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Coded Value Adder Description and Operation

The Coded Value Adder (CVA) is ESD's Value Transfer Machine (VTM) that is utilized to add value onto Smart Card money cards through the use of secure pin numbers. There is no cash on site which reduces vandalism and eliminates the need, and cost, of collection. There is also no expensive telephone line required for the unit. It simply plugs into a 120 volt power source. The unit is compact in size providing an easier installation and it is economically priced. The secure pin numbers are generated through the ESD Cyber Vend software in either one of three ways.

Customers have the ability to access a secure website and purchase CVA authorization codes using their credit card. Once the credit card transaction is authorized, the software generates a ten digit pin number that is then used at the CVA to add the value onto the money card.

The website is very user friendly and requires several steps to be taken during this process. When first accessing the website the customer selects from two options, depending on whether they are a new customer or a returning current customer. All new customers will be required to register during their initial visit. The customer will be required to enter their first and last name, complete address including city, state, and zip code, telephone number, and e-mail address. They will then be prompted to create a username and password. The customer will then be asked to enter the Coded Value Adder (CVA) ID number. This is assigned by the operator when initially setting up the unit and installing it at the location. The software will then display the CVA entered with complete address information. The software then requires them to access their e-mail and confirm the registration. This process is similar to many websites where online credit card purchases are made. Once completed, the customer can then return to finish the login process and purchase the required CVA authorization code.

The returning customer simply selects the Current Customer option and follows the steps required, including choosing the CVA to be used, entering their money card serial number, choosing the value to be charged to their credit card and added to their money card, and their credit card information. This process will occur during each visit as the software allows the customer to change the CVA to be used, change their money card, and choose the credit card to be charged as no credit card information is stored. The pin number generated, in addition to being displayed on the screen, is also e-mailed to the customer's address provided.

In addition to the secure website, customers have the option of purchasing CVA authorization codes to revalue their money card through automated telephonic response software. The same registration and revalue process that is required through the secure website is followed here. This option serves those customers who may not have computers or internet access. It also provides a convenient method of adding value while at the CVA unit.

The third option available to customers is through the back office software that is managed by the route operator. In this instance, the customer would call the route operator and an employee would handle the inquiry and enter the required information into the software. The software allows for numerous administrators and operators to have access to the software, through usernames and passwords, so that all activity is tracked. This method of pin generation can also be utilized as a way of providing instant refunds. ESD is excited about upcoming enhancements to the CVA software where we will be providing TLC. Text Laundry Code will send the secure pin, generated by the CVA software, by text message to the customer's cell phone. This feature makes it convenient for storing the pin number for use when needed. ESD is constantly striving to provide the most technologically advanced, highest quality products available for today's laundry industry.