

Gift Cards



Smart. Reliable. Profitable.

What is a Gift Card?

Gift cards are reusable, stored-value cards that provide merchants an electronic alternative to paper gift certificates. Our high quality gift cards generate sales at the time of purchase and when redeemed. And since most consumers spend more than the amount on the card, merchants enjoy the additional profit. Use gift cards to promote sales events, new products, and new locations.

Benefits of a Gift Card Program

Customers have the opportunity to quickly and easily find gifts for any occasion including holidays, weddings, birthdays, or graduations. Consumers appreciate the added convenience and merchants enjoy the many benefits. Some of the benefits include:

- ◆ Increase cash flow by having consumers prepay for services
- ◆ Up to 15% of gift cards go unredeemed and the additional profit goes to the merchant
- ◆ Promote impulse purchasing and additional sales
- ◆ Improve brand awareness within the community
- ◆ Real time web-based tracking and reporting are provided for retailers and consumers
- ◆ Security features reduce fraud and duplicate usage
- ◆ Easy reconciliation and reporting systems to save time
- ◆ Fast transactions and ease of use at the point of sale
- ◆ Always know how much money is outstanding and what types of activities were processed
- ◆ Gift cards make the perfect employee incentive
- ◆ Issue gift cards instead of cashback refunds
- ◆ Easily assign user privileges for all employees within a location



Celebrate birthdays, holidays, or any other special occasion

Gift Program Features

- ◆ PreDesigned, Custom, and Logo card packages are available
- ◆ Cards can be re-used and recycled through the system
- ◆ Issue, redeem or check balance of cards instantly through a terminal or online
- ◆ Multiple locations/franchises can share the same card and the revenue can be pooled into one account
- ◆ Cards can be manufactured with a predetermined value or issued for any desired amount
- ◆ Compatible with most credit card terminals and POS systems
- ◆ Online reporting access provides full activity tracking