LESSON 7 Managing customer information

Lesson objectives

After completing this lesson, you'll be able to do the following:

- Add customer records
- Associate discounts or price levels with specific customers
- Use tax locations or the tax-exempt flag for customers with special tax status
- Locate customer records
- Edit customer records
- Merge duplicate customer records
- Delete customer records
- Set up to offer purchase on account
- Generate customer purchasing histories
- Print customer records, lists, and mailing labels

Learning resources

The following is a list of additional resources that you might find useful in increasing your understanding of the content covered in this lesson.

- Webinar (recorded): *Installing and setting up*
- Webinar (recorded): *Daily POS Operations*
- Learning Center tutorial: *Customer sales, holds, and orders overview*
- Learning Center tutorial: *Using charge accounts with QuickBooks*

Working with customers

QuickBooks Point of Sale allows retailers to store an unlimited number of customer records. Customer information can be used for marketing purposes, reporting, and printing mailing labels.

Each record stores and tracks a great deal of customer information, including customer names, addresses, phone numbers, and e-mail addresses. Other useful features available are customer-specific price levels, discounts, a check acceptance status indicator, and customer notes.

Recording customer information allows a retailer to:

- Build and maintain customer sales histories by recording customer names on receipts
- Offer store charge accounts

- Automatically apply customer price levels, special tax handling, or give discounts when making sales
- Rate customers sales over time
- (Pro) Record and use customer shipping addresses on sales documents
- (Pro) E-mail customer orders to customers from within Point of Sale

(Pro Multi-Store) Customers can be added, edited, or deleted at any store. During the next Store Exchange changes to customer records are propagated to all stores. See the User's Guide for more information on customers in a multi-store configuration.

To open the Customer list:

- Select Customer List from the Point of Sale menu.

To add a new customer:

- Select New Customer from the Point of Sale menu.

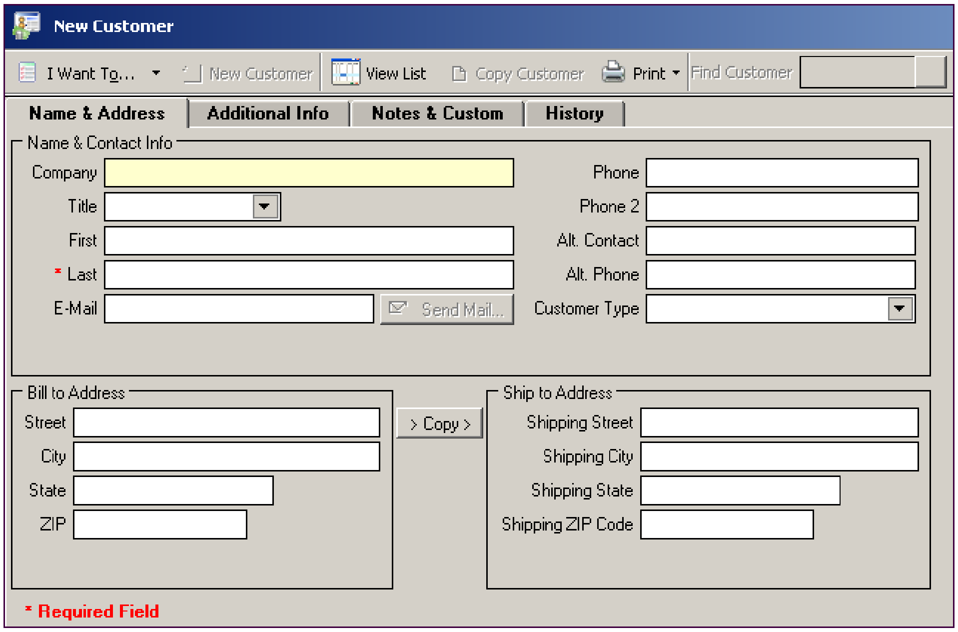
Using customer information fields

The New Customer window allows the retailer to collect and store key customer information. It has four tabs to record and display customer information: Name & Address, Additional Info, Notes & Custom, and History.

