

PINOGY CORPORATION

# LostMyPet.com

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## Instruction Manual for Pet Professionals

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## Introduction to LostMyPet.com

Welcome to LostMyPet.com! This guide should help you navigate the site and answer many of the questions you may have. If you have a question or get stuck then just give us a call. We are there to help you. Our number is 1-888-973-8911.

## Pet Professional Site

### Logging In

To log into the site you will need an email address and password. If you have not received an email and password already then call support at 1-888-973-8911.

### Generating Certificates for Enrollment


To generate certificates for your pets you will need to log onto LostMyPet.com and click on "Certificates". Once you are in the certificate generation screen all you need to do is enter the microchip number and the PDF will be generated for you. If you lose a form or need to re-print one then just come back to this page. There is no charge for generating enrollment forms. You will have two options when printing. One is to generate a PDF on plain paper or the other is to use pre-printed stock that is available from LostMyPet.com. Contact the sales department if you would like to place an order.

**NOTE: You will need a special store account to access this section. Contact the Support Department to set-up your account at 888-973-8911.**

### Pre-Paid Enrollments

Pre-Paid enrollments are accessed by going to: [www.lostmypet.com/enroll](http://www.lostmypet.com/enroll) and entering the certificate number and microchip number. (See Generating Certificates for Enrollment) You will notice that the registration screen shows that the item has been discounted to a price of \$0.00. Bold Fields are all required on the entry form. Enter as much information as possible so that the customer's new pet is protected immediately. The screen shot on the next page shows you what to expect when enrolling a pre-paid pet through the website.

Please verify the information below and click the **'Place Order'** button to process your order. rcook

Remove	Image	Description	Quantity	Price	Extension
<input type="checkbox"/>		<b>Lost My Pet/My Pet Trainer/AKC-CAR Enrollment</b> <b>Microchip: 999888777</b>	1	\$0.00 Item is discounted \$174.84	\$174.84

Recalculate

Subtotal: \$0.00  
Sales Tax:\$0.00  
TOTAL: \$0.00

**Enrollment Information (Pet 1)**

Pet Name:  Microchip:

Species:  Breed:

Sex:  Color:

Weight:  Age:  ,

Markings:  Other Identifiers:

**Customer Address (primary)**

**First Name**  **Last Name**

Company

**Address**

**City**

**State/Province**

**Zip/Postal Code**

**Email Address**

Country

**Daytime Phone**  Evening Phone

*All bold fields are require.*

**Mailing Status**

Send an email copy of my receipt

Recalculate

**Place Order**

**Enrolling a New Pet Owner**

Enrollments that have not been pre-paid are handled in a similar fashion to the pre-paid enrollments to avoid confusion in processing. You will need to generate a pre-paid certificate for all customers or enter the sale through the web interface at the time of the sale.

## Billing

### Pre-Paid Certificates

Certificates for pre-paid enrollments will not incur any charges unless the pet has been returned and is being placed with a new owner. We hold all enrollments for 7 days, as pending, to allow for this process and then finalize the enrollment. Once an enrollment has been finalized, only the registered owner can update the record.

### Enrollment Certificates

Pets that do not have a pre-paid enrollment should have one generated at the store so that the customer is aware of the service that is available. When you get a puppy or kitten in you will want to generate the forms for the enrollments at that time. Don't worry, generating a form does not mean you are being billed. You will only be billed for the enrollments that are processed at the POS. Unused certificates will automatically expire after 6 months.

### Adding a Picture for a Pet

You can add/update the picture of the pet by email. Send pictures to: [help@lostmypet.com](mailto:help@lostmypet.com) and reference your microchip number in the file name. We are adding an image upload that will be accessed through the enrollment screen by January 1<sup>st</sup>, 2010. Pet Professionals that have a Pet Listing Web Page through Pinogy will automatically have the pictures uploaded for the animals they have posted pictures of. If you are interested in having a web page created for your animals then please contact Pinogy at 877-360-7381.

## PuppyTracker Integration

Stores that are using PuppyTracker to manage their animal inventories do not need to change anything. PuppyTracker just needs to be updated to a new version and everything will remain automated for enrollment submissions. You will also be able to process AKC and ACA enrollments through the new version of PuppyTracker.

## 360Pet's Pet Center

Pet Center is set-up to automatically forward sales data for enrollments to LostMyPet.com. Each enrollment will be processed automatically and there is nothing you need to change. 360Pet's support technicians will update your system so that the new services are listed as a line item on each receipt.

## Submitting Enrollments to LostMyPet.com

Enrollments for LostMyPet.com, MyPetTrainer.com, and AKC-CAR can be sent to LostMyPet.com by email. This template is available online at: <http://www.pinogy.com/cgi-bin/360/mypetforms.html> or by email: [help@LostMyPet.com](mailto:help@LostMyPet.com).



If you are using PuppyTracker or Pet Center then your enrollments will be automatically sent to LostMyPet.com

## Ordering Supplies

### Microchips and Scanners

Microchips and scanners can be ordered online at: <http://www.lostmypet.com/products.htm> or by clicking on the "Products" link on the LostMyPet.com home page shown below.



You may also call in and place your order over the phone

### Resource Kits

We have several Resource Kits available for pets going home. Please contact the sales department at 1-888-973-8911 to discuss which kit is best for you.

### Enrollment Stock Forms

We have pre-printed stock for enrollment certificates if you would like to present the new pet owner with a more professional presentation of the services they are being enrolled in. The paper stock forms are full color on a parchment paper that creates a feeling of additional value with the customer. The forms are customized by printing the microchip number and certificate number on the certificate with your own printer. A sample certificate is shown below.



## Store Materials

## Payment Processing

### Credit Terms

We will extend credit terms to accounts based on several factors including time in business, credit report, and references. Please contact the billing department if you would like to set-up credit terms at 888-973-8911. Enrollments for delinquent accounts will be held until payment arrangements have been finalized and will incur late fees.

### ACH Debits

Accounts that have not established credit terms will be billed on a weekly basis for enrollments. All debits will be processed by ACH. You will receive a statement for each ACH debit for your records.



## Returned Payments

Payments that are returned for any reason may result in a \$35 returned payment fee. Balances that exceed our 45 day grace period will incur finance charges of 18% annually. Finance charges are billed on the 1<sup>st</sup> of each month with a minimum billing charge of \$5.00

## Frequently Asked Questions

**Q:** Why do I need a certificate for an enrollment?

**A:** Certificates are generated so that the new pet owners have a document reminding them of the enrollment and how to log in to complete their enrollment. These certificates also act as a sales aid to help pet professionals sell the services to the new pet owner

**Q:** What happens if a new pet owner uses the certificate and we submit the enrollments electronically to LostMyPet.com? Will I be billed twice?

**A:** The pet account is linked by microchip. When a pet professional submits data electronically to us and then a new pet owner redeems a certificate this only results in one charge. If the enrollment was prepaid then there is no charge to you. If it was not pre-paid then you will only be charged once.