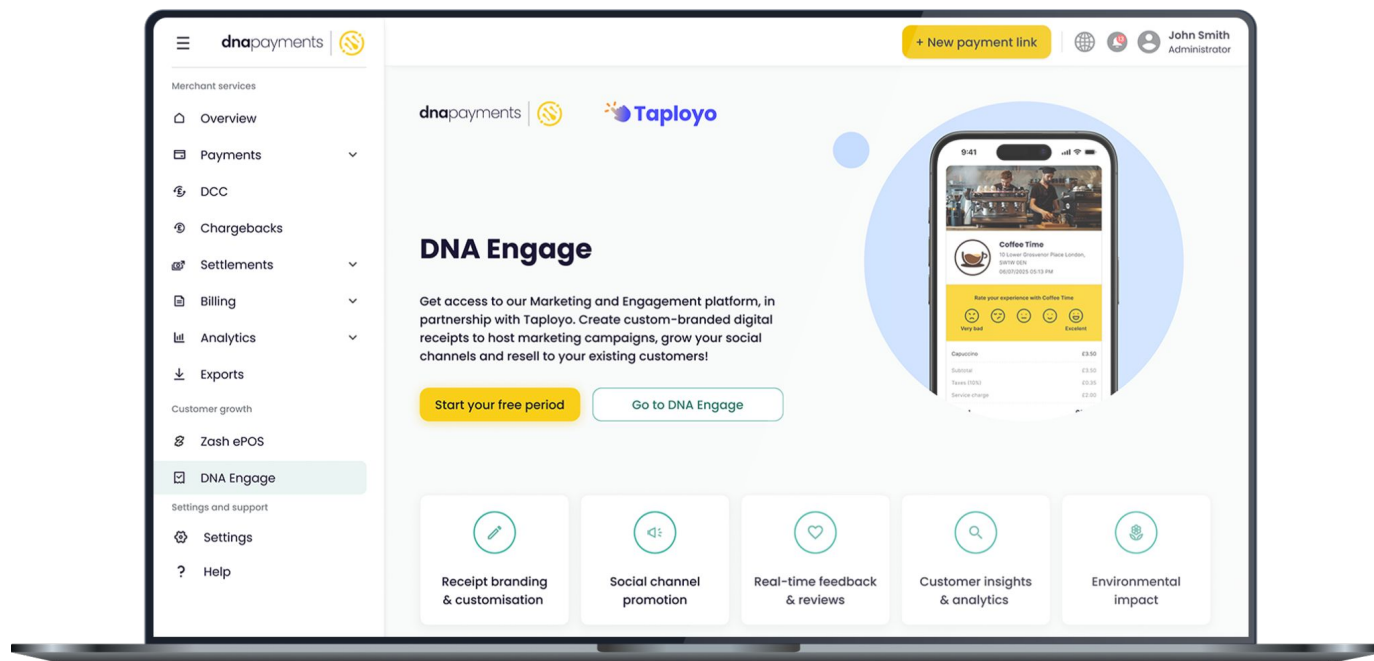


Customising Your Digital Receipts

Once you've been successfully onboarded with us for **DNA Engage**, you can access to your **Merchant Portal** to manage customisations.