- **Name & Address tab**—name and contact information, e-mail address, phone numbers, and billing and shipping addresses
- **Additional Info tab**—sales tax, payments, customer discounts, QuickBooks financial software exchange, and customer charge account limits
- **Notes & Custom tab**—customer notes and custom fields

- **History tab**—customer purchasing history

  The History tab is discussed in "Viewing a customer's purchase history" on page 211.



For additional details on the New/Edit Customer window, see the User's Guide.

Adding custom fields for a customer

Point of Sale Pro and Pro Multi-Store allow retailers to define and use up to seven custom fields to record other customer information important to the business. Once defined, these fields can be added to the Customer list, used to filter the list and certain reports, or added to printed document templates.

To add a custom customer field:

1. Click the Custom tab in the New or Edit Customer window.
2. Click Define Fields in the Custom Fields section.
3. Select the checkbox next to the custom field to activate it.
4. Enter the names of the desired custom fields.
5. Click OK.

Managing customers

The information in this section describes the tasks available for managing customer records, including adding, locating, merging, and editing.

Adding a customer

Consistently using the same data format makes it easier to sort, search, and look up customer records, particularly when adding a customer to a receipt at point of sale. For this reason, you may want advise clients to be consistent when entering information in customer records.

To add a customer:

1. Select New Customer from the Point of Sale menu.

   A blank customer form displays.

2. Enter information in the customer fields.

   The Last (Name) field is required to save a customer record.

   QuickBooks financial software users: New customer names created in Point of Sale should not duplicate a name already in QuickBooks financial software—customers already entered in the QuickBooks Customer list are automatically added to the POS Customer list during the first financial exchange.

3. Click Save.

Using copy to add a customer

Quickly add a new customer that has much of the same information as another customer by copying the existing record to create a new one. Then edit the new record as needed.

To add a new customer by copying:

1. Highlight the customer record in the Customer list.
2. Click Copy Customer on the window icon bar.

   A new customer form is opened, with all of the copied information. Account limits/balances are not copied to the new customer record.

3. Modify the copied information to reflect the new customer.
4. Click Save.

Tracking customers by type

Customer types can help categorize customer information in ways that are meaningful to retail businesses. For example, customer types can be used to track whether customers are businesses or individuals, to record geographic location, or to indicate how customers first heard about the business.

QuickBooks POS allows users to create reports and do special mailings based on customer types. Clients using customer types to categorize customers by location can print mailing labels for all the customers in a particular region. They can also share customer type information with QuickBooks.

You define customer types in Company preferences and then associate a type with each customer on their individual records.

Note: Its generally better to use customer types to categorize customers for only one purpose. For example, trying to set up customer types for both tracking geographic area and how customers heard about you is not recommended.

Locating customer records

Customer records can be located in the customer list by filtering, searching, sorting, or scrolling in the list. If you're not sure how to perform these actions, refer to the User's Guide.

Editing customer records

Point of Sale allows you to edit customer records as necessary.

To edit a single customer record:

1. Select the record to edit in the Customer list.
2. Click Edit Customer.

   The customer record is opened in Form view.
3. Edit as necessary.
4. Click Save.

Edit multiple customer records

Use this procedure to edit many records at once, such as when a phone area code changes.

To edit multiple customer records in the list:

1. Display the Customer list and filter it to display only the records you want to edit.
2. Select Turn List Edit On from the Edit menu.
3. Navigate through the fields and rows as necessary, editing customers as needed. Your changes are saved as you move from row to row.
4. When finished, select Turn List Edit Off from the Edit menu.

Viewing customer information in a sales document

After listing a customer on a sales document (receipt or customer order), key customer information such as address, phone number, accept check status, account information (balance, limit, available credit), and any applicable discount can be displayed by selecting the "Account Info" button. If an update is necessary, the retailer can click Edit in the Customer Info section of the sales receipt to open the customer record in edit mode.

Merging duplicate customers

Sometimes two associates may enter the same customer with slightly different name spellings. This may result in duplicates in the Point of Sale Customer list. Use the Merge Customers feature to combine the sales history of both duplicate customers into a single record.

