Paper or Plastic?

Gift cards are a branded, cost effective, reloadable, and electronically managed replacement to their paper counterpart. The cards themselves can be displayed at the cash wrap to take advantage of the last minute or impulse buys, preloaded and distributed to potential customers, and even used to make purchases online. Gift cards are a great way to boost sales by generating revenue at the time of purchase and most customers spend almost 20% more than the gift card boosting sales at the time of redemption.

Benefits of using a Gift Card Program

Customers are able to conveniently use them as gifts for any occasion from the holidays, birthdays, or even just because. There are benefits for the merchants as well.

- Increase revenue 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 online reporting is provided to merchants and their constumers
- Security features reduce fraud and duplicate usage
- Easy reporting systems and no need to batch out saves 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

Gift Card Program Features

- Standard and Custom card design packages available
- Cards can be reloaded and reissued within the system
- Issue, redeem or check balance of cards instantly through a terminal or online
- Merchants with multiple locations can use the same program at all locations with the ability to have all the revenue pooled into a central account.