1 Visit the **DNA Engage** section.

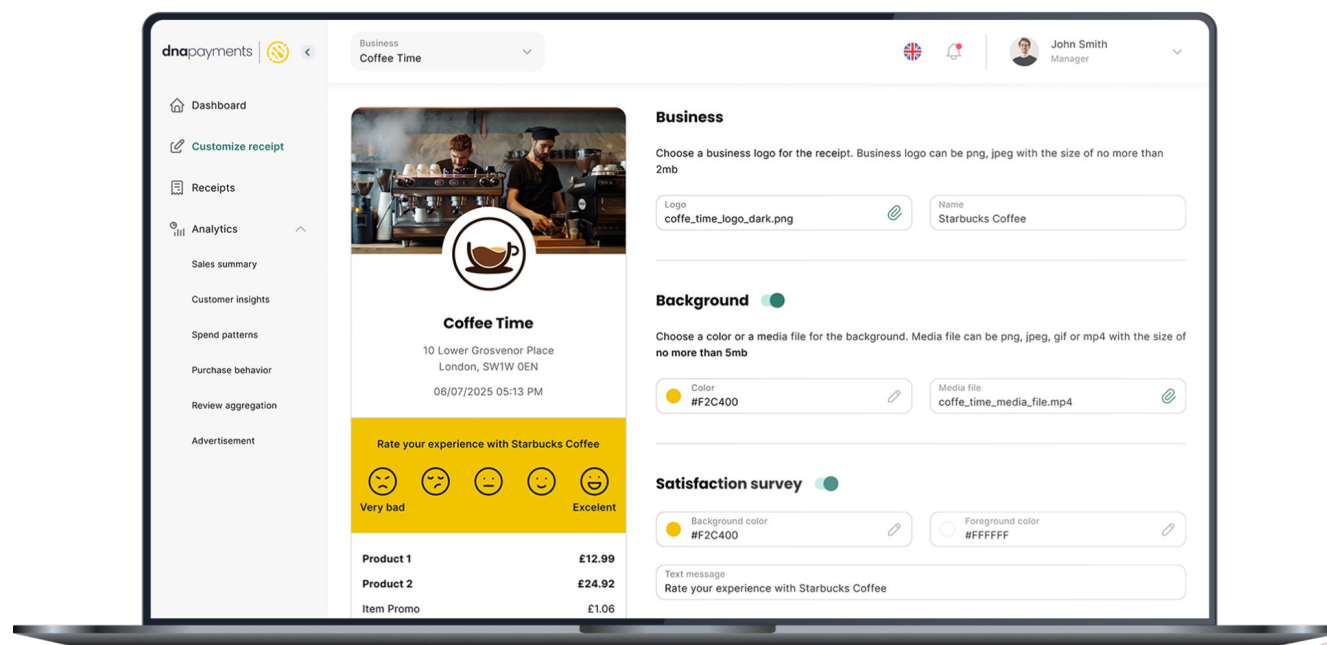
2 The select **Go to DNA Engage** to access the receipt customisation portal



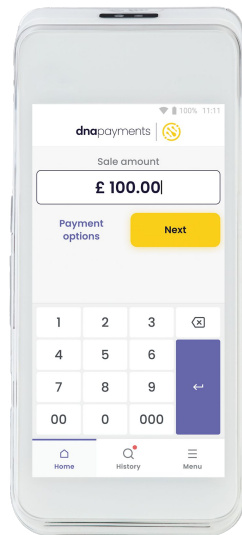
Customising Your Digital Receipts

Once on the Customise receipt template screen you can perform the following customisations:

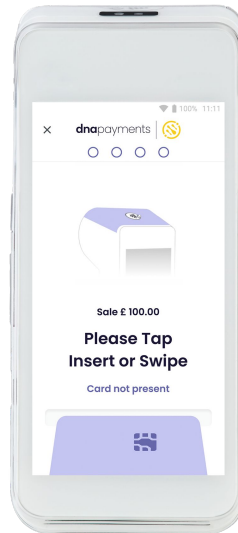
- 1 Select **Customise Receipts**
- 2 Customise your receipts with brand identity, update your logo via the **Business** section and background image via **Background**
- 3 Tailor the **Customer Review** section
- 4 Promote products, special offers, seasonal sales to your entire customer base via **Your Ads**
- 5 Insert custom wording via the **Custom Text** section
- 6 Insert Social Media & Website links via your **Contacts** section
- 7 List any Business Apps for the customer to download
- 8 Tailor **Return Policies** and specific messaging
- 9 Once finished, select **Update Receipts**



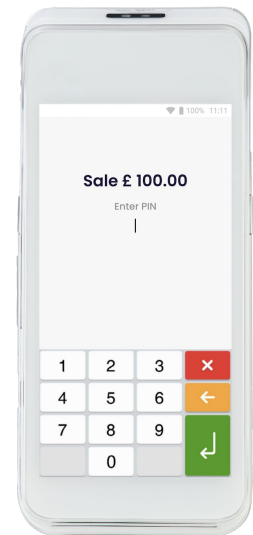
How Customers See Your Receipts



- 1 Start a transaction as normal and then **Enter Amount.**



- 2 Once entered, the customer presents their card.

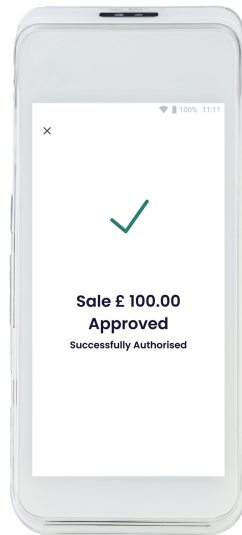


- 3 Get your customer to enter their **PIN number** into the payment device.