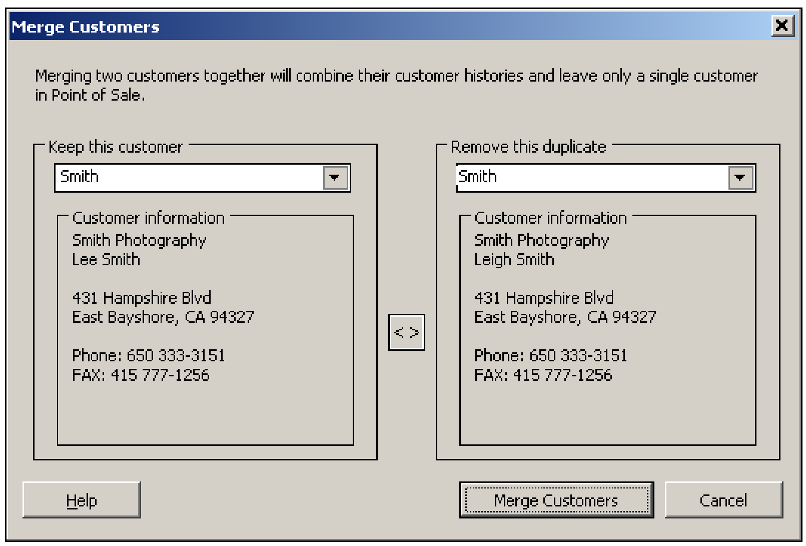
If you also use QuickBooks, you have the option of deleting or making inactive the duplicate customer in QuickBooks so that the record is not added back to QuickBooks Point of Sale during the next financial exchange.

To merge duplicate customers:

1 In the Customer list, highlight the customer record you want to keep.

2 Select Merge Customers from the I Want To menu.

The Merge Customers window displays.



3 From the drop-down list in the Remove this Duplicate section, select the customer you want to remove.

If you use QuickBooks, the name currently displayed in the QuickBooks Customer list shows at the bottom of the window to help you verify that you have the correct customers selected.

4 If necessary, you can reverse positions of the records (which to keep and which to remove) by clicking the button located between them.

5 Click Merge Customers.

6 If prompted, specify if you want to delete the duplicate from QuickBooks as well.

The deletion in QuickBooks occurs during the next Financial Exchange.

Note: If the customer to be deleted is listed on any QuickBooks documents, QuickBooks will not allow the deletion. In this case the customer is made inactive in QuickBooks so that it is not recreated in QuickBooks Point of Sale on the next data exchange.

Deleting customer records

You can delete customer records from Point of Sale at any time, provided that:

- The customers do not have an account balance
- (Pro) They are not listed on an open customer order with deposits taken

If you delete a customer record, you will no longer have access to that customer's history, but the customer remains listed on past documents and may be included in reports that are generated from those documents.

If you are deleting a customer record because there are duplicates of the same customer, consider using the Merging Duplicate Customers procedure instead. This combines the two customer histories into one record and removes the duplicate.

To delete a customer record:

1. Highlight the customer record(s) you wish to delete in the Customer list.
2. Select Delete from the I Want To menu.

Note: Deleting a customer record from Point of Sale does not delete that customer's former receipts. They can still be viewed and sales reports will include the information.

Deleting a customer in QuickBooks financial software

QuickBooks users that share customer information must delete the customer record in the financial software in addition to deleting it from Point of Sale. If not, the customer record is re-created in Point of Sale with the next financial exchange.

If the customer is listed on documents in QuickBooks, it cannot be deleted in that program so it is made inactive instead. This also prevents it from being re-created during the next exchange.

(Pro) If you delete a customer, but later list that customer on a sales receipt (by referencing a customer order listing the customer) the customer is re-created in both Point of Sale and QuickBooks during the next Financial Exchange.

