Best Practices with eCoupons

Coupons sent electronically, known as eCoupons, are often used to drive traffic to your business while encouraging a player to try a new game. The Michigan Lottery uses these coupons to encourage players to try lottery products or to promote new games and special offers.

Being prepared to accept these eCoupons will ensure that you capitalize on this added traffic to your business - while adding to your profits by helping to make a sale.

Here are a few best practices to ensure you are prepared for upcoming eCoupon campaigns:

- The eCoupons may be printed on plain paper by the player and may vary in quality or color, or they can be displayed on smart phones for retailers to scan or input manually.

- Carefully read the instructions before scanning the eCoupon – some eCoupons are totally free and others will require you to collect cash to complete the sale.

- Be sure you are using the "COUPON" button on your terminal rather than the "VALIDATE" button to scan the barcode on the eCoupon.

- If the barcode is printed with poor quality or you do not wish to handle a customer's phone, you can press the "COUPON" button on your terminal and manually input the numbers found below the barcode.

- NEVER use a playslip to attempt using the eCoupon offer – just scan the eCoupon and the offer is generated automatically. Using a playslip will produce a wager that must be paid in full.

- The system will never allow you to scan or enter the same eCoupon twice, just like it would not validate a winning ticket twice. If the coupon validates, then the coupon is good and you will get credit for it. NEVER give cash for a lottery coupon.