NOTE

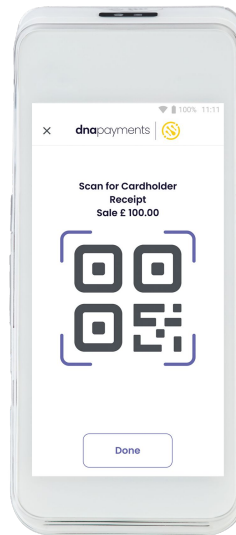
You can set up different **Wi-Fi networks**, and the terminal will remember them. It's beneficial if your business operates in more than one location or has several networks covering one site.

How Customers See Your Receipts



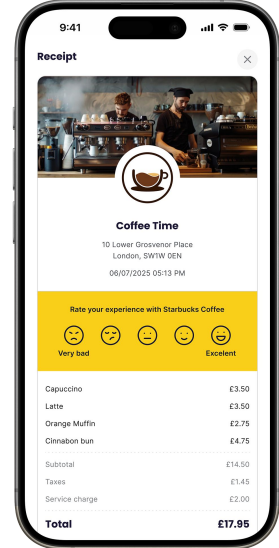
4

The transaction should then show as **Approved** once payment has been completed.



5

Once approved, a **QR Code** is presented on the terminal screen.

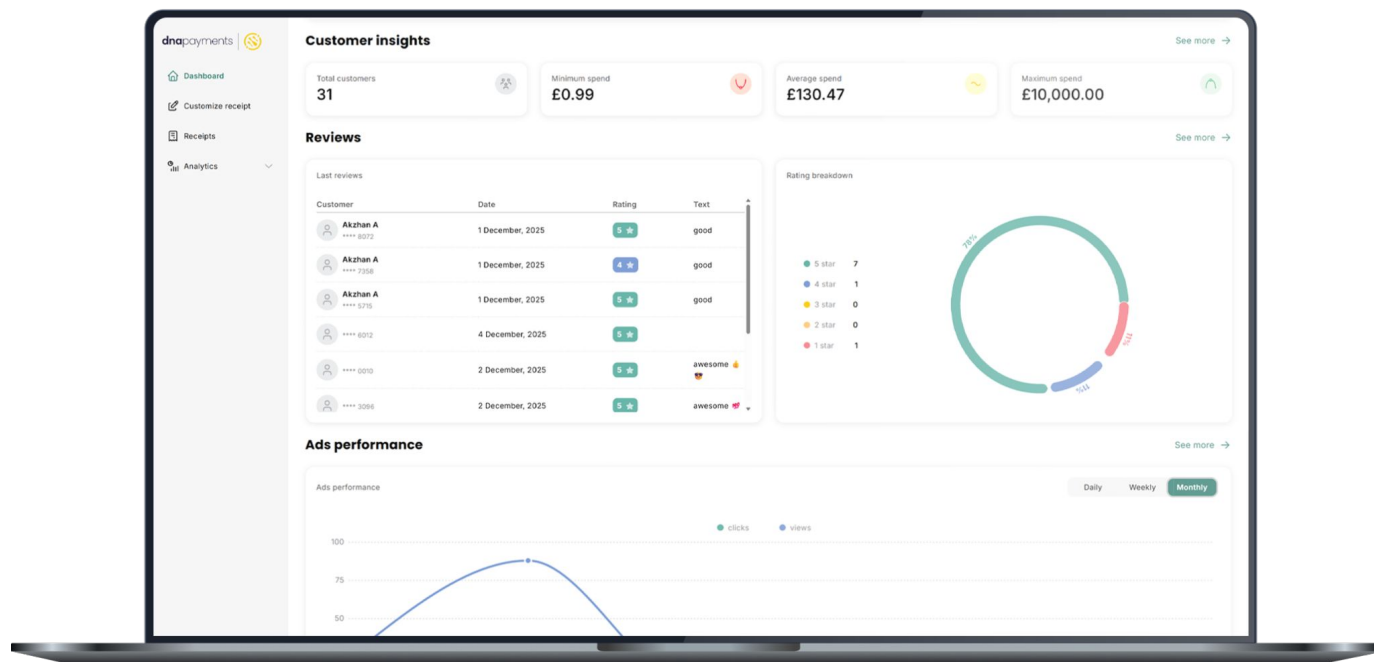
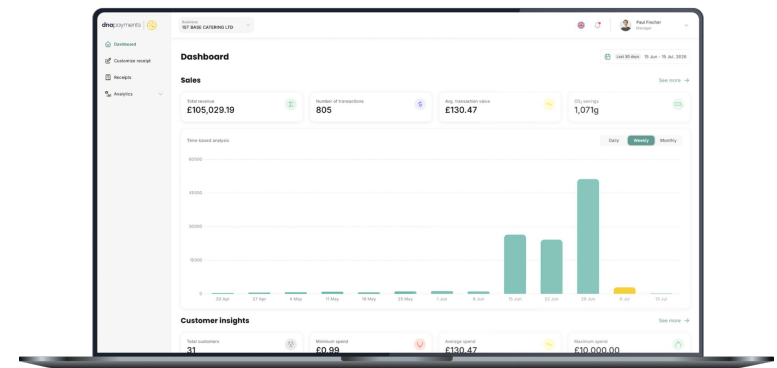