Viewing customer ratings

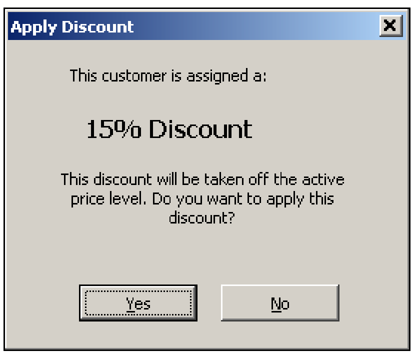
If a client wishes to view customer ratings information, turn on the feature in the Ratings & Trends category in Company preferences.

Customer rating work in the same manner as Item ratings in inventory. See "Using item ratings and trends" on page 131 for more information on using ratings.

Using customer discounts and price levels

Point of Sale automatically suggests discounts against the active price level for all items on a sale to customer. You can associate either a percentage discount or a markdown price level with a customer, but not both.

Point of Sale alerts you to the discount when the customer is listed on a receipt. You have the option of applying the discount at the time of sale.



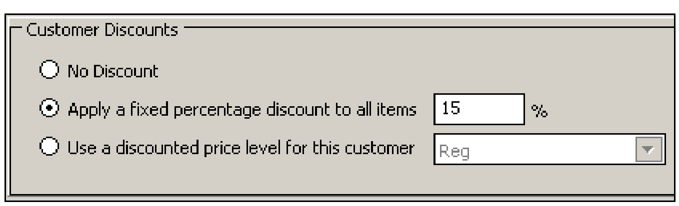
To define a customer discount:

1 Open the customer record.

2 Click the Additional Info tab.

3 Select the "Apply a fixed percentage discount to all items" option in the Customer Discounts section.

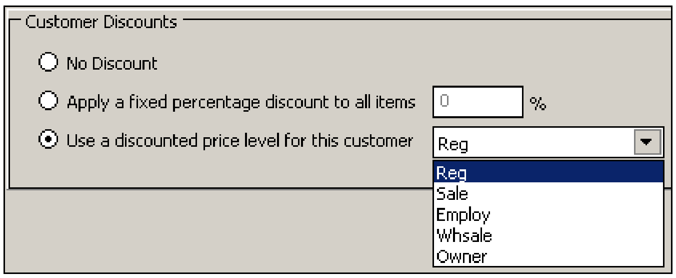
4 Enter a discount percentage in the field (do not enter the % sign).



5 Click Save.

To define a customer price level:

1. Open the customer record.
2. Click the Additional Info tab.
3. Select the "Use a discounted price level for this customer" option in the Customer Discounts section.
4. Select one of the predefined price levels from the drop-down list.



5. Click Save.

Specifying sales tax rates for customers

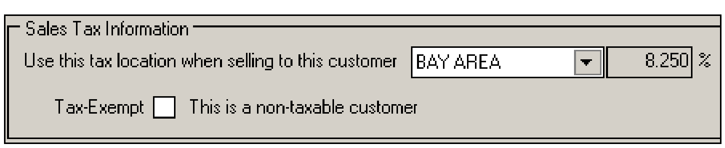
A customer can be associated with a sales tax location or flagged as tax-exempt so that the correct sales rate is applied on sales to the customer.

When you specify a tax location for a customer, that tax location is suggested when the customer is listed on sales documents. You can choose whether or not to apply the tax location to each sale.

When a customer has been flagged as tax-exempt, Point of Sale automatically uses a special Exempt tax location for the sale with a 0% tax rate.

To associate special tax handling with a customer:

1. Open the customer record.
2. Click the Additional Info tab.
3. In the Sales Tax Information section, select either a tax location from the "Use this tax location" drop-down list or the Tax-exempt checkbox.



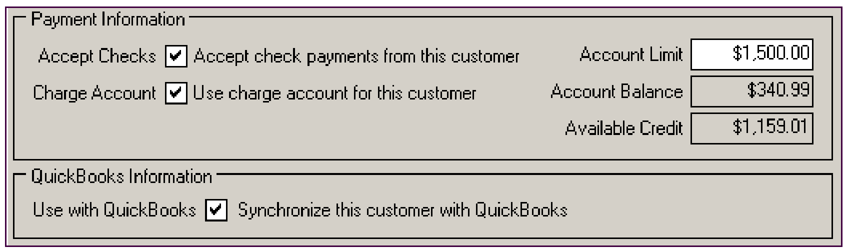
4. Click Save.