6

Once the customer scans the QR Code, the digital receipt then appears on their mobile device.

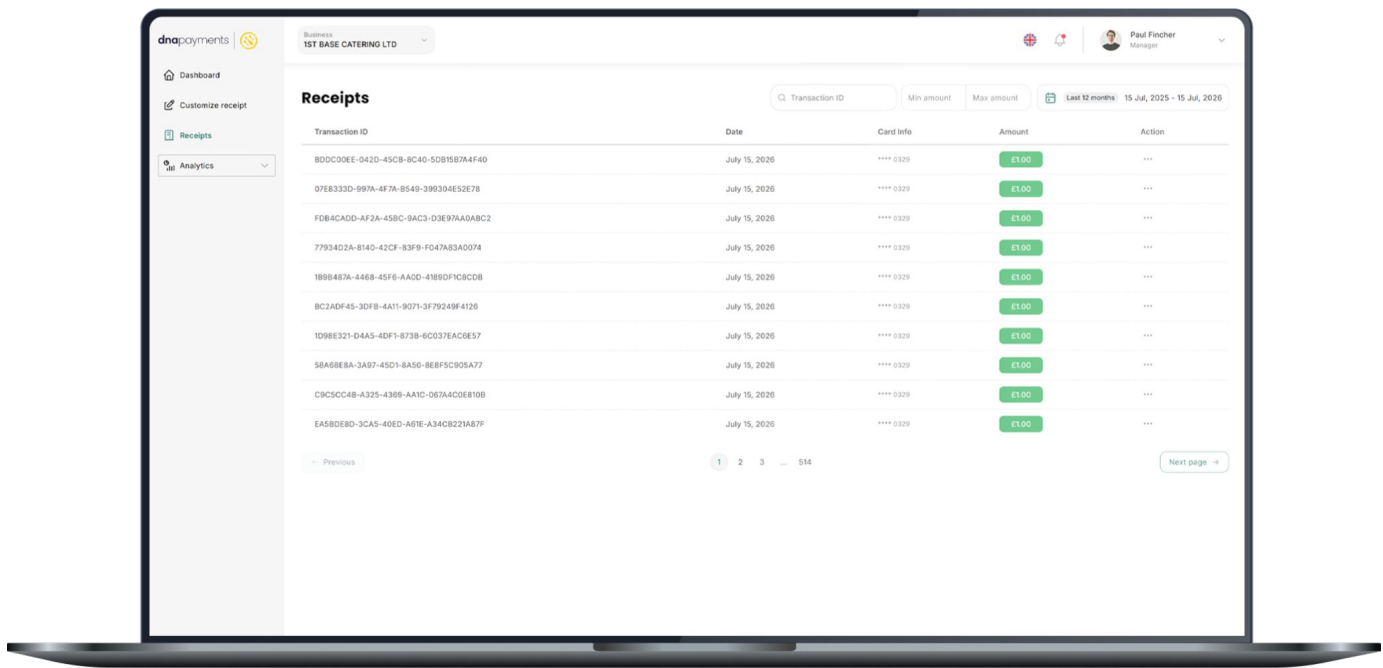
Your DNA Engage Dashboard

- 1 Once inside the portal, you're then greeted with the **Dashboard** view.
- 2 Here you get an overview of transactional related elements such as **Number of transactions**, **Average transaction value**, plus insights on **CO₂ savings**, **Customer Insights**, **Customer Reviews**, and **Ad performance** - all of which can be displayed for daily, weekly or monthly.