Refer to the User's Guide for more information about configuring and collecting sales taxes.

Maintaining in-store charge accounts

Point of Sale allows retailers to offer and manage in-store charge accounts for their customers, whether QuickBooks POS is used as a stand-alone solution or integrated with QuickBooks Financial software.

The image below includes Point of Sale customer fields that are used for allowing charges to account. These fields can be seen in the Additional Info panel of the customer record.



The following Point of Sale customer fields are used when allowing charges to account:

- **Use charge account for this customer**—Select this to activate the in-store charge account for this customer.
- **Account Limit**—The maximum charge balance allowed for the customer.
- **Account Balance**—The customer's current account balance. The account balance is updated by Point of Sale when making a new charge to or taking payment on account.
- **Available Credit**—This is a calculated field: Account Limit - Account Balance = Available Credit. When you go to take payment by account charge in Point of Sale, the program checks the available credit and does not allow the charge if the amount exceeds this value.
- **Use with QuickBooks**—Select this to synchronize the customer's account information with QuickBooks Financial software and allow it to post and track an accounts receivable balance. If QuickBooks POS is being used as a stand-alone solution, then this option does not appear on the Additional Info tab.

To process an account charge:

1. Start a new Sales Receipt.
2. List the items and customer on the receipt.
3. Click Take Payment.
4. Accept or enter the payment amount using Account Charge as the payment method (enter in the Amount column).
5. Save or print the receipt normally.

(Pro Multi-Store) If you make two or more sales at different store locations charged to a customer’s account between Store Exchanges, neither individually exceeding the customer's available credit, it is possible for the total to exceed the credit limit. Once a Store Exchange has been performed, no further charges are allowed until a payment is made.

If you exchange information with QuickBooks financial software at the end of the day, customer account charge receipts are sent and posted to the customer's account. The customer’s account limit can be increased in the customer record, or it can be increased in your financial software and will then be available in Point of Sale after the next Financial Exchange.

Using charge accounts with QuickBooks financial software

If you have Point of Sale integrated with QuickBooks, the following apply to customer charge accounts:

- Select the “Use with QuickBooks” option in the customer record to allow the two programs to exchange charge account information.
- Account limits can be edited in either program. During Financial Exchanges, the last edit overwrites the limit in the other program.
- Sales charged to account are sent to QuickBooks with each Financial Exchange. Customer invoices are created and added to the account balance.
- The account balance in Point of Sale is overwritten with the balance from QuickBooks with every Financial Exchange. This ensures the Point of Sale balance reflects any finance or other charges you may have added in QuickBooks.

Applying customer payments on account

Payments on account can be taken in either program and update the other with the next Financial Exchange. If taken in Point of Sale, a customer payment or credit memo is created in QuickBooks. It is important that you apply this payment or credit to open customer invoices in the financial software so that the corresponding account balances are updated accordingly. If payment is taken in QuickBooks, the payment is reflected in the updated account balance sent to Point of Sale with the next exchange.

To apply payments on account in Point of Sale:

1. Select the customer record and select Take Payment on Account from the I Want To menu

   OR

   From a new receipt form or sales history, select Take Payment on Account from the I Want To menu and select the customer from the drop-down list.
2. Enter the amount being paid on account by the customer and then click Accept Payment (or Back to Receipt).

3 Enter/accept payment amount(s) until the Payment Complete message is shown. You can also add the sales of merchandise to the same receipt if the customer is also making a purchase.

4 Save the transaction.

The Account Charge method is not available on the payment screen when accepting a payment on account, as a customer cannot make a payment on account by charging it to his account.

Refer to the User's Guide for more information about recording sales by account charge, accepting payments on account, and how account charges and payments on account are sent to QuickBooks.