DNA Engage Archive

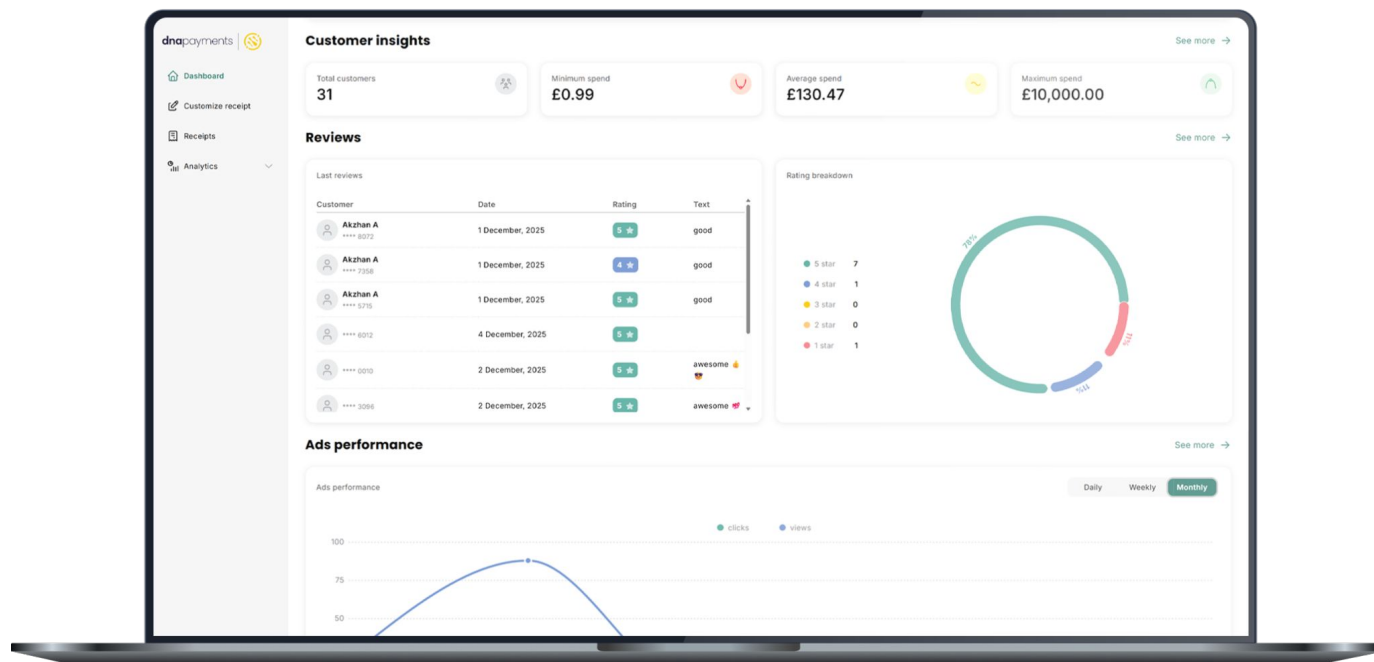
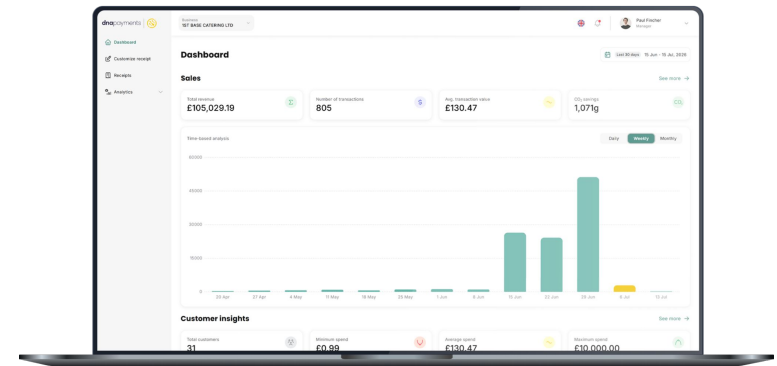
When accessing the **Receipts** page within the Portal you can view all Smart Receipts issued since going live. This is useful for any customer queries or if you need to interrogate any historic data.