Viewing a customer's purchase history

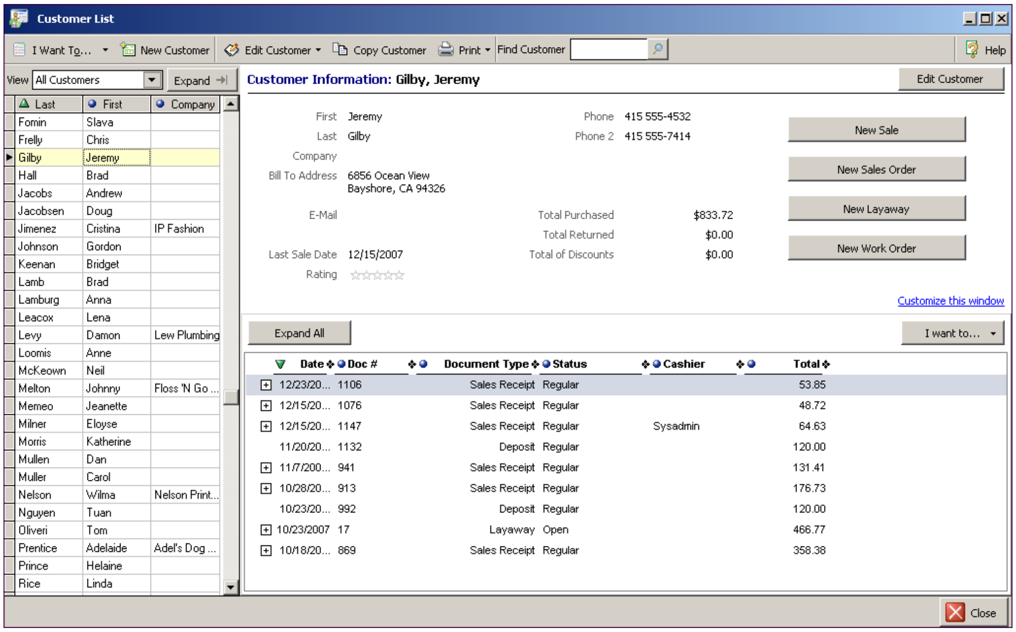
The customer history allows you to view summarized statistical data for customer purchases and returns, as well as displaying a list of former receipts and, for Pro users, all non-deleted customer orders made for the customer.

To access customer history from the Customer list:

1 Highlight a customer record in the Customer list.

2 Click Collapse.

The Information Panel for the customer is displayed, which includes the customer's purchase history.



To view customer history from a sales document:

1. List the customer on the document.
2. Select View Customer History from the I Want To menu.

(Pro) If customer orders are deleted once they are filled, the deleted orders are no longer displayed in the customer's history, and the information from deleted orders is not included in the summarized statistical information. However, the sale of the merchandise on deleted customer orders is reflected in the receipt and sales information shown in the window.

(Pro Multi-Store) Customer history at remote stores includes only the receipts and/or customer orders created for the customer at the local store.

You can "drill-down" into a customer's history to see document item detail or to view the entire document in a separate window. Click the + sign on a line to expand the list and view item detail. With the QuickZoom icon is displayed, double-click to open the document.

Viewing or copying a receipt or customer order

If you came to the Customer History window from a sales receipt, you must switch back to that receipt and cancel, hold, or complete it before you can copy from history to another new receipt. Only one of any document type can be open at a time.

To view or copy a receipt or customer order:

1. Highlight a document in the Customer History window.
2. Use QuickZoom or select an option from the I Want To menu (to the right of the customer history):
   - **Go to document** to view the document. Once you are in the document, you can view, copy, or reverse it as needed.
   - **Return item on this sale** to copy the original receipt information to a new return receipt.
   - **Exchange item on this receipt** to make an item exchange for the customer.
   - **Print history** to send the customer history to your printer.

Printing/exporting customer records

To print or export the customer list:

1. Display the Customer list.
2. To include only selected customers, filter the list to display only those customers or select multiple customers.

   To print the entire list, make sure the list filter is set to display all customers.
3. From the Print menu, select Print.

   OR

   To export to Excel, select Export to Excel from the I Want To menu.

Printing a customer list report

Printing customer lists from the reports area provides more flexibility in customizing the layout, data to be included, font, and other display properties, as well as allowing you to export the list to Excel.

To print a customer list report:

1. From the Reports menu, click the Customers category.
2. Select a customer report from the General section:
   - Customer List—to print a general customer list report
   - Customer Sales— to print a customer list filtered by purchases made. Customers who have not made a purchase are not included on this report.

   The selected report is displayed.
3. Click Modify to change report options as needed (e.g., filtering the data, display options, sorting, etc.).
4. Click OK.

   The modified report is displayed.

5 Click Memorize and give the report a unique name if you want to save these report options for future use.

6 Select Print Preview, Print, or Excel to view, print, or export the report, respectively.

For more information about running reports, refer to Lesson 10, “Reporting and customizing.”

Printing customer labels

Use this option to print customer name labels or shipping/mailing labels from the customer list.

(Pro) Shipping labels can also be printed while adding shipping information to a sales receipt. Refer to Chapter 21 of the User’s Guide for more information.

The types of labels supported are:

Label size	Labels per sheet	Use template
1″ x 2-5/8″	30 (3 across)	Avery 5160
1″ x 4″	20 (2 across)	Avery 5161
3.33″ x 4″	6 (2 across)	Avery 8164*

* For weatherproof labels, substitute Avery 5524 and print with a laser printer.

To print customer labels:

1 Display the Customer list.

2 Select the customer(s) for whom you want to print labels.

3 From the Print menu, select Print Labels.

4 Specify the following options in the Print dialog:

- Choose the printer to be used
- Specify the number of labels to print for each selected customer
- Preview and/or change the label template used (select More Options to access templates)

5 Click Print or Preview.

6 Specify a label start position (for printing on partial pages of labels).

If necessary, you can also align your printer from this dialog.

7 Click Continue.

Refer to the User’s Guide for general printing information.

On your own exercises

On your own exercises are designed to provide you with an opportunity to practice some of the tasks and procedures covered in the lessons. Try the procedures here to help familiarize yourself with the software.

Before you begin, see "Working in Practice Mode" on page 43 for more information about the exercises and accessing Practice Mode.

Note: Be sure you are working on practice company data in Practice Mode when completing these exercises.

Scenario

Al's Sport Hut tracks customers when possible, especially for repeat customers. Joe must add a new customer.

Follow the steps below to add the new customer and complete additional customer tasks.

Add the new customer:

1 From the Point of Sale menu, select Customer List.

2 Click New Customer.

3 Enter the following information:

- Customer name - Dan Tedford
- Phone - 650-555-3940
- Phone 2 (Fax) - 650-555-3941
- Bill to/Ship to Address - 811 Alworth Avenue, Middlefield, CA 94448

If customers have good payment histories and come into the store frequently, they are given a discount. Dan Tedford is a regular customer and has earned the customer discount of 5%.

Associate the discount with the customer:

1 Click the Additional Info tab.

2 In the Customer Discounts section, select the "Apply a fixed percentage discount to all items" option.

3 Type 5 in the percentage field.

As a frequent and regular customer who typically makes large purchases, Joe has decided to grant Dan Tedford a charge account.

Create the charge account:

1 In the Payment Information section, select the Use Charge Account checkbox.

2 Enter an Account Limit of $500.

Joe has decided to start a program where Al's Sport Hut will send birthday cards with a 10% discount coupon to its customers as a gesture of goodwill. He can use the Custom Fields in the customer record to record customers' birthdays. (Custom fields are available only in Pro and Pro Multi-Store levels.)

Add the custom field to the customer record:

1 Click the Notes & Custom tab.
2 In the Custom Fields section, click Define Fields.
3 Select the checkbox for an unused custom field and type "Birthday" in the Label field.
4 Click OK.
5 Type "June 21" in the Birthday custom field.
6 Click Save.

In an effort to do some target marketing, Joe wants to create a mailing for customers in a certain area code near the store's location.