Your DNA Engage Analytics

Via the Analytics menu option, you can view the following key data:

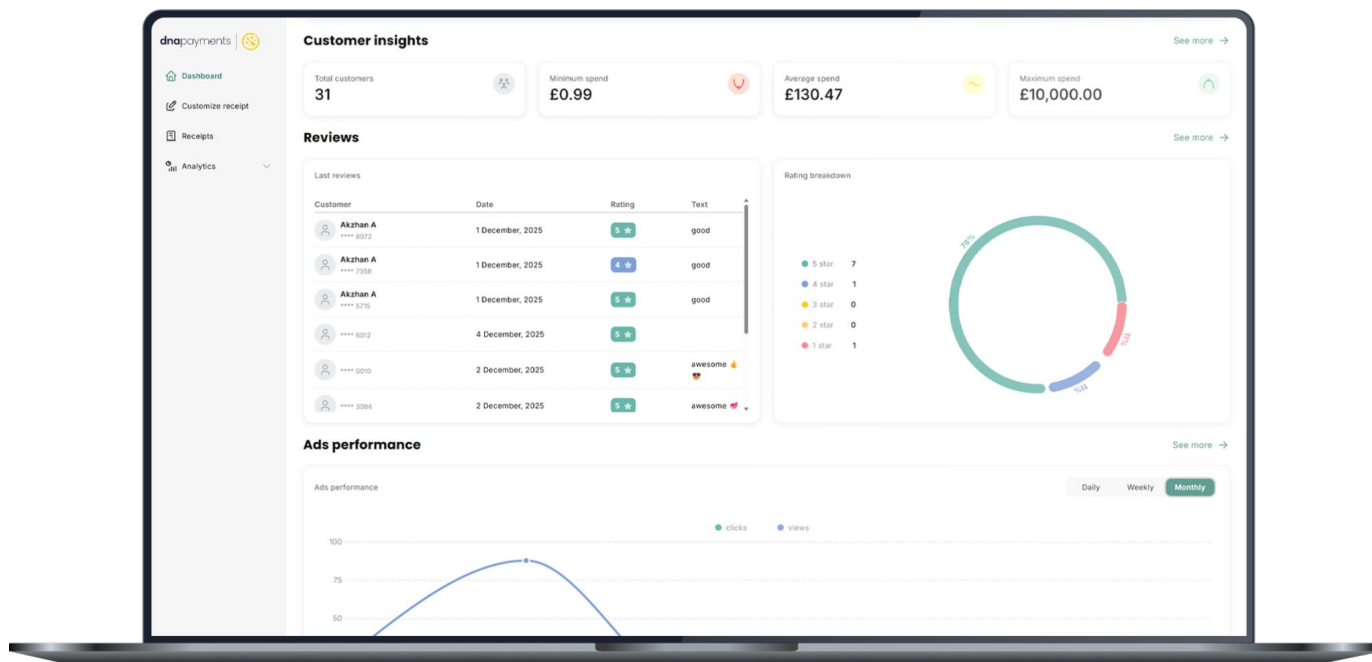
- 1 Sales summary metrics
- 2 Customer insights
- 3 Customer reviews



Review Aggregation

Via the **Review Aggregation** menu option you view the following insights:

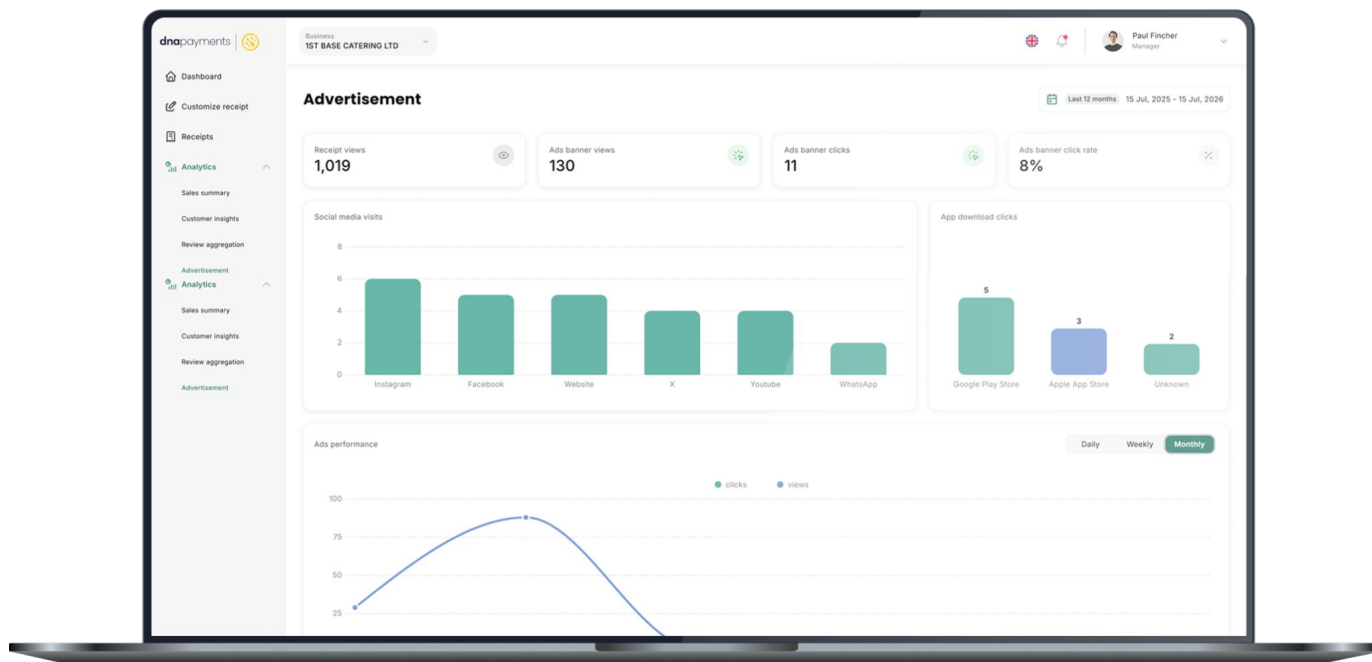
- 1 Total reviews
- 2 Positive reviews
- 3 Negative reviews
- 4 Average ratings
- 5 Rating breakdowns
- 6 Review details



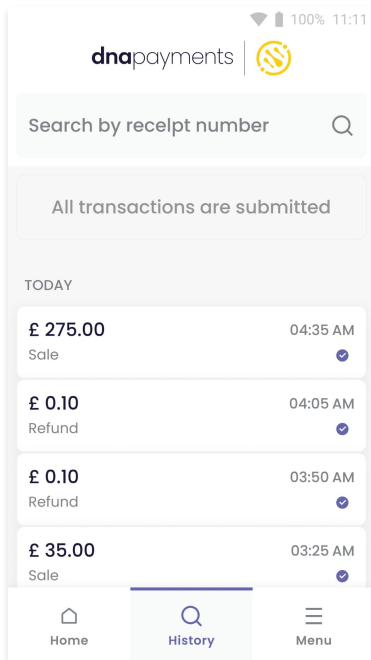
DNA Engage Advertisement

Via the Advertisement menu option you view the following insights, which help you understand the engagement via your digital receipt advertisements and social media clicks:

- 1 **Social media visits**
- 2 **App download (only available if you have your own app) clicks via Apple of Google**
- 3 **Ad performance** chart, where you can select Daily, Weekly or Monthly views

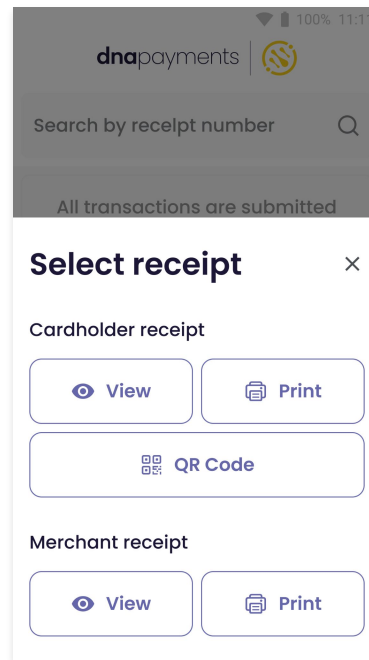


Re-show QR Code & Print Receipt



1

If there is an issue scanning the QR code or a timeout occurs, or simply the merchant wants their physical copy, the operator can select History to access such options.