Create a custom filter and generate mailing labels:

1 Display the Customer List.
2 From the View menu, select Filter view, then choose Create Filter.
3 Scroll down to the row labeled Phone.
4 Type "650" in the Field Value field.
5 Select Include from the Include/Exclude drop-down list.
6 Click Save.
7 Enter "650 Area Code" as the name for the filter.
8 Click OK.
   The new filter is automatically applied to the Customer list.
9 Press Ctrl+A on the keyboard to select all the customers in the filtered list.
10 Select Print Labels from the Print menu.
11 Click More Options to display the Customer Template options.
12 Click Preview Template to view the labels.
13 Change the label template, if desired.
14 Click Select.
15 Click Print.
16 Select the Start position for the labels.
17 Click Continue to print the labels.

Review questions

1 Which feature do you use to edit many customer records at once?

____

2 True or False: The Phone 2 field in a customer record can be used to record information other than a phone number.

____

3 How do you set up Point of Sale to always suggest a 20% discount for a specific customer?

____

4 True or False: You can assign a discount or a price level to any specific customer, but not both.

____

5 What effect does deleting a customer record have on receipts for that customer?

- **a** You cannot delete customers listed on sales receipts.
- **b** Point of Sale automatically deletes all receipts associated with the customer.
- **c** No effect. Point of Sale lets you delete the customer records without affecting receipts.
- **d** It depends. Point of Sale displays a message asking whether you'd like to delete all receipts for the customer you are deleting.

6 When using the four default security groups in Point of Sale, who does not have permission to override the "Do Not Accept Checks" warning during a sale?

- **a** Associate
- **b** Assistant Manager
- **c** Manager
- **d** Owner

7 A client regularly makes sales to a tax-exempt organization. What is an automatic way to charge 0% sales tax on receipts made for this customer?

____

8 True or false: Customers can make purchases on account when a client uses Point of Sale without QuickBooks financial software.

____

9 When offering store charge accounts to customers where do you do define the customer's credit limit?

- **a** Point of Sale
- **b** QuickBooks financial software
- **c** Either product
- **d** None of the above

10 If you haven't yet entered an account limit for a customer account, what is the amount that Point of Sale allows that customer to purchase on account?

____

11 True or false: Deleting or merging a customer record in QuickBooks POS automatically updates and changes those records in QuickBooks Financial software as well during the next complete financial exchange.

____

12 When you want to delete a customer when sharing information between the two programs, why is it important to delete the name (or make it inactive) in BOTH Point of Sale and QuickBooks financial software?

____

13 True or false: If you edit a customer's name in their record, you can still access the prior customer purchasing history.

____

14 If using QuickBooks financial software, how do you specify that you want to offer the ability to make purchases on account to a particular customer and have the data available in QuickBooks?

____

15 True or false: Finance charges on past due invoice balances can be assessed through either QuickBooks POS or QuickBooks Financial.

____

Answers to questions are located on the following page.

Answer key

1 List Edit mode

2 True

3 Select "Apply a fixed percentage discount to all items" and enter 20.0 on the customers record.

4 True

Either a discount or a price level can be assigned to a customer, but not both. You have the option of applying the discount at the time of sale.

5 C

6 A

7 Select the Tax Exempt checkbox in the customer record.

8 True

9 C

10 $0.00

The default amount is zero and no charges are allowed until a higher amount is entered.

11 False

QuickBooks POS asks if you want to delete the customer from the financial software as well and will do so (or make the customer's record inactive if it can't delete the record) on next Financial Exchange if you answer Yes.

12 If you don't delete (or make inactive) in both programs, the customer record is recreated in Point of Sale.

13 True

14 Select the "Use with QuickBooks" checkbox in the customer's record in Point of Sale. Information on this customer is exchanged with QuickBooks.

15 False

Finance charges may only be assessed in QuickBooks Financial. They are sent, however, to POS via updated account balance. The account balance in POS is updated from QuickBooks on every financial exchange.

Notes

Use this section to keep a list of any questions you have as you're working through the lesson. Keep this page nearby and ask the questions when you attend the live webinar sessions.