2

The operator will be able to access the transaction History screen and here they can select the last transaction and select one of the following:

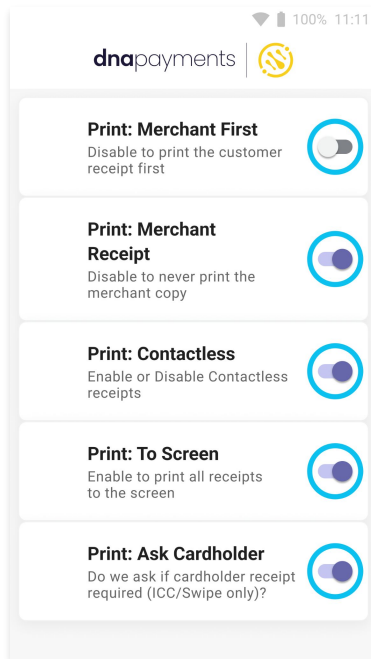
- View
- Print
- Re-Show QR Code



TIP

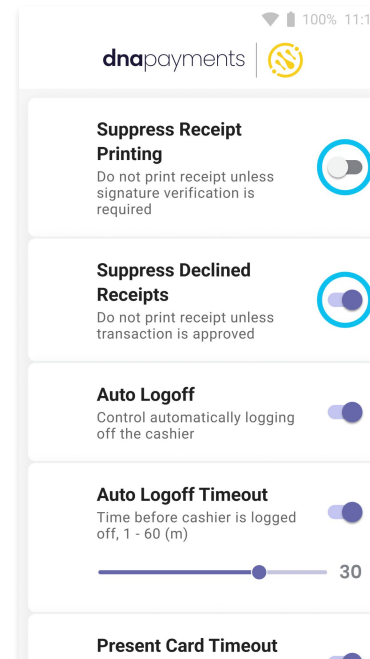
The terminal will retry 3 times to establish a connection with the partner host if there is an error. If unsuccessful the operator can proceed and access the History screen to print the receipt. At this point you need to contact our Support.

User Interface Configuration Options



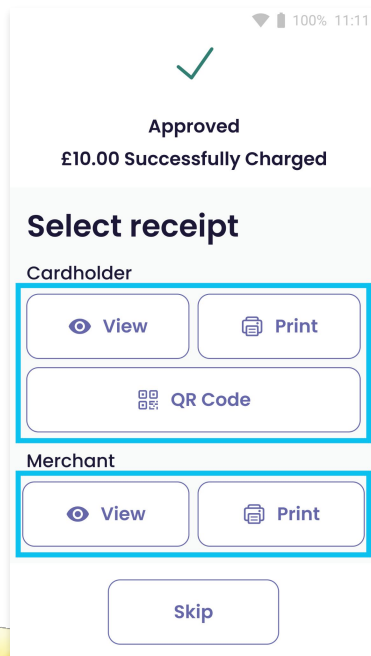
1

You can access further setting via the **Settings** button on your launcher on turning on the device, then selecting **App Settings**. There you'll find the **Print Settings** that can be adjusted to obtain a **different User Experience**.



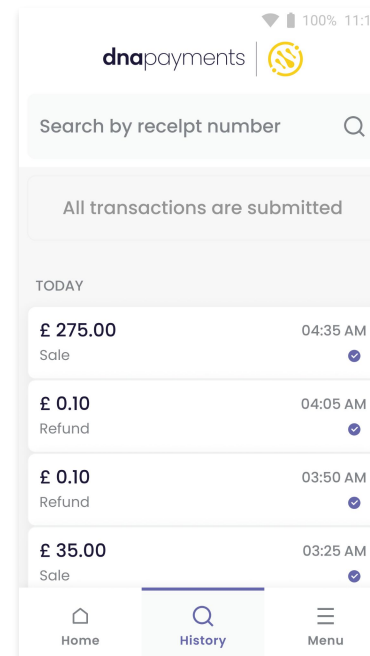
2

Settings continued.



3

Following the Auth, the interface of the **Select Receipt** screen now gives the option for the customer to now either get a physical or digital receipt. Your merchant copy is also optional here.



4

Customer then scans the **QR Code** to get their digital **DNA Engage**.

dnapayments



Pioneering payment solutions, powering businesses to thrive

DNA Payments Limited (Company No.11154668 /FCA No.806630). Registered office:
10 Lower Grosvenor Place, London, SW1W 0EN. DNA Payments Limited is authorised
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for the provision of payment services